NOVEMBER 3, 1947

The Weekly Newsline of Radio

WHO

proudly acknowledges its selection for THE BILLBOARD

NETWORK AFFILIATE, CLEAR CHANNEL
PUBLIC SERVICE AWARD

To quote The Billboard's news story,

"In the category of public service, top honors went to WHO, Des Moines, for the spectacular job it did in promoting the fourth annual Corn Belt Plowing Match and Soil Conservation Field Day, which drew 50,000 farmers to the one-day event and gained national notice."

WHO

DES MOINES . . 50,000 WATTS

B. J. Palmer, President • P. A. Loyet, Resident Manager
This is the

PAUL KUNDE Family

of Stevensville,

Michigan

Mr. and Mrs. Paul Kunde are Michigan fruit growers, living and working today in the very neighborhood where they grew up. Their 20 acres of strawberries, raspberries, grapes and tomatoes provide a good living. Their farm near Stevensville, Michigan, is valued at ten to twelve thousand dollars. The Kundes are old-fashioned in a likable way—they keep a cow just so they can have home-churned butter and Mrs. Kunde bakes all her own bread.

Three of the four Kunde children are married and in homes of their own. Robert, 28, lives at home, works in a factory in nearby St. Joseph, helps with the chores and deeply enjoys his mother's cooking. He was in the Army Air Forces during the war and is now a member of an amateur printers' club.

Mr. Kunde says, "There's no other radio station—just WLS." The family remembers hearing many of the present-day stars when they were beginning their careers at WLS.

Broadcast service to a family like the Kundes requires, first of all, accurate knowledge of their needs. As with many of our Michigan and Northern Indiana listeners, their living depends wholly on fruits and vegetables. "Your storm and frost warnings have saved us many a valued crop," the Kundes tell us. Their daily listening must is Al Tiffany's "FarmWorld Today," because it includes fruit and vegetable markets, along with weather and other farm-needed facts.

For 23 years, WLS microphones have focused on homes and families like this one. We have learned to know their needs and wants, through a million letters a year and thousands of personal contacts. Thus we are able to give them the entertainment and service they want. That's why they say, "There's no other radio station—just WLS." That's why we get sound advertising results.
Available NOW!

A top Co-op to reach each segment of audience in New England

★ COMEDY

"Meet me at Parky’s"
SUNDAYS 9:00-9:30 PM

★ NEWS

Cedric Foster
MONDAY thru FRIDAY 1:45-2:00 PM

★ SERVICE

"Doctor’s Orders"
SUNDAYS 1:15-1:30 PM

★ FAMILY

"The Answer Man"
MONDAY thru SATURDAY 6:30-6:45 PM

Ask Your Petry Man for the Plan

Acceptance is THE YANKEE NETWORK Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.
LONG-SECRET FCC economic survey of radio industry (CLOSED CIRCUIT, June 2, Aug. 25) due for unveiling Tuesday. Indication of FCC’s idea of its importance (and importance of its getting good industry reception) is seen in fact that advance copies were circulated Friday and “press seminar” will be held today (Monday) to launch it. First of its kind, survey takes look at economics of radio field with eye to evaluating new outlets’ chances of survival. Theme was hinted by former FCC Chairman Denny at NAB Convention when he admonished new applicants to make “realistic reappraisal of the situation in the light of all the available facts.”

POPULARLY tagged “Orange Book” by FCC personnel, economic survey is making debut in quite differently colored wrapper. Since inordinately labeled “Public Service Responsibility of Broadcast Licensees” was quickly converted into “Blue Book,” at least some FCC officials urged care, caution and foresight in picking color for latest essay. But it came out lemon anyway.

CAREFULLY AND QUIETLY, CIO has made its entry into music field, anticipating it might capitalize on Petrolito’s errors. Independent union, with CIO blessing, is under way in Wisconsin, fully chartered and otherwise poised to spread-eagle at propitious moment.

WITH TOP LEVEL reorganization at NBC climaxcd by recent appointment of ex-FCC Chairman Charles R. Denny as vice president and general counsel, Frank E. Mullen, executive vice president, is devoting his primary energies to development of NBC’s television network plans. Administrative vice presidents and other top department heads still report to Mr. Mullen but day-to-day regular network operations have been appropriately reassigned to clear decks for full speed ahead on TV.

STARTING TODAY (Nov. 3), CBS Hollywood will undertake six weeks of program analysis utilizing networks “Big Annie” and “Little Annie” research units. Under direction of Dr. Tom Hall, director, head of program analysis division, assisted by Dr. Martin Kapian, tests will utilize cross section pool of approximately 6,000 Los Angeles area listeners. Frank Stanton, network president, will arrive in Hollywood Nov. 18 to oversee tests which aim to gather data covering 50 to 60 network programs.

WAR ASSETS ADMINISTRATION, Washington, through Kudner Adm., New York, looking for availability for one-minute spot campaign in New York, New Jersey and Long Island area. Campaign will start latter part of November for 13 weeks.

WITH INADEQUATE facilities to accommodate delegates and guests, San Francisco (Continued on page 94).
PORTRAIT OF A MARKET

It’s the people who make a market. . . . You can’t meet all 600,000 of them in the Nashville market area, but we’ll introduce you to a typical one you’d like to sell. She’s married and has two children who wear lots of clothes and eat too much (she says). . . . She spends the bulk of the family income (over $356,000,000 in retail sales a year) and she buys by brand. . . . Why not tell her about yours with a sales-building message—at reasonable cost—via WSIX.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE
5,000 W.
980 KC

“WSIX gives you all three: Market, Coverage, Economy”

Represented Nationally by
THE KATZ AGENCY, INC.

AMERICAN MUTUAL

November 3, 1947 • Page 3
WFBM is

**Consistently HOOPERATED TOPS**

Count on consistency with WFBM. 'Round-the-clock—the year around—WFBM delivers the lion's share of the listening audience. WFBM is consistently Hooperated tops!

**WFBM is**

**Consistently FIRST in Indianapolis**

Ten in a row! Yes—the Hooper Station Listening Index for each of ten consecutive months rates WFBM first in Indianapolis in over-all listening audience. And—the last five consecutive reports show WFBM leading the next-highest-rated Indianapolis station by 20% or more! WFBM is consistently Hooperated tops!

**WFBM is**

**Consistently TOP TEN (CBS) Nationally**

WFBM's record nationally is not to be sneezed at either. WFBM's Hooper index—morning, afternoon, and evening—is consistently rating among the top ten CBS stations throughout the country! WFBM is consistently Hooperated tops!

---

**BASIC AFFILIATE:** Columbia Broadcasting System

**INDIANAPOLIS**

**Represented Nationally by The Katz Agency**
Pololei...

(IT'S STRAIGHT — IT'S THE REAL McCoy)

It's straight...
One station covers Hawaii
... The New West of America

Frequency plus power makes a millivolt map. Combine mail response with the millivolt map and you have a positive guide to coverage. In a recent mail offer KULA received listener response from every United States Post Office in the Territory of Hawaii—all 97 of them. Too, over 50% of the entire population of Hawaii is in KULA's 25 millivolt area—93% within our .05 millivolt measurement line. That's primary coverage.

IT'S STRAIGHT... When you buy KULA you buy complete one station coverage of all Hawaii, one of America's richest markets! Top-notch local programming plus such great ABC shows as Walter Winchell... Theatre Guild on the Air... Vox Pop... Jack Parr... Bing Crosby... Tom Breneman... Breakfast Club... America's Town Meeting... has made KULA "Hawaii's listening habit." KULA is the clear channel... full time way to record sales in the Hawaiian market!

KULA
HAWAII'S MOST POWERFUL BROADCASTING STATION
10,000 WATTS • 690 KILOCYCLES • ABC AFFILIATE

PACIFIC FRONTIER BROADCASTING CO., LTD., HONOLULU, HAWAII

FOR INFORMATION ON THE HAWAIIAN MARKET—FOR RATES FOR "ONE STATION COVERAGE" OF HAWAII SEE ABC or AVERY KNODEL, Inc., National Representatives
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

BROADCASTING • Telecasting
November 3, 1947 • Page 7
It's as simple as reading off a log—

The network owned and controlled division of the Columbia Broadcasting System, Radio Sales, has made some extravagant claims about their achievements in Spot Radio to some CBS affiliated stations.

Specifically, they've claimed prowess in selling locally produced programs to national advertisers and chose their performance on WEEI, Boston, as the classic example.

We compete with Radio Sales in Boston. We checked the logs for WEEI and for WNAC for a recent random week. The FACTS show:

- We sold more Single Sponsored programs (21% more) to more National advertisers (11% more) using more time (40% more).

- We sold more Multiple Sponsored programs (126% more) to more National Advertisers (113% more) using more time (119% more).

- We sold, altogether, 79% more programs to 75% more National advertisers for a total of 94% more total program time.
We believe that the sale of local shows is important but it is only one of many important responsibilities we conceive ourselves to have. Representing radio stations means representing their best interests—all of them.

In short, we will continue to follow the policies which have governed our successful operation for some 15 years. We will continue to present the many advantages of Spot Broadcasting to national advertisers and to represent the best interests of our stations, even when they conflict with those of the networks. We will continue to sell advertisers whatever facilities the stations have available to move merchandise most effectively.

Edward Petry & Co., Inc.

New York • Chicago • Los Angeles
Detroit • St. Louis • San Francisco
Atlanta • Boston
Feature of the Week

INTRASTORE television makes shopping easier, influences purchasing and increases the desire of viewers to become owners of home video sets, according to preliminary findings of a New York U.S. survey made in connection with the RCA Victor-Allied Stores television caravan.

Traveling 14,500 miles in its recently completed 22-week tour, the caravan gave 235 full shows, averaging an hour and a half in length. Opening May 30 in Reading, Pa., it toured the East, Midwest, South and West, returning to Akron for its final performances.

A preliminary report of the N.Y.U. research specialist who spent 14 weeks with the caravan reveals that of 4,785 persons asked how they felt about television after seeing the intrastore demonstrations, 4,332 expressed the desire to own sets when video program service becomes available in their cities. Only 653 stated they did not want video receivers. Two out of three of those interviewed said they had not previously seen television.

Queried about the effect of the video demonstrations on their shopping, 3,683 persons reported that the pictures images had made their shopping easier, with 810 reporting that the television had not helped them to shop. Of 2,948 persons who said they had gone to the store with plans for buying specific articles, 1,783 made purchases, 1,504 buying in accordance with their earlier intentions. But 479, more than a quarter of all who bought anything, said that they had changed their plans and purchased the products they saw demonstrated by television.


“We believe the television caravan has been a great success both educationally and from a traffic standpoint,” Russell A. Brown, Allied vice president, commented. “Our co-sponsors felt as we did that not only did we further the cause of television in many ways but we learned a number of valuable pointers ourselves which will assist us to use and evaluate this new medium more effectively in the days to come.”

Sellers of Sales

COMBINING profits and prophecy is an old job with handsome, prematurely gray Sally Mansfield, media director for Ridge- way, Ferry & Yocum, New York.

In a wartime contest conducted by Pathfinder Magazine Miss Mansfield walked away with a $500 war bond by predicting far in advance the exact date on which the European war would end.

And Miss Mansfield has since carried through admirably with the prophecy motif in her astute time purchases on the Regent Cigarette account which she handles.

The preparation for this career as female Nostradamus began as might be expected, with a degree in mathematics from New York U. S. In achieving her degree, Miss Mansfield also found time to negotiate her marriage.

Wife and mathematician, she then set out also to become a lawyer, but she was halted, as she says, “by the multiplication tables” when her son was born, whereupon she took up instead the career of mother.

She remained at home for two years in that capacity, after which she took on several score more children as an instructor in mathematics at a New Jersey high school.

Apparently still eager to learn, she left that post to find out what it is that Philip Morris people know, joining the advertising department of that cigarette firm in 1934 as assistant and secretary to William C. Foley, vice president in charge of advertising.

By 1942 she ostensibly had the answer, for she left then to serve as space buyer with the Compton Agency.

Three years later she joined the firm of Wildrick-Miller as media director, leading finally to her present position with the newly-formed Ridgeway, Ferry & Yocum.

Paralleling Miss Mansfield’s interest in advertising has been her enthusiasm for politics, and in 1940 she attended the Republican Convention in Philadelphia as a national delegate—one of 32—representing the state of New Jersey. Miss Mansfield currently lives with her son and mother in Weehawken, N. J.
ST. LOUIS HAS MANY FINE Traditions....

St. Louis, gateway to the west, has accumulated a host of splendid traditions to which each generation, each century of community life has made some contribution to enrich the pages of the city's history.

KWK is proud that since its founding, a new generation has grown to maturity and these young men and women are looking now, as their mothers and fathers looked before them, to KWK for the best in radio programs. That, too, is becoming traditional in St. Louis.

St. Louis' Own and St. Louis Owned

HOTEL CHASE, ST. LOUIS

PAUL H. RAYMER CO., Representative
One of the most sales vehicles

"THE HOUSEWIVES' PROTECTIVE LEAGUE"
UNDER THE DIRECTION OF FLETCHER WILEY

Now, seven stations...delivering seven of the country's biggest markets...will carry The Housewives' Protective League programs as live talent local originations:

Los Angeles: 50,000-watt KNX (where the HPL, with Burritt Wheeler, is in its fourteenth consecutive successful year!)
Chicago: 50,000-watt WBBM (where the HPL, with Paul Gibson, is in its fifth consecutive successful year!)
St. Louis: 50,000-watt KMOX (where the HPL, with Lee Adams, is in its fourth consecutive successful year!)
San Francisco: 5,000-watt KQW (where the HPL, with Lewis Martin, started October 13)
New York: 50,000-watt WCBS (where the HPL, with Galen Drake, starts within a few weeks)
Washington, D.C.: 50,000-watt WTOP (where the HPL starts January 1, 1948)
Minneapolis-St. Paul: 50,000-watt WCCO (where the HPL starts January 1, 1948)
Other major markets: To be announced during 1948
successful in all Radio...

PRODUCTIONS

...NOW A DIVISION OF CBS

The 83 national spot advertisers listed on the right sponsored The Housewives’ Protective League programs during the past twelve months, over CBS stations in Chicago, Los Angeles, and St. Louis. They are 83 of the nation’s shrewdest advertisers...each testifying...in hard dollars and sense...that The Housewives’ Protective League productions are among the most sales-effective programs in all radio.

For more information about The Housewives’ Protective League productions, get directly in touch with any of the seven stations carrying the programs, their national spot representatives, or...

THE HOUSEWIVES’ PROTECTIVE LEAGUE

a division of CBS, Columbia Square, Hollywood
Here’s a beautiful example of the way in which national-spot not only permits but almost screams for you to capitalize on local and regional program preferences.

For over 12 years, WTCN, Minneapolis-St. Paul, has featured "Whoopie John"—a Scandinavian folk-song artist whose hundreds of personal appearances always draw capacity houses, and whose Hooperatings run from 8.0 all the way up to 15.0 . . . . .

John is a top favorite in the Twin Cities area because both he and WTCN have something special for that particular area.

It’s the same way with every one of the other stations F&P represent, in their areas. That’s what we call “Bull’s-Eye Radio” (vs. scatter-gun radio). Want some of it?

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE  KOB
BEAUMONT  KFDM
BOISE  KDSM
BUFFALO  WGR
CHARLESTON, S. C.  WCSS
COLUMBIA, S. C.  WIS
CORPUS CHRISTI  KBB
DAVENPORT  WOC
DES MOINES  WHO
DENVER  KVOD
DULUTH-SUPERIOR  WSDM
FARGO  WDAY
FT. WORTH-DALLAS  WBAP
HONOLULU-HILO  KOMB-KHSC
HOUSTONE  KXYZ
INDIANAPOLIS  WISH
KANSAS CITY  KMBC
LOUISVILLE  WAVE
MILWAUKEE  WMAW
MINNEAPOLIS-ST. PAUL  WTCN
NEW YORK  WMCA
NORFOLK  WGO
OMAHA  KFAB
PEORIA-TUSCOLA  WMBD-WOZ
PORTLAND, ORE.  KEX
RALEIGH  WPTF
ROANOKE  WRIR
SAN DIEGO  KSDK
ST. LOUIS  KSD
SEATTLE  KIRO
SYRACUSE  WBBL
TERRE HAUTE  WTHI
ST. LOUIS  KSD-TV
TELEVISION:
NEW YORK: 58 Sutter Street
CHICAGO: 444 Madison Ave.
DETROIT: 180 N. Michigan Ave.
FORT WORTH: Penobscot Bldg.
ATLANTA: 406 W. Seventh St.
HOLLYWOOD: Palmer Bldg.
SAN FRANCISCO: 6331 Hollywood Blvd.
President Ready to Appoint Wayne Coy

Nomination Slated For January 6 Session

By SOL TAISHOFF

(See Wayne Coy “Our Respects To” on page 32.)

AMID SIGNS of a first-rate political fight along strict party lines, President Truman is prepared to name Wayne Coy, radio director of the Washington Post stations (WINX and WINX-FM), to the chairmanship of the FCC when Congress convenes in regular session next Jan. 6.

While no formal word was forthcoming from the White House and while Mr. Coy maintained official silence, it was ascertained last week that the former administrative assistant to President Roosevelt, can be the successor to Chairman Charles R. Denny if he desires, and it is presumed that he will accept appointment.

All thought of a recess appointment now has been abandoned, in view of the special session called by the President for Nov. 17 to consider the Marshall Plan for aid to Europe and the price problem. It is now regarded as probable that no vacancies will be filled in Government agencies until the regular session, since the President does not desire to encumber the special session with partisan or political questions.

Vice Chairman Paul A. Walker, it is expected, will remain as Acting Chairman until Congress confirms the new appointee at the regular session. Thus, the Commission will function with less than its full strength until that time. At least two Commissioners—Jett and Webster—leave at the end of the year for European communications conferences.

No Formal Expression

Even though there had been no formal White House expression, the GOP unlimbered its big guns in what was seen as the first major political battle of the upcoming campaign year in criticism by inference the prospective Coy appointment. Without mentioning Mr. Coy by name, Carroll Reece, chairman of the Republican National Committee, last Thursday issued a 300-word statement expressing dissatisfaction with the appointment of a man who answered the Coy description. This was promptly interpreted as the harbinger of a fight against confirmation by the Senate when the nomination is submitted.

In some quarters it was indicated that all was not too serene in the Democratic party itself. Until formal announcement of the nomination is made, it was pointed out in these quarters, the Coy designation cannot be taken for granted.

Support persisted for appointment of J. Leonard Reinsch, managing director of the Cox radio stations and radio adviser to the President, as a broadcaster who has had 20 years’ experience as against four for Mr. Coy. Mr. Reinsch, however, also maintained official silence and has never announced his candidacy.

President Truman has selected Mr. Coy from a field which included Mr. Reinsch, former Sen. D. Worth Clark of Idaho, Brig. Gen. Telford Taylor, chief prosecutor at the Nuremberg Nazi war trials, and former Sen. James Mead of New York.

Originally, it was the President’s intention to announce the Coy appointment promptly, to end all speculation and pressures. But, it is understood, Mr. Coy preferred to await convening of the regular session so that a nomination could be made.

Both Messrs. Coy and Reinsch have been recipients of calls and communications supporting them for the key FCC post. But neither was disposed to make any public pronouncement. Mr. Reinsch, who served as the Truman radio adviser beginning with the vice presidential campaigning days, has been at loggerheads with certain members of the White House secretariat for some time but, so far as is known, this has not affected his relationship with the Administration.

As an experienced Federal administrator, an able newspaperman, and since 1944 an independent broadcaster, Mr. Coy won spontaneous support in many quarters after his name first was mentioned [Broadcasting, Oct. 13].

Mr. Reece pulled no punches in (Continued on page 32)

Television Swings Both Conventions

Democrats Follow Lead Of Republicans, Pick Philadelphia

By JOE SITRICK

TELEVISION proved to be the deciding factor for Philadelphia last week as the Democratic National Committee echoed the earlier Republican decision and selected the Quaker City for its convention site in 1948.

Until the vote was taken on Wednesday the choice was between Philadelphia and San Francisco. A delegation of some 100 businessmen and civic officials had come to Washington to present Philadelphia’s case, and of these, a representative few were selected to address the meeting. One of these was Roger W. Clipp, general manager of WFIL and WFIL-TV.

After the Philadelphians had presented their brief, Mrs. Edward H. Heller, Democratic National Committeewoman from California, took the stand. She told the delegates that although San Francisco could match the hotel accommodations and the financial outlay, she was reluctantly withdrawing the bid because of (1) the West Coast had no television and (2) the extra travel involved for Eastern delegates and members of Congress.

Using impressive facts and figures about the coverage video would give, Mr. Clipp convinced the Democrats, as he had the Republicans [Broadcasting, Oct. 27], of its tremendous importance. “Television is no longer the experimental toy of the experts,” Mr. Clipp stated. “It is a vast and powerful medium of expression.” “You can’t afford to do without its tremendous influence,” he cautioned the delegates. “You need the imagination provides.”

Pointing out that no accurate estimate could be made now of the number of people who may watch the convention proceedings, Mr. Clipp said, however, that he could (Continued on page 32)

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NATIONAL NETWORK HOOPERs
EVENING OCTOBER 15-21, 1947

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*Includes first and second broadcasts
(Ch) Computed Hooperating

Dolcin, Big Radio User, Adding 35 U. S. Stations
DOLCIN CORP., New York (Dolcin, a proprietary), whose radio advertising budget for 1947 amounts to approximately $800,000, has added 35 stations throughout the country, sponsoring spot announcements, co-operative shows and participating programs.

Firm also is planning to add 12 stations in Canada, within the next four weeks. Advertising campaign is handled through S. C. Johnson & Son, New York, until Dec. 31, when the Victor van der Linde Advertising Agency is to take over the account.

Revere Quits D&C
TOM VERRE, vice president and chairman of the plans board of Donahue & Coe Inc., New York, has resigned. His future plans were not announced nor has a replacement been named yet.

ROBINSON AND TERRY PROMOTED BY CROSLEY
ELECTION of William F. Robinson and Marshall N. Terry as vice presidents of the Crosley Broadcasting Corp. was announced last week by President James D. Shouse following a special meeting of the executive committee of the corporation's board of directors.

Mr. Robinson, a 20-year veteran of radio who has been with Crosley since 1928, becomes vice president in charge of programs for WLW Cincinnati. Mr. Terry, who joined WLW in 1944, will serve as vice president in charge of the station's promotional activities.

Appointment of Walter Callahan as sales manager of WLW also was announced. Neil Smith, who has been assistant sales manager, will assume a new post shortly, according to Mr. Shouse. He did not reveal the nature of the post but said it was connected with the company's expansion program in Dayton, Columbus and Indianapolis.

Listening Up in 3 Cities, Down in
Pulse September-October Survey
Lists McCarthy Show at Top
RADIO LISTENING in New York, Boston and Philadelphia showed an increase during September and October, as compared with July and August, according to a survey made by The Pulse Inc. Chicago figures, however, indicated a slight decrease.


Top evening shows during September and October were Charlie McCarthy 18.2, Lux Radio Theatre 18.1, Mr. District Attorney 16.6, Walter Winchell 13.8, Suspense 13.2, Hit Parade 11.8, Inner Sanctum 11.6, Kraft Music Hall 11.5, Break the Bank 11.2, and Truth or Consequences 10.8. The top day favorites for the same period were Breakfast Club 6.8, Rosemary 6.4, Arthur Godfrey 6.1, Helen Trent 5.9, Going Places 5.1, Ma Perkins 5.1, Young Doctor Malone 5.5, Aunt Jenny 5.5 and My True Story 5.4.

The survey showed the following Saturday and Sunday daytime shows as the close: Ozzie and Harriet as a Flash 10.7, Stars Over Hollywood 6.3, Theatre of Drama 6.1, Grand Central Station 5.9, Counter Spy 5.8, and County Fair 4.6, One Man's Family 4.5, Adventurers Club 4.3, The Family Hour 4.0, Harvest of Stars 4.0, and Shoaffer Parade 4.0.

Three Renew CBS Shows For Additional 52 Weeks
RENEWALS of three network programs for an additional 52 weeks were announced last week by CBS. Chesapeake Mfg. Co. Inc. renewed Dr. Christian, Wednesdays, 8:30-8:55 p.m., effective Oct. 22. Agency is McCann-Erickson Inc. Chesapeake has sponsored the show on CBS since November 1937.

Whitehall Pharmaceutical renewed sponsorship of Mr. Keen, Tracer of Lost Persons, Thursdays, 8:30-8:55 p.m., effective Oct. 23. American Home Products Inc., Whitehall's parent company, has been a CBS advertiser since 1931. Agency is Dancer-Fitzgerald-Sample Inc.

P. Lorillard Co., a CBS client since 1929, renewed its Old Gold Show, broadcast Wednesdays, 9:30-9:50 p.m. Agency is Lennen & Mitchell Inc.

Citrus Campaign
FLORIDA Citrus Commission, Lakeland, Fla., through its agency Benton & Bowles, New York, is planning a small spot announcement campaign in Canada.
Anti-Code Group Taking Secret Poll

Mounting Criticism Heard as Final Action Nears

By J. FRANK BEATTY

SIGNS of industry rebellion against NAB's proposed code appeared last week when a "secret ballot" was hastily sent to stations by a "group of stations interested in maintaining free enterprise."

Mounting opposition was apparent as a special NAB board committee convened in Washington today (Nov. 3) to analyze post-convention reaction.

Industry criticism became so intense and so widespread last week that doubt began to develop whether the board of directors will be able to produce a set of standards suitable to all broadcasting segments during its Nov. 13-15 meeting.

Heading the group in charge of the secret ballot are Ralph Atlass, president and general manager of WIND Chicago and chief owner of WLOL Minneapolis, and Edward Breen, president and general manager of KVFD Fort Dodge, Iowa.

In a letter accompanying the ballot, they term the code "the most important question that the individual operator of radio stations has ever had to face." NAB will be informed of the collective result but individual votes will be known only to the accounting firm of Arthur Young & Co., Chicago.

The two ballot questions are:

Do you want to run your station as you think it should be run and accept the responsibility for its operation without the code and code authority?

And:

Do you want that the newspaper publishers—they enjoy governmental privileges in special postal rates, too—would voluntarily accept regulation and regimentation such as is suggested for our industry by the NAB?

In the accompanying letter, Messrs. Atlass and Breen ask return of the ballot by Nov. 6 so results will be ready in time for the NAB board meeting. On behalf of the code, the letter says, "apparently conformance with the code is supposed to satisfy your public service requirements." Reference is made to the "Blue Book routine." And to government threats to issue more severe regulations if a code is not adopted.

Against a code are arguments based on a challenge of FCC's authority to issue such regulations, along with statements on the advantages of the American system of free radio. "A licensee has an individual responsibility to serve—it cannot be abdicated to a code authority to be determined with a slide rule," the letter continues.

Charges that commercial limitations in the code are unworkable for a majority of stations were augmented last week by claims that it never should have been offered in the first place;

that it was carelessly drafted

without time for proper industry study; that a tight monopoly did the drafting job; that radio faces growing competition within itself and from other media, and therefore should work out means of increasing its efficiency to the advertiser rather than diminishing it; that the industry is committed to a code but at least should save face by producing a workable document.

Three more state associations joined the list of organized groups demanding changes in the standards—Assn. of Indiana Broadcasters, Mississippi Broadcasters Assn. and Kentucky Assn. of Broadcasters. (See separate stories, page 93.)

Censorship Charge Leveled at FCC

WADC Brief Also Calls Application Denial 'Discriminatory'

CHARGES that FCC's denial of a WADC Akron application for 1220 kc with 50 kw was "part of an overall expansion into the field of program regulation" were leveled by WADC last week in a brief filed in U. S. Court of Appeals for the District of Columbia.

Detailing the contentions which the station outlined in its notice of appeal from the FCC decision [BROADCASTING, July 28], the brief flatly accused the Commission of censorship. It was filed by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey, counsel for WADC.

The brief asserted that the WADC case "is not an isolated instance" but that "there have, in fact, been a series of attempts on the part of the Commission and its predecessor regulatory authority to obtain detailed control of the program structure of the stations which are licensed."

Violation Claimed

It argued that, even if censorship were authorized by the Communications Act, the denial of WADC's application was "illegally discriminatory." FCC's simultaneous granting of the same facilities to WGAR Cleveland, the brief added, was in violation of the Commission's duopoly rule because of the resulting overlap with WJR Detroit, under common ownership with WGAR.

The case involved rival applications of WGAR and WADC for 1220 kc with 50 kw. WGAR won 1220 kc in a fight with WADC several years ago and, when it filed for 50 kw, was operating with 5 kw. WADC is on 1380 kw with 5 kw.

In its proposed decision on the 50-kw applications FCC held that WGAR should be preferred for a grant largely because of WADC's proposal to carry a predominantly network program schedule. In the final decision, however, the Commission refused to give the two applications alternate consideration, believing that WADC's should be denied irrespective of the existence of the other application. It then granted WGAR's.

In support of its contention that

(Continued on page 91)
**Allied Industries May Join AFM Fracas**

**RMA Unofficially To Enter Fight On Thursday**

MOVE to bring advertiser-agency and radio manufacturing groups into the NAB-sponsored Industry Music Committee may develop at the first meeting of the group, scheduled for noon Wednesday at NAB headquarters in Washington. Television and record industry spokesmen are not included in the composite committee organized to throw up a united defense against the all-radio music blitz planned by AFM President James C. Petriello. They may quickly feel effects of a music strike should one occur.

Radio Manufacturers Assn. will enter the fight unofficially Thursday when its Industry Committee meets at NAB's offices. M. F. Balcom, RMA president; Ray C. Cosgrove, ex-president and board member, and Bond Geddes, executive vice president, are expected to attend the liaison session.

RMA to Fight

RMA swung a heavy blow against Mr. Petriello, indicating it will not take his "pistol-point" tactics lying down. The set manufacturers stand to suffer heavily if demand for radio - phonograph combination sets declines. While advertisers and agencies will not indicate their viewpoint openly, they are keenly interested since any increase in the cost of programming will raise the cost of programming.

One network executive predicted that networks could anticipate greater costs to their clients if broadcasters show they are willing to put up a strong fight in the negotiations with the AFM leader. "I think they will realize now that they're playing a losing battle," he said.

RMA's Petriello demands unreasonable, as anticipated, advertisers and agencies are expected to face the choice of letting the industry fight its own battle or cooperating in the strategy.

The special committee named by recorders to participate in the NAB's Wednesday meeting last week in what was officially termed a "round-table discussion" which lasted two hours. The recorders are attempting to form their own solid front despite divergent interests. Named to the records committee last week was Walter Rivers, for Capital Records, completing the membership [Broadcasting, Oct. 27].

The first meeting of the all-industry music committee will be exploratory, with spokesmen for each group outlining special problems and plans. A chairman will be named, along with subcommittees and possibly an executive committee which can meet frequently and on short notice. Strategy-mapping is not on the agenda for the opening session, it was indicated, since specific steps against the union head will be taken as day-to-day events require.

Though Mr. Petriello had announced at a news conference that he would not let his men record after Dec. 31, official notice was not sent to recorders until last week. All Hollywood record and transcription firms received contract termination notices effective Jan. 1, 1948. The notice said, "This contract will not be renewed because . . . members of AFM will no longer perform the services provided for in said contract."

