"this is going to leave you limp..."

or: How to have WOR make 34,057,161 people do things for you — very profitable things, we might add — in practically all of the northeastern U.S. and a delicious chunk of Canada and even as far south as Georgia, the Carolinas and Virginia. It’s really a very wonderful story.

Now, everybody, sit still. Fix eyes straight on the copy. Breathe deeply, exhale s-l-o-w-l-y. Don’t you feel more calm? Fine! Well, let’s go...

You’ll recall — though you’re completely forgiven if you don’t — that not so long ago WOR told you how the Broadcast Measurement Bureau, Inc. which recently did a magnificent job of sizing network and station audiences from coast to coast, reported that...

1. In the daytime WOR is listened to regularly in well over 3½-million homes with radios in 244 counties in 14 states.
2. In the nighttime WOR is listened to regularly in well over 4½-million homes with radios in 430 counties in 18 states.

We said we’d tell you more in future ads. This is a future ad. We’re telling. WOR didn’t talk about people in that previous piece. But listen — and this is where you’re liable to go limp:

Did it ever occur to you that WOR can spray your message, or your music or ... or your appeal for old mandolins into states and counties and cities and towns lived in by more than

1/4 of all the people in this magnificent country?

34,057,161 people?

Yes, WOR: just one station. Just one station to do a job that maybe — well, maybe you’d need twenty or thirty stations to do.

Yes, Dear Reader, it’s true. And we can prove it with facts, figures and fancy, but, oh, so simple, charts.

Well, why stand there gawking? Why not get on your shiny new skates and whir right down to 1440 Broadway, in New York, and bing-bang our beautiful old brass knocker* to be let in?

WOR — heard by the most people where the most people are

*We really haven’t one. But it’s fun to think of, isn’t it?
This is the
Hansen family
OF KENOSHA, WISCONSIN

ALFRED C. HANSEN grew up on a farm in Norway, came to America twenty years ago, and has lived in and near Kenosha ever since. Mr. Hansen is a building contractor, owns his own business.

The Hansen family, including 6-year-old Richard and 3-year-old Kenneth, live in the tenant house on the 85-acre farm, where Mrs. Hansen was raised, now operated by her brother. They are building a new home of their own on an acre of ground about a mile away. Radio has long played an important part in the lives of the Hansen family—particularly station WLS. Mrs. Hansen has been a constant WLS listener since the 1920's, remembers well how they had to use their battery set sparingly all week—just for WLS markets and Dinnerbell Time—so there would be enough "juice" to hear the WLS National Barn Dance on Saturday nights.

Today she and the whole family still listen to the National Barn Dance and Dinnerbell—to the markets and WLS news—to a score of favorite WLS programs day after day.

It is on such families as the Alfred Hansens that WLS microphones have been focussed for almost 24 years. To those folks we have offered the entertainment they wanted—the service they needed—leading to a loyal audience. And upon a loyal audience depend advertising results.

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.
One of a series. Facts on radio listening in the Intermountain West

New Hooper Survey Reveals

INTERMOUNTAIN NETWORK

first

In INTERMOUNTAIN WEST

17 HOME TOWN MARKETS COMPRIS?

E THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFDM-FM, Boise-Nampa
KV DM, Twin Falls
KEYT, Pocatello
KID, Idaho Falls

WYOMING
KVIS, Rock Springs
KDFN, Casper
KWWQ, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRFJ, Miles City
KMFR, Great Falls*
KMIN, Butte*
KALL of Salt Lake City

Key Station of the
Intermountain Network
and its
MBS Affiliates

*Under Construction

4-state, 14-city survey — the largest Hooper area study ever made in the Rocky Mountain West

STATION LISTENING INDEX
14 INTERMOUNTAIN NETWORK CITIES
Winter, 1947

<table>
<thead>
<tr>
<th>TIME AND DAY</th>
<th>Sets-In-Use</th>
<th>Inter-</th>
<th>Other Competitive Network &quot;A&quot;</th>
<th>Other Competitive Network &quot;B&quot;</th>
<th>Other Competitive Network &quot;C&quot;</th>
<th>Independents</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 A.M. — 12:00 N. Monday thru Friday</td>
<td>22.2</td>
<td>36.0</td>
<td>25.2</td>
<td>18.9</td>
<td>17.1</td>
<td>2.8</td>
</tr>
<tr>
<td>12:00 N. — 6:00 P.M. Monday thru Friday</td>
<td>25.0</td>
<td>40.4</td>
<td>31.6</td>
<td>10.4</td>
<td>11.6</td>
<td>6.0</td>
</tr>
<tr>
<td>6:00 P.M. — 10:00 P.M. Sunday thru Saturday</td>
<td>37.2</td>
<td>24.5</td>
<td>39.0</td>
<td>23.1</td>
<td>10.8</td>
<td>2.6</td>
</tr>
</tbody>
</table>

*Base—Total Homes Called
**Base—Sets-In-Use

NOTE: See complete Report for list of stations, included in network groups.

This is only part of the amazing Intermountain Network story!
Ask Avery-Knodel for details

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

Published every Monday, 83rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C. under act of March 3, 1879.
Upcoming

Oct. 27: IRE, Baltimore Section, 8 p.m., Engineers Club, Baltimore.

Oct. 27-29: Canadian Assn. of Broadcasters Board of Directors, Toronto.


Oct. 29-31: Assn. of Canadian Advertisers annual convention, Royal York Hotel, Toronto.

(Bulletin continues on page 89)

Business Briefly


CONGRESSMAN DEMANDS ANTI-PETRILLO LEGISLATION

REP. EDWARD J. DEVITT (R-Minn.), in statement to KSTP St. Paul, declared Congress must take constructive steps to curb unwarranted and excessive powers James C. Petrillo exercises over musical destinies of U. S. "He has so restricted free expression of musical abilities... that future growth and expansion... is seriously jeopardized to detriment of musicians and public," Rep. Devitt said.

"He (Petrillo) has sponsored enactment of Federal law which classes musicians along with Communists, anarchists, and immoral persons as undesirable potential citizens of U. S. Law deprives musicians of... exchanging talents between nations and... welds more closely power Petrillo exercises over union. ... Law should be repealed. I intend to sponsor bill to accomplish that end. ... Caesarian in musical arts must be terminated."

FM Group Offers Changes in NAB Code

Committee urged more management studies of FM stations; favored study of methods of counting FM receivers; named subcommittee to plan FM part in next NAB convention; asked to be informed of network music negotiations; urged networks sign no contracts likely to impede progress of FM. Petrillo situation discussed at length.

Attending meeting were: From NAB, A. D. Willard Jr., Harold Fair and Arthur C. Stringer; Leonard Asch, WBCA Schenectady; Cecil Masten, WNBPE-FM Binghamton; Matthew Bonebrake, KOCY-FM Oklahoma City; Edward A. Wheeler, WEAN Evanston, Ill.; L. B. Lindquist, WSYR-FM Syracuse; Everett Dillard, WASH Washington; Willard Egel, WAVY-Bethesda, Md., and John Shepard, 3rd, WGTR Boston, board liaison members. Mr. Asch was chairman of meeting.

BROADCASTING • Telecasting
Your product advertised over WORK reaches the greater York market which is permanently prosperous. Located here are many large, well-known industries—manufacturing products for which there's a never-ending demand. Surrounding the industrial section is a rich, farming countryside. Your advertising dollars are wisely and economically spent on WORK. It offers real sales possibilities. Write for information.
Wes BIG

in law enforcement—we cooperate with city, county, state and federal officers, the highway patrol use our facilities often.

greensboro, n. c.
5000 w. day & nite
Columbia affiliate
Edney Ridge, director
represented by Hollingerby

BROADCASTING
**The Local Approach Gets Results in New England**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Station</th>
<th>City</th>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNAC</td>
<td>Boston, Mass.</td>
<td>WONS</td>
<td>Hartford, Ct.</td>
<td>WBRK</td>
<td>Pittsfield, Mass.</td>
</tr>
<tr>
<td>WFAU</td>
<td>Augusta, Me.</td>
<td>WHYN</td>
<td>Holyoke, Mass.</td>
<td>WMTW</td>
<td>Portland, Me.</td>
</tr>
<tr>
<td>WJOR</td>
<td>Bangor, Me.</td>
<td>WLNH</td>
<td>Leonia, N. H.</td>
<td>WHEB</td>
<td>Portsmouth-</td>
</tr>
<tr>
<td>WICC</td>
<td>Bridgeport, Ct.</td>
<td>WCOU</td>
<td>Lewiston-Auburn,</td>
<td>WEAN</td>
<td>Dover, N. H.</td>
</tr>
<tr>
<td>WKXL</td>
<td>Concord, N. H.</td>
<td>WLLH</td>
<td>Maine</td>
<td>WSYB</td>
<td>Providence, R. I.</td>
</tr>
</tbody>
</table>

The Yankee Network’s 23 home-town stations present the broadest, most flexible means of approach to all New England markets.

You can buy any individual station or any number of stations individually, or you can buy the entire network.

This means direct access to any market, to parallel present distribution or to establish new dealer outlets.

New England people listen to their Yankee home-town stations. They do every day buying for family needs in home-town stores. They are reached most effectively through the locally accepted Yankee home-town station used by their home-town merchants.

That is why a Yankee home-town station gives you greatest local impact—enables you to spot your sales effort where it will do the most good.

**This is The Yankee Network**

Broadcasting • Telecasting  
October 27, 1947 • Page 7
It's as simple as this...

We represent radio stations. We work for them, not they for us. Our efforts on behalf of the Columbia-Owned stations long have been recognized as unique and outstanding. Helpful to client, helpful to station. Profitable to both.

As might be expected, other stations have discussed with us from time to time the subject of our representing them. Recently we decided on a limited expansion. Much ado has been made of this. So we thought you would like to know more about our unusual operation:

1 Most able station managers recognize that it is their local live personalities and programs which make their stations better than average. They believe many advertisers could use these local live personalities and programs more effectively than they can use announcements. But time salesmen—or organizations—aren’t paid to sell programs. They’re paid to sell time. We’re paid to sell programs too. And we do. The C-O stations have liked that. So have WAPI and WBT. And so do WRVA and KSL. The advertisers who sponsor these local personalities are very happy with the sales that are hitched to these local stars. We’re very happy too.

2 Our men know their business thoroughly... and first-hand. At a cost to us of thousands of dollars each year, each Radio Sales account executive visits each station regularly. He learns—from personal contact—
the native character of each market, the unique personality of each station—its program philosophy, its talent and its techniques. Radio Sales represented stations like this system very much. Advertisers and agencies place a high value on the reliability of our knowledge. We believe it is no exaggeration to say that Radio Sales men know the spot broadcasting business more thoroughly than do time salesmen who rarely or never see the inside of the stations they represent.

Like most stations, the effective area of a Radio Sales represented station extends far beyond its city line. Coincidental telephone measurements of audience size made inside city limits have been inadequate for our purposes. So Radio Sales long ago devised the first area-audience measurements for individual stations. We conducted the first studies of early morning and late evening listening. We pioneered the now famous Listener Diary technique...measurements of the flow and composition of audiences, as well as their size. Radio Sales has its own research staff, separate from that of CBS. Its efforts and the resulting data help our men know more about what makes radio “tick”. We believe it reasonable to say that they know more about the characteristics of the radio audience than do men who have had less access to this fund of knowledge.

Hours spent listening to local live programs, days spent studying stations in the field, weeks spent absorbing the lessons of audience research, all take a great deal of time. We believe it is the only way to represent an important radio station. But this system obviously limits the number and class of stations we can serve. We have set our limit at fifteen. It’s as simple as that.
To what program are you listening, coach?

To the Notre Dame game over WFLA

---

Feature of the Week

CULMINATION of years of preparation for the U. of North Carolina Communication Center came Oct. 19 when the first of five separate series of weekly programs was broadcast from the new campus studios at Chapel Hill.

The basic plan of the Communication Center is "to bring together . . . all types of tools of communication" to (1) provide a wider educational and cultural opportunity for more people, (2) to provide training in the effective use of the tools of communication, and (3) to provide opportunity for research in the effectiveness of these tools as media of educational and mass communication.

The plan is now in operation, with the first of the radio programs now on the air. The University Hour, a Sunday afternoon

(Continued on page 88)

Sellers of Sales

DIOGENES can put out his lantern and finally get some sleep, for we've found an honest man for him. That citadel of veracity is Fred Stoutland, time-buyer for BBDO, New York. Mr. Stoutland confesses—openly and proudly—that he really uses all of the products for which he buys time. It is not only a policy with him, but a creed, and to dignity that creed he has invented a slogan . . . "Whose Bread I Eat, His Song I Sing."

The Bread Mr. Stoutland eats, incidentally, is Bond Bread, and naturally it is the bread for which he buys time.

And when his over a million dollars worth of annual billing allows him a spare moment for reading, that moment is spent with the Saturday Evening Post, Holiday, Sports Afield and the Ladies Home Journal—all his accounts.

When Mr. Stoutland finds time for a headache or a spot of indigestion he immediately neutralizes that condition with a sparkling glass of Bromo Seltzer, and he wouldn't be found dead on a summer's day without a Polaroid sunvisor. Have you guessed that these are also his accounts?

The remarkable Mr. Stoutland began his career much as any ordinary advertising man. In 1930 he landed a job in the production department of Lennen & Mitchell. From that beginning he gravitated into the media department, then to the research branch. There he did interview work, surveys, sales and analysis product testing. In 1935 he also worked on publicity and was in radio production, for a time producing local shows and commercials on network programs. He also bought radio time for agency clients.

In Sept. 1942, Fred forsook radio and advertising for the Army and an airplane. He was a staff sargeant in the Air Corps.

He returned to Lennen & Mitchell in 1945 and served in the radio department for six months before joining BBDO New York as a time buyer.

The Stoutlands—his wife is the former Harriet Salvesen—who were married March 1, 1947. Mrs. Stoutland is a social worker specializing in children's activities. The couple live on Staten Island.

An active chess player, Mr. Stoutland also plays golf and fishes for Canadian trout every summer.

That's the story of W-W-D-C! Starting in pretty shyly . . . then growing more confident as clients' business boomed . . . we rolled right along! Today, to do a low cost sales job in the great Washington market . . . you need the audience that, in vast numbers, listens to and is influenced by 1450 on the dial!
Economist Roger Babson has designated an important area encompassing portions of Kansas, Nebraska, Iowa, Oklahoma, Missouri and Arkansas as the "Magic Circle" wherein, he believes, lies America's greatest opportunity for the future. KVOO's market area is almost within the center of this circle.

There is a second Magic Circle within this area which Mr. Babson has overlooked — KVOO's Magic Circle — that area in which KVOO Buying Influence has been an important factor since 1925! Advertisers, national and local, are well aware of KVOO's Magic Circle and each year finds more and more of them making increasing use of its selling power!

No wonder KVOO's Magic Circle grows in influence ... the great combination of KVOO power and outstanding local programming plus more than 20 years' affiliation with NBC, America's Number One Network, has built and will continue to build and hold enthusiastic listener loyalty!

Today and tomorrow this unbeatable combination will add its influence to the continuing growth of this great section of America which Mr. Babson so aptly has named "The Magic Circle!"

**KVOO OKLAHOMA'S GREATEST STATION**
**50,000 WATTS 1170 KC**

Edward Petry & Co., Inc., National Representatives
Long before the Blue Book was even a gleam in its fathers' eyes, most good radio stations were just as fully aware as now that top-notch public service is top-notch business for everybody concerned.

Among many other public service activities, WPTF at Raleigh, for instance, has for years aired "We, The Women." It is a sincere and serious public service feature conducted by Mrs. Harriet Pressly, wife of a college President, mother of five children and outstanding leader of civic enterprise in North Carolina. Is it good? Its rating is a highly responsive 5.4.

If you, too, believe that public service is good business—if you would like to sponsor such features on any station represented by F&P—let us show you what's available, via Bull's-Eye Radio.

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

EXCLUSIVE REPRESENTATIVES:

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

TELEVISION:
ST. LOUIS KSD-TV

NEW YORK: 444 Madison Ave.
CHICAGO: 180 N. Michigan Ave.
DETROIT: Penobscot Bldg.
FORT WORTH: 406 W. Seventh St.
ATLANTA: Palmer Bldg.
HOLLYWOOD: 6331 Hollywood Blvd.
SAN FRANCISCO: 58 Sutter Street
Independents Draft Proposed New Code

"Rebellion" Within Industry Denied by Committee

By J. FRANK BEATTY

CONVINCED that the proposed NAB code adopted by the board at Atlantic City would bring wholesale resignations of member stations, a special committee of independents proposed an entirely new code last Thursday.

The revised standards are adapted to all segments of the industry, the committee said, and actually are more stringent than the original version. All talk of an industry "rebellion" was without any basis whatever, the committee insisted.

Supported by demand from large numbers of stations for sweeping changes, the code committee put in an eight-hour continuous session. NAB officials took part only briefly during the luncheon period.

Besides its doubted workability, the original proposed code is fatally marred by lack of mature consideration, the committee stated. To remedy this defect it proposed that the board defer final action at its mid-November meeting to give all stations a chance to study whatever changes are made at that time.

Time Element

A 60-day probation period winding up in an "opinion poll" was recommended before the board takes final action. This would permit operation of the code by Feb. 1, 1948, original date set by the board, provided industry sentiment is favorable to the new document.

Because of the resentment over failure to give adequate time for study of the standards prior to the convention, the independents unani mously adopted a resolution designed to insure proportionate representation in association affairs. The resolution proposed that a permanent Independents Committee be authorized.

The 12-man independent committee, named a fortnight ago by NAB to insure adequate presentation of independent views on the standards, named Ted Cott, WNEW New York, as chairman.

In starting the code rewriting task the committee adopted a resolution endorsing the principle of "a code" and another stating that independents were "deeply disappointed" that they had not been given a voice in its writing.

As a remedy for this grievance the group proposed that it be represented at the Nov. 13-15 board meeting to present its views. The committee was not satisfied to rest its case on whatever action the special three-man board code-processing committee takes when it meets Nov. 3 to analyze all industry suggestions as an aid to board consideration.

Named to appear before the board were Mr. Cott; Arthur Harre, WJJD Chicago, and Ben Strouse, WWDC Washington.

A. D. Willard Jr., NAB executive vice president, thanked the committee for its code study. He said:

"The NAB is grateful to this committee for its constructive spirit of cooperation. It has performed an important assignment in an extremely short time. "If it is the opinion of the committee that further meetings should be held before the November board meeting to modify or enlarge its proposals, it need only communicate that desire to this office."

Mr. Cott explained after the daylong meeting that the committee in no sense constitutes a "protest group" or "a rebellion within the NAB."

"We have tried to make the standards applicable to everybody, but we have also tried to make it a stronger code," he said.

To bring about industrywide

(Continued on page 82)

SHARP REWRITING of proposed NAB code was done by this independent committee at Thursday meeting in Washington. Left to right: Edward Lamb, WTOD Toledo; Harold B. Shaw, WOAY Oak Hill, W. Va.; Arthur Harre, WJJD Chicago; Elliott Sang er, WQXR New York; Ted Cott, WNEW New York; Franklin Blair, WSCR Scranton, Pa.; Ralph Weil, WOV New York; Al Meyer, KYMR Denver; Ben Strouse, WWDC Washington; Eugene Weil, WLAQ Rome, Ga.; Calvin J. Smith, KFAC Los Angeles.

CCBS Offers 750-kw Station Plan

Final Hearing Evidence Certain to Be Given This Week

By RUFUS CRATER

FCC's hoary and bitterly fought clear-channel case sped toward its climax last week as the Clear Channel Broadcasting Service unveiled a highly controverted plan designed to carry four network services into virtually every sector and based on use of 750-kw power by at least 20 clear-channel stations.

It appeared almost certain that final evidence in the 2 1/2-year-old proceeding would be presented this week, barring complications. There was a strong possibility that usual FCC procedure would then be reversed and oral argument scheduled to precede the issuance of any decision by the Commission. In this case it was thought oral argument would come in one to two months, and that FCC's decision then might be either proposed or final.

In view of the urgency for deciding many phases of the case as soon as possible to meet the May 1 deadline for final U. S. recommendations for changes in the North American Regional Broadcasting Agreement (NARBA), it was felt that the Commission might be forced to consider the possibility of making its decision in segments, deciding first those questions necessary for NARBA preparations.

The CCBS "20-station plan," covered on testimony Tuesday by John H. DeWitt Jr., president of WSM Nashville and engineering director of CCBS, found major networks critical and brought charges from the Regional Broadcasters Committee that local and regional outlets would suffer, that interference problems would be greater than indicated, and that "equitable distribution" of service would not be achieved as called for in the Communications Act.

Mr. DeWitt countered that the entire country would benefit from a choice of four program services by skywave signals of a good or reasonably satisfactory grade," that this is better than existing service, and that the overall adjacent-channel interference problems "would be small." He insisted that "changes can't be made without hurting somebody," that "some
Jimmy's Chips Are Down . . . . . . . An Editorial

IN HIS quarter-century as a labor czar—the last seven as the president of the American Federation of Musicians—James Caesar Petrillo has never lost a major battle. He has hurled defiance at a President of the United States, Congress, the country and the military in wartime. He has aroused the enmity of the people and even his own labor people. But, because he has never tasted defeat, his "boys" have stuck by him.

Jimmy's lust for conquest now has led him to what must be his Waterloo. For Jimmy seems bent upon the murder of music performed by American musicians. His new campaign transcends the give-and-take bargaining of management and labor. It goes beyond the issues of make-work and featherbedding, even though Jimmy may not have intended it that way.

The ban on records and transcriptions as of Dec. 31 is another salient in Jimmy's campaign. His men just won't work, he ordains. The next foray on his war map will be to plug the plug on the networks when contracts expire Jan. 31. These follow, in a Hitleresque sequence, the ban against duplication of AM programs over FM stations, and the ukases against use of music on television and over FM networks.

This time no one is being kidded—except possibly Jimmy's 3,000 professional members who work for radio. In all history, no one has ever been able to stifle progress. The march may have been impeded temporarily, but technological advances have moved inexorably with time.

The Taft-Hartley and the Lea Acts of the last Congress were aimed principally at the excesses of labor autocrats of the Petrillo stripe. Yet Jimmy blandly says that there is no law that can force a man to work. He probably is right. And he would emerge a greater AFM hero than ever if any of his adversaries in radio or recording capitulated as they did in 1944. Then he won his fight for royalties on all records for his trick relief and welfare fund—now outlawed under the Taft-Hartley bill.

By whatever name it may be called, Jimmy has conditioned his union for a strike. There will be no live music for radio after Jan. 31, as it now stands.

What's his alternative? He hasn't stated it since the enactment of the new laws, and that's on advice of counsel. He wants standbys, make-work, welfare funds and secondary boycotts. He wants full fees for anything that may be duplicated anywhere. He wants all stations to pay for fixed quotas of men, whether they perform or not. In sum, he wants everything Congress has said he can't have, but he wants them by acquiescence.

He thinks he can get them because he firmly believes the networks and the recording companies won't risk a work stoppage. The fact that an important segment of the national economy and the welfare and entertainment of practically the entire populace is imperiled doesn't bother him.

But we think Jimmy has guessed wrong. Recorders and transcribers have been building backlogs for months. Networks have not been asleep. At the NAB Convention in Atlantic City last month plans were drawn for a "music war," embracing all segments of radio and recording. Radio knows the lessons of ASCAP "strike" of 1939. ASCAP surrendered because it couldn't withstand public opinion and, more important, the loss of revenues for its publisher-writer members.

Now let the AFM membership look where Jimmy is leading them. His lieutenants are Guy Lombardo, Harry James, Xavier Cugat and Charlie Spivak say they're backing Boss Petrillo in his fight. Did any of these impresarios ever pay income tax on the large form for radio? Or did they have recording dates prior to the time they were begging to be picked up for sustaining remotes? Were they name bands before radio, and will they be name bands when radio stops plugging them?

No one knows better than a showman how quickly the public can forget. And Jimmy knows how long his $5,000,000 war chest will last when he has to pay strike benefits to 3,000 men.

Once Mr. Petrillo's ersatz strike is called, how long will it be before the sambas and the rhumbas will be heard from Mexico and Cuba and from South America? Will it take for new band aggregations, outside the charmed AFM circle, to organize and gain popularity via network and disc-jockey performance? How long will it be before the few hundred highly-paid musicians who get most of the network and recording dates form their own union or contract independently? Would CIO be interested in a music union?

Withal, Jimmy is a simple man. He doesn't go for legalistic talk. He will understand this truism, however: A tree is never so big as the day it falls.

The Coals That Kindled the AFM Fire

Review of Crisis Shows Jimmy Worthy of His Middle Name

By PAUL FULCOMER

WHAT MANNER of man is James Caesar Petrillo, who has spent 25 of his 55 years as a leader of the powerful American Federation of Musicians?

Best answer, perhaps, can be found by examining and reviewing some of his most explosive battles with radio and the federal government.

Both radio, and the government reluctantly admit that Petrillo—determined, defiant and uncompromising—never has lost a major battle. His most recent order-barring AFM musicians from making records or transcriptions, effective Dec. 31, is merely another milestone in Petrillo's successful forting of any individual or organization which dares to differ with him or to buck his demands.

The ban on making records or transcriptions also is strongly reminiscent of a similar order which the AFM czar issued in early June 1942. Petrillo touched off national controversy by refusing to allow his musicians to record or transcribe music for public consumption as of Aug. 1 that year. The war was on and by that time the United States was in it, but that made no difference to the AFM head. His edict drew repercussions in Congress, military agencies and in affected industries and aroused widespread public indignation, but Petrillo went relentlessly on his announced course.

The Dept. of Justice moved against Petrillo a few weeks later by instituting action which labeled the recording ban as being in violation of anti-trust laws. But Petrillo was the victor, as usual, the following October when the Federal District Court in Chicago dismissed the Dept. of Justice case, which subsequently was taken to the U. S. Supreme Court by Assistant Attorney General Thurman Arnold.

It was also shortly after Petrillo's June 1942 ban on recordings that Congress made a determined move to curb the AFM chief and end the recording strike. This came in the form of an all-inclusive resolution (HREs-286) introduced by Sen. D. Worth Clark (D-Idaho) in late August to inquire into "Petrilloism."

Counter Move

Hearings on this resolution were opened in January 1943 by the Senate Interstate Commerce Subcommittee, but were receded pending efforts to settle the strike by arbitration. Meanwhile, in early February 1943, Petrillo made a counter move by proposing a fixed AFM fee royalty basis for all records and transcriptions as a condition precedent to lifting of the recording ban. The action brought...

... Petrillo laid down the law at the 1943 AFM Convention in St. Petersburg.

Record Ban Edict Issued in Chicago

Petrillo Makes His Announcement At Oct. 18 Conference

JAMES C. PETRILLO'S Oct. 18 press conference in Chicago, at which he announced the AFM recording ban to commence Dec. 31, lit the fuse to the biggest bombshell of his explosive career.

Nationwide reaction was immediate and unanimously condemnatory. (See other stories.) At the conference Mr. Petrillo said definitely: "The AFM executive board Thursday (Oct. 16) unanimously voted to stop making recordings and transcriptions, once and for all PERIOD, and never again to make them, because eventually records and transcriptions will destroy them...they realize they're making their own competition."

As a possibility existed for a settlement of any kind, he said: "We're definite...there's no chance for a deal. That's the message from 225,000 musicians in the United States and Canada."

Mr. Petrillo added, "We know of no business that makes an instrument to destroy itself. You don't know of any ice manufacturer that makes electrical refrigerators, do you? And Standard Oil doesn't make a gasoline economer for..."

(Continued on page 94)
Fight to Finish Opens Against Petrillo

Record Companies Receive First AFM Blow

IN AN ATMOSPHERE reminiscent of the dark days preceding the break with ASCAP eighteen years ago, all radio users of music last week were preparing for a finish fight with Music Czar James C. Petrillo.

Recording and transcription companies joined the NAB's Industry Music Committee, augmented by FM and television members, to confront the AFM with the strongest defensive front it has met.

The joining of forces between the recording-transcription firms and broadcasters of all classes was an example of inter-industry solidarity not hitherto achieved in the acrimonious history of negotiations with the AFM dictator. It was regarded as projecting a defense of dimensions equal to the offensive threatened by Mr. Petrillo after the first of the year against all broadcasting and the manufacture of musical reproductions.

Having shown his hand by banning all recordings effective Dec. 31, the AFM head was expected to withdraw his men from all networks with the expiration of contracts Jan. 31 to complete his strategy of encircling radio.

Networks, stations, and transcription firms, despairing of any reconciliation, were following plans laid down at the Atlantic City convention of the NAB and preparing to weather an indeterminate siege of operation without union musicians.

Developments included:

At a press conference in Chicago on Oct. 16, Petrillo announced that "never again" after Dec. 31, 1947, will members of the AFM make records or transcriptions. (Story page 16.)

Recording companies met in New York on Tuesday, Oct. 21, with executives of the NAB and agreed to participate as members of an Industry Music Committee.

Transcription firms met Thursday, Oct. 23, and appointed Charles Gaines, executive producer for the Frederic W. Ziv Co., New York, to represent them on the committee.

The NAB on Friday, Oct. 24, completed a committee.

Meanwhile radio commentators, news broadcasters and the press of the nation (story this page) were united in their condemnation of the Petrillo tactics. Many pointed to the history (story page 16) of

(Continued on page 86)

Petrillo Edict Draws Censure of Press

Fallacies in AFM Head's Reasoning Criticized in Editorials

EDITORIAL comment on issuance of a ban on recordings by James C. Petrillo, AFM president, was almost unanimously critical of the union head. Most editorial writers agreed that he had tackled a difficult assignment in endeavoring to protect his little band of recording musicians from sweep of technological progress.

Typical views are illustrated in these excerpts from newspaper editorials:

- "Technology, in its own way, moves a good deal more implacably than even Mr. Petrillo. Mr. Petrillo is likely to find a good many holes in his dikes, and although he is both a confident and an industrious man it may be beyond him to plug them all. We can expect a flood of records from Great Britain, for example. Defections from his union are not out of consideration, for recording has been a profitable affair for a small number of musicians."

- "Non-union orchestras might even succeed in encroaching upon all union preserves, protected by the Taft-Hartley Act and its ban on jurisdictional strikes and secondary boycotts. Neither the public nor this major industry can be expected to give up without a battle, and even though Mr. Petrillo is no mean battling he may find himself clearly on the losing side this time."—New York Herald-Tribune.

- "This is the issue that Petrillo's arbitrary decree poses: Shall the immediate selfish interests of one small group be protected at the expense of society as a whole?"—Chicago Daily News.

- "It is doubtful whether the scheme will actually dry up new recordings. Mr. Petrillo's jurisdiction ends at our national boundaries, and records from which recordings are duplicated can be sent anywhere in the world in a few days by air mail."

- "The real objective may be some agreement which will perpetuate the millions in royalties that the union is now collecting, or extort-

(Continued on page 89)

BROADCASTING • Telecasting

October 27, 1947 • Page 17
FCC Issues Grants For Five Daytimers

Also approves increase in power from 1 to 5 kw for WKST

Grants for five new daytime stations and an increase in power from 1 to 5 kw on 1280 kc for WKST New Castle, Pa., were authorized by FCC last Thursday.

Among the grants were one at Waltham, Mass., to a group including Richard C. O’Hare, Washington radio lawyer, and one at Lawson, Ky., to Kentucky Mountain Holiness Assn., a religious organization.

The new-station actions granted daytime-only applications of Southwestern Broadcasting Co. of Mississippi for 1010 kc with 250 kw at McComb, Miss.; Charles River Broadcasting Co. for 1330 kc with 1 kw at Waltham, Mass.; Dowlander Broadcast Co. for 560 kc with 1 kw at Dothan, Ala.; Kentucky Mountain Holiness Assn. for 730 kc with 1 kw at Lawson, Ky., and Williamson County Broadcasting Co. for 1260 kc with 1 kw at Taylor, Tex.

Ownership of the grantee companies:

Dowlander Broadcast Co. Dothan, Ala.—Partnership of Owens F. Alexander, who has been an announcer at WTVG in Tuscaloosa, Ala.; D. M. W. Magnen, and WSFA Montgomery; and R. A. Dowling Jr., a World War II veteran. Mr. Alexander was in the Navy from 1943-

Southwestern Broadcasting Co. of Mississippi—L. T. White, Kenneth Hinton Quinn, engineer of WSFB McComb; Philip M. Brody, radio repairman; Albert Smith, associated with an auto parts company, and J. F. Melvin, dentist.


Kentucky Mountain Holiness Assn., Lawson, Ky.—Religious, nonprofit organization, composed of Miles Lea G. McConnell of Lawson, president and treasurer; Rev. Martha L. W. Vansark, Ky., and Mr. and Mrs. L. L. Swauger of Lawson, Williamson County Broadcasting Co., Taylor, Tex.—Partnership: Graham O. Dowd, Taylor insurance man, 600 Dr. Raymond Garrett, veterinarian, 49%; Ross E. Precht, attorney, partner in applicant for El Reno, Okla., 51%.

AP to Develop Newsreel Service for TV Outlets

The Associated Press board of directors has approved plans to develop a newsreel service for use on television outlets of member radio stations, it was announced last week by Kent Cooper, AP executive director and general manager. Hugh Wagnon, chief of AP’s Philadelphia bureau, will head the new operation.

The newsreel arrangement will provide for a film among participating stations on the same basis as newspapers are now being exchanged among member newspapers through AP Whirlpool.

Mr. Wagnon will make his headquarters at AP’s general offices in New York, with the title of executive representative.

Chizzini, Phelps Named NBC Account Executives

FRANK E. CHIZZINI, former Central Division manager of NBC’s Radio - Recording Division, and Charles E. Phelps, former RCA International sales representative in Paris, have joined the NBC Network Sales Dept. as account executives, it was announced last week by Edward R. Hitz, assistant director of network sales.

Mr. Chizzini joined NBC in the New York Sales Promotion Dept. in 1934. Mr. Phelps came to the net- work in 1931 as night manager.

Shirer to MBS

WILLIAM L. SHIRER, news commentator and author who resigned from CBS several months ago in what he alleged was a dispute over his political views, last week was signed by Mutual to broadcast a weekly commentary beginning sometime in November. Details of his Mutual show have not been set.

CBS Affiliates Hold Two Meets This Week

CBS eighth and ninth district affiliates will meet this week in Dallas and Tucson respectively, the network has announced.

The ninth district, comprised of CBS affiliates in Montana, Idaho, Nevada, Utah, Arizona, New Mexico, California, Oregon, and Washington, is meeting at El Conquistador Hotel, Tucson, Oct. 26, 27 and 28. The eighth district, including stations in Oklahoma, Texas, and Shreveport, La., will meet at the Hotel Bar in Dallas Oct. 30-31.

The following executives from CBS headquarters in New York will attend both district meetings: Frank K. White, vice president and treasurer; H. V. Akerberg, vice president in charge of station relations; C. E. Midgley Jr., sales service manager; Wm. B. Lodge, director of general engineering, and J. Kelly Smith, director of station relations.

Lever Brothers Changes Lifebuoy Soap Account

Lever Brothers Co., Cambridge, Mass., has transferred its million and a half dollar account, Lifebuoy Soap, from Ruthrauff & Ryan, New York, to Sullivan, Stauffer, Colwell & Bayles effective Jan. 1.

The company, however, has retained Ruthrauff & Ryan to handle a new product, the name and nature of which is to be made known at an early date. Canadian advertising of Lifebuoy also will continue to be handled by Ruthrauff & Ryan.

Pryor Joins F C & B

ROGER PYOR, screen, stage and radio actor, producer and director, has joined Poole, Cone & Belding, New York, as executive assistant to Ralph B. Austrian, vice president in charge of television. Mr. Pryor will supervise television production.

AP to Develop Newsreel Service for TV Outlets

The Associated Press board of directors has approved plans to develop a newsreel service for use on television outlets of member radio stations, it was announced last week by Kent Cooper, AP executive director and general manager. Hugh Wagnon, chief of AP’s Philadelphia bureau, will head the new operation.

The newsreel arrangement will provide for a film among participating stations on the same basis as newspapers are now being exchanged among member newspapers through AP Whirlpool.

Mr. Wagnon will make his headquarters at AP’s general offices in New York, with the title of executive representative.

Chizzini, Phelps Named NBC Account Executives

FRANK E. CHIZZINI, former Central Division manager of NBC’s Radio - Recording Division, and Charles E. Phelps, former RCA International sales representative in Paris, have joined the NBC Network Sales Dept. as account executives, it was announced last week by Edward R. Hitz, assistant director of network sales.

Mr. Chizzini joined NBC in the New York Sales Promotion Dept. in 1934. Mr. Phelps came to the network in 1931 as night manager.

Shirer to MBS

WILLIAM L. SHIRER, news commentator and author who resigned from CBS several months ago in what he alleged was a dispute over his political views, last week was signed by Mutual to broadcast a weekly commentary beginning sometime in November. Details of his Mutual show have not been set.

CBS Affiliates Hold Two Meets This Week

CBS eighth and ninth district affiliates will meet this week in Dallas and Tucson respectively, the network has announced.

The ninth district, comprised of CBS affiliates in Montana, Idaho, Nevada, Utah, Arizona, New Mexico, California, Oregon, and Washington, is meeting at El Conquistador Hotel, Tucson, Oct. 26, 27 and 28. The eighth district, including stations in Oklahoma, Texas, and Shreveport, La., will meet at the Hotel Bar in Dallas Oct. 30-31.

The following executives from CBS headquarters in New York will attend both district meetings: Frank K. White, vice president and treasurer; H. V. Akerberg, vice president in charge of station relations; C. E. Midgley Jr., sales service manager; Wm. B. Lodge, director of general engineering, and J. Kelly Smith, director of station relations.

Lever Brothers Changes Lifebuoy Soap Account

Lever Brothers Co., Cambridge, Mass., has transferred its million and a half dollar account, Lifebuoy Soap, from Ruthrauff & Ryan, New York, to Sullivan, Stauffer, Colwell & Bayles effective Jan. 1.

The company, however, has retained Ruthrauff & Ryan to handle a new product, the name and nature of which is to be made known at an early date. Canadian advertising of Lifebuoy also will continue to be handled by Ruthrauff & Ryan.

Pryor Joins F C & B

ROGER PYOR, screen, stage and radio actor, producer and director, has joined Poole, Cone & Belding, New York, as executive assistant to Ralph B. Austrian, vice president in charge of television. Mr. Pryor will supervise television production.

