Miller and Rhoads, one of the South's largest and finest department stores, has just renewed, for its third consecutive year, on Richmond's radio station, W-L-E-E . . . just as we go into our third year of broadcasting.

Miller and Rhoads has long been known for its progressive thinking. It has many firsts to its credit. First department store in America to be completely air-conditioned. First with an electric elevator. First with escalators that go all the way from the basement to the top shopping floor. It was one of the first to revolutionize window display and its windows are famed throughout the country.

We are proud to contribute to the success of what has been called . . . "more than a mere commercial enterprise. Miller and Rhoads is one of the most respected Virginia institutions."

When you want low cost sales results in Richmond, look to . . .

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, President • IRVIN G. ABELOFF, Gen. Mgr. • Rep. by HEADING-REEF
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 listeners! More local advertisers! More network and spot advertisers! Higher ratings!

You'll find all these features...and more...in KEX's record for 1947. And the best is yet to come: KEX soon will increase its power tenfold, becoming the first 50,000 watt station in the State. The new Westinghouse 50HG transmitter will be a fitting power-partner for KEX's new Radio Center, with its 15,000 square feet of studios, control rooms, offices. All together, these facilities...plus KEX program-skill...make a magnificent "buy" for advertisers seeking West Coast business. See Free & Peters!

KEX
The ABC Affiliate in Portland, Oregon

WESTINGHOUSE RADIO STATIONS Inc
KYW · KDKA · WBZ · WBZA · WOWO · KEX
National Representatives, NBC Spot Sales—Except for KEX
For KEX, Free & Peters
QUESTION of what to do, if anything, about occasional indiscretions in audience participation shows again confronts FCC. It arose from protests against blunt, sexy tagline which ex-Army nurse hung on romantic description of story Oct. 15 interview on CBS "Double or Nothing" (Campbell Soup, 3:30 p.m. EST). Some FCC authorities think something should be done to prevent such incidents, though conceding licensees aren’t responsible. Others feel licensees doing good job, realizing accidents will happen in best regulated families. Possible development: FCC letter to licensees urging renewed caution.

FRICITION between Bob Hope and Charles Luckman, Lever Bros. president, has led to speculation over possible break. Rift has grown from comedian’s trip to England for participation in command performance and ceremonies attendant upon royal wedding, necessitating three broadcasts out of country—two from England, one ship-to-shore. Foote, Cone & Belding executives concede anxiety but indicate nothing likely to happen before Hope’s return. To guard against possibility of poor trans-Atlantic transmission, comedian was reportedly transcribing his comedy spots in New York before leaving country.

WPFA, RALEIGH 50,000-watt, will continue operation at same old stand under same ownership, auspices and management. Board of Durham Life Ins. Co., parent company, concluded last week to end all speculation about imminent sale of station, deciding no further propositions would be entertained.

WITH an eye cocked toward television, one top-ranking national representative is looking for staff member who has video experience and background or who might fit into such an assignment.

TWO interesting questions may be raised if New York Daily News goes to court on FCC denial of its FM bid (story page 18). One is whether FCC has right to “discriminate” against newspaper applicants. Other is whether Charles R. Denny, whose resignation to join NBC had been announced when decision was made, had right to vote on case, particularly since it involved stations in city where NBC is licensee.

AS result of anti-Petrillo editorial reaction to his recording ban, AFL and CIO leaders alike dread anticipated 60-day notice by AFM cease of network work stoppage. They fear even more violent reaction—especially in Cotugness, with legislators demanding more teeth and more restraints in Taft-Hartley law.

ALTHOUGH no official confirmation is forthcoming from CBS Hollywood executives, it is understood network is set to lease audience studio at Sunset Radio Center, 6000 Sunset Blvd.

BROADCASTING...at deadline

Closed Circuit

Upcoming


Nov. 15-16: Assn. of Women Broadcasters, 13th District, annual conference, Gunter Hotel, San Antonio.

(Other Upcomings on page 83)

Bulletin

PAUL RAIJBOURN, vice president of Paramount Pictures in charge of television, denied Friday implication in RCA release that RCA was responsible for installing video relay link that carries Notre Dame football telecasts from South Bend to Chicago. Relay link was built and is operated by Paramount’s Balaban & Katz station WBKB Chicago and equipment for relay link was furnished by General Electric Co., he said.

FREDERICK J. SAGER, promoted from assistant treasurer to treasurer of RCA Communications Inc., New York, and Ashton Dunn Jr., personnel manager of NBC, named director of personnel of RCA Communications. Theodore Thompson, assistant director of NBC general service department, named manager of personnel department of network. Burrows H. Prince named assistant manager of operations of NBC news department.

PETRILLO TO WAIVE JURY TRIAL ON LEA ACT CHARGE

JAMES C. PETRILLO, AFM president, will waive jury trial when charge of Lea Act violation comes before Judge Walter C. LaBuy in U. S. District Court next month, he said Friday. Mr. Petrillo told his International Executive Board in Chicago, “My lawyers want me to have a jury trial but the hell with that. They’ll bring in my wife, my children and my grandchildren. I don’t want a jury trial’’? Asked if he intended to extend his recording ban to live music on networks, he said the board had “nothing to say.”