Broadcasters were in the dark as to Mr. Petriello's precise intentions in their direction. Although he has made menacing noises concerning the future of network relations after Jan. 31—the date of expiration of current contracts—he has not announced whether he will order action against broadcasters as is AM's operation, as abrupt as that action he has announced against recording.

Mr. Petriello, it was recalled, informed network executives at a recent meeting in Chicago that he was determined to expand employment possibilities for musicians in radio. He is expected to present more detailed demands at a meeting with network executives—probably of the highest echelon—in New York in mid-October.

The effect of Mr. Petriello's ban on transcribed network programs was also under consideration. One network, ABC, which carries the Petriello program, recently said it would seek a waiver on that and other transcribed programs.

An ABC spokesman said the network would appeal to the AFM's executive board that subsequent formal notice was received from the union concerning the recording ban.

**ABC Argument**

The argument ABC intends to use to bolster its appeal will be that its transcribed programs, unlike recordings, are used but once in the course of a week, and do not oppose more than a single musical performance.

Clarity of Mr. Petriello's intentions respecting the entire broadcasting and recording fields was made evident before his meeting with the networks.

In a step designed to persuade networks that they should provide for duplication of programs on FM outlets of the companies, and to keep music contracts are drawn, ABC last Monday filed a petition asking FCC intervention in the problem.

The petition proposes that the FCC hold a public hearing, with the four networks taking part, on adoption of a proposed new rule. This rule would license radio stations entering into agreements with networks to keep musical programs.

(Continued on page 85)

**Sharp Disputes Mark Clear Hearing**

**Power and Channel Uses Are Debated As End Nears**

By RUFUS CRATER

SHARP and sometimes bitter disputes broke out last week as FCC's 24-year-old clear-channel case reached its last stages with the FCC and its clients—180 stations, the FM group, major networks, and clear-channel stations.

Major testimony of these principal participants was completed, although it appeared possible that weekend sessions for rebuttal testimony might be necessary to bring the long-drawn proceeding up to the point where only oral argument was left before the case would go to the Commission for decision.

End of the case, which started in February 1945, found the Clear Channel Broadcasting Service still advocating a plan to give all sections of the nation a choice of four network services by means of a proposal that bypasses 7650 kHz for at least 20 clear-channel stations [Broadcasting, Oct. 27].

The Regional Broadcasters Committee continued its contention that duplication of clear channels is the best means of providing coverage on a nation-wide basis. CBS contended that available engineering information is not sufficient to justify adoption of power above 50 kw or any other reallocation or reassignment of frequency uses. NBC urged repeatedly that clear channels be kept intact but offered no recommendations with respect to immediate increases in power, although asserting that present power limitations should not be continued. NBC opposed both the CBSs 20-station plan and the regional group's suggestion for duplication. ABC insistently emphasized that NBC and CBS have a virtual monopoly on nighttime skywave service under the present alignment. MBS had no presentation.

**FM Coverage Question**

The question of evidence on FM coverage, excluded by a Commission ruling, was brought up again by a petition of CBS, which had offered a coverage plan based upon FM outlets of nighttime skywave service. A proposed new rule for regional coverage was defeated [Broadcasting, Oct. 27].

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Washed up

The press release called this a picture of "raging flood waters which swept Northern Pennsylvania and Western New York, that stalled traffic on route #6 near Pittsfield, Pennsylvania, April 5th, 1947."

Washed up! That's what that car is. That's what the road is. And that's what the business that can't see the flood-waters of competition is going to be... washed up.

We don't know how you're going to operate in other markets... but down here in Baltimore, in radio, the smart money uses W-I-T-H. That's the successful independent. W-I-T-H delivers more listeners-per-dollar-spent than any other station in town.

W-I-T-H belongs on any selective test. Is it on yours?

WITH
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, President  •  Headley-Reed, National Representatives

BROADCASTING • Telecasting

November 3, 1947 • Page 19
ARE YOU SWEET ON SUGAR HILL (Ky.)?

You may "love that town". It may be your Old Kentucky Home, and you may be jest a-yearmin' to savor some cawn poke and 'lasses, while you set and watch the bees a-buzzin' among the magnolias.

But business is business, and if you want to advertise your wares in Sugar Hill, don't ask WAVE to do it. Oh, they may hear us there (frankly, we don't know!). But as we see it, our job is to concentrate on the State's greatest market.

The people in the Louisville Trading Area spend more money than all the rest of the State put together, and WAVE covers 'em, at the lowest rates you can find.... You-all see what we mean, don't you, honey?

LOUISVILLE'S WAVE

NBC AFFILIATE
FREE & PETERS, INC.

5000 WATTS . 970 KC

NATIONAL REPRESENTATIVES


RWG Ratifies 6½-Year Pact With the Four Major Networks

THE NATIONAL membership of the Radio Writers Guild last week unanimously ratified a six-and-a-half year contract with the four major networks, dating from Nov. 15. The new pact marks the first time that ownership and control of scripts by freelance radio writers has been established, as far as the RWG is concerned, as the guild spokesman said in New York.

Signing of the contract on Oct. 30 climaxaxed a series of negotiations between the Guild and the networks beginning last April 7, after the RWG approved a strike vote.

The new agreement covers five basic sections, the Guild said. These are authors' rights; air credits; abandonment of the "release form"; establishment of a "joint adjustment board" representing networks and writers, and minimum fees.

Most important of these, from the Guild's point of view, is the settlement of rights, thorniest issue in the lengthy negotiations. The contract defines and limits single use, incidental, re-use, subsidiary, and exclusive rights. For reuse of original script material the writer is guaranteed at least 50% of the minimum fee prescribed in the RWG contract. Subsidiary rights involve use of script material in other media, such as television, movies, magazines, etc.

The author will have the final decision on disposal of such rights, and may exercise a veto over the firm's disposition of them. Incidental rights include the right of the firm to demand rewriting of script material, with careful limitations on the amount and nature of such rewriting.

Must Credit Author

Air credit to the author on all dramatic and comedy shows becomes mandatory under terms of the new pact. On shows, heard three times a week or more often, such credit is necessary only once each week.

The "release form," by which radio writers heretofore relinquished many of the rights outlined above, is superseded by the enunciation of these rights.

A "joint adjustment board" consisting of one representative from each network and four from the RWG is to be established with a dual purpose:

(A) To serve as a standing negotiating committee to negotiate and matters not covered in the present contract; agreement in such cases must be unanimous, and (B) to act as a "super-grievance and arbitration committee", in such cases a majority decision of six members is necessary. Members of this board have not yet been named.

The contract sets forth the following basic minimum scales for freelance writers in each case the first figure given is for a sustaining show and the second for a commercial 15 minutes—$75, $120; 30 minutes—$150, $250; 15 minutes five times—$900, $550.

These fees, according to the Guild, apply to all programs in which the script constitutes 50% of the show or more. When the script is less than half of the show the time bracket applicable will be decided by the time actually consumed by the script. For a program of 30 minutes or less the minimum payment will be for 10 minutes of script. For over 30 minutes the minimum will be for 15 minutes of script.

4 Major Networks Are Sued by Wsay

DAMAGES OF $13,000,000 ASKED; CONSPIRACY IS CHARGED

DAMAGES of nearly $13,000,000 are asked from the four major networks in a suit which was filed last Friday in the U. S. District Court, Southern District of New York, by Gordon P. Brown, owner of Federal Broadcasting System (WSAY Rochester, N. Y.)

Mr. Brown charges the networks with conspiring against WSAY to keep it from carrying network programs. He alleges in the civil suit, in which triple damages are sought under the antitrust laws, that ABC and MBS have conspired to boycott WSAY and that NBC and CBS have refused to make their programs available to the station.

Temporary restraining order is sought to prevent ABC and MBS from entering into affiliation contracts with WARC and WVET, new stations in Rochester.

Numerous instances of alleged conspiracy and boycotting are cited. The station contends it is losing large amounts of network and spot business as a result, and that employees are leaving the station. WSAY has been carrying MBS programs under a temporary arrangement.

WSAY contends network affiliation contracts amount to price-fixing for stations and it has fought standard network contracts in which the network allegedly specifies rates.

Named defendants also are John H. Norton Jr., ABC stations vice president, and Robert A. Schmid, MBS stations vice president.

Attorneys for WSAY are William L. McGovern, formerly of the Dept. of Justice, and Seymour Krieger, a co-author of the FCC network monopoly report.
Always First!

WJR scoops the sports world with football's best....

Crisler of Michigan
Mon. & Weds. - 5:30 & 11:15 P.M.

Leahy of Notre Dame
Friday - 5:30 & 11:15 P.M.

WJR
50,000 Watts

Michigan's greatest advertising medium

Bachman's Sport Slants
Tues. & Thurs. - 5:30 & 11:15 P.M.

50,000 Watts

WJR

50,000 Watts

WJR

50,000 Watts

WJR

50,000 Watts

WJR
When you use Gates equipment you are sure of the best, easiest to operate and maintain. These things are vital to the operation of any radio station, — and when you have them it means a better broadcast and consequent better listening and more listeners.

You can get any equipment item from Gates, — right down to a piece of wire an inch long. We’re just as glad to have your order for a tube socket as we are a transmitter because you get the opportunity to know what our service is like and then depend on it for all your needs.

New Broadcasters — You can get COMPLETE information from us regarding any equipment need. Benefit from our experience in equipping hundreds of radio stations, — both large and small.

Write, wire or call Gates Radio Company, Dept. G, Quincy, Ill.
National Sales Problems Aim Of New Wis.-Mich. Group

PROBLEMS of station sales managers in the national field led to the formation Oct. 25 at Green Bay, Wis., of the Wisconsin and Upper Michigan Radio Sales Managers Assn.

The sales clinic was called by Haydn Evans, general manager of WTAQ, and Forster M. Cooper, commercial manager of WDUZ, Green Bay stations acting as hosts at the two-day meeting.

The group adopted a resolution to band together as an association and then elected Mr. Cooper as president, Howard Emich, WMAM Marinette, Wis., secretary-treasurer, and Anthony Marta, WJMS Ironwood, Mich., vice-president.

The group pledged itself to recommend to station owners and operators, as a result of programs of program and sales ideas and techniques and the adherence to a published rate card.

They deplored cut-rate practices special deals, and house-accounts. They addressed by Neal Weed, of Weed & Co., Chicago; William Firman, of Taylor-Howe-Snowden Co., and Russell Tolg, of BBDO Chicago.

Tolg Speaks

Mr. Tolg, speaking on “What A Station Expects From A Station,” said prompt availabilities, prompt program changes and accurate market information were essential for agency consideration of a station market.

He told the group that many stations still do not submit BMB maps and data as well as other information with which time-buyers can analyze a market, and recommend greater use of merchandising and promotion material for more successful selling.

Mr. Weed urged that stations state in a published rate card and supply fuller information of programs and station service. Too many stations, he said, fail to respond promptly to queries for availabilities, program changes and program success stories.

Mr. Firman also called on stations to give closer cooperation to representatives and agencies. He said some station practices, particularly as to double-spotting, were hurting their chances for national spot business. Common sense and some consideration for their clients should determine the number of spots on a program, he advised.

Group were guests at a cocktail and dinner the following night of Mr. Evans and Ben Laird, general manager of WDUZ.

Others present at the clinic were: Sam Carter and James Corcoran, WLP; Bruce G. Biehle, WJFR; Val S. Schaadler, Al Michel and Joe DeYoung, WTAQ; Kenneth Chapin, WNAI; Clifford J. Lee, WSDS; Wallace Person, Douglas Chung, WHTY; W. C. Johnson, WMQ; E. A. Lekien, Paul J. Varco, WOFT, Ray Plamadore, WWSH; Duane Allen, WDLB; Paul Allman, WDME, WGBK; Glen Holmcheck, WJPG.

Dr. Stetson's New Book
On Sunspots Published


THE EFFECTS of sunspots on electrical communication, on the earth's atmosphere and on human life, are explored and expanded in a book published last Friday, "Sunspots in Action," by Harlan True Stetson [BROADCASTING, Sept. 15].

Dr. Stetson is an Associate of the Massachusetts Institute of Technology, and its Director of the Cosmic Terrestrial Research Laboratory at Needham. He has been studying the effects of solar radiation on radio transmission for 20 years. Dr. Stetson places great emphasis in his book on the effect of the sun on the earth's atmosphere both as a medium for long-distance radio communication, and as an ultimate source of weather.

Pontiac Dealers of Philadelphia is sponsoring telecasts of three football games played by Dobunh Vocational High School over WPIT Philadelphia, making the first time video showings of high school grid games have been sponsored, according to WPITZ.

SOMETHING to blow about. At a recent party celebrating the 20th anniversary of the Philadelphia advertising agency of Gray & Rogers, the six partners huffed and puffed until they blew out the candles on 20 cakes. Party, attended by employees, was held in the agency offices. Blowing (l. to r.) are: Robert W. Graber; Jerome B. Gray, founder of the agency; Edmund H. Rogers, Sherman G. Landers, Guy E. Fry and Russell K. Carter.

Use of Advertising Stressed in Drive

Comprises Democracy's Newest Weapon, Mortimer Says

"DEMOCRACY'S newest weapon," the use of advertising to convey information on public problems, was taken in action on behalf of the Citizens Food Committee at a conference of 100 business leaders held last Monday at the White House to discuss aid for Europe.

Charles G. Mortimer, vice-president of the General Foods Corp. and chairman of the Advertising Council, told the conference this new use for advertising is "so revolutionary in its effect that it is almost as though the ingredients of a familiar substance like gunpowder had been put together in a new way to form an atomic bomb."

"This new force has supplied a staff of experts to publicize the edge, public opinion, and public action. In terms of action, it is quicker and more efficient than any channel to the people herefore used. It is our American way of democracy and our American way of life with an entirely new weapon to be used in its defense—and this weapon simply did not exist prior to the advent of this new.

News Functions

The news function of radio, newspapers and other media, which Mr. Mortimer said "is superbly done," is a "necessary and invaluable part of American democracy."

He described the Advertising Council activity, with its donation of $100,000,000 a year in time and space, and termed public service advertising "one of the most important of all wartime discoveries. I do not believe it is too much to say that the less you believe in a controlled economy, the more you believe in the use of this new force to achieve voluntary public action, and the more emphasis you must put upon new methods to achieve it."

Representing the broadcasting industry at the White House conference, at which the business leaders were informed of current problems of the national economy and the world situation, were Earl H. Gammons, CBS Washington vice-president, representing Frank Stanton, CBS president; Edgar Kobak, MBS president; Niles Transue, NBC president; Mark Woods, ABC president; A. D. Willard Jr., NAB executive vice-president; Paul Morency, vice-president of WTIC Hartford and an Advertising Council director.

TV Meet Postponed

SECOND GENERAL MEETING of the Television Association of Philadelphia was postponed from Oct. 22 to Nov. 13 to avoid conflict with the Poor Richard Club's Radio Night scheduled also for the October date.

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Radio Pioneers

DRAFT of constitution and by-laws for Radio Pioneers, society of 25 year veterans in radio, was formulated Oct. 24 in the office of Mark Woods, ABC president and president of the society. Organization, founded by H. V. Kaltenborn, NBC commentator, under the name Twenty Year Club, will seek wide membership. On the executive committee are Messrs. Woods and Kaltenborn; Frank E. Mullen, NBC executive vice president; A. L. Ashby, former NBC general counsel; Edgar Kobak, MBS president; Phillips Carlin, MBS vice president, and Charles Hodges, commentator.

U. of Iowa Establishes Advertising Scholarship

ESTABLISHMENT of a scholarship award of $750 to be presented annually to the U. of Iowa's outstanding student in the field of advertising has been announced by the university. Trust has been created by L. R. Fairall, president of Fairall and Co., Des Moines.

The award, to be known as the L. R. Fairall Award, will be presented for the first time this year to an advertising major of senior or graduate classification. It will be paid in eight equal installments during the school year.

The successful candidate, who must have unusual potentialities in advertising and must be a native and resident of Iowa, will be selected by a committee of journalism and commerce faculty members, Virgil M. Hancher, president of the university, said.

Advertising Course

THREEFOLD coverage of the field of advertising is offered by The Practical Advertising Course, 420 Lexington Ave., New York, which has announced that instruction dealing with the advertiser, the agency and the media will be offered every six or eight weeks throughout the year beginning Nov. 12. The advertiser phase of the course will be handled by Charles B. Konelman, advertising manager of A. & M. Karageusian Inc. (Guilian carpets); John Bar- netson, account executive of Pul- ler & Smith & Ross Inc., will handle the agency phase and Ed Brennen, New York representa- tive of Better Homes and Gardens, the media phase.

AAA, OUTLINES PLAN FOR NOVEMBER MEET

PLANS for the 1947 Eastern annual meeting of the American Assn. of Advertising Agencies to be held at the Waldorf-Astoria Hotel in New York on Nov. 18 have been outlined by Gordon E. Hyde, newly-elected chairman of the AAAA New York Council. The meeting will be open to member agencies of the New York, New England, and Atlantic Councils, including territory east of the Alleghenies. Media, copy, mechanical production, and radio production group meetings will be held in the morning beginning at 10 a.m. and running concurrently, Mr. Hyde said.

Management, research, and art group meetings will begin at 2 p.m. At 4:30 p.m. a joint ANA committee will present a "program for better understanding of our economic system." This will be followed by a reception and the annual AAAA dinner, open to members and invited guests.

The following assignments were made by Mr. Hyde, as general chairman of the meeting: Robert D. Holbrook, president of Compton Advertising Inc., in charge of dinner entertainment; W. R. Dingeldine, vice president of Charles W. Hoyt Co. Inc., in charge of finance and hotel arrangements; H. M. Montgomery, president of Hanley, Hicks & Montgomery Inc., in charge of meeting promotion.

ITC Documents

STATE Dept. has announced that final documents of the Atlantic City Telecommunication Conferences will be placed on sale on about Dec. 1 by the American Radio Relay League, West Hartford, Conn., acting on behalf of the International Telecommunications Union. The documents will be published in English and French in a single volume and will sell for $1.20 to government agencies and $1.50 to all other purchasers, postage and wrapping included.

LEAVING WLW Cincinnati after 15 years to become associated with another Crosley station, WINS New York, Eldon Park proudly displays handsome luggage presented to him by WLW employees. Mr. Park, who was program di- rector at WLW, becomes WINS general manager and a Crosley Broadcasting Corp. vice president. Parting good wishes are extended by two Crosley executives, Robert E. Dunville (l), vice president and general manager, and James D. Shouse, president.
PUMP 'ER TWICE-
(FOR ONLY ONE PRICE)

$BILLION DOLLAR
FT. WORTH-DALLAS
MARKET

Tap the limitless resources of the $Billion Dollar Ft. Worth-Dallas buying market TWO TIMES for but a SINGLE PRICE!

KFJZ - WRR AREA
(100 Mile Radii)

*Population . . . 1,898,300
*Buying Income . $1,890,148,000.00
*Bank Deposits . $1,904,769,000.00
*Retail Sales . . . $1,239,913,000.00
*Wholesale Sales . $1,642,955,000.00
*Auto Regis. . . . 498,255
*Radio Families . 410,003

*Sales Management, 1947.
*B.M.B. Area Survey, 1946.

TWO dominant stations with established listener loyalty. Simultaneous or separate schedules—all in ONE billing, at ONE economical price. Put your radio $$$ to work in Texas!!

NATIONAL REPRESENTATIVE
WEEDE & COMPANY
NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

BROADCASTING • Telecasting

November 3, 1947 • Page 25
How many children have been born in the United States since 1920—the year modern radio came into being? A statistician could arrive at some figure, but the interesting point here is that there are millions of boys and girls of school age and men and women in their 20's who have never known a world without radio.

How best to reach these young people to tell them something of the exciting history of radio and how a network program gets on the air? NBC decided the most effective way was a comic book. Comic books are as modern as radio—they have grown up in the same era in which radio developed.

NBC is the first radio network to use this popular technique to tell how radio works . . . all radio.
With the first printing of 1,250,000 copies, NBC's comic book, ON THE AIR, will reach into homes, schools and institutions throughout the nation, telling its story of American radio operating under the system of free enterprise.

Here is the first major promotion piece devised by a radio network to appeal to the younger people of the nation—a vast majority of today's listening audience and tomorrow's potential consumers.
GROUND IS BROKEN FOR ILGWU'S STATION

GROUND was broken for the ILGWU FM station atop Mount Wilson, Calif., Oct. 21 by David Dubinsky, union president. Studio site has not yet been set for Los Angeles operations, according to Morris Novik, labor group's radio consultant.

Barring early snowfall, Mr. Dubinsky reported possibility of transmitter completion within three months. He reported construction is underway in Chattanooga with likely possibility Los Angeles would be site of union's second station installation completion. Others have been authorized for Boston, St. Louis and Philadelphia with grant anticipated for New York.

Recognizing need for wider set distribution to enhance listenership of FM, Mr. Dubinsky said the union stood ready to act as purchasing agent for its 400,000 membership to the extent of $1,000,000 sets at cost price. Although no agreement has been reached with an individual manufacturer as yet, Mr. Dubinsky estimated that 25,000 to 40,000 sets could be provided with such a sum of money. Set price, he said, would fall in range of from $40 to $50 with union prepared to offer them for sale to members only, even on installment basis if necessary.

ARTIST'S conception of the new KSDN Aberdeen, S. D., which will be built at an approximate cost of $90,000. Permittee is the Aberdeen American-News. KSDN will operate on 930 kc with 1 kw fulltime Transmitter will be Western Electric with Wincharger towers.

WABB, WABB-FM Build Radio Center in Mobile

CONSTRUCTION has begun on a new Radio Center by WABB and WABB-FM Mobile, Ala., according to W. J. Hearin Jr., executive vice president of the Mobile Press Register, which owns the stations.

Situated on the ground floor of the newspaper building, the Radio Center will have a master control room, an additional control room, three studios (fitted with Hammond organ and grand piano), two announcer booths, offices, transcription library, engineer's shop and client's room. WABB operates with 5 kw on 1480 kc, while WABB-FM has an effective radiated power of 51 kw on 107.9 mc (channel 300).

New KTBB Tyler, Tex., Announces Staff Lineup

KTBB Tyler, Tex. is now in full operation with 500 w on 600 kc. Station is owned and operated by the Blackstone Broadcasting Co. It uses AP news service and NBC Thesaurus Program Library, and all equipment is Western Electric.

Station personnel includes: S. H. Bothwell, former city manager of Fort Worth, as director; M. E. Danbom, former manager and part owner of KGB Tyler, general manager; David Bothwell, assistant manager; R. A. Wileman, chief engineer; Lawrence Birdsong Jr., program director.

WJTN-FM Makes Debut

WJTN-FM Jamestown, N. Y., made its debut Oct. 23 as the first FM station in Southwestern New York. Guests at the opening program were ABC performers, including Ted Malone, Bauckhage and Pauline Frederick. The event was staged at the Hotel Jamestown. WJTN-FM on 93.3 mc, (channel 227), is on air daily from noon to 9 p.m., with much of the programming separate from the AM outlet. Booklets describing FM and the WJTN-FM operation were distributed to listeners, dealers and prospective sponsors.

KVFD-FM Launched

KVFD-FM, new Fort Dodge, Iowa, outlet affiliated with Northwest Broadcasting Co.'s AM outlet, KVFD, is operating on an 18-hour schedule beginning at 6 a.m. each day except Sunday, Edward Breen, KVFD president and general manager, announced this week. The new station, which took the air Oct. 26, is on channel 274 (102.7 mc).

CJOK, FM outlet of CBOK Sarnia, Ont., began operations last month on Channel 246, 97.9 mc, 24 hours daily.

First in Peoriaarea AM WMBD FM Peoria, Illinois

100% greater night-time coverage

With FCC approval of 5000 watts full-time and improved transmitter location, construction is now in progress to assure WMBD even more Plus-Power where it counts. WMBD's night-time coverage area blan- keting Peoria area should be at least doubled, materially increasing the definite bonus-audience proven by all current surveys. Thus, WMBD soon will give "bonus coverage" of its established bonus-audience.

20% greater day-time coverage

Optimum tower height (.625 wavelength) and improved ground conditions at WMBD's new transmitter location provides further assurance of a signal first in Central Illinois. These technical improvements should increase by 20% WMBD's day-time coverage. The Peoria market, of course — reported by Sales Management as the nation's No. 1 radio test city — has long been dominated by its pioneer radio station, WMBD.

BROADCASTING • Telecasting

Page 28 • November 3, 1947
Want to sell to Philadelphia men?

FOLLOW THIS BANNER!

SPORTS with
HARRY ROBERT

“ON THE SPORTS HORIZON” with
BOB ALLMAN

“HUNTING AND FISHING CLUB”
with JOE O’BYRNE

Pick any one of these three early-evening KYW shows... and you can’t go wrong! Each has built a loyal male following in the Nation’s Third Market. Each can sell anything that men buy, from a cigar to a sedan. Six shows a week if you want them; one if you prefer. Get in touch with our Sales Department or with NBC Spot Sales.

50,000 WATTS

KYW NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KDCA • WOWO • WBF • WBZA • KEX • KYW

National Representatives, NBC Spot Sales—Except for KEX
For KEX, Free & Peters
NORRIS LAWRENCE O'NEIL, 55, business manager of WSJS Winston-Salem, N. C., died Thursday, Oct. 23 at a Winston-Salem hospital. He had suffered a heart attack Aug. 6 and a second attack Oct. 19. Mr. O'Neil had been with WSJS since its establishment in 1930, and prior to that had been bookkeeper for the combined Winston-Salem Journal and Sentinel. Funeral services were held Oct. 25 at St. Leo's Catholic Church in Winston-Salem.

Hugo W. Glaeser
HUGO W. GLAESER, 53, vice president and account executive of Moser & Cotins, Utica, N. Y. advertising agency, died suddenly at his Utica home Oct. 14. He had been with the agency for 26 years, as production manager, writer, copy chief and account executive. He served in both World Wars, and held the rank of major in the last war.
A tough-minded examination of 1947 radio values shows that CBS is the most effective network in America, today.

NO. 3 OF A SERIES—SEE BACK OF INSERT
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**DAILY TIME**

| **9:00 A.M.** | **ABC** | **CBS** | **NBC** |
| -       | Coast to Coast on Bus | World News | World News |
| **9:15** | **ABC** | **CBS** | **NBC** |
| -       | Coast to Coast on Bus | World News | World News |
| **9:30** | **ABC** | **CBS** | **NBC** |
| -       | Coast to Coast on Bus | World News | World News |
| **9:45** | **ABC** | **CBS** | **NBC** |
| -       | Coast to Coast on Bus | World News | World News |
| **10:15** | **ABC** | **CBS** | **NBC** |
| -       | Coast to Coast on Bus | World News | World News |
| **10:30** | **ABC** | **CBS** | **NBC** |
| -       | Coast to Coast on Bus | World News | World News |
| **10:45** | **ABC** | **CBS** | **NBC** |
| -       | Coast to Coast on Bus | World News | World News |

**MONDAY**

| **6:00 P.M.** | **ABC** | **CBS** | **NBC** |
| -       | Newsmaker | Face the Nation | Face the Nation |
| **6:15** | **ABC** | **CBS** | **NBC** |
| -       | Newsmaker | Face the Nation | Face the Nation |
| **6:45** | **ABC** | **CBS** | **NBC** |
| -       | Newsmaker | Face the Nation | Face the Nation |
| **7:00** | **ABC** | **CBS** | **NBC** |
| -       | Newsmaker | Face the Nation | Face the Nation |
| **7:15** | **ABC** | **CBS** | **NBC** |
| -       | Newsmaker | Face the Nation | Face the Nation |
| **7:45** | **ABC** | **CBS** | **NBC** |
| -       | Newsmaker | Face the Nation | Face the Nation |

**TUESDAY**

<p>| <strong>6:00 P.M.</strong> | <strong>ABC</strong> | <strong>CBS</strong> | <strong>NBC</strong> |
| -       | Newsmaker | Face the Nation | Face the Nation |
| <strong>6:15</strong> | <strong>ABC</strong> | <strong>CBS</strong> | <strong>NBC</strong> |
| -       | Newsmaker | Face the Nation | Face the Nation |
| <strong>6:45</strong> | <strong>ABC</strong> | <strong>CBS</strong> | <strong>NBC</strong> |
| -       | Newsmaker | Face the Nation | Face the Nation |
| <strong>7:00</strong> | <strong>ABC</strong> | <strong>CBS</strong> | <strong>NBC</strong> |
| -       | Newsmaker | Face the Nation | Face the Nation |
| <strong>7:15</strong> | <strong>ABC</strong> | <strong>CBS</strong> | <strong>NBC</strong> |
| -       | Newsmaker | Face the Nation | Face the Nation |
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**EXPLANATORY NOTES**

**RESULTS IN FOLLOWING ORDER-Sponsor Name or Program, Number of Stations and in Some Instances Starting Time**

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A tough-minded examination of 1947 radio values shows that CBS is the most effective network in America, today.

All the facts show that CBS reaches audiences it has not than any other network.

The tough-minded advertisers and program directors-along that makes CBS different.

Let's take the fact that:

**CBS has the "best-balanced" distribution of facilities in all network radio**

CBS has the highest ratio of high-powered stations (5,000 watts or more) among all networks.

CBS has the lowest ratio of low-powered stations (250 watts or less) among all networks.

Combine the superb "balance" of the powerful and mature CBS stations with the unquestioned power of CBS programming, and you see why:

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

The facts are summarized in a new study. To see this study...

SEE CBS...

THE COMPLETE NETWORK
Readjust Music Royalties—Rosenbaum

Says Juke Box More Than Radio Engendered AFM Crisis

By SAMUEL R. ROSENAUM

YOUR invitation for comment on Pettrillo’s latest edict comes to me when I am no longer in the radio industry. However, there are many in the industry who may have forgotten, or who never learned, some basic facts.

Phonograph records are made and sold “for home use only.” For years musicians have objected to their sale and use for commercial entertainment. The manufacturers and the distributors have no way under existing law, to enforce the restrictive clause printed on the label.

While many radio stations use many records, it is the Juke-box rather than radio which is the worst offender. Radio does give substantial employment to musicians; the Juke-box gives none. We found a way, in the settlement of 1937, for radio to give fair treatment to cure the fair complaints of the musicians. If that way was right then, it still is now, though many have departed from it.

Radio alone could make its peace with the musicians, and continue to thrive mightily. But since legislation like Lea and Taft-Hartley, radio is now only part of the commercial music problem and must join in a constructive program. What is the problem?

The Juke-Box Case

The Juke-box has built up a vast gross revenue on a violation of the clear agreement between the recorders and the musicians. It is estimated that it does an annual gross of $300,000,000 today, from records sold originally “for home use only.” The inability of the recorders to prevent this, and their refusal to find a remedy, caused the recording stoppage of 1942.

When the recorders joined in the trade agreement of 1943, it was inevitable there would be trouble. The principle of payment by an employer direct to a union for permission to employ its members is unsound. If spread to other industries it has unlimited implications. Now that Taft - Hartley has stopped this, it was inevitable the musicians would resume their original position. That is just what they have done.