Auto Plans

PLANS for the resumption of sales and advertising of Rolls-Royce and Bentley motor cars in the United States are currently being worked out by the New York and London offices of Dorland Inc. The first showing of the postwar models is planned for early November in New York.

HEARING SET ON WORL FACILITIES REQUESTS

Following up its reaffirmation of the decision denying licensing renewal to WORL Boston [Broadcasting, Oct. 20], the FCC last week called a hearing for Dec. 15 on the six pending Boston applications for WORL’s facilities (960 kc, 1,000 watt day, 1,500 watt night).

At the same time the Commissioner by informal order invited further applications, pointing out that under FCC rules one application will not be consolidated with mutually exclusive applications already set for hearing. It is first set for hearing on December 20 days before the date set for hearing on the applications on file. This would give would-be applicants to WORL’s channel until 20 days before Dec. 15 to file.

Pending applications are those of Continental Television Corp., Bunker Hill Broadcasting Co., and Burgers Broadcasting Co., each seeking stations on 960 kc with 1,000 watt day, 1,500 watt night; and Joseph Solimeno, Boston Radio Co., and Pilgrim Broadcasting Co. requesting 960 kc with 5,000 watt day, 7,500 watt night.

The hearing will be held in Boston.

WORL’s license renewal application was denied on grounds of concealment of ownership. The station is operating on temporary extension of license to Nov. 30.

UP, Acme News Pictures Will Extend TV Service

Extension of the United Press Acme News Pictures leased news and telephoto wires for television service to Philadelphia and Chicago was announced last Friday by Edwin M. Williams, UP vice president and general business manager, and Floyd Ferguson, president of NEA Acme.

The joint announcement said that the expansion coincides with signing of several new television contracts. As a result, a television newsreel service would be ready soon to augment the present spot news and pictures.

Discussions were said to be in progress with two stations regarding establishment of five-minute television newreels out of Washington six days a week. These newreels will include both spot news and interviews and in addition to the script and picture service which UP and Acme launched early in September [Broadcasting, Sept. 8].
Rev. Smith Assailed at WIBK Hearing

Part Owner of Knoxville Grantee Is Scored

By Witnesses

By LARRY CHRISTOPHER
FUNDAMENTALIST Preacher J. Harold Smith sat in abject respect before the FCC last week to answer inquiry into alleged misrepresentation in obtaining a construction permit for WIBK Knoxville, Tenn., a 1-kw daytime outlet on 800 kc.

Known to his friends as "Preacher" and to those who testified against him as "intolerant," "uncharitable," and a "religious racketeer," Reverend Smith appeared unperturbed throughout the week as observations upon his reputation and character mounted.

The man who has been put off existing stations for his alleged vilification of others, from time to time during the hearing fairly identified as his own those writings which FCC counsel introduced and which appear to support the charges against him.

With the Commission's most liberal member, Comr. Clifford J. Durr, presiding the proceeding concluded an application for license to cover the WIBK construction permit and an application for a new FM station. The hearing ran Monday, Wednesday, Thursday, and Friday.

WIBK Ownership

Reverend Smith is president and one-third owner of Independent Broadcasting Corp., WIBK permittee and FM applicant. His wife, Myrtice Rhodes Smith, is also one-third owner and is secretary-treasurer. A one-time employee of WGRG and WAVE Louisville, Marvin I. Thompson, is holder of the other one-third interest and is vice president. Reverend Smith also holds all non-voting preferred stock.

WIBK was applied for by Reverend Smith and his associates following unsuccessful efforts to secure commercial religious time on existing stations [BROADCASTING, July 29, May 15, 1946]. The application was filed in July 1946 and was granted without hearing in October of that year. Three technical modifications subsequently were submitted.

On Aug. 14 of this year FCC announced that on the basis of new information received it considered a hearing was required. Among the matters to be investigated the Commission listed a determination of the legal, financial and other qualifications of the applicant; whether statements and representations made to the Commission reflect the true facts; whether all contracts and obligations respecting ownership have been properly reported; whether other interests of owners have been fully disclosed, particularly Reverend Smith's interest in XERF Villa Acuna, Mexico, and a determination of the program service and areas to be served by both the AM and FM stations.

The investigation chiefly concerned two WIBK principals, Reverend Smith and Mr. Thompson. They appeared on the stand throughout the week in broken sequences.

Reverend Smith and his associates were represented by Frank Stollenwerck, Washington radio attorney, and J. W. Baker of Knoxville.

Worth Clark Added to FCC Prospects

Denny Winds Up Tenure At Thursday Meeting Of Commission

ALTHOUGH HIS RESIGNATION is not effective until Oct. 31, Charles B. Denny wound up his official tenure as chairman of the FCC last Thursday, with no indication from the White House as to when his permanent successor would be named.

A new — and potent — name cropped into speculation on the successorship, however. Former Sen. D. Worth Clark, Idaho Democrat, was represented by those close to him as possibly available. His name was added to those of J. Leonard Reinsch, managing director of the Cox radio stations and President of radio adviser, and Wayne Coy, director of radio of the Washington Post stations and former administrative assistant to President Roosevelt.

While the President has made no statement on the Denny successorship, administrative sources have indicated that he is in no great hurry to fill the post and that he is seeking a well-qualified executive with radio knowledge or background. Messrs. Reinsch and Coy have those requisites while former Sen. Clark, a practicing attorney in Washington and Idaho, holds a minority interest in KJBS San Francisco.

It was doubted whether the appointment would be made on a "recess" basis, now that the President has called a special session of Congress for Nov. 17. More likely, it was thought the President would wait until Congress convenes before submitting his nomination for the Denny vacancy. The nomination will be for membership on the FCC, not the chairmanship, since the President selects the chairman from among the seven commissioners. The nomination goes to the Senate Interstate Commerce Committee for action, and thence to the floor for confirmation.

Walker Chairman

Acting chairmanship of the FCC, it was expected, would devolve upon Paul A. Walker, charter member of the Commission and its vice chairman. He is not regarded as a candidate for the permanent chairmanship, however.

Mr. Denny terminated his official status following an all-day meeting of the FCC last Thursday. His colleagues gave him a farewell dinner Thursday night. He is expected to go to Havana for vacation before his departure he may come with arrangements for home in New York. He is expected to take over his new duties as vice president and general counsel of NBC upon January 1.

Mr. Clark, who is 45, is a well-known figure in Washington political, legal and radio circles. Born in Idaho Falls, Idaho, he graduated from Notre Dame in 1922 and received his law degree from Harvard in 1926. He practiced law in Pocatello until 1933, became assistant attorney general of Idaho that year and served until 1935 when he was elected to Congress. In 1939 he was elected to the Senate and served one term, which wound up in 1945. He was defeated in the primary by the cowboy radio crooner, Glen Taylor, later elected.

Author of the 1942 resolution to investigate AFPM, President J. C. Petrillo, Mr. Clark served as chairman of the subcommittee which subsequently conducted an investigation into AFPM's activities. He holds a 10% interest in KJBS, and is associated in that venture with William B. Dolph, executive vice president of WMT.

(Continued on page 95)
Audience Measurement Battle Flares

**NBC Hits Mutual, CBS Plans; Says Only BMB Reliable**

NBC squared off in the radio audience measurement battle last week by taking pokes at Mutual's “liveness” technique [Broadcasting, Sept. 29] and the “effective coverage” use of Broadcast Measurement Bureau figures proposed by CBS in trade paper advertisements last July.

NBC executives criticized the Mutual technique as failing to meet timebuyers' demands for a measurement of actual audience and said that the CBS statistics of “effective coverage” constituted a “bastardization” of BMB figures.

The charges were made during a press conference held to introduce a new booklet—“Listening Levels”—being circulated by NBC.

The NBC booklet compared the four major networks on 10, 25, 50 and 75% levels of listening in BMB county figures and said that “in any comparison of BMB figures on any level, day or night, the NBC network stands far above all others—and the higher the standard (level of comparison) the greater is NBC’s superiority.”

Charles P. Hammond, NBC vice president, and Hugh M. Beville Jr., the network's director of research, asserted at the news conference that NBC was supporting BMB because it was the only uniform measurement.

Mutual's “liveness” measurement, they said, purported to reflect only potential audience, and even granting that, they were not certain that it was not too optimistic about Mutual's potential.

Although neither Mr. Beville mentioned CBS by name, their sallies against “effective coverage which another network talks about” left no doubt as to the identification of the network.

Mutual's introduction of “liveness” and its refusal to date to subscribe to the next study by BMB were described by the NBC executives as contributing to confusion within the industry.

“It is not helpful to the advertiser,” said Mr. Hammond, “to come out with ‘liveness’ in place of BMB.”

**Created Confusion**

NBC had decided to issue its new booklet because the confusion created recently by Mutual's new survey and by the CBS ads claiming “effective coverage” needed “to be cleared up,” said Mr. Hammond.

Mr. Beville insisted that timebuyers had repeatedly requested measurements of actual audiences —information which BMB had at least attempted to provide. The MBS figures, he said, only “counted the ability to hear,” and that measurement had not been sought so earnestly.

Mr. Beville, addressing himself unmistakably although not by name to CBS, said that BMB figures, based on a minimum of listening, being loosely used by “another network.”

“People who listen less than once a week are being put back in the picture by a certain network which is talking of things like ‘effective coverage,’ he said.

The CBS measurement of “effective coverage,” according to its inventors, the trade press last July, was based on areas where 50% or more of all radio families listen once a week.

The CBS revelation of “effective coverage” occurred after NBC had issued figures comparing network audiences in areas where 75% listen.

According to the NBC measurement, Mutual's listening, NBC claimed, for nighttime listeners, 30,116,240 families, and said CBS had 22,689,710; daytime figures were NBC 22,356,840 and CBS 14,558,050.

CBS “effective coverage” showed NBC with 33,898,300 nighttime families and CBS with 32,400,150, NBC with 33,479,250 daytime families and CBS with 31,685,080.

Mr. Beville said that in computing its figures NBC had added total radio families in areas where 50% or more listen whereas NBC had computed its data on actual percentages of listening in the various areas.

**The CBS View**

Following the NBC criticism last week, a CBS official pointed out that the CBS ads had been taken to make clear “our concept of coverage.”

“If you can get into a county with 50%, you can reach pretty nearly everybody,” he said. The 50% level, he said, had been used earlier by NBC itself in measuring network penetration.

The NBC use of a higher level of 75% was made by the CBS official guessed, only because NBC showed up favorably in comparison with other networks at that level.

At the NBC press conference Mr. Beville questioned the statements by Mutual executives that Mutual facilities had so improved (Continued on page 96)

**SEC Thomascolor Probe Ends After Five Weeks of Hearing**

HEARING before Securities and Exchange Commission Trial Examiner Richard Townsend ended Oct. 20 in the inquiry into the proposed $10,000,000 public stock sale by Thomascolor Inc.

Before the close of the hearing, however, Theodore Pierson, company attorney, asked for an argument before the entire Commission on a motion to dismiss SEC's stop order proceedings. A date has not yet been set for the argument.

In asking for his motion, Mr. Pierson admitted that the original statement of the company, which caused the inquiry to be started by the SEC, was inadequate but argued that amendments already filed and others to be filed now made a stop order unnecessary.

When both sides concluded presentation of their testimony, the record in the five-week-old hearing numbered more than 2000 pages.

Final two days of the inquiry was almost entirely the hearing of testimony by Richard Thomas, 49-year-old inventor of the Thomascolor process and president of the company.

By the process, three black and white negatives of a scene are exposed, one red, green or blue filter each time the camera shutter clicks. The film is processed just like any black and white positive. A positive then is projected through a color separator and each of the three images caused by prisms to register on top of each other thus producing the color-screening. The process is said to be adaptable to television and by its speed in processing, as compared to other color processes, has been considered by some to offer a solution to the color television problem.

Among other developments at the final days of the hearing was the testimony by Harold V. Lee, controller of sales for the proposed issue, who testified that the first manufacturing business of Thomascolor, should the new issue be permitted, would be the production of press proofs and photo-engraving devices.

**Special Session**

IT IS TOO EARLY to say whether any effort will be made in the special session of Congress opening Nov. 17 to bring up legislation amending the Communications Act of 1934, Senator Wallace H. White Jr. (R-Mo.), author of the White Bill (S1333), said Friday. Senator White insisted that he had not finished re-drafting the bill and that the introduction of radio legislation also would be dependent upon how speedily Congress gets through with emergency legislation. However, both Senator White and Speaker Joseph Martin (R-Mass.) left the door open for introduction of any type of legislation, including radio.

Speaker Martin said: "When Congress is in session it is proper for anything to be brought up."
Distribution hits 81% in 6 months

This is one for the book! Less than 6 months ago, the Virginia Products Company had their Old Virginia Corned Beef Hash in only 32% of Richmond's grocery stores.

They decided to take to the air. WLEE was their choice. They bought six quarter hours per week. In almost no time they doubled their W-L-E-E air time.

After 6 months, you'll find Old Virginia Corned Beef Hash in 81% of Richmond's grocery outlets!

This proud client credits W-L-E-E with this success. No other advertising medium was used.

If you have something to sell in Richmond, and you want some action ... get the W-L-E-E call letters on your list.

W-L-E-E
Mutual . . . in Richmond

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

TOM TINSLEY, President

BROADCASTING • Telecasting

October 27, 1947 • Page 21
Tip to Grid Coaches

CONVINCED that a television set can be used effectively as a football coaching aid, Chick Mileham, athletic director at the U. of Cincinnati, has requested one for the use of the university's coaching staff. The Cincinnati home games are telecast by WSXCT, Crosley Broadcasting Corp.'s experimental station, and after witnessing one of the telecasts Mr. Mileham remarked: "Line coaches, watching the game from field-level, are likely to miss many important plays. But if they can watch via television, they can see all plays as the camera sees them—from high over the field."

EXECUTIVES OF WLIZ (Bridgeport Broadcasting Co.), authorized 1 kw daytime on 1300 kc, discuss contract placed with Rozene Advertising Co. of Bridgeport to handle the station's advertising. Seated (1 to r): Robert E. Dreier, secretary; G. Gresham Griggs, treasurer; William Elliott, president and general manager. Standing: Hillis W. Holt (1), construction engineer; Emanuel Slotnick, vice president-sales director.

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.

WBBC AT FLINT BEGINS OPERATIONS ON 1 KW

WBBC Flint, Mich., Mutual's 497th affiliate, began operations Oct. 13. The station, owned by Booth Radio Stations Inc., is on 1320 kc, with 1 kw, fulltime. The station also has an FM grant, and plans on television operations in the future.

Taking part in the opening ceremonies were numerous civic and radio personalities, among them: John Lord Booth, president of Booth Radio Stations, licensee; William J. Scripps, managing director of WWJ Detroit; Robert L. Mabry, WBBC's program director; Flint Mayor Edward J. Viall; Robert L. Balfour, managing director of WBB; Hugh M. Gray, vice president and station manager of WJLB Detroit; Eric V. Hay, vice president of Booth Radio Stations Inc. and commercial manager of WJLB.

"Radio has bound the world together," Mr. Scripps told the radio audience during the opening program. "The electrical energy of broadcasting can transmit on the spot news of any event from any place on earth as it is happening. Certainly radio's ability to cover the globe has increased knowledge of the world. . . ."

Meter to Get Test

ENGLISH photoelectric exposure meter which report:dly has television uses, is to undergo tests at American Telecasting Corp. Studio, Hollywood. Manufactured by General Electric's English plant, instrument is said to possess range of 1/500 of a second to two hours and 47 minutes.

'T-DAY' PROMOTION

'Milwaukee Journal' Prepares

To Open Its TV Outlet

WTMJ-TV, television station of The Milwaukee Journal, is stepping up promotion for its "T-Day" on Dec. 3, date station is scheduled to begin telecasting on a regular program basis.

Highlight of the promotion has been a series of "television nights"—information and demonstration meetings attended by the city's radio dealers, government and civic officials, welfare and labor leaders, and educators. More than 400 dealers attended the demonstration arranged for them. The Journal's television plans were outlined by L. W. Hertog, assistant general manager of radio for The Journal Co.

Other promotion has included time on both WTMJ and WTMJ-FM, an advertising campaign in the Journal, and the use of signs on Journal trucks and displays in Journal Bldg. in downtown Milwaukee and at Milwaukee's (WTMJ's) Radio City.
You can't cover California's Bonanza Beeline without on-the-spot radio

One word explains why you need on-the-spot radio to cover the McClatchy Beeline. Mountains. That's right — this bonanza market (California's central valleys plus western Nevada) is surrounded by high mountains that virtually block outside radio signals.

So let the five on-the-spot BEELINE stations sell for you.

Together they blanket this whole 2 Billion Dollar market.

Individually, they're local favorites — favorites from 'way back.

For example, look at 17-year old KERN, the Beeline station in Bakersfield. EMB audience reports for the city show KERN daytime 81%, nighttime 94%. Find out how this and the other Beeline stations can sell for you.

McClatchy Broadcasting Company

KFBK
Sacramento (ABC)
100,000 watts 1500 kc.

KOH
Reno (NBC)
1000 watts 650 kc.

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (NBC)
500 watts 1400 kc.
National Daytime Average

10% BELOW

20% BELOW

30% BELOW

40% BELOW

5.3% above average

only one mike "stands up"
As a buyer of daytime spot radio, you know that there are three major Chicago "mikes" which are a lot alike. Each carries the call letters of a network affiliate. Each is backed by 50,000 watts. Each broadcasts more than four hours of network programs during the daytime. Yet only one of these three "mikes" delivers a higher Hooperating for its daytime network shows than the national average.

in Daytime Chicago...

...WBBM's of course!

WBBM's daytime CBS shows command an average rating 5.3% higher than the nation-wide average! What about the other two major "mikes"? The daytime network programs of "B" have an average rating 10.2% below the national average, while "C's" daytime network programs have an average rating 28.3% below the national average.*

What gives WBBM far more pulling power than its closest competitor? That's easy. It's WBBM showmanship...a talent for backing and balancing CBS network shows with local productions that capture the spirit of Chicago and the lion's share of the Chicago audience. It is this local WBBM showmanship that builds bigger-than-average audiences for all WBBM advertisers—network, national spot and local.

To get extra sales-per-dollar in Chicago, use the "mike" with extra pulling power, with extra selling power. Use WBBM—"Chicago's Showmanship Station." Represented by Radio Sales, the SPOT Broadcasting Division of CBS. New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta.

*C. E. Hooper, Dec. 1946-April 1947
'Here's to Veterans' 6th Series to Be Ready Soon

SIXTH SERIES of 13 transcribed quarter-hour programs released by Veterans Adm. will be available to stations during the last week of November for airing from December 1947 through February 1948. This group of programs of the Here's to Veterans series features: Bing Crosby, Jack Benny, Henry Morgan, Carmen Cavallaro, Arthur Godfrey, Fred Waring, The Telephone Hour, Album of Familiar Music, Fibber McGee & Molly, Great Gildersleeve, Saturday Night Serenade, The Hit Parade, Contented Hour.

There are 1200 stations currently carrying Here's to Veterans, the VA's capsule edition of the regular network features. Stations may obtain the series by placing an order with the nearest VA branch office radio chief.

HENRY FORD 2nd (r) spoke to radio audience during intermission when his new Sunday afternoon program, Ford Theatre, was launched over NBC with a dramatization of "A Connecticut Yankee in King Arthur's Court." Broadcast time is 5-6 p.m. (EST), and first show was aired Oct. 5. With Mr. Ford are Howard Lindsay (l), program m.c. and William B. Lewis, vice president in charge of radio for Kenyon & Eckhardt, agency handling show.

GE's Workshop Attracts Over 4,500 in 10 Cities

OVER 4,500 persons were in attendance at the first 10 stops of General Electric's traveling FM workshop [Broadcasting, Oct. 15], it was reported by H. A. Crossland, sales manager of the Electronics Dept.'s Specialty Division.

Designed to aid local technicians service FM receivers, the workshop had a record attendance of 750 technicians and servicemen at New York City. Other cities visited were Hartford, Boston, Pittsburgh, Cleveland, Columbus, Detroit, Chicago, Milwaukee and Minneapolis. Stops are scheduled for 23 more cities before Dec. 23.

CBS Research Dept. has estimated that as of Sept. 1 there were 50,000 television sets in use in the greater New York area, of which about 15% are located in bars and other public places.

HOUR-LONG TV SHOW DIRECTED TO CHILDREN

RCA Victor Distributing Corp. of Chicago launched a full-hour television show across the board Oct. 13 when it began sponsorship of Junior Jamboree on WBBK Chicago, Balaban & Katz video station.

Aired Mon.-Fri., 5-6 p.m. (CST), series is designed to appeal to children between ages of six and 16 with demonstrations of model airplane construction, scouting, sports and other juvenile interests. Cartoons, educational films, travelogues and live talent also will be presented.

Hadley Chapman, general manager of RCA Victor Distributing Corp., said the company's Chicago dealers were inviting children who live near their stores to see the show on demonstration sets for the purpose of building an audience. Series was placed through J. Walter Thompson Co., Chicago, on a 13-week basis.

RCA Book Out

FIRST volume in the new Engineering Book Series published by the RCA Review department of RCA Labs, has just come off the presses. The 165-page book, Patent Notes for Engineers, represents "a serious effort to bridge the technical gap between engineers, research workers and inventors generally, and their patent attorneys." Covering the field of inventions and patents, the book is fully illustrated and indexed. Price is $2.50 per copy in the U. S. and $2.70 elsewhere.

AWARD for outstanding accomplishment in merchandising and promotion of retail meat industry has been presented to WLW Cincinnati, by the National Assn. of Retail Meat Dealers of the Greater Cincinnati Area Assn.
Things (and people too*) are really Humming in Eastern Iowa ..........

* to the songs of

Tony Martin

and his Texaco Show

Roll out that market map and put your finger on WMTland (eyes right—). It's America's big, new Twin Market—where the country's finest farmlands are producing at a sensational pace—and Industry goes into high gear with 178 new plants erected since V-J Day! Both of these markets are covered by Eastern Iowa's Number One station—1,131,782 persons within our 2.5 MV line. Get all the facts and get on WMT. Our story is a big one to tell—an important one to hear. Contact your Katz Agency man at once.

Cedar Rapids

BASIC COLUMBIA NETWORK
600 KILOCYCLES
5000 WATTS
MEMBER MID-STATES GROUP

Now in our 25th year . . . The Station Built by Loyal Listenership!
NEW YORK headquarters of International News Serv-
cice has cited evidence that what is good for radio of-
ten is bad for newspapers too. INS reported that its
daily wire feature, “Say It Right,” a pronunciation guide
tended for announcers and newsmen, is being printed
daily by several client newspapers.

WEAM Mistakenly Listed
In Petition, WWDC Says
WWDC Washington has told FCC that WEAM Arlington, Va., was mistakenly listed, in a WWDC peti-
tion, among stations of the Washington area which broadcast information on horse races. The petition asked FCC to say whether WWDC would jeopardize their licenses by carry-
racing data, and named WEAM, WGAY Silver Spring, Md., and WEAL Washington as stations which do offer such information [BROAD-
CASTING, Oct. 20].

In an amendment to this petition, WWDC said that it “was informed and believed at the time it filed the
motion for declaratory ruling that station WEAM was broadcasting racing information. Since the fil-
ing report itself was signed by George M. Weir, who has been informed that station WEAM ceased broadcasting racing informa-
tion in August of 1947.”

Anti-Trust Laws Scored
In Mason Chicago Talk
A CONDEMNATION of the pres-
ent anti-trust laws was voiced last week by Federal Trade Commiss-
ioner Lowell B. Mason, who de-
scribed them as “the basis for cer-
tain antitrust rituals which have lit-
tle effective connection with the so-
cial, economic and democratic needs of our people.”

Speaking before the Chicago Asso-
ciation of Commerce and Industry, Commissioner Mason said that no admin-
istrative agency should be al-
lowed to prosecute a businessman for a method, act or practice if it is unwill-
ing to first answer an in-
quiry as to its legality in terms of specific facts. Government prose-
cution, he said, should not be based on mere formalities or lack of precision, as the obser-
vancy of a statute. “It’s time,” he de-
clared, “Government and busi-
ness stopped playing cops and rob-
ers with each other.”

Make Way for Marshall
CBS said last week that it had can-
celled a half-hour commercial show worth about $10,000 to the network
—Bayer Aspirin’s American Mel-
ody Hour—to carry the speeches of
Secretary of the Interior Carl B. Marshall and Britain’s H. Croft McNeil from the
Herald-Tribune Forum dinner at the
Waldorf-Astoria Hotel in New
York last Wednesday night, 8:30 p.m.

Glass Brick
and modern design highlight new studio, office and transmitter building of WMNC Morganton, N. C. Station went on the air Sept. 23 on 1490 kc, 250 w, unlimited time. Nathan J. Cooper is owner and general manager; Elmer Troutman, chief engineer and Robert Perkins, program director.

New AM Grants Proposed for Ventura,
Battle Creek, Elyria and Maysville, Ky.

EFFECTUATING four proposed
decisions, FCC last week issued
grants for four new AM stations and denied applications for three others.

The grants went to:
3. Coast Ventura Co., 1450 kc with 250 w and 3 kw transmitting equipment, at Ventura, Calif.

In the Ohio-Michigan case, FCC
denied the mutually exclusive ap-
plication of WLAV Grand Rapids
for authority to manage a station on 1320 kc with 250 w to 930 kc with 1 kw, baising its decision largely on “equitable distribution” provisions of the Communications Act [BROAD-
CASTING, Sept. 18]. In the Ventura case the rival application of Vent-
ura Broadcasters was denied, FCC’s choice turning largely on Coast Ventura’s greater extent of affiliation
[BROADCASTING, July 7].

The application of Radio Spring-
field Inc. for a new station at Spring-
field, I11., was denied on grounds of excessive interference to existing stations. New grantee is
E. B. Holmes, owner and manager of the Maysville, Ky., proceeding involved competing applications.

Ownership of the grantee com-
panies:
1. Elyria-Lorain Broadcasting Co., Elyria, Ohio.—The company, an FM grantee, is owned by 64 stockholders, none of whom has more than 6½% interest. Roy W. Amnell, president and general manager of Elyria Telephone Co., heads the ra-
ish firm. Other stockholders include Ronald B. Woodyard (45% of WIZE Springfield, Ohio); Loren Berry, Frank Gallagher and Gustav Hirsch, who with Mr. Berry have interests in applicant or grantee companies at Dayton and Columbus.

2. Coast Broadcasters Co., Battle Creek—Owned equally by Robert Har-
tridge and his brothers, who are local automobile deal-
chers.

3. Standard Tobacco Co., Mayville, Ky.—Charles P. Clarke, president, and J. M. Finch Jr., secretary-treasurer, own 34%, and R. B. Bishop, 66%, the remaining 4%. None of the principals have any commercial interests.

4. Coast Ventura Co., Ventura, Calif.—Carroll R. Hauser, licensee of KHUM Eureka, Calif., 85% (30%) and secretary, and will be general manager of the new station. Henderson, Ventura attorney, is presi-
dent and owns 26%; James W. Dodge, rancher-farmer, owns 20% jointly with his wife, Charles E. Stuart, local dentist, owns 20%, and Robert M. Werner, who has been engaged in radio program-
mong and production since 1939, owns 25%, and will be program director and studio manager.

Michigan Broadcasters expressed
hope that its station would become an NBC affiliate. The other grantee
firms indicated no affiliation plans.


WFAH Moves Quarters
WFAH, Alliance, Ohio, FM outlet, has moved into its new home, a three-story brick residence which belonged to the late F. A. Holies, publisher of the News. Studios and transmitter are situated on the first floor, while the second and third floors of the main building and the adjoining two-
story garage contain apartments for ex-GI’s, including Manager Paul W. Reed. The station began last March with 250 w and is now operating with 1 kw 11 hours daily.

WATL-WBGE LATERAL Enables Atlanta to Hear Grid Game of Tripoli

DEADLINE REMINDERS ARE SENT BY DUPONT

STATIONS are again being
reminded of the final deadline of the
Alfred I. du Pont Radio Awards
Foundation’s 1947 competition [BROAD-

The awards for 1947 probably will be presented during the
1948 or as soon thereafter as pos-
sible. The radio station awards will be conferred upon two sta-
tions in the U.S., one to a station representing the interests of those stations possessing facilities above the aver-
age in power and coverage; the other to one from the small sta-
tion group. The radio commentator award carries with it a $1,000 prize.

Additional information may be obtained from W. H. Goodman, secretary of the Committee of the Alfred I. du Pont Radio Awards Foundation, P.O. Box 720, Jacksonville 1, Fla.

‘Authorized’ Servicemen Plan Weighed by RMA

PLAN to set up a system of “au-
thorized” servicemen program with full-
supported broadcasts and radio station
weighed by RMA, Congress has been asked to consider a proposed service of radio sets as the goal, is being developed by the Service Committee of the Radio Manufacturers Assn.

First announcement of the plan, made at a hearing before City Councilman Stanley M. Issacs, of New York, induced the official to defer action on his proposed mu-
icipal ordinance designed to re-
limiting of radio servicemen.

The ordinance was formally op-
posed by RMA as undesirable and ineffective. Joining in opposition were the New York Better Busi-
ness Bureaus and Commerce & Indus-
try Assn. of New York. Ap-
ppearing for RMA were General Counsel Willard Van Allen and W. L. Parkinson, chairman of the Service Committee.

The plan for “authorized” serv-
icemen will be submitted to the RMA board at its January meeting.

WEDC Renewal

WEDC Chicago, owned by Emil Denemark Inc., has been granted renewal of license for the pe-
riod ending Aug. 1, 1949. The station’s license expired Aug. 1, 1946, and has been oper-
atting on temporary extensions since that date. Commission had sought additional information and required an appro-

adequate renewal application under Sec. 306 (b) of the Communications Act. WEDC is assigned 250 w on 1240 kc, shar-
ing time with WCRW and WSB

WJBK—FM broadcasting simultaneous program with WJBK—AM, is being tele-
casting on a 24-hour daily schedule. Station formerly broadcast from 6 a.m. to 7 p.m., but changed to 9 p.m. daily. Station operates at present on 1 kw, channel 220, 93.1 mc.
OUT OF THE FOREST PRIMEVAL  of Virginia's vast forest area of 14,832,500 acres come the raw materials for industries employing nearly 40,000 workers. — Not the least of which is the manufacture of heavy paper and paperboard for packaging and wallboard for building construction. An important part of Virginia's great industrial empire of today . . . a dominion amply served by this institution, its only 50,000 watt radio station.

50,000 WATTS NIGHT AND DAY . . . STUDIOS IN RICHMOND AND NORFOLK, VIRGINIA

WRVA
It's easy to tackle sales resistance in New England or make a long forward pass into buyers' territory. New Englanders like to shop for quality merchandise and have the purchasing power to do it enthusiastically. Your NERN station calls the signals on buying and selling.
FRANCIS T. as

THE FM outlet of KUGN Eugene, Ore. is now in operation, according to an announcement made by C. H. Fisher, partner in the Valley Broadcasting Co., which owns the station.

The company expects to complete installation within 120 days of a new 2-w wave vertical radiator with 412 foot overall height to be equipped on the tower top with a four section Cy-Ray FM antenna. For KUGN, the company has asked additional power to 1 kw day, 500 w night, on 1280 kc.

New Mississippi Outlet, 250-w WROB, Begins

OPENING of WROB West Point, Miss. (250 w. 1450 kc), was announced last week by Bob McRaney, general manager of the Mid-South Network and licensee of the station.

Ed McRaney and Mac Miller are manager and continuity director, respectively of the new outlet, which will broadcast 16 hours daily. All facilities, including transmitter station, are housed in one building.

EXECUTIVES of KOKX Keokuk, Iowa, and the Keokuk Broadcasting Co., licensees, were all smiles as the station prepared to begin operations as a daytime outlet Sunday, Oct. 19 with 260 w on 1310 kc. L to r: W. W. Wilson, station's chief engineer; S. L. Hart, vice president of Keokuk Broadcasting; George B. J. Adkisson, KOKX general manager; L. W. Andrews, radio consultant; E. K. Johnstone, treasurer of licensees; H. W. Stadler, president of licensees; Les Wright, Mr. Andrews' assistant.

KURV GETS UNDERWAY IN EDINBURG, TEXAS

KURV Edinburg, Tex. became the Rio Grande Valley's newest station Oct. 19 when it began operations with 250 w. on 710 kc. Located 1/4 miles north of Edinburg, KURV's new building contains three studios and seven offices and will house both the AM and FM transmitters.

Owned by J. C. Looney of Edinburg, the list of personnel is headed by General Manager Louis Aiken Jr., until recently with WINX Washington. Mr. Aiken has 18 years experience as a nowman, announcer and producer and has been affiliated with WLYW Cincinnati, KMOX St. Louis, WSM Nash- ville and the Buffalo Broadcasting Corp., Buffalo, N. Y. Other key personnel listed by the station are Warren Chase, chief engineer, formerly with WINX Washington and the Capital Radio Engineering Institute in Washington; Stewart Gray, program director, previously with WOL Washington and WITH Baltimore; Mrs. Stewart Gray, the former Mary Louise Wilson of WINX Washington, head of traffic and continuity; Walter Widelar, local sales head, formerly with WGAR Cleveland, and Jane Trim- ner, station auditor and assistant to the manager, formerly with WARL. Arlington, Va.

Programming will consist mainly of news and music with special programs of local interest. The station is on daytime operation at present, but is reading an application for full-time operation.

KWIL-FM Albany, Oregon

Commerces Broadcasting

KWIL-FM, sister station of KWIL Albany, Ore., took the air Oct. 15, operating with 700 w on Channel 298, 101.7 mc. Current schedule of 2-3 p.m. is being main- tained for years with demonstrations of FM receivers and will be increased to 2-9 p.m. when turntables arrive, according to the station.

Chef Wheeler, Herb Davidson, Hal Byer, and Le Roy Jolley, respectively general manager, chief engineer, commercial manager, and program director of KWIL, will hold similar capacities with KWIL-FM.

KFMR-FM, Los Angeles, Calif., has announced the employment of John E. Nystul as sales manager. Nystul had been sales manager of KPSI, San Francisco, for 16 years.

KUHR-L, Monroeville, Pa., has changed its call letters to KQWJ-AM/FM.

WLAD at Danbury, Conn.,

250-w Daytimer, Starts

STAFF of WLAD, new Danbury, Conn., 250-w daytime independent on 800 kc, has been announced by John Deme, president of the li- censee, Berkshire Broadcasting Co., and manager of the station.

In addition to Mr. Deme, in radi- o for the first time, Mr. Deme has experience in the fields of radar and television at Allen B. DuMont Labora- tories at Passaic, N. J., and WABD New York and as an engineer at the CBS color television laboratories, New York, WLAD staff includes: Jerry Arthur, program director, formerly assistant program director of WWVO Waterbury, Conn.; May- will Dudley Sloan, continuity writer, previously with KFAC Los Angeles and WNOK and WINS New York; Joseph T. Mathers, commercial department chief, with Michael Prunick, Frank Cassidy and Vir- ginia Wren as assistants; Robert V. Harris, chief engineer, with Stuart Leland and George Mc- Guiry as assistants; Frank Reagan and Paul Baker, announcers, and H. Elizabeth Williams and Florence B. Stiles, stenographers.

WLAD commenced operations Oct. 5. Its transmitter is atop Thomas Mountain, one of the highest points in the Danbury re- gion.

HELPING John Deme (center), manager of the new WLAD Danbury, Conn., celebrate opening of the station at a dinner in Danbury's Hotel Green were Dick Rogers (1), president of WBCO Torrington, Conn., and Lawrence A. Reilly, president of Telecolor Corp. and chief engineer of WSPR Springfield, Mass. In addition to his managerial duties, Mr. Deme is president of the WLAD licensees, Berkshire Broadcasting Co.

KURV's new air-conditioned, white-stucco building.

KURV out of 'Knoxville Journal' Takes the Air

WKPB, new FM outlet of the Knoxville (Tenn.) Publishing Co., began operation Oct. 15 with 3 kw at 92.3 mc, broadcasting from 2-9 p.m. daily. Power is due to be increased when additional transmitting equipment becomes available.

Harold G. Price, director of broadcasting for the Knoxville Publishing Co., is manager of WKPB. Studios and offices of the station are located in the Knoxville Journal Building and atop a tower on nearby Hotel Farragut.

250-w KOKX STARTS;

ADKISSON IS MANAGER

10WAY'S GOVERNOR, Robert Blue, and state and civic leaders participated in the launching of KOKX Keokuk Oct. 19, with the governor throwing the switch for the opening broadcast.

KOKX, a 250-w daytime station on 1310 kc, has planned its pro- gramming to include local, state and national news, farm markets and music, according to George B. J. Adkisson, general manager. Station has conducted an extensive ad- vance promotion campaign, using newspapers, direct mail, sound trucks, handbills dropped from planes, and "several thousand phone calls," Mr. Adkisson states.

Licensee of the new station, which has studios in downtown Keokuk and is affiliated with Iowa Tall Corn Network, is the Keokuk Broadcasting Co., headed by H. W. Stadler, of the Stadler Cigar Co., who holds 28.3% interest.

Other principals include: F. J. Stadler, Stadler Cigar Co., vice president, 28.3%; S. L. Hart, vice president, 8.3%; W. W. Wolf, secretary, 28.3% E. K. Johnstone, treasurer, 6.8%.

KVPJ (FM) Fargo, N. D., Planning to Start Soon

EARLY NOVEMBER start is planned by FM station KVPJ Fargo, N. D., owned by North- west Broadcasting Co., John Nys- tul, president of the licensee, an- nounces. KVPJ has been assigned Channel 222 (92.3 mc) and plans interim operation on a 3-9 p.m. schedule when it takes the air and full-time operation later.

Studios are at 211/2 Broadway in downtown Fargo. The studio layout includes, in addition to two studios, a control room, reception room, news room, library, offices and engineering shop. Formal opening is set for late November.

Station's news coverage will be via United Press, supplemented by local color, every hour on the hour and a 15-minute news round- up in the evening, according to Mr. Nystul.

Executive Directors of the National Association of Broadcasters have named the following new officers: Richard M. Hargrave, general manager, Chicago, Ill.; Frank W. Hargrave, general manager, New York; George W. Hargrave, general manager, Los Angeles.

Broadcasting • Teletcasting

October 27, 1947 • Page 29
ANTI-AD GROUP SMALL BUT POTENT—DREWRY

STANDARDs of government labels for brand names and the uprooting of the entire American economy is the aim of certain small but powerful groups, Dean John E. Drewry, of the U. of Georgia Henry W. Grady School of Journalism, believes. These groups are "more potent than we realize," Dean Drewry warned the Georgia Dailies Advertising Assn., meeting Oct. 18 in Savannah.

Lauding advertising as a main-spring in the American way of life and the major factor in America's superior living standards, Dean Drewry said that if private enterprise disappears so will democracy. He urged immediate action by advertising men to help protect what he described as the "factors underlying American living standards"—mass production, mass distribution and mass availability, which in the final analysis, he said, are advertising.

Dean Drewry cited a further parallel between advertising and social business progress in the United States stating in "the yellowing pages of mail order catalogues—of any advertising pages, for that matter—are the raw materials of business and social history."

SCHOOLS: Ministers to Learn Techniques of Radio

RELIGIOUS workshops to train ministers in the use of broadcasting will be held Oct. 27-31 by the Pennsylvania Council of Churches. Training courses will be given for state ministers at Gettysburg College, Gettysburg, Pa., and St. Michaels Lutheran Church, Harrisburg.

Among stations cooperating in the project are WBKO and WHP Harrisburg; WCHA Chambersburg; WRAK Williamsport; WOR and WSBA York. John S. Booth, vice president and general manager of WCHA, and Merid Bennett Jr., program director of WBKO, will take part, along with Elinor Inman, CBS director of religious broadcasts, and Pearl Ross, radio director, International Council of Religious Education.

Representing the clergy in the list of instructors will be Dr. Ralph D. Heim, Lutheran Theological Seminary, Gettysburg; Dr. Edward F. Paisley, Board of Christian Education, Presbyterian Church; George B. Ahn Jr., Pennsylvania Council of Churches; Rev. Charles H. Schmitt, Syracuse.

3 Stations Represented By M & S Take the Air

THREE new stations represented by the Washington law firm of Miller & Schroeder took the air within a three-day period. WPQH Pittsburgh, 1080 kc 1 kw daytime, was launched Oct. 19. Station is operated by Pittsburgh Broadcasting Co., owned by Harry M. Bittner Jr. and eight others. General manager is George L. Young, formerly of WSPD Toledo. Mr. Bittner is general manager of WFBN Indianapolis, owned by the Bittner family.

KGIL San Fernando, Calif., took the air Oct. 19 as a 1 kw full-time regional on 1260 kc [BROADCASTING, Oct. 29]. WHUC Hudson, N. Y., began Oct. 21 as a 250-w outlet on 1250 kc. It is owned by two veterans, Robert P. Stack and John F. Carney, partners in Colgren Broadcasting Co.

Transfer of Licenses Granted to KGER, WFHR

THE FCC has consented to assignment of license of WFHR Wisconsin Rapids, Wis., from William F. Huffman, sole owner, to William F. Huffman Radio Inc., a new firm controlled by Mr. Huffman. Permit for affiliated FM station is included in the transfer.

At the same time FCC also approved assignment of license of KGER Long Beach, Calif., from Consolidated Broadcasting Corp. Ltd. to Dana Latham, executor under will and estate of C. Merwin Dobyns, deceased. Mr. Dobyns had been owner of Consolidated.

MINISTERS TO LEARN TECHNIQUES OF RADIO

RELIGIOUS workshops to train ministers in the use of broadcasting will be held Oct. 27-31 by the Pennsylvania Council of Churches. Training courses will be given for state ministers at Gettysburg College, Gettysburg, Pa., and St. Michaels Lutheran Church, Harrisburg.

Among stations cooperating in the project are WBKO and WHP Harrisburg; WCHA Chambersburg; WRAK Williamsport; WOR and WSBA York. John S. Booth, vice president and general manager of WCHA, and Merid Bennett Jr., program director of WBKO, will take part, along with Elinor Inman, CBS director of religious broadcasts, and Pearl Ross, radio director, International Council of Religious Education.

Representing the clergy in the list of instructors will be Dr. Ralph D. Heim, Lutheran Theological Seminary, Gettysburg; Dr. Edward F. Paisley, Board of Christian Education, Presbyterian Church; George B. Ahn Jr., Pennsylvania Council of Churches; Rev. Charles H. Schmitt, Syracuse.

3 Stations Represented By M & S Take the Air

THREE new stations represented by the Washington law firm of Miller & Schroeder took the air within a three-day period. WPQH Pittsburgh, 1080 kc 1 kw daytime, was launched Oct. 19. Station is operated by Pittsburgh Broadcasting Co., owned by Harry M. Bittner Jr. and eight others. General manager is George L. Young, formerly of WSPD Toledo. Mr. Bittner is general manager of WFBN Indianapolis, owned by the Bittner family.

KGIL San Fernando, Calif., took the air Oct. 19 as a 1 kw full-time regional on 1260 kc [BROADCASTING, Oct. 29]. WHUC Hudson, N. Y., began Oct. 21 as a 250-w outlet on 1250 kc. It is owned by two veterans, Robert P. Stack and John F. Carney, partners in Colgren Broadcasting Co.

Transfer of Licenses Granted to KGER, WFHR

THE FCC has consented to assignment of license of WFHR Wisconsin Rapids, Wis., from William F. Huffman, sole owner, to William F. Huffman Radio Inc., a new firm controlled by Mr. Huffman. Permit for affiliated FM station is included in the transfer.

At the same time FCC also approved assignment of license of KGER Long Beach, Calif., from Consolidated Broadcasting Corp. Ltd. to Dana Latham, executor under will and estate of C. Merwin Dobyns, deceased. Mr. Dobyns had been owner of Consolidated.
ZIV'S "BOSTON BLACKIE"

RADIO'S MOST EXCITING HALF-HOUR ADVENTURE-DETECTIVE SHOW!

THE PROOF IS IN THE RATINGS
Consistently... beats all competitors from coast-to-coast!

ZIV'S

"Boston Blackie"

Enemy to those who make him enemy
Friend to those who have no friend

Minneapolis
Saturday, 6:00 p.m., WCCO

16.5

more than three times
its nearest competitor...
more than 8 times competing network commentator!

(Singer-Comedian, 1946-47)

Toronto
Thursday, 9:30 p.m., CFRB

14.6

Dominates the domain...
more than twice competing top comic's rating.

(Comedian-Entertainer, 1946)

Portland
Sunday, 12:30 p.m., WGAN

14.0

Main attraction in Portland...
37.8% share of audience.

(Comedian-Entertainer, 1946)

Youngstown
Thursday, 7:30 p.m., WKBN

20.7

44% share of audience...
double nearest competitor: a top-flight network singer-comedian.

(Singer-Comedian, 1946-47)

New Orleans
Monday, 6:30 p.m., WWL

14.1

Beats a famous commentator on competing network station
almost three to one!

(Comedian-Entertainer, 1946-47)
ETITION COAST!

LOUISVILLE
TUESDAY, 6:30 p.m., WAVE
21.7
Far and away the rating champ over three popular network shows.
(HOOPER—DEC.-APR., 1946-47)

NEW YORK
WEDNESDAY, 8:30 p.m., WOR
10.8
...the highest-rated ½ hour on WOR all days, all hours.
(HOOPER—MAY-JUNE, 1947)

Greater every year...
156 HALF-HOUR
"BOSTON BLACKIE"
PROGRAMS IMMEDIATELY AVAILABLE

ZANESVILLE
THURSDAY, 7:30 p.m., WHIZ
20.5
...beats the total ratings of all three competing network stations.
(CONION—WINTER, 1946)

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK • CHICAGO • HOLLYWOOD
TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORS!
PUERTO RICO'S RADIO AD DRIVES PEPPED UP
AGGRESSIVE advertising campaigns on the radio and in the press are being conducted for many products in Puerto Rico. Joseph M. Madden, secretary of National Export Advertising Service, New York, who has just returned from that market, reports.

A great deal of expansion is taking place in the Puerto Rican radio field, Mr. Madden pointed out. In San Juan, WLAC and WAPA have new studios and transmitting facilities, and WKAQ's new plant is almost ready to go into operations. The newspaper El Mundo is entering the broadcasting field with its new station, WEMB, scheduled to begin broadcasting soon.

Mr. Madden also found WPAB in Ponce, southern Puerto Rico's leading city, to be a well-equipped and well-organized local station. Its power is soon to be increased to 5 kw.

The trend among the major stations is to go from 5 kw to 10 kw, Mr. Madden said. This is said to be an attempt to get island-wide coverage over the mountains separating the northern and southern portions of Puerto Rico.

KWK Gives Its Employees 'Cost - of - Living' Bonus
NEW APPROACH toward helping employees meet problem of higher living costs has been instituted by KWK St. Louis. The station has distributed among its 75 salaried workers government "E" bonds in amounts equalling a 5% basic salary increase for the first six months of 1947.

The KWK management, after noting that the Bureau of Labor Statistics cost-of-living index for the St. Louis area for the January-through-June 1947 period showed a 4.5% increase, decided to make the distribution.

Only employees not receiving the bonds were those working on commission, according to Robert T. Convey, KWK president.

The Tops
WHEN Capt. Leonard Schmitz, former head of the Radio and Television Section of the Army's Public Information Section, resigned this past recently, he took with him what is believed to be some sort of record. Among top names featured on programs Capt. Schmitz has produced, both in his last Army position and as officer in charge of Radio Tokyo are: President Truman, War Secretary Patterson, Defense Secretary Royall, and Generals Eisenhowr, MacArthur, and Spaatz.
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.
Rivers, as always, channel the life-blood of cities; carry the payloads of commerce; nourish the fruits of agriculture. Rivers, together with other avenues of transportation, make markets; and the six rivers pictured help make six of America's richest markets... those served by Westinghouse stations.

If you want to stimulate distribution in one, or more, of these six markets... you'll find radio your star salesman; and you'll find you can reach the most people, at the lowest cost-per-thousand, through the Westinghouse station. BMB figures, compared with rate cards, will show you why. Consult our national representatives for availabilities.


WESTINGHOUSE RADIO STATIONS Inc
KDKA - KYW - KEX - WBZ - WBZA - WOWO
National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters
WHITE ROSE says it with flowers to Joan Davis on her initial broadcast from Hollywood. White Rose Products, New York, sponsor of the co-op show in that city, sent its agency representative, J. D. Tarcher, to Hollywood with greetings. Joining in wishing Miss Davis well are (l to r): Ben Gage, announcer; Ernest H. Martin, director of CBS Hollywood network programs; Mr. Tarcher; Dick Mack, director.

**United Nations Network Series Getting Fine Station Reaction**

AFTER three weeks in which the United Nations program UN TV, has been carried on the United Nations Network, a survey revealed that station managers across the country are finding the series “well-produced” and “fast moving” as well as getting splendid listener responses.

“The programs are a distinct asset to our station and a real service to this area,” Harry Maislich of KFWB Hollywood said last week.

Leon Goldstein, vice president of WMCA New York, said that the program is, in our opinion, the answer to radio’s limitations in broadcasting lengthy sessions of the UN. It brings the highlights of the sessions to the air . . .

Judging from the response of our audience, this program plays a vital role in meeting the people’s need for information on UN activities by providing a front-row seat for important UN sessions.”

Fred Barr, manager of WWRL New York, stated that “the program presents an intelligent, condensed review of all the high spots in the day’s proceedings both at Lake Success and at Flushing Meadow. It is presented in a fast-moving, highly pertinent manner.”

Art Harre, general manager of WJJJ Chicago, pointed out he had “the assurance of all the radio editors that they will monitor the show and give it not only daily preferred listing but also a review or two every week.” Joe Connolly of WCAU Philadelphia said, “it is a well-produced and very exciting broadcast.”

The following also found the series warmly acceptable: John Harenbauer of KCMO Kansas City, Clint Sherwood of KSAN San Francisco, Mr. Elliott Sanger of WQXR New York, Fred Weber of WDSU New Orleans, John F. Patt of WQAR Cleveland, Norman Reed of WWDN Washington, Robert Bell of WCTC New Brunswick.

The United Nations Network now includes outlets in New York City, New Brunswick, N. J.; New England (Yankee Network), Philadelphia; Washington, Cleveland, Chicago, Kansas City, Denver, Salt Lake City, San Francisco, Hollywood, New Orleans, Oakland, Bloomington, Ind., and Alexandria, Va. It was understood also that Don Lee Network is currently clearing time in order to carry the series.

**Elgin Enlarges Show**

TALENT roster for Elgin Watch Co. CBS Thanksgiving two hour program has been enlarged with addition of following: Alan Jones, Mary Jane Smith, Larry Storch, Sweeney and March, Sir Lancelot. Agency: J. Walter Thompson Co., New York.

**PHILADELPHIA SURVEY**

Classical Music Best Liked; Comedy Shows Next

AVERAGE Philadelphian listens to his radio seven hours a week and rates classical music as his favorite type of program, with comedy, popular music and drama, respectively, holding second, third and fourth positions in popularity.

This was disclosed in a survey which students of Philadelphia’s Neff College made by interviewing people selected at random from crowds of shoppers and workers. Survey further disclosed that most Philadelphians have no objection to commercials but that they prefer a spoken message to a singing or dramatized commercial. Network programs are preferred, the study showed, except for disc m. c.’s.

The college plans to publish results of the survey and to make them available to all Philadelphia stations and advertising agencies.

Nets Plan Pool Coverage For Wedding of Princess EDWARD R. MURROW of CBS and Arthur Mann of MBS have drawn the choicer assignments in radio’s coverage of the Princess Elizabeth-Liut. Philip Mountbatten wedding on Nov. 20, which will be carried jointly by all four major networks.

They will broadcast a description of the marriage ceremony from a booth inside Westminster Abbey. Frederick W. Oppen of ABC will be stationed at Buckingham Palace to describe Princess Elizabeth’s departure for Westminster Abbey. BBC’s Merril Mueller will report from outside the Abbey. Howard K. Smith, chief of the CBS European news staff, will broadcast from Admiralty Arch as the royal procession passes on its way to the Abbey.

The two-hour pool broadcast will begin at 5 a.m., New York time, as the procession leaves Buckingham Palace.

**GAB Date Not Set**

A MEMO is being sent to stations of the Georgia Assn. of Broadcasters asking for suggestions as to what date the GAB winter meeting should be held. It has already been decided that the meeting will be in Augusta sometime in January, and will probably last one day only. GAB members are asked by Ed Mullinax, GAB secretary-treasurer, to write their preference dates to Allen Woodall, GAB president, and president and general manager of WDAC Columbus, Ga.

**TWO FLOOR model FM radio-phonographs have been donated to veterans hospitals at Canandaigua and Bath, N. Y., by the Dixie Company’s military service committee, which has donated throughout the war and for the two years thereafter.**
Large-Screen TV Obstacles Ahead, Warns Dr. Goldsmith

THEATRE television is at approximately the same stage of development as radio in 1920—few know exactly what to expect yet no one in the industry can afford not to investigate it.

That was the essence of a paper read last week by Dr. Alfred N. Goldsmith, consulting engineer, before a gathering of the Society of Motion Picture Engineers attending that group's 62nd semi-annual convention at the Hotel Pennsylvania, New York.

While on the whole painting a bright picture of the future of large-screen video, Dr. Goldsmith, with scientific caution, emphasized the technical and economic barriers that first must be cleared. He warned that much of the appeal of large-screen television lies in its novelty, and declared that after this wears off theatre video will have to compete in intrinsic worth with movie productions.

Dr. Goldsmith said that successful theatre television will require close cooperation between the video engineer, the architect, and the exhibitor. Directional screens, he said, probably will be custom-built to the dimensions of the individual theatre. He suggested a size range of from 6 feet x 8 feet to 15 feet x 20 feet.

As for keeping overhead within the reach of the average exhibitor, Dr. Goldsmith said this might be done through formation of theatre video networks through which telephone lines, radio beams or coaxial cables would carry shows into hundreds of theatres.

Touching on color television in theatres, Dr. Goldsmith said he thought more experimentation is needed in black and white as well as color video before this becomes a reality. He pointed to the scarcity and prohibitive cost of color film as a typical stumbling block.

Dr. Goldsmith urged the society to aid in every way possible in spreading information about television within the industry as well as among the general public, "...to endeavor to raise the level of performance of television as well as films," and to maintain close cooperation with radio engineers, to help further these ends.

Blackstone Trick

HARRY BLACKSTONE, magician, made a Philco radio vanish in his first television appearance Oct. 9 on the "Pleased To Meet You" program of WPTZ, Philco television station in Philadelphia.

Back NRDA Contest, NAB Urges Stations

AWARDS to retailers for best use of the broadcast medium will become a permanent feature of the National Retail Dry Goods Assn. if the second annual contest [BROADCASTING, Oct. 9] draws anticipated response from stores and stations.

Entries for the contest will close Dec. 1 to permit selection of winners in time to participate in the January NRDA convention, to be held in New York Jan. 12-16.

Urging stations to support the awards, NAB has suggested that plans be made to interest retail sponsors in the contest. Rules and official entry blanks are to be sent out soon by NRDA. The rules will require one transcription of a regularly scheduled retail program, with two copies of the script, list of basic objectives, and type of audience at which it is aimed.

Entries will be classified by NRDA according to store volume, and judged accordingly. NAB suggested that cooperation of stations with retailers in connection with the contest provides "the sort of cooperation that can grow into a million dollar promotion for radio."
FRANK KATZENTINE
Announces the appointment of

WEED AND COMPANY

NEW YORK - BOSTON - CHICAGO - DETROIT - SAN FRANCISCO - ATLANTA - HOLLYWOOD

AS NATIONAL REPRESENTATIVE

5000 WATTS - DAY  DIAL 1360  1000 WATTS - NIGHT
SELLING IS
AS SIMPLE AS

A

B

C

WORD OF PRAISE
Minister Finds Radio
Improving Self

CONVICTION that “no one is more aware of the weaknesses in radio broadcasting today than radio people, and no group is doing a more sincere job of tackling those problems than these same people” has been expressed by an Ohio minister who attended the NBC-Northern U.S. Summer Radio Institute.

In a report to J. J. Laux, manager of WSTV Steubenville, Ohio, A. Robert Anderson has stated that “leaders in the field are too well aware of the tremendous responsibility this powerful medium places upon them. Concerning the criticism of modern radio as in The Hucksters Mr. Anderson observed that he would like to see someone write a book indicating the tremendous public service rendered by the industry, emphasizing particularly the superb job done by radio during the war years—an item which we hear all too little about.”

Mr. Anderson mentioned the present agitation in some quarters of the church for its own stations, stating FM might well stimulate the feeling, but suggested it may be wiser to make the investment in use of existing facilities with established audiences and the production of quality programs.

ASCAP CONSIDERING CO-OP PROGRAM FEE

POSSIBILITY that differences between broadcasters and ASCAP can be ironed out by the end of the year are brighter as negotiations between committees representing the two groups continue.

Agreeing that ASCAP should receive some form of payment for cooperative programs, NAB’s special committee has proposed that such broadcasts be considered local commercials with a fee of 2 1/2%, and ASCAP’s committee has promised to present the proposal to its board, meeting Oct. 30. ASCAP has asked the network program fee of 2 1/2%, maintaining that co-op shows fall into that category.

The second major problem, defining other program license terms and limitations, will receive further study. One proposed solution is creation of a permanent arbitration board to handle individual cases. Last meeting of the joint NAB-ASCAP committee was held Oct. 23 in New York.

N. J. Broadcasters

THE NEW JERSEY Broadcasters Assn. held its first meeting at New Brunswick last Saturday. James Howe, WTCV, New Brunswick, is president of the new organization, James V. Cosman, WPAT Paterson, vice president, and Roland Trenchard, WAT Newark, executive secretary and treasurer.

MEN BEHIND NBC Western Network’s new Jack Gregson Show gather in Omar Khayyam’s restaurant in San Francisco, where program originates, to taste sample of product the program advertises, Lynden Chicken and Noodies.

AWB’s First District Meeting Elects Phyllis Doherty Publicity Chairman

PHYL LIS R. DOHERTY, publicity director for the Yankee Network in New England, was named publicity chairman for 1947-48 of the First District of the Assn. of Women Broadcasters at a meeting of the steering committee of the First District, held Oct. 18-19 in the Hotel Touraine, Boston. The group discussed plans for the coming year.

Chairman Fay Clark of WWB Waterbury, Conn., presided at the meeting. It was recommended that each state chairman urge the women broadcasters in her state to devote special interviews on programs this week to National Radio Week.

Speakers at the two-day meeting included A. N. Armstrong Jr., commercial manager of WCOF Boston and advisor to the women of the First District, who advised the AWB to work together as a unit for the mutual benefit of all women in radio. Harold E. Fellows, general manager of WEEI Boston and NAB director for the First District, congratulated the women on their work.

State chairmen in attendance were: Helen Hope, Massachusetts, WHYN Holyoke; Julie Blake, New Hampshire, WMUR Manchester; Una King, Connecticut, WHT Hartford; and Dorothy Wadman, Maine, WGAN Portland. Also present were Marie Houlihan, publicity chairman of the national AWB and publicity director of WEEI, and Miss Doherty.

Committee members were guests of the Yankee Network on Saturday afternoon and were taken on a conducted tour of the network studios.

BENJAMIN COHEN of Chile, assistant secretary general of the UN, will inaugurate new weekly public service series titled “The UN and You” to be heard over WHLI and WHNY (FM) Hempstead, Long Island, starting Oct. 21, 1:45-3 p.m. Each week a different UN dignitary is to report on a phase of the inside workings of the organization.

Patt! Your best bet in Idaho

KSEI POCATELLO IDAHO

BROADCASTING • Telecasting
SORRY, WE HAVEN'T ANY BRIGADIER-ADMIRALS...
—but WVET has almost everything else to help you do a whizz-bang of a selling job!

1. Who won the Battle of Rochester for this high profit market's 5000 watt station? 38 veterans stubborn enough to insist there's NO SUBSTITUTE for plain old-fashioned get-up-and-go. And now WVET is out to do some fancy battling for you!

2. Thanks, old man, but we don't want an A for Effort. All we're after is A+ results for YOU—whether you're out to break sales records for Flapdoodle's Delicious Gumdrops or Diesel-powered tractors.

3. Frankly, we can't afford to miss any boats because we've invested our own hard-earned shekels in WVET... all 38 of us. To put it candidly, we have to make money for YOU—so we can make money for us.

4. No... we have no intention of dropping you like a hot potato once you've signed. We've been timebuyers and clients ourselves so we know what you're up against... firmly believe in servicing the sale.

5. You bet we'll test shows for you and give you complete advertising and merchandising service. Anything to help you sell more of those delicious gumdrops—or anything else you want to promote. We can also give you expert, on-the-spot help with local distribution problems.

6. We're set up to give you the kind of personal, individualized service you want... the kind of service that will help you get bigger and better returns from every one of your WVET broadcasts. So hurry to your nearest three-cent stamp and write for full details about Rochester's new live-wire, up-and-at-’em station—WVET!

VETERANS BROADCASTING COMPANY, INC.
204 GRANITE BLDG., ROCHESTER, NEW YORK

WVET
5000 WATTS  1280 ON YOUR DIAL
(YOUR MUTUAL STATION)
NATIONALLY REPRESENTED BY WEED AND COMPANY
During emergencies... as always...
First in Civic Service
First in the Hearts of all the People

NO WONDER
LISTENERS (AND ADVERTISERS)

Turn First to

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 Watts - Clear Channel - CBS Affiliate
Represented Nationally by the Katz Agency, Inc.
September 29, 1947

Mr. W.H. Summerville, Mgr.
Roosevelt Hotel
New Orleans, Louisiana

My dear Mr. Summerville:

We want to express to you our very deep appreciation for the wonderful service which you rendered during the storm and the emergency days which followed the storm. Without intelligent broadcasting during such a period, we feel sure that the injuries and tragedies would have been far greater.

We appreciate very much indeed the portrayal of Red Cross services to the general public which were so ably depicted over your radio system. As usual the Radio performed ace high service.

Please express our very deep gratitude to the station and all the employees who ably stood by.

Very cordially,

[Signature]
Ernest A. Carrera, Chairman

[Signature]
J. Walter Lautenschlager, Disaster Chairman

---

September 30, 1947

W.H. Summerville
Manager
Radio Station WWL
New Orleans, La.

Subject: Broadcast of Hurricane Warnings

Dear Sir:

We wish to express our appreciation for the manner in which you made your facilities in our office available for the broadcast of hurricane warnings and bulletins during the approach and passage of the hurricane on September 16th and 17th. The rapid and widespread dissemination by radio of these warnings and other information concerning the hurricane was, without doubt, instrumental in the saving of many lives. The ratio of loss of life was phenomenally low. This was due almost wholly to heeding of our warnings, in the broadcast of which your station performed so notably.

You have rendered a great public service of which you and your personnel can be justly proud.

Sincerely,

[Signature]
Stephen Lichtblau, Official in Charge

---

*This refers to the entire WWL area.

No lives were lost in the City of New Orleans.
School Officials Advised on Purchase
Of Sound Equipment in RMA Manual

BASIC standards to guide school officials in the purchase of recording and playback equipment, along with sound systems, are set forth in a report issued by the Radio Manufacturers Assn. in cooperation with the U. S. Office of Education.

Copies of the report, titled School Sound Recording and Playback Equipment; are being distributed to key school officials, manufacturers and others interested in recording techniques. The booklet was prepared by a special RMA Office of Education Committee. It is a sequel to another volume, School Sound Systems, issued a year ago.

Progress in recording techniques, confusing to many not familiar with equipment, is set forth in the booklet. New methods such as magnetic tape, magnetic wire, embossed tape and discs, photographic film and others suitable for educational use are reviewed. Drawings illustrate operation of the methods.

In discussing utilization of equipment, the booklet says, "Sound recording equipment is used to make 'off-the-air' recordings either for reference purposes or for later classroom use. Such 'off-the-air' recordings may be only temporarily useful or may be welcome additions to the school recordings collection."

"In the formal group newscasts are generally of short-lived value, while an important historical event such as a presidential speech, recorded and retained, becomes a valuable addition to the library of recordings. In many cases, roundtable or other type of discussion programs which concisely state or strongly defend significant points of view often prove to have continuing documentary value, useful for demonstrating comparisons, contrasts and the evolution of ideas."

"English, social studies, music, science and the several foreign languages take on new life through the proper use of vivid 'off-the-air' recordings which re-create the original atmosphere. Although some of this material is essentially ephemeral in its application to the learning situation, much of it is of permanent value."

FREE RELIGIOUS TIME

WHUC Institutes New Policy; All Faiths Represented

WHUC Hudson, N. Y., has announced that it plans to institute a policy of donating time for the broadcasting of religious programs. Clergymen of the various faiths, functioning through an executive board, will work out details of the programs with the station management, according to Paul Baron, WHUC program director.

Appeals for funds are to be barred, and attacks on other religious groups would be considered contrary to the public interest, representatives of the various denominations and faiths have unanimously agreed.

A temporary executive board, which is to be established for six months to represent the religious groups, will work with WHUC in setting up a program schedule. As tentatively drawn up, schedule will include morning devotional time with religious music and speakers from the various faiths, an afternoon inter-faith program of religious music and religious news, Sunday morning and Friday night church services, and a Sunday evening program of choirs of all churches.
WHEREVER THE BABE GOES SHE ATTRACTS CROWDS
WHEREVER SHE BROADCASTS SHE ATTRACTS LISTENERS

WHEREVER THE BABE GOES SHE ATTRACTS CROWDS
WHEREVER SHE BROADCASTS SHE ATTRACTS LISTENERS

THE BIGGEST NAME IN SPORTS NOW BECOMES
THE BIGGEST NAME IN TRANSCRIBED RADIO...

★ GUEST STAR ON MANY RADIO NETWORK SHOWS.
★ SYNDICATED COLUMN IN NEWSPAPERS ACROSS THE COUNTRY.
★ FEATURED IN SATURDAY EVENING POST, SEPT. 20, 1947 • IN OCTOBER “SPORT” MAGAZINE • AND ON YOUR LOCAL SPORTS PAGES MORE THAN ANY OTHER ATHLETE!
★ CURRENTLY ON COAST TO COAST GOLF EXHIBITION—MAKING A GREAT PROMOTIONAL TIE-IN FOR STATION AND SPONSOR WHEN SHE APPEARS IN YOUR LOCALITY.

"BABE DIDRIKSON SPEAKS ON SPORTS"

THE BIGGEST SPORTS SHOW OF THE YEAR WILL BE AVAILABLE FOR SUSTAINING, REGIONAL OR LOCAL SPONSORSHIP STARTING DECEMBER 15TH. A SENSATIONAL, 15-MINUTE, OPEN-END, UP TO THE MINUTE, WEEKLY SPORTS SHOW, STARRING the Fabulous Mildred (Babe Didrikson) Zaharias plus Important Guest Stars . . . . . . . . . . . . . . . . . . . .

Offered on PRIOR SALES basis

<table>
<thead>
<tr>
<th>STATION POWER</th>
<th>Under 25,000 Pop.</th>
<th>Under 100,000 Pop.</th>
<th>Under 250,000 Pop.</th>
<th>Under 500,000 Pop.</th>
<th>Under 1,000,000 Pop.</th>
<th>Over 1,000,000 Pop.</th>
</tr>
</thead>
<tbody>
<tr>
<td>250-500-W</td>
<td>$9</td>
<td>$12</td>
<td>$15</td>
<td>$22</td>
<td>$27</td>
<td>$37</td>
</tr>
<tr>
<td>1-5KW</td>
<td>$12</td>
<td>$15</td>
<td>$20</td>
<td>$27</td>
<td>$37</td>
<td>$47</td>
</tr>
<tr>
<td>10-50 KW</td>
<td>$15</td>
<td>$20</td>
<td>$25</td>
<td>$37</td>
<td>$47</td>
<td>$62</td>
</tr>
</tbody>
</table>

All Prices are Net, Regular Express Charges Collect

AND HERE IS A POWERFUL SELLING AID
Twice on each program, Babe personally mentions the name of the sponsor!!! If you carry the show sustaining, she personally identifies the station.

A DIVISION OF
ROBERT J. ENDERS Advertising

Program Originations From Hollywood, Washington and New York

NATIONAL PRODUCTIONS
1415 K STREET N.W. WASHINGTON 5, D.C. EXECUTIVE 5834
IT'S A GOOD audience Duane Jones (1) has for the yarn he is spinning. Listening attentive are four members of the New York Premium Club, meeting at New York's Hotel Sheraton on Oct. 9. Mr. Jones, president of the Duane Jones agency, was featured speaker at the meeting. L to r: Mr. Jones; Sam Thompson, sales manager, coffee division, The Borden Co.; David Pickering, premium buyer for Colgate-Palmolive-Peet; Joseph Peters, vice president of Sperry Hutchinson Co.; Howard Dunk, president of New York Premium Club.

Boost for Video

TELEVISING of boxing bouts in New York is increasing boxoffice receipts rather than whittling them down as claimed by some fight promoters, according to Horace Atwood Jr., president of Industrial Television Inc., N ew York. N. J. He said he based this conclusion on results of a survey made by his firm last month among patrons of clubs and taverns using industrial television receivers. More than 70% of those polled said, he said, are planning to attend a bout in person at Madison Square Garden or elsewhere in New York as a result of interest aroused by the televised bouts. Fewer than 23%, Mr. Atwood said, indicated they would attend fights that were not being televised regularly.

Folsom Says the Future Of Radio Is Television

FRANK M. FOLSOM, executive vice president of the RCA Victor Division, last week told the Marketing Club of the Harvard U. Graduate School of Business Administration that television was "the future of radio" and would be "unsurpassed as an advertising medium."

Mr. Folsom outlined the present state of video development and predicted rapid progress which would bring coast-to-coast television possibly as early as 1950.

Video Not Yet Proven As Medium—West

QUESTION of whether television has yet proved itself as an advertising medium was answered in the negative last week by Paul West, president of the Assn. of National Advertisers, in an address before a luncheon meeting of the American Television Society at the Hotel Commodore, New York.

Mr. West said he asked the question: "Are the people who paid the bills for television advertising satisfied with the results?"

Mr. West representing those sometimes-forgotten men, the national advertisers who evidently are expected to foot the bills of television."

Speaking of commercial video he said, "It has a long way to go to prove itself in the sales and profits columns as every medium must," but he added, "I'm not bearish on television, on the contrary I think it has tremendous possibilities." His principal point appeared to be that not enough video sets are currently in use to provide the volume of mass circulation needed by national advertisers to conduct a successful campaign.

"As a complete outsider," Mr. West said, "I would suggest that the American Television Society might find its greatest usefulness in directing the medium along lines which will safeguard the investor's money, and in a television investment means the man who pays the bills—in short, the advertiser."

Rexall Plans Series

NEW five-weekly transcribed series titled "I'll Tell You One" begins next month on six Southern stations for Lane Rexall Drug Stores. Scheduled to air the series are WATL Atlanta, WPDK Jackson, WVIR Knoxville, WAGC Chattanooga, WBRC Birmingham and KARK Little Rock, but plans call for addition of more outlets at a later date, according to Chace Adv., Atlanta, which handles the account.

GE Quarterly Report

PRESIDENT Charles E. Wilson of General Electric last week disclosed that the company's profits available for dividends for the three months ended Sept. 30 amounted to $18,479,898, while the figure for the first nine months of the year was $56,459,434, which amounts to 64c and $1.96 respectively per share of common stock.

Net sales in the last three months came to $283,200,737 as compared with $305,937,903 in the previous quarter, with the decrease due to vacation shutdowns, according to Mr. Wilson. Sales for the first nine months of 1947 were $820,937,807 in contrast to $421,439,436 in the corresponding period of 1946.

Alderson Elected President of AMA

Marketing Group Also Announces Its Other Officers

WROE ALDERSON, president of Alderson & Sessions, has been elected president of the American Marketing Assn., the AMA announced last week.

Everett E. Smith, research director for Macfadden Publications, and Edgar H. Gault, professor at the U. of Michigan, were elected vice presidents. Harry W. Huey, professor at U. of Illinois, was named secretary, and Wilford White, of the Bureau of Foreign & Domestic Commerce, treasurer.

RAIN—a la carte!

The Salt River Valley of Arizona was in the death-grip of parching drought... but suddenly... THE RAINS CAME!

A stroke of luck in this arid land?

No! That life-giving rainfall was the result of man and his science.

Since time began man was the slave of nature... expecting little and hoping much of the thunderheads, but today man has discovered that the pilot of an airplane can drop dry ice pellets into the moist clouds and rain will fall... when and where he wants it!

Yesterday the rain clouds were misers with their wealth... today they are the nation's sky-borne reservoir!

And just as science probes the future, so WSPD looks ahead, finds new ways to better serve the people who live and work and buy in the Northwest Ohio area. WSPD's search for "Things to Come" has resulted in "Action Today"... action in the form of sales results—the kind of action that keeps WSPD in its position of the most effective advertising medium in Northwest Ohio.
THE Cornell U. campus station, WVBR, carried the World Series broadcasts but only after wooing and winning over college officials, executives of MBS, the Mason and Walter Thompson agencies, and WKOP Binghamton.

After explaining to the agencies that WVBR can be heard only on the Cornell campus and not in the neighboring town of Ithaca, the station got the nod to pick up the game only 50 minutes before game time on Tuesday. The first game was picked up from WKOP, the nearest station, and rebroadcast over the campus station, but the reception was not very good. On the second day and thereafter WVBR installed lines and took a feed from WKOP. To cover the extra expenses the resourceful collegians sold five min-

Prior to the opening of the Lubbock School of the Air’s ninth year of broadcasting on KFYO Lubbock, Tex., DeWitt Landis (r), KFYO manager, conferred with Mrs. J. L. Teal, radio chairman for the schools. KFYO has been broadcasting to its own area classrooms since 1938. For the past seven years the schools, in cooperation with the station, have been putting out educational series. 

To be carried the day before game time is the Citizens Food Committee, which is用了the opening minutes of a special program. The program has been agreed to by WGST, WABF (FM) New York, WHOM, WMCA and WLIB. The program will be a call to the close of the day. The station gets the unique opportunity to carry the opening minutes of an exclusive national program.

WGST Is to Remain With CBS for Year

Suit Against WAGA and Network Dismissed in Georgia

The much-disputed WGST Atlanta suit to restrain CBS and WAGA from negotiating an affiliation agreement was dismissed last Tuesday, with WGST remaining a CBS affiliate until Sept. 25, 1948. (Broadcasting, June 22, June 30.) At that time CBS will be free to select any Atlanta station as its affiliate.

The order, signed by Judge Marvin E. Underwood of the U. S. District Court for the Northern District of Georgia, was issued pursuant to an agreement of the parties.

The suit was particularly outstanding because of the attorneys — both former FCC chairmen — representing both parties: Paul Porter for the Regents of the University System of the State of Georgia, owners of WGST; James Lawrence Fly for WAGA. WAGA is owned by Liberty Broadcasting Co., of which George B. Storer is president.

Both WAGA and WGST agreed that both would have the right to compete freely for the Columbia affiliation after Sept. 25, 1948.

The central issue of the suit was whether CBS and the George Storer stations violated antitrust laws and FCC rules by allegedly “conspiring” to shift WGST’s CBS affiliation to WAGA. WGST has been a CBS affiliate for 17 years.

WGST claimed “illegal agreement” occurred when CBS was said to have approached Mr. Storer a year ago to obtain affiliation of WWVA Wheeling, W. Va. According to WGST, the Storer group agreed to the CBS affiliation if WGBS Miami and WAGA also were given such a contract. On June 15, WGBS and WWVA joined CBS.

Clothier and Shoe Firm Increase Radio Budgets

Barney’s Clothier, New York, and National Shoe Stores, have revealed through their agency, Emil Mogul Co., New York, that both companies had substantially increased their radio budgets. Both firms have started a schedule of 14 programs and 35 spot announcements a week on WINS New York.

Barney’s Clothier also is sponsoring a total of 14 quarter-hour programs, 30 ten-minute programs and 213 spot announcements a week on the following New York stations: WNEW WMCA WLIB WINS WOV WHOM WBNX.

National Shoe Stores is using, aside from WINS, a total of 29 quarter-hour programs and 193 spot announcements a week, on WNEW WOV WHOM.