Maybe Pettrillo is a Caesar, but he did not create this issue. He is pushed by a big membership of which at least 6 thousand get paid for recordings. The voting majority in every local are both envious and resentful at the use of this product to supplant them. The stoppage has been urged in their conventions now for nearly 15 years. It was first Joe Weber [former president of AFM] and later Pettrillo who actually kept de-

ferring the stoppage in the hope of a practical solution.

Fear of anti-trust, and distrust among competitors, has prevented the recorders and the other commercial users of music from proposing a remedy. The union has likewise chosen to avoid the charge of making demands in restraint of trade. It is therefore once more up to the commercial music industries to propose a remedy if they mean to stay in business.

Once more there may be an unceasing battle by recorders to get the fair agreement from old masters and press from accumulated new ones. This will effectively wipe out the smaller newcomers in the business, and leave the few big publishers in undisputed possession of the field. Eventually public demand for new recordings must be given heed. A way must be found for the public to receive benefits of technology.

Clearly the union is in better position to wait than is the industry. After current stocks lose their timeliness, new products cannot be made without their service. In this respect, music differs from every other industry. Engineers can only make reproducers, not producers. Is there a way to satisfy both? There is no simple formula.

It may promote useful discussion if, at this time, renewed- attention is directed to a proposal which was cast aside by the industry when made in 1942. It was recommended that the industry and the union join in urging Congress to confer a copyright in performance such as now exists for composition and for publication. A system of royalty collections for reproduced commercial performance will do all the now outlawed tribulations and more. It will fall justly on those who directly benefit. It has a sound moral ground. It is already the law in many other countries.

Musicians, if given the right to collect such royalties for commercial use, will have a legal right to designate their union to collect for them, and use the funds to create employment. This is quite different from the union collecting in its own right.

Together with this answer to the Juke-box problem, there must be a re-examination of the Radio Plan of Settlement of 1937.

These parallel paths of effort can lead to harmony with the musicians. Continued vituperation will not. At the latter, Jimmy will always win out, in spades and technique.

If the industry chooses to make an honest effort to join with the musicians in removing the basic causes of unemployment, it is believed progress can also be made in terminating many long established feather-bedding practices. Unwilling payment for work not done is demoralizing and degrading to the recipient as well as to the employer.

Citizenship Committee To Hold Two-Day Meet

FIRST meeting of the Advisory Committee on Citizenship, named recently by Attorney General Tom C. Clark, will be held today (Nov. 3). Two-day session is scheduled. Committee chairman is Justin Miller, NAB president, who was due back at NAB headquarters in Washington on Saturday after several weeks on the West Coast.

The committee was named “to further the Dept. of Justice program to emphasize the worth and meaning of American citizenship to the alien seeking naturalization.”

$4 MILLION INCREASE IN RCA 9-MONTH NET

A $4 MILLION increase in net profits for the first nine months of 1947 as compared with the corresponding period last year was reported last week by RCA in a consolidated third-quarter statement.

Total gross income from all sources, including its subsidiary, NBC, was $292,952,604 for the first nine months of 1947, compared with $163,604,191 in the same period in 1946, an increase of $61,348,413.

Net income, after charges and taxes, was $12,233,788 in 1947 compared with $8,226,329 in 1946, an increase of $4,007,429. Net earnings applicable to common stock for the first nine months of 1947 were 71.1 cents a share, compared with 42.2 cents in the same period last year.

Gross income from all sources in the third quarter of 1947 was $70,648,733 and in the same period last year $62,294,105. Net income for the third quarter was $5,407,845 in 1947 and $2,560,029 in 1946.
WHIRLWIND round of promotion marking first anniversary of Benrus Watch Co.'s "Embraceable" wrist watch culminated in a one-day cross-country trip (jewelers' breakfast in New York, luncheon in Chicago, dinner in Los Angeles) for (1 to r): Adrian Planter, Benrus advertising manager; Ella Raines, Universal Pictures star, who is the "Miss Embraceable" in Benrus advertising; J. D. Tarcher, head of J. D. Tarcher Advertising Agency; S. Ralph Lazarus, president of the watch firm.

Radio 'Parasite' Says AP's M-E Assn.; But AP Management Praises Medium

RADIO, an important client of the Associated Press, last week stood accused by the AP Managing Editors Assn. as being an "irritating problem" and "a parasite on established news gathering agencies."

The accusations, made in a report prepared by a special committee of the editors association and delivered to an association meeting at Detroit, were tempered by a defensive statement issued by the AP management coincidentally with the committee report.

Report Is Critical

In its report, which was generally critical of the AP's domestic news file, the managing editors committee specifically charged:

"Radio is an irritating problem. It contributed little to the news report. It is a parasite on established news gathering agencies. Because of its speed it frequently beats the newspaper on local news gathered by the newspaper's staff. There is evidence that lack of protection has fostered a slow down in scheduling—a practice which promises to become even more costly."

A statement prepared by the AP management and presented as a marginal notation in the editors committee report took a much less gloomy view of radio's contribution to news coverage.

'Excellent Cooperation'

The AP management stated that "the extent of radio's interest in producing news and giving tips is increasing rapidly," and commented appreciatively on "excellent radio cooperation on the Florida-Gulf Coast hurricane."

"In New York," the management continued, "the radio newsrooms have given us some of the best tips received. "Newspapers might take a tip from the baseball clubs which have learned, after fighting off or restricting random broadcasts, that play-by-play broadcasts have multiplied the cash customers at the turnstiles by increasing public interest. Similarly it could be that the appetite for reading newspapers is whetted by newscasts which, by and large, just hit the high-spots."

CONSIDERABLE interest was aroused by WMT Cedar Rapids, Iowa, to a recent broadcast of Three Men on a Limb, a forum-type broadcast which handles controversial issues on a bi-partisan format.

Each week the station's board of three experts engages in discussion of topical matters with invited experts. On the subject of whether college athletes should be paid, Dr. Karl Leib, president of the National Collegiate Athletic Assn., and a guest expert that week, and Byron Hollingshead, president of Coe College and a permanent panel member, agreed that subsidies to athletes could be justified if they weren't cut-and-dry cash payments.

The views were quoted by wire service and used widely by newspapers, according to WMT. In addition, some 15 radio stations in Iowa are said to have requested permission to play back a transcription of the program.

Other members of the WMT panel are Rabbi Herman S. Schaalman of Cedar Rapids and Frank Nye, associate editor of the Cedar Rapids Gazette. Douglas Grant, WMT program director, is moderator of the show.
NEW SALES-MAKING, BUDGET-SAVING SERVICE NOW AVAILABLE TO ADVERTISERS AND THEIR TIMEBUYERS—through WEED AND COMPANY and WVET!

1. There are lots of time-saving, dollar-making, budget-shaving services a national sales rep can perform at no extra cost to you. But you get that kind of service only from reps who are trained to use their eyes and ears... reps 100% eager and willing to do an intensive imaginative job for you.

2. Such representatives are Weed and Company. That’s why Veterans Broadcasting Company, Inc. has appointed Weed men to represent Rochester’s new live-wire up-and-at-em station—WVET—5000 watts, MBC, 1280 on your dial!

3. WVET stubbornly believes you are entitled to programming, talent and service custom-tailored to fit your individual needs...

... has made a special arrangement with Weed and Company to see that you get ALL-OUT SERVICE based on your product, your problems, your markets, your competition.

4. If extra brainwork will put you ahead of competition, your Weed man will work his noggin overtime to help put you in the money. If extra effort and leg-work will save you time and headaches, and boost sales, your Weed man will make that effort. Because that’s the way we do things on WVET. The ONLY way.

5. If it’s hard-selling spots you want—jackpot returns on a limited budget—WVET’s Complete Advertising and Merchandising Service-of-the-Air—or specialized help with local distribution problems, send for your nearest Weed man PDQ. Or write Weed and Company, 350 Madison Avenue, New York 17, New York.

WVET
ROCHESTER’S MUTUAL STATION
5000 WATTS • 1280 KC

VETERANS BROADCASTING COMPANY, INC., 204 GRANITE BUILDING, ROCHESTER 4, NEW YORK

BROADCASTING • Telecasting
Fills 1000 Cars

Approximately 14,616,000 stalks — 1000 carloads — of famous crisp Utah celery are being shipped to the nation's markets this fall.

The money that celery brings to Utah is spent locally by people with whom KDYL is the POPULAR station.

CAB Annual Meet to Be in February; Agenda Is Heavy as Directors Convene

NEXT ANNUAL meeting of Canadian Assn. of Broadcasters will be held in February at Quebec, it was decided at the CAB board of directors meeting at Toronto, Oct. 27-30. Directors chose February in belief that this would allow time for preparation of CAB brief before next Parliamentary Committee inquiry on broadcasting, expected to be held next June.

The board decided to bring before the convention a revised plan for membership payments, and to adjust payments of music copyright fees by regions, with totals being paid to BMI Canada Ltd. and Composers, Authors and Publishers Assn. of Canada (CAPAC) remaining the same as set by the Canadian Copyright Appeal Board [Broadcasting, Sept. 22].

Division of CAB directors also was changed at the board meeting. Total of directors will remain at 11, but in future one will be elected by small market stations and one will represent British Columbia broadcasters while the other western Canadian provinces will have three representatives.

A new management committee was set up with Harry Sedgwick, CFRB Toronto, and CAB board chairman, as chairman, and consisting of Ken Soble, CHML Hamilton, Ralph Snegrove, CFOS Owen Sound, Phil Lalonde, CKAC Montreal, and A. Gauthier, CKTS Sherbrooke.

Board meeting was attended by G. R. A. Rice, CFIN, CAB president; Harry Sedgwick, CFRB; A. A. Murphy, CFQC Saskatchewan; Malcolm Neil, CFRB Fredericton; G. S. Henry, CJCA Edmonton; A. M. Cairns, CFAC Calgary; A. Gauthier, CKTS; Ralph Snegrove, CFOS; Ken Soble, CHML; Phil Lalonde, CKAC; and CAB executives Harry Dawson, Arthur Evans, Doug Scott, Joseph Sedgwick of Toronto, and Jim Allard, Ottawa.

Station representatives appeared before CAB board to discuss sales policies. Also discussed was year's protection on rates, cash discounts, give-aways, sales statistics, standard contract forms and other problems.

Also on board's agenda were establishment of policy on joining Inter-American Assn. of Broadcasters, CAB representation at next autumn's NARBA meeting at Montreal, and policy on network problems in view of Canadian Broadcasting Corp. plans to drop a number of stations from its Trans-Canada network with opening next year of new CBC 50-kw stations.

Truman's Hooper

PRESIDENT TRUMAN'S address to the nation on Oct. 24 explaining his reasons for calling a special session of Congress was heard by 25,137,000 adult listeners, according to a survey made for CBS by C. E. Hooper Inc. The Hooperating for the broadcast, carried by the four major networks, was 34.3; President Truman's share of the listening audience was 91.2. By comparison the Hooperating for the President's last previous nighttime address on Oct. 6 when he asked for national food conservation was 27.0.
LISTENABILITY has its critics!

by Edgar Kobak

President, Mutual Broadcasting System

LISTENABILITY, you'll remember, is the Mutual-developed method of computing physical coverage of radio stations and networks. It is an engineering method, based upon accepted standards (many of them FCC standards or higher) and, as such, it is accurate, dependable and conservative. What's more, "LISTENABILITY" is more than a "can hear" measurement; it's a "good-enough-to-listen-to" yardstick — from the listener's and not the broadcaster's viewpoint, which is important.

This Engineering measurement is new — not because any of its components are new — but because, for the first time, an engineering measurement has effectively balanced all the factors which affect the strength and clarity of a signal — such as power, frequency, antenna design, ground conductivity, atmospheric noise, manmade noise and interference from other stations. All these factors have long been known to radio engineers. Mutual just put them together in a measurement method which makes sense.

As was to be expected from something so new as this, there emerged from it a set of new facts, a new picture of station and network physical coverage. Also, as was to be expected, the facts were not only interesting — they were, in several instances, upsetting.

We have shown our "LISTENABILITY" Presentation in a good many spots — to advertisers, to agencies and to broadcasters, including our competitors. We have had much favorable comment and some criticism.

Now criticism is something we do not mind facing — and in this discussion we are going to face these criticisms squarely. Let's take them in turn.

CRITICISM No. 1 "LISTENABILITY" is negative. It stresses too much, the factors which interfere with regular listening. Radio has been sold, successfully, on the basis of being able to reach most everybody — why cut down on coverage claims?

The answer is simple. For too long, we believe, there has been too much "blue sky" in coverage claims; true, the "blue sky" content has gradually decreased, but there is still too much.

We believe that advertisers are entitled to figures they do not need to discount. We believe that "LISTENABILITY" gives them these facts and figures. We think "LISTENABILITY" is rendering a needed service not only to broadcasters but to users of radio time.

CRITICISM No. 2 "The trend during the past three or four years has been away from "coverage to "listening" — advertisers are less interested in how many 'can listen' and more concerned with how many 'do listen.' And so 'LISTENABILITY' is a backward step."

Again, the answer is simple. Advertisers must, as a first step, have dependable up-to-date figures on their potential audience. That is why they ask for them and for coverage maps. They want to know, first, where they can win listeners — and that is exactly what "LISTENABILITY" gives them.

There is a second point. Existing "station audience" or "total listening" figures involve a composite picture of listening to a station or network: they do not compensate for the variations of listening habits by day of the week, time of day or night, day, weather, interference and other factors. As a result, a "total listening" figure does not give any one advertiser a "do listen" figure for his program — any more than "LISTENABILITY" does.

"LISTENABILITY" is a forward step because it gives advertisers a realistic picture of their potentials: now as always, it's the program (vs competition) which determines the actual audience.

CRITICISM No. 3 "The industry has accepted the BMB 1946 Survey and now you come along and muddy the situation with 'LISTENABILITY'!"

Let us make our position clear: we are 100% behind the idea of BMB as an organization: we believe the industry should have a central Bureau out of which will come figures which are fair to all and usable by all. Radio has been a long time building such an organization. We want it to continue. We backed it from the beginning.

The question of the BMB 1946 Survey and the method employed in making that Survey is something else again. We are not the only ones who believe that the results are out of date — were out of date the day they were released. We are not the only ones who believe that BMB is not wedded to the method of their first survey; or that that particular method cannot be refined, or even that a new method could not be adopted.

The Audit Bureau of Circulations was quite some time growing up; BMB is in the process. ABC has evolved to the point where it is reliable and unchallenged. BMB will get there, too. In fact, BMB is taking a step in that direction right now. They have their Technical Committee (composed of representatives from the ANA, the A-As, NAB and the networks) looking into "LISTENABILITY." They are going to evaluate it with a cold eye (that and we welcome) and whether or not they decide that it is a method which BMB should adopt and use in their overall job of providing dependable and current figures to the users of radio time — we will feel that our efforts and expenditure of money have been more than worth while. We will feel that, once again, Mutual is providing a service to the industry.

As things develop, we may have more to say. Meantime we'd welcome your comments.
Advertising and broadcasters alike should recognize the necessity of radio being a living part of the community. A. D. Dunton, chairman of Canadian Broadcasting Corp., told the Young Men's Advertising & Sales Club at Toronto Oct. 22.

Those connected with radio advertising must of course have a prime interest in getting their message across in selling goods through the money they spend, Mr. Dunton stated. "But I believe they should think, and it will be to their own benefit in the long run, of the responsibilities of radio which they are helping to shape. I urge them to recognize the necessity of radio being a living part of whatever community or public it serves.

To broadcasters themselves I make this appeal; let's not dissipate our energies. Radio as a whole, and therefore all parts of it, has far more to fear from weakness and division within itself than from any outside forces."

Mr. Dunton dealt in detail with responsibilities of radio in his talk to young advertising executives. Regarding programs he said: "It is one of the characteristics of radio on this continent that actual content of programs is not provided by broadcasters themselves, that a good part is supplied by advertisers. I am not convinced that in the long run this is a good situation for radio. I am inclined to agree with those in Canada and the United States who feel it would be more healthy in the long run if broadcasters themselves provided more of the program content."

Regarding ratings, Mr. Dunton said there is "a serious threat to the welfare of broadcasting in slavish worship of ratings. It is very important not only how many are listening, but who is listening, he stated.

"Broadcasting from within itself has to make positive contributions to the society supporting it," he continued. "If it does make the contributions of which it is capable then it is far stronger in itself, and will in years to come be a better vehicle for those using it. Radio must try to some extent to serve all reasonably sized interests of different sections of the public.

"It is up to broadcasters themselves to see that freedom of the air does in fact exist. . . Freedom of the air depends chiefly on how well and how fairly broadcasters provide the opportunity for different tastes and different opinions to share in the use of the air."

EIGHT BASIC suggestions have been offered Canadian broadcasting stations by the Canadian Assn. of Broadcasters to aim in making stations an essential part of the community. It is suggested:

- The character and needs of the community be studied in order to fit the station's activities into the pattern.
- Stations and staff should take initiative and lead in community activities, from youth movements to parent-teacher relations.
- Stations and staff should work close with local community projects and air their meetings.
- Studios should be offered to local musical, drama and other clubs.
- Special events should cover local projects, especially charitable affairs, and station should provide announcers to act as emcees at such events.
- Local club luncheons and dinners ought to be broadcast.
- Local information broadcasts as weather reports and road conditions, are service projects for the community.
- Station's reporters should cover local meetings and station personnel should belong to service clubs, Red Cross, Community Chest and other community organizations.

Under CBC

NEWFOUNDLAND BROADCASTING Corp. will be taken over by the Canadian Broadcasting Corp. when Newfoundland joins Canada as a tenth province. This arrangement is listed in the proposed agreement of confederation between Canada and Newfoundland, on which officials of both countries have been at work for months. The tentative agreement has just been released at Ottawa and St. John, Newfoundland. Union will depend on popular vote in both countries, planned for sometime in 1948. Newfoundland Broadcasting Corp. stations are VOFV St. Johns, and VOWN Corner Brook.

WESTINGHOUSE ELECTRIC Corp., Humble Radio, Sunbury, Pa. has introduced a new AM-FM phonograph, combination console, model H-160, with ten tubes plus rectifier and phono amplifier.

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THE Milwaukee Story

BY WGN OF CHICAGO

Something for nothing? Well, you decide. First, consider the importance of the Milwaukee market. Best estimates are that Milwaukee County will produce over one billion dollars worth of industrial goods this year. Milwaukee County, with a population of over 850,000 is the nation's 14th richest market. Obviously it constitutes a real "plus" value to WGN accounts.

We know we cover Milwaukee better than any other Chicago station... in many cases we rate second to Milwaukee's first station. To illustrate our point: The February thru April Milwaukee Hooperatings showed WGN's daytime weekly ratings with Superman at 7.8, Dr. George W. Crane at 7.7, Heart's Desire at 7.3 and Tom Mix at 6.2... night time shows included Hollywood Theatre at 11.7 (highest in Milwaukee for the time period), Crime Club at 8.9, Boston Blackie at 8.3 and Flamond with a 7.4.

All of this adds up, we believe, to the best advertising bonus in radio today.

A Clear Channel Station... Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
There are....
in this picture

They are the first stations elected to membership in The Associated Press on October 3, 1947.

They joined because they appreciate the advantages of membership in the world's greatest news gathering organization... one whose news gathering facilities surpass all others.
456 stations

Naturally, the list of broadcasters applying for AP membership is growing daily.
New Proposal Is Handed Down In the Complex N. J.—Pa. Case

A NEW PROPOSAL for disposition of the long and highly complex case involving renewal, new station, and modification applications of eight existing or would-be stations in New Jersey and Pennsylvania was handed down by FCC last week.

The new plan, called a “proposed and supplemental decision and proposed order of modification of licenses,” follows in part the assignment arrangement proposed by FCC in a show-cause proceeding for WCAM Camden, WTNJ Trenton, WCAP Asbury Park, and WHAT and WTEL Philadelphia [Broadcasting, Feb. 10]; is in line with an earlier proposed decision and supplemental proposed decision with respect to renewal and modification applications of WTNJ, WCAM, and WCAP [Broadcasting, Oct. 22, 1945; Sept. 16, 1946]; incorporates the conclusions of yet another proposed decision relating to three Philadelphia-Camden applicants [Broadcasting, Nov. 4, 1946]; and adds the first proposed decision on Valley Broadcasting Corp.’s application for a new station at Allentown, Pa.

The proposal would:

1. Deny renewal to WTNJ 1310 kc, 500 w, sharing with WCAP and WCI. Station’s present temporary license would be modified to 1300 kc with 250 w, daytime only, “until the deletion of the station.”

2. Deny renewal to WCAM 1310 kc, 500 w, sharing with WTNJ and WCAP, unless, within 30 days from final decision, the city-owned outlet shows that it will give no further effect to a time-share contract with Mack Radio Sales Co. If this condition is met, and WCAM shows it is able to make certain equipment changes and operate full time, its license would be modified to authorize use of 1310 kc with 250 w full time.

3. Grant the new renewal to WCAP 1310 kc, 500 w, sharing with WTNJ and WCAP and modify its license to permit use of 1310 kc with 250 w full time.

4. Grant the proposed new license to WCAP 1340 kc, 100 w, sharing with WTEL to authorize use of 1340 kc with 250 w full time, effective 20 days from final decision. If this proposal should draw objections, it is subject to the show-cause order and what would be given an opportunity to be heard.

5. Modify the license of WHAT 1340 kc, 100 w, shares with WTEL) to authorize operation of WHAT on 1340 kc, 250 w, day and nighttime. Station is now facing renewal hearing in face of opposition.

The grant of the license of WTEL (1340 kc, 100 w, sharing with WHAT) to authorize operation of WHAT on 1340 kc, 250 w, day and nighttime. Station is now facing renewal hearing in face of opposition.

6. Grant the application of Valley Broadcasting Corp. for a new station on 1300 kc at Allentown, Pa. This grant would be conditioned on the applicant applying for 500 w (instead of 1 kc) and the acceptance of responsibility for preventing transmitter interference-modulation in the WCAP Allentown station and WTNJ station on 1550 kc.

7. Retiring Chairman Charles R. Day and Comr. E. E. Compton would be excluded from consideration for renewal of WTNJ with operation on a regular basis.

8. Deny renewal to WAP 1300 kc, 250 w, day and nighttime.

Nine Years Old

The renewal applications of WCAP, WCAP and WTNJ date back to 1938, 1939, and 1940, respectively.

FCC proposed to deny the WTNJ application on grounds that Franklin L. Wolf, who is vice president, treasurer and general manager, “has engaged in conduct which demonstrates his inability to satisfactorily administer a license,” and that the licensee “lacks the necessary qualifications...”

The proposed conditional rejection of WCAP’s renewal bid is based on a time contract which, FCC said, gives “substantial dominion over approximately 85%” of broadcast time to Mack Radio Sales Co. The Commission recognized that WCAP is currently involved in litigation seeking to regain control of the station. But, FCC said, “we feel that to permit the present existing arrangements to continue any longer would be unconscionable and would result in delegating to other agencies the powers which have been entrusted to this Commission by Congress.”

In the Camden-Philadelphia case, with the program of the once-popular “Bank” show on WDFI Flint tonight.”

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Pioneer

SKY WRITING just ain’t in a 17th-century picture, Ray Enright, Hollywood free-lance motion picture director, recently spent a full day in shooting an outdoor sequence for a 17th-century picture.

When the rushes were viewed that evening, they were deemed perfect—with one exception. In the sky above was clearly seen “WMFC, new 50,000 watts.”
IF IT'S DINOSAURS YOU WANT...
Use a pick in the Gobi Desert!

IF IT'S SALES YOU WANT...
Use WTIC in Southern New England!

By every measurement, station WTIC, Hartford, dominates the prosperous Southern New England Market.
Wage & Hour Adm. to Hold Hearing on 40-Hour Week

FORMULA to decide what employees are exempt from the 40-hour work week will be sought in a hearing starting Dec. 2 before the Wage & Hour Administration.

Since the Administration has wide discretion in deciding what workers are entitled to premium pay for work over 40 hours in a week, the hearing is expected to develop a set of definitions and standards.

Many problems involving broadcast industry personnel are involved in the hearings. NAB will participate, according to Richard K. Doherty, Director of Employee-Employer Relations, in an effort to get a clarification of many phases of industry operation.

In seeking clarification of rulings as a basis of determining what employees are in the administrative and professional group, NAB hopes to obtain formulas helpful in deciding on payment of fees for special events feeds, fees out of stretch, fees for announcing commercials and similar problems.

Status of farm editors, news editors, women directors and others is involved, since they would be exempt from the 40-hour week if classified as professional people. Rights of freelancers also are involved, along with outside salesmen.

Present regulations specify that executives must receive at least $30 a week on a salary basis, with an administrative employee receiving $200 a month or $65 a week on salary or fee basis. Professional employees must receive at least $200 a month.

Because of living cost changes, the CIO United Electrical Workers union is asking a $500 monthly salary to qualify as an executive, administrative or professional employee.

On the other hand, the U.S. Chamber of Commerce last week asked Congress to eliminate overtime provisions of the Wage-Hour Act requiring time-and-a-half wages for all work over 40 hours.

Film Spots Budgeted

EAGLE-LION FILMS, in budgeting $250,000 for The Upturned Glass starring James Mason, will use spot announcements in key stations throughout the country.

Agency: Monroe Green

DISC JOCKEY

DULUTH, MINN.—Look who’s making tracks with his galloping equine-calculator. It ain’t the Lone Ranger . . . it’s Otto Mattick out on a survey of KDAL’s 3-state coverage on that new 5,000-watt power.

Says Otto: “KDAL carries so far on that blessed 610 frequency, not even the Lone Ranger could track down a soul who doesn’t tune in KDAL in this 3-state area.”

The MORAL: If you’d like to make big tracks in this north country (don’t get a horse) just contact Avery-Knodel and they’ll explain why KDAL can carry your message better than ever to more people.

MOVIES DID NOT LAG IN VIDEO—FAIRBANKS

COUNTERING statements of Paul J. Larsen in address before SNPE in New York, Jerry Fairbanks, head of film production firm bearing his name, expressed belief that film industry had not missed movie boat as applicable to video.

“Independent Hollywood producers have been on the band wagon for some time,” he said. “Mass production of films exclusively for television is already under way.” Mr. Fairbanks explained. “Some producers have been experimenting with films for video for more than three years and have developed techniques and equipment that compare favorably to theatrical pictures,” he concluded.

Finally, in defense of major movie producers whom Mr. Larsen accused of being out of touch, Mr. Fairbanks pointed out that “some like Paramount have actually helped pioneer television” but most majors have no real reason to aid television. Television will be but a sideline to the exhibitors, despite all the blue-sky talk about theatre television.”
Houston is more than just the South's first market. It is America's third largest port. And KPRC is first in this tremendous market. First by the yardsticks that count: audience rating...network affiliations...local programs.

The easy way to put your client in touch with the biggest audience in all Houston and the Gulfcoast area is obvious: Pick KPRC. Call us. Or call Petry for availabilities now.

KPRC
HOUSTON
950 KILOCYCLES
5000 WATTS

National Representatives: Edward Petry & Company
Affiliated with NBC and TQN  •  Jack Harris, Manager
UNSATURATED MARKET FOR SETS HELD HIGH
THE POTENTIAL U. S. market for radio sets is only slightly more than one-third "saturated" instead of the 90% figure commonly accepted, according to Max F. Balcom, president of the Radio Manufacturers Assn. and vice president of the Sylvania Electric Co.

Mr. Balcom, who spoke on "The Radio Industry Raises Its Sights" at a luncheon meeting of the Radio Executives Club at the Hotel Roosevelt, New York, last week, hastened to add that the lower figure is based on the concept of four radios for each home, instead of one to a family.

Mr. Balcom declared that the RCA was cognizant of this situation when early this year it launched a "radio in every room" sales promotion campaign. He added that by adopting and financing this program the RCA "raised the sights" of the industry and "pointed the way to continuing high production and prosperity for manufacturers, distributors and dealers..." Another slogan of the RCA campaign, Mr. Balcom said, is "A Radio for Every Purpose," aimed at promoting the sale of automobile radios and portables.

Production of television sets this year is expected to reach 200,000, he disclosed. He estimated the 1947 output of radio receivers at a new peak of 17,000,000.

EXTENT OF BROADCASTING COVERAGE IS DISCUSSED

A good hunter doesn't waste shells on the "Fringe Birds... he places his shots where they're Bunched

Radio reaches more people than any other advertising medium, Frank E. Pellegrin, NAB Director of Broadcast Advertising, told the Cincinnati Advertisers Club at a Radio Week luncheon.

He reviewed the extent of broadcasting coverage, citing case histories to show its effectiveness as an advertising medium. Also a guest at the luncheon was C. C. Cosgrove, past president of Radio Manufacturer's Assn., general manager of the Crosley manufacturing division, and chairman of the Joint NAB-RMA liaison committee that planned the week's celebration.

Commercial

AVERY-KNODEL Inc. was appointed national representative for WAGA Atlanta. Mr. WAGA was formerly represented by HEADLEY-REED Co.

JOSEPH HERSHEY McGILLYRA, Inc., station representative, has announced the opening of its southeastern office under management of CLAYTON J. COBB. The office will be located in Row- an Blvd., Innes St., Salisbury, N. C. Mr. Cobb was formerly executive vice president of Salisbury-Spencer Broadcasting A E N, and previously had been with Starback Co. Ltd. of Salisbury.

EDWIN POND, formerly with advertising department of WJAS, The Chronicle, has joined sales staff of WNT Augusta.

MARGIE CLARKE, formerly with WOST Atlanta, has joined traffic department of WWL New Orleans.

HEADLEY-REED Co. has been appointed national representative for WOON Atlanta, Ga., effective Nov. 17. 

BIRDABRIDGE, communications representative of CBC, Toronto, has resigned his position in Toronto to become independent producer. Before joining commercial department earlier this year, he was farm broadcaster of CBC.

WEED & Co. has been appointed national representative for WVET Rochester, N. Y.

ALBERT H. MEYER has joined KIST Santa Barbara, Calif., as account executive.

JULES DUNDEE, sales promotion manager of WCBR New York, is the father of a girl, Sue Rose.


HENRY FLYNN, head of CBS Radio Sales, Los Angeles, is the father of a girl.

ANDRIENNE HOYDE and PATTY SMITH have joined traffic department of WKBW Buffalo.

DAVID M. KIMEL, sales manager of WLAW Lawrence, Mass., and Grace Berry have announced their marriage.

DOROTHY PHILLIPS, chief accountant of KFOX Long Beach, has announced her engagement to Robert Engleman, with the wedding date to be set in November.

NEIL MURPHY, accountant at WWL, New Orleans, is the father of a girl.

THE ONE YARD STICK

You can measure the value of a radio station only by its power to produce sales in profitable volume. WAI is one of the outstanding money-makers of the country. Want more facts? Write! Wire Call!

BROADCASTING • Telecasting

CUSTOM-tailored station breaks are the latest production innovation at WWRL New York.

The station has prepared a total of 101 different transcribed announcements, each written to follow or precede a specific show or type of program. Idea was originated by Fred Barr, WWRL program director, who says: "Little attention is paid to the station break. Serious dramatic or solemn religious program will be followed by a light-sex appeal that comes on like gangbusters, while a popular record show is often followed by a station break voiced by a somber, dirge-toned announcer."