WABF (PM) New York has shifted from its temporary frequency of 695 mc on Channel 29 to its permanent spot of 995 mc on Channel 26. In addition, broadcast time has been lengthened from 5:12 p.m. to 3:12 p.m., according to an announcement by Ira A. Hirschmann, president of the station.
We're not yelling about our 25th Anniversary merely because we're proud of ourselves. It's because we're proud of you—you advertisers who for a quarter-century have given us "the necessary" to grow and improve our programming and expand our service from a few listeners to almost everybody in the Red River Valley.

Yes, it's you who have made WDAY the six to one favorite of the Red River Valley.

Here's to you!
What About Code?
WHEN a forgetful engineer neglected to throw a switch one morning recently, listeners expecting to hear My True Story over WJZ New York, were treated to six minutes of straight commercials instead. Through incorrect patching, electrical transmissions being carried by engineers were broadcast by WJZ while other stations on the ABC network were airing the serial drama. It took six minutes to straighten things out.

CHRISTMAS transcription of APRS *Command Performance* was cut in Hollywood Oct., in featuring top personalities from radio and motion pictures. Discs will be distributed to all overseas bases and hospitals for hearing on Christmas Day.

HIGHLIGHTING cornerstone ceremonies of WBZ Boston's Radio and Television Center, Walter E. Benoit vice president of Westinghouse Radio Stations Inc., plants the inner box which contains mementoes of the occasion. W. C. Swartley (1) and W. H. Hauser, WBZ station manager and chief engineer, respectively, witness the ceremony.

The night's last-minute developments in world and national news make up NBC's new FINAL EDITION of "News of the World" at 11:15 p.m., EST. Morgan Beatty in Washington has on call the entire NBC foreign and domestic news staff for eyewitness coverage of world events.

FINAL EDITION offers to many new late-evening listeners the efficiency and accuracy of the network's complete news-gathering facilities for late word of latest developments.

Final Edition of "News of the World"

-is an NBC Co-operative Program

America's No. 1 Network
the National Broadcasting Company

A service of Radio Corporation of America

In Whittier, Calif., have opened offices at 14th West Whittier Blvd., that city's first NBC station, WJZ. JOHN R. DICKINSON JR., former production manager of KMBL Chico, Calif., is general manager with RICHARD N. BEHERNITZ, business manager. PETE VERDELL, formerly with various Pacific Coast stations, has been engaged as director of production for proposed station.

DICK JOY, co-owner of KCMJ Palm Springs, has been elected first vice president of Western Chamber of Commerce.

SRIK. GEN. DAVID SARNOFF, RCA president, sailed for Europe Oct. 17 on Queen Elizabeth to attend Paris meeting of International Chamber of Commerce as delegate.

John B. MacDONALD, NBC administrative vice president was elected to new office of board chairman of Controller Institute of America at that group's 35th annual meeting Oct. 19-21 at Drake Hotel, Chicago. Lisle W. ADKINS, of Crosley Div., Aereo Mfg. Corp., Cincinnati, was chosen as a director at Chicago gathering.

DON SEARLE, vice president of ABC Western division, arrived in New York Oct. 20 with his wife on a month's business-pleasure trip.

GARLAND W. POWELL, director of WRUF Gainesville, Fla., is serving as a member of the Foundation Committee of Rotary International until June 1948.

FIELD ENTERPRISES Inc., Chicago, has moved its general offices to 211 W. Wacker Drive, Telephone: Andover 4650.

HUGH FERRY, manager of KLZ Denver, has been named to membership of Governor's Committee on Resources Development.

JAMES D. SHOUSE, president of Crosley Broadcasting Corp., Cincinnati, will be a member of the panel of speakers at the 35th annual convention of International Assn. of Ice Cream Mfrs. at Miami Beach, Fla., Oct. 27-29, discussing promotional activities of the ice cream industry.

TOM MEANS, general manager of WPAK Charleston, S. C., is the father of a boy, Thomas Cornell. Mrs. Means is the former DEAN CORNELL, formerly with WOL Washington.

CHARLES GLOVER DELANEY, station manager of WFTT Hartford, is the father of a boy, Charles Jr., born Oct. 14.

FOR HEALTHIER COWS
Testing for Bong's Disease Gets A Boost From KHOZ

FIVE SPOT announcements broadcast by KHOZ Harrison, Ark., over a two-day period helped to make a cow-testing program for Bang's disease in Boone County, Arkansas, a decided success, according to the extension service of the U. of Arkansas College of Agriculture.

Roy C. Keeling, county agent, received word early in May that Dr. C. W. Reed, veterinarian employed by the U. S. Bureau of Animal Husbandry, would be in the county within a few days to conduct the testing program. Time did not permit mailing out letters or making many home visits, so Mr. Keeling called on KHOZ for assistance.

Within one week after the two-day series of spot announcements giving information as to where and when tests were to be conducted, 600 farmers had signed up to have more than 3000 cows examined.
"Miss Television of Philadelphia" over WPTZ; Agency, Solis S. Cantor Advertising Agency; Producer, Jawer Television Productions.

**SIX TELECASTS...$11,020 IN SALES!**

Last August, one of Philadelphia's leading furriers, Max Rusoff, Inc., decided to take a fling in television. Hardboiled, experienced advertisers, Rusoff's wanted to find out what kind of results television could produce for them—right now.

Six budget programs over WPTZ (9:00-9:15 PM Friday) gave them their answer. Here are the highlights from the sponsor's report:

Even though Rusoff's is located in the fur district, out of the city center, the programs brought 94 people into the store who either asked specifically for a coat seen on television or indicated that their visit was a direct result of the show!

Of these prospects, 38 purchased merchandise...to the tune of $11,020!

Over and above all this, business at Rusoff's was up 15% during August—although fur business in general was considerably off. Television may have been the factor.

What's the moral to this success story? We think it's this: If you're considering a venture in television, get the story on the Philadelphia audience and the unusual experience, facilities and trained personnel available at Station WPTZ.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building • Philadelphia 3, Penna.
Editorial

What Hath FCC Wrought?

WHILE the House Un-American Activities Committee was basking in the ding lights of moviedom last week, ferreting out Reds and red herrings, the FCC was having a tete-a-tete of its own that probably was just as newsworthy, but lacked the glamour.

A hearing was held all week long on the application of J. Harold Smith, Fundamentalist preacher, for license to construct a station on 800 kc with 1,000 w daytime. It was done without a hearing. Why we'll never know. For Preacher Smith was a known member of that crew of rabblerousers headed by Gerald L. K. Smith and Gerald Winrod of the “Silver Shirt” ilk.

He got the construction permit after he had been thrown off reputable stations which wouldn't accept “commercial” religion. He vilified the owners. He referred to one, and its associated newspaper, as “gutter rats from the sewers of Hell.”

The hearings last week revealed that Smith has invested some $85,000 in XERF Villa Acuna, across from Del Rio, Tex., over which he broadcasts two days each Sunday. He has a one-third interest of some devious description in that border station. He was described as a “revelatory racketeer” by a distinguished educator, who testified.

All this, it seems, came to the FCC's attention after the construction permit had been issued without hearing. Last year the FCC had the biggest peace-time appropriation in its history. Certainly a simple scanning of the application and the record would have revealed enough to raise doubt about issuance of a permit without a hearing. Certainly the fact that the FCC's own vaunted (and extra-legal) Blue Book, which frowns upon the sale of religious time, might have been used by those who framed it.

We don't know what the FCC will do now that it has plunged itself into this unholy mess. But we must keep in mind that this is the same FCC whose members have equal rights with Theists on the air.

And Now It's 'E. Q.'

THIS NEW TERM, standing for “Enthusiasm Quotient,” is one which George Gallup of Gallup Poll hopes will become as much a part of the radio language as Hoopering.

E.Q. ratings, according to Mr. Gallup, sounders, songs and other program items are offered by Dr. Gallup as part of his six-phase audience measurement which covers reactions of listeners as well as their number.

While probably the best known, Dr. Gallup is not the first to enter the qualitative side of audience measurements. Years ago Frank Stanton, now CBS president, cooperated with Paul Lazarsfeld, head of Columbia U.'s Center of Radio Research in developing the program analyzer, a device for recording the listeners' reactions. It has been in use at CBS and NBC.

Last summer one of Dr. Gallup's former associates, William A. Yoell, launched his Audience Index which shows the disposition of the audience to listen as well as its size. A year before that Alfred Polsz measured the impact of radio commercials in a study for Edward Petry & Co. His technique won the American Marketing Assn. 1946 award.

Dr. Gallup's entry into radio research typifies a recent surge of activity in this field. BMB announces a 15-point plan.

C. E. Hooper, not dejected because of BMB's refusal to adopt his plan for revamping its techniques, announced three features for his own service: Minutes of listening, average quarterly ratings and distribution of sets-in-use. A. C. Nielsen reports that new audimeters are being resided to measure video and FM.

Other measurements run the gamut from an audience survey method stressing character of sample and eliminating dependence on voluntary returns. Radio Encyclopedic Listener Institute, bases its measurements of audience size and attitude on printed punch-hole using, using major prizes to secure cooperation.

In the field of station (not audience) behavior—also interesting to advertisers—NAB's research director, Kenneth H. Baker, analyzes programming of a cross-section sample of 100 stations to show what is broadcast when and sponsored by whom, if at all. This analysis covers both programs and announcements during every minute of the broadcast. The NAB also is preparing for an independent NORC study of what the public thinks of American radio.

Broadcasters indeed have a high E.Q. for giving advertisers and their agencies (and the audience) radio and related assignment and the results. Based on what other media are doing, we wonder whether radio isn't over-doing it.

Good Apple

WHEN ELEVEN college professors are given a bountyful grant and told to discuss a broad but somewhat subject like mass communications almost anything may happen. Tossing into that group a starry-eyed poet (Archibald MacLeish) and a department store executive (Bearsley Rum) fails to materially improve chances of practical or workable conclusions.

Such an experiment is still going full blast at the U. of Chicago. Funds were granted by Time Inc. and Encyclopaedia Britannica to the University which administers the funds but has no job whatsoever over the thirteen NAB Commission. The group is charged with considering “the freedom, functions, and responsibilities of the major elements of mass communications in our time” including radio, TV, and networks.

The first seven have been reviewed in this journal as they appeared. Llewellyn White's The American Radio was examined at considerable length and evaluated as a ponderous collection of facts presented from a viewpoint considerably left of center.

All seven of the reports, including Mr. White's, successfully conveyed to the reader the various authors' yearnings for an abridgment of the First Amendment.

Now the good apple has been discovered in the barrel. The eighth of the reports, Government and Mass Communications [Broadcasting, Oct. 20] by Prof. Zechariah Chafee Jr., Harvard Law School, is a masterpiece of its kind. Like his contemporaries, does a fine job of presenting facts. But as odd man in the baker's dozen the comparison stops there. He doesn't hesitate to point out the danger that the American people will lose the protection of the evils of government control. “I am far from ready to abandon the case against abridging the freedom of speech," he says. "The First Amendment is the gun behind the door which must be allowed to rust.”

Perhaps the co-members of the Commission could learn something about the value of freedom of speech from Mr. Chafee's opinions.

Our Respects To—

W

AYNE TISS

HEN John Cowles advised Wayne Tiss that the Des Moines Register & Tribune had no openings for editors, he offered the young U. of Iowa graduate an alternative. It was a spot in the newspaper's promotion department which was just being organized. He accepted.

There was no telling at that point in the summer of 1925, but this association was to become an eventual entry into radio. As the Cowles interests extended to include radio, Wayne Tiss' responsibilities were likewise expanded to include the new medium.

With a combined background in newspapers and radio, he was a natural for the role of account executive in BBD0 Minneapolis office in 1929. A week-end transport job progressed to radio, it followed that its executive would attend that development carefully. As still other radio activities grew, he learned his way around New York, Chicago and Hollywood broadcast circles.

Finally when the agency's radio billings justified, Wayne Tiss was named BBD0 associate radio director, with headquarters in Hollywood. That was February 1943. One year later he was named a vice president in addition to duties as associate radio director, his current capacity.

As such he serves as a member of the agency's radio plans board, participates in program developments and oversees a staff of nine. He also maintains the topside reins of four programs, including NBC Cavalcades of America (duPont), CBS Sam Spade (Wildroot), Don Lee Broadcasting System's What's the Name of the Song (Wildroot) and Let George Do It (Standard Oil).

A native of Mason City, Iowa, where he was born Oct. 24, 1902, he attended Mrs. Willson's kindergarten school. Later at Mason City High School, he formed a quartet together with Mrs. Willson's sons, Meredith and Cedric, and another local chap. Instrumental and vocal, they played at numerous social and civic functions.

Upon graduation from high school in 1919, Wayne Tiss recalls that his occupation for the next two years was "playing trumpet in various midwestern orchestras of no consequence." In fall of 1921 he entered the U. of Iowa majoring in journalism and winding up as night editor of the Daily Iowan.

Only distinction he recalls in this period came when he played with his orchestra in Davenport, Iowa. There he met a very youthful Bix Beiderbecke to whom (Continued on page 56)
TAKE THE GUESS OUT OF BUYING
WITH WOV'S 5 Audited Audiences

Knowing the difference makes the difference...
Wov's Audited Audiences tell you sex and age; but... and here's what you really need to know... Audited Audiences tell you where listeners live and shop; what they earn, spend, and buy; what they like and dislike, and... who does the buying. Vital statistical inside info specifically designed to help advertisers and agencies direct their advertising to known individuals rather than trying to reach unknown mass audiences.

We want you to have the knowledge of 5 Audited Audiences, each a different group of purchasers; each the result of a penetrating accurate survey. Get the facts on these 5 Audited Audiences today, and... "Take the guess out of buying."

Ralph N. Wall, General Manager • John E. Pearson Co., National Representative

* Wake Up New York Bill Williams
* 1280 Club with Fred Robbins
* Band Parade with Bill Gordon
* Prairie Stars with Rosalie Allen
* Italian Market of 2,100,000 Italian-speaking Americans. (More than the combined population of Cleveland and Cincinnati.)
motion manager of the newly-acquired property. Three years later, a fraternity brother advised him of an opening for an account executive with BBDO in that city. Among his responsibilities were General Mills and the Geo. A. Hormel & Co.

Early in 1939, Hormel assumed sponsorship of the daytime CBS musical *It Happened in Hollywood*. This meant several trips to Hollywood. As other radio activities grew, he made his way to Chicago and New York. Finally in February 1943, he went to Hollywood to devote full time to radio.

As a boyhood friend of Meredith Willson, it's natural to wonder whether Wayne Tiss, the man who talks to clients, has ever utilized the services of the noted composer-musician, who plays for clients. Mr. Tiss says this has never happened but that they have agreed "it would be quite an opera" when and if.

One of his favorite stories is this incident that happened during his career. One Sunday morning a program of hymns was on the air while a dramatic group was rehearsing in another studio. During an intermission, some lively language issued forth over the hymns. A sad-eyed engineer made the discovery that wrong patch cord produced the unfortunate result.

On another occasion, he recalls a sponsor who had promised the community of Austin, Minn., that his program would be broadcast from the outdoor bandshell. It was fall and the day was more like spring. Heaters were all about the stage and canvas was hung to cut the wind. Musicians braved the elements but were unable to sustain a note, losing a half-tone in pitch just about every time they tried. As result of the stiff wind, one half hour of transcontinental time was filled with the voice of winter and bass of the Hammond organ.

A family man, he married Paula Benden at Iowa City on Jan. 30, 1926. With Ted, 17, and Missy, 11, they live in suburban Brentwood.

Avid Grid Fan

Having played some football at U. of Iowa, Mr. Tiss has retained his interest in the game. To such an extent that he has been known to go clear across the country to see a top game.

Less active is his interest in trumpet, but hearing a jam session in an adjoining Don Lee studio recently, he borrowed an instrument and joined in. At heart his first love is the newspaper business and he hopes some day to own a weekly of his own when active agency days are behind him. And it's possible that it may be a father-son combination if Ted Tiss follows through with his journalism ambitions.

Organizationaly he lists Kappa Sigma, Jonathan Club and Hollywood Ad Club.
THEY HAD SOMETHING FOR AMERICA . . .
and WSM WAS THE MESSENGER!

We did not deliberately plan to foster and preserve the folk songs of America. The role came to us, naturally enough, because we did plan deliberately to serve the people from which such music springs. We recognized a need that only a strong radio station could serve, and from the beginning the result has been a revival of national interest in folk music. WSM-originated programs of this type have gained tremendous national circulation. But more important, WSM has made an enduring place for itself in the region it serves.
WATTS 500 KILOCYCLES of Carolina

Mr. Thomas

Mr. Thompson, former vice president of The Bow Co., New York, has joined Lenox & Mitchell, New York, as executive vice president in charge of the firm's production. Veteran of 22 years in advertising, Mr. Thomas was with J. Walter Thompson Co. before joining The Bow Co., New York, which he worked on in New York, Chicago, New Orleans, and other cities.

GEORGE RUE Jr., former head of executive of The New Yorker Studios, New York, has been named as head of charge in charge of accounts.

WILF FORECASTER
Station Hires Meteorologist
To Report Weather

WILF Philadelphia has just signed up its own weather broadcaster and weather director, Francis K. Davis Jr., and is setting up a meteorology laboratory where he will conduct his own research for three daily broadcasts. Mr. Davis’ assignment makes him one of the few forecasters employed anywhere in the world by a radio station.

Started Sept. 29, he is being heard Mon.-Sat. at 6:35 a.m. and 6:40 p.m. and 11:20 p.m. (late Saturday evening broadcast is at 11:15 instead of 11:20). Broadcasts are five minutes in length and include daily and long-range forecasts, as well as historical, human interest and educational data about the weather.

Mr. Davis, a former Army Air Forces weather officer, holds a master’s degree in meteorology from Massachusetts Institute of Technology, and has taken advanced work in physics and chemistry at Temple U. and the U. of Pennsylvania. He has studied and made weather analyses in Boston, Washington, Pittsburgh and the Southwest.

HOSPITALS, schools and churches may now get their 1947 "Great Story Ever Told," program dealing with Biblical parables. "The World Needs A Savior" will replace the $3.75 per album, plus express charges, previously conducted by Save the Children Fund and profit basis by ABC, Goodyear Tire & Rubber Co., which sponsors the program, and New York Local 821-FM.

CORNWALL JACKSON, vice president in charge of weather bureau operations for J. Walter Thompson Co., left for New York and Chicago for two weeks of program conferences.

JACK GREGORY, account executive of Allied Adv. Agencies, Los Angeles, has been named manager of agency’s San Francisco office. Replacing him is UEBERROTH, who resigned to become manager of KSMO San Mateo, Calif.

DON EUGENIO, assistant manager of Grant Adv., Hollywood, has shifted to Grant Adv. Ltd., California, as assistant to FREDERICK SPEEN, vice president and manager of Calcutta office.

ROBERT B. BARTON, former vice president in charge of CBS office of BRKO, has resigned to form his own company, National Match Book Adv. Inc., which he heads.

SHERWIN R. RODGERS, radio director and account executive of Harry J. Lazarus & Co., Chicago, has been named a vice president of the agency.

TOM McKnight has been signed to produce CBS’ "Dial 500" for Dan- gerfizer-Saramel, serving account for Procter & Gamble.

MARGARET J. WALCH has joined traffic department of Brooke, Smith, French & Dorrance, Detroit and New York.

GILBERT W. WILLIAMS, former copy director of Campbell-Walton Co., New York, has joined creative staff of J. Walter Thompson Co., Philadelphia. Previously Mr. Williams had been vice president in charge of copy for Federal Adv., New York, having been with that agency for 13 years.

HARRIET STARK-MAN, formerly on creative staff of M. Kose & Co., Baltimore, has joined Fox Agency, Baltimore.

RICHARD C. SEWELL, formerly of Ross Adv., Portland, has joined copy and production staff of Short & Bass Inc., that city.

FREDERICK GIERMAN, formerly of Blackett, Semmes & Brown, New York, has joined Showalter Lathrop Adv., Portland, as copy director.

JOHN HOAGLAND, radio director of Robert Orr York, is the father of a boy, John Orinelle, born Oct. 16.

BERNARD LUNDY, former assistant advertising manager of Liquid Carbonic Corp., Chicago, has joined Cleveland office of Fuller & Smith & Ross.

E. G. BENTLEY, vice president of Rus- sel M. Seeds Co., Chicago, has resigned to open his own sales promotion office at 228 N. LaSalle St. Chicago.


BILL SCHNEIDER, vice president of Donahue & Coe, New York, is in Hol- lywood reporting for "This Is New York" being produced by Bennett Evans.

ED STODEL, head of Los Angeles ad- vertising agency bearing his name, is the father of a boy born Oct. 14.
We take pleasure
in announcing the appointment of
HEADLEY-REED CO.
as our exclusive
National Representative
effective November 17, 1947

WCON
The Atlanta Constitution Station
550 K. C.—Affiliate, American Broadcasting Co.—5,000 Watts

On the air in December
HUGH HOLDER, MARJORIE Joined, KMOX at MACK KWKH and erly BILL WARREN R. THOMPSON MABIE, previously and during the City, has program EARL HAYES, m.c. JEAN SMOROSKI, also COONEY, with WERC of KOVO 1936. Whenever it takes B. B. Joined effective shot with Announced, He has appointed advertising manager of Charles Stevens, women’s specialty shop, Chicago, has joined LULA Onoitou, as staff writer. LEON OSBEECK and DICK COWAN have been named music director at WJR Detroit, Mr. LaVoie has been assistant music director and leader of the WJR dance orchestra since 1941. RICHARD MINER, formerly with WICA Ashlandia, Ohio, and MAL MORSE, formerly with WCPM Tarboro, N. C., Have

JANE O’SULLIVAN, former advertising manager of Charles Stevens, women’s specialty shop, Chicago, has joined KULA Konoluie, as staff writer. LEON OSBEECK and DICK COWAN has been appointed program manager of WJR Detroit. Mr. LaVoie has been assistant music director and leader of the WJR dance orchestra since 1941.

RICHARD MINER, formerly with WICA Ashlandia, Ohio, and MAL MORSE, formerly with WCPM Tarboro, N. C., Have

JOHN L. GREELY, chief announcer of NBC’s “Ma Perkins,” has sold his novel “Hollywood Triumph” to Eagle-Lion Films. If his radio commitments permit, Mr. Forde is to go to Hollywood to be tested for supporting role in the film. LARRY KLINE, WBN New York announcer, is the father of a boy, born Oct. 13.

ANDY WHITE, writer on NBC “Great Gildersleeve” and Elizabeth Testug, have announced their marriage. ALAN SANDS and PHIL SHUKEN have been added to Hollywood writing staff of CBS “Blondie Show,” JOHN L. LAWRENCE as chief. HALE KANTOR, writer, has resigned from ABC “Jack Paar Show.” KENNETH GRAIZE, WICJ Calgary, has been joined announcing staff of JOEJU Letchbridge. PHIL WINTER, announcer of KOFJ Hollywood, is the father of a boy born Oct. 15.

JOYCE MILLER, continuity writer at WMBF Myrtle Beach, has resigned Oct. 18, to marry Lieut. Richard Brown.

TERRY COWLING announcing staff of WCP Chicago, has resigned Oct. 11.

RUD HORNS, singing disc Jockey, has joined KBSO San Francisco.

Laurine COEN, formerly of KWBC Seattle, has been appointed head of copy department of KLX Oakland, Calif.

RonalD Dawson, on directing staff of CBS Washington for eight years and Chicago New York, has resigned to do freelance work. He has established Ronald Dawson Assoc. at 245 Fifth Ave., New York.

Ray Marsh, announcer at WRFD Washington, Ohio, and his fiancée, have announced their marriage.

Mike Hunicutt, morning man at WOL Washington, has been invited to set aside his year’s awarding medals to 340 D. C. policemen for their wartime service in the armed forces.

MaurY RIDER, announcer of KOJY Seattle, has been appointed chief announcer.

COM COSTA, announcer for WCP Chicago, has resigned, has resigned from the station.

Dwight W. SEVERSON, producer of KYW Philadelphia, is the father of a girl, Carol Joan.

The Mighty Jordan Rolls ON! And His Tympany Five, Th& THAT.

Himself, 9-23=GREENVILLE=4600 PAID FOR TERRIFIC $5962.78 GROSS

Mgt. BERLE ADAMS Direction — GENERAL ARTISTS CORP.
Cuts studio lighting requirements 90 per cent. RCA's revolutionary, new studio camera produces sharp, realistic television pictures without hot lights. Gone is the need for oversized air-conditioning plants.

Television for Texas — another "first" for that pioneering station WBAP. Within a few months, via its new television station KCPN, thousands of people in the Fort Worth-Dallas area will have the opportunity of seeing regular telemcasts of spot news, sports, simple studio shows, and films.

A real assurance of brilliant, high-definition pictures...crystal clear sound...will be the new RCA 5-kilowatt television transmitter now on order. Two RCA image-orthicon field cameras are already being used for experimental programming and to develop new television techniques.

The Fort Worth Star-Telegram (WBAP), owned and operated by Carter Publications Inc., is one of the 27 leading newspapers and top broadcasters from coast to coast to select television by RCA. What are your television plans?

Are you ready to benefit from the tremendous audience impact promised by television—its newscasting, advertising, and circulation-building possibilities?

Remember that RCA has everything needed to get your station started immediately. Relatively inexpensive, too, when you use RCA's simplified, "add-a-unit" equipments. Whether you want to start on a large or small scale, RCA designs enable you to get on the air quickly at lowest cost...permit easy, economical expansion as your television audience grows. We'll be glad to help you with your planning. Write Dept. 18J1.

Mr. Nordquest and Mr. McLaughlin, in charge, have organized KFMB, a new operating KFMB-FM, and will continue their policy of providing quality broadcasting in San Diego, California. Managed by Jack Gross, the station is a part of the new American Network of Pacific Coast stations.

The station will broadcast on 1040 AM and 107.5 FM, offering a wide range of programming to cater to the diverse tastes of San Diego's listeners.

KFMB will focus on providing news, talk shows, music, and entertainment, with an emphasis on local and community issues. The station's goal is to be a trusted source of information, engaging with the community and promoting local talent.

Listeners can expect a mix of talk shows, interviews, and live music performances, along with the latest news and weather updates. KFMB will also serve as a platform for local businesses and organizations, offering advertising opportunities to support the community.

The station's programming will be available online, allowing listeners who cannot tune in to the FM station to access the content through their devices. This will expand the station's reach and provide convenience for those who prefer digital listening.

KFMB is a testament to the growing music and broadcasting industry in San Diego, and it is anticipated that the station will contribute significantly to the local entertainment scene.

For more information about KFMB, visit their website or contact them directly to explore advertising opportunities or get involved in the community.
GROWING! In 1926 KMAC consisted of 2 studios and offices.

Now Radio Stations KMAC and KISS are in their 27 beautiful, new, air-conditioned studios and offices in the heart of San Antonio.

GROWING! In 1926 KMAC had 1 employee.

Now KMAC-KISS has a staff of 39 highly trained, experienced people.

GROWING! With 1941 as a base figure in advertising volume, KMAC was up 62% in 1943, 206% in 1945, 224% in 1946, and is still growing month by month.

GROWING! Always audience wise, KMAC's Hooper has tripled in the morning period in 1947, and has shown remarkable increases in afternoon and Sunday periods.

GROWING! San Antonio was the 36th market in 1940; the 27th market in 1947, and we're growing with it.

GROWING in the hearts of 1,000,000 listeners for outstanding operation in the public interest for over 21 years.

GROWING with the world's largest network. Mutual has more than 450 stations.

COME ALONG AND GROW WITH KMAC-KISS!
GEORGE EICHE (r), a former Sammy Kaye baseman now operating George's Men's Shop in Johnson City, Tenn., conceived the idea of moving his baby grand into his showplace with ‘Keyboard Kapers,’ on WJHL. Business carries on as usual while the program is on the air. Mr. Eiche reports that college and high school youths are regular visitors at his broadcasts, which also feature guest vocalists.

DOUBLE FEATURE
Brickhouse Handles AM and TV
Football Broadcast

A RADIO “event” has been marked up by Olian, Advertising Co., Chicago, its client Atlas Brewing Co., and sportscaster Jack Brickhouse.

Mr. Brickhouse not only broadcast the game between the Chicago Cardinals and the Detroit Lions over WJHD Chicago and a network of 12 stations, but also described the contest simultaneously over Telephone Station WBBK. Olian’s television director, George Rich, said the broadcast had convinced the agency that football and other sports contests could be duplicated on television without the necessity of engaging a second commentator.

Atlas Brewing has now authorized sponsorship of the Cardinal broadcasts over WBBK for the entire season.

Regional network stations are carrying the pro football broadcasts as a public service and are charged only line fees. Stations carrying the broadcasts live are: WWXG Pears, WHOW Clinton (Ill.), WKX Lexington (Ky.), as well as Iowa Tall Corn outlets KWWP Muscatine, KAYX Waterloo, KWDM Des Moines, KSIB Cres- ton. In addition, a following series are carrying wire broadcasts: WFPQ Jacksonville (Fla.), WKDA Nashville, KLIF Dallas, KOWH Omaha, WATL Atlanta.

WJBK Foreign Language Ban Brings Counter-Act

PROTESTING WJBK Detroit’s cancellation of foreign language broadcasts, John Zaremba, chairman of the Detroit Committee for Foreign Language Radio Programs, has asked for time on Detroit’s AM and FM stations.

Mr. Zaremba charges the cancellation is a violation of the right of free speech.

The action followed the purchase of the station by Fort Industry Co. this month. Mr. Zaremba said:

When it was announced a committee representing the 11 foreign language groups was formed. Lan- guages represented on the committee are: Croats, Czechoslovak, Egyptian, Greek, Hungarian, Lithuanian, Polish, Romanian, Russian, Slovak and Ukrainian.

Spokesmen for the committee said they believed the absentee Fort Industry Co., did not understand the Detroit community’s foreign groups, and the need for foreign language broadcasts.

GAROD RADIO Corp., Brooklyn, has announced a new set, the "Royal" with 10-inch picture tube, AM, FM and shortwave radio and automatic record changer, retail at $295 plus installation. Automatic changer to change to precisely any of the 12 video channels and rotate picture in and out of set, which is housed in a 16th century mahogany cabinet.

"If I fail in my audition on WFDF Flint, I’ll croak."
Atlanta’s WAGA

The promotion-minded Georgia station which delivers dependable coverage of 41% of the state’s population and half its radio homes announces the appointment of Avery-Knodel, Inc.

AS NATIONAL REPRESENTATIVE
Effective November 1

NEW YORK—565 Fifth Avenue, Plaza 3-2622
CHICAGO—333 N. Michigan Avenue, ANDover 4710
SAN FRANCISCO—544 Market Street, DOuglas 5873
LOS ANGELES—315 W. Ninth Street, Tucker 2095
ATLANTA—41 Marietta Street, N. W., CYpress 7545

5,000 WATTS on 590 Kilocycles
TENIENTH CENTURY-FOXT last week launched what it described as the biggest promotion in its history, a campaign for John J. Adams, a brand new television set which is being broadcast from New York's Roxy Theatre Oct. 4. The campaign's first major feature will be its advertising in newspapers and magazines throughout the country.

The campaign will be handled by a group of advertising agencies, including MacNeil & Wexler, New York, which has been handling the advertising for the past two years. The campaign will be directed by John J. Adams, who is well-known in the advertising business.

The campaign will be supported by a series of radio spots, which will be broadcast throughout the country. The spots will feature the voices of such well-known announcers as Bob Hope, Bing Crosby, and Nancy Reagan. The spots will be accompanied by a series of television commercials, which will be shown on network television stations.

The campaign will also feature a series of print advertisements, which will be placed in newspapers and magazines throughout the country. The advertisements will feature the product's new features, as well as its price.

The campaign will be coordinated by a group of advertising agencies, including MacNeil & Wexler, New York, which has been handling the advertising for the past two years. The campaign will be directed by John J. Adams, who is well-known in the advertising business.

The campaign will be supported by a series of radio spots, which will be broadcast throughout the country. The spots will feature the voices of such well-known announcers as Bob Hope, Bing Crosby, and Nancy Reagan. The spots will be accompanied by a series of television commercials, which will be shown on network television stations.

The campaign will also feature a series of print advertisements, which will be placed in newspapers and magazines throughout the country. The advertisements will feature the product's new features, as well as its price.
"UNARMED HEROES CANNOT WIN THE BATTLE AGAINST FIRE"

"Citizen, community and nation must join to help defeat the menace of fire... it is a mighty effort involving all our citizens, requiring the expenditure of immense sums of money and covering every area of our social and economic life... fire, all men realize, must be controlled if the economic structure we have built is to be free from the threat of recurrent destruction.

Dwight D. Eisenhower

We face an enemy, as real, as powerful and as destructive as our enemy in World War II. It threatens the lives of our people. It must be dealt with—as we dealt with war.

What of the army of firemen who are called to action more than a million times a year? What if they could be trained and schooled and equipped with the thoroughness of an armed force in war?

Isn't it time for you, the American community, to face the fact that heroism can never win this war against fire?

Consider these appalling facts: 1. Much fire-fighting equipment is dangerously out of date. 2. Inspection for fire hazards is unknown in countless communities. 3. Out of 800,000 firemen, only 30,000 are enrolled in systematic class instruction, outside of large city departments.

Where does the responsibility for corrective action lie? First—with state and local officials charged with the big-scale job of fire safety. Second—with every individual whose life and property are under constant threat of danger.

The President of the United States has officially recognized the need for action. He has marshalled the nation's fire experts in an all-out war on this menace to national safety. It is a battle that will only be won as you demand and enforce local action.

TAKE THIS ACTION NOW! Interested public officials and citizens are invited to write for a copy of "The Report on Fire Fighting Services." Address: The President's Conference on Fire Prevention, Washington, D.C.

This statement is one of a series published by the member companies of The National Board of Fire Underwriters in support of The President's Conference on Fire Prevention.

"It is the clear responsibility of every state and local official, and every citizen, to aggressively support this national war against the growing menace of fire."

October 27, 1947 • Page 67
FMA SEeks Revision in Area 2 Standards

REVISION of FCC engineering standards covering Class B FM stations in Area 2 (all U. S. except the Northeast) was urged last week by the FM Assn. Executive Committee at a meeting in Washington.

C. M. Jansky, Jr., of the Jansky & Bailey engineering firm, was named FMA engineering counsel as well as chairman of a special FMA committee which will meet with the FCC to urge revision of the standards. Other committee members are Everett L. Dillard, WASH Washington, FMA president; Leonard H. Marks, FMA general counsel and Bill Bailey, executive director. The group will meet within the next fortnight.

Action on the FM standards was taken in accordance with a resolution adopted at the FMA national convention in New York Sept. 13. The resolution asks for protection to Class B FM licensees to the 50 microvolt per meter contour.

Attending the Executive Committee meeting besides Marks, Dillard, Jansky, Marks and Bailey were Ben Strouse, WWDC-FM Washington, and Hudson Eldridge, WASH and Continental Network.

DON CLAY, former engineer with U. S. Marine Corps for three years has joined WRUN New Jersey, as chief engineer, operating under direction of DON MCNAIR, co-owner of station.

ROBERT F. HELTZ, formerly with RCA Victor, Camden, N. J., as engineering; in charge of broadcast antennas and associated equipment of stations; has joined Paul Godley Co; Notch, N. J., consulting radio engineers. Mr. Holtz is well known in the industry for having been responsible for design of antennas and phasing equipment on many stations, including KGO Oak- land; WJZ radio, WCR radio in the capo; WPOB Miami and WIBC Indianapolis.

WALLACE M. MORTON, former sales engineering representative of Graybar Electric Co., Chicago, has been ap- pointed chief engineer of WBBM (FM) Beverly, Ill. ARTHUR JOHNSTON and RALPH H. HUMPHREY have been appointed assistant engineers.

WILBUR COMER, formerly on trans- mission staff of KQDO San Francisco, has been appointed chief engineer of WKNV and KWN-FM Honolulu, now under construction.

WILLIAM POLL, has been named Wash- ington, D. C. Consulting engineer for KWSR Pullman, Wash.

Its line to a total of eight stations has been announced.

AUSTRALIA'S CODE

AUSTRALIAN commercial radio's operation under a code of standards is reviewed in a recent issue of the Brisbane Courier Mail, which quoted the Postmaster General as saying that "practically the only letters of protest he receives now are from people who do not like the broadcasting of religious views other than their own."

"Australian radio is 'cleaner' to- day than it has ever been in its brief history of 24 years," the paper asserted.

Besides banning obscenity, sacrilegious expressions, and "any- thing of doubtful propriety," the Australian broadcasters' code prohibits use of "matter of such a nature as would destroy or tend to destroy public confidence or create any feeling of insecurity in the community," or "any statement that comments upon, ridicules, or incorporates the name of a member of the Royal Family, or any Australian overseas personality in a derogatory manner, or in relation to advertising."

Sound effects which might startle listeners are banned from commercial copy. Advertisements that concern public health must first be approved by the Director-General of Health. Use of slang and incorrect English in children's programs is "discouraged."

A Programme Standards Commit- tee has been formed to pass finally on the propriety of any proposed program matter which leaves questions of "good taste" in the minds of station officials. Australia's Postmaster General sees "no immediate prospects" of FM being introduced into that country. The Postal Dept., however, has set up an experimental FM station in Melbourne and it is to be used to transmit sections of the program from the Australian Broadcasting Commission.

New RCA Sets

RCA Victor last week announced three new video receivers, bringing the total up to eight models. One is a 19-tube set, model 721TS, at a suggested price of $325. The others are television - FM - AM - shortwave - phonograph combina- tion, Models 720TV1 and 723TV2, at suggested retail prices of $595 and $575 respectively, both with 27 tubes and three rectifiers. The new RCA Victor sets are expected to be available at authorized dealers by Nov. 3.
We knew WOAI had lots of friends but even we didn't realize how many until we announced our 25th Anniversary stage show.

Within less than three days after our initial announcement we had requests for more than the 5500 useable seats in San Antonio's Municipal Auditorium.

And they kept coming. Our mail was jammed, our telephones were jammed and the auditorium was jammed. Right up to curtain time we were rushed by last minute hopefuls on the telephone.

From cities such as Dallas—280 miles away—people were asking for seats.

We could have more than filled the auditorium all over again without further announcements.

Here is tangible proof of WOAI's pulling power. Your Petry man can give you lots more information about WOAI's huge, rich territory and loyal listeners.