For popular music shows, for example, WWRL is currently using 24 varied station breaks with the announcer giving the call letters against a background of light music. Sample: "Your dial is set at the bright spot for music, WWRL New York." Serious music programs are followed by station breaks against a harp and vibraphone background. WWRL news shows are preceded by one of 30 different crisp-voiced announcements.
EXTRA REACH GETS EXTRA RESULTS!

KXOK ALONE DELIVERS OVER *22.1% OF THE
LISTENING AUDIENCE "MORNING • NOON • NIGHT" IN THE THIRTY
COUNTIES SURROUNDING ST. LOUIS

KXOK plays Romeo . . . and woo a plump extra market that'll put extra profits right in your lap! It's that famous KXOK reach that does it (Bless that clear signal at 630 on the dial). Yes, KXOK reaches all around those 30 lush and prosperous counties within a hundred miles of St. Louis, and gathers the listeners in! KXOK, alone, delivers over 22.1% of the total listening audience. (Bless that clear signal at 630 on the dial). Twenty other stations, from near and far, divide the rest. How plump is this extra market? These thirty counties add practically a million spenders to KXOK's million and a quarter "home market," St. Louis. Compare KXOK's long reach . . . and low rates . . . you'll see why KXOK is rated tops with advertisers marketing in St. Louis and the thirty-county area. The thirty counties are just a portion of KXOK's 115 daytime counties . . . 98 nighttime counties according to BMB.

*K Based on a comprehensive coincidental survey in the thirty lush counties surrounding St. Louis. Over 109,000 calls were completed by Edward C. Doody and Company. Write KXOK for a summary of this revealing County Coincidental Survey — or call your "John Blair Man" with offices conveniently located in New York, Chicago, Detroit, St. Louis, Los Angeles and San Francisco.

ST. LOUIS 1, MO. • CHESTNUT 3700
630 K C • 5000 WATTS • FULL TIME
Owned and Operated by the St. Louis Star-Times

BROADCASTING • Telecasting
November 3, 1947 • Page 49
The World Feature Library is composed of 12 Features, each made up of 156 15-minute broadcasts. There are more than 2100 musical units in the Library, which may also be used individually in the building of programs to meet special needs.

**World Feature Library**

- Hoosier Hot Shots
- Sagebrush Serenade
- Songs of Beautiful Hawaii
- Vibraphonia
- Accordiana
- Golden Bantam Revue
- Chapel Hymns
- Jam Session
- A Call From Les Paul
- Here Comes Louis Jordan
- Polka Holiday
- Fiesta Grande

Available in either vertical or lateral recording. Supplied complete with disc file cabinets and index file pockets.
A GREAT VARIETY of musical entertainment by well known artists. Music of wide appeal. Sparkling Continuities. Each show, a gem of its kind, is made up of 156 15-minute broadcasts.

The music embraces instrumental novelties, Western songs, Hawaiian music, Polkas, Sacred Music, Latin American, Hot Jazz, Accordion and Guitar—and Louis Jordan, the biggest little band in America.

Here is an ever ready source of complete shows and transcribed music equally suitable for sponsored or sustaining programs.

In all, the World Feature Library contains more than 2100 musical selections. There are 1404 15-minute Continuities plus musical programming for another 468 quarter hour broadcasts, enough material for over 1800 15-minute programs.

The whole Library—Music and Continuities—is delivered to you in a single package, which means that you can guarantee delivery, when you offer these shows for sponsorship.

Lasting Value
Most of these Features have already been tested—and proved—on the air. This great variety of musical material is of the kind that never grows old—which can be played and enjoyed again and again.

World-Famous Quality
All are available in either vertical or lateral form. All are of the superior quality for which World is famous. Their high fidelity makes them equally valuable for either AM or FM broadcasting.

Exclusive rights for most markets at LOW COST. For full information and prices, write, wire or phone the nearest office of

WORLD BROADCASTING SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.

NEW YORK
50 West 57th St.

CHICAGO
22 West Hubbard St.

HOLLYWOOD
6750 Santa Monica Blvd.

Distributed in CANADA by Northern Electric Company, Limited
1261 Shearer Street, Montreal 22, Quebec
Editorial

Toward Freedom

LAST WEEK National Radio Week was observed throughout the nation. Launched three years ago to promote set sales and stimulate listening it has done much to instill into the public mind two facts: A free radio is one of the nation’s most prized possessions; 2. America is one of the few places on this globe where there is a free radio.

American radio doesn’t have to be sold. For the price of a receiver everyone, everywhere, no matter what his station in life, can hear the finest entertainment the world offers. The American audience is made up of 94% of all the families in the nation.

But radio’s right to be free can’t be taken for granted. It is freedom of speech that is involved and that must be defended constantly. Radio is the first line of defense, a fact which other media have only recently realized.

An example is John S. Knight, leading publisher and now recently station owner, who sees the Blue Book and its amendment upon the free speech guaranteed by the Constitution. “A free press and a free radio should go hand in hand,” he said in an editorial published in his newspapers (Chicago Daily News, Detroit Free-Press, Miami Herald, Akron Beacon-Journal) pledging their support to the cause that is as basic as the Bill of Rights itself.

Paul V. McNutt, counsel for the Motion Picture Assn, in the toils of the House Un-American Activities Committee investigation of Hollywood, pointed out that the basic issue of the inquiry is not Communism but freedom of speech. He held the “free screen” has been sinned out first for an attack on its right of freedom of expression and that the press, the radio and other instruments of communication will follow. We concur in the scope of the threat but not in the sequence. Radio was first target of the attack and received little help from other media, perhaps because it was then a new competitor for the advertising of the newspaper and the audience of the silent screen.

It has taken time and travail to impress these older media with the danger to all in radio’s plight. If all media for mass communication unite there can be no failure. The public would not condone it. But the public must be kept informed and only by maintaining a free flow of speech, by whatever means it is conveyed, can the public know.

So radio observed its 27th anniversary all last week—a week in which the movies were on the hot seat and the press became incensed over the movies’ plight. A new kinship was developed.

Newspaper Week, Oct. 1-8, was recognized by the White House with a strong admonition of vigilance in defense of press freedom. Last Wednesday—after Radio Week was half-through—the President met from the President to NAB President Justin Miller that made no reference to the freedom of radio.

It is a pity that, in spite of the object lesson of a Kenya Mosque, radio daily spewing angry words against America, the President did not emphasize, as he has before, the need for even greater freedom for American radio.

The Nub of NARBA

WITHOUT DETRACTING from the obvious potentials of both FM and television, standard broadcasting is destined to be the foot-soldier in the radio parade for some time. It therefore behooves all those in radio to look to the safeguarding of AM service, lest we lose by default, lethargy or overt act, any substantial amount of service before these other media are full-blown or ready to take over.

Two proceedings of paramount importance to the welfare of standard broadcasting are current. One is the preliminary engineering conference in Havana, which got under way Nov. 1 and which precedes the treaty conference in Canada next August. The other is the wind-up of the final phase of the clear channel case before the FCC.

The clear channel case we must assume will be decided in due course on its merits. It has been around almost since broadcasting began. It is approaching the point of decision, involving as it does, the question of minimum power to be used on clear channels.

But there are steps that should be taken to safeguard our hemispheric position before any decision is reached on the power issue alone domestically. Mexico has proposed a minimum power of 100,000 w on clear channels. Our present limit is 50,000 w by virtue of a “sense of the Senate” resolution adopted in 1958, but which actually does not have the force of law.

The NARBA treaty now provides that if a nation does not make maximum use of a channel in a year it may take it up.

Thus, if Mexico, perchance, should prevail on its proposed increase to a 100,000 w minimum and we stick to a limitation of half that output, we would stand to lose choice facilities and through preemption in our country, but through preemption by other North American nations.

This is not to support clear channels with higher power or to argue, conversely, for full-scale duplication. Let that decision come on an appraisal of the testimony. But let us take the necessary steps to preserve our position as a nation and our right as to the use of the channels now exclusively assigned to us.

Mexico’s demand for a full-scale reallocation of the broadcast band are too ludicrous to take seriously. But Mexico may be asking for an arm with the idea of settling for two fingers: Boosting of the power limit, and involvement in the one-year preemption clause.

There are now four stations in Mexico using 100,000 w—double our maximum. At least two of these are equipped for 200,000 w output, but can no longer go up because the primary power plants can’t supply the energy.

Mexico is poised to exercise squatter’s rights. You can expect other nations on the continent, who show only cursory interest in FM, to make similar advances. Let’s hope that Sam spend the pioneering money to cast covetous eyes on our standard channels. That’s why, as long as standard broadcasting remains the bread and butter medium, it is of fundamental importance that we protect our allocations among nations of this continent.

Decision of Democratic party leaders to hold their convention in Philadelphia gives television undoubted claim to the term “Lasting Influence of the Year. Recognizing the appeal of “seeing as well as hearing” the convention and its leaders, the Democratic Committee followed in the footsteps of its G.O.P. counterpart. It gave the nod to the Quaker City because the “convention could be televised for half the country from Philadelphia but not from San Francisco,” the rival bidder.

Our Respects To—

ALBERT WAYNE COY

I F WAYNE COY has a radio credo, it runs something like this:

“Bring your audience up to the level of your programs; not your programs down to the level of your audience.”

That is not to say this journalist, turned Federal administrator and latterly broadcaster, believes in the precepts of an FCC Blue Book. He applauds that which the Blue Book achieved, but perhaps would question the manner in which it was accomplished.

A mild-mannered man of 44, who wouldn’t displace 150 pounds soaking wet, Mr. Coy has a well-earned reputation in Washington officialdom of being an astute super-efficient administrator, who can be as stern as the occasion demands.

Assistant Director of Budget

But Mr. Coy never liked dealing in digits, though he approached genius in putting them together and making others like them. He was Assistant Director of the Budget from 1942-44, after having served two years as one of President Roosevelt’s anonymous assistants, and in other high Federal capacities under former Federal Security Administrator and ex-High Commissioner of the Philippines, Paul V. McNutt.

Brilliant but not flashy, Albert Wayne Coy is a rather unique combination of man who has preserved his sound Hoosier sense of proportions up through his Indiana newspaper days, his term of distinguished political service and his career as an independent broadcaster. Introduced to radio in 1944, when he joined the Washington Post as assistant to owner Eugene Meyer, he has developed a deep appreciation of and affection for the medium. He regards it as, a projection of journalism and as a field which still has plenty of places to go. It’s a challenge. Mr. Coy’s love for that kind of adventure has carried him around the world.

In his four years in radio, Mr. Coy has served as one of the moving spirits of the FM Broadcasters Inc., forebear of the present FM Assn., as a member of the latter’s board, and as a small station director of NAB. He has served on a number of NAB committees. His flair for organization resulted in the recently announced sharp reduction in application forms for broadcasting operation by the

Page 52 • November 3, 1947

BROADCASTING • Telecasting

(Continued on page 54)
Toward an improved correctional program and better crime control through public understanding and action.

OREGON PRISON ASSOCIATION

Radio Station KOIN
New Heathman Hotel
Portland 5

Dear Sirs:

I want to express my admiration and gratitude for your excellent program Wednesday, "The Walls of Jericho." To my way of thinking it was an outstanding piece of work both as to script and production. The philosophy employed, giving the people of Portland examples of need and then so nicely tossing the responsibility upon them for caring for those needs, was powerful. I do believe the community will support the Chest properly only when it is thoroughly familiar with the reasons funds are needed.

Your emphasis upon the value of prevention is music to the ears of this agency. Our program stresses prevention more and more because we are certain that an investment in prevention will pay lasting dividends.

Such well handled programs as you did Wednesday will help a lot, and I feel sure our whole board would be as enthusiastic as I am if they heard the broadcast. Thank you for the job.

Sincerely yours,

Mrs. John R. Catlin

October 10, 1947
IKCMC
Agency, Mr. elbow. and the administrator relief; then elected combined. He became FCC. He headed by

Returning that who Hopkins, and Harry when he began his Delphi Citizen. He is, Mr. Lindley continued, "a sort of leg-man job," or "a minor clerk in a major way."

Washington columnist Ernest K. Lindley once wrote of Mr. Coy: "Coy knows public administration as few men do who have not given their lives to it—and in the process lost all their imagination. Like Budget Director Smith and a handful of other first-rate public administrators, Coy is able to understand public policies and to devise means of furthering them."

He is, Mr. Lindley concluded, "a level-headed liberal without an ax to grind or personal political ambitions, and a top-notch administrator."

Wayne Coy has turned down a half dozen offers of both Government and private jobs in the last five years. A couple of them have been in radio, but he won't discuss these. It is public record that in March 1946, he was unable to accept an offer to become Assistant Secretary General of United Nations, under Harry Lieh. As to the personal history of Albert Wayne Coy: Born in Shelby County, Ind., Nov. 23, 1909. Received his AB from Franklin, Ind., College in 1926; in 1940 his alma mater bestowed on him the honorary degree of Doctor of Letters. He married the charming Grace Coy in 1927. They have two children, Stephen Coy, 16, and Albert Coy, 9.

Before going to college, Wayne Coy began earning his livelihood as a reporter. At the ripe age of 16 he broke in on the Franklin (Ind.) Star, becoming its editor in 1926. From 1930 to '33 he was editor and publisher of that enterprising Delphi (Ind.) Citizen. In between, he worked on the Indianapolis Star. He has been hawking city hall experiences as hellmost crusading reporters. But he doesn't talk about those either.

Mr. Coy is a member of the American Academy of Political Science, Phi Delta Theta, Sigma Delta Chi. He is a Baptist. He indulges in occasional visits to the bridge, but is an easy mark for Mrs. Coy at gin-rummy. He claims the distinction of having the highest handicap and the highest score of any Washington golfer.

Clay Replaces Kellam
As Manager of KWKH

MANAGEMENT of KWKH, 50-kw Shreveport (La.) Times CBS outlet, was taken over Oct. 23 by Henry B. Clay, former general manager of WLAG Motor Shouts, Atlanta, and previously associated with WLAK Lakeland, Fla., and WDRA Columbus, Ga. He succeeds Kenneth K. Kellam, who left KWKH to manage the WRA - Fuday - Fuday Motor Co., Marshall, Tex.

A native of Atlanta, Mr. Clay entered the Navy in June 1941 following his graduation from Vanderbilt U. After attending midshipmen's school at Northwestern U. he was commissioned an ensign. He had reached the rank of lieutenant-commander when he was released to inactive service in September 1946.
WCAU—The Philadelphia Station with Umbrella Coverage

With 50,000 watts of power surging out in all directions, WCAU covers—and is listened-to-by—more people than any other Philadelphia radio station*.

*Pulse of Philadelphia
Hooper
BMM

WCAU
50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION
LOUIS TILDEN, radio director of Sherman & Marquette Inc., Chicago, has been elected by the board of directors of that agency, with which he has been associated since 1945. Mr. Tilden was previously an account executive of NBC Central Division.

LOUISE LUDKE, formerly production and media director of Benton A. Stebbins Adv., Los Angeles, has joined Glasser-Galley Inc., in similar capacity. RUSSELL DAVIS, former editor on Holiday magazine, and ERIC J. CUDD, public relations director for Public Relations Research Service, Pittsburgh, have joined public relations department of Gray & Rogers, Philadelphia. Mr. Davis, appointed an assistant publicity director, was a newspaperman in Mid-West and has written for magazines, including Saturday Evening Post and Collier's. Mr. Cudd, appointed a contact man, has had 12 years' experience in newspapers in Washington and Philadelphia, and helped create Allegheny Lithium Steel Corp.'s public relations program in Pittsburgh.

JOHN THOMPSON, Sullivan, Stauffer, Cowell & Bales Inc. Hollywood production director of "Hollywood Star Preview" and "Jimmy Pildner," has resigned to free-lance. NAT WOLFF will produce former program and DICK UHL, formerly of Rothmann & Ryan, will oversee Pildner series.

GORDON E. HYDE, president, Federal Adv., New York, was elected chairman of board of governors, New York Council of AAA, replacing MARL B. THOMAS, who resigned upon leaving agency business. Mr. Hyde also was elected director representing New York Council on board. ROBERT D. HOLBROOK, president, Compton Adv., was elected vice chairman New York Council succeeding Mr. Hyde. JOSEPH R. SURH, executive vice president, Ted Bates Inc., was elected a governor of New York Council to fill vacancy created by Mr. Thomas' resignation.

RUDOLF BUCHAN, M.P. (member of parliament) has been elected a director of Vickers Businessto-Montreal and Toronto advertising agency. He heads French language division of the agency.

JULIO J. FELDMAN has been appointed head of J. M. Korn Agency, Philadelphia. He recently resigned as radio director for Southeastern Pennsylvania Chapter, American Red Cross.

DOUGLAS COULTER, radio director of Foote, Cone & Belding, New York, has been elected a vice president of the agency. Prior to joining Foote, Cone and Belding, Mr. Coulter was vice president in charge of programs for CBS and before that was vice president and radio director of N. W. Ayer & Son.


MARVIN S. CORING, with Benton & Bowles, New York, from 1927 to 1949, has rejoined that agency as an account executive.

RAY O'CONNOR, formerly of CBS News and a freelance director, has joined radio and television department of Birmingham, Castleman & Pierce, New York.

BOBBOB ADVERTISING INC., transact advertising of the Pittsburgh Press for over 100 publications in seven states, has moved headquarters to 270 W. Va. Ave., Tex. JULIAN KIRK, formerly of Loomis Advertising Service, Kansas City, has joined CARL DOWNTON, formerly of Glenn Adv., Fort Worth, has joined agency's Chicago office. Mr. Kirk will manage new Houston office for the agency and Mr. Dwyer will manage Fort Worth office.

I. W. SCOTT, formerly with Montgomery Ward & Co., Chicago, has joined John W. Shaw Inc., Chicago, as vice president and account executive.

LEW CLARK has joined production department of Brooke, Smith, French & Dorrance Inc., New York.

JACK ROURKE PRODUCTIONS, Hollywood, and GORDON DAY ADV. SERVICE, New York, have announced a mutual representation in originating and booking clients. Day Service will represent Jack Rourke Productions in the East while Rourke Productions will handle the Day productions and musicals commercial activities.

MILTON BLOW, head of Blow Co., New York, has taken over of that agency, are in Hollywood to confer on new production program consisting Dinah Shore and Harry James.

JAMES S. BEARD, formerly with NBC and CBS, Chicago, has joined Telecasting Canada network, has been appointed radio and television account executive for Allied Adv., Vancouver.

J. J. GIBSONs, Ltd., Toronto, has made working arrangement with Allied Finance Inc., Ltd., England, to represent the English agency's accounts in Canada, with English agency representative in the Gibson accounts in Great Britain.

RICH KNOTT, director of London office of J. Walter Thompson Co. and ANDREW SINCLAIR, secretary of J. Walter Thompson Co. Ltd., have arrived here to spend several weeks consulting with American clients and visiting U. S. offices.

Mr. McMINN, formerly of McMinn & Co., Harvard, Ill., agricultural consultant, has joined agency's Chicago office of Sherman & Marquette.

The MacLaughlin Agency, Buffalo, has changed from the Rapp-Whitney Advertising Agency, and has moved to larger quarters at 721 10th, Square Building, Firm formerly was located at 377 Illinois.

E. E. POTTER, head of Los Angeles office of Young & Rubicam, was scheduled to fly to Detroit Nov. 2 for two weeks to review duties as vice president and manager of Detroit office. He takes over that post Jan. 1 (BROADCASTING, Oct. 27).

ERNST N. GEORGE, Los Angeles agency, has moved to larger quarters at 1805 Wilshire Blvd. Telephone: Fairfax 8304.

PAUL ANDREWS, executive director of World Republic Inc., Chicago, has resigned to become West Coast executive and radio director of Hal Markowitz.

G. FREDERICK RIEGEL has resigned as publicity director of Brooks Brothers, to join Abbott-Kimbali Co., New York, as vice president and member of the board.

MORRIS HELFMAN, production manager of Shappire-Welles Inc., New York, resigned effective Nov. 1 to become production manager of Arnold Cohen Corp. New company will be an advertising agency.

CHARLES HATCHCKISS, head of television, publicity and promotion department of Moeser Bros. & Fitzgerald Co., New York, has been named account executive of the Pivotal account in the agency's Chicago office.

LEWIS NEMERSON, who has been with Brunswick-Carfield Inc., New York for the past nine years as an account executive, copy chief and assistant to the president, has been appointed a vice president of the agency.

JAMES A. HERRICK, formerly with Ellington & Co., Chicago, has joined Ellington & Co., New York, as copy writer on Cites Service account.

PAT PATRICK, Glendale, Calif., has moved to larger quarters at 202 South Central Ave. Telephone: Chapman 5-3551.

KARV Statistics

FOR GUIDANCE of time-buyers, KARV Mesa, Ariz., 250-w independent operating on 1400 kc, prepares and distributes twice-monthly brochures featuring up-to-minute information on various phases of the KARV market. The data sheets are illustrated and each treats one or more subject—agriculture, population and buying power of the area, station promotion projects, program features, etc.

Sues Agency

RICHARD V. DOWNEY, agency account executive, formerly of Chicago, has filed suit in San Francisco Superior Court against Foote, Cone & Belding, San Francisco for $65,000. He asks $5,000 for failure to fulfill employment contract and $50,000 for damages to his reputation as a qualified high ranking agency account executive. Mr. Downey, formerly of Foote, Cone & Belding Chicago office ten years, was recently transferred to San Francisco. He charges in complaint he was dismissed after he had proposed subject—agriculture, population and buying power of the area, station promotion projects, program features, etc.

Recording?
Here's someone you should know...

...if you're planning a 250 Watt AM Station

He's Mr. X—the engineer or manager of the station nearest to you operating a Western Electric 250 watt AM transmitter. You can get his name and address from your local Graybar man.

Get in touch with Mr. X and ask him to tell you—from his own experience—about the dependability, quality and economy of this widely used 250 watt transmitter. We're sure he'll recommend it highly on every count. So—if you're planning a 250 watt AM station—ask your Graybar Broadcast Representative about the Western Electric 451 type transmitter and complete line of audio facilities, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric

—QUALITY COUNTS—

Better stake a claim on

CLELLAN

...He's WCCO's next sold-out star!

It has happened before.

An advertiser wanted to sell in the Northwest. Naturally he picked 50,000-watt WCCO. And naturally he wanted Cedric Adams, Larry Haeg or some other high-rated WCCO star.

But we have had to say: "Sorry. He's sold out. With a long waiting list."

That's why you better stake a claim now on Clellan Card. As WCCO's newest star—and next sell-out—he can be a gold mine for you!

Back at WCCO for less than twelve weeks, Clellan already is working for four sponsors.* And no wonder. They know he gets the kind of results he got for other WCCO advertisers from 1934 to 1944: 16,000 box tops pulled in response to fifteen announcements; 15,700 jokes pulled in a nine-week story telling contest, etc. and etc.

WCCO's winning Card is available for participating sponsorship as emcee of WCCO's "Spinner's Sanctum" (11:30 p.m. to 1:00 a.m., six days a week). Taking the place of "Night Owl," this new livelier show inherits 36% of the listening audience* and 100,000 "Night Owl" club members.

To put your sales message on our Card and have it delivered personally throughout WCCO's territory with 906,600 radio families, better stake a claim on Clellan Card. Get in touch with us or Radio Sales.

---

*Butternut Coffee—"Man on the Street"
Gold Seal Wax—"Open House"
Colgate-Palmolive-Peet—"Quiz of the Twin Cities"
Marshall-Wells Hardware—"The Marshall-Wells Show"
†CBS-WCCO Listener Diary. Av. quarter-hour share of audience (10%-100%, BMB Area)
The property of **GOLD SEAL WAX**
"Open House"

The property of **COLGATE PALMOLIVE PEET**
"Quiz of the Twin Cities"

The property of **BUTTERNUT COFFEE**
"Man on the Street"

The property of **MARSHALL-WELLS HARDWARE**
"The Marshall-Wells Show"
AM-FM TABLE MODEL radios for each of the 28 grade schools in Syracuse, N. Y., are presented by Col. H. C. Wilder (1) on behalf of the stations he heads, WSyr and WSyr-FM. Receiving the gift is David H. Patton, superintendent of the Syracuse public school system. Series of educational programs expressly for school children will be aired by WSyr and WSyr-FM.

**Here's what's in store...**

**5000 WATTS DAY AND NIGHT**

**. . . when**

**Good Neighbor Mike Delivers your message to the**

**BEST BALANCED MARKET**

**IN THE UNITED STATES**

<table>
<thead>
<tr>
<th>Retail Stores</th>
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<td>Retail Sales</td>
<td>$822,318,223</td>
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<tr>
<td>Food Sales</td>
<td>$318,972,000</td>
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<td>Drug Sales</td>
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<td>Gen. Mdoe.</td>
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**FACSIMILE**

**4-INCH FACSIMILE IS URGED BY ALDEN**

WHEN facsimile comes into its own it will be a combination of wired and broadcast service, according to Milton Alden, head of Alden Products Co., Brockton, Mass. Mr. Alden has just completed a trip to Europe to investigate facsimile developments.

Pointing to economic problems across the ocean, Mr. Alden advocated adoption of a four-inch program on a worldwide basis. He said facsimile programs multiplexed with sound, or even simplified, "would not only entertain the people but be an effective method of informing the people." He doubted if television pictures on a four-inch copy as yet produced on a 8-inch machine "would be worth the price of the paper day in and day out."

**TRANSCRIPTIONS** of "Exodus—1947," documentary program on the plight of the Israeli Jews, will be being made available by arrangement with WMCA New York through American Jewish Congress and Zionist Organization of America. CBS will be circulated throughout the country for broadcast as a public service.

**INCREASED RESEARCH STRESSED BY EVANS**

**ADDRESSING** the National Electronics Conference, which opened in Philadelphia Nov. 3, Walter Evans, president of Westinghouse Radio Stations, suggested that in view of "today's tinderbox of world-wide misunderstanding," American security be entrusted to four integrated departments.

Mr. Evans listed them: A military high command to map plans and list requirements in the light of existing tools of defense; a nationwide research organization to maintain a never-ending vigil in the laboratories seeking out new devices and techniques; an industry to convert the scientists' models to production-line equipments and to establish manufacturing procedures for passing along to subcontractors in times of emergency; an Army, Navy and Air Force to test equipment in the field and to train personnel.

Mr. Evans reminisced the scientists of their responsibility in educating the people to more alert scientific preparedness thinking. "Congress will not vote funds sufficiently for this broad research effort without clear indications from the grass roots that such a program is wanted—that American fathers and mothers see in it the hope of staving off future wars."

**TELEVISION WORKSHOP** of New York, a traveling group consisting of professional Broadway actors, presented its first televised over WPTZ Philadelphia last week, with ensuing shows scheduled for WRGB Schenectady on Nov. 4 and WABD New York on Nov. 7. Show is a special video adaptation of Henrik Ibsen's "An Enemy of the People."

**R. RIVERS** has been named manager of Tube Sales, and G. H. Goff, manager of New Customer Service in Equipment Sales Organization of RCA Tube Dept. Mr. Rivers will be responsible for coordinating matters pertaining to the sale of tubes to equipment customers, and duties will be interpreting customer requirements to planning and production sections on tubes and component parts, and expediting customers orders. Both Mr. Myers and Mr. Rivers are RCA engineers.

J. LEONARD BEANER has established firm for placement assignments in radio personnel, under name of J. Leonard Beaner & Assoc. Offices are located at 507 ABM Chester-ville Blvd., Cleveland, Ohio.

**FLOYD MACKSTAIN** has been named sales manager for Emerson Television Service Corp. He was formerly assistant manager of Emerson's radio service department.

**ESPY MFG. CO., New York,** introduced its custom-built television chassis to the trade at demonstration at Hotel Astor in New York last week. Demonstration included showing of Espey's self-instructing video kit, which is intended for use by television enthusiasts in personal home or television studio, with jobbers supplying remaining parts.

**SAMUEL H. NORTHCROSS,** vice president of Audience Research Inc., New York, will speak on "Pre-Testing Radio Shows," Oct. 31, and on Nov. 1, will make a talk-in radio in the session New of York Chapter of Broadcast Television Assn., at Sheraton Hotel, New York.

**WILLIAM MARCUS and ALEX LEVY** are co-authors of a book titled "Elements of Radio Servicing" which has been published on account of Hill Book Co., New York. Price: $4.50.

**MAJ. GEN. ROGER R. G. ANTRES** (ret.) has been elected chairman of the National Father's Day Council.

**ATLAS ELECTRONICS INC., New York,** announced acquisition of American Radio Sales, Inc., and newly-organized Customer Service Group in Equipment Sales Organization of RCA Tube Dept. Mr. Rivers will be responsible for coordinating matters pertaining to the sale of tubes to equipment customers, and duties will be interpreting customer requirements to planning and production sections on tubes and component parts, and expediting customers orders. Both Mr. Myers and Mr. Rivers are RCA engineers.

**JEFF BARTON,** formerly at WOR, New York, as assistant to SAUL BOURNE, has been appointed manager of sales and service department of Strobem- Carlson Co., Ltd., Toronto. He has been a lecturer at U. of Toronto for past eight years and is past president of Toronto section of Institute of Radio En- giners.

**BILL RICHARDS,** former West Coast head of Columbia Records for 11 years, has joined Allied Artists Records of New York, as assistant to SAUL BOURNE.

**JACK EDWARDS** Jr. is forming television programming department to handle such radio actors as Irene Tedrow, Bill Johnstone, Janet Waldo, Peggy Webber, Sam and Florida Edwards.

**RCA TUBE DEPT.** has enlisted the help of Frank Carton of the field staff of TANK fame, to illustrate a Kit for use in television service promotion. Four cartoons by Mr. Stien in color will be distributed. Display cards are available to dealers and servicemen through RCA, Cun- shingham, and RCA Victor tube distributors.

**J. B. ELLIOTT,** vice president in charge of RCA Victor Home Instrument Dept., and J. W. MURPHY, vice president in charge of RCA Victor Record Dept., have been appointed co-chairman, respectively, of the radio and record manufac- turers industry committees of the National Father's Day Council.

**AIR KING PRODUCTS Co., Brooklyn,** manufactures of radio combinations, and wire recorders, has announced the ad- dition of two new sales representatives, R. D. Elsworth, radio Electric Service of Pennsylvania Ltd., and its outlets in Philadelphia, Al- lenstown, Camden, Wilmington, and Watertown, will handle Air King line in Philadel- phia area. Other representatives are: Shamrocks Distributors, Jamaica, Long Island, N. Y.; Publicity, with WWXJ, Peoria, Ill., and KSTT Davenport, has been appointed sports director of Tele- flash Inc., Chicago, new wire service firm.

**Excess Insurance Covering LIBEL and SLANDER**

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**EMPLOYERS REINSURANCE CORPORATION**

INSURANCE EXCHANGE BLDG. KANSAS CITY, MISSOURI
Millions on the Move...by Air!