*Dallas is not included in the coverage area claimed by WOAI.
October 20 Decisions

Docket Case Actions

AM-1450 ke

Submitted

KSDO Hillside, Texas.—Granted CP to allow changes in power. KXRA, Lubbock, Texas.—Authorized new standard station and modified the station for extension of completion date to 2-14-48. KCBN, Anoka, Minn.—Authorized new standard station and modified CP to allow changes in power. KRXS, Lynchburg, Va.—Authorized new standard station and modified CP to allow changes in power. NWCA, Fort Worth, Texas.—Granted CP to allow changes in power and frequency. WQAM, Miami, Fla.—Same to 4-14-48. KCBS, New York, N.Y.—Same to 1-14-48. WITW, Terre Haute, Ind.—Same to 7-14-48. WCMF, Cambridge, Mass.—Same to 3-14-48. KROO, Hook, Wise, Va.—Granted CP to change studio location to 4-14-48. WCGL, New York, N.Y.—Same to 4-14-48. KQXG, San Diego, Calif.—Granted CP for extension of completion date 1-14-48. WFNJ-FM Burlington, N.J.—Same to 2-14-48. KSBQ, Chicago, Ill.—Same to 4-14-48. KWMJ-FM Ashland, Ky.—Same to 4-14-48. WBYR, Bangor, Maine.—Same to 3-14-48. WOJO, Denver, Colo.—Same to 4-14-48. WEFM-FM Kansas City.—Same to 3-14-48.

License for CP

WGMA, Columbus, Ga.—License to cover CP, as mod., which authorized new standard station and modified CP to allow changes in power by direct measurement of ant. power. WCRH, Canton, Ohio.—Same to 2-14-48. WJZ-FM, Baltimore, Md.—Same to 2-14-48. WBYR, Bangor, Maine.—Same to 3-14-48.

Modification of CP

WMBD, Peoria, Ill.—Same to 1-14-48. KWKW, Kansas City.—Same to 1-14-48. KAKE, Wichita, Kan.—Same to 1-14-48. WMJL, Milwaukee, Wis.—Same to 1-14-48. WOKL, Greensboro, N.C.—Same to 1-14-48. WLIB, New York, N.Y.—Same to 1-14-48. WRGM-FM Goldsboro, N.C.—Same to 1-14-48. WPTL, Hendersonville, Tenn.—Same to 1-14-48. WTBK, Long Beach, Calif.—Same to 1-14-48. WCLF-FM Kansas City.—Same to 1-14-48. KXRA, Lubbock, Texas.—Authorized new standard station and modified CP to allow changes in power by direct measurement of ant. power. WHHY Ann Arbor, Mich.—License to cover CP, as mod., which authorized new standard station and to determine operating power by direct measurement of ant. power. WBCS, Muncie, Ind.—Same to 1-14-48. WJBN, Jackson, Miss.—Same to 1-14-48. WJZ-FM Baltimore, Md.—Same to 1-14-48. WJJD, Jersey City, N.J.—Same to 1-14-48. WMBD, Peoria, Ill.—Same to 1-14-48. WJZ-FM Baltimore, Md.—Same to 1-14-48. WJZ-FM Baltimore, Md.—Same to 1-14-48. WJZ-FM Baltimore, Md.—Same to 1-14-48. WJZ-FM Baltimore, Md.—Same to 1-14-48. WJZ-FM Baltimore, Md.—Same to 1-14-48.
More and More 250 Watt Stations are being powered by Raytheon

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

HERE'S WHAT THE SMALL STATION NEEDS!

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

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

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

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

RAYTHEON MANUFACTURING COMPANY
Commercial Products Division • WALTHAM 54, MASSACHUSETTS
Industrial and Commercial Electronic Equipment, Broadcast Equipment, Tubes and Accessories
Sales Offices: Boston, Chattanooga, Chicago, Dallas, Los Angeles, New York, Seattle
DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY
For more information on RCA television tubes, contact your local distributor. RCA has developed a line of museum-quality television tubes that is changing the way we look at television. These tubes are designed to meet the needs of both professional and home users. They offer superior performance and long life, and are available in a variety of sizes and styles. If you are interested in purchasing one of these tubes, please contact your local distributor for more information.

Please note that the information provided is for general reference only and may not be current. For the most up-to-date information, please contact the distributor directly.
This recent installation shows a Blaw-Knox 280 ft. self-supporting insulated Vertical Radiator for AM, topped by an FM antenna.

With Blaw-Knox experience in tower construction dating back to the birth of commercial radio, the broadcasting station had full confidence in the ability of Blaw-Knox to design, build and erect this new type of structure.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2108 Farmers Bank Building
Pittsburgh, Pa.
FCC Actions
(Continued from page 72)

Applications Cont.: N. install new trans. and change trans. location.

Modification of CP
WMAC Pitts-town, Pa.—Mod. CP to change frequency from 1370 to 1420 kc, hours from D to unil. and install DA-N 1 1/2 kw.

Assignment of License
KHJ Los Angeles, KFRC San Francisco, KBG San Diego, KDB Santa Barbara, KMFM Los Angeles and KTBV in Los Angeles and San Francisco—Consent to assignment of license and CPs to Don Lee Inst. Co. d/b/a Don Lee Bestg. System.

October 21 Decisions
BY COMMISSION EN BANC
AM—1130 kc
Griffith Bestg. Co., Parsons, Kan.—Adopted memorandum opinion and order dismissing without prejudice on Commission's own motion application for new station 1210 kc 1 kw unil. DA.

October 21 Applications
ACCEPTED FOR FILING
Modification of CP
KVVC Ventura, Calif.—Mod. CP which authorized new standard station to change name of permittee from Oja Bestg. Co. to KVVC The Voice of Ventura County, and to change station location.

KADP Pueblo, Colo.—Mod. CP which authorized new standard station to change trans. and studio locations. AMENDED re changes in ant.

Lincoln Operating Co. as Trustee for Sun Coast Bestg. Corp., Miami, Fla.—Mod. CP which authorized new standard station to change trans. location. AMENDED to change type trans.

WCNH Quincy, Ill.—Mod. CP which authorized new standard station to change trans. location and to change studio location.

AM—Aux.
WLAW Lawrence, Mass.—CP install old main trans. at present site of main trans. operated on 1830 kc with 5 kw for aux. purposes only.

Modification of CP
WROW Albany, N. Y.—Mod. CP which authorized new standard station to change location and to change type trans. Also license to cover CP, as mod., which authorized new standard station and specify studio location and to specify transmitting power by direct measurement of ant. power.

WJQJ Jamestown, N. Y.—Mod. CP, as mod., which authorized new standard station to change type trans. Also license to cover CP, as mod., which authorized new standard station and to change type trans. Also license to cover CP, as mod., which authorized new standard station and to change type trans. Also license to cover CP, as mod., which authorized new standard station and to change type trans.

Modification of CP
WHAM Rochester, N. Y.—Mod. CP as mod., which authorized install new trans. and change trans. location, for extension of completion date.

AM—1310 kc
WGAT Ula, N. Y.—CP change frequency from 1100 to 1310 kc, change broadcast license to change station location, make changes in DA (DA-1) and change in corporate structure and to specify studio location. AMENDED re changes in ant. power.

Changes
AM—1300 kc
Cleveland Bestg. Inc., Cleveland—New standard station 1300 kc 5 kw DA AMENDED to change trans. location and make changes in DA (DA-1) and change in corporate structure and to specify studio location. AMENDED re changes in ant. power.

TGWO Liberty, N. Y.—CP new station 1300 kc 5 kw DA AMENDED to change trans. location and make changes in DA (DA-1) and change in corporate structure and to specify studio location. AMENDED re changes in ant. power.

Modification of CP
KXWO Coquille, Ore.—Mod. CP which authorized new standard station to change type trans. for approval of ant. trans. and studio locations and to change name of permittee from William H. Walsh and Walter L. Read, partnership d/b/a Kirk Bestg., to William H. Walsh and Walter L. Read, partnership d/b/a KXWO Bestg.

License for CP
KUGO Eugene, Ore.—License to cover CP which authorized change in loca- tion and mount FM ant. on top AM tower and authority to determine properties of FM ant. power.

Modification of CP
WKWB San Juan, P. R.—Mod. CP as mod., which authorized new standard station to change vert. ant. and change trans. location.

License for CP
WCFP Beckley, W. Va.—License to cover CP, as mod., which authorized new FM station.

TV—204-210 mc
The Fairfield Bestg. Corp., Waterbury, Conn.—CP new commercial television station on Channel 12, 204-210 mc. ERP via antenna 27 kw.

TENDERED FOR FILING
Modification of License
KRLN Canton City, Ill.—Mod. license change hours from D to specified hours 7 a.m. to 7 p.m. local standard time.

AM—1190 kc
Yucca Bestg. Co., West Monroe, La.—CP new standard station 1190 kc 250 kw.

AM—950 kc
Boone County Bestg. Co., Inc., Columbus, Mo.—CP new standard station 950 kc 1 kw unil. DA.

AM—1220 kc
Radio Central-Partnership of Charles F. Smith and Donald F. Ellis, Moberly, Mo.—CP new standard station 1220 kc 250 kw unil.

Located in mountainous terrain virtually inaccessible during the winter months, new transmitter station of WDOS-FM Oneonta, N. Y., provides living quarters for two. The 300-ft. tower in background is located on a hill with 2,006-ft. elevation. Owned by the Oneonta Daily Star, the station expects to take the air soon.

RADIO IN EUROPE
No Effort to Relax Listeners, Dr. Bryson Reports—

"Radio in Europe today is not entertainment, its a form of serious journalism," Dr. Lyman Bryson, CBS counselor on public af- fairs, declared on his return from a three-month tour of Europe.

Dr. Bryson, who acted as ad- viser to UNESCO on education and mass media, noted that the radio forces in Europe today consists of good music, some fair news, but no laugh's. Programs are all solemn, said Dr. Bryson, with no attempt to relax or amuse only on ele- mental things thus far is not a matter of concern, according to the CBS counselor, who points out that the organization has been working only eight months and has accom- plished much for that short time. The international organization would like to do more, said Dr. Bryson, but is handicapped now by lack of authority and power.

Modification of CP
WMAC Nashville, Tenn.—Mod. CP to change proposed trans., location and change from DA-N to DA-DA.

APPLICATION RETURNED
FM—92.7 mc
Waukegan Bestg. Corp., Waukegan, Ill.—CP new commercial television station (Class A) on Channel 22, 92.7 mc, ERP 1 kw and install tower terrain 550 ft. RETURNED 10-20-47.

SSA—1130 kc
WCAR Pontiac, Mich.—Special service authorization to operate from 7 a.m. EST to local service with 250 kw for the period beginning 11-1-47 and ending in no event later than 2-28-48. RETURNED 10-21-47.

APPLICATIONS DISMISS
AM—1230 kc
KOTN Pine Bluff, Ark.—CP change 1450 kc to 1230 kc, make changes in trans. equip. Contingent upon willingness of owner to change 1450 kc to 1230 kc. MISSED Oct. 10, request of applicant.

Transfer of Control

(Continued on page 85)
Say's, "If you're goin', after Christmas sales you better be gittin'"

143 orders for "Uncle Remus," the brand new Christmas merchandising package of 20 quarter-hour shows have been received."

Reeal bought Los Angeles, Boston and San Francisco. Local stores for Montgomery Ward, Western Auto, Firestone and many others are included in the 143 alert merchandisers who are utilizing this special radio tool for building Christmas sales.

ARE YOU MISSING THE BOAT?

Cost per program based on metropolitan population area,

Under 25,000 — 3.00
Under 100,000 — 5.00
Over 750,000 — 10.00
Over 750,000 — 15.00

For audition disc write or wire

JIMMY SCRIBNER

as

UNCLE REMUS

SILOARD B. HIMMEL, formerly a re- search analyst for MacPadden Publish- ing Co., Inc., has been appointed WDAQ August, Ga. as director of research and promotion.

FRED HANLON, recently appointed public relations director of Video station WTVL Hollywood, has resigned.

AL BOND, farm service director of KIRO Seattle, has assumed additional responsibility of promotion director.

MARCIA LEGRER, former publicity direc- tor at KGO Hollywood, has been named CBS program promotion department as assistant. She fills post vacated by SAM ABERLOW, who was named assistant to W. H. BECKEL, chief of the CBS documentary unit [BROADCAST- IING].

ARNOLD SNIDER, formerly with the business office of WLW Cincinnati, has been named manager of Long Island stores for the new Metropolitan Broadcasting Co.

LEE FONDREN, manager of WHBQ Tennessee, has been named head of radio department at Colorado Woman's College.

W. D. THOMAS has returned to WDAQ Nashville for publicity for the "Farm Reporter" show.

CARDINAL.COM

Veteran

spud Contest

POTATO DIGGERS in New York State are feeling minced this fall, according to Wham Rochester. Tom Murray, WHAM manager, is conducting a "Big Potato Contest" which offers a total of $100 for champion potato growers. Interest runs high, station reports, and Jake Broodie, assistant manager of the Finger Lakes Starcasting System, has sent Mr. Murray a telegram accepting the challenge to defend the honor of New York potato growers. Meanwhile, big potato area of southern New Mexico has released a formal-mailing piece urging growers to win the contest for "Southwestern Steuben." Final judging will take place at an awards meeting of the Steuben Potato Club to be held in Syracuse in November.

Sponsors' Certificates

ATTRACTIVE certificates are issued to its sponsors by WSBN Belle Glade, Fla., the WJEE and WAGN Houston stations. Printed in blue ink, certificates bear the words "Wall of Fame" and are signed across the top and state that the certificate is the official stationary of WSBN, WJEE, and WAGN.

ROBERT WHBQ and WLAD, the two local newspaper, WLAD's second season on the air. Letter and mailing pieces are being handled by the Bobbi Fischel, former publicity director of WLAD.

WHBQ has sent out to members a three-page folder stressing how to handle the Inquirer and Inquirer Weekly.

THE CARDINAL COMPANY

New York • Hollywood • Chicago

400 Sunset Blvd., Hollywood 28, California

Page 76 • October 27, 1947

BROADCASTING Telecasting

THE MIGHTY, JORDAN ROLLS ON!

AND HIS TYPANSONE, THAT IS.

FLASH

9-25-ATLANTA: $700 PAID

$505.10 FOR LOUIS JORDAN DANCE

Mtg. BERLE ADAMS

Direction — GENERAL ARTISTS CORP.
"Complete, comprehensive and indispensable to the agency executive."

TOM HARRINGTON
Vice President
Ted Bates, New York

"Broadcasting Yearbook is a conspicuous 'first' with us as a reference source. We use it within our agency very often for handy factual data."

ROBERT W. BUCKLEY
Account Executive
Dancer-Fitzgerald-Sample, New York

"Broadcasting's Yearbook is comprehensive, complete and factual. It's really the bible of the industry."

TOM McDERMOTT
Radio Business Manager
N. W. Ayer, New York

"I regard Broadcasting's Yearbook as a most important reference source. All of us have a copy."

CARLOS FRANCO
Associate Radio Director
Young & Rubicam, New York

"It's a wonder to me how you gather so much useful radio material in your Yearbook. I use it throughout the year."

FRANK SILVERNAIL
Chief Time Buyer
BBD&O, New York

"Having the Broadcasting Yearbook is like having an extra man in the office. It is a research compendium that is working for us all the time."

THOMAS P. DOUGHTEN
Manager, New York Radio Dept.
Lennen & Mitchell, Inc.

ADVERTISING DEADLINE
NOV. 15 IF PROOF DESIRED
DEC. 1 FOR COMPLETE PLATE
WRUN-FM, Utica-Rome, N.Y., now on the air with its permanent facilities Oct. 10, broadcasting daily from 3 to 9 p.m. The station had been broadcasting with an interim power of 250 w from December 1946 to June of this year, when the operation was discontinued to speed construction of permanent facilities. Authorized radiated power is now 4,300 w.

The new FM station shares studios in both Utica and Rome with WRUN, 5-kw ABC affiliate due to go on the air later this year. Thomas E. Martin, formerly of WNYW Watertown, is stations manager. Other personnel of WRUN-FM are: Richard A. Clark, promotion director; Jarvis Rice, formerly with WGY Schenectady, program director; Warren E. McDowell, chief engineer.

New UHF Text

BASIC PRINCIPLES of ultrahigh frequency transmission and radiation have been published in one volume by John Wiley & Sons, New York. Nathan Marchand, lecturer in Electrical Engineering at Columbia University, and formerly senior engineer of the Federal Telecommunications Laboratories, is author of the book, Ultrahigh Frequency Transmission and Radiation. There are 142 illustrations, and 332 pages of text.

COMPLETION of contract for telecasting by Du Mont's station, WTTG Washington, of all of Washington Capital's home basketball games starting Oct. 27 from Uline Arena sponsored by National Brewing Co. (National Premium beer) was occasion for a celebration. Thirsts were quenched with aid of sponsor's product by (l to r): Bob Wolff, sportscaster for Du Mont Television; Les Arries, Du Mont general manager; Norman S. Almony, advertising manager of National Brewing, and Paul Rothgeb, manager, Uline Arena.

SERIES ON DELINQUENCY
San Francisco Bay Area Stations' Frank Approach
To Juvenile Problems Brings Results

HOW RADIO stations on their own initiative can deal directly and frankly with a community problem was aptly demonstrated recently in the San Francisco Bay area. A series of six dramatic documentary programs examining the problem of child delinquency in the area, was presented. Titled, This Is Our Will, Our Testament, the series was released simultaneously over a special network of San Francisco and Oakland outlets—KPO, KBRC, KYA, KSFO, KSAN, KJBS, KROW, KLX.

In six weekly half-hour segments, the stations painted a realistic and factual picture of the youth problem—its magnitude, its causes, and the courage of work being done to meet it. No attempt was made to sidestep issues or touchy questions—real names and places were used throughout.

The program format centered around the travels of a radio field crew—armed with a wire-recorder. Statements of delinquent and non-delinquent children, police officers, occupants of slum homes, priests, youth leaders, civic officials, probation officers and parents were recorded. These statements were augmented by a dramatic cast headed by Hal Burdick.

Scripts for the series were written by Dave Drummond and Dick Bertrandias of KPO. They were based on the field research of Mr. Bertrandias and James Day, KPO public service director.

Besides stressing the magnitude of the juvenile problem, the programs dealt with specific topics such as types of crimes being committed by children in the area, the work being done by preventive agencies and steps to be taken by citizens as preventive measures.

Reports received by the participating stations told of tangible results. The series won the appreciation and applause of many civic officials and youth-serving agencies.

New Kansas City, Kan., FM Outlet Names Staff

STAFF of KSBS, new FM station which has begun operations in Kansas City, Kan., was announced last week by Harry Butler, president of Sunflower Broadcasting System Inc, the licensee.

Program director of the new station, which is operating on 105.9 me (Channel 299), is Francis M. Sullivan. Clyde Roberts is news director, Robert R. McDonald commercial manager, C. O. (Tex) Simmons chief engineer, Mrs. Gladys Butler, musical director, and Robert McCray and William Farmer, operators.

Station used a full-page spread in The Kansas City Kansas Oct. 5, date KSBS was launched, to announce its opening and give an explanation of what FM broadcasting is. Same issue of the newspaper carried numerous ads placed by local merchants welcoming the new station.

Rogers Named Manager Of KRNO San Bernardino

NORMAN H. ROGERS, formerly assistant manager and program director of KKLX Pasadena, has been named general manager of KRNO, new 250-w fulltime San B ern a dino Calif., station; with KFJX moving to 590 kc. KRNO will be on 1240 kc when it takes the air Nov. 1. New station also will take over present quarters of KFJX when later moves into new building now being completed.

Mr. Rogers is also vice president of Western Empire Broadcasters Inc., licensee of KRNO. Other officers include James W. Gerrard, president, owner of Gerrard Markets in San Bernadino; Van C. Newkirk, treasurer, and head of Broadcasting Inc., and United Pacific Network, per-occasion national regional network; A. G. VanDeventer, secretary and Pasadena attorney; George W. Brock, chief engineer, formerly of KOCY Oklahoma City.

New station has subscribed for AP news and Standard transcription library services.

TV Sets for Surgery

SPECIAL television sets with large screens for use in observing medical surgery are being planned by U. S. Television Manufacturing Corp., according to an announcement by Hamilton Hoge, president of UST. Five thousand medical men attending the recent American College of Surgeons Congress watched surgery via television.
Some twenty-odd years ago KGW and The Oregonian led the fight to make news dispatches from the big, world-wide newsgathering organizations available to radio listeners. With this newspaper experience as a background, KGW has made it a religion to provide a news coverage that is not only timely and accurate, but objective. KGW installed the first radio station teletype in the city of Portland and now gives listeners complete Associated Press and I.N.S. coverage. As Night News Editor Chuck Foster holds one of the station's most important positions. In line with KGW tradition, and to provide additional service to the public, Chuck's local and regular news broadcasts have gained popularity based on straightforward, factual reporting. KGW stresses the importance of news, but it's no news to radio advertisers that this station continues to offer outstanding commercial possibilities whatever your product or service.
WILLIAM R. SETH, formerly of advertising and promotion for the NBC Radio-Recording Division, has been named manager of advertising and promotion for the NBC National Spot Sales Department. It was announced last week by James V. McConnell, director of National Spot Sales for the network.

Mr. Seth will be responsible in his new post for advertising and promotion on a national scale and will work closely with representatives of the 12 stations represented by NBC Spot Sales, Mr. McConnell said. He has been with NBC since 1944, when he joined the Radio-Recording Division as assistant to the sales and promotion director. The next year he was appointed director of Radio-Recording advertising and promotion.

Charles E. Soden, formerly promotion assistant in the NBC advertising and promotion department, will be assistant to Mr. Seth.

NEW STATION at St. Thomas, Ont., is expected to be on the air next March, according to Major W. E. Peterson of St. Thomas. Call letters have not yet been assigned. Station will be on 680 kw with 1 kw.

Be Prepared

WPIL, Philadelphia is preparing to handle a crowd of 7,500 at the Philadelphia Arena Oct. 30 when Tom Breneman brings his ABC Breakfast in Hollywood program to the city to appear for the local Community Chest drive. He made his first appearance in Philadelphia a year ago for the Philadelphia Inquirer Charities, drawing a house of 5,000 at the Mastbaum and thousands of others who had to be turned away.

KQW Resumes 2 Shows

BROADCASTING of The Housewives Protective League and Sunrise Salute on six-weekly basis was resumed by KQW San Francisco Oct. 13 after a lapse of three years. Arrangements were made between Fletcher Wiley, owner of the programs, and C. L. McCarthy, KQW general manager. Los Angeles top acts and New York acts are included in the seven major markets in which the two programs now are heard. (See page 58.)

LOS ANGELES area disc m. c.'s have formed chapter of National Assn. of Disc Jockeys, with Gene Norman serving as temporary president. Bob McLaughlin is serving as executive-treasurer, pending formal elections.

This book will help you reproduce the true speech flavor of almost every sectional dialect in the U.S.A.—with all its idiosyncracies, and all the authentic characteristics of its use and all its local idioms.

This book will help you reproduce the true speech flavor of almost every sectional dialect in the U.S.A.—with all its idiosyncracies, and all the authentic characteristics of its use and all its local idioms.

Manual of AMERICAN DIALECTS

by LEWIS HERMAN and MARQUISITE S. HERMAN

PAGES 40 • October 27, 1947
Complete Convention Coverage Praised

EDITOR, Broadcasting: I'd like to take this opportunity to express my congratulations on the manner in which Broadcasting gave complete coverage at the NAB Convention. The service provided an opportunity to broadcasters to carry home with them notes they might otherwise have lost in the fast scuffle.

Ed J. Hennessey
Program Director
WBRL Columbus, Ga.

* * *

WKRS, ‘News-Sun’ Give Heavy Publicity to FM

EDITOR, Broadcasting: Since receiving FCC authority to operate a 3,000-watt FM station, we have inaugurated an all-out publicity campaign in behalf of FM.

Obviously, the purpose of our campaign is two-fold. First, to call the attention of the general public to the fact that The News-Sun was entering the FM radio business, and to stimulate and maintain a strong public interest and understanding of FM. Second, to announce its FM service has been as intensive as our construction problems and progress would allow. We have employed a variety of daily display ad teasers, news fillers, and general promotion stories extolling the virtues of FM and pointing up the necessity of buying FM receivers.

Second, we realized the necessity of keeping some 65 radio dealers in our immediate coverage area of our progress, and to render every assistance possible in selling sets with the FM feature. For example, all our display ads—some of which have been in color—have been tagged, “Visit your favorite radio dealer for a free demonstration.” Free dealer listings have also been carried from time to time.

We believe here that The News-Sun was one of the first—if not the first—daily newspaper anywhere to carry a free program listing exclusively for FM stations. We carry listings for all currently-operating Chicago and Milwaukee FM stations.

This is to further stimulate public interest in FM, show graphically what type of programs are available to the FM listener, and where and when to find them. Secondly, we wanted to offer our cooperation to other “FM”ers.

Robert R. Siegrist
Program Director
WKRS Waukegan, Ill.

* * *

Gives Further Brief For Phone Vision

EDITOR, Broadcasting: I have hesitated to answer Dr. Norman C. Lindquist’s letter about Phone Vision in your Sept. 29 issue... However, I feel that the readers of Broadcasting should know something about the background of the Philadelphia Inquirer articles quoted...

Last summer, before these articles were written, I talked with Mr. Panitt of the Inquirer and demonstrated Phone Vision to him. I pointed out to him that the “flying up” of the picture used for our demonstration was intentionally made very simple. We wanted no question in any viewer’s mind but that the muddled-up picture he saw was identical with the clear picture he saw when the key signal was supplied over the telephone line. I also told Panitt that the commercial version would be extremely complicated, and, for practical purposes, theft-proof.

The Inquirer article alleges that several people succeeded in unscrambling our muddled-up picture with “one tube and a few wires.” While I was not present at these demonstrations, I have done a little checking and do not believe that anybody could even the over-simplified scrambling method we employed at that time.

With the system we are now readying for production, a top-flight engineer with a room full of equipment might come about as close to solving the key as advanced amateurs do to breaking the scrambled signals used for trans-Atlantic telephone work. I can assure you, there is no danger of the public’s stealing the key to get free Phone Vision reception.

Panitt also states categorically that “Hollywood motion pictures have been found to be the least popular type of programming for television viewers.” He has no more basis for making this statement than he would have for discussing the television tastes of the residents of Mars.

With the exception of the film used on our Phone Vision demonstration, no current Hollywood production has ever been telecast to the present owners of television sets. Furthermore, a survey of television set owners made in the Los Angeles area, which was reported on page 88 of your Sept. 29 issue of Broadcasting, showed that 75% of those answering questionnaires said that they would be willing to pay a fee to see first-run movies and similar entertainment.

In the case of the Illinois Bell Telephone Co., seeks to create the impression that the telephone company is hostile to Phone Vision. Naturally, we have not discussed publicly our negotiations with the parent company, but I can assure you that Commander McDonald found high officials of both AT&T and the independent phone companies to be most receptive.

The public will no more be content with the kind of television programming that can be provided within the limit of advertisers’ budgets than they would be with theatrical entertainment trimmed to the same standards. Any content that people will not pay to see programming which cannot be provided by advertisers is as ridiculous as a statement that people will not buy radio phonograph combinations or purchase records. Radio is free, but the biggest demand today in radio is

(Continued on page 88)

* * *

Engineering Study

GARO W. RAY, whose firm of consulting radio engineers and contractors at Bridgeport, Conn., has been busy with new stations in the Middle West and New England, returned recently from an engineering study in France. Mr. Ray is president-treasurer and general manager of WWN Woonsocket, R. I., which took the air Nov. 11, 1946, as a 250-watt full-time outlet.

RETURN HOME

Tennessee Folk Songs, Stories—To Be on BBC:
LIKE A TRAVELER returning home, the folk lore and song of the Tennessee mountains is being taken sent to England via records made by visiting members of the BBC. Most of the songs and stories trace their history directly back to the England of the days of the Colonies. A group from the BBC, under Lillian Lang, of BBC's program department, were at WSM Nashville last week transcribing a 30-minute program, Smoky Mountain Serenade, to be rebroadcast in England, Ireland and Scotland.

Sam Slate, New York program director of WSM, is handling the actual broadcast of the programs to the British Isles. Bradley Kincaid, an authority on folk music, and WSM star, is program narrator.

WHIN
1000 W-D 800 KC

WHTN-FM
10,000 W 100.3 MC

HUNTINGTON, W. VA.

Announce the Appointment of

THE FRIEDELBEN AGENCY, Inc.

as

Exclusive National Representative

MIKE LAYMAN
GEN. AGENT

October 27, 1947 • Page 81
WEEKLY BEAUTY quiz program, under sponsorship of Clear Weave Stores (Polesie, dresses), is scheduled to begin on Yankee Network Nov. 6. Participants will be invited to submit photos to local Clear Weave Stores where they will be posted on billboard with numbers under each. Customers in those stores are asked to cast votes for their favorite. Top ten girls elected will appear on the stage of City Hall for the week's beauty contest and their pictures will be sent to John Robert Powers, noted beauty expert, who will select the finalists to appear on the Clear Weave-Yankee Network radio quiz. Prizes will be awarded to all ten entrants and top winner of air quiz will be interviewed by REO Radio Pictures for possible test. Agency for Clear Weave is A. W. Lewin Co., New York.

WLG G. I. Series ENTITLEMENTS of veterans and their dependents are reviewed now in new G. I. series which was scheduled to begin Nov. 30 on WIP, Philadelphia. Series is the result of several months' preparation by WIP's special broadcast services division, headed by Katherine Fis. Script for first show was pre-tested by 12 officials in regional War Bond Mobilization groups who checked it for format, title and handling. Precedent series for the same division of the Library of Congress during its first week's preparation was the only public program to receive a minute transcribed - tested on WIRP.

WOSU Survey AVERAGE PARENT wants the public schools to teach younger how to get along with other people. According to a survey conducted by students of advanced education at Ohio State University, which compiled the results of the survey will be part of basic for the group's "Where Are They Today? to begin Oct. 30 on WOSU Columbus (BROADCAST PRESS, Oct. 13). Students took poll from housewives, clerks, professional people, laborers and white collars in Columbus and near-by areas. Planning committee for series is teaching the art of using opinions as starting point in its programs on what a public school should teach in the modern world. Series will be aired Thurs. 9:45 p.m.

Salute to WPQH PROBLEMS, HUMOROUS and otherwise, that a station meets are featured in 15-minute program this week. Program is a project proposed by WMRN Marion, Ohio, as a bit of good citizenship. According to a survey conducted by students of advanced education at Ohio State University, which compiled the students will be part of basic for the group's "Where Are They Today? to begin Oct. 30 on WOSU Columbus (BROADCAST PRESS, Oct. 13). Students took poll from housewives, clerks, professional people, laborers and white collars in Columbus and near-by areas. Planning committee for series is teaching the art of using opinions as starting point in its programs on what a public school should teach in the modern world. Series will be aired Thurs. 9:45 p.m.

Local Interest Stories HUMAN INTEREST stories about people with some special interest, are featured on new series, "Our Home Town" which began Sept. 30 on WPQH, Washington. Little-known facts about history and the unusual in the local area also are featured, with fitting musical background woven throughout the show. Program is sponsored with live and recorded interviews, "Our Home Town" airs Saturday WPQH Tues. 11:30 p.m.

M. Milwaukee COMMUNITY PROBLEMS are discussed by city officials on new series, "Mr. Milwaukee," heard on WTLM, Milwaukee, Walter J. Damm, vice president and general manager of the station, offered free time to the Common Council of Milwaukee for the series to help the people informed of its governmental activities. Few days before the first broadcast, Oct. 11, the Solomon Juneau bell in City Hall tower, which is rung only on July 4, rang out for WTLM engineers to record its sound. Bell now rings at 6 and close Monday nights, "Mr. Milwaukee," heard on alternate Saturdays.

Home Making Class HOME MAKING class to aid women in the home is a more colorful household planning was conducted recently by the Women's Extension Service, Farm Bureau. In order that the women of eastern townships be entitled to the class, a class was offered, and4 by the St. Louis Saturday. Where the classes were conducted, and tried, the lecture. These transcriptions were aired as a "class by radio" for the women in the WMJ listening area. Station reports favorable response from its listeners who appreciated getting tips from qualified home economists.

Educator's Chat INFORMAL CHATS on current topics are presented weekly on WSFA Spartanburg, S. C., under title "From Dr. Snyder's Shoes" by Henry Snyder, president emeritus of Wofford College. Spartanburg, has started his radio career at the age of 82 with these weekly programs. Each Friday afternoon, WSFA set up microphones in the library of轮廓's home, and the program is conducted by Jane Dalton. WSFA's woman's editor.

PROOF POSITIVE of what the artist's bureau of WDAY Fargo, N. D., presents to the American viewers of the Red River Valley is shown in this couple of beauty and talent, Andre Remme (1) was chosen runner-up to Miss Minnesota this year, and Jean Brown was recently chosen Homecoming Queen for North Dakota State College. When the girls combine their talents, they have a song and dance routine that has been with WDAY's artist bureau for ten years, and is still going strong.

Constitution Drama NEW JERSEY's revised constitution, up for approval at the Nov. 4 elections, is being dramatised by KWW Philadelphia, which has a big listenership in both states. Series of four broadcasts is being aired by the station under the title "The Constitution and Mrs. Brown," theme of which is to depict the Brown, a typical New Jersey family, discussing the new charter.

Parade Television CITIZENS who were not able to attend the annual Valed Prophet Parade and the Valed Prophet Ball in St. Louis could see them this year by television. Both the parade and the ball were televised by KSD-TV St. Louis. All floats, walkers and masses of onlookers were picked up by the video camera.

The Mysterious Majesty and his Queen of Love and Beauty were televised at the ball as well as other members of the ceremonial court.

From Santa Maria REPRODUCTION of the famous flagship, the Santa Maria, anchored in Jackson Park Lagoon, on the scene of a Columbus Day program aired simultaneously on WJBK Detroit and WBBF Chicago. Arnold B. Hartley, WVO program manager, requested that WBBF air its special broadcast from the deck of the ship. Because of drift of ship's old vessel, no one was permitted on board, so WSBN Italian language announcer, Dante J. Corbo, recorded the show from a row boat along side of the Santa Maria. Platter was transmitted to and aired over WVO as well as ABC network, with simultaneous airing on WSBF. Both stations are planning future programs on "conventional" basis.

Video Fashion Show WITH EIGHT manufacturers and retailers of women's clothes as participating sponsors, Television Fashion Fair made its debut Oct. 17 on WABD New York, with its weekly series to be broadcast Fri. 8:15-8:45 p.m. Concepted by J. Modell, show is produced and supervised by Raymond E. Baker, head of his own advertising agency. Commercials, calling for participations in two, four or more of the ten sets, were coordinated by Pottenger & Co., New York. Sponsors products were displayed and focussed on the first program and Heinz Moran and Oene Cifete acted as fashion consultant. Florence wontchich, WOR New York's women's commentator, was mistress of ceremonies.

Swamp Land Interviews INTERVIEWS with Okiechobee Indians direct from the Okiechobee Swamp to its South Georgia and North Florida were being recorded on WPQK Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonville, Fla. A three-day show was produced by WPDQ Jacksonvill
WCRO JOHNSTOWN, PA.
CHANGES TO FULLTIME

WCRO Johnstown, Pa., 250-watt-er on 1230 kc, is now operating fulltime, according to John J. Keel, president of the Century Broadcasting Corp., licensee. Mr. Keel is a Washington consulting engineer. Other WCRO officers are Henry Gladstone, vice president, and Lloyd Dennis Jr., secretary-treasurer. Mr. Gladstone is affiliated with WOR-Murcia, while Mr. Dennis is with WTOP-Washington in the programming division.

WCRO general manager is John P. Hansen, formerly with KFOR-Neelin, Neb., and KYSM-Minneapolis, Minn., before the war. He served with the 12th Army Group overseas. Commercial manager is Dennis Gerkin, a World War II veteran, formerly with WJAC-Johnstown. Chief Engineer Rex Ackley who served in the "Pacific theatre," formerly was at VCAE, Pittsburgh, WJAC and the FCC.

WCRO is represented nationally by Adam J. Young and is an ABC affiliate. It is Western Electric-equipped, has INS news service. Century Broadcasting Corp., was also given a conditional construction permit by the FCC last week.

Canadians Organize

NEW regional broadcasters group has been formed in Canada allowing a meeting of British Columbia broadcasters at Hotel Vancouver on Oct. 11. The British Columbia Broadcasters Attraction is understood to be a division of the Western Assn. of Broadcasters, and its formation may herald formation of one or more provincial associations in western Canada.

TELECASTING of Notre Dame-Iowa football game officially opened WBKB Chicago's relay link to South Bend, Ind. Completion of the link was hailed by WBKB as an important step in its program to bring Chicago video fans an outstanding sports schedule.

Two 125-ft. relay towers permit engineers to beam the camera's signal on a very high-frequency band from the South Bend stadium to New Carlisle, Ind., thence to Michigan City, Ind., where it is relayed again to a receiving point in Chicago's Loop and passed on for conversion to regular telecast band.

WBKB's football schedule calls for televising 25 games. All three Chicago professional football clubs, as well as Notre Dame and Northwestern, will be seen by televiewers. American Tobacco Co. has contracted for sponsorship of college games through N. W. Ayer & Sons, N. Y. (Broadcasting, Sept. 8), while Atlas Prager, Canadian Ace and Keesey Brewing will sponsor Cardinal, Bear and Rocket games, respectively.

In addition, telecasts of horse racing (some of which Canadian Ace has underwritten), basketball and hockey are booked. Brown & Williamson Tobacco Co. (Raleigh cigarettes), through Russell M. Seed Co., Chicago, will sponsor 10 double-header basketball games to be played by Northwestern and De Pauw at Chicago Stadium beginning Dec. 13.

Town Hall Inc. Radio Workshop Starts Oct. 20

A RADIO WORKSHOP covering script writing, program production and other phases of radio will be started by Town Hall Inc., New York, today (Oct. 20) for 20 weeks through March 15.

 Gretta Baker, script writer, program director and former faculty member of New York U., is directing the course, which is open to the public.

Among those scheduled to address the class are C. E. Hooper, president, C. E. Hooper Inc.; Patrick J. Kelly, NBC supervisor of announcers; E. B. Lyford of NBC station relations, and Paul White-

man. In addition, various network shows will present in-person demonstrations.