No public service in the history of the nation has expanded so quickly to meet public demand as the Scheduled Airlines of the United States. The Airlines today have more than doubled their early postwar seating capacity. The number of planes in service has jumped from 410 to 913. The number of seats has increased from 10,000 to 28,807. And still more capacity is on the way...to keep ahead of the new thousands who daily adopt air transportation as their way to travel. Air freight capacity has tripled in a year and air freight rates have been radically reduced.

From coast to coast and border to border...whatever you live or wherever you're going...there is new efficiency in Airline service. More frequent and faster schedules are the rule. And rates are cheaper than before the war.

Millions are on the move...by air. Millions more will be reserving their seats...for the first time...tomorrow. The Airlines are ready to serve them.

You get there quickly, comfortably and economically when you go by scheduled Airline. Passenger fares are lower even than before the war. Air Mail is only 5¢. Air freight rates are now surprisingly low. So, travel, mail and ship—by air! Call the nearest Airlines office or your travel agent for reservations. This advertisement is sponsored by the nation's scheduled Airlines and leading aviation manufacturers.

Air Transportation Strengthens America

THE SCHEDULED AIRLINES OF THE UNITED STATES
PLAYING a couple of favorite pieces for B. F. Few (standing), vice president of Liggett & Myers Tobacco Co., which sponsors his 11 a.m. CBS Chesterfield Show, is Arthur Godfrey. Mr. Godfrey also has another attentive listener, William S. Paley, CBS board chairman. The CBS executive and Mr. Few called on Mr. Godfrey following one of his Chesterfield broadcasts.
It's Full Speed Ahead

With a new crew aboard . . .
and its fuel tanks full

WGH

The Hampton Roads Broadcasting Corporation
at the crossroads of Norfolk - Newport News -
Portsmouth

announces
the appointment of

FREE & PETERS, Inc.

as
exclusive national representatives
effective November 1, 1947

“ABC OUTLET FOR THE HAMPTON ROADS AREA”

250 WATTS NOW

And Soon

5 KW

Watch for the WGH Announcement!

AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY
THE TEACHERS

Don Holzapfel, with engineering and teaching departments of WATN, Port Wayne, Ohio, for past five years, has been appointed chief engineer of the 742-station TV Network. MAN K. BUSH has joined WOL engineering staff.

James Faulkner has joined engineering staff of WNTN, Augusta, Ga.

Wilson C. Warren, former radio engineer with FCC, has joined the consulting radio engineering firm of Weldon & Cary, Washington. Prior to joining the FCC in 1946, Mr. Warren was an instructor in electrical engineering at Ohio State University.

Mr. Warren is a former university radio station consultant and has also been staff announcer for WBAL in Baltimore. He is a graduate of Stanford University and has had experience in both television and radio engineering.

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million dollar talent and music to produce millions of sales for you, in America's richest market!

Inquire Now... ABOUT OUR GUARANTEED 13-26-52 WEEK CONTRACT PLAN

FORJOE & CO., National Representatives
December 1947

No. 53

Vol. 35

Page 69

National Broadcasting Company

Chief Engineer

J. C. H. AS 1

November 15

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November 3, 1947 • Page 67
FCC Actions
(Continued from page 68)
October 24 Applications...

ACCEPTED FOR FILING

AM—1450 kc
Diamond H. Ranch Bests, Auburn, Calif.—CP new standard station 1450 kc 250 w uni. AMENDED: To re-change in ant. and change trans. and studio locations.

License for CP

WDLP Panama City, Fla.—License to cover CP, as mod., which authorized new standard station to make changes in trans. equipment, and for approval of ant, trans. and studio locations.

WWN, Newport, Ky.—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify studio location.

WWTC Holland, Mich.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.

AM—1450 kc
Bower Implement Co., Breckendridge, Minn.—CP new standard station 1450 kc 250 w uni. AMENDED to change name of applicant from Don H. Bower and Klime E. Bower, partnership d/b/a Bower Implement Co. to Interstate Bldg. Corp.

Modification of CP

JISK Columbus, Neb.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.

License for CP

WHUC Hudson, N. Y.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1410 kc
Dairad Assoc., Dalhart, Tex.—CP new standard station 1410 kc 250 w uni. AMENDED to change power from 250 kw to 500 w; hours from uni. to D and change type trans.

License for CP

KROD El Paso, Tex.—CP increase 500 w 1 kc wave to 5 kw-D, install new trans. and DA-N and change trans. and studio location. AMENDED to make change in DA and change trans. location.

License for CP

KITE San Antonio, Tex.—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

License for CP

KTVX Stephenville, Tex.—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KBUH Brigham City, Utah.—Mod. CP which authorized new standard station to make changes in trans. equipment and for approval of ant., trans. and studio locations.

License for CP

KVCC Ogden, Utah.—Mod. CP which authorized new standard station to make changes in trans. equipment and for approval of ant., trans. and studio locations.

License for CP

WLFT Richmond, Va.—Mod. CP which authorized changes in vertical ant. and mount FM ant. on AM tower, to change from 1450 kc to 1250 kc, increase 250 w to 5 kw, install new trans. and DA-N and increase operating power by direct measurement of ant. power.

License for CP

WWL-Guyed Radio Tower, WKY—Mod. CP which authorized new FM station to make changes in trans. site, ERP to 1000 w, to change type trans. and to cover buildings.

Remote Pickup

KALE Inc., Portland, Ore.—CP two new remote pickup stations on two frequencies within 152-156 mc band power of 50 w each for special use for FM, hours in accordance with Sec. 4.603.

Modification of CP

WBWM Washington, D.C.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

WTVJ Miami, Fla.—Same.

WHOF Cleveland—Mod. CP, as mod., which authorized changes in non-commercial educational station for extension of completion date.

WHA-AM Madison, Wis.—Same.

Low-D病 Givers

OPERATORS of a ditching machine in Tulsa, Okla., are being called less complimentary names like "diggers" after they accidentally ruptured a telephone cable which piped programs of KAKC and KFEM from studios to transmitter. KAKC, however, had had equipment available at the tower and the engineer filled with recordings till the staff arrived at the transmitter. One regular program had to be dropped, but no air time was lost. KFEM also rushed personnel to its transmitter, but was off the air about one hour.

w to 500 w D; hours from uni. to D and change type trans.

AM—500 kc

KROD El Paso, Tex.—CP increase 500 w 1 kc wave to 5 kw-D, install new trans. and DA-N and change trans. and studio location. AMENDED to make change in DA and change trans. location.

AM—1450 kc

KROD El Paso, Tex.—CP increase 500 w 1 kc wave to 5 kw-D, install new trans. and DA-N and change trans. and studio location. AMENDED to make change in DA and change trans. location.

Modification of CP

KITY San Antonio, Tex.—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KBUH Brigham City, Utah.—Mod. CP which authorized new standard station to make changes in trans. equipment and for approval of ant., trans. and studio locations.

License for CP

KVCC Ogden, Utah.—Mod. CP which authorized new standard station to make changes in trans. equipment and for approval of ant., trans. and studio locations.

License for CP

WLFT Richmond, Va.—Mod. CP which authorized changes in vertical ant. and mount FM ant. on AM tower, to change from 1450 kc to 1250 kc, increase 250 w to 5 kw, install new trans. and DA-N and change trans. location and to specify studio location to be determined by CP, as mod., which authorized changes in trans. site, ERP to 1000 w, to change type trans. and to cover buildings.

License for CP

WWL-Guyed Radio Tower, WKY—Mod. CP which authorized new FM station to make changes in trans. site, ERP to 1000 w, to change type trans. and to cover buildings.

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WTVJ Miami, Fla.—Same.

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WHA-AM Madison, Wis.—Same.
Assignment of CP
KTSI, Hollywood, Calif.—Assignment of CP as mod. of station KTSI to Del Lee Broadcasting Co.
—Assignment of license KAOY to Del Lee Holding Co.

Del Lee Broadcasting System, Los Angeles—Assignment of license KEGN to Del Lee Holding Co.

Modification of CP
KVRM Eugene, Ore.—Mod. CP as mod. which authorized new standard station, for extension of completion date.

WFRS Enfield, Ala.—Mod. CP which authorized new standard station, for approval of ant., tran., and studio locations.

License for CP
KSA Fort Smith, Ark.—License to cover CP which authorized change hours from 1120 to 780. Assign new standard power and install DA-N and authority to determine operating power by direct measurement of ant. power.

AM-1400 kc
WSCV Stamford, Conn.—CP Inst new vertical ant. and mount FM ant. on AM tower, and change trans. location.

AM-850 kc
WRUF Gainesville, Fla.—CP change hours from limited time to unlimited time, install new tower and change DA-N and change trans. location. AMENDED to change trans. location.

AM-940 kc
WMAC Macon, Ga.—CP Install old main tran. at present site of main tran., to be named WE-90, and make 5 kw for aux. purposes only, employing DA.

Modification of CP
KROP Abbeville, La.—Mod. CP which authorized new standard station, to change type tran., and for approval of ant. and trans. location. AMENDED to change studio location.

AM-1300 kc
WBFR Baltimore—Authority to determine operating power by direct measurement of ant. power (aux. tran.). Also authorized to determine operating power by direct measurement of ant. power (main tran.).

AM-1400 kc
WSAM Saginaw, Mich.—Authority to determine operating power by direct measurement of ant. power.

AM-1230 kc
WCMA Cincinatti, Miss.—CP make changes in vertical ant. and mount FM ant. on AM tower.

License for CP
WROB West Palm Beach, Fla.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM-1260 kc
WRAT Raleigh, N. C.—CP Inst new vertical ant. and mount FM ant. on AM tower and change trans. location.

License for CP
WCOL Columbus, Ohio.—License to cover CP as mod. which authorized move old main tran. (present location of main tran.) to be used as aux. tran. with 25 kw.

AM-900 kc
Community Best. Service, Alhambra, Pa.—CP new standard station 1120 mc 250 w D. AMENDED to change frequency from 1120 to 990 kc.

Modification of CP
WJVP Caguas, P. R.—Mod. CP which authorized new standard station, to change type tran., and type vertical ant. and to change studio location.

WAEI Mayaguez, P. R.—Mod. CP which authorized new standard station to change type tran., for approval of ant. and tran. location, to specify studio location. AMENDED to make changes in ant. and change trans. location.

License for CP
WXGI Richmond, Va.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM-900 kc
WJWV Chattanooga, Tenn.—Mod. CP which authorized new standard station to change type tran., for approval of ant. and tran. location and to specify studio location. AMENDED re changes in ant. and ground system and change location and change 0.5 kw audio loca.

License for CP
KURV Lubbock, Texas.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power. AM-1260 kc
KOCG Kilgore, Tex.—CP make changes in trans. equipment.

License for CP
KTXL San Angelo, Tex.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Assignment of CP
WRFL Clanton, Ala.—Voluntary assignment of license from J. Kelley Robinson and Hugh H. Webb, partnership d/b a Southeastern Best. Co. to Southeastern Best. Co. Inc.

License of Assignment
KFRC San Fran.—Voluntary assignment of license from Don Lee Best. System to Don Lee Holding Co.

KBB Santa Barbara, Calif.—Same.

KQ1 San Diego, Calif.—Same.

Assignment of License
KJH Los Angeles.—Voluntary assignment of license to Don Lee Holding Co.

Modification of CP
KSDO San Diego, Calif.—Mod. CP which authorized new FM station, to special trans. type transp. Frequency as Channel 223, 92.5 mc, change ERP to 48 kw; and ant. height above average terrain to 368.5 ft.; make changes in ant. system and change commencement and completion dates.

Assignment of CP
KSBF—FM Des Moines, Iowa.—Mod. CP as mod. which authorized new station, for extension of completion date.

KIOA—FM Des Moines, Iowa.—CP which authorized new FM station, to change ERP to 40 kw; ant. height above average terrain to 368.5 ft.; make changes in ant. system and change commencement and completion dates.

WCTJ Louisville, Ky.—Mod. CP as mod. which authorized new FM station, for extension of completion date.

FM-1055 mc
Northwestern Theological Seminary and Bible Training School, Minn.—CP new FM station on frequency to be determined by FCC. AMENDED to change frequency from "to be determined by FCC" to Channel 295, 105.9 mc.

(Continued on page 78)

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Radio Towers Erected
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Ground Systems and Transmission Lines Installed

November 3, 1947 • Page 69
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This offer is to a few men who, though rated successful by ordinary standards, feel they are up against a stone wall, as far as earnings go, in their present connections.

Bastian Bros. (AAA-I rated), top leader in its field, employs 50 skilled workmen and has offices coast-to-coast. Every business is a prospect for a Bastian product. We make point-of-sale displays and signs; advertising specialties; name plates for manufactured products; celluloid metal buttons for political campaigns and unions; convention badges; employee service and safety award emblems; manufactured products; thousands of cookies for something new in commercial exploitation.

As representative for Bastian, you would actually be in business for yourself, but would make no capital investment beyond a few months' time it takes to get well established. You work close to home, on your own hours, in your own way, coming in contact with leading business people of your community. And you should earn a substantial income.

If this appeals to you, write us today!

BASTIAN BROTHERS COMPANY
1750 CLINTON AVE., ROCHESTER, N. Y.

NOW
WEED & CO.
are
Exclusive
National
Representatives
for
WCBM
"Listening Habit"
in the profitable
Baltimore market

John Elmer, President
George H. Roeder
General Manager
WEED & CO.
New York, Chicago, Boston,
Detroit, Atlanta, Hollywood,
San Francisco

They Say...

"FM STATIONS are springing up all over the nation like little mush-
rooms popping up in a wet forest ... They represent the courage,
the conviction, and the imagination of several hundred investors,
who foresee their brilliant future ... FM isn't any longer "on the way." It has arrived and the "infant industry" of last year is a
vivacious schoolboy learning fast the
best possible methods of utilizing this new medium of entertainment,
information and commercial selling in the public interest."

—Editorial in Daytona Beach (Fla.) Evening News.

"THE PUBLIC IS NOW ready for something new in radio reception.
It is fed up on commercials, singing jingles, static and the soap operas. The success of the converter (the Meck FM converter-
tuner) which has already added thousands of new FM listeners, is
proof of this. A new listening audience is being created and the tele-
vision, FM has an unlimited vista for commercial exploitation."

—John Meck, President
John Meck Industries
Plymouth, Ind.

"ALTOGETHER, assuming normal economic stability, the manu-
facture and sale of 5,000,000 receivers in the next five years is a
thoroughly conservative outlook. Television is facing a billion-
dollar market ... With the expanding employment of hundreds of
thousands, television is bound to have a stimulating effect on our
national economy. It will do much to help sustain and maintain
prosperity."

—Edwin M. Martin, Vice President and Secretary, Farnsworth Tele-
vision & Radio Corp., address before Indiana Bankers Assn.

"FROM the listener's standpoint the resignation of [FCC Chair-
man] Denny may be regarded with real misgivings. Together with
Clifford J. Durr, who reportedly also may be leaving the Commis-
sion soon, he was a staunch de-
defender of the Commission's Blue Book. ... If reports out of Wash-
ington are true, there is more than
reasonable reason to believe that the
Blue Book may have seen its most
influential days and that we are on the verge of a return to the 'laissez-faire' policy in radio as of old."


FIRST SPONSOR to complete arrangements for time on WHUC, 250-watt fulltime independent which took the air at Hudson, N. Y., Oct. 21 at 1230 kc, was the 100-year-old J. C. Rogerson Hardware Co., whose man-
ger, Arthur T. McEvoy, is shown seated at desk. Standing by at contract negotiations are completed are (1 to r): Thomas Stact, account executive; Robert Strakos, commercial manager; John Kearney, station manager, and Paul Baron, program director. Licensee of WHUC is Colgren Broadcasting Co., owned by Mr. Kearney and Mr. Strakos.

KXXL SALE GRANTED;
2 OTHERS APPROVED
SALE of KXXL Reno, Nev., by Chet L. Gonce to a three-man part-
nership for $30,000, expansion of the ownership of WVVW Fair-
mont, W. Va., and sale of a mini-
ory interest in KSBB Salinas, Calif., all new stations, have been
approved by FCC.

The Commission also approved assignment of license of KYL
Mesta, Ariz. (1490 kc, 250 w) from Sun Valley Broadcasting Co., a
partnership, to a corporation of the same name, and assignation of con-
struction permit for WFMX Loma
Prop., Ky. (1340 kc, 250 w) from Bul-
lard, Metcalf & Goodlette, a
partnership, to BMG Broadcasting
Corp.

The permit for KXXL (1290 kc, 250 w) goes to Edward Margolis,
Frederick W. Kirskie, and Byron J. Samuel, trading as Station KXXL.
Mr. Margolis is president and
25% owner of Teletronics, manufactur-
er of electronics equipment, and of Wired Music & News Co., which
transmits news and music by leased wire. Mr. Samuel has been
associated with stations in the San Francisco area, and Mr. Kirskie owns a clothing store at San Bruno, Calif.

The transaction involving KSBB (1880 kc, 1 kw) involves reorganiza-
tion of a partnership into a cor-
poration in which Dan O. Bardin, wartime chief of radio operations of FBI and liaison between FBI and FCC, and Niles C. Cunning-
ham, Salinas attorney, are added as minority stockholders.

Under the reorganization plan, William M. Oates and J. M. Hall,
one-third owners, acquire the re-
maining one-third interest from
Harold DelHaven for $11,711, and
set up a corporation in which they
will have 60% and Messers. Bardin and Cunningham have 20% each.

The new company is Salinas Broadcast-
cor.

The WVVW case involves incor-
poration of the affiliate group, Fairmont Broadcasting Co., and
the addition of the following stock-
holders, who agreed to invest a
total of $22,000: J. Harvey McCoy,
managing engineer of Press Wire-
less, N. Y., who will have 10%
interest; George J. Feinburg, half
owner of Concord Chenille Co., N. Y., 25½%; and J. George Fred-
man, Jersey City attorney, 7%. Ex-
ist ing partners and their interests in the new corporation: J. Patrick
Beacon, president, 49½%; Clar-
ence E. Smith and Robert L. McCo,
4½% each, and Jennings Randolph, former Congressman, 6%. Mr. McCoy is assigned 1490 kc with 250 w.

AGENCY BUYS TV
Institutional Program Planned
—For Philadelphia Series—

PHILIP KLEIN Advertising Agency, Philadelphia, has bought a
local time of television shows over WPIL-TV Philadelphia, there-
by becoming the first agency in the
country to sponsor its own show
via the new medium. Shows start Oct. 28, and will be telecast every
Tuesday from 8:15 to 8:30 p.m.

The unprecedented purchase is
wrapped up in a purely institu-
tional-type show, with the agency's
advertising message kept to an ab-
solute minimum. In fact, presen
t plans call for no commercials what ever in praise of its services.

Philip Klein personally runs the
shows, acting as m.c.

Series is titled "Philadelphia —A Great City" and each show
will introduce sections of the city's
cultural treasures. Representative
atives of the city's museums, libraries, churches and historic sites will be brought before the

First program brought a mil-
lion dollars worth of rare book-
before the cameras in a dramati-
zedation of the city's free library

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BROADCASTING • Telecasing
STUDENTS in Tulsa, Okla., are busy these days searching in downtown stores for pictures of Tulsa U Golden Hurricane football team, according to WKVO Tulsa, which is conducting a new football contest. Blown-up pictures of each member of the T.U. team have been placed in 11 inches store windows and students participating in contest must locate pictures, identify players, position they play on team, where each picture was found and submit a definition of good sportsmanship. Winner of the contest will receive a biological football from members of the team and will meet John Henry, WKVO sportscaster, in the broadcasting booth at the T.U.-Arkansas Thanksgiving game.

Tape Measures
COLORFUL paper tape measures were distributed by WIP St. Louis, Mo., as promotion for its special broadcast Oct. 26 of "The Great Holiday Program". Program featured outstanding fashion experts who demonstrated the latest in apparel. Shopper Show was a feature of WIP's "Forum of Fashion" program. Tape measures are a yard long and are printed on bright red, black and white in red reading, "The Last Word on the 'Look' in Fashion. . . . WIP..."

WXYZ

PROGRAMS, personalities and general radio stories are featured in new monthly magazine published by WNHQ New Haven. Titled "Connecticut "Listener," the eight-page magazine is distributed free upon request.

WBT--Supporting Cast
GETTING station promotion into every phase of community activity is part of WBT Charlotte, and it seems to have the staff members to carry through. Recent production, which showed the Little Theatre, "The Male Animal," proved to be a good plug for the Little Theatre. Plot of the play includes a question concerning location of a program important to unfolding the drama. Question is carried throughout, and at night alternates the call letter of each station present, and the CSSA network bibliography. In the dark time, the antenna of each station is lighted, and a sign was designed by Devreese, and a sign was distributed by General Outdoor Adv. Co.

Lincoln Brochure

STATEMENT of Lincoln which appears in the program "Football Simplified" is illustrated. Lincoln is the official manufacturer of WMAQ Chicago, and the cover of WMAQ Chicago folder, distributed as promotion for "Lincoln, Mr.," program heard on that station during the 143rd week. Background compliments the Lincoln picture and is shown in spreading feet of the station. Inside of folder presents review of each show heard on WMAQ Mon., Wed., Fri., 10:15 p.m. and Sat., 10:30 p.m. Directed to Lincoln owners, em- ploying in the Chicago Sun also is featured along with biographical sketch of Henry L. Usery, man behind the show.

Football Simplified
TO SIMPLIFY football for the spectator and radio listener, illustrated book titled "Everybody's Football" has been distributed to listeners by WOL Washington. The book is a medium of a "One-Question Sports Quiz" instituted on Bill Broniche's "Sports Parade" program on WOL. Offer was made for 11 days and station reports that over 1000 copies have been received with 110 copies of book going to winners. "Everybody's Football" is an 88-page book by Maurice Dubofsky and Francis E. Stutts. Ded, Drake did the illustrations which appear throughout the book.

Promotes School Series
POSTERS promoting two shows produced by the Advertising Council, Arizona and head on KCNA Tucson have been prepared by the station and placed in 10 strategic locations around Tucson and near the campus. Station reports that the town looks somewhat like a circus prelude, but that response has been extremely good. The university class yearbook "Portraits," weekly transplantation of fac- tious names of Arizona, and "This Week in the News," outstanding events around the campus. Posters which KCNA uses, are 6 times 4 times and dates in large bold type.

Video Theatre
THOUSANDS of people who have never seen television before are wit- nesses Telecasts in a mobile tele-vision "Center" which Brothers Department Store, Philadelphia, in conjunction with RCA Victor, is putting on display in key neighborhood busi- ness districts. Theatre consists of a huge trailer van equipped with its own receiver and consists and rows of chairs inside for spectators.

School Booklet
BOOKLET titled "Young Canada Listen" has been issued by Canadian Broadcasting Corporation for education purposes for present season. Booklet deals with programs of June (for national), international and provincial, as well as local programs. Booklet is well illustrated, gives details on each of school radio stations for the season and is designed for use by teachers.

Keen Folder
FOUR-PAGE, two-color folder is used by KEEN San Jose, Calif. to show picture-student community acceptance of the new station. Additional material highlights local activities of the new full-time station plus pertinent market data.

Using Film
NEW APPROACH is being employed by KP candies. Hollywood to sell prospective sponsors and agency on station packaged program. Station's program is called "Joe Moakley." film "Joe Moakley" as a warm-up for studio audience, witnessing premiere of "Joe Moakley Show," a radio takeoff on the motion pictures "Young Canada Listen," station also records in music, film shorts of that musical group.

Gifts to Britain
ENTRANCE PRESENTS of radio stations at CPRF Toronto, during week Oct. 27 to Oct. 31, was entertainment being collected as gift to the people of Great Britain from Toronto in place of personal writing gift. Miss Elizabeth, prizes were awarded for those bringing the most food to one show during the week.

Educational Booth
SPOTLIGHT in discussions at Sixth Mountain-Points Conference on Adult Education held in Denver last month was radio education. Many of the major radio stations were staff members of educational stations, and one highlight of con- ference was a booth sponsored by the Five Denver stations. Booth was headed by Mr. Reese and contained an array of composite schedules of all educational and informational programs carried by the stations.

"Did You See This . . .?"
REPRINT of recent article in Newsweek Magazine featuring Van Doren, Negad- dace, n.c, heard on WJHK Detroit. is being distributed to radio stations. Article is reprinted in tear-sheet form with an 'ed.' saying "Did You See This In Newsweek . . . ?"

Promotion Personnel
BERT BRILLER, formerly of WOR New York, has joined WNEW New York, as assistant director of publicity and public events. VINCENT RISO, formerly of American Tobacco Co., and RICHARD BRAHAM, formerly of Dancer-Fitzgerald- Sampson, have joined WNYC as assistant to JOHN V. B. SULLIVAN, promo- tion director.

GEOFF GACH, former head of his own Hollywood advertising publicity firm has been named director of publicity and exploitation.

RALPH TAYLOR, CBS Western Division sales promotion manager, is in New York for month's conferences with net- work promotion officials.

ROLPH D. STODDARD, for past two years assistant in charge of advertising promotion to manager of advertising, promotion, and sales promotion for CBS, San Francisco, has resigned to become ad- minister, sales promotion for the California Electric Supply Co., San Francisco.

THOMAS C. FLYNN, formerly a writer and publicity for CBS, has joined public- ity department of WOR New York.

KISS San Antonio, Texas, Oct. 27 extended its 9 hours of operation to 12 hours.

Say's, "If you goin' after Chris' ma's sales you better be gittin'" 143 orders for "Uncle Remus," the brand new Christmas merchandis- ing package of 20 quar- ter-hour shows have been received.

Recall 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
Under 750,000 . . . 10.00
Over 750,000 . . . 15.00

For audition disc or write to
THE
CARDINAL COMPANY
New York • Hollywood • Chicago
6,000 Sunset Blvd., Hollywood 28, California

JIMMY SCRIBNER

UNCLE REMUS

November 3, 1947 • Page 71
FCC Actions
(Continued from page 69)

Applications Contd.

Modification of CP
KCFM Kansas City, Mo.—Mod. CP as modified which authorized new FM station for extension of completion date.

FM—97.3 mc
Milton J. Hinlein, Sedalia, Mo.—CP new FM station (Class B) on Channel 259 99.7 mc, ERP 13.2 kw.

License for CP
WJTN-FM Jamestown, N. Y.—License to cover CP as modified which authorized new FM station.

FM—99.9 mc
Sandusky Newspapers Inc., Sandusky, Ohio—CP new FM station (Class B) on Channel 245 99.9 mc, ERP 50.4 kw and antennas above average terrain 355 ft.

Modification of CP
WSJN San Juan, P. R.—Mod. CP which authorized new FM station, as mod., for extension of completion date.

WRAP-FM Portsmouth, Va.—Mod. CP which authorized new FM station, for extension of completion date.

WWW-A FM Wheeling, W. Va.—Same.

Relay Assignments
Don Lee Bestg., System, Los Angeles—Assignment of license WAXDU to Don Lee Holding Co.

Don Lee Bestg., System, Hollywood, Calif.—Assignment of license WAXMO permit to Don Lee Holding Co.

Don Lee Bestg., System, Los Angeles—Assignment of license WAXAO and assignment of construction permit as mod. to Don Lee Holding Co.

Don Lee Bestg., System, San Francisco—Assignment of license KABB to Don Lee Holding Co.

Don Lee Bestg., System, Los Angeles—Assignment of license KAXOG to Don Lee Holding Co.

Don Lee Bestg., System, San Francisco—Assignment of license KEBG to Don Lee Holding Co.

APPLICATIONS RETURNED
Modification of CP
WISH Indianapolis—Mod. CP which authorized change frequency, increase power and changes in DA-DN, make changes in DA and mount FM antenna on North tower. RETURNED Oct. 13.

License for CP
KSLO Opeleusas, La.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power. RETURNED Oct. 17.

TENDERED FOR FILING
AM—550 kc
Patrick G. Smith, Bishop, Calif.—CP new standard station 550 kc 320 kw D.

Modification of CP
WTPS-FM New Orleans—Mod. CP to change hours of day to unlim. power from 1 kw-D to 500 w-N, 1 kw-D and install DA-N.

AM—1330 kc
Peninsula Broadcast Corp., Pontiac, Mich.—CP new standard station 1330 kc 500 kw D.

AM—1140 kc
York County Bestg., Co., Rock Hill, S. C.—CP new standard station 1140 kc 1 kw D.

AM—1490 kc
WSKY Ashville, N. C.—CP increase 100 kw to 220 kw and make changes in ant. system.

AM—1400 kc
WLQ Home, Ga.—CP change frequency from 670 to 1640 kc, hours of day from D to unlim., decrease power from 1 kw to 250 kw and install new transmitter and change trans. location.

October 27 Decisions...
DOCKET CASE ACTIONS
AM—1450 kc
Announced proposed decision looking toward grant of application of Radio Corp. of Cedar Rapids for new station at Cedar Rapids, Iowa, 1450 kc 250 kw unlim., cond., and denial of applications of Cedar Rapids Broadcast Corp., Inc., and Moline Dispatch Pub. Co. seeking same facilities at Cedar Rapids and Moline, Ill., respectively (Comm. Walker, Jett and Jones dissenting).

Petition Granted

TRENTON-CAMDEN CASE
Announced proposed and supplemental decision and proposed order of mod. licenses in proceeding on applications of WOAX Inc. (WTNJ), Trenton, N. J., et al., looking toward following actions:

Denying renewal application of City of Camden, WACM Camden, N. J., if before 60 days from adoption, it has not affirmatively shown to Commission's satisfaction that it has exclusive use and control of station and that no further effect will be given to agreement declared in decision to be contrary to public interest.

Modifying temporary license of WACM to authorize operation 1310 kc 250 kw unlim. upon condition that conditions set forth above with respect to control of operation of station have been met and satisfactory showing is made within stipulated date regarding technical and financial ability to make certain equipment changes and to operate fully.

Denying renewal application of WOAX Inc. (WTNJ), Trenton, N. J.

Modifying existing temporary license for WTNJ to authorize temporary operation 1300 kc 250 kw D.

Granting renewal application of Radio Industries Broadcast Co., WCAP Asbury Park, N. J., and dismissing as moot its application for mod. license.

Mod. license of WACP to authorize operation 1130 kc 250 kw unlim.

Granting application of Ranulf Comp., d/b a. Radio WEKDF Camden, N. J., for new station 800 kc 1 kw D.

Denying application of Independence Bestg. Co., WRAP Philadelphia, for use of 800 kc, and mod. license of WRAP so as to authorize operating 1340 kc 250 kw unlim., such mod. to become effective on stipulated date of no objection to such proposed mod. is filed within certain date by licensee; such proposal shall be treated as an order to be considered by which such license should not be mod. and licensee will be afforded opportunity to be heard thereon.

Denying application of Camden Bestg. Co. for CP new station Camden, N. J., mod. license of WOKK Radio Eng. Co., WTGM Philadelphia, so as to su...
FCC Soon to Announce Rules on Citizens Radio

ISSUANCE of proposed rules on licensing and use of Citizens Radio Service stations is expected at an "early date," FCC said in announcing adoption of previously proposed rules on technical requirements and procedures for obtaining a type approval of equipment in this service.

Citizens Radio continues in experimental status at present but adoption of technical data for practical use, FCC said, will permit work to proceed on design of equipment (460-470 mc band) so it will be ready for the public when licensing procedures are established.

November 3, 1947

MAJESTIC-Victor Lombardo

VICTOR-Sammy Kaye

MUSIC INΚ

500 FIFTH AVENUE, NEW YORK 19, N. Y.

NEW YORK – CHICAGO – HOLLYWOOD
ALL-STUDENT program in which script, entertainment, commercials and production are handled by high school students, was produced by WTTG, Washington, D.C. The program, which was sponsored by the National Safety Council, focused on fire safety and prevention. Students were divided into teams, each responsible for a specific aspect of the production, such as scripting, directing, and performing. The program was designed to educate viewers about the importance of fire safety and to promote local community involvement in fire prevention efforts. The broadcast was a collaborative effort involving students from various high schools, highlighting the power of youth in addressing critical issues. The program was widely praised for its innovative approach and the talent of the student participants, who successfully navigated the challenges of production and delivery.
America’s favorite
250-watt AM transmitter
model BTA-250-L

With operating features as familiar to broadcast engineers as station call letters, RCA 250-watt AM transmitters... more than 350 of them... have been making close friends with station owners since 1940.

Need we say more?

See your RCA Broadcast Sales Engineer, or write RCA, Broadcast Equipment Section, Department 19-K, Camden, New Jersey.
MAJOR DATA IN THE
1948 YEARBOOK

Advertising
Network
Regional & Spot
Advertising Agencies
Billings Network
Broadcast Advertising Analysis
Broadcasting Stations
By Call Letters
By Frequencies
Equipment Manufacturers
FCC Executive Personnel
FCC Rules
FM Commercial Stations
Highlights and Headlines
National Assn. of Broadcasters
Newspaper-Radio Ownership Affil.
Regional Networks
Station Representatives
Television Stations
Transcription Prod., Prog. & Talent

THROUGH 13 years key buyers of time have depended on the BROADCASTING Yearbook. They've studied its documentary of the year in radio; its reviews of past years. Daily, they've consulted its hundreds of references on AM, FM, TV. Its figures on broadcast advertising sales have been quoted time and again.

The 1948 edition is guaranteed 16,000 circulation—more copies to top buyers than ever before. Bills are not rendered until Feb. 1948. Deadline is Nov. 15 if proof desired; Dec. 1 for complete plate. Reserve space today.

“The BROADCASTING Yearbook is the most dog-eared reference volume in the time-buying department.”

LINNEA NELSON
Head Time Buyer
J. WALTER THOMPSON CO.
New York
Roezler Tosses A Nice Bouquet

EDITOR, BROADCASTING:
I have just received the framed copy of the "Seller of Sales" sketch for which I want to sincerely thank you.

... If anybody doubts that BROADCASTING Magazine doesn't have complete readership, just refer them to me. Frankly, it was a new experience in that I received letters, wires and phone calls from all over the country and, incidentally, heard from several people whom I haven't been in touch with for years. There is no question about the fact that BROADCASTING is really read.

George Roezler Radio Telephone
Henry, Hurst & McDonald Inc.
Chicago

Compares State Figures With the Census Report

EDITOR, BROADCASTING:
We Montanans are the easiest people in the world to get along with. It's not a slogan but a dictum here that "the heart is in the handshake." Plenty hard to make it bad. But BROADCASTING succeeds!

Let's bring that Oct. 20 census story up-to-date. Montana is pictured as having suffered a decline of 11.7% in population during the period April 1, 1940-July 1, 1947. We'll go along with that, knowing that this state furnished more men, war capita, to the armed services than any other state during two World Wars.

But now they're coming back and thousands of people across the country are beginning to "discover" Montana. The Montana Unem-

ployment Compensation Commis-

sion's official figures for August 1947 show that the state had 582-

300 people—an increase of 88,300 over your figure for July 1947. In the two months since then, Montana's population has shown an appreciable gain, attested to by higher school enrollments, industrial expansion, greater rural settlement and tourists who came to see—and stayed to settle.

Aw, we're not really sore, Mr. Editor. Just set the record straight for us, will you?

W. C. Blanckette Program Director KGVO Missoula, Mont.

(Editor's Note: We're sure glad Reader Blanckette isn't sore. Our story simply reported the figures as released by the Census Bureau, but we're glad to straighten the record about one state that Horace Greeley must have had in mind when he gave his famed advice to the young man.)

Federation of Broadcast Associations Headed by NAB Urged by Sillerman

FEDERATION of broadcast associations, with NAB functioning at the top level in a supervisory role, was advocated by Michael M. Sillerman, president of Keystone Broadcasting System, in an address last week before the Pittsburgh Radio & Television Club.

The industry is "bursting at the seams," he said, with scientific advances bringing new services and functions. This vast industry has matured into a new and complex form, he explained, with new, specialized, and peculiar problems.

As a result, according to Mr. Sillerman, the NAB organizational setup is too limited for the handling and solution of these new problems. He cited the Atlantic City convention, where "scattered over miles of seashore boardwalk, broadcasters found the meetings too spread out physically and too general in substance to serve their individual needs and interests."

He referred to separate FM and television associations, and the new representatives organization, as illustrating the thinking of specialized groups concerning the need for specific, function organizations.

Though NAB has a standing small station committee, Mr. Sillerman said, the "surface has not yet been scratched in this area, and there is sufficient work for a permanent association in this field alone." He referred also to the music situation as a case in point, with transcription and recording companies lacking permanent organizations, resulting in NAB's formation of an industrywide music committee.

"The quality of leadership embodied in NAB could be capitalized in bringing about a strong and efficient federation of American broadcasters," he said. He proposed that spokesmen for various broadcast facets meet with the NAB board to study the project.

Announce Details Of NARND Agenda

NEWSMEN from affiliates of each of the major networks will hold group meetings with their colleagues from other stations of the same network as a feature of the National Assn. of Radio News Directors second annual convention in Washington, D. C., Nov. 13-15.

Convention program will also include clinics on newsmanship, editorializing and filing systems, cultivating local news sources, use of recorders in radio news gathering, libel in radio news and editorializing on the air, John F. Hogan, of WCBS Portland, Me., NARND president, announced.

Scheduled for the afternoon of the opening day of the convention is a cocktail party, with the Radio Correspondents Assn. as host, Mr. Hogan said.

NARND members and other newsmen planning to attend the convention are being advised to make hotel reservations promptly, since special session of Congress opening Nov. 17 is expected to pack hotel facilities. Convention headquarters will be at the Hamilton Hotel. Some convention sessions are to be held at American U.

It will soon be 630 in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia - Carolina seaboard market.
NEW OFFICERS of North Carolina Assn. of Broadcasters are shown following their recent meeting in Greensboro. Group includes (1 to r): James Campbell, WKNS Kinston, secretary-treasurer; Allen Wannemaker, WGMT Wilson, executive committeeman; Robert Wallace, WOHIS Shelby, vice president; Frank Jarman, WDNJ Durham; Harold Essex, WJSN Winston-Salem, president.

FM—103.3 mc
Western New York Beet Co., Buffalo, N. Y.—CP new FM station (Class B) on Channel 271, 103.3 mc, ERP 3.2 kw.

Modification of CP
WWRX-FM Albany, N. Y.—Mod. CP, as mod. which authorized new FM station for extension of completion date.

License for CP
WFDQ Fostoria, Ohio—License to cover CP, as mod., which authorized new FM station.

Modification of CP
WHAS-TV Louisville, Ky.—Mod. CP, as mod., to change frequency to Channel 5, 76-82 mc, change ERP to 75 kw; 760 kw, change type equipment and to make ant., changes.

October 29

DOCKET CASE ACTIONS
Assignment of License
Announced decision granting application for consent to assignment of license to E. H. H. Compton and Mrs. W. J. Virgin to Hawaiin Radio Corp., competing assignee, providing they enter into and maintain within 30 days contract for assignment of license and FM CP in accordance with Commission rules.

APPLICATIONS DISMISSED
KWBU Corpus Christi, Tex.—Mod. CP which authorized new standard station to change frequency from 1010 to 1020 kw, hours from D to uni., using 10 kw., 10 kw., D, change in type equipment and install DA-DA. Also license to cover CP for new station at Corpus Christi, Tex., and for approval of studio site and antenna to determine operating power by direct measurement of ant., power.

TENDERED FOR FILING
AN—920 kw
Deynay, Inc., Co., San Diego, Calif.—CP new standard station 920 kw.

Modification of CP
WEMB San Juan, P. R.—Mod. CP to change frequency from 1220 to 1190 kw, power from 5 kw to 10 kw and install DA-N.

TENDERED FOR FILING
AM—1350 kw
WFOF Gainesville, Ga.—CP change 1 kw uni. to 1 kw-D, from Channel 8 to Channel 5, install new trans. and make changes in ant. system.

AM—1340 kw
Cole Colby Jr., New York City—CP new standard station 1340 kw 200 uni.

AM—1050 kw
Crockett Beet Co., Crockett, Minn.—CP new standard station 1050 kw 1 kw D.

October 29 Applications

ACCEPTED FOR FILING
Modification of CP
KFQD Anchorage, Alaska.—Mod. CP as mod. to install new vertical ant., move plant to increase power, install new trans., for extension of completion date.

Authorization of License
KZNO Fresno, Calif.—License to cover CP as mod. which authorized new standard station and ant. to determine operating power by direct measurement of ant. power.

WHBM Miami Beach, Fla.—License to cover CP as mod. which authorized new standard station and ant. to determine operating power by direct measurement of ant. power.

Modification of CP
KSO Des Moines, Iowa.—Mod. CP as mod., which authorized new station in DA, install new trans., and FM ant. on top of DA tower and change in DA location, for extension of completion date.

WTWA Thomson, Ga.—Mod. CP, as mod. which authorized new standard station for approval of ant., trans. and studio locations.

WBNF New Orleans, La.—Mod. CP as mod. which authorized new standard station, to change frequency to 1300 kw, change 1 kw D to 1 w, install new trans. in DA, and change trans. location.

Amendment
AM—1410 kw
WJYJ Columbia, Miss.—Authority to determine operating power by direct measurement of ant. power.

License for CP
KOMJ Havre, Mont.—License to cover CP as mod. which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

AM—1410 kw
WJYJ Glens Falls, N. Y.—CP change frequency from 1450 to 1460 kw, increase 250 w to 1 kw, install new trans., and DA, N, and change trans. location.

Modification of CP
WHTL Bloomsburg, Pa.—Mod. CP which authorized new standard station to change type trans. and for extension of completion date.

WMRN Houston, Tex.—Mod. CP as mod. which authorized new standard station, to change type trans. and for extension of completion date.

WJCL Charleston, S. C.—Mod. CP as mod. which authorized new standard station, change type trans. and for extension of completion date.

WBBH Knoxville, Tenn.—Mod. CP as mod. which authorized new standard station, change type trans. and for extension of completion date.

WWJF Yuma, Ariz.—Mod. CP as mod. which authorized new standard station, change type trans. and for extension of completion date.

License for CP
WFOA Dallas, Texas.—License to cover CP which authorized new standard station.

WBAF Fort Worth, Texas.—License to cover CP which authorized new standard station.

Modification of CP
KEPO El Paso, Texas.—Mod. CP as mod. which authorized new standard station to change type trans. and for extension of completion date.

KEVY Provo, Utah.—Mod. CP which authorized new standard station, change type trans. and for extension of completion date.

WCVS-FM Springfield, Ill.—Mod. CP as mod. which authorized new standard station, change type trans. and for extension of completion date.

WJN Worthing, Green Bay, Wis.—Mod. CP as mod. which authorized new station to change type trans. and for extension of completion date.

WHAV-FM Haverhill, Mass.—Mod. CP as mod. which authorized new station to change type trans. and for extension of completion date.

WWNY-FM Watertown, N. Y.—Mod. CP as mod. which authorized new station to change type trans. and for extension of completion date.

WLAL Lakewood, Ohio.—Mod. CP as mod. which authorized new station to change type trans. and for extension of completion date.

FM—55.7 mc
W. Albert, Houston, Tex.—CP new FM station (Class B) on Channel 259 65.7 mc, ERP 45 kw and ant. height above average terrain 385 ft.

Modication of CP
KALF San Francisco, Calif.—Mod. CP as mod. which authorized new station in non-commercial educational station, for extension of completion date.

License Renewal
KWHO Los Angeles, Calif.—License renewal AM station.

TENDERED FOR FILING
Modification of CP
KBWW Salt Lake City, Utah.—Mod. CP to install new DA, modify DA, using 1 kw on 1390 kw with DA-DA.

(Continued on page 80)
FCC Actions (Continued from page 79)

Applications Cont.:  
SSA—1050 kc  
WZIP Covington, Ky.—Request for SSA to operate from 6 a.m. to 6 p.m. or sunset, whichever is later, with 250 w on 1580 kc for period of regular license.  
AM—1460 kc  
KIMA Yakima, Wash.—CP increased 500 kw to 500 w 1 kw D and make changes in vertical anl.

October 30 Decisions . . .  
DOCKET CASE ACTION  
AM—850 kc  
Announced adoption of order making final grant of application of The A. H. Abell Co., Baltimore, for new standard station with 550 kc 1 kw unl. DA-DN and application of Berk's Best Co. to change assignment of WJS Broadcasting, Pa., from 850 kc 1 kw D to 850 kc 1 kw unl. DA-N and make changes in equipment.

Hearings Before FCC . . .  
NOVEMBER 3  
AM—Hearing  
KFRE Fresno, Calif.—CP 970 kc 1 kw unl. DW—  
KFRC Fresno, Calif.—CP 940 kc 50 kw unl. DA-DN.  
AM—Hearing  

AM—Hearing  
Arizona—Hearing.  
W. W. Board, Kerrville, Tex.—CP 1290 kc 350 w unl. Leonard A. Brown, Kerrville, Tex.—Same.

To be held in District Court Room, County Court House, Kerrville, 10 a.m.

NOVEMBER 3-4  
AM—Hearing  
Times Pub. Co., Erie, Pa.—CP 1400 kc 200 kw w unl.  
Erie Best Co., Erie, Pa.—Same.  
Community Best Co., Erie, Pa.—Same.

To be held in Court Room, U. S. Court House Bldg., 6th and State Sts., Erie, 10 a.m.

NOVEMBER 6  
AM—Hearing  
WJOI Florence, Ala.—CP 1280 kc 1 kw-N 5 kw-D DA-N unlicensed.

WGBF Evansville, Ind.—CP 1280 kc 5 kw unl. DA Intervenor: WISU New Orleans.

Midwest Best Co., Mt. Vernon, Ill.—CP 1200 kc 300 w-D.

Raleigh M. Shaw, Lawrenceville, Ill.—CP 1300 kc 1 kw D.

NOVEMBER 6-7  
AM—Hearing  
 telegram
Besar Best Co., San Antonio, Tex.—CP 980 kc 1 kw-D.

Fort Bend County Best Co., Rosenberg, Tex.—Same.

To be held Nov. 6 in Court Room, 4th floor, County Court House, San Antonio, and Nov. 7 in City Hall, Rosenberg.

FM—Hearing  
Mattie Best Co., Pittsburgh—for FM facilities.  
Also Associated Pittsburgh Best Co., Pittsburgh—Same.

To be held in Court Room 4, U. S. Post Office Bldg., Pittsburgh, 10 a.m.

ADD NOV. 6  
AM—Further Hearing  
WHP Harrisburg, Pa.—CP 500 kc 5 kw unl. DA-N.  
WARW Scranton, Pa.—CP 500 kc 1 kw unl. DA-DN.

WBAX Wilkes-Barre, Pa.—Same.  
Intervenor: WDWA Lynchburg, Va.  

EASTERN BROADCASTING • TELECASTING  

WFMJ SELLS  
The Rich Mahoning Valley  

AND HERE'S WHY!  THERE'S MORE  "SETS IN USE"  
An Average of 45% More Than National Average  
Youngstown Ratings of Network Shows 
Average 100% Higher  
A Greater Audience at Lower Cost

Ask HEADLEY-REED

WFMJ  
The ABC Station For YOUNGSTOWN, OHIO

New Home of KPAK

SWEZEY CITES RADIO ROLE IN ACA SPEECH  
"RADIO'S primary function in helping to build a nation and to sustain it strong and free is to keep the people of that nation fully and fairly informed on all important domestic and foreign issues," Robert D. Sweezy, MBS vice president, said Friday in an address before the Assn. of Canadian Advertisers annual convention at the Royal York Hotel, Toronto.  

"It is no less a function of radio in the interests of the national security to act as the voice of the nation in bringing the opinions of its people strongly and clearly to the peoples of other nations," Mr. Sweezy stated. "I don't think anyone can ever minimize the importance of the job the BBC and the other allied radio services did during the last war in keeping up the morale of the peoples in the occupied countries and in bringing them the information, hope and encouragement necessary to pave the way for victory."

Mr. Sweezy also pointed out, "radio must not only educate its listeners and support the economic system, it must provide a diversified entertainment schedule for the public. Reliable surveys indicate that a higher percentage of people in the States depend upon radio for this entertainment and diversion than upon any other medium. Wholesome entertainment is an indispensable factor in building a sound social foundation for a nation and maintaining the morale of its citizens."

N.B.C. " Kraft Music Hall" has increased the stations list to 146 with addition of KERO Bakersfield, KIST Santa Barbara, KBGA Sacramento, KAWT Douglas Ariz.

New KPAS Plans Start  
Next Sunday at Banning  

Assisting Carl Phillips in management of station is his brother, Robert. Alan K. Abner, formerly with KFVD Los Angeles is commercial manager. Francis Dunn, an engineering consultant with Navy during war, is chief engineer. Marvin L. Bryan, formerly with CBS Hollywood, is program director. Charles A. Poteet, former manager of a Banning business firm, is assistant commercial manager. Announcers are Roger Nedry, Robert Wagner and George Posey.

AP news wire will be used. Gene Grant will represent station nationally.

FCC Box Score  
FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,416 licensed, 489 construction permits, 304 applications in pending file, 366 applications in hearing; FM—seven licensed, 246 conditional grants, 696 CP's (of which 246 are on air under special temporary authority), 69 applications pending, 71 applications in hearing; television—six licensed, 63 CP's (of which eight are on air), 19 applications pending, eight applications in hearing.

NOW!  
Bountiful Kansas  
the area that counts is yours when you SELL TOPEKA with WREN, ABC for all eastern Kansas. New offices, new studios at WREN'S new location, 411 West 10th, Topeka; WREN'S programs rate first in Topeka; write for current survey proof!
Radio Gives Maximum Service In New England Forest Fires

By PAUL FULCOMER

NEW ENGLAND’S forest fires, latest in the succession of 1947 disasters which have taken heavy toll in life and property, found radio once again more than equal to its task.

Reports from stations and networks gave an overall picture much the same as that which radio provided in earlier 1947 disasters—the tornadoes, the floods, the Texas City explosion, and hurricane Hazel. It was a story of stations staying on the air 24 hours a day to give maximum service, of staff members who worked long hours with little or no sleep to give listeners latest information about the progress of the fires and to warn them when the flames were coming dangerously close.

“A look at our log tells the sad story,” WHEB Portsmouth, N. H., reported, and other stations made similar reports—“frantic appeals for fire fighters...200 calls for Red Cross facilities, food and medical supplies...official notices of road closings, postponements of meetings and general offices of assistance from service organizations. And, of course, latest, on-the-scene bulletins.”

Yankee Network listeners heard Lester Smith, director of Yankee’s special features department, tell his story from the Coast Guard cutter Bibb as the ship arrived off Bar Harbor. Gus Saunders, flying above Bar Harbor, also related his story to Mr. Smith who relayed it to the Yankee audience.

Also utilizing ship-to-shore radio facilities of the Bibb were WBZ Boston, and WBZ radio dispatched its Chief Morris to Bar Harbor, and his description was transmitted directly from a telephone receiver and aired by the station. In addition to regular bulletins for the WBZ audience, Mr. Morris also fed to NBC on-the-spot bulletins during the height of the Bar Harbor catastrophe.

From WGAN Portland, CBS affiliate, came a report that its entire staff lived at the station and kept WGAN on the air 24 hours daily, though Portland itself was at times in danger of being encircled by flames. WGAN ordered cancellation of all commercials during the fire emergency.

Indicative of how completely radio devoted itself to any emergency was a statement of WGAN’s program facilities, over the air to Portland Bates, that the station had “out in right in the middle of a sentence, whether it’s a sponsored program or not” to air vital news and bulletins. “Until this emergency is over” he said, “this station is in nothing but the fire fighting business.”

With one fire only 15 miles from Portland, Mr. Bates got in touch with CBS headquarters in New York and the network immediately dispatched 16 cases of shortwave equipment for use by WGAN in relaying news and vital information from outlying districts.

WGAN and WGYU Bangor, Me., both owned by the Guy D. Gannett enterprises, teamed up with the Gannett newspapers in Maine—the Press Herald, Evening Express and Sunday Telegram and Press Herald at Portland, the Kennebec Journal at Augusta and The Sentinel at Waterville—to keep Maine citizens informed of the forest fire developments. The emphasis was on accuracy, with sensationalism barred, according to C. E. Gatchell, WGAN station manager.

Another Portland station, WCSH, was at the point of origination for five programs aired by NBC detailing progress of the fire fighting efforts. W. W. Chaplin, NBC correspondent, handled these shows.

ABC Coverage

WSPR Springfield, Mass., and WOKO Albany, N. Y., fed forest fire programs to ABC. Reports on the Bar Harbor blaze also were fed to ABC for its special fire program 4-30-4-45 p.m. on Oct. 24 by members of the news staff of WLAM Lewiston-Auburn, Me., who had flown over the stricken resort town. WLAM scheduled several extra broadcasts of fire news, receiving reports phoned directly from fire areas by its correspondents throughout the state.

Emergency messages from Maine’s Governor Hildreth were aired as the occasion demanded via a special hook-up by the Maine Broadcasters Assn.

Although his state was not as hard hit as Maine, Gov. Robert F. Bradford of Massachusetts, sensing the potential danger in the worst epidemic of forest fires the Bay State had ever experienced, issued a press release to the 25,000 citizens. This warning was transmitted by technicians at WBZ Boston, and 30 copies were rushed to other Massachu

NBC to Alter WNBT Rates; Production Policy Changed

A NEW commercial rate schedule for WNBT's New York television station, with a base transmitter charge of $500 an hour, plus $1,000 for an hour’s use of studio 8-G, will become effective Jan. 1, ad

Broken down into transmitter and "production" facilities classes, the new WNBT rate schedule lists transmitter fees as $500 for an hour, $400 for 45 minutes, $300 for a half-hour, $250 for 20 minutes, $150 for 15 minutes, $75 for 10 minutes, $125 for five minutes, $25 for one minute (film only and including film facilities), 50 for 20 seconds (including slides or film facilities). Transmitter charges under the old schedule were $75 for 10 minutes, $100 for 11 minutes to an hour.

Studio Charges

Charges for use of studio 8-G for live programs after Jan. 1 will be $1,000 for an hour, $800 for 45 minutes, $600 for 30 minutes, $400 for 20 minutes, $300 for 10 minutes, $200 for five minutes. This studio, now nearing completion in Radio City, is described by NBC as "the most modern, up-to-date television studio in the world."

Film studio charges under the new schedule are $250 an hour, $225 for 45 minutes, $200 for a half-hour, $175 for 20 minutes, $150 for 15 minutes, $125 for 10 minutes, $100 for five minutes.

WIRE-RECORDING an on-the-spot story of one fire-gutted area in New England is this Yankee Network trio (1 to r): Tom Foster, engineer; Leland C. Bickford, editor-in-chief of the network’s news service; Lester Smith, director of the special events department. The trio accompanied Maine’s governor, Horace Hildreth, through the state’s fire-ravaged areas, and this broadcast was a description of the damage of the damage in the Kennebunkport area.

Wide Praise

There was praise for radio from every quarter. Typical of this was the personal thanks extended by Gov. Hildreth of Maine to Linus Travers, executive vice president and general manager of the Yankee Network, for the outstanding job that Yankee and its 22 affiliates did during the emergency. Mr. Travers supervised the news and the dispatching of regional coverage by Yankee stations. The Dover (N. H.) Democrat editorially praised one Yankee station, WHEB, for its cooperation in the emergency, and other stations drew similar praise from agencies closely identified with the job of fighting the fires and handling allied phases of the disaster work.

Heaviest attention was focused on Bar Harbor because of its fame as a fabulous summer resort, and when the emergency there was at its height many of the Yankee Network stations remained on the air all night. These stations included WNAC Boston; WFAU Augusta, Me.; WJOR Bangor, Me.; WEIM Fitchburg, Mass.; WHAI Greenfield, Mass.; WCEV Lynn, Mass.; WJAZ Lewiston, Me.; WCN Bangor, Me.; WBBK Pittsfield, Mass.; WIXL Portland, Me.; WSYB Rutland, Vt., and WHEB Portsmouth.
President Ready
(Continued from page 15)

his statement, obviously threatening an all-out confirmation fight. He said it was the prerogative of the President to nominate anyone he may choose for “this important position” and that it is also the prerogative of the Senate to “confirm or reject the nomination.”

“It is to be hoped,” his statement added, “that a realization of this divided authority and responsibility will result in an appointment which will be mutually satisfactory. In passing, it might be remarked that it would seem to be advisable to fill this important post with a man who has had broad experience in, and possesses practical knowledge of, the broadcasting industry.”

Mr. Reece first called upon the President in filling the prospective vacancy to “give a practical demonstration of that ‘cooperation’” which he had promised. He cited the GOF’s interest in the character and capability of the FCC’s personnel, pointing out that his committee is charged with the responsibility of running a Presidential campaign next year and “one of the most important instruments available to it for the conduct of that campaign is radio.” A Commission dominated by persons “willing to put partisanship ahead of impartial administration,” he added, “could interpose serious difficulties.”

Mr. Reece said it has been somewhat disturbing to note published reports that the President was considering the appointment of a man who has been associated with the left-wing of the Democratic Administration since its very inception, who has been closely associated with the White House, and who is a graduate of the Indiana Democrat machine in the days of the notoriety “Two Per Cent Club.” A man with that background might well experience difficulty in convincing the public that he would be an impartial administrator.

Term Ends 1951

The Denny vacancy is for the term which ends June 30, 1951. The nomination by the President would be for the commissionship, rather than the chairmanship.

Under the Communications Act, the President selects the chairman from among the seven commissioners.

It is a foregone conclusion that the President’s intention is to choose Mr. Coy as Chairman. Mr. Coy initially was not receptive, because of the sharp reduction in income that would be entailed. The FCC post pays $12,500 but it is understood that Sen. Wallace White Jr., of Maine, majority leader and head of the Senate Interstate Commerce Committee, will propose an increase to $15,500 at the next session for all commissioners.

Senator White had no comment either on the indicated Coy appointment or on Chairman Reece’s statement. He said that he didn’t care to make a statement until the appointment actually was announced and came before his committee. He added, however, that he understood it to be a “Democrat nomination.” He said he did not know Mr. Coy, and therefore was in no position to comment.

Sen. Albert Hawkes (R-N.J.), member of the Interstate and Foreign Commerce Committee, said that he hadn’t read the Reece statement but agreed that he would be “against” such a man as the statement described (presumably Coy) and “for” a man with the practical experience Mr. Reece labeled as desirable.

Coy Background

Mr. Coy fulfills the primary requisite which the President had indicated he would seek in naming a new chairman. The 45-year-old executive is a newspaperman turned broadcaster. Who’s Who describes him as a “government administrator,” stemming from nine years of unbroken service in government which began in 1935.

Mr. Coy, a mild-mannered man, neverthless is regarded as a stern and efficient administrator. Several other federal posts were proffered him, but he was disposed to reject them. When prospects of the FCC opening developed, Mr. Coy was importuned by friends and associates to accept it, despite the economic loss.

Several feel that opportunity exists for a contribution to the public and to radio—a sphere of activity which whetted his interest when Eugene Meyer, owner of the Washington Post, INVEST YOUR AD DOLLAR

IN FILLING the prospective vacancy in the Chairman of the Federal Communications Commission, Mr. Truman will have an opportunity to give a practical demonstration of the operation” which he promised to the Nation in the announcement of November 1946, but which so far as his administration has been conspicuous by its absence ever since.

The Republican National Committee has stood definite and real interest in the character and capability of the Federal Communications Commission’s personnel. The National Committee is charged with the responsibility of running a Presidential campaign next year and one of the most important instruments available to it for the conduct of that campaign is radio. A Commission dominated by persons willing to put partisanship ahead of impartial administration, the law could impose serious difficulties in the way of the Committee’s discharge of its responsibilities.

It has been an established practice for the majority in power nationally to have a majority on various commissions such as the Federal Communications Commission. At present, however, it should be remembered that neither party is in complete control of the Federal Government. Republicans have a majority in Congress; Democrats still control the Federal Communications Commission. Therefore, this is a time when partisanship should be tempered by a frank realization of the existing condition. Whoever may be chosen to fill this prospective vacancy should be a man whose record demonstrates his ability and willingness to administer his responsibilities without partisanship.

In this connection, it has been somewhat disturbing to note published reports that Mr. Truman was considering the appointment of a man who has been associated with the left-wing of the Democrat Administration since its very inception, who has been closely associated with the White House, and who is a graduate of the Indiana Democrat machine in the days of the notoriously “Two Per Cent Club.” A man with that background might well experience difficulty in convincing the public that he would be an impartial administrator.

Statement by Carroll Reece, Chairman of the Republican National Committee

heard by most... Preferred by most
in the BUYING Ark-La-Tex

Heard by most... Preferred by most
in the BUYING Ark-La-Tex

Col. Coy Numbers
IT MAY have been happen-
acquired WINX, 250-w Washington local, in 1944.
A strong proponent of FM, Mr. Coy was active in FM Broadcasters Inc., precursor of FM Assn., in 1944. He sat on its governing committee and served as an officer and director of the organization. Last month Mr. Coy completed a one-year term as a Small Stations Director of the NAB. He had the solid support of the FM group, by virtue of his avid interest in promotion and development of that medium.

KGO-FM San Francisco Planning to Start Today
ABC's new FM station in San Francisco, KGO-FM, is scheduled to start today (Nov. 9). It will operate on a six-hour daily schedule, with main program content duplicating regular KGO-ABC programs. Station is assigned channel 291 (106.1 mc) with 3 kw.
Gayle Grubb, general manager of KGO and the FM station, stated that the initial period of FM broadcasting is an interim, non-commercial operation pending selection and development of KGO's television site. Temporary location for the FM transmitter is alongside KGO's AM transmitter in Oakland. Later the FM transmitter will be permanently installed at the television site.
KGO has been granted a license for television by the FCC and preliminary engineering for its video outlet is now under way. Increase of KGO's AM power from 7.5 to 50 kw is scheduled to start on Dec. 1.

KSFH (FM) Started
KSFH (FM) went on the air in San Francisco, Oct. 22. The station is licensed to the Pacific Broadcasting Co., with headquarters in the Fairmont Hotel. C. A. Gibson is president of Pacific. KSFH staff includes: H. R. Hurst, station manager; Forrester Mashbir, program director, and Walter T. Selsted, chief engineer. Billy Heyward and Wally Hutchinson are staff announcers. KSFH is on channel 235, 94.9 mc.