TRIBUTE Paid to Doherty

By Boston Conference

TRIBUTE to Richard F. Doherty, NAB Director of Em-ployee-Employer Relations, was paid by the Industrial Relations Council of Metropolitan Boston at a dinner held Oct. 10 at the Hotel Bradford, that city. Mr. Doherty, who served as toastmaster, was presented with a scroll by the council, which he served five years as general secretary and executive director. The famed cooperative management-labor project was his brainchild, according to the scroll.

Some 1,500 representatives of labor and management attended the banquet. Principal addresses were by Mr. Doherty and Philip Murray, CIO president.

Don Petty Named

DON PETTY, NAB general counsel, has been named chairman of the Committee on Statement of Principles of Administrative Law of the American Bar Assn. The committee is a branch of the Section of Administrative Law.
In the Public Interest

Sparks Civic Action

RADIO was credited once again with an assist in sparking the fuse of civic action when one of a consistent group of social leaders in Chicago-proposed formation of a citizen's committee to deal with problems of juvenile delinquency as revealed in the program series Report Uncensored on WBBM Chicago. The action was taken when the station played host at a dinner meeting to the programs speakers bureau at the Chicago Bar Assn., at which Ben Park, WBBM writer-producer of radio series, and Bev Dean, who has directed the bureau, appeared as speakers. Nominating committee was appointed to select seven persons from social agencies who will be employed as experts on a paid basis to investigate conditions and offer a resolution for the formation of a plan to remedy them. Proposal was advanced by a municipal judge of the Boys Court and acted upon after suggestions by Mr. Park and Mr. Dean.

WOW Police Duties

APPREHENSION of two stick-up men in downtown Omaha has been credited directly to a newscast on WOW Omaha. The two escaped convicts from Nebraska State Penitentiary staged a series of three hold-ups in a period of less than two hours, each time being a little behind police. The fourth attempt, however, was fatal. A customer in this fourth establishment was listening to the noonday news over WOW as the convicts entered. He had just heard the description given by the newscaster and he quickly informed the proprietor, who did a "quick fade" and called the police. Police Chief Robert Munch arrived in record time and made the arrest—thanks to WOW.

Home for Veteran

CAMPAIGN to raise a fund of $10,000 to build a new home for a paralyzed veteran in Lawrence, Mass., is being conducted by Arthur Flynn, commentator of Round the Town program over WLAW Lawrence. Prominent business and professional men and friends of the veteran, an ex-Marine who was wounded three times in the Pacific theatre, are backing Mr. Flynn in the drive. Mr. Flynn launched the campaign with the story of the veteran's heroic action during the war.

WOPEN Fire Service

ON THE OUTBREAK of the Benjamin Franklin High School fire in Philadelphia Oct. 16, Ed Ulbricht, assistant general manager of WOPEN Philadelphia, offered the complete facilities of the station to the Board of Education. The Board asked the station to broadcast reassuring messages to mothers of the 3,000 students. WOPEN carried half-hour reports on the fire, together with the Board's messages and tie-ins with Fire Prevention Week safety messages.

WFIL TB Drive

USING BOTH its AM facilities and its TV equipment, WFIL Philadelphia is conducting a month-long campaign in October to combat tuberculosis in Philadelphia. The public service crusade is titled the Triple-X Campaign and it is aimed to "X-Ray, X-Plore and X-Pel T.B." Station has enlisted the aid of the Philadelphia Tuberculosis and Health Assn. and the City Department of Health, the County Medical Assn., and Mayor Bernard Samuel. Campaign is mapped with two objectives: (1) To educate the public about the disease, and (2) To urge every Philadelphia to get a free chest X-ray so existing cases of tuberculosis may be exposed and given treatment. Frequent radio and television programs are being devoted to the theme of education on tuberculosis and hundreds of special announcements are used. Seven X-ray clinics have been set up at various points in the city and WFIL urges its listeners to avail themselves of the opportunity of being examined for tuberculosis without cost.

Children's Classics

CLASSIC MYTHS are featured in new series aired in dramatic form with title "Children's Classics," heard Sat. 9-11 a.m. over WLW Cincinnati. Aim of series is to take the curse off the so-called "good" books children are "supposed" to read and to present great myths in attractive form, developing an interest in classic tales.

LAST - MINUTE corrections in Knox the Hatter commercials for WCBS-TV telecast of Columbia-Yale football game from Baker Field, New York, are made by Don Shaw (seated, 1), vice president and radio director of Geyer, Newell & Ganger. On knees is Mel Allen, who does play-by-play and commercials. Leslie Munro, agency's associate copy director, is taking notes. Behind Mr. Shaw is his son, Reid.

WCHS
Charleston, W. Va.

another first
for
Atlanta's
most progressive
station
WBGE
WBGE-FM
Atlanta's First Fulltime
FM-Station
95.5 Megacycles
locally owned
locally operated
studios & general offices
georgian Terrace Hotel
Mike Benton, President
Maurice Coleman, Gen. Mgr.
GENERAL
BROADCASTING
COMPANY

NEW ORLEANS BOUQUET
Mayor Halls Aid Radio Gave
During Hurricane

SERVICES which all New Orleans radio stations gave to their stricken city during the hurricane [BROAD-
CASTING, Sept. 29], were hailed by deLesseps S. Morrison, mayor of the Louisiana metropolis, as a trib-
te to the entire radio industry in a letter to Howard Summerville, general manager of WWL. The
mayor said:
"One of the outstanding services rendered the citizens of New Orleans during the recent hurri-
cane emergency was that performed by the New Orleans radio stations. For this reason I wish to express to you and the members of your organizatons the sincere and wholehearted thanks of the city admin-
istration.
"The factual and up-to-the-minute presentation of bulletins and announcements throughout the hur-
icane emergency were in large part responsible for the fact that we had a minimum of damage and
no fatalities in the New Orleans area.
"It is a tribute, I believe, to the entire radio industry that you and members of your staff performed
tirelessly and unselfishly in the cause of your fellow citizens. Again please accept my apprecia-
tion and thanks."

Page 84 • October 27, 1947
FCC BOX SCORE

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,415 licensed, 483 construction permits, 298 applications pending (of which 290 are in hearing); FM—65 licensed, 249 conditional grants, 698 CPs, 55 applications pending (71 in hearing); television—six licensed, 63 CPs, 17 applications pending (eight in hearing).

October 17 Decisions...

DOCKET CASE ACTIONS

AM-180 kc

Standard Tobacco Co., Inc., Mayville, Ky.—Announced final decision granting application new station 1940 kc 250 w unii.

AM-930 kc

Announced final decision granting application of Michigan Bcstg. Co. for new station Battle Creek, Mich., 930 kc 1 kw DA-DN and Eirvira-Lownt Bcstg Co., for new station Eyrira, Ohio, 930 kc 1 kw DA-DN unit. Denied application of Leonard A. Versoki to change WLYA Grand Rapids, Mich., from 1500 kc 250 w unii to 930 kc 1 kw unit, DA-DN.

AM-1450 kc

Radio Springfield Inc., Springfield, Ill.—Announced final decision denying application for new station 1450 kc 250 w unii.

BY COMMISSION EN BANC

AM-1400 kc

Greenville A-Vallely, Greenville, Ala.—Granted CP new station 1400 kc 250 w w.

AM-1240 kc

Jasper Bcstg Co., Jasper, Tex.—Granted CP new station 1240 kc 250 w unii.

AM-1450 kc

Joseph P. Kraut, Riverton, Wyo.—Granted CP new station 1450 kc 250 w unit.

AM-900 kc


AM-630 kc

Pat Murphy, Courington, Albertville, Ala.—Granted CP new station 630 kc 500 w.

AM-1290 kc

Seminole Bcstg Co., Seminole, Okla.—Granted CP new station 1290 kc 500 w unii.

AM-1330 kc

Graham Bcstg Co., Graham, Tex.—Granted CP new station 1330 kc 500 w unii.

AM-1310 kc

Tafi Bcstg Co., Taft, Calif.—Granted CP new station 1310 kc 500 w.

AM-930 kc

Strabford Bcstg Co., Rochester, N. Y.—Granted CP new station 930 kc 1 kw.

AM-900 kc

Northwest Bcstg Co., Fargo, N. D.—Granted CP new station 900 kc 1 kw.

AM-1200 kc

Rose Bowl Bcstts, Pasadena, Calif.—Granted CP new station 1200 kc 1 kw.

Petition Granted

Lincoln Bcstg Co., Lincoln, Neb.—Granted petition requesting reconsideration of granting without hearing of application, and application was re-moved from hearing docket and granted for new station 1450 kc 1 kw, DA; cond.

AM-850 kc

WOAY Oak Hill, W. Va.—Granted CP new station 850 kc 250 w to 1 kw and install new trans.

Modification of CP

WMBD Peoria, Ill.—Granted CP installation mod to CP install new trans, make changes in DA and mount FM, on No. 4 tower, change trans., and studio location.

SBA—Dent

WGAT Utica, N. Y.—Denied application for SBA to operate beyond local and environmental (557 c, using assigned frequencies and power)

Petition Granted

Turlock Bcstg Co., Great Turlock, Calif.—Granted order granting petition of Turlock Bcstg. Group for reinstallation of application and acceptance of amendment filed with petition which removes contingent request appearing in said application; grant application was accepted and application as amended, was reinstated.

FCC Actions
(Continued from page 74)

October 23 Decisions...

BY THE COMMISSION

Application Forms

Ordered adoption of new application forms for all classes of broadcast services except international, facilitates, and experimental. See story this issue.

Hearing Designated

Designated for hearing following pending applications seeking facilities of WCBH Boston, 600 kc D, to be held in Boston Dec. 15; Continental Televison Corp., 1 kw; Joseph Solimeno, 2 kw; Bunker Hill Bcstg Co., 1 kw; Boston Radio Co., Inc., 1 kw; Beacon Bcstg Co., Inc., 1 kw; Pfeifer Bcstg Co., 5 kw. See story this issue.

BY A BOARD

Assignment of CP

KLBB Salinas, Calif.—Granted assignment of CP from partnership to Salinas Bcstg. Corp., in which Hall and Oates have 60%, interest; remaining 40% owned by Niles C. Cunningham and Dan G. Bardin.

KLXL Reno, Nev.—Granted consent to assignment of CP from Chet L. Otoole, as Voice of Reno, to Edward Margolis, Frederick W. Kinke and Byron J. Shamel, partnership d/b as Station KXRX, for consideration of $30,000.

WAKR Mansfield, Ohio—Granted consent to assignment of CP from Bullerd, Metcalfe & Goodkind Partnership, to BMG Bcstg Corp.

WFWF Fairfield, W. Va.—Granted consent to assignment of CP from Fairmont Bcstg Co. to Fairmont Bcstg Co., corporation.

Assignment of License

KTVJ Mesa, Ariz.—Granted consent to assignment of license of KTVJ from Sun Valley Co., to corporation of same name.

The Southwestern Bcstg Co., McComb, Miss.—Granted new station 1015 kc 250 w.

AM-1210 kc

Charles Ruth Bcstg Co., Walla Walla, Wash.—Granted CP new station 1330 kc 1 kw D; engineering.

AM-560 kc

Dowlander Broadcasting Co., Dothan, Ala.—Granted CP new station 560 kc 1 kw D; engineering.

AM-730 kc

Kentucky Mountain Hollow Assn., Lawson, Ky.—Granted CP new station 730 kc 1 kw D; engineering.

AM-1260 kc

Williamson County Bcstg Co., Taylor, Texas—Granted CP new station 1260 kc 1 kw D.

Hearing Designated

Granite State Bcstg Co., Inc., Claremont, N. H.—Hearing on application for new station 1230 kc 150 w in accordance with application of WOLN.

WKST New Castle, Pa.—Granted CP increase power from 1 to 5 kw, install new trans, and make changes in DA-DN engineering.

Petition Denied

Harvey Raymond, Raleigh, Cambridge, Mass.—Denied petition requesting that its application seeking D operation on 1500 kc be removed from pending files and granted.

License Renewal

Following stations were granted renewal of license for period ending Nov. 1, 1946: KHIL WPH WING WTOP KTUL KXAN KEAR KFQD TIN WDBM KDVR KISR KFEW KYTV KFRR KFMR (and Aux.) KTSB KFZJ WFIE (and Aux.) WACC WBLL (and Aux.) WLOW WBAI WWHR.

October 17 Decisions...

DOCKET CASE ACTIONS

AM-180 kc

Standard Tobacco Co., Inc., Mayville, Ky.—Announced final decision granting application new station 1940 kc 250 w unii.

AM-930 kc

Announced final decision granting application of Michigan Bcstg. Co. for new station Battle Creek, Mich., 930 kc 1 kw DA-DN and Eirvira-Lownt Bcstg Co., for new station Eyrira, Ohio, 930 kc 1 kw DA-DN unit. Denied application of Leonard A. Versoki to change WLYA Grand Rapids, Mich., from 1500 kc 250 w unii to 930 kc 1 kw unit, DA-DN.

AM-1450 kc

Radio Springfield Inc., Springfield, Ill.—Announced final decision denying application for new station 1450 kc 250 w unii.

BY COMMISSION EN BANC

AM-1400 kc

Greenville A-Vallely, Greenville, Ala.—Granted CP new station 1400 kc 250 w.

AM-1240 kc

Jasper Bcstg Co., Jasper, Tex.—Granted CP new station 1240 kc 250 w.

AM-1450 kc

Joseph P. Kraut, Riverton, Wyo.—Granted CP new station 1450 kc 250 w.

AM-900 kc


AM-630 kc

Pat Murphy, Courington, Albertville, Ala.—Granted CP new station 630 kc 500 w.

AM-1290 kc

Seminole Bcstg Co., Seminole, Okla.—Granted CP new station 1290 kc 500 w.

AM-1330 kc

Graham Bcstg Co., Graham, Tex.—Granted CP new station 1330 kc 500 w.

AM-1310 kc

Tafi Bcstg Co., Taft, Calif.—Granted CP new station 1310 kc 500 w.

AM-930 kc

Strabford Bcstg Co., Rochester, N. Y.—Granted CP new station 930 kc 1 kw.

AM-900 kc

Northwest Bcstg Co., Fargo, N. D.—Granted CP new station 900 kc 1 kw.

AM-1200 kc

Rose Bowl Bcstts, Pasadena, Calif.—Granted CP new station 1200 kc 1 kw.

Petition Granted

Lincoln Bcstg Co., Lincoln, Neb.—Granted petition requesting reconsideration of granting without hearing of application, and application was re-
Record Companies

(Continued from page 17)
the music czar. Opinion of key executives in radio and related fields (See page 17 - was crystallized in the recognition of an all-out fight to defeat his high-handed and un-American tactics once and for all. (See editorial page 16.)

The only misgiving evident on the other side was the fear that the ebullient Petrillo might be successful in enticing some entity in radio or the recording field to play ball with him and thereby break the solid front. That was done in 1944 in breaking the recording strike, but, it was pointed out, there was no Taft-Hartley or Lea (anti-Petrillo) laws then.

This Is Showdown

Everywhere, it was conceded that the showdown stage had been reached. The stakes were said to be Petrillo's complete control of music in all forms and by whatever means of rendition, or Petrillo's demise as a labor leader.

While music users were not counted on it, there nevertheless was speculation about the part the Federal Government would play in the upcoming crisis. Somewhere along that line, it was felt, the new Labor Relations Board would become a factor, because of the deleterious effect of any stoppage of radio upon the whole public.

The special session of Congress called for Nov. 17 by President Truman following consultations with Congressional leaders last Thursday might also become of significance. While this session has a singleness of purpose—the European food crisis—there nevertheless is nothing to prevent senators or representatives from taking cognizance of an important and commanding national attention. Mr. Petrillo's latest defiant outburst against the new labor laws, it was felt, might swing the minds of two circles, might readily bring repercussions at the session next month.

Although speculation as to the course which the Industry Music Committee might take in preparing to meet the union crisis was premature, there was little doubt that elements of the recording and transcription businesses at least were bracing themselves for a fight.

Building Up Stockpiles

Cutting turntables were whirring as never before as manufacturers worked overtime to build up stockpiles of master discs from which new releases could be made after the musicians' walkout.

Although no company would publicly admit the potential backlog it could amass before the Petrillo ban becomes effective at midnight Dec. 31, some were reported to believe that they could produce enough to keep issuing new releases for at least a year.

Transcription firms, many of which depend more upon dramatic productions than musical, were re-garded as occupying a slightly better tactical position than that of the record firms, but many of them, too, were transcription programs at stepped-up speed.

Music publishers were reported to be cooperating with recording firms in making available tunes which are scheduled for exploitation after the first of the year.

As the companies labored feverishly, some paused to wonder why Mr. Petrillo had elected to announce his intentions to withdraw musicians from recording or transcription work so far in advance of his D-day. One executive of a major record firm guessed that the AFL leader, in adopting those tactics, had shrewdly counted on perhaps inadvertent assistance from the industry in circumventing the Taft-Hartley act, the legislation at the core of the present difficulty.

By giving a 70-day warning of the walkout, this executive speculated, Mr. Petrillo was able to (1) record enough music before Jan. 1 to carry them through 1948 and (2) during that year to encourage their able attorneys to work out a solution compatible with the Taft-Hartley act.

Mr. Petrillo has made no effort to conceal the fact that the outlawing by the new legislation of royalty payments to the AFM by record companies is a major reason for his decision to pull the musicians out of recording and transcriptions.

It was this royalty agreement between the AFM and the record companies that ended a protracted musicians' walkout in 1944.

Meeting Tuesday

The meeting of recording companies out of which came the declaration Thursday that the industry music committee was held Tuesday at the invitation of A. D. Willard Jr., executive vice-president of the NAB, who wrote Richard P. Doherty, director of employer-employee relations, attended along with officials of 11 record firms.

Following the three-hour meeting, a statement was issued explaining that the representative manufacturers had "approved the formation of a preliminary committee to be appointed for the exchange of information and ideas and to participate in discussions with the NAB's Industry Music Committee."

Mr. Willard described the meeting as a success because it had demonstrated that record manufacturers thought it worthwhile to cooperate with broadcasters in taking measures against unreasonable union action.

It was known that MGM, RCA Victor, Decca, Columbia Recording Corp., and Capitol were firms to be represented.

Representatives of seven major syndicated transcription services met Thursday and appointed Charles Gaines, executive producer for the Frederic W. Ziv Co., New York, to represent them on the committee. Joseph W. Bailey, vice-president of Louis Cowan Inc., New York, was appointed an alternate representative.

Several weeks ago the library transcription services, during an informal meeting held coincident with a luncheon given by Broadcast Music Inc., in New York, elected Richard Testut, vice-president and general manager of Associated Program Service Inc., to represent them on the NAB committee.

Possible effects of a long work stoppage by musicians in the recording and transcription firms were being carefully studied.

It was thought that although the record manufacturing firms would be able to build up—in the period between now and the work stoppage—enough backlog to see them through a long winter and perhaps even a year of new releases, smaller companies without the resources to invest in that expensive undertaking would suffer seriously if the stoppage were prolonged.

There was some talk of recording in Mexico or England in the event of a walkout by the AFM, but one recorded executive recalled that during the last AFM no-work period British musicians refused to export records and thus effectively cooperated with the AFM.

The president of a small independent record firm in New York said there was nothing the little company could do but sit tight and continue business as though nothing had happened, or was about to happen.

It was felt in some quarters that transgender network programs would be seriously affected by the ban. Executives of the Whitco Corp., Hutchins Agency and ABC were planning to confer this week as to possible measures to be taken to

MBS Sales

SALE of network time with an aggregate value of $3,000,000 in the ten days preceding Oct. 20 was announced last week by MBS. This figure, according to Jess Barnes, Mutual's vice-president in charge of sales, is based on contracts signed for Kaiscr-Frazer Corp., International Milling Co., Pilot Radio Corp., and the Coca-Cola Co.
Revision of Commercial Part Of Code Proposed by NCAB

REVISION of the commercial section of the NAB code was asked in a resolution presented by the North Carolina Assn. of Broadcasters during a Monday, Tuesday meeting at Sedgefield Inn last week.

Spending a half day on the code the 115 broadcasters present, representing 45 stations, heard Harold Fair, NAB Program Director, explain the code and then went into a detailed discussion of all of its provisions. The only serious criticism was made of the commercial section.

Harold Essex, managing director of WSJS Winston-Salem and WMTT, its FM affiliate, was elected president of the group.

U. of N. C. Radio Activities

At the Monday luncheon Earl Wynn, head of the new Communication Center at the U. of North Carolina, spoke about radio activities at the school. During the afternoon the meeting heard Mr. Fair explain the code.

In the evening Winston-Salem, Greensboro and High Point stations were hosts at a cocktail party and furnished the talent for a show at the association dinner.

Tuesday morning Thomas D. Connolly, CBS director of program promotion, spoke on "Promotion." There was a general music discussion which was presided over by Mr. Essex, who is also chairman of the Fourth District NAB Employer-Employee Relations Committee. Mr. Essex pointed out that broadcasters shouldn't discount James Caesar Petrillo's promise to pull AFM music off the networks the last of January.

west are inclined to believe that Petrillo's action is not aimed at programs of that type.

There is a definite feeling in Hollywood that a second musicians union could get considerable support from men who are faced with the prospect of no work and all musicians' sentiment is not strongly behind Petrillo in this latest move, West Coast authorities believe, and such a possibility is frankly being considered by the music makers themselves.

Transcribed series in production in Hollywood studios are being rushed to completion of 52-week cycles when and where humanly possible. Recording studios are being worked overtime toward readying as large a backlog of record and transcription material as time and personnel will allow.

Ken Sparnon, of BMI, spoke on station relations.

Other officers elected were Robert Wallace, WOHS Shelby, vice president; James Campbell, WKNS Kinston, secretary-treasurer; Allen W. Wagoner, WGTM Wilson, member of the executive committee. Frank Jarmon, WDNS Durham, the retiring president, will also be a member of the executive committee. The next meeting will be held sometime in June. Both Asheville and Wilmington have asked for the meeting.

The resolution on the code follows:

Be it resolved that the proposed Standards of Practice be revised to the effect that the three minute rule in 15-minute participating segments exclude the time used for the station break (not to exceed 30 seconds) following the program segment.

Be it resolved that the proposed Standards of Practice be revised to the effect that commercial time allotted to 3-minute program be increased to one minute and 30 seconds and that the commercial time allotted to 1-minute program be increased to 2 minutes and 30 seconds, in the case of news, to allow a middle commercial to be inserted in the total allotted commercial time.

Be it resolved that the proposed code should be modified so as to provide that a short "service" announcement (end time, etc.) be permitted between two programs in addition to a regular commercial announcement.

Be it resolved that the proposed code require that religious broadcasts either commercial or sustaining, be properly identified as to sponsorship of auspices.

A recent survey of 13 major U. S. markets proved the rich Cleveland area ranks 2nd in number of radio homes. In this area, plus 9 surrounding counties, WJW reaches 95% of the homes and 94% of the total retail sales. Here's a large responsive audience—a rich, progressive market. Drum up more sales—more profits per advertising dollar with Cleveland's Chief Station.

Drum Up MORE SALES!
Open Mike  

(Continued from page 81)  

receivers is for phonograph combinations, and the sale of records today is many times larger than it was before radio was invented . . .  

Ted Leitzell  
Zentist Radio Corp.  
Chicago, Ill.  

* * *  

Likes Our Comparative Network Schedule  
EDITOR, BROADCASTING:  
The network schedules folder is a great idea and I have found it of great use. It should be on the top of every buyer's desk.  
Carlos Franco  
Young & Rubicam Inc.  
New York  

* * *  

Disclaimers Report  
On CRMC Address  
EDITOR, BROADCASTING:  
I was astonished to read, in this week's BROADCASTING, remarks attributed to me—in connection with the Radio Management Club's Chicago meeting . . .  

At no time did I say that WMLO "did not intend to accept or live up to the Code." On the contrary, I said that it would be unfortunate if our own trade association were to adopt a Code so utterly impossible for independents that this numerically great segment of the industry could no longer be represented in the Association.  

Nor did I say—"the real reason behind the Code is that the networks were jealous of the increasing share of audience being built up by independent stations." The only comments I made about the networks was, in discussing some of the impracticalities of the proposed Code, I pointed out that broadcasters were prohibited (which I think a good idea) and that I doubted seriously if Mutual would give up Fulton Lewis Jr. or ABC give up Walter Winchell.  

As to my letter to Charley Caley, I pointed out in this letter that the problems of network affiliates differed somewhat from those faced by independents that it would be hard to reconcile the differences without greater Independent Station representation on the Committee. Moreover, I never asked anyone to join anything. I was simply asked to express my personal opinion and I did so . . .  

Jerome Sill  
Exec. Vice President  
WMLO Milwaukee  

* * *  

Refers to Copyright  
On 'Scramby-Amy'  
EDITOR BROADCASTING:  
In your recent edition of BROADCASTING you carried an insert to the effect that Perry Ward, who has just joined a station in a programming capacity, was the originator of Scramby Amy.  

I have an eye which should be corrected as I am offering this show which I own copyrighted in 1940 and this article has caused me a little embarrassment in the a c c r f l e a a f  a.  

Perry Ward was . . . m.c. for the show when it originated on the West Coast for Sweetheart Soap and at no time has he or any other person participated in the ownership rights to Scramby Amy.  

My best wishes to BROADCASTING,  
Ray Shannon  

Record Ban  
(Continued from page 18)  

automobiles."  

Reminded that some major recording companies had built up a considerable backlog of recordings, he replied defiantly: "I don't care if they have a backlog of five years. Let them use them. We will stop making them Dec. 31. We are going to protect ourselves and will do that by never again making a recording or transcription. There is no other way, by contract or otherwise, to protect ourselves.  

Asked if the union had reconsidered its position on the possibility of forming an organization to make its own records, Mr. Petrillo asserted that the union, after long deliberation, had decided against it. It was a choice he explained, between stopping all recordings or making "our own records."  

"If we could make them ourselves, we could say where they were going and who would use them. . . . We can't go into business for ourselves because we would run into the anti-trust laws." he added.  

'Everything' Barred  
Exact effect of the ruling, Mr. Petrillo continued, was that after Dec. 31, "everything is out." That means, he said, no new recordings and transcriptions for broadcasts, juke boxes and home use. It also means, he pointed out, elimination of the practice employed by some radio stations of making recordings for broadcast in advance of the regular broadcast time.  

"That doesn't mean we won't be playing to the box. The broadcasts of people who have been making program recordings," he emphasized. "It just means that now we will play at the time the program is broadcast."  

On the subject of royalties, Mr. Petrillo said his union had collected $2,000,000 this year, which he characterized as the "best year yet," in contrast to other years when lack of shellac and manpower hindered the making of discs and curtained payment of royalties.  

While the Taft-Hartley Act expressly forbids payment of royalties directly to unions, except for health and welfare funds jointly administered by employers and workers, Mr. Petrillo denied that the union's decision had anything "to do with the Taft-Hartley Act."  

"We're losing employment," he stated flatly, adding that recordings bring individual members of the union "only about $5,000,000 annually."  

Mr. Petrillo said no recording firm would be allowed to record a contract, but acknowledged there was still room for interpretation on some points of the ban, such as use of "reference recordings" which are used for the purpose of correcting flaws in performance. He termed that an "individual case which would have to be worked out."  

Mr. Petrillo confirmed his announcement retaining the ban of duplication of AM musical programs on FM or use of union musicians on FM network programs.  

He reiterated his contention that "FM is a separate business." "If FM wants union musicians, let them hire them at scale. If they can't afford it, they shouldn't be in business."  

When's B.M.I. It's Yours  
Another B.M.I. "Pin Up" Hit—Published by Mellin Music  

FORGIVING YOU  
On Transcriptions: ASSOCIATED—Vic Damone;  
CAPITOL—Skitch Henderson; LANG-WORTH—Tommy Tucker.  
On Records: Harry James—Col. 37588; Johnny  
Johnston—MGM 10076; Sammy Kaye—Vie.  
20-2434.  

Page 88 • October 27, 1947  

BROADCASTING • Telecasting
Griffith Dismissal Petition Is Scored

FCC Hits Accepting Pay for Withdrawal of Application

FCC ISSUED last week, on a split vote (5-2), a stern warning that it does not sanction withdrawal of applications where the effect is to avoid hearings and where the withdrawing applicant accepts reimbursement for out-of-pocket expenses from his erstwhile rival. The warning was contained in a memorandum-opinion and order denying H. J. Griffith's petition for dismissal of its application for a new station on 1310 kc with 1 kw at Parsons, Kan., which had been set down for competitive hearing with Four States Broadcasters' application for Joplin, Mo.

Mr. Griffith told the Commission that since filing for Parsons he had received a grant for El Paso and acquired 40% interest in KWFT Wichita Falls, and now wished to devote full time to those two stations. He said Four States Broadcasters had promised, if they received a grant, to repay him for expenses he had incurred in prosecuting his application, up to $6,930.

The FCC majority contended "it is clear . . . that he is not furnishing anything of value to Four States Broadcasters," and that the Joplin applicant "will receive nothing" from him "except [his] withdrawal from the proceeding." Instead of granting Mr. Griffith's petition to dismiss his Parsons application without prejudice to resubmitting later, FCC denied that request and, on its own motion, dismissed the application "with prejudice."

"The Commission is of the opinion that it is not in the public interest to permit dismissal of applications without prejudice (or amendments of applications to remove a conflict) where money is paid in consideration of such petition which is in excess of the value of any material, equipment or services received by the party paying the money," the majority declared.

Comrs. E. M. Webster and Robert F. Jones dissented, declaring their belief that "it is not against the public interest to permit the payment of money to such persons as petitioner who desire to dismiss their applications without prejudice so long as such petitioner acts in good faith and the amount to be paid is not in excess of actual out-of-pocket expenses connected with the prosecution of his application."

They argued that "the only factor distinguishing this petition from others previously filed and granted by the Commission is the amount involved," and that "for that reason . . . petitioner should be afforded the opportunity to establish that this amount is in keeping with his actual expenses."

Comr. Jones also opposed FCC's dismissal of the Griffith application on its own motion, contending "the parties should be left in status quo with the responsibility on the part of both of them to move or plead as a result of Commission ruling on the petition."

Both he and Comr. Webster felt the FCC Rules provide for treating "this type of transaction" but that the regulation (Sec. 1,566) "does not indicate such definitive interpretation of the rule or considerations which meet with this Commission's approval and disapproval, respectively." Therefore, they argued, the rule "should be amended in accordance with such new Commission policy before decisions of this nature are made."

They contended that the record showed no sign of bad faith on Mr. Griffith's part and that he should be given a chance to establish "that the amount paid to him is in keeping with his actual expenses and that such expenses are bona fide."

Majority Views

The majority, however—retiring Chairman Charles R. Denny and Comrs. Paul A. Walker, E. K. Jett, Clifford J. Durr, and Rosel H. Hyde—felt that "there is no reason appearing in the record for the payment of money is that petitioner's withdrawal . . .

NBC Swings Towards Emphasis On Public Affairs Programming

REORGANIZATION of NBC departments concerned with public service broadcasts [BROADCASTING, Oct. 20] last week was characterized as portending increased interest by the network in programs of public affairs.

Ken R. Dyke, NBC administrative vice president in charge of programs, public service and continuity acceptance, said that the reorganization was intended to improve the coordination among network departments with respect to public affairs, and he indicated that NBC would henceforth pay added attention to such programming.

"If an important project in this field warrants it," he said, "we will not hesitate to cancel commercials."

Mr. Dyke also announced the scheduling of a weekly half hour, Sundays 4:30-5 p.m., for regular presentation of public affairs programs in addition to those already carried by the network.

The new period, tentatively named The World We Face, will be reserved for programs of all kinds dealing with public issues. No particular format will be established for shows broadcast in that period, so that programming flexibility will be obtained, Mr. Dyke said.

In the departmental reorganization, two new divisions were established, the Talks Division, which will be responsible for clearance, approval and booking of all talks made on NBC, and the Organizations Division, which will be responsible for maintaining liaison with social, educational, religious, labor, business and other groups.

Mr. Dyke announced the following appointments: Dwight Herrick, operations manager, Public Affairs and Education Dept.; Margaret Cuthbert, manager, Organizations Division; Jane Tiffany Wanner, assistant manager, Organizations Division, and Doris Corwith, manager, Talks Division. Sterling Fisher was named advisor on public affairs and education, reporting to Mr. Dyke.

A public affairs board, which will meet probably bi-weekly to assist Mr. Dyke in coordinating all public affairs activities, also was appointed. It includes: Mr. Dyke, chairman; William F. Brooks, vice president in charge of news and international relations; Thomas C. McDougal, national program manager; Mr. Fisher; William McAndrew, assistant to the vice president in charge of the NBC Washington office, and Mr. Herrick.

will remove a conflict with the other application and thus obviate this factor as a reason for holding a hearing."

The majority continued:

Thus, through the use of the device of a petition to dismiss without prejudice, the Commission's procedure is being used as a means of securing money in return for removing one reason for holding a hearing. This view is reinforced by the fact that petitioner admits that he does not desire to operate a station in Parsons and also by the fact that petitioner is not entitled to receive his money unless and until the application of Four States Broadcasters, Inc., is granted.

The Commission's hearing procedures are designed for the purpose of determining whether or not the granting of particular applications will be in the public interest. The Commission will not approve their use as a device for enabling one party to a proceeding, who admittedly has no further interest in the proceeding, to exact monies from another "merely as the price for the former's withdrawal."

BOSTON'S EXCLUSIVE ABC OUTLET

Serving the entire Metropolitan area of 3 million people

A COWLES STATION

Represented nationally by the Katz Agency

1150 on your dial

October 27, 1947 • Page 89
CCBS
(Continued from page 15)
clears may be hurt and also some
regional, but that the overall
profit in service to listeners should be
paramount.

The CCBS plan, first disclosed
unofficially exactly a year ago
[BROADCASTING, Oct. 28, 1946],
would divide the U. S. into five
regions and put four 750-kw sta-
tions, each affiliated with a differ-
ent network, into each region. The
stations chosen by CCBS are its
16 member stations and four
others designated for "illustra-
tion only." The regions, stations,
radio frequencies, and types of antennas
recommended were:

**NORTHEAST**

WHAM-Rochester (1180 kc)—Non-
directional.

KDRA Pittsburgh (1020 kc)—Non-
directional.

WCAU Philadelphia (1210 kc)—Non-
directional.

WBS Boston (1030 kc)—Directional.

**SOUTHERN**

WSS Atlanta (750 kc)—Nondirec-
tional.

WHAS Louisville (840 kc)—Nondirec-
tional.

WSM Nashville (650 kc)—Nondirec-
tional.

WWL New Orleans (870 kc)—Direc-
tional.

**GREAT LAKES**

WLS Chicago (890 kc)—Nondirec-
tional.

WLW Cincinnati (700 kc)—Direc-
tional.

WJR Detroit (750 kc)—Directional.

WCHICAGO (750 kc)—Non Direc-
tional.

**WESTERN**

KDO Denver (660 kc)—Nondirec-
tional.

WBAP-WPAA Pl Worth-Dallas (820
kc)—Night.

WHO DES Moines (1040 kc)—Direc-
tional.

KOAI San Antonio (1200 kc)—DA
Night.

**PACIFIC**

KFI Los Angeles (640 kc)—Direc-
tional.

KPO San Francisco (680 kc)—Direc-
tional.

KGO San Francisco (810 kc)—Direc-
tional.

KSL Salt Lake City (1100 kc)—Non-
directional.

(To promote better inter-Ameri-
can relations, CCBS thought WBAP-WPAA
and WHO should be operated on a non-
directional basis.)

The clear-channel group also
proposed (1) remove the 50-kw
limitation and authorize increases
up to 750 kw on the remaining 1-A
channels "and (to the extent per-
mitted by international, engineer-
ing and economic factors) on other
1-B channels"; and (2) to whatever extent possible, increase
power for stations on regional and
local channels, "insofar as ground-
wave service will be expanded thereby and particularly in the
daytime.

CCBS recognized that internal-
tional agreements would limit the
extent to which some phases of its
plan might be implemented. But it
also regarded the plan as "addi-
tional protection" for the U. S.
"against the demands made and
inroads threatened by other North
American countries." CCBS had
specific proposals for changes in
NARBA in line with the 20-station plan (story page
22).

Mr. DeWitt estimated it would
take one and a half to two years
to get the proposed 750-kw opera-
tions on the air. He thought net-
work affiliation changes would
probably proceed during "normal processes of competition."

**NBC Challenges Plan**

Among the networks, NBC
strongly challenged the plan in
greatest detail. At one point CCBS
counsel asked Mr. DeWitt, then
on the stand, whether it didn't ap-
pear that NBC with advertising
duplication, but Comr. Rosel H.
Hyde, only FCC member sitting,
sustained the objections of NBC
attorneys who contended the ques-
tion was unfair since NBC had
never taken no position justifying it.

Testimony for Regional Broad-
casts Committee, apparently to be
based largely on BMB survey data,
was started Thursday morning but
was cut short to await the arrival
of Comr. President Hugh M. Feit-
is and Research Director John K.
Churchill—on subpoena, if neces-
sary—to testify on procedures
used in the survey.

Alfred Politz, market research
expert, was preparing to present
coverage maps based on BMB data
when CCBS and FCC counsel chal-
lenged use of the survey until it
had been properly authenticated.

RBC counsel then requested sub-
poena and was told they would issue, returnable today (Mon-
day), unless the BMB officials
could be contacted and would vol-
uarily appear earlier.

Subsequently subpoenas were is-
sued for Richard Wycoff and
George Baillie, who actively par-

**PRESENTING** the clear channel
type's bid for a nationwide cov-
 erage plan based on 20 stations
operating with 750-kw power, John
H. DeWitt Jr., president of WSM
Nashville and engineering director
of Clear Channel Broadcasting
Service, is shown as he testified last
Tuesday at FCC's clear-channel
hearings, with Comr. Rosel H.
Hyde, who presided, in the back-

**TUESDAY**

The FM ruling evoked a pro-
test, when the sessions resumed
Tuesday morning, from Mr.
Brauner, CBS general attorney,
who asked for reconsideration of
both the Commission's decision
and Mr. Hyde's ruling.

Mr. Brauner said the ruling in-
dicated (1) that FCC intends to
adjust AM and FM as "entirely
separate" services without consid-
ering the possibilities of using
them to supplement each other in
achieving nationwide coverage,

Legal principals in the week's sessions included Louis G. Cal-
dowell, CCBS; Paul D. P. Spear-
man, RBC; Gustav B. Margraf,
NBC; Julius F. Brauner, CBS;
Andrew G. Haley, ABC, and As-
sistant General Counsel Harry M.
Plotkin and A. Harry Becker,
FCC.