HUNTING SEASON
No need to hunt in Worcester for the station that delivers most listeners per dollar... It's

Represented by:
Adam J. Young Jr., Inc. and Kettell-Carter

new NARS Unit Organized in N. Y.
$50,000 Budget to Be Spent Promoting Spot Broadcasting

ORGANIZATION of the National Assn. of Radio Station Representatives, composed of leading companies in the field, was formalized in New York last week during a two-day meeting attended by officials of 23 firms.

Officers of the association were elected and a $50,000 budget voted to carry out preliminary phases of a campaign to promote and develop spot broadcasting. An executive committee was instructed to prepare a preliminary plan for the campaign for presentation at the association's next meeting, Dec. 10.

The following officers were elected to one-year terms: Paul H. Raymer, of Paul H. Raymer Inc., president; H. Preston Peters, of Free & Peters Inc., vice president; Lewis H. Avery, of Avery-Knodel Inc., treasurer, and Joseph J. Weed, of Weed & Co., secretary.

A preliminary committee will be composed of the association's officers as well as Eugene Katz, of the Katz Agency, who will serve a three-year term; Edward Petry, of Edward Petry & Co., a three-year term, and Adam J. Young Jr., of Adam J. Young Jr. Inc., a one-year term.

At the two-day meeting which ended at 6 p.m. last Thursday, the new association adopted by-laws formalizing the organization.

Those attending the meeting were:
Mr. Avery and Arthur H. McCoy, of Avery-Knodel; John Blair and Dick Buckley, of John Blair Co.; Joe Timlin, of the Brannan Co., Henry Petes and Joseph Matheny, of Burns, Kuipers & Mahone; C. Stanley Bailey, of Burn-Smit; Dick Mundo, of Donald Cooke Inv.; Joseph Bloos, of Forroe Co.; Mr. Peters, Harry A. Friedenberg, of the Friedenberg Agency; Arnold M. Spencer Jr., of George F. Hollingbery Inc., of Forroe Co.; Howard M. Orange, of John Livingston, of Homer Griffith; Fred Hembry, of Hembry; F. M. Spencer Jr., of George F. Hollingbery Inc., of Forroe Co.; J. Moore, of Hal Hoiman Co.; George Britt and Mr. Katz, of the Katz Agency; Max Everett, of J. L. Mepherney & Son; Joseph Hembry McGilla; Edward Petry, of Edward Petry & Co.; John J. Hatchett, of John J. Pearson Co.; Bob Munderville, of John H. Park Assc.; Mr. Petes, Leon Moore and Robert McSweene, of Radio Adv. Co.; Mr. Raymer and Fred Brokaw, of Paul H. Raymer Inc.; Joe Bogner, of Bears & Ader; Fred Lake and Mrs. Richard van der Walt; Mr. Weed, Lionel Coflon, of Helen Wood & Cotton; Mr. Young and Paul Wilson, of Adam J. Young Jr. Inc.

Expansion Planned
WILLIAM BANKS, president of WPTF, Philadelphia, has announced that the grant of full time operation by FCC to his station on 1340 kc, 250 w, will signalize start of an extensive expansion program. Equipment is being ordered including a new transmitter and console. Modernization of studios and offices also is planned. Station may move to new quarters.

NEW YORK'S Police Commissioner Arthur Wallander has presented an award to WOR New York, for outstanding service to Police Athletic League through WOR's "P.A.L. Show."
Television Swings
(Continued from page 15)

safely say that the audience would run into millions.

In addition to the regular station coverage, Mr. Clipp revealed that television receivers and large screens will be placed in the base-ment of Convention Hall and in adjoining Commercial Museum. In this way, all the party members who cannot find room in Convention Hall, plus about 25,000 spectators a day can be accommodated close to the actual scene of activity.

Describing the potential cover-age, Mr. Clipp said that coaxial cable and established relay links will tie together at least 14 stations, to each station in the Northeast. These include WTTO, WNBW and WMAL-TV Washington; WFIL-TV, WPTZ and WCAU-TV Philadelphia; WADB, WGBS-TV, WNBW and WOR-TV New York; WBZ-TV Boston and WRGB Schenectady. These stations, he said, will carry the conventions to all or portions of 15 states, with a total population of 42,644,273 and an electoral vote of 168.

To supplement this, plans call for a special, experimental East- to-West network of stations to carry into the Middle West. This chain is to be tied into the tested coaxial cable and will link all or portions of Ohio, Indiana, Illinois, Michigan and Wisconsin with the others to bring the total population to 68,567,269 or 237 electoral votes.

Other TV Outlets

Besides that, Mr. Clipp points out, seven more television stations along the Eastern network are expected to be in operation by the time the conventions start and will intensify the coverage.

Philadelphia's advantage, said Mr. Clipp, is its central location, which allows it to draw upon the pool of skilled television personnel located in the East and makes it easily accessible for hard-to-get equipment. He estimated that financing the job will require $175,000 for both conventions.

A date has not yet been set for the Democratic Convention, but it is generally believed that it will be held prior to May 21. Seating arrangements for radio and television correspondents have been left to the Radio Correspondents Association, which will make the assignments under the supervision of the Committee on Arrangements of the Democratic National Commit-tee.

The Republican National Committee, meanwhile, said that as a result of a meeting in New York last week with representatives of the broadcasting industry, plans are all set for the broadcasting and televising of its convention. Arrangement of booths has been made and an organization has been developed, according to the committee. Jack R. Popple, president of the Television Broadcasters

DISTINCTION of having a new plant named for him goes to Irwin A. Johnson, record m.c. of WBNS Columbus, Ohio. The plant, a yellow chrysanthemum, made its debut recently as the “Early Worm,” in honor of Mr. Johnson’s program of the same name. “Early Worm!” Johnson is pictured looking over his namesake at Columbus’ City Hall, where it’s on display.

U. S. Internal Migration For 7-Year Period Heavy

AMERICANS apparently didn’t care to stay put during the last seven years, for according to esti-mates released on Friday by J. C. Capt, director, Bureau of the Cen-sus, the years since 1940 have seen great internal migration by U. S. civilian population.

Of the total civilian population as of April 1940, some 25,000,000, or one-fifth, changed their county of resid-ence. Another 44,000,000, although living in the same county and not classed as “mi-grates,” were not living in the same house as in 1940.

World War II veterans showed the highest migration rate (28%), partially because they fell into the age group which showed the most movement.

GUARANTEE YOUR LOCAL TIME
Regardless of Network Offering

• It’s possible with the Mosby Plan of Time Allocation. Local programs are scheduled in the 3rd quarter hour of every hour. The Affiliate can then immediately accept any network-offered commercial and know his guaranteed local programs will be slotted in the affiliate’s guaranteed 3rd quarter hour. The remaining time is open for network commitments. It’s the same in any time zone.
Truman Tribute Keynotes Radio Week

27th Anniversary Marked By Full Observance Over Nation

LED by President Harry S. Truman, who was broadcasting with that of totalitarian governments (see text on page 17), the nation’s last week observed National Radio Week and the 27th anniversary of the medium.

Two essay contests in which high school pupils and women in more than a thousand communities participated, featured the observance. Broadcasters, civic and educational institutions, business and trade groups, and all other branches of the national life took part in the third Radio Week.

At countless meetings and luncheons in all parts of the nation, the story of broadcasting and its role in American affairs was recited. Networks and stations offered special programs and carried announcements, joint with radio dealers and affiliated trade associations in the promotion campaign.

Max F. Balcom, president of Radio Manufacturers Assn., and Justin Miller, president of NAB, keynoted observance of the week by the two associations, which cooperated in arrangements. Mr. Balcom spoke Wednesday before the Radio Executives Club at the Roosevelt Hotel, New York. Judge Miller was scheduled to speak at 1:30 p.m. Saturday on NBC.

Hundreds of radio sets were given as prizes by manufacturers and dealers in the contests. The high school contest was jointly sponsored by the U. S. Junior Chamber of Commerce, and broadcasters and dealers. Four national winners are to be selected, each to be awarded RMA-NAB scholarships. The U. S. Office of Education endorsed the contest, based on the subject “I Speak for Democracy.” Advance material for the essay was supplied by NAB in the form of a series of five-minute transcribed programs.

Names of six prominent persons to serve as national judges in the contest were announced last week by NAB and the Junior Chamber. They are: Omar N. Bradley, Administrator of Veterans’ Affairs; Attorney General Tom C. Clark; Father Edward J. Flanagan, founder and director of Boys Town; Mrs. Oveta Culp Hobby, executive vice president of the Houston Post, operating KPRC; Sen. Warren G. Magnuson (D-Wash.); Fleet Admiral Chester W. Nimitz, Chief of Naval Operations.

These judges will choose the four national winners. Competitions above the community level will be conducted by transcriptions of local and state winners and will be supplied the national judges for final selection.

Winners will be announced at a national awards dinner in Washington, slated for early December. The contest will be an annual Radio Week event.

Second contest, for women, was sponsored by the NAB’s Assn. of Women Broadcasters, with listeners invited to write letters on the subject “Your Favorite Radio Program—and Why.” Seventeen district prizes, radio-phonograph consoles and a deluxe national prize were donated by RMA members.

WMAR Baltimore Sunpapera’s Television Outlet Launched

WMAR, television station of the Sunpapers (Baltimore Sun), presented its first video program last Thursday afternoon, picking up two horse races from the Pimlico track, the Colin Purse and the $10,000 Grayson Stakes. Participating in the launching of the new station were Governor Lane of Maryland and Mayor D’Alejandro of Baltimore.

With special temporary authorizations for commercial operation on Channel 2 (54-60 mc), WMAR had previously transmitted its first television signal at 6:20 p.m. on October 27. Operational tests will continue for the next few weeks, and during this period all programming will be on a tentative basis.

WMAR’s studios are in the O’Sullivan Bldg., Baltimore’s tallest building. The station’s antenna atop the building is 591 feet above the ground.

Both Governor Lane and Mayor D’Alejandro hailed Baltimore’s initial television broadcast as a landmark in Maryland’s progress. The television cameras were mounted on the roof of the Pimlico grandstand, connected by coaxial cables with a transmitter in the WMAR mobile unit set up behind the grandstand. Equipment in this unit transmitted the images of the horses on the track to the main WMAR transmitter at the top of the O’Sullivan Bldg. by means of microwave relay.

Descriptive narrative before and between the races was given by Robert Elmer, WMAR field commentator. During the running of the events, the track commentator was picked up in the background, with Sunpapers racing writers interpolating additional comment at critical stages of the races. William Boniface, Sunpapers racing editor, gave a running commentary on the horses leaving the paddock, through the post parade and finally into the winner’s circle.

WMAR televised the professional basketball game of the Baltimore Bullets and Indianapolis Kautakas.
A decision giving finality to its original proposal to approve the sale of KMED Medford, Ore., to the competing bidder under the Aveo Rule, not to be the "chaser," was issued by FCC last week, accompanied by a strong dissent by Comr. Robert F. Jones.

The Commission majority, with re-recording Chairman Officer R. Denny not participating, ruled that Medford Radio Corp., a new firm owned by eight Medford residents, should be preferred to Gibson Broadcasting, principally owned by Owner Luther E. Gibson of KHUB Watsonville, Calif., who negotiated the original contract to buy the station from Mrs. W. J. Virgin.

Under Aveo Rule procedure, Mrs. Virgin may either sell or refuse to sell to the approved purchaser. If she chooses to sell, she has 30 days to sign a contract with Medford Radio. Sales price is $250,000 plus $20,900 in stock in the purchasing company.

While the majority followed the proposed decision in the case [Broadcasting, July 7], Comr. Jones, who was not then a member of the Commission, protested that Medford Radio's offer does not match the "same terms and conditions" of the Gibson offer, as required by the Aveo Rule, and should therefore be denied.

Terms in Contract

He pointed out the contract provides for 70% of the sales price be secured by note, payable $2,000 at the end of the first year and $2,000 monthly thereafter until paid in full. Whereas Mr. Gibson agreed personally to endorse and guarantee the Gibson Broadcasting note to Mrs. Virgin, he asserted, the stockholders of Medford Radio made no comparable offer.

The majority's decision that Medford Radio's and Gibson Broadcasting's offers are "substantially the same in terms," Comr. Jones declared, was directed only for Mrs. Virgin to "have confidence in Medford's officers, directors and stockholders to meet the corporate obligations without any security whatsoever. The said officers, directors and stockholders do not have such confidence in themselves; i.e., they refuse to personally endorse the Medford corporation notes. Lacking such faith, she may have no alternative but to retain her license and facility."

Mr. Jones said "this difference in Aveo Rule sale is substantial" and if the Gibson offer to endorse the Gibson corporation note is not unique.

He added:

If it is argued that the Gibson endorsement of the Gibson corporation note is a unique term not contemplated by the Aveo Rule, the only endorsement by Gibson of the Medford note is the statement that the majority did not have any difficulty in finding that $25,000 of the Medford corporation stock (7.7% of the total authorization) equals $39,000 of the Gibson corporation stock (33.4% of the total authorization). The personal endorsement of such majority stockholders of their respective corporate obligations is not unique and a consideration which should control the decision by competing applicants under the Aveo Rule.

Mr. Jones argued that "it is not necessary to make a comparative determination as to which of the applicants is better qualified," since Medford Radio "did not, under the Aveo Rule, satisfy the condition precedent for comparative consideration with the Gibson corporation offer. Also, the Aveo Rule refers on the same terms and conditions..."

He asserted belief that Gibson Broadcasting is qualified and that the purchase of KMED should be approved.

KMED operates on 1440 kc with 1 kw, fulltime, and has a grant for a new operation. The sales transaction includes an FM construction permit.

The majority's choice of the competing bidder was based on local ownership. The decision noted that while Mr. Gibson proposed to spend two days a month at Medford if his application were granted, all stockholders of Medford Radio are "long-time residents of Medford and have been actively identified with its civic and community life."

The owners, business and professional men, are Glen L. Jackson, president, and Alfred S. V. Carpenter, H. S. Deuel, Otto J. Fronhymmer, and Eugene Thordike, who have 13.35% each; John R. Tomlin, 20%; and B. E. Harder and John P. Moffat, 6.66% each.

They plan to employ Harold Mett, manager of KWIL Albany, Ore. since 1941, as KMED manager.

Comr. Jones, although not a member of FCC when the proposed decision was issued, participated in oral argument, held Oct. 8.

McCaw Honored

ELROY J. MCCAW, Northwest broadcaster, was awarded the Order of the British Empire at a ceremony held Oct. 31 in the Interdepartmental Auditorium in Washington. Mr. McCaw was honored for his Navy service in setting up North Atlantic Communications in 1942 and for his radar work with the British. He is part owner of KATK, Portland, KTKA, Centralia, Wash., and KYAK Yakima, Wash. David Anderson, NBC correspondent, was awarded by proxy a Certificate of Mention in Dispatches.

EXECUTIVES of WSTC-FM St. Paul, Minn., discuss opening of the new station, operating eight hours daily since Oct. 18. Seatsid is Julian Schwartz, manager. Other station executives are (1 to r): Edward L. Markham, engineering manager; W. F. Ford, sales manager; Fred Daiger, program director. Station is owned by Western Connecticut Broadcasting Co., which also owns WSTG, AM station.

PROPOSED new AM GRANT GIVEN CEDAR RAPIDS

PROPOSED decision was announced last week by FCC favoring grant of new local station on 1450 kc, 250 w unlimited, at Cedar Rapids, Iowa, to Radio Corp. of Cedar Rapids. Denials were proposed for the competitive applications of Cedar Rapids Broadcasting Corp., Inc., Cedar Rapids, and Moline Dispatch Pub. Co., Moline, Ill.

The publisher of the Moline Dispatch was disqualified on a technical issue while Radio Corp. of Cedar Rapids was preferred over Cedar Rapids Broadcasting on basis of proposed program presentation, active participation by officers, and diversification of local resident ownership.

The FCC report cited as unfaorable to Cedar Rapids Broadcasting the fact that 7% stockholder, Scott McIntyre, was partner in the investment banking firm of Scott McIntyre & Co., which was expelled in 1942 from the National Association of Securities Dealers by the Securities and Exchange Commission for fraudulent securities dealings.

The Commission stated that the proposed operation of the Moline Dispatch would cause mutual interference with WOC Davenport, Iowa, under the 40 kc separation rule. Overlap of the WOC and proposed station 25 mv contours was cited.

Ownership of the applicants:

Radio Corp. of Cedar Rapids—President: D. E. McIntyre, 19%; Mr. McIntyre, 7% owner; James D. Carpenter, secretary-treasurer and major stockholder; Wharton S. McCaw, sales manager; Julian F. Mark, sports director and sales manager; Kenneth E. T. Moore, program director; S. L. Shoemaker, attorney, secretary-treasurer and 2% stockholder.

Cedar Rapids Broadcasting Corp.—President: Fred Daiger, 7%; John F. McMillan, 7% owner; W. H. Dankers, sales manager and 7% owner; W. K. Brezeale, 7% owner; J. W. Beck, athletic goods man and 7% owner; M. E. Jackson, 7% owner.

KTBX, general manager; James L. Sexton, general manager KBSO Clinton, Iowa, to be general manager of KTBX involving remaining interest divided among 11 local people.

IN DEAL worked out with Union Oil Co., Los Angeles, and on sustaining broadcast news service; Cedar Rapids, Tourn. of Races Dec. 1, will be televised over WACOX Dubuque, televsion station of Don Lee Broadcasting System, Union Oil Co., through Foote, Cone & Belding, agency servicing account, will sponsor telecasting of parade on RTLA Hollywood (Broadcasting, Sept. 29).
Birthday Center
LISTENERS in the Lansing, Mich., area are birthday-con- scious since WJLM Lansing started its Breakfast Bingo, early morning live away show, using birthdays as the basis for prizes. Station reports that in the last six months, 45,000 of the Lansing area's 110,000 residents have registered their birthdays with the station. Now all they can do is wait and listen to find out whether they will be lucky enough to win the birthday gift of the day.

BALTIMORE REGIONAL IS GRANTED BY FCC
ORDER was adopted last week by FCC making final its grant of the application of A. S. Abell Co. for a new standard station in Baltimore on 850 kc with 1 kw unlimited time, directional, and grant of the application for WEEU, Reading, Pa., to switch from 1 kw daytime only on 850 kc to 1 kw fulltime, directional night, on that frequency. The Commission's pro- posed decision to grant both of the applications was issued only a week previous [BROADCASTING, Oct. 27].

The Commission's order was based on waiver of oral argument by both parties and request for final grant of both applications. A. S. Abell Co. is publisher of the daily Baltimore Sun and permittee of WASA (FM) and WMAR (TV). WEEU is licensed to Berks Broadcasting Co. and is an ABC affiliate.

Issue of possible mutual interference between the two outlets was resolved in the hearing.

Durr Warns SBC That Radio May Be Next Congress Probe
RADIO may soon be next on the list for investigation by the House Un-American Activities Committee now probing charges of Communist in the motion picture in- dustry.

This warning was sounded Oct. 25 at the opening of a three-day meeting of the 11th annual School Broadcast Conference at the Sheraton Hotel in Chicago by FCC Commissioner Clifford J. Durr, speaking on "The Commission and Educational Radio." Fifteen hundred educators and broadcasters attended the three-day sessions.

He said the investigation would follow because radio is "the greatest medium of entertainment and education" and because many of its programs, "conceived in honesty to create better understanding among all races and creeds," interfere with the commercial uses made of broadcasting. The commissioner charged that many broadcasters were continuing to disclaim their responsibility toward public service but at the same time that the radio industry should not be made to suffer for the sins of the few.

The FCC commissioner, known as "the great disseter," lashed out at the investigation of the motion picture industry which he branded as "a contrasting spectacle" to the ideals of the Freedom Train.

On Tuesday, Commissioner Durr was cited by the National Assn. of Educational Broadcasters and the Asm. for Education by Radio as "man of the year." The citation was awarded by sixty-five members of the advisory committee of the SBC representing both organizations.

The advisory committee also awarded citations to WBBM and CBS Chicago, for its program series, "Studio Theatre," presented in cooperation with Northwestern U. Radio Guild; KLX, Denver, for its program "The American Adventure," and WGBH, Boston, for "The Commonwealth Club." The committee also awarded $500 to the Dartmouth Hospital Radio Club, for "The Children's Program," and $500 to the National Assn. of Independent Broadcast Stations, for "The World of Tomorrow." The program was produced by WMAQ, Chicago.

Upcoming


READER'S DIGEST

Mr. Durr

"The Commission and Educational Radio." Fifteen hundred educators and broadcasters attended the three-day sessions. He said the investigation would follow because radio is "the greatest medium of entertainment and education" and because many of its programs, "conceived in honesty to create better understanding among all races and creeds," interfere with the commercial uses made of broadcasting. The commissioner charged that many broadcasters were continuing to disclaim their responsibility toward public service but at the same time that the radio industry should not be made to suffer for the sins of the few.

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WCHS all the time . . . Well if I'm going to see what's going on in the proceedings—best let me choose a song.
Help Wanted

Experienced manager needed by successful small town 250 watt. State full qualifications in first letter. Box 738, BROADCASTING.

Wanted—Experienced announcer for 250 watt AM, WLAY, 866, Radio station in Northern area. Station progressive and will pay well for good man. Send references and qualifications. Box 781, BROADCASTING.

Position available for experienced staff announcer with ability to handle current events, major spot and sports. Send biography and audition disc to WCLW, Happy Valley, Oregon.

Program director—Excellent opportunity for executive. Has four years experience producing and supervising local programs. Send references in first letter, including salary, experience and references, to WCLW, Happy Valley, Oregon.

Three first class combination operation positions available. State full information on background and expected salary in first letter. Box 785, BROADCASTING.

Wanted—Station manager for small market ABC station, one of group operation. Must be young, aggressive, with proven selling record and at least three years experience in ownership. Must have wonderful proposition, including salaries, to present in first letter. Box 810, BROADCASTING.

Engineer—First class license for AM and FM stations in Central New York. Send references and qualifications to Box 781, BROADCASTING.

Commercial account manager. Chief engineer-announcer, New Rocky Mountain station in San Francisco. Must be interested in travel and have references. First letter, Box 847, BROADCASTING.

A livewire salesman with ambition and radio background wanted to increase New England network affiliate. The right man will get choice accounts and a money-making set up. Write Box 848, BROADCASTING.

Need two good salesmen to work downtown metropolitan midwest station. Must have good connections and be familiar with commercial traffic. Ability to sell known. Will guarantee you a high figure. Write Box 850, BROADCASTING.

Wanted to hire by the month—Young architect to assist in preparing plans and specifications for new educational studios in the southwest. State salary and qualifications in first letter to Box 857, BROADCASTING.

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Classified Advertisements

*PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.*

**Situations Wanted**

Wanted—Announcer—(17) model MO-2659 modulation monitors (AM) FCC approval 1556 for immediate shipment until sold. Price $360.00 with tubes FOB Quincy, Illinois.

**Gates Radio Company**

Manufacturing Engineers since 1922

Quincy, Illinois, USA

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Help Wanted (Cont’d)

Engineer—No announcing or control work. Experience unnecessary. Must have car. Clean moral and personal record must be stated. Contact Chief Engineer, WCFB, Tarpon Springs, Florida.

Good announcer with first class license for NBC 5 kw 19-year-old station with a good name. Must be able to work along with qualifications and salary requirements. KXLP, Butte, Montana.

The originator of a radio department in a private employment agency has just opened new offices to serve this city. He needs very type of radio personnel for spots in every state. Contact us immediately. J. Maudel Halsey & Associates, 326 Chester-Bldg, Cleveland 14, Ohio.

**Help Wanted (Cont’d)**

Assistant engineer—wanted by first 1000 watt NBC Florida station. First class license necessary. Send complete information, qualifications and salary. WLAK, Lakeland, Florida.

Wanted—Announcer with rural background, five years experience, for 5 kw station. Must be capable of routine spot work and weekend news shows. Starting salary good. Also, sales position open. WEMC, Indianapolis, Indiana.

Writer-announcer, complete details including salary requirements on disc and Radio Station WSVH, Petersburgh, Virginia.

Wanted—Announcer—Opportunity with livewire full staff affiliate in fast growing southern city. Applicant must be experienced, have a good voice and be first class ad-man to interest for right man. Box 877, Atlanta, Georgia.

Wanted—Assistant-producer with qualifications and salary. Write, wire or call WLAW, San Francisco.

Wanted—Experience in field advertising for small city station. Must be willing to live in city. Have excellent voice and type of personality, must be capable of handling every type of job assignment. Send complete history to Box 707, BROADCASTING.

Wanted—Announcer-writer, has opening for strong, versatile commercial writer for large ABC station. Must have some experience in all fields, will build local new business. Send complete qualifications and knowledge of board, desires position with opportunity. Box 853, BROADCASTING.

Small city station, local news conscious. Does some spot selling, will move. Interests in all fields, will build local new business. Send complete qualifications and knowledge of board, desires position with opportunity. Box 853, BROADCASTING.

Sportscaster seeking sports-minded station opportunity, preferably in the Kansas City area. Must have some experience in this field. Will travel anywhere. Disc and photo available. Box 855, BROADCASTING.

Announcer—Well known, has had previous experience with major network. Write complete information and references to Box 863, BROADCASTING.

Rush—WANTED sales manager to handle local branch office of well known music company. Excellent opportunity. Box 196, BROADCASTING.

Situations Wanted (Cont’d)

Topflight promotion man available, with background of almost 10 years as radio manager, working for prominent stations. Interested in promoting new acts or small established, affiliated stations. All offers will be considered. Box 879, BROADCASTING.

News-public service-public relations—Commercial. Mute, sober, married man looking for connection with progression. Experience reported. Willing to accept newscasts, long established, affiliated stations. All offers will be considered. Box 880, BROADCASTING.

Sales and program manager. Thoroughly experienced new stations to 5 kw, Excellent agency contacts. Best references. Full information and organization all phases. Box 884, BROADCASTING.

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WANTED (Cont’d)

ANNOUNCER—Opportunity with NBC network, strong position. Contact the office ad. Also, full time opening for business manager with NBC. Contact the office ad. Both positions available in New York City. Box 885, BROADCASTING.

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Help Wanted

Announcer—WANTED for KXSL 1550 kHz. Must have first class, radio experience. Appl. to Box 705, KXSL, Oklahoma City.

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Situations Wanted

Executive—10 years experience all types of technical engineering. Highly trained in programing, promotion. Also, public relations, governments and information background. Wide acquaintance and good reputation in industry; abreast trade affairs, valuable know-how, local 5 kw, 50 kilowatt stations. Essentially employed executive post large national organization. Married, father, under 40; salary $5500 starting, plus good city life and opportunity to advance. Box 876, BROADCASTING.

Immediate offer to a person who can sell, with some experience, responsibility, and current references. Box 886, BROADCASTING.

HERE'S THE "DREAM" JOB for the right young man. The man who has plenty of "zip"—who can write—who can act as producer of several weekly shows—has a thorough knowledge of sports—who wants to become a radio agency man in radio and who is willing to work in New York agency's Baltimore office on the most promising "broad- cast league" job. If you think you qualify, write us your complete qualifications. Why you think you should be hired. We will consider your reason why you think you should plus salary desired. Box 890, BROADCASTING.

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WANTED TO BUY—Any quantity RCA MI-4585 pickup heads. Address all offers to Box 707, BROADCASTING.
WILLIAMSPORT. CASE WILL BE REOPENED

FCC LAST WEEK granted the petition of Lycoming County Broadcasting Co. to reopen the hearing in the competitive proceeding for a new standard station at Williamsport, Pa., on 1340 kc with 250 w full-time. Lycoming County Broadcasting Association will present evidence concerning former and present partners of Williamsport Radio. Date set for the new inquiry is Dec. 1.

Williamsport Radio earlier had been granted a petition by Lycoming County Broadcasting in a proposed decision of the Commission [BROADCASTING, June 9].

The petitioner, according to FCC's order, indicated it wished to place in the record alleged newly discovered evidence concerning unsatisfied judgments against a former partner of the partnership, William W. Kline- aling, Carl F. Stroehmann and William P. Wilson doing business as Williamsport Radio Broadcast- ing Assoc. Further new evidence was offered concerning the start and desist order of the Federal Trade Commission entered under the Robinson-Patman Act against one of the present partners of the proposed station and against business organizations with whom he was associated.

For Sale (Cont'd)

1006 watt 304-A W transmitter with spare equipment. Has 1126-A W limiter. Recently removed due to power increase. Excellent condition. Immediate delivery. Full price $3250. KPFD, Los An-

program director and chief engineer. Thoroughly experienced in all phases of radio, including installation, maintenance, operation, dis- patching and editing by progressive broad- casters. Box 881, BROADCASTING.

Chief Engineer, now employed, experienced in all phases of radio service, including recording. Amplifier work. Married. Box 875, BROADCASTING.

Commentator, 28, single, good appearance, college. Capable writer, editor, promo- corr. Write box 885, BROADCASTING.

WANTED TO BUY

Radio stations and parts, radio tubes, complete antenna units, aerials, and receiver and transmitter replacement parts. Also interested in purchasing small interest or salary plus percent-

WANTED TO BUY

Complete audio equipment. Complete control console with eight 2 stage preamplifiers; 8 stage preamplifi- ers; switch type 6-A-6; Cinch 7-c high gain amplifiers; other power supplies; series and parallel break limiting amplifiers. One Collins relay rack for sale; complete equipment. In service until October 18. Asking $650.00. FOAD. Contact WHBU, Anderson, Ind.

Situations Wanted (Cont'd)


Announcer—graduate. 3 years experience in radio advertising. Knowledgeable on sales and promotions. Will do any kind of work. Write B. L. Robinson, 2308 Ridgeview Ave., N.W., Washington, D.C.

Announcer—single. College grad. 2500 hours of broadcast experience. Well known stations. Write for list of stations. Box 875, BROADCASTING.

Announcer—single. Single and interested in going to station in close proximity to New York. Box 875, BROADCASTING.

Announcer—died. Widow. Six years in present position. Write Dr. William M. Tharp, 312 East Ave., New York 3, N.Y.


Announcer, young, energetic, single, vet, 1st class photo telegraph, wants position with large network or west coast affiliate. Write 17 Korany, Apt. 268, Boston 30, Mass.

Announcer, 1st class, grad RCA Institute, army experience and work with small station. Will travel. Harry Hoch, 1100 Rochambeau Ave., Bronx 67, New York.


Announcer. Offer sixteen months commercial experience. All specialization, newscaster, disc jockeying. Married, 28, reliable, active voice. Disc, photo, doned. 217 Edgewood Park, Bridgeport, Conn.


Clear Channel

(Continued from page 18)

Julius Brauner for CBS, and Andrew G. Haley for ABC.

Chronological account of the week's session follows:

MONYDAY

Com. Hyde accepted BMB survey data in evidence Monday morning over objections of CCBS and NBC counsel, who contended the information was irrelevant. They were assured the data would not be regarded as engineering information.

The ruling followed completion of direct testimony, started the previous Friday, by Richard Wycoff, who reviewed his activities in the BMB poll. W. E. James, Alabama attorney and former assistant to the FCC general counsel, made an unsuccessful plea for acceptance, in the record, of a statement by Alabama Gov. James E. Folsom.

Com. Hyde sustained objections that the statement should be excluded since the Governor was not present to submit to cross-examination.