Running account of the sessions:

**MONDAY**

Opening the sessions Monday
morning, coverage maps and popu-
lation data for the various classes
of stations were presented and re-
viewed by Harold Anderson and
George Leonard Watters of FCC's
Engineering Dept. Measurements
of KFI Los Angeles' field strength
at various locations, made after a
series of witnesses testified more
than a year ago that they encoun-
tered difficulty receiving KFI pro-
grams, were submitted by George
Jensen, also of FCC.

C. Maurice Wieting, director of
information services for National
Council of Farmer Cooperatives,
urged that 540 kc, recently author-
ized for broadcast use, and "other
wavelengths" be allocated "so that
in each of the 48 states or regions
there will be at least one ... educa-
tional station which will have at least 5,000 kw power and
unlimited time on the air."

"These stations might also be
used by candidates for public office" to give more equitable op-
portunity to candidates who lack
"great sums of money," he de-
clared.

He disclaimed advocacy of clear-
channel breakdowns but said that
"if this should be the action of the
FCC we ask that some of the
new wavelengths then made avail-
able be granted to educational sta-
tions so that they can improve
their current facilities."

Mr. Caldwell raised the question of FM evidence in the hearing,
referring to the Commission's exclu-
sion of such information and call-
ing for the FM data inter-
duced last year by CBS. Comr.
Hyde ruled that "such information that has been introduced about FM
will have to be ignored."

**NEW YORK**

The most listened-to station in
**AUSTIN**

Morning, Afternoon and Night

AMERICAN
BROADCASTING
COMPANY

• TEXAS
STATE
NETWORK

WEED & COMPANY, National Representatives
that nighttime coverage problems can be solved only by using skywaves to supplement existing groundwave services.

He introduced maps to show that, with Type D nighttime skywave service provided by 750-kw stations, most parts of the nation could be given a choice of four stations, and some, like the E-Plus, somewhat inferior to Type D but in his opinion a great improvement over existing service in many areas, virtually all sections would have at least four and often many more signals to choose from.

Directional antennas, Mr. DeWitt said, would be used by coastal 750-kw stations and, as necessary, by those located inland, to extend coverage in desired directions. He said 750 kw was chosen as the desired power for these stations because it will provide "highly useful skywave service at any latitude" to the point where, "in my opinion, listeners will regard it as dependable."

The CCBS engineer said that, in choosing stations for 750-kw operation, all 16 of the CCBS member stations had been picked for "many compelling reasons" apart from "legitimate self-interest." These, he said, included desirable locations from the standpoint of geographic distribution, economic ability of the communities to support them, and nearness to sources of information, culture, business and entertainment. CCBS member stations, he added, are independently owned, their respective management have had long experience in radio, and most of them have been seeking higher power for "over a decade."

The four nonmembers of CCBS selected for 750-kw operation—KOA Denver, KPO and KGO San Francisco, and KSL Salt Lake City—were picked "for illustrative purposes only," but with the choices dictated largely by technical considerations, he declared.

Although not perfect, Mr. DeWitt declared, the CCBS proposal meets "all the requirements which should characterize any such plan; that is, most of it is capable of being put into effect in the immediate future; it causes a minimum upset in the present allocation structure, and the range expedients of doubtful outcome are relied upon, and it is technically and economically feasible."

WEDNESDAY

Mr. DeWitt returned to the stage Wednesday morning for cross-examination, led first by Mr. Spearman of the Regional Broadcasters Committee who queried him pointedly on interference ratios used in preparing his maps, their failure to show effects of skywave-to-skywave and skywave-to-groundwave interference, and the uselessness of western clear-channel stations' signals to listeners in the East.

Mr. Spearman contended that backscattering or radar effect, which the CCBS witness said was tested at WSM, Nashville but which he felt must be the subject of much more extensive studies, constituted the only real interference argument offered by Mr. DeWitt against directionalized, back-to-back duplications on present clear channels.

The regional group's attorney questioned whether it wouldn't be impossible, under the CCBS proposal, for other states to have "anything comparable" to the 750-kw operations and whether, actually, it wouldn't be impossible for other states to have any full-time stations of more than 5-kw power.

Mr. DeWitt denied that this would result. Nor did he feel, as Mr. Spearman contended, that the proposal would be contrary to the equitable-distribution provisions of the Communications Act. Actually, he said, it is impossible to give each state a clear channel. "I don't think every state can support a 750-kw station," he added, declaring that "all we are trying to do here is to provide service."

Mr. Spearman sought to show that 750-kw operations would not make available, within some areas, as many different signals as the CCBS maps indicated.

Mr. DeWitt contended throughout that the maps and other CCBS exhibits were prepared on the basis of an engineering exhibit drawn up in a cooperative effort of FCC, CCBS, NBC, the networks and others. Mr. Spearman argued that his group had not agreed with "everything that went into" this exhibit.

To questions advanced by Mr. Haley, representing ABC, Mr. DeWitt said CCBS members had approved the 750-kw plan "in principle" and that they realized some network-afiliation changes would result, but felt that these would occur during "the normal processes of competition."

On the basis of earlier testimony, Mr. Margraf, counsel for NBC, contended that in southern latitudes service shown by CCBS as Type D, available 90% of the nights of the year, actually would be available about 65% of the nights and that in other sections it would be available up to only 84%. Mr. DeWitt insisted, however, that Type D is now provided in only a few areas by 50-kw operations and that many listeners who would receive Type D from 750-kw stations are now accustomed to "very poor" service. Questioned as to what "dependable" service is, the CCBS engineering chief said he thought skywave service which is present about 80% of the nights of the year would "begin" to be regarded as dependable in many sections and that listeners there will "like it a lot better than what they have now."

He said Type E-Plus, which he defined as skywave available 80% of the nights of the year, "certainly" can be regarded as serviceable.

Mr. Margraf elicited the information that some of CCBS' coverage maps were based on atmospheric noise ratios of 100-to-1, rather than the more recently designated ratio of 200-to-1. On the revised basis, he brought out, stations of 3000 kw, not 750 kw, would be needed to accomplish the coverage shown by CCBS in its plan.

Mr. DeWitt contended that use of the 200-to-1 ratio would make a comparable change in the maps on Type D service of existing 50-kw stations, since the showings on existing as well as proposed coverage were both prepared on the old ratio.

To detailed questions from Mr. Margraf, the clear-channel spokesman said the 750-kw plan might bring some reduction in the number of listeners to whom NBC service is now available from clear-channel stations. He conceded that KPO or KFI might leave NBC; that in the next region WHO, WFAA-WBAP or WOAI might move to another network; that in the South WSB or WSM, which he heads, might switch affiliations, and that the Northwest NBC might lose KDKA, WHAM or WBZ. But he insisted that the purpose (Continued on page 98)
that a study should be made to determine whether increases to 750 kw would reduce other stations' service areas, in order that the net gain or loss can be appraised. The questions raised about the economic effects which 750-kw operation might have on stations with lesser power, eliciting a response that no investigation of this question has been made.

In answer to questions by Mr. Plotkin, Mr. DeWitt said he "assumed" that all CCBS member stations would apply for 750 kw, higher-power, as permitted, and estimated that 18 to 24 months might be needed to put 750-kw operations into effect, depending upon delivery of equipment. Asked whether failure to have all four networks represented among the higher-powered stations in each region would nullify the CCBS proposal, he said he was not in position to discuss affiliation questions in detail but that this phase would be treated in testimony by Victor A. Sholisi, CCBS director and also director of WHAS Louisville, who is slated to take the stand this week.

THURSDAY

In further cross-examination Thursday morning, Mr. Spearman contended—with Mr. DeWitt denying it—that regional and local stations are "the only people who are going to get hurt" under the CCBS plan.

Mr. DeWitt was followed by Mr. Politz, expert on market research and population surveys and president of Alfred Politz Research Inc., N. Y., who opened the presentation of the regional group.

Bulk of his case apparently was to be centered around maps prepared by the FCC showing coverage of some 43 1-A and 1-B stations. But his presentation was broken off after the preservation of present U. S. Channels under NARBA is Urged for CCBS Plan

FULL PRESERVATION of existing U. S. channel rights and interference in permissible power and location the North American Regional Broadcasting Agreement were urged by the Clear Channel Broadcasting Service last week as necessary to its 20-station 750-kw plan to be put into effect (story page 15).

Looking to the forthcoming revisions of NARBA, the clear-channel group offered FCC these recommendations with respect to keeping the way open for adoption of its domestic plan:

"So far as 1-A stations are concerned, there should be no diminution in any respect of the rights now enjoyed by the U. S. under the Agreement. The rights should be fully preserved both as to number and desirability of channels on which the U. S. has priority, freedom from maximum power limitations, and to protection against interference from stations in other countries, or otherwise."

"So far as 1-B stations are concerned, the maximum power limitation on not less than four (those involved in the CCBS 20-station plan and such others as may be determined by the Commission) should either be removed or should be increased to not less than 750 kw. Consideration should be given either to changing the status of the four 1-B stations involved in the CCBS plan to that of 7-A, or to establishing two sub-classes of 1-B stations, one having a maximum power limitation of 750 kw and the other having a maximum power limitation of 50 kw, or a combination of the two."

"So far as regional and local stations and channels are concerned consideration should be given to substantial increases in the maximum power limitations, particularly by day and, if and when found feasible, also by night."

PREPARING to throw switch launching 60-kw operation for KMPC Hollywood is Rosene Richards, daughter of G. A. Richards, at station's transmitter in North Hollywood, Herbert H. Wixton (1), sales manager, and Loyd Sigmon, chief engineer, smile approval.

**KMPC ON NEW 50 kw, PLANNING EXPANSION**

As result of power increase to 50,000 watts, effective Oct. 18, KMPC Hollywood is expanding its programming and promotion operations, according to Robert O. Reynolds, vice president and general manager.

Program wise, Mr. Reynolds reported that station is instituting block programming on Saturday, Sunday and Monday evenings. Saturdays a live variety program will be backed up against a two-hour program of record dance music featuring a name disc, M. C. Sundays feature mysteries transcribed with three or four in succession beginning 8 p.m. Mondays are to have several dramatic programs also transcribed.

Station will also step up its special events coverage, Mr. Reynolds pointed out. Including movement of correspondents to distant cities when key news justifies. In addition station will step up sports coverage with exclusive local rights to Los Angeles Open Golf Tournament.

KMPC will have exclusive broadcasts of Los Angeles Pacific Coast League baseball team at home and on road with Bob Kelley handling games for Signal Oil and possibly Acme Beer.

To bolster its promotion activities an addition will be made to station staff. According to Mr. Reynolds such person will head up an operation which will include enlarged merchandising activities, audience promotion and formal presentations.
Independents

(Continued from page 15)

In conformance to the standards the committee proposed formation of an administrative agency to provide interpretations of various clauses and to issue rulings on individual cases. Stations would register violations from code language with this agency.

The idea of a 60-day probationary period, with its public opinion poll, was adopted in the belief that no standards can be adopted and maintained unless there is open demonstration that it is supported by a large portion of member stations.

Unless this idea is carried out, large numbers of stations may drop out of the association, committee members felt. For that reason it demanded “more mature consideration” of the provisions.

Two station surveys showing pronounced objection to portions of the standards were presented to the committee by Calvin J. Smith, KFAC Los Angeles, and Harold B. Shaw, WOA Wheeling, W. Va. (See separate story.)

The committee made a basic objection raised frequently at Atlantic City, namely that it was too negative, not specific enough and not strong enough. At that time it was explained that NAB President Justin Miller is to write a code preamble containing affirmative declarations of public service obligations and industry ideals.

Strong Preamble

The preamble must be strong on this point, the committee insisted.

Technical changes were made on the first page of the code in the sections on Religion and on Race, Creed, Color, to clarify and strengthen their meaning. Ban on sex, crimes, etc., shows was emphasized.

Under Standards for Specific Programs, Paragraph 8 on News Broadcasts, was amended to ban middle commercials in news programs of less than 15 minutes, or 14:30 actual program time.

The ban on appeals for funds on religious programs was sharply changed to prohibit appeals where the primary purpose of the broadcast is to raise money.

The sports clause was widened to oppose broadcasting of odds in advance of all types of events if gambling would be encouraged.

The new language permitting use of dramatized political programs reads: “Dramatization of political issues must be clearly identified as such both before and after the broadcast.” It was adopted unanimously.

The committee proposed that the board wait for FCC action in the Mayflower case, which bans editorializing by stations, before handing down a decision in the standards dealing with public and controversial issues. The committee felt no realistic decision could be made until the FCC has issued its decision.

Going into the section on Commercial Policies, the committee endorsed the ban on acceptance of hard liquor advertising though such advertising already is allowed in some stations. The paragraph on reducing agents was changed to eliminate the words “including foods and beverages” on the ground that products such as Rye Krisp and Welch’s Grape Juice would be forbidden access to the medium.

The paragraph on relief of allments was changed to delete the words “which are chronic or irre- mediably or for conditions," the committee contending only a doctor could interpret this language.

Re-Writing Job

In the most important re-writing job accomplished by the committee, the time limitations on commercials were sharply revised, bringing about a uniform day- and night block of program units as against the separate blocks in the board’s version of the code.

New single-sponsor limitations were drafted as follows (present limitations in parentheses):

- Approximately 5-minute programs
  - 1:15 (1:00)
  - 2:00 (2:00)
  - 2:30 (2:40)

- Approximately 25-minute programs
  - 3:15
- Approximately 30-minute programs
  - 3:45 (4:00)

- Approximately 45-minute programs
  - 5:30 (5:30)

- Approximately 60-minute programs
  - 7:00 (7:00)

The proposed ban on double spotting was continued and strengthened, Mr. Cott said. The new provisions on this point read:

1. Consecutive announcements of sponsors shall not be allowed. This shall be construed to mean that no two announcements shall be broadcast continguously, whether the announcements are for the same sponsor or different sponsors.

2. Service announcements shall be exempt from Point 1, unless they run more than 15 seconds. Service announcements shall be limited to two an hour.”

The major problem of the committee centered on length of a program, Mr. Cott said. The problem was solved by drawing up this definition of a program:

“A program unit shall be the time elapsed from sign-on to sign-off.”

This means, he said, that a program within a 15-minute time segment followed by a one-minute spot announcement should be considered a 14-minute program, to cite an example. The altered definition was adopted because independents do not have the same “architecture in their program structures as network affiliates,” he added.

Revised code language on length of programs follows: "Where programs are followed by spot announcements, it is desirable to schedule announcements of 30 seconds or less in duration. Where a station schedules a spot announcement of 30 seconds or less, the station at its option may increase the limit within the program by 30 seconds.”

He said independents seek to stimulate the sale of programs and not be a “trolley line for spot announcements. In discussing the change of commercial time in five-minute programs from 1:00 to 1:15 minutes, he said any sponsor would merely buy a minute spot adjacent to a program instead of a five-minute program with 1:00 limit on commercials.

Multiple-sponsored programs are permitted up to 2:30 minutes total commercial time, within approximate 15 minutes, with one-minute station break permitted. The station operator must determine what is commercial and what is not, but any reference to a trade name should be included in commercial time.

In scoffing at talk of “rebelling” and explaining the committee’s position, Mr. Cott said:

“No Standards of Practice can be effective unless the stations want it. Many stations have said that unless the standards are practicable, they will resign from the NAB—and we don’t want to see that happen. We are asking, therefore, that the board delay its promulgation of the standards until the instrument has been in the hands of broadcasters at least 60 days. We want them to be familiar with it. What we’re asking is not a referendum, but an opinion poll. Our thinking has been conditioned by letters from over 250 stations to this committee’s members.

“We are not the Peck’s Bad Boys of the NAB nor do we feel that the networks are the Frank Merriwells,” Mr. Cott quipped.

On the subject of presentation of commercials, Mr. Cott said the committee hoped broadcasters would use discretion and good taste. Referring to public criticism of commercials, he said 80% of the listening is to network programs which therefore are responsible for 80% of the complaints. NAB indicated that 66% of independent stations are members, with 30% of all stations on the air being independents (not including CP’s or applications).

Other members of the committee present at the meeting were Frank (Continued on page 95)

FIRST WITH TELEVISION NEWS

Early in September United Press . . . pioneer in radio news . . . and ACME TELEPHOTO began delivery of the first illustrated news service for television . . . leased wires now extend to Philadelphia and Chicago . . . spot news shows . . . women’s features . . . documentaries . . . news reels next.

UNITED PRESS . . . ACME NEWS PICTURES

October 27, 1947 • Page 93
The Coals

(Continued from page 16)

some indication that the transcription and phonograph recording companies might put up a fight, for they advised Petrillo of their rejection of his proposal.

Petrillo, who has found time on his side on more than one occasion, merely sat tight and waited. Then came a mid-September (1943) announcement from Decca Records Inc. and World Broadcasting System that they had agreed to the demands for payment of royalties to AFM for the right to record. The recording strike, in effect for more than a year, was broken and Petrillo had won a decisive victory for his "boys."

Other Victories

That was not Petrillo's only 1943 victory, however. In early February the government's anti-trust suit against him and the AFM had been disposed of—to his satisfaction—when the U. S. Supreme Court sustained findings of Federal Judge John P. Barnes of Chicago dismissing the suit on the ground that it was a labor dispute. It was in 1943, too, that musicians found they were in a new mood, as evidenced by the open struggle against the networks. WLB held hearings on the matter but concluded them in November without issuing a ruling.

Petrillo's clashes with WLB became more frequent and more violent in 1944. By a 2-1 vote in early March the board ordered AFM to terminate its recording strike. Petrillo subsequently not only refused to obey the order but filed a personal appeal from President Roosevelt to comply with the back-to-work directive.

More Capitulation

The strike wore on, and by early November RCA and Columbia Recording Co. had capitulated. They accepted under virtual duress Petrillo's provisions for payment of royalties into private AFM fund estimated at more than $2,000,000 a year. Surrender came after the companies despaired of government relief.

Congress had not given up the Petrillo battle, however. By early December the Senate Interstate Commerce Committee had unanimously reported out a bill (S-1957) by Sen. Arthur H. Vandenberg (R-Mich.) prohibiting Petrillo from interfering with the broadcasting of non-commercial cultural programs by educational institutions. This action was an outgrowth of one of the music czar's most colorful fights which involved one of Senator Vandenberg's constituents, Dr. Joseph E. Maddry, president of the National Music Camp at Interlochen, Mich.

Petrillo stood at keeping his opposition on the hot seat, made another move in 1944 which brought a clash with the National Labor Relations Board. In May he announced plans to install "turners" in all stations to make jobs for 2,000 at the AFM scale. This precipitated a fight with the National Association of Broadcast Engineers and Technicians. The NLRB sided with NABET, giving that union jurisdiction in all areas except Chicago, where musicians had been used as record turners. The result: Petrillo again defied the board, and a new strike threat loomed.

The Petrillo-NABET platter-
turner issue, which also involved the networks, was still spinning as 1944 drew to a close and spilled over into 1945. In April 1945, in a move to force the issue regardless of threats of reprisal by Petrillo, the NLRB asked the U. S. Second Circuit Court of Appeals in New York for a decree to compel NBC and ABC to bargain with NABET. Subsequently a nationwide strike of NABET engineers at all owned stations of NBC and ABC ended after some months of negotiations on new contract.

This was considered a mild setback for Petrillo, who was thinking of greener fields, notably FM and television. He saw 1945 as a year for sweeping orders affecting these two important segments of the broadcasting art. The first came in February when the AFM called an end to all musical television programs be stopped until further notice. Later he declared that he was studying the whole question of the use of musicians on video programs.

In October of the same year (1945) came Petrillo's announcement of a ban on dual broadcasting of musical programs on FM as well as AM stations. This has become an increasingly bitter issue as the FM field has expanded, but Petrillo is still adament.

The tempo of Congressional displeasure with Petrillo during 1945 reached a crescendo in November when Chairman Clarence F. Lea (D-Calif.), of the Interstate and Foreign Commerce Committee, introduced his bill to make certain AFM practices a felony.

His Next Counterpunch

Stirring under this move, Petrillo countered by unleashing a double-barreled blast at radio a month later. First, he demanded the networks broadcast all musical programs from abroad, effective Dec. 31, 1945. Second, he ordered the networks to "do something about affiliates which do not employ the staffs they have," implying "secondary boycott restrictions."

In spite of all of Petrillo's shouting and counter moves, Congress moved ahead towards passage of the Lea bill as the new year (1946) began. By the end of January the House Rules Committee had voted overwhelmingly to report out the bill, as revised, and by mid-April a full house of Congress had passed the bill overwhelmingly. President Truman affixed his signature without comment, and the bill became Public Law No. 944, a part of the Communications Act of 1934, as amended.

Petrillo fumed, and there was an immediate announcement from the AFM czar, through the union's attorney, the late Joseph A. Pad-
way, that the constitutionality of the law would be tested in court. True to his boast, Petrillo "pulled the plug" on WAAF Chicago with-in a month, thus clearing the way for the court test and the eventual

Chicago Theatre Owner Balks At Paying AFM Stand-in Fee

THE RADIO industry found an unexpected battle spot in the courts when James C. Petrillo and AFM in Chicago legitimate theatres.

For the first time in two decades, Chicago theatre operators refused to budge under threat of physicians in the pit for non-musical performances. The operators, Lake City Theatre, a subsidiary of the Shubert Corp., which filed a complaint earlier against Petrillo with the NLRB, and the Wacker Corp., cited the Taft-Hartley Law and as a secondary issue to the Lea Act as justification for serving notice to pit musicians normally employed for road companies playing at the respective theatres.

Petrillo Retaliates

The Wacker Corp., owners of the Civic Theatre which presented "The Late Christopher Bean" Oct. 20, dismissed eight pit musicians. Mr. Petrillo immediately retaliated by calling out 45 AFM members at the adjacent Civic Opera Theatre playing for the San Carlo Opera Co. He said he gave the order against the Civic Opera Theatre because it is owned and operated by the same company.

The order was revoked shortly after the 8 o'clock curtain to permit the San Carlo Opera performance to be presented.

John J. Manly, Civic Theatre manager, insisted Mr. Petrillo was forcing him to employ musicians not needed.

"This is not a musical show. No musical show," he said. Union rules demand that stand-in musicians be paid for all theatre performances whether a band is used in the performance or not.

Earlier the Shubert management had complained to the NLRB that Mr. Petrillo had demanded musicians be employed as stand-bys because of his threat to employ his "turners" in all stations to make jobs for 2,000 at the AFM scale. This precipitated a fight with the National Association of Broadcast Engineers and Technicians. The NLRB sided with NABET, giving that union jurisdiction in all areas except Chicago, where musicians had been used as record turners. The result: Petrillo again defied the board, and a new strike threat loomed.

Not Interstate?

Union officials said their counsel had advised that provisions of the Taft-Hartley law do not apply in the case because Interstate commerce is not involved.

Mr. Thompson denied this, on the grounds that the actors and the theatre props involved in the performance came from outside the state. Tickets were also sold to residents outside the state of Illinois, he contended.

The union notified Mr. Thompson he should appear before its board of directors Oct. 23 to show cause why both the Civic and Civic Opera theatres should not be placed on the unfair list. The theatre manager had testified before the House Labor subcommittee last July that there were $42,000 and $45,000 to unneeded musicians in 18 months.

Page 94 • October 27, 1947
Supreme Court decision that the Lea Act is constitutional.

Now the government has resumed its prosecution of Petrillo, and has indicated that this time the chips, like Petrillo's, are down. The latest federal action against the AFM was in the form of an amended bill of criminal information filed before U. S. District Judge Walter LaBury in Chicago on Oct. 15 [BROADCASTING, Oct. 20].

Three days later Petrillo, turning again, announced that union musicians would be barred from making any records or transcriptions after Dec. 31, and the possibility loomed that AFM by year's end might withdraw its formal complaint against networks, transcription and phonograph companies, and AM, FM and television stations.

It was a typical Petrillo move, destined to make the unassuming hero of his "boy's." It was likewise another evidence of Petrillo's ever-defiant attitude—of his courage in the face of obstacles that oppose him, his supreme confidence that he'll come out on top.

Audience Measurement

(Continued from page 89)

since March 1946, when the BMB survey was taken, that BMB figures were no value now in comparing MBS with other networks.

He said that NBC engineers had shown that since March 1946, Mutual had increased its coverage by no more than 10 or 11%, despite the addition of approximately 150 stations.

Mr. Bevill said he wondered what Mutual thought its actual improvement in facilities had been, according to the MBS "listenable" method, and he reported that he had asked MBS for such information, but declined. Comparative audience figures shown in the NBC booklet on various levels of listening follow:


In 25% or more areas—Nighttime: NBC 21,125,000, network B 27,640,000, network C 21,719,000, network D 18,601,000; daytime: NBC 27,873,000, network B 25,179,000, network C 21,297,000, network D 18,783,000.

In 50% or more areas—nighttime: NBC 31,081,000, network B 27,075,000, Mutual 28,010,000, network D 16,967,000, daytime: NBC 27,706,000, network B 24,659,000, network C 20,177,000, network D 17,316,000.

In 75% or more areas—nighttime: NBC 50,116,240, network B 42,688,710, network C 32,715,970, network D 8,499,130; daytime: NBC 22,856,940, network B 14,558,000, network C 9,061,260, network D 5,621,970.

Inde­pen­dents

(Continued from page 89)

Blair, WSCR, Scranton, Pa.; Arthur Haar, WVJD Chicago; Edward Lamb, WTOD Toledo; Al Meyer, KMYR Denver; Elliott Sanger, WXQ New York; Mr. Shaw; Mr. Smith; Mr. Strouse; Eugene Well, WLAQ Rome, Ga.; Ralph Well, WOT New York; Winx Washington, was absent because of illness. Ray Klee, KLEY Houston, sat as an observer.

Members of the three-man board code review committee which meets Nov. 3 are Harold E. Fellows, WEEI Boston, NAB District 1 director; John F. Meagher, KYSM Seattle, District 7 director; Willard Egelof, WWCC-FM Bethesda, Md., Class A FM director.

More Station Views

Code views continued to come from NAB member stations during the week, though NAB's stack of mail was scarcely three inches thick.

The Georgia Assn. of Broadcasters, according to Mr. Weil, of WLAL, feel that if the code is finally adopted as now proposed, mutual will mean more in the code. These stations include independents and network affiliates alike. They feel a mistake was made in not having independents represented on the Special Standards of Practice Committee, which wrote the original document, Mr. Weil said.

G. P. Richards, general manager of WHBL Sheboygan, Wis., contended that adoption of a time limit on commercials on a 15-minute basis is "quite unnecessary." He said "any good station operator who watches his ratings will know when his log is overloaded with commercials."

Mr. Richards added that if the code is adopted in its present form, "we could not operate on a sound financial basis and rather than subscribe to the code in toto but not in practice, withdrawal from the NAB would be necessary." He urged that a code be adopted for only a limited time, subject to revision. He fears an industry split.

George L. Sutherland, vice president of Wilmington (Del.) Tri-State Broadcasting Co., proposed that a referendum be held on the code. He also pointed out that

STRONG objections to portions of the proposed NAB Standards of Practice were revealed in separate surveys taken by Calvin J. Smith, manager of stations, and Edward Shaw, WOAY Oak Hill, W. Va., members of the special NAB committee representing independents.

The surveys covered both independents and affiliates, and related to the proposed code adopted by the NAB board at Atlantic City.

In covering 14 states in the West, Mr. Smith found that 66 stations favored one code against 5 opposed, 4 uncertain. Further study of the board's version was favored by 69 stations, opposed by 6. Six months or more, or until the next convention, was favored as time for study.

Fears Hardships

Asked if they were sufficiently familiar to foresee effects of the code on business, 41 answered yes, 24 no. Asked if the code would mean hardships in view of the increasing number of stations on the air, 46 answered yes, 24 no, with the "no" answers mostly new stations. Restrictions on advertising stations did not have sufficient time to order the document a Atlantic City, and now face operation under standards vitally affecting their business.

Series of meetings has been held in NAB District 14, with stations showing interest in code provisions and sending in transcripts of discussions to Hugh B. Terry, district director, and Harold Fair, NAB Program Dept. Director.

Broadcasters of Idaho and Montana attended a meeting Oct. 20 at Pocatello, Idaho. It was called by Walter E. Wageslaff, general manager of KID-Doise. Second meeting was held last week in Salt Lake City for Utah stations. Previously Colorado, Wyoming and South Dakota stations had met at Denver.

At all meetings stations asked changes in the commercial limitations, easing of the ban on religious fund appeals and right to dramatize controversial issues.

VICKS

sells hard

with

spot radio

Worth Clark Name Added

(Continued from page 19)

Cedar Rapids, Iowa, Herbert L. Petty, director of WHN New York, Herbert M. Bingham, Washington attorney, and Ed Franklin, KJBS general manager, among others.

He was well acquainted with the President when they were contemporaries in the Senate. To qualify for the FCC post, he would be required to divest himself of his interest in WJBS.

Last week reports were current that he is running Sen. Hugo L. Mitchell of Washington and James M. Mead of New York, New Deal Democrats, no longer were being seriously considered for the FCC post. The unexpired term of Mr. Denny runs until June 30, 1951.

Both Messrs. Reinsch and Coy maintained silence on reports of their candidature for the FCC post. Neilsen is a candidate but each is being vigorously urged for by associates and broadcasters who desire to see someone with a practical background of radio at the FCC.

by professional men were favored by 22, opposed by 40 stations. Mr. Smith found that 19 wanted changes in the clauses covering contests and offers, with 30 satisfied. Double-spotting ban was favored by 39, opposed by 30.

Mr. Smith said the Coast stations generally opposed the proposal to set up a board to interpret and administer the code. Many of them fear an FCC crackdown as a result of Chairman Charles R. Denrey's remarks at the Atlantic City convention.

Mr. Shaw found, in replies from 24 out of 50 stations contacted, that stations were evenly divided, 12 to 12, on the 3-minute commercial limit, and that 11 feared adverse effects to 13 not worried. Hardship was seen in the double-spotting clause by 5, with 19 not concerned. Commercial time limitations in the code are about right, 16 felt, with 6 contending not enough time is allowed and 1 finding too much time allowed. More favorable periods were preferable to double-spotting, 18 felt, with 3 opposed.

The limit will make it harder to sell programs instead of spots, 5 contended, with 15 disagreeing. Ban on middle commercials in newscasts under 14:30 was favored by 18, opposed by 6.

October 27, 1947 • Page 95
Help Wanted

Last call for Christmas bonuses! There's still time to collect a 15% Xmas bonus from the sale of their special holiday open-end packages. For details, see your commercial manager for details.

Promotion and sales secretary, man or woman rated within 200 miles of Detroit, to handle publicity, promotion, advertising and sales presentation as well as handling salaries correspondence for combination and radio station. FM. Send full details, photo and minimum salary required in first letter to Box 723, BROADCASTING.

Salesman—Real opportunity in excellent Maryland market to handle presence in radio or newspaper advertising. Minimum of two years in either medium required. Preferred qualifications: vet, age 28-35. Terms: $50.00 a week drawing account 15% commission. Send personal references. Box 780, BROADCASTING.

Announcer-operator, 3 years college or more, good voice, good character and background. For position with commercial station announcing experience and know broadcast requirements. Talent will be recognized. Job security for right man. Send details, experience. Box 777, BROADCASTING.

WANTED

HOME ECONOMIST

Here is an outstanding opportunity for the right person. Leading regional radio station in major midwestern market needs college graduate in home economics, 35 or under, who is good writer, can project her personality through the microphone. Preferably she is a midwesterner. Salary commensurate with ability. If you're that person, apply in writing, detailing information about yourself, living education, experience, salary expected, etc. Your reply will be held in strict confidence. Address BOX 786, BROADCASTING.

This successful 1000 watt independent needs immediately one good man experienced in engineering and operating large accounts. The few men here enjoy working together and the staff cooperates closely. There are no house accounts and liberal commission—against draw, if desired. A car is necessary. Send complete details in first letter to:

Radio Station W M O
Milwaukee 3, Wis.

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commision basis. All others as per rates in Classified Advertising, Broadcasting Magazine, 870 National Press Bldg., Washington, 4, D. C.

Help Wanted (Cont'd)

Announcer—Writer in major southeastern market has opening for experienced writer. Must be able to work on the way up. Necessary have proven experience. Single man preferred. Send complete information, references. Box 824, BROADCASTING.

If you have first class ticket and can operate various announcer, experience, and good starting salary. Do not answer unless you can operate with this new progressive 250 watt station located at Red River Valley. Full details in first letter. All inquiries confidential. Frank W. Knoll, General Manager, BROADCASTING.

Program-director—Excellent opportunity for advancement. Capable of writing, presenting and producing good programs. Complete details in first letter, including salary, experience and expected salary in first letter. Box 789, BROADCASTING.

Wanted—Three first class combination operators, announcers. One to act as chief engineer. State full information on background, experience and expected salary in first letter. Box 786, BROADCASTING.

Radio engineer with good announcing voice, first class ticket, Splendid opportunity in progressive station. Write Box 802, BROADCASTING.

Salesman and copywriter wanted by large network station in area of 250,000 with industrial and agricultural influence. Progressive, pleasant commission on all business. Top salary to writer, but must be good writer. Write Box 809, BROADCASTING.

Wanted—Station manager for small market FM station, one of group operation. Man must be young, aggressive, with proven selling record and at least three years station management experience. Have wonderful proposition, wish to secure first rate man. Supply references, etc. Box 810, BROADCASTING.

Chief engineer—This eastern NBC affiliate has an opening for a masterful man with proven record of sales and dependability. He must be young, aggressive, progressive, exhibiting excellent ability. Excellent opportunity to become self-employed. Good salary, good prospects. Box 812, BROADCASTING.

Wanted immediately—Chief engineer for 250 kw station. Must have 2 to 5 years' broadcasting experience. Will consider man with experience in equipment but no experience in selling. Good salary, opportunity to earn. Write Box 813, BROADCASTING.

Transmitter operator with first class ticket. Should have car. WRAS, Savannah, Georgia. Wanted immediately for new 5 kw station in KXOF, Amsterdam, and continue writer. Good working and living conditions. Send reference to Cliff Goodman, General Manager, WPVL, Smith, Ardmore, Okla.

Announcer wanted immediately. Veteran only. Standards are high, but potentialities are great for experienced or experienced-by-experience. If interested, contact Alan R. Asquith, General Manager, KXLF, Lewiston, Idaho.

KLEE—经验丰富的无线电播音员，中等工资。KLEE, Broadcast Engineer, Lyle, P. O. Box 224, Bridgeport, Connecticut.

WANTED—First class commercial manager, program director and announcer. Excellent work, future, high salary. Reply must state age, experience, salary expected at start. Box 787, BROADCASTING.

Good announcer with first class license for NBC 5 kw 19-year-old station with technical staff. Send details, experience along with qualifications and salary requirements to W. B. Butte, Montgomery, Virginia.

Wanted—Chief engineer—Juan, P. R. station, capable of installing and operating modern transmitters and directrix antenna. Should have engineering degree. Write Box 020, BROADCASTING.

Engineers—Wanted—Experience necessary to fill new openings in progressive stations in Miami, St. Petersburg, Florida, and in major midwestern market. Must have experience in design, installation, and operation of radio equipment. Write Box 816, BROADCASTING.

Transistor operators engineers with first class license, $50 first three months. Starting in November. Write Chief Engineer, WLL, P. O. Box 224, Bridgeport, Connecticut.

Wanted—Experienced engineers with first class license. Good starting salary, good future. Box 801, BROADCASTING.

First class engineer wanted at once. Good location, engineer-announcer. Send full data on your background, experience, etc. Box 802, BROADCASTING.

Good announcer with first class license for NBC 5 kw 19-year-old station with technical staff. Send details, experience along with qualifications and salary requirements to W. B. Butte, Montgomery, Virginia.

Wanted—Chief engineer—Juan, P. R. station, capable of installing and operating modern transmitters and directrix antenna. Should have engineering degree. Write Box 020, BROADCASTING.

Engineers—Wanted—Experience necessary to fill new openings in progressive stations in Miami, St. Petersburg, Florida, and in major midwestern market. Must have experience in design, installation, and operation of radio equipment. Write Box 816, BROADCASTING.

PUBLIC RELATIONS copywriter (contact agency on copy problems); personal assistants, topnotch announcers, newswriters, experienced engineers (for Midwest 5 kw experience); time engineers (for 551 kw experience); 551 kw engineers (551 kw units). RRR, Employment Bureau, Philadelphia.

Engineer—Full time position available, AM and FM stations in Central New York. Write Box 821, BROADCASTING.

WANTED—Full-time announcer for ABC affiliated station in wealthy midwest market. Good compensation, also, living quarters available. Write full details and rates. Box 822, BROADCASTING.

The man we want is now a hussling time salesman, one who is looking for a career, rather than a man who wants a title. We have tities, but they should be earned. Deadline a count against 15% with a bonus. 350,000-600,000, New York State. Box 827, BROADCASTING.

KSET in El Paso, Texas is now selecting personnel. If you are looking for a connection in a progressive station with a license, send full details, experience, references, salary expected at start etc. Address KSET, Vincent W. McConnell, General Manager, 307 Mills St., El Paso, Texas.

THE SCHOOL OF RADIO TECHNIQUE

NEW YORK • CHICAGO

America's oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free booklet B.

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 1835 Wabash Ave.

WANTED:

PROGRAM DIRECTOR

NEWSCASTER

SPORTS ANNOUNCER

CONTINUITY WRITER

KSET in El Paso, Texas is now selecting personnel. If you are looking for a connection in a progressive station with a license, send full details, experience, references, salary expected at start etc. Address KSET, Vincent W. McConnell, General Manager, 307 Mills St., El Paso, Texas.

HERE'S THE "DREAM" JOB for the right young man. The basis of the opportunity is a job with an organization that has a thorough knowledge of sports—who knows radio. Radio is an agent or an agency man in radio and who is willing to take on a young man in his Baltimore office. This definitely will be a growth position, if you think quality, send us all the information you think we need. Dollar does not bother. Box 865, BROADCASTING.

WANTED—Announcer, good morning man. New station. Send disc, photo and outline of experience to WPL, Lock Haven, Pennsylvania.

Salesman wanted. Must have Washington background. Experience helpful but unnecessary. Prefer veteran salesman to operate UNI station in almost virgin territory. Reply to KGSD, Deadwood, South Dakota.

WSAC, Columbus, Georgia needs one more experienced announcer. Send complete data, photo and personal details at once. New station starting in November with 1000 watts fulltime.

Wanted young salesman who can double as time salesman. Experience helpful but unnecessary. Prefer veteran salesman to operate UNI station in almost virgin territory. Reply to KGSD, Deadwood, South Dakota.

Chief Engineer wanted soon as possible to supervise construction and installation of new 250 watt station in Oak Ridge, Tenn. The Atomic City.

All new Bayou-Winchester equipment; convenient downtown studio situated in new municipal building. Single man preferred. Send full details, including salary expected to Marshall Peng, 311 W. Outer Drive, Oak Ridge, Tennessee.

Major midwestern market seeks line salesman to handle key accounts. Must have radio experience. Send full personal data to Box 865, BROADCASTING.

Situations Wanted

Radio executive. 7 years experience at station. Formerly midwest manager. Now radio business manager for top New York agency. Desires leave New York seeking manager spot in station or other appropriate connection. Well known in industry. Top references. Box 651, BROADCASTING.

Toplight promotion man available, with background of almost 10 years as regional district manager, working on 35 stations. Interested in promoting new accounts plus additional revenue “without cost to you”. Would consider suitable position in commercial staff. Box 978, BROADCASTING.

Station manager available in six weeks. Experienced with good record all phases broadcasting. Family man with car, hard worker. Desires immediate interview. Box 260, BROADCASTING.

Commercial manager, manager or associate class experience, in station management, with a large city station. Desires position in metropolitan city. Has had seven years experience with west coast and midwest stations. Well known in industry. Start position. Box 175, BROADCASTING.

Experienced disc jockey — announcer with first class ticket now employed west coast, desires position in major city. Desires position in metropolitan area. Has record of success, excellent references and license. Box 769, BROADCASTING.

Writer—5% years experience continuity, commercial copy, writes and produces own shows. Announcing experience. Vet, single, college grad. Box 762, BROADCASTING.

Writer-producer-announcer, 10 years copy agency experience. Now desires to get into broadcasting. Hooperated network show to credit. Seek starting position. Box 783, BROADCASTING.

Freelance sports man available for 1938. Play-by-play and daily program specials. Call anytime. Excellent references. Box 320, BROADCASTING.

SPORTS DIRECTOR

now available. Experience. Play-by-play and daily program specials available. Call anytime. Excellent references. Box 320, BROADCASTING.

PROGRAM DIRECTOR

12 years experience and production experience large and small metropolitan stations. At present directing 1,000 watt station. Will work anywhere. Willing to work $1000 per week, but desire to leave Milwaukee for location where better position offer better earning possibilities than those available. Desires a regional or larger station. If your station needs a new program director, contact the address written above.

STATION MANAGERS!

Trained personnel available for all phases of studio work.
G. I. students available for on-the-job training.

BROADCASTERS!

Brush up on your technique through resident or correspondence courses.

WOMEN!

Learn the lucrative field of public relations through radio. Train yourself for women's radio programs.

MEN!

Intensive 33-week course trains you for real jobs in acting, announcing, editing, producing.

THE NATIONAL ACADEMY OF BROADCASTING, INC.
3336 16th Street, N. W.
Washington 10, D. C.

America's Pioneer Broadcasting School

CORRESPONDENCE COURSES OFFERED BEGINNERS AND PROFESSIONALS

G-1 APPROVED

NATIONAL ACADEMY OF BROADCASTING, Dept. 111
3336-16th St., N.W.
Washington 10, D.C.

Please send information concerning
☐ Correspondence ☐ Residence Courses

Name: ________________________________
Address: ________________________________
City: __________________ State: ____________

October 27, 1947 • Page 97
Special Broadcasts Feature Observed of Radio Week

OFFICIAL observation of National Radio Week got under way yesterday, as hundreds of radio stations and networks throughout the country carried special programs and announcements on stations and networks. Spreading out from the central activities based at NAB and RMA headquarters in Washington, D.C., countless thousands of radio dealers and distributors, retail stores of all types, trade associations, industry groups and other agencies are cooperating in the third annual event.

American Radio Relay League entered the campaign last week with a packet of material for use in talks and broadcasts. National Broadcast-Goods Assn. and dozens of similar associations are working closely with the RMA-NAB group.

Mr. Wilson's plans had been completed the previous week at the RMA fall convention in New York [BROADCASTING, Oct. 20]. RMA's participation has been under direction of the directors of ABC, NBC and Westinghouse Radio Stations Inc., and chairman of the special RMA Radio Week committee. Working with him at RMA Washington headquarters was James D. Secret, director of publications. Taking part for NAB were Robert K. Richards, Director of Public Relations, and Hugh M. Higgin, Assistant Director of Broadcast Advertising, as well as other members of the staff.

Acting Chairman Paul A. Walker endorsed observation of Radio Week in a statement to RMA and NAB. Pointing out that radio "is undergoing its greatest transformation since the days of Marconi," he said NAB and RMA "are well aware of the impact of this new tempo of radio's 'March of Progress.'"

He reviewed new types of services and described the recent Atlantic City telecommunications conferences as "of prime importance" in "molding and standardizing broadcast operations."

Two nationwide contests are underway, drawing entries from thousands of cities and communities. One, new to Radio Week, provides prizes of four $500 scholarships to be awarded jointly by NAB and to the national winners of a "Voice of Democracy" essay contest.

Democracy Scripts

Through cooperation of the U. S. Office of Education and the U. S. Junior Chamber of Commerce, high school students are writing and delivering five-minute scripts on the subject, "I Speak for Democracy."

Local and regional winners will be selected by boards of judges, with final awards to be announced in December at a dinner in Washington.

On November 28th, the Assn. of Women Broadcasters is conducting a contest among women listeners on the subject, "The History of Broadcasting-From the First Transatlantic Cable to Today-And Why?" Console radios will be awarded in each of the 17 NAB districts, with a deluxe set to be given the nation's first winner.

Wednesday will be FM Day. FM Assn. last week sent out suggested short speeches and announcements for use on FM stations.

FOR SALE

SALE

FOR SALE

Southern Network Station

This is one of the best fulltime 250,000 watt fullservice stations in the southern part of the United States. It is the only station in a very desirable market size-

For Sale

By owner of estate to offer a 5000 watt fulltime independent station with excellent reputation and commercial sponsorship required. Box 813, BROADCASTING.

For Sale

With copper wire for that station. It is a commercial station with approximately 25,000 watts of power, the station has a well known reputation. Nothing less than the complete lot is sold. Address EREK, Abilene, Texas.

Do you need copper wire for that station. It is a commercial station with approximately 25,000 watts of power, the station has a well known reputation. Nothing less than the complete lot is sold. Address EREK, Abilene, Texas.

Engineer-First phone, two years Army radio, broadcast operation or maintenance, 3 years in any of the fields.מנ with educational experience. Excellent personal and professional references. Experienced looking for immediately important accounts, $10,000 starting salary. Address 1754 W. 33rd Rd, N. Chicago, Illinois.

General RF frequency deviation meter type 351-B, complete with temperature control, in excellent condition. $225.00 net. Send name and full address for further information. Box 921, BROADCASTING.

Television operator. Experienced by NAB. To be sold on request, $250.00.

Two new 8-D Presto recording turntables with automatic equalizers. Immediate delivery. Full price $250.00. Box 92, BROADCASTING.

Starting midwest local owner. Requiring $80.00 annually. $5,000.00 possible terms to qualified engineer. Can be used at transmitter-studio. Box 825, BROADCASTING.

Established midwest local owner. Requiring $70.00 annually. $4,500.00 possible terms to qualified engineer. Can be used at transmitter-studio. Box 825, BROADCASTING.

FM TEST EQUIPMENT

1 CRO 3 A 3 inch cathode ray oscilloscope; 1 YMWO one volt-ohm test meter grade A;

1 TC 3 A tube checker for receiver tube type; 1 model 201-A audio oscillator; and, 1 audio oscillator; and, 1 set high fidelity headphones, type 002-F units, all equipment new.

Business Manager, Herald, Rutland, Vt.
Petrillo Edict—Press

(Continued from page 17)
ing, from the record firms, and which the Taft-Hartley law forbids. "This time, however, Jimmy may have overreached himself. He made the ban on recordings effective on Dec. 31. Congress meets next week," Chicago Tribune (WGN).

- "Would an iceman make an electric refrigerator, knowing it would put him out of business?" asks J. Caesar Petrillo. Probably not. But millions of people who benefit by the use of electric refrigerators may be thankful that no iceman had the power to forbid the making of them.

"His union, which reported 80,000 members in 1925, claims 225,000 today. This hardly seems to indicate that recorded music has meant fewer jobs for union musicians. But his latest decree, if he could make it completely effective, eventually would destroy the jobs of many times 225,000 people employed in the making, selling and servicing of radios, phonographs and juke boxes.

"The platter makers have simply been laboring for the labor giving, and Petrillo and his union a bit too large enough to satisfy Mr. Petrillo. So the tug of war is on. Another name for it could be strike." —Washington Daily News.

- "Whatever the merits of any dispute the musicians may have with the radio and recording companies which employ them, it is not to be settled by simply calling off the making of records.

"Mr. Petrillo will have to make up his mind that he and the musicians do live in a world in which the science of musical reproduction serves a definite public demand. Even he cannot wave that science away, nor choke off that public demand.

"Musicians cannot be compelled to make records if they don't want to. On the other hand, they do not have the right, in these circumstances, to close down the making of records by anybody else. The sensible way out is for the union, the employers and Congress to get together on a program that will permit jobs for all parties and not put the public's above all—to be observed."—Chicago Sun (WJJD).

- "Mr. Petrillo's war of a few months back was concluded not with a jobless armistice, under which the record manufacturers agreed that a stipulated portion of the price of each record issued should be devoted to the union's welfare fund. This tribute, however, was outlawed by the Taft-Hartley Act."

"It may become not so much a show-down between Mr. Petrillo and the phonograph-record manufacturers as between Mr. Petrillo and Congress. It is perhaps significant that Mr. Petrillo is the aggressive and that the record manufacturers are easier, if possible, to appease him again."—Washington Post.

"We think the little guy is pulling a big bluff. Maybe he'll get his ears pinned back this time in dra-

Washington Post.

- "Actually, of course, what Pe-

trillo is after is the continuation of his power to levy his own private tax on the pockets of the consumer. He wants the same power the federal government has—

then to tax. "There comes a time for every dictator to fall. Isn't it about time that we rid the American scene of James C. Petrillo? Every time he opens his mouth he does honest American labor another injustice. If there is no power in current American law to prevent such an abuse as this power-drunk little tyrant is now trying to perpetrate, then let's get one."—St. Louis Star-

"It is a strange state of mind, indeed, if Mr. Petrillo has produced this order. It will be interesting to see how long the musicians, in par-

nic the "name bands" and special arrangements will be able to accept the conditions laid down. Loyalty to the chief may wear pretty thin when the surface on the old records becomes too scratchy to in-

terest the buying public. The an-

swor to monopoly is always com-

petition. We would be very much surprised if Mr. Petrillo has not taken the last step necessary to encourage the organization of his own opposition."—Toronto, Ont. Globe & Mail.

The Music Goes Round
And Round

—But it Don't Come Out
HERE!

FCC Unified Forms Become Effective

Applicants May Use Present Forms Until Feb. 29

REORGANIZATION of 29 existing broadcast applications into seven new and unified forms was ordered by FCC last week subject to Commission approval proposed [Broadcasting, June 30], to become wholly effective next Feb. 29.

Until that time, applicants may use present forms if they wish, but on that date the 13 old forms will be withdrawn. "However," FCC declared, "applicants are urged to utilize the new forms as quickly as possible, as they are easier to fill out and easier to process."

The new forms are expected to become available "in about a month."

Resulting from a reorganization of existing applications to standardize whole sections insofar as possible, eliminate duplications and reduce the variations in the various applications from form to form, the new applications will be known as:

- Form 301, to construct a new broadcast station; changes in an existing station.
- Form 302, for new broadcast station license.
- Form 303, for renewal of broadcast station license.
- Form 315, for authorization in the auxiliary broadcast services.
- Form 316, for renewal of broad-

casts license or construction permit.
- Form 321, for construction permit to replant existing permit.

FCC said these "modernized forms will permit discontinuance of the following:

- Forms 363A, statement of technical change for AM stations using non-directional antennas; or on AM stations not using directional antennas; or on AM stations using DA; 204, application for CP; 275, for renewal of license for existing AM station; 305, for modification of license for existing FM station; 306, for modification of license for existing TV station; 312, for renewal of license for existing AM station; 313, for renewal of license for existing TV station; 314, for renewal of license for existing FM station.

- Forms 316, for renewal of license for existing AM station, or construction permit application for AM station; 320, for high-frequency broadcast station license; 322, application for CP, modification of license for existing high-frequency broadcast station; 327, supplemental statement required under Sec. 305 of Communications Act regarding station equipment; 329, for new TV station CP; 331, for CP, modification of license for existing TV station; 332, for construction permit for new network or network radio program.

Revision of broadcast application forms worked out by representatives from FCC, Budget Bureau, and a special industry committee headed by Wayne Coy of WINX and WINX-PM WASHINGTON, F.C., a report was issued last June 27, subject to comment by interested parties.

The Commission said that "views were received from the FCC Bar Assn., FM Assn., CBS, and NBC," and that the report reflects those suggestions which the Commission felt should be incor-

October 27, 1947 • Page 99
Related Industries

(Continued from page 17)

shot operation immediately aimed at the phonograph recording and radio broadcasting industries and capable of adjustment without forceful legal or other action before the 'Caesarian' deadline Dec. 31, there are or AM decision for the protection of the public and interests involved. The manufacturing industries through RMA won't be halted in the meantime.

Despite the ban on tracings and recordings ABC Chicago announced it will transcribe its latest network sale—the Groucho Marx Show—to debut Oct. 25, 8-8:30 p.m. (EST), sponsored by Elgin American.

Marvin Mann, vice president and radio director of Weiss & Geller, sponsor agency, using John Gueld, program producer, agreed after conferences in Hollywood they would continue to transcribe the network shows until the ban actually goes into effect Dec. 31.

Problem of 'Repeats'

In Chicago, Frank P. Schreiber, manager and treasurer of WGN, countered an AM decision for blanking phonograph records and radio transcriptions after Dec. 31 with this comment, "WGN has served its millions of loyal radio listeners for 24 years. One vital part of this service has been WGN's outstanding musical programs. To have a new record action taken by the AFM, WGN will continue to broadcast the best in music."

As an MBS affiliate, WGN employs one of the largest groups of musicians in the country, the WGN orchestra of 45 musicians alone on its weekly Chicago Theatre of the Air.

One concern, as expressed by a spokesman for CBS Mid-Term Division involves delayed or repeat broadcasts, which certain stations are unable to carry at time of broadcast, but which are recorded for individual stations. He said he has seen no clarification, however, from Mr. Pettrillo on that point.

Val Sherman, program director for WBBM, CBS owned and operated station, predicted that "a lot of the oldies may suddenly become very popular again. We'll rely on the tremendous music library we have, and do the best we can."

I. E. Showerman, v-p in charge of NBC central division, minimized the gloomy outlook, pointing out that huge backlogs of records are being accumulated by many companies.

He told of a corporation he had recently met with a Mid-Term phonograph distributor, who expressed the opinion the public would be inclined to hesitate before purchasing a combination because of the ban on new recordings.

"I don't think it will be that bad," Mr. Showerman commented. "Actually its effect probably won't be felt for another year or so."

Smaller stations, dependent upon recordings and much of their programming, as well as disc jockeys, were acknowledged hardest hit by the ban. When this was pointed out to Mr. Showerman he admitted the ban, the AFM head said merely, "That's up to them."

Gene Dyer, general manager of WGN Chicago, independently, told BROADCASTING his station would not be affected too much by the ban. WAIT devotes about 35% of its programming to live presentations and the remainder 65% to records, only a small percentage of which involve new releases. Actually, there are several independent stations in the Chicago area, which do not make a practice of adhering to a policy of playing only new releases.

One Chicago disc jockey, Jim Hamilton of WIND, described Mr. Pettrillo's ban as "murder...within six months the public will be so sick and tired of hearing the records our shelves will have to be emptied."

Evidence of forthcoming activity in the recording industry was indicated by James Hilliard, record buyer, director of Music Department, Co., in Chicago, who said, "We plan to more than double our schedule on making new records between now and Jan. 1, so we'll have full year ahead. We hope the dispute will be settled by then."

Joint Action Favored

Hope that one of the first effects of the AFM ban against records and transcriptions would be to organize both the radio industry and the producers of recorded music as a unit was expressed Oct. 22 at a roundtable discussion by the Chicago Radio Management Club.

Mr. Blink, he spoke as a prominent music library firm said the answer to the boycott against recorded music may be formation of an organization similar to BMI to protect interest in the music industry.

"Both their common interests (serving the radio public) call for such a united organization," he declared.

The spokesman said he felt "reasonably confident" that the formation of a talent-finding group, which would act as a clearinghouse, would attract the top 10% of AFM membership which radio needs.

"We all know," he said, "that only a few members of the AFM have gone through the recording sessions and on the air. Unless some action of this sort is taken, the radio industry may be forced to duplicate the motion picture industry's three or four years past in offering lifetime jobs to selected musicians to induce them to walk out on the AFM.

Guests of Chicago group included Mr. Blink, vice-president, Standard Radio; Ed Brauman, of Frederick W. Ziv & Co.; John Moser, attorney; Tom Compere, SCROLL bearing signatures of more than 400 officers of the Salvation Army is presented to Edward J. Noble (center), chairman of board of ABC, in recognition of his leadership in the 1947 annual maintenance appeal. Representing the Salvation Army in presenting the scroll were Capt. William Carl-

attorney for NBC Central Divi-

sion (i) and Mrs. Carlson.

Mr. Moser said the basic question involved was whether the notice to cease recording sessions was actually a violation of the Taft-Hartley Act and his opinion only the Supreme Court could finally decide whether such an act was an illegal boycott.

Mr. Blink told the group his opinion, Mr. Frechet, would agree to live up to the letter of his statement that the ban against records would stand forever, but expressed the hope that both the radio industry and the transcription firms would join forces in future negotiations.

Northwest Discussion

Slow, careful action to develop a workable code was urged by Loren Stone, manager of KIRO Seattle, addressing the Seattle Advertising Club Oct. 21. Since the standards are designed to improve listenability, he said, hasty action might result in mass withdrawals from NAB or wholesale violations of the document.

Advertising agencies and sponsors are radio will be directly affected by the code, and will ask detailed explanation of provisions, he continued. Washington State broadcasters had discussed the code in detail at a meeting in early October, with a number of suggestions made for changes.

Rev. Smith

(Continued from page 19)

Mr. Peace said that when the Smith series began WFBC felt nothing wrong about this type of program. But as time continued Reverend Smith's broadcasts in particular were held to have a bad effect since he solicited other group, "repeatedly" attacked other groups, and made innuendos against other creeds. Reverend Smith's nature was described as evangelical, highly emotional and intemperate.

Reprisals Feared

As reprisals were feared, WFBC gave no advance notice of the cancellations. Mr. Peace testified. He said that the preacher on the Sunday following the termination decision is entire sermon to denunciation of WFBC and its affiliated paper. Mr. Peace stated that Reverend Smith instructed his congregation to send their News-Paper subscription which WFBC advertised. It was estimated that six months were required to pay the paper to regain its circulation loss, valued at $10,500.

One sponsor, who had used a billfold show adjacent to Reverend Smith's, was forced through embarrassment to give up its radio advertising as a result of the attacks, Mr. Peace stated. The firm was the Ballantine Packing Co., a meat packer in Greenpoint. Mr. Peace said that the sponsor's delivery trucks were barred by the people from entering certain communities and the firm officials interpreted the Smith attacks to be responsible.

Other Cancellations

Under further questioning Mr. Peace informed the Commission that WFBC had cancelled the paid programs of four or five ministers consequently said that one to one engaged in reprisals excepting Reverend Smith. There also were no other protests to the new policy, he indicated.

Protests against Reverend Smith's series, and the others like it, were often received by the station, Mr. Peace stated. He said complaints by members of established churches in the area but none was received from the Ministerial Assn. as such.

At this point in the proceeding WBK counsel indicated that its detailed interest in the WFBF policy and operations was to seek consideration of what was the correct policy for the station to assume on religious programs. Commissioner Durr then ruled that the general policy of a station regarding paid religious programming was not at issue. Neither were Mr. Smith's beliefs at issue.

Rev. Smith Repudiated

Questioned further about Reverend Smith's reputation Mr. Peace said he was considered a "disturbing element" and "calculated to inspire antipathy in the community. He also was typified as creating unrest and being reckless in speech.

 Asked as a citizen and broadcaster he swore a station grant to Reverend Smith, Mr. Peace replied "I would not want to live in a community where he operated a radio station.

Mr. Brown told the Commission that when he took over WSPA in 1940 Reverend Smith had a program on the station and that up to that time there was no religious program policy in the station. Mr. Brown said that upon assuming management of WSPA, the station, a 1-kw daytimer, received about $3,000 per month. The third of this came from commercial religious broadcasts. There were a half-

Page 100 • October 27, 1947

BROADCASTING • Teletasting
d dozen other ministers using the facilities beside Reverend Smith, Mr. Brown said.

The former WSPA manager continued that he realized in order to build up the station he "must clean up such a situation." It was his contention that further contributions would be forbidden.

Reverend Smith protested the no-solicitation policy, Mr. Brown testified, in that the station management on the air with such statements as "The devil had moved into the station...Washington should be on the wakeout..."

"Boycott Use Charges" the climax of this story related, when Reverend Smith on a particular program in December 1940 urged his listeners to boycott any advertiser on the station. WSPA immediately canceled all such shows. All religious time thereafter was rotated in the Ministerial Assn. of Spartanburg, Mr. Brown said. The policy against paid religious shows and substituting instead an offer of free time to recognized religious groups was based on the NAB code of ethics, Mr. Brown said. He related a portion of the new proposed code and stated it was basically similar to that portion of the old standard then in effect.

Commissioner Durr asked Mr. Brown, regarding the offering of time to recognized religious groups, "Could Christ get on the air?" Mr. Brown replied that he supposed He could.

Mr. Brown added that another reason for stopping the Smith series was a possible threat of some legal action involving the station. FCC introduced several issues of Reverend Smith's Carolina Watchman which contained articles relating to the termination of the Smith series on WSPA.

Mr. Westergaard's testimony, taken late Tuesday and during the first portion of the second session, followed to some extent that of the other broadcasters. He said that Reverend Smith was buying time on WSPA from July 1941 to April 1946 when contract was terminated as a result of a policy adopted by Scripps-Howard Radio banning paid religious shows.

WSPA immediately canceled all such shows on the station, of which there were five or six at the time. There had been more than two weeks notice of the effective date of the new policy. He said Reverend Smith didn't like it and used his name on two occasions in his program. Mr. Westergaard on the air both WNOX and the local Scripps-Howard paper, the News-Sentinel. No attempt whatsoever was made to prevent such attacks, Mr. Westergaard said.

Regarding the new policy whereby free time would be offered, particularly through the advice and cooperation of the Knoxville Ministerial Assn., Reverend Smith stated that free time is controlled time, according to the WNOX manager. He added that the program that the station to be Communist and their owners Communists.

In a pamphlet titled "Termites in the Temple" by Reverend Smith, introduced in the proceeding by FCC, were charges that WNOX and the News-Sentinel were "anti-religious" and "anti-Preacher." Queried by FCC counsel if this were not "intemperate language," Mr. Westergaard stated, "I would say so.

Two Changed Policy

Two other Knoxville stations sold commercial religious time, Mr. Westergaard stated, but one of these soon followed the lead of WNOX when it assumed its new policy. Upon questioning whether the third station, identified as WBIR, still sold time for religious programs Mr. Westergaard answered affirmatively to "best knowledge."

Asked if he believed Reverend Smith's statement on the air was undesirable, Mr. Westergaard replied there were "no shows considered undesirable on WNOX." He said some complaints had been received from time about Reverend Smith. On the occasion of a particular attack by Reverend Smith upon the Federal Council of Churches of Christ in America he said a half-hour was offered the Council for reply. It was accepted.

Several other witnesses from the local station were subpoenaed to testify on Reverend Smith's activities and reputation. These included Edward B. Smith, editor of the News-Sentinel; Dr. A. B. Rudy, Knoxville District superintendent of the Methodist Church; Thomas Kennedy, wholesale grocer and past president of the Knoxville Chamber of Commerce, Mr. R. O. Eller, pastor of the Central Methodist Church, Knoxville; Haskell Miller, professor of sociology, and Dr. J. A. W. Ross, professor of political science and history at the University of Tennessee, Knoxville; Emory, V., and former Presbyterian minister and U. of Tennessee instructor in Knoxville; and D. Albert Johnson, Negro Baptist minister in Knoxville.

Did Not Favor Grant

Mr. Edward Smith, upon direct question, stated he did not favor granting the grant to Reverend Smith because of his reputation for inciting unrest in the community. He said Reverend Smith has employed "television propagandize" stirred up strife, attacked race and creed and generally tore down instead of built up good feeling within the community. Mr. Edward Smith stated he did not oppose Reverend Smith on a basis of beliefs since each is entitled to his own. But he did oppose unjustified attack. The Doctor told the Commission that Reverend Smith "has the reputation of sowing seeds of mistrust and dissention" among church groups.

Reverend Eller characterized Reverend Smith as "intolerant" and "uncharitable" toward those who did not agree with him.

Of concern to the Commission was Mr. Thompson's testimony in the application in which he "pledged" to purchase the remaining 50 shares common. He had included $85,000 for the pledge in the firm's balance sheet. Mr. Thompson admitted there was nothing in the record to show that his offer had been accepted and it was considered a subscription of stock.

This remaining 50 shares continued to pop up in the FCC's inquiries. It later developed Mr. Thompson actually never had acquired the 50 shares as planned, and in fact in December 1946 it was purchased by the three stockholders in equal parts. Further inquiry revealed this transaction was not reported to FCC until nearly six months later on Form 323-A, the interim ownership report.

Omission of these facts from the applications for modification of permit and for the FM station also was brought out by FCC counsel. Mr. Thompson, he said, had not understood the modifications concerned only the specific technical changes involved. The FM application on ownership questions referred to the prior AM application.

At the same time it developed in Mr. Thompson's testimony that no prior report had been made by WIBK of Reverend Thompson's purchase of all of the preferred stock in December 1946. The purchase involved 1,500 shares preferred at $10 per share instead of the amount originally set in the application:

Regarding Personal Income

Mr. Thompson also explained upon inquiry that he had answered the personal income portion of the application for Reverend Smith with the statement that no information had been supplied. The FCC then informed he had to supply the information in full if requested, as he did not have the data immediately on hand when preparing the application. He said he would supply the information with an amendment upon a requested Post Office report of its receipt at FCC, but none was received. The amendment since has been received, FCC counsel reported.

Extensive inquiry was made by the Commission regarding the sources of funds which Reverend Smith and his wife used to purchase their stock in WIBK. As well as the source of Mr. Thompson's money.

Reverend Smith told the Commission he began broadcasting some 13 years ago and his program has gone from one twice a day during that time. He said the Radio Bible Hour began in 1935 on WPBC Greenville, S. C., moving later to WSPA Spartanburg, S. C., and later to WNOX Knoxville, Tenn. In 1941. The WNOX series was terminated in April 1946, he stated. After that he went to the representative of XEG Москвы, and the radio Sunday night period for $7,000. At that time he learned of the plans for the construction of XERF and that he might obtain time on that station if he could get $500. Mr. Thompson said his hearing Committee introduced copies of the Carolina Watchman containing articles purportedly of the nature of their station. Reverend Smith readily and firmly identified himself as author of each. The articles brought to the attention of the Commission ranged from editorial comment on Catholicism and the Federal Council of Churches to texts of Reverend Smith's radio sermons on the liquor question.

The broadcasting policy of WIBK was questioned several times during the proceeding. The station presently is on program tests. Mr. Thompson, as program director, told the Commission the station accepted paid religious programs. Reverend Smith earlier had testified he was sponsoring two quarter-hour programs on WIBK.

Mr. Thompson further stated that while no definite overall policy had yet been formed, it was planned to restrict paid religious programs. He said the FM station would carry some of the AM programs.

Letters Comment WIBK

A folder of letters commenting WIBK for public service was introduced by Mr. Thompson.

The operation of WIBK again entered the proceedings Thursday night when FCC counsel questioned Mr. Thompson further about commercial and sustaining policy. The reply was said to sell not more than 50% of its time over the period of a month. Mr. Thompson stated he did not have sufficient time to get a program breakdown prepared.

Reverend Smith detailed that he met Raymond Bosquez, Del Rio, Tex., advertising man, and Arthur Gonzales, Del Rio attorney, who were seeking the XERF program, the station presently to be known as Villa Acuna. The station would operate on 1570 kc with 50 kw. He subsequently negotiated several contracts with the XERF principal for program time and personally made loans to assist the operation, he related. The station was granted in August 1946.

Reverend Smith stated his total interest in XERF is time purchases totaling some $85,000 covering two periods daily for the life of the station. The concession for the station was for 20 years. He said his contract with XERF includes a clause whereby he is covered by one-third of the station's insurance and another clause permitting him to list as an owner on the outlet.

Mr. Thompson related that his money for the purchase of the WIBK stock had come from personal savings over a number of years. A Mr. Mrs. Thompson had loaned him $1,600 at 3% to purchase the 16 2/3 shares common in December 1946.
TWO PROPOSED GRANTS MADE FINAL BY FCC

FCC announced Friday it had made final its proposed decisions to grant applications of WQQK Broadcasting Corp. for new station at Louisville, Ky., on 1080 kc with 5 kw day and 1 kw night, using DA [Broadcasting, Jan. 27], and (2) Narragansett Broadcasting for new outlet at Fall River, Mass. on 1400 kc with 250 w full time [Broadcasting, July 7].

Louisville grant was accompanied by denial of WINN Louisville's mutually exclusive application for 1080 kc in lieu of present 1240 kc with 250 w. Conns, Walker, Hyde and Jones did not participate in decision. In New Bedford case two vinal applicants, Southeastern Massachusettso Broadcasting Co. and Bay State Broadcasting Co., has moved conflict with Narragansett by amending to another frequency (1230 kc).

Ownership of grantee companies:

FCCOK—Donald R. Abbe, dean of School of Business, University of Detroit and a member of stockholders, headed by James F. Brown, vice president, chairman and general counsel; William E. Carey, secretary and treasurer, and Samuel R. Plunkett, treasurer, who have substantial interests in businesses other than station.

FCCOK—Owned by four business and professional men: Clark F. Murdock, president, and George L. Bason Jr., 14.36% each; Albert Plavin, 45.89%; Leonard P. Cohen, 25.72%.

FCC GRANTS NEW PA. OUTLET; ABELL, WEEU BOTH GET 850 KC

FCC FRIDAY proposed to grant both applicants in Baltimore-Reading, Pa., 850 kc case, A. S. Abell Co. and WEEU Reading. Same time Commission proposed to grant application of WWPY to operate new station, Divvy Falls, Pa., 1230 kc 250 kw unlimited, and to deny competitive request of Eagle Printing Co., Butler, Pa.

WJBK HEARING ASKED

PETITION for hearing on WJBK Detroit's application to switch from 1490 kc to 1500 kc and boost power from 250 w to 10 kw being filed with FCC by Detroit Committee on Foreign Language Radio Programs as result of Fort Industry Co. station's cancellation of 11 foreign-language programs, according to Committee Chairman John Zaremba. Petition reportedly claims 10-kw power would bring under diaplay a threat to WSPD Toledo and charges certain WJBK program policies are contrary to public interest.

RETRIEVING FCC Chairman Charles R. Denny was praised by colleagues in formal statement adopted Friday. Adapts were presented by Vice Chairman Paul A. Walker Thursday at last meeting attended by Mr. Denny, statement said "he has displayed not only breadth of understanding and decisiveness of judgment but also a marked capacity for cooperation and leadership."

GOP CONVENTION COVERAGE BY TELEVISION POOLED

POOLED TV COVERAGE planned for Philadelphia to G.O.P. Convention. Convention Arrangements Committee met with broadcasters in Philadelphia Friday to plan broad coverage. Most discussion over TV coverage. Includes 18 states with population of 88,000, 000 persons. BMB officials agreed to pool after two-hour evening with other networks. J. R. Poppele, television spokesman, serving as individual and not TBA, will head committee to work out details.

BBM OFFICIALS TESTIFY AT CLEAR CHANNEL HEARING

TESTIMONY by three BBM representatives on methods and problems of BBM survey consumed FCC's Friday session of clear-channel hearings (earlier story page 15). Witnesses, appearing under subpoenas issued by FCC at request of Regional Broadcasters Committee, were Hugh Feltis, BBM president, and Richard Wycoff and George Baile, who participated actively in survey. RBC hopes to use survey data to show coverage of clear-channel stations and "the folly" of allowing them protection to extent they desire, RBC spokesmen said. No ruling yet on admissibility of BBM data.

Mr. Wycoff, last of three BBM witnesses, slated to resume testimony when hearing opens again today (Monday). Participants scheduled to present evidence this week, besides RBC, include WQXR New York; ABC; KSL Salt Lake City.

CONTINUANCE to Nov. 17 and removal to Knoxville, Tenn., ordered by Comr. Clifford J. Durr of inquiry into alleged misrepresentation in application and grant of WIBK Knoxville. Switch to Knoxville consented by Commission Durr to permit defense witnesses and testimony to attacks against WIBK president, Rev. J. Harold Smith, arising during last week's proceeding (see story page 19).

NBC's Kenneth Banghart national winner of H. P. Davis Memorial Announcers Award for 1947. Other winners—Ed Herlihy, WNBC New York; George Barclay, KFI Los Angeles; Ray Williams, WOR New York; another WKBQ Harrisburg. Honorable mention—David Garrovay, WMAQ Chicago; James Westover, KDKA Pittsburgh; Albert V. Gilbert, WBIA Madison; Evans A. Nord, KELO Sioux Falls. Awards to be made on NBC program Nov. 2, 4:30-5 p.m.

ANTI-PETRILLO COMMITTEE APPOINTED BY NAB

SPECIAL Industry Music Committee of 32 members announced. Friday by NAB. Besides NAB executives and members, group includes FM Assn., Television Broadcasters Assn., as well as reading and recording gruop. Committee, designed to bring united front in music war, authorized at Atlantic City convention. (Petrillo story page 17).

Members announced to date are:

John Williams, Jr., B. P. Doherty, Don Pettis, Robert K. Richards.

FM Association, general counsel; William G. Ward, Exec. Counsel; William Fay, WHAM Rochester; John K. Miller, ABC; Robert J. Dense, WOR; Robert Audi; Scenesend, Continental Network.

BMB—Lawrence Andro, WBCA Schenectady; John Elmer, WCNB Baltimore; Theodore C. Streibert, WOR New York; Roger W. Clipp, WPHI Philadelphia; Frank King, WMBR Jacksonville; Robert Thompson, WBEN Buffalo; Calvin J. Smith, KEFQ Los Angeles.

TBA—Louis W. Phillips, Du Mont Network; Noren E. Kerst, NAB.

PRESS RELATIONS IMPROVE

STEADY improvement in relations of radio stations and newspapers shown in survey of small cities conducted in NAB District 2 (N. Y., N. J.) by Si Goldman, WTJN Jamestown, N. Y. Newspaper ownership interest in stations a factor, survey reveals. Relationship exists in 15% of cities surveyed; fail in 38%; good in 6%; poor in 13%; nonoperating in 25%. Better understanding of mutual problems found by Mr. Goldman, chairman of district's Small Market Stations Committee.

NBNF Washington WRC, television affiliate, sold cross-the-board daytime TV to Southern Wholesalers and 50 RCA dealers. Eight-week contract for 4-5 p.m. Tuesday, Wednesday and Thursday, the station's children's show and fashion show respective days. Fridays high school football will run 3:15-5 p.m. Agen., Henry J. Kaufman, Washington.

Closed Circuit

(Continued from page 4)

The House committee.

For several weeks Mr. Borchardt, ex-German refugee and an attorney, has been interrogating broadcasters and others in Washington radio. House companion of White Bill, which has been number reported, introduced by Chairman Volkerton (R-N.J.) pending before House committee.

JOE BRECHNER, WGAY Washington manager, whose article, "You Want a Radio Station Plan in SatEvePost last December discussing new article with SEP editors which would run same month this year. Trials of first year in radio would be topic.

THAT SEN. Wallace H. White Jr., (R-Mt.) author of bill to amend Communications Act (S-1533) has been cognizant of low pay dilemma of members of FCC will be reflected in revised version of his bill when Congress reconvenes. Salary provision will provide for boost from $10,000 to about $12,500 for FCC members.
In Detroit... WWJ-TV IS TELEVISION!

A little over a year ago, WWJ-TV's pre-opening campaign was begun... promising great things in television for the future. After 8 months of regularly-scheduled operation, WWJ-TV, the first and only television station in Detroit, has more than fulfilled that promise. Through program showmanship and engineering perfection, WWJ-TV has taken television out of its swaddling clothes and made it an established Detroit medium. Already, thousands of television sets have been sold in Detroit... and interest is soaring to new peaks with the current televising of the University of Michigan and University of Detroit home football games. In the golden television era which WWJ-TV has trailblazed in Detroit, it will retain its present leadership just as WWJ has done for 27 years.

NEWTON'S TELEVISION CAMERAS
in action at the University of Michigan-Pittsburgh game in Ann Arbor.
WKY's Farm Safety Program Wins third straight year

The year-round campaign by WKY's Farm Reporter to cut the accident rate on Oklahoma farms has, for the third straight year, earned top honors among regional stations of 1,000 to 10,000 watts in the annual National Safety Council contest.

The enterprise and imagination of WKY's Farm Reporter, Edd Lemons, in making farmers safety-conscious is typical of his many other practical, constructive activities which are dedicated to making life on the farm in Oklahoma more secure, more enjoyable and more profitable.

Still more recognition for WKY's farm service came last month when WKY tied for second place among regional channel-network affiliates in the Public Service division of The Billboard's 10th Annual Promotion Competition.

WKY has long had winning ways. It has appeared often in the list of winners in major competitions. By doing a prize-winning job day in and day out, and by zealously serving the best interest of its listeners, WKY has won the largest audience in Oklahoma. That's what puts WKY programs in the winning column saleswise, too.