The Governor's statement contended that "it's about time the FCC either broke down some of these I-A clear-channel agencies, and added a number of 1-B stations on a geographical basis designed to take care of these so-called 'holes' and require some of the existing clear-channel stations to move to areas which are now inadequately served."

Assignment Policy Hit

Edward F. Evans, ABC director of research, introduced maps, based on BMB material, designed to bring up to date previous evidence with respect to service areas of network-owned stations in Chicago and the number of duplications in the same network service by other stations. The maps were accepted over the protests of counsel for CCBS, CBS, and NBC.

Mr. Caldwell asked whether ABC favored higher power, maintaining the Status quo, or clear-channel breakdowns, drawing from Mr. Haley, ABC attorney, an objection on grounds that President Mark Woods had already put the network's position into the record. Mr. Caldwell countered that apparently ABC, "with the sheen of happenings" provided that "ABC gets something.

Mr. Politz, whose testimony the previous Thursday was interrupted to call witnesses who had actually taken part in the BMB survey, took the stand Monday afternoon to review his preparation of clear-channel "maps" of stations served by the BMB in a. Mr. Spearman, attorney for the regional group, who presented Mr. Politz, said the maps were designed to show the limits of listener to clear channel stations and the uselessness of according them greater protection.

Chief Engineer C. Richard Evans, presenting KSL's bid for higher power, argued that horizontal power increases to regional and local stations in the West would not solve the coverage problem, largely because of co-channel interference, and that the number of regions there could not be substantially increased.

With 500 kw on its 1160-ke channel, Mr. Evans said, KSL "could supply a vitally necessary improvement in radio service to the rural areas of the western section of the U. S."

TUESDAY

The KSL engineer said the station would apply for higher power "as soon as the application could be processed for filing" after the 50-kw ceiling had been lifted, and estimated that about seven years depending upon deliveries, would be needed to get into operation after FCC had made a grant.

To questioning by Mr. Spearman, he said he could "see no objection" to duplication on KSL's channel if the station were accorded adequate protection. But he said he would object to duplication if it resulted in lessening the protection of local secondary stations in other countries, under international agreements.

Any consideration of duplication, he said, should recognize the possibility of increasing power.

"We are sure the present power is insufficient," he asserted.

Mr. Spearman interjected that he "doesn't care what happens" for a long time that the position of the clear-channel group was to keep clear channels clear and hope to get higher power later, if power increases are not authorized now. Mr. Evans insisted that this was "not entirely" the position, declaring that any duplication of existing service would be a "disservice."

John V. L. Hogan, president, and Elliott M. Sanger, executive vice president and general manager, introduced seven exhibits tracing the history of WQXR New York, its programs and policies, and declaring that a clear channel and facilities permitting skywave service were necessary to keep a station to reach broad areas, and that stations whose programs have "wide appeal and acceptance" de-serve facilities to serve beyond their local areas.

Clear channels are "secondary" if programs are carried by networks, the WQXR briefs asserted, but are needed to the present reason for the existence of such programs are unduplicated.

John Preston, ABC chief allocations engineer, submitted tabulations showing NBC has 23 owned or control stations providing clear channel service; that CBS has 20, ABC 7, and Mutual 2. He also presented maps designed to show substantial clear-channel facilities, and nighttime skywave services provided by NBC and CBS as compared to ABC.

Mr. Haley, counsel for ABC, and Mr. Margrääf, for NBC, exchanged words sharply over ABC's preparation of the maps on the basis of existing FCC standards rather than on engineering exhibits developed for the clear-channel proceeding. At one point Mr. Margrääf asked whether the ABC counsel was "trying to conceal something" and at another whether the ABC attorney was "proposing duplication."

Opening the CBS presentation, Mr. Brauner offered a copy of a petition filed by the network that day asking the Commission to reconsider its decision excluding FM television from hearing and review Com. Hyde's subsequent ruling which carried out that decision.

The rulings, Columbia's petition declared, excluded the FM network plan previously offered by CBS and consequently "one of the only two comprehensive plans for the improvement of existing service in this country is to be ignored . . ." The petition said the question of FM evidence apparently "was never specifically presented to the Commission" and given any "specific, direct or affirmative ruling."

CBS Conclusions

Jay W. Wright, CBS chief radio engineer, testified on a series of charts, maps, and tabulations growing out of a study which he said. CBS had conducted with respect to skywave service, that (1) overlap of program services is desirable and necessary to provide good coverage of all populous areas; (2) there is "no undue or objectionable duplication of CBS program service by Class 1 stations"; (3) engineering exhibits 100 percent due to "a real need," and "is the most comprehen-sive and best substantiated thus far developed" but still is "inadequate of itself as a basis for the reallocation or assignment of use of AM frequencies, including use of higher power.

Several skywave services, he declared, show some available given areas so that listeners may have greater assurance of being able to receive at least one of them. The availability of a given network program to an area, he emphasized, varies according to the stations' substitution of local shows for network broadcasts and is also affected by various other factors.

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BROADCASTING • Telecasting
Questioned by Mr. Caldwell, he said that outside the CBS FM plan he had made two studies to determine how CBS might provide greater coverage, and that, with respect to higher power, he thought available information was insufficient to permit him to advocate it. Mr. Caldwell expressed "amazement" that CBS had engaged in "so little" study of the coverage problem, brought the reply from Mr. Wright that the network had offered its FM plan.

Mr. Caldwell characterized the FM proposal as a "red-herring," which aroused prompt protest from Mr. Brauner. The FM plan, he said, was "a sincere plan."

Mr. Haley contended that CBS, by not mapping the extent of its Type F service, was "trying to show a minimum of duplication."

Mr. Wright responded that F service is a "very good service" and didn't justify the work needed to produce a map.

"Something to Conceal?"

Referring to Mr. Margraf's previous comment to him, Mr. Haley asked: "Do you know anything to conceal?" Mr. Wright responded in the negative and Mr. Margraf interjected that "I would like the record to show I made no such statement with respect to anything CBS put into the record."

The CBS engineer, under further questioning with respect to higher power, said that the CBS plan in an allocation or assignment should be based on the best information available to evaluate the "improvement or degradation."

To questions from Mr. Spearman regarding 750-kw skywave coverage maps put into the record by CCBS, he said in general such operations would provide a groundwave service for a "substantially" smaller percentage of nights than the indicated 90%. The coverage contours shown by CCBS for its 20-station plan, he said, would be smaller if the extent of adjacent channel interference were taken into account.

WEDNESDAY

William S. Duttera, NBC staff allocations engineer, who opened the NBC presentation Wednesday afternoon, limited his testimony largely to issues relating to the overlap of clear-channel service and the duplications of program services, as the CBS witness also had done. Mr. Duttera, he said, a volume of maps and other data to support his contention that "there is no duplication of service if (a) the station would not carry the programs and (b) the type of signal delivered is of such low degree of reliability that it cannot be deemed adequate to provide service."

Mr. Duttera insisted that coverage maps introduced by ABC and the regional group to show coverage of NBC 1-A and 1-B stations "do not give a true indication of the quality of service provided" because they fail to take into account "certain factors determining transmission and interference."

Maps were presented to illustrate the loss of NBC groundwave service which Mr. Duttera said would be if Class 2, 3, and 4 stations were substituted for Class I stations that are involved in more than 10% overlap of groundwave service with other clear-channel stations. Power increases should be that he would oppose such substitutions and that the computations were made only for illustrative purposes.

THURSDAY

Raymond F. Guy, NBC radio facilities engineer, urged that clear channels be kept intact unless higher power would be absolutely necessary. He said "considerations for the long-term development of sound broadcasting should be approached in a two-limit basis based upon present restrictions," and declared that more clear channels ultimately will be needed.

He called attention to "the increase in groundwave service which an increase in power would bring about" but offered no recommendations as "to whether sufficient power increases should not be made at this time."

He stressed the importance of keeping in mind "the effect which breakdown of Class 1-A channels would have upon the international use of channels." His remarks aroused a dispute among counsel which led Comr. Hyde to indicate that he would call for legal opinions on this question.

20-Station Plan Views

Of the CCBS 20-station plan, he said "the best that could be done would be to furnish at least four skywave services of a fairly low order of reliability over most of the country." If the plan contemplated realignment of network affiliations were effected, he declared, "the inevitable result for many millions of people would be the sacrifice of good quality NBC groundwave network service for a low quality skywave service."

Turning to the possibilities for clear-channel duplications as suggested more than a year ago by Regional Broadcasters Committee, Mr. Guy contended, "the inevitable result for many millions of people would be deprived of a good groundwave service."

Subjected to lengthy cross-examination by Mr. Caldwell, he said his statements had the approval of Censorship Charge

(Continued from Page 17)

the WADC decision is part of an "overall expansion" into program regulation, the brief cited a series of FCC decisions—the Mayflower case, WHKO Columbus; the Homer Rainey petition against four Texas stations, and the Scott decision in the atheism case. WADC also called attention to Chairman Charles R. Denny's statement at the NAB Convention in September that FCC might consider stations' adherence to the NBC code acting upon renewal applications.

Discussing the meaning of "censorship," the brief declared: "In an official upon examination of the text of a speech, prohibits the broadcasting of all or some portions of that speech, it must follow a fortiori that the condemnation of the entire class of subject matter is equally censorship.

Referring to dispensable, WADC contended, the denial of its application was inconsistent and discriminatory in the face of other FCC actions. The brief cited the recent grant of an FM Network for six FM stations in New York State which, WADC noted, would all be "operated by the same interest, to broadcast full service programming, as a 100% network operation."

The brief also quoted from the Blue Book's assertion that "specialization by stations is already, in effect, to a considerable degree, in New York and that "with the larger number of stations which FM will make possible, such specialization may arise in other cities."

"For years" before the WADC decision, the brief continued, FCC "repeatedly" granted licenses and renewals to stations "specifically authorized to broadcast programs which are not balanced but which in fact are special service stations."

WADC referred to the "dozens" of stations licensed to educational, religious, labor and other groups "serving a special purpose."

WADC conceded that its appeal "involves no question of the power of the Commission to consider programs or proposed programs on a comparative basis" when there are competing applications where all other factors are equal. But, the station added, "such a case, on being presented to this Court, would raise an interesting question of interpretation of the Communications Act... ."

NBC President Niles Trammell, Executive Vice President Frank E. Mullen, and Vice President William S. Hedges.

He professed faith that "we will still have AM broadcasting 50 to 100 years from now," insisted that NAAs standards should be retained, and favored elimination of power limitations on 1-A channels.

Asked the meaning of his earlier statement that "complete contingent questions are involved in consideration of power limitations," he asserted, after

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Clear Channel
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pointed questioning, that one was "economic."

He agreed that one of the main reasons for NBC's opposition to the CCBS 20-station plan is that the plan involves reshuffling of network territory and would make NBC programs available to fewer people.

The NBC witness, responding to questions by Mr. Spearman, said it would be possible for stations to operate back-to-back without interference, but that it would be "a tragic blunder" if 1-A channels are brought back.

Morris S. Novik, executive secretary of the National Assn. of Educational Broadcasters, former director of WNYC New York, contended that "super-power" to any existing 1-A station "would not only prevent college and university stations from securing nighttime hours which are so essential to reach the largest audience, but would also have the effect of seriously curtailing the service to the present radio listening audience during the day."

NAEB, he said, proposed that FCC rules be changed to allow day-time stations operated by educational and public service agencies to apply for nighttime operation on 1-A channels. Supporting this position were Michael Hanna of WHOI Hama and Keith Tyler of WOSU Columbus, Ohio.

FRIDAY

Slated to testify in behalf of NAEB when sessions resumed Friday morning were John W. Dunn, WNAD Norman, Okla.; R. B. Hull, WOI Ames, Iowa; M. L. Jansen, WCAL Northfield, Minn.; Burton Paulu, KUOM Minneapolis; H. H. Leake, KOAG Stillwater, Okla.; Robert Coleman, WKAR East Lansing; Seymour Segal, WNYC.

Mr. A. Shushan, chairman of CCBS and also of WHAS Louisville, in a statement scheduled for presentation Friday, offered rebuttal to opponents of higher power for clear channels, declaring:

We have the frequencies on hand. We have the technical equipment to operate at higher power. We have management and we have the investment in facilities that will improve signals to the public. This is true of the largest radio audience in the world to-day. And this plan of operation provides an integrated, practical proposal not only to improve signals but to provide, at long last, a choice of program services on a nation-wide basis.

He asserted that replacement of clear-channel stations is unfeasible because sparsely populated areas cannot support such stations. He denied that higher power to clear-channel stations would threaten other stations economically, declaring that it has been proven that power alone is not the key to profitability for broadcasters and (advertisers use) home-town stations even though good signals come in from out-of-town stations, and that other stations would not be "swept off" the networks because of superior power of the clearers.

On the affiliation changes contemplated by the CCBS plan, he asked: "Are we then to urge the Commission to decide in favor of the cash-register interests of a handful of stations against the interests and rights of some 50,000,000 people?" But he insisted that networks will gain other affiliates to take the place of those they lose.

In answer to the charge that the CCBS plan would put "too much power in the hands of too few," Mr. Shushan reviewed the course of opposition to power boosts from the time when 5 kw was regarded as "super-power."

Plan for Consolidating 'Listenable,' Audience Measurements Under Study

BMB AND MBS research executives have for several weeks been working on a "plan to consolidate both 'listenable' and audience in BMB's next nationwide study."

This was revealed by BMB Presid- ent Hugh Felts last Wednesday in an address which stressed the importance of a consolidated "clear channel" audience measure.
from the magazines and newspapers, "natural enemies" competing for the advertising dollar. He charges the commercial part of the standards was written by 50 kw stations to prove that the advertising action because they are "too commercial" and had no time left for public service, for local affairs.

"The whole thing smells of freedom but of ward politics and privileged interests," according to Mr. Breen. "It is designed not to improve radio but to prevent it in the present elder network's terms. We've had patterns before."

Mr. Breen, having criticized, proceeds to offer three suggestions—none to NAB director, with copy to Judge Miller (send registered and ask for return cards); call meeting of stations in your state and agree on candidate who would represent the stations other than networks; write to Representative in Congress and two Senators and tell them the industry needs a new radio law. The logical change would specify that "where the FCC suspends a license or refuses to renew a license its action shall be appealable both as to law and action to the Federal district court nearest the station and triable de novo to a jury."

A "Broadcasters' Creed" is offered by Mr. Breen. It follows:

As one entitled, for good or ill, with the limitless power of radio, I will be a broadcaster to see that I shall exercise in the best interests of my community and station.

To that end I shall be my effort to keep radio free, courageous, and self-supporting.

So far as it lies within my power:

Radio shall be the champion of truth and mercy and justice.

Radio shall recognize and foster upholding the essential brotherhood of man and the brotherhood of all men of all creeds and all races.

Radio shall add to the world's store of laughter and entertain and amuse with every form of art.

Radio shall be the truth and report truthfully the news of our neighborhood, our state, our country and our world upon which radio news, radio ideas shall be sent freely and without compromise.

Radio's time shall be microscopically and macroscopically open and easily accessible to the public at large, a matter of as much agreement with those which radio's management may hold.

Radio shall promote the best traditions of each area's goodness, the music, in song, in poetry, in drama, in the story telling.

Radio shall serve every community and state and national endeavor directed toward the common good.

Radio shall remain individual and unmerchandised, the government or business combine and those who own its facilities shall be accountable for its management and be responsible for its truth and operation.

Radio shall serve industry as a friend in its interests, while valuing and supporting the story honestly and with courtesy and tact.

Radio shall serve art, religion, philosophy, and education, that man may know each other and understand in a world devoted to the use of art service.

Radio shall never cease in its search for those new beauties in music and the new beauty with which endlessly to entertain and to inform.

Mr. Breen concludes with a statement that as for a NAB members voted on the resolutions at Atlantic City and on the By-Laws changes in 1946 which gave the board power to promulgate a code. A new proposal covering the standards from the independent viewpoint is WARL, Arlington, Indiana.

Indiana Broadcasters Meeting Suggests NAB Code Revisions

AFTER three hours of discussion by members of the Assn. of Indiana Broadcasters, the proposed NAB Standards of Practice emerged a little bruised and slightly bloody. The meeting was held last week in Indianapolis.

While accepting the code generally, the representatives of 18 stations declared that the "but" after hearing Harold Fair, director of the NAB program department, explain the proposed Standards of Practice which he defined as "simply a guide to good broadcasting."

Time Clause

A majority of the members voted that the code's time bracket, establishing maximum commercial time allowable, should be stricken out.

The code's proposal to limit commercials, including station breaks, in a 15-minute broadcast to three minutes was subjected to the sharpest attack by the Hoosier broadcasters. The suggestion was made that this section be reworded to read, "Excluding station breaks" instead of "including station breaks."

The suggestion also was offered that the term "daylight," as used to permit three one-minute spot announcements, plus the station break, in each 15-minute segment of broadcast time.

Mr. Burton, WTRC Muncie, presided at the meeting in the absence of Roy Baker, of WTRC Elkhart, association president, who was ill. Meeting was attended by 30 broadcasters, representing 18 stations in 14 Indiana cities and towns.

The association members voted overwhelmingly a recommendation that the NAB directors eliminate the first paragraph of the section concerning contests and offers.

It was decided to hold next meeting of the association in January.

AFRA Members Strike at Silver Spring Station

ALLEGING unfair labor practices and refusal to bargain with four AFRA announcers and a disc jockey struck last week against WOOK Silver Spring, Md., metropolitan Washington's oldest station on 1590 kc with 1 kw daytime. No interruption to service occurred.

Tesse B. Messitte, counsel for the union, said the employees walked out because Richard Eaton, WOOK president, had fired one of the announcers and reduced compensation of the disc jockey through cut in his air time because the pair had expressed union sympathies.

In denying the charges, Mr. Eaton said he was a member of AFRA himself, that because of the short-sentence winter, the announcers became extras, and that the disc jockey had taken the initiative in reducing his air time.

Mr. Eaton said he had been approached last Tuesday by Messitte asking him to recognize the union as bargaining agent for the announcers. Mr. Eaton said he replied that he believed an election was unnecessary since there was informed such recognition could be voluntary. The WOOK president stated that he told the union representative he would give his answer on Nov. 3, to which the latter agreed.

The dismissed announcer had been given his two-week notice before the visit. Jesse Messitte, Mr. Messitte's son, added that the union spokesman indicated he sought to make WOOK the wedge for approaching the seven non-AFRA contract outlets in the area and that the contract proposed by AFRA was far better than that for full time stations in Washington since announcers lost extra spot pay due to short hours of operation.

KAB Asks Changes in Proposed Code

MODIFICATION of the proposed NAB Standards of Practice was advocated by the Kentucky Assn. of Broadcasters at its Oct. 25 meeting at Paducah, but the code was approved generally.

Mr. WHL Lexington, NAB District 7 director, was instructed to seek modification of code provisions which abolish the practice of reading more than three commercial announcements during a 15-minute program; eliminate double-spotting between consecutive network programs; limit the amount of spot advertising which may be used on a program sponsored by more than one advertiser; stop the practice of interrupting new broadcasts with commercial announcements.

Changes in the above provisions were asked on the ground that three commercial announcements every 15 minutes would pay little more than operating expenses. Raising rates would do nothing to solve the problem, they said. Harry M. McTigue, WNB Louisville, was elected president. Other officers: F. E. Rogers, WLOX Biloxi, first vice president; J. Porter Smith, WGRG Louisville, second vice president; Hugh O. Potter, WOF Owensboro, secretary-treasurer.

CBS EIGHTH, NINTH DISTRICTS CONVENE

SALES, MARKETING, scheduling and program standard problems of radio were covered at a two-day session of the 9th District CBS affiliates at Tucson Oct. 27-28, presided over by Clyde Coombs, KARM Fresno.

Participating from New York headquarters were Vice Presidents Frank F. White and Herbert V. Akerberg, J. Kelly Smith, director of station relations; William B. Lodge, director of general engineering; and C. E. Midgley Jr., vice president of American Broadcasting Network. The Western Division stations relations manager. Host was Lee Little, general manager of KTUC Tucson.

HIGH INTEREST in current problems was given as the reason for 100% representation of CBS affiliates at the network's 8th District meeting at Dallas, Oct. 29-30. Kenneth B Brown, area vice president and general manager of KWFT Wichita Falls, and district director for Texas and part of Oklahoma and Louisiana on the CBS Advisory Board, acted as chairman of the session which considered music and other topics.
At Deadline... 

**FCC APPROVES TRANSFER OF WKBJ TO TABERNACLE**

APPROVAL of sale of WKBJ Buffalo (1520 kc, 50 kw) by Buffalo Broadcasting Corp. to Church of the Tabernacle Foundation [BROADCASTING, Aug. 4] announced by FCC Friday, ending long dispute. Consideration is $375,000, release of claims against station, and dismissal of litigation. Foundation also received a $300,000 loan from WKBJ to bolster finances of 650-000 to Morey, Schlenker & Murray, attorneys. Hiram W. Deyo is chief owner (91.6%) of Buffalo Broadcasting.

FCC gave consent to assignment of licenses of Don Lee stations from Don Lee Broadcasting System to its controlling company, Don Lee Holding Co. doing business as Don Lee Broadcasting System, and approved change in stockholders of Volume V. A. N. Broadcasting Co., granted for WMAK Nashville. In WMAK case, Frank W. Mayborn raises his interest from 50 to 75% and Edward M. Kirby and Earl C. Arnold reduce theirs to 20% and 5%, respectively.

**NAB COMPLETES MEMBERSHIP OF TWO COMMITTEES**

MEMBERS of two standing committees announced: F. B. Other, chairman of Nokia, appointment to be announced soon.


**CLEVELAND TV GRANT**

GRANT for Cleveland area's third television station issued by FCC to Empire Coal Co., New Rochelle, N. Y., manufacturer of coals and transformers. To be in Parma, Cleveland sub urb, station will use Channel 9 (186-192 mc) with 21 kw visual and 13 kw aural powers, antenna height 726 feet. Herbert Mayer is president and principal owner of Empire Coal, which has television applications pending for Boston and Waterbury, Conn. Other Cleveland video grantees are NBC (WBKR) and Scripps Howard (WESS), with Allen B. DuMont Labs. as pending applicant.

**TARBORO LICENSE RESTORED**

RESTORATION of license of WCPS Tarboro, N. C. (760 kc, 1 kw) announced Friday by FCC, which had set it aside as result of stay order issued by U. S. Court of Appeals for D.C. in connection with clear-channel fight against FCC's picture-channel policies [BROADCASTING, June 2]. Court vacated stay order in July [BROADCASTING, July 21] but has not issued decision in case, which involves a 33 kw station, dominant on 760 kc. WCPS switched temporarily to 670 kc when stay order was issued.

**4 NEW AM STATIONS ARE GRANTED BY FCC**

FCC FRIDAY announced grant of four new AM stations, improvement of facilities for three old stations, and renewal for 29 standard stations and temporary license extension for 27 AM stations. FCC authorized one conditional grant for Class B FM station in lieu Class A assignment, granted three new conditional licenses for FM stations and dismissed respective applications, and authorized CPs for two Class B FM outlets.

Temporary authorization of WOKO Albany, N. Y., extended 10 days from Oct. 31.

New standard stations:

- O'BRYON BROADCASTING Co., permittee KSDW (FM), 880 kc 250 w; Mason City, Iowa; characteristics: channel 80, 30 kw daytime, 10 kw night, 30 kw 800-1000, 25 kw 1000-1000, 6 kw 1000-1000 directional, 15%.
- WBLY (FM), 950 kc in 275 w; WATL Atlanta moves to 1380 kc.

AM assignment changes:

FCC Durnham, N. C., from 1 kw daytime to 500 kw 1946; Daylight Savings Time. Chicago, Ill., from 1 kw day on Aug. 31 to 500 kw 1946, directional night, on 1300 kc, with associated request of Wyandotte News Co. for regular license to use same frequency in Wyandotte, Mich., placed in pressing list; KFMB San Diego goes from 25 kw 1946, directional, 15% to 550 kw 1 kw unlimited, directional, subject to possible interference from KOT Phoenix, Ariz., if its application for grant is granted.

Following AM stations granted license re newal for period ending Nov. 1, 1950:

- WENN-City-Broomless Broadcasting Co. permittee KSUW (FM), 93.9 kc 30 kw; Mont.; WYAS* Rochester, N. Y.; WYBC* Vicksburg, Miss.; WBRLS Columbus, Ga.; KLO Ogden, Utah; KMLB Lockport, La.; KWS Indianapolis; KROCK Big Spring, Tex.; WKBK Cleveland; KIMA* Yakima, Wash.; WLRC Columbia; WISOM Des Moines, Iowa; WISO Evans ton, Ill.; KIBO Bode, Idaho; WEAM* Arlington, Va.; WACO Waco, Tex.; WAHR Akron; KABS Aberdeen, S. D.; KOMO Kansas City; KERN San Jose, Calif.; KOTA Rapid City, S. D.; KDKC Oshkosh; KIZM Hobart, Ind.; WAAL Mobile, Ala.; WAZB Zarephath, N. J.; WHEO Rocheester, N. Y.; WMBR Richmond, Va.


Licenses of continuing extended on temporary basis for period ending Jan. 1, 1945:

KQD, Huntington; KQTR Los Beach, Calif.; KREW Spokane; KXRM KXQ, Kalispell; KFBB Butte; KFRA Great Falls; KFKM Great Falls; KBIK Butte; KGLU Bafford, N. D.; KOUS Miles City; KXMB Butte; KBFE Billings; KTOP Great Falls; KXLR Casper, Wyo.; KOBY Rapid City, S. D.; KZIE Rapid City, S. D.; KDQX Great Falls; KQBB Butte; KQDE Billings; KGBC Missoula. Licenses of continuing extended on temporary basis for period ending Nov. 1, 1950, pending decision on application for renewal.

FM conditions:

Reidsville, N. C.—Reidsville Broadcasting Co., Class B Channel 271, 102.1 mc, in lieu Class A assignment, with Channel 271 deleted from Martinsville, Va., and added to Reidsville.

Following granted requests to vacate FM CPs for reasons given:

- TNS Broadcasting Co., Cumberland, Md., because believe not feasible to operate FM without AM station in area, increasing early expenses; HINSON Memorial Baptist Church, Portland, Ore., since finding preeminent position of Cumberland, Md., possible to fulfill as trustees of AM station, is located in vicinities would not be economically justified.

Following FM stations were granted CPs (pending approval of power, antenna height above average terrain):

- KCOR-FM Kind, Okla.—Class B, 102.7 mc, Channel 271, 1 kw; TNR Radio Station, Rock Hill, S. C.—Class B, 97.5 mc Channel 248, 2.1 kw, 25 ft.

(*) Commissioner Durr voted for hearing.

Closed Circuit

(Continued from page 4)

and Los Angeles area broadcasters would prefer Cleveland or Chicago have 1948 NAB convention. Los Angeles broadcasters point out downtown hotel accommodations are limited.

CBS HOLLYWOOD, faced with stringent audience studio shortage, is studying possibility of lease arrangement with Sunset Radio Center, 6009 Sunset Boulevard. If tests followed, CBSC would be able to sell-lease studios to TV stations and avoid hot water.

TOUGH AS IT will be for some FCC officials to admit, final compilation of 1946 revenues tentatively broken down indicate decline in net earnings of radio as compared with previous year. While increase in broadcast revenues approached 10%, these were offset, and then some, by skyrocketing of expenses some 15%, resulting in net income reduction.

COURT TEST of FCC's denial of license renewal to WORL Boston on hidden-ownership grounds starts this week as WORL files notice of appeal in Court of Appeals for D. C. Simultaneously, station will ask FCC to extend its temporary license (now set to expire Nov. 30) until appeal is heard and decided.

INDICATIVE of importance attached to radio in next year's Presidential campaign is tentative decision of Democratic National Committee to withhold naming of radio director until it designates top advertising agency to handle radio placements. Radio director in last Presidential campaign was J. Leonard Reids, who was president of independent Trumpet Agency. As communication director, Bryson Rash, WMAL Washington director of special features, served as committee's radio man during 1946 Congressional election.

DIXIE FM NETWORK PLANS

DIXIE NETWORK, second FM hookup, to exchange sustaining programs of affiliates, according to Fred Fletcher, WRAL-FM Raleigh, network president. Network will cover North Carolina, South Carolina, Virginia and Tennessee. Frank Conkey, WAI-FM Winston-Salem, chairman of affiliate committees for network, says: Members, including WRAL, will be present at opening of new Big Twelve network which broadcasts in general in the same way that Big Twelve network does in Minnesota and Wisconsin. Other members are Howard Maschmeyer, WRAL-FM Raleigh, and E. Z. Jones, WBBB-FM Burlington. Fourteen North Carolina FM stations will broadcast Sept. 1. Celebration as part of National Radio Week, North Carolina hookup will operate on special occasions.

FCC ACTS AGAINST PHILCO

PHILCO CORP.'S "Sell 'N Win" campaign was described as involving "coercive practices," deception of public and disparagement of competitive products in complaint issued Friday by FCC against company. National Better Business Bureau earlier branded campaign as "misleading to public, unfair to competitors, improper to unfair competition and violation of Rule Eight of FTC's trade practice rules." Issue involves giving prizes to retail clerks selling Philco sets. Respondent has 20 days to answer.

LAST-MINUTE petition for amendment to show former Undersecretary of State Sumner Welles buying 0.4% interest in Drew Pearson & Robert McCormack's "Solid Service" to Radio Corp. was denied Friday by FCC Commissioner Wayne E. Hyde. Hearing on application, requesting WBAL Baltimore's 1090-00-50 kw facilities, and on WBAL renewal application gets under way today (Monday) before Commissioner Hyde in Baltimore.
A Southern gentleman and a Yankee scholar... that's MEL ALLEN, winner for the second successive year of the Sporting News Award for his "outstanding play-by-play description of the Yankee Baseball Games on WINS."

Now the versatile Mr. Allen turns to other records as he assumes the role of a disc personality on his own 2-5 p.m. daily program.

The MEL ALLEN SHOW is important not only because Mel can deliver an audience—witness the 11,000 letters in two weeks he averaged on simple request for all star team nominations—but also because it's the first of the WINS new bloc programming format.

Both listener and advertiser benefit from the MEL ALLEN SHOW for it calls for long range planning and listening. Thus WINS continues its efforts to serve metropolitan New York to the fullest of its ability.
More and more people will go sightseeing by television as the number of stations and home receivers increase. Eventually, television networks will serve homes from coast to coast ... bringing you the news as it happens ... sports events ... drama ... vaudeville.

Many of the important scientific advances which have made possible these extended services of radio-electronics, in sound and sight, originated in research conducted by RCA Laboratories.

Recent RCA "firsts" include: ultrasensitive television cameras that give startling clarity to all-electronic television ... tiny tubes for compact, lightweight portable radios ... "picture tube" screens for brilliant television reception.

In other fields of radio-electronics, RCA has pioneered major achievements—including the electron microscope. Research by RCA Laboratories goes into every product bearing the name RCA or RCA Victor.

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RCA Laboratories at Princeton, N.J., one of the world's centers of radio and electronic research. When in New York City, be sure to see the radio-electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, Radio City, New York 20.