Deadline for filing answer to Government’s amended bill of information against Mr. Petrillo is Nov. 12, when Judge LaBuy can accept motion to dismiss or set date for trial. In latter event case will be tried on its merits based on facts surrounding charge brought by government on behalf of WAAF Chicago, that AFM head violated Lea Act by attempting to force WAAF to employ musicians “not needed.”

Supreme Court, which had earlier upheld government’s contention that Lea Act was

Business Briefly

CANDY COMEDY • Euclid Candy Co. of California, San Francisco (Dolly Dimple candies) adds WOR New York and WNAC Boston to comedy quiz show The Best Half Hour. Sun., 3:30 p.m. on MBS. Agency, Al Paul Lefton Co., New York.

WWJ-TV UPS RATES • WWJ-TV, Detroit News television station, rate increased from $250 to $300 per hour effective Dec. 1. Among new accounts are Ford Motor Co., General Electric Supply Corp., and American Tobacco Co.

MULHENS DEBUT • New transcribed show, Bouquet of Music, sponsored by Ferd Mulhens Inc, New York, was to make debut Saturday over ABC’s owned and operated stations and six affiliates. Agency, Kelly Nason Inc., New York.

DROPS MORGAN • Eversharp Inc. fails to pick up option on Henry Morgan show, ABC. Wed., 10:30-11 p.m. in retrenchment move. Contract expires Dec. 3. Unless sponsor appears, show probably will continue as sustainer.


CONRAD NOLL JR. NAMED OPERATING MANAGER OF WJR • APPOINTMENT of Conrad Noll Jr., Springfield (III.) lawyer, as operating manager of WJR Detroit, succeeding Owen F. Uridge to be announced today (Monday) by Harry Wismer, assistant to President G. A. Richards.

Mr. Noll is attorney and communication law specialist who during war was superintendent of Willow Run bomber plant. In that capacity he authored production analysis of B-24 bombers and coauthored another on air service bomber production. He holds degrees in engineering from U. of Toronto, Harvard Business School and Law School of St. Louis City College. He is 38.

As operating manager of WJR he will report directly to Mr. Wismer, whom he has represented as legal counsel for three years.

Mr. Uridge, resigned Oct. 8 in disagreement over operating policies, after 20 years at WJR.

AAA OFFERS CODE IDEAS • "SUGGESTIONS" concerning proposed broadcasting code given Friday to Justin Miller, A. D. Willard Jr., and Harold Fair, NAB executives, by representatives of Radio-Television Policy Committee of American Ass’n of Advertising Agencies at meeting in New York (code story page 15). Nature of points discussed at meeting was not disclosed, but AAAA spokesman admitted “suggestions were made.” Meeting of AAAA, NAB and ANA officials scheduled this afternoon (Monday) in
KCMO is now at the 8-TEN Spot
non-directional
with 50,000 watts day,
10,000 watts night
Complete, economical coverage of Mid-America on Greater Kansas City's most powerful station...
KCMO Kansas City, Missouri...Basic ABC
Represented by John E. Pearson
Omaha's BERG CLOTHING Co. Renews Again on KOIL

"In again renewing our sponsorship of the 8 o'clock morning news on KOIL, we know that our advertising will continue to be heard and remembered by a peak audience of Omaha and Council Bluffs business men," says W. R. Winslow, Advertising Manager of Berg Clothing Co., the largest exclusive store for men in Omaha. "Men are particularly interested in clothing and men's wear at this hour of the day so we successfully feature the outstanding brands of apparel we handle."

A specific type of program on KOIL directed to a specific group of listeners works successfully for Berg Clothing Co. . . . it can work for you, too. Remember, we have the programming "know-how" as well as the thousands of loyal listeners in the Omaha-Council Bluffs area. Call us or Petry today.
As natural as gravity

KSFO SAN FRANCISCO

Walter I. Damm, President • Philip G. Lasky, Vice-President and General Manager
REPRESENTED NATIONALLY BY THE BOLLING COMPANY
The full power of power-full radio—concentrated, specifically directed, localized — that is Spot Broadcasting.

The full power of Spot Radio—market-wise, audience-wise, selling-wise — works for you when you concentrate on these stations —

**SPOT RADIO LIST**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
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<tbody>
<tr>
<td>WSB</td>
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<td>NBC</td>
</tr>
<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
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<tr>
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<td>Boston</td>
<td>MBS</td>
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<td>NBC</td>
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<td>CBS</td>
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<td>Dallas</td>
<td>NBC</td>
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<td>Ft. Worth</td>
<td>ABC</td>
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<td>NBC</td>
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<tr>
<td>KFI</td>
<td>Los Angeles</td>
<td>NBC</td>
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<td>Louisville</td>
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<td>Lowell-Lawrence</td>
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<td>NBC</td>
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<td>Mpls.-St. Paul</td>
<td>NBC</td>
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<td>NBC</td>
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<td>IQG</td>
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<td>CBS</td>
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<td>KOMO</td>
<td>Seattle</td>
<td>NBC</td>
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<td>KTBS</td>
<td>Shreveport</td>
<td>NBC</td>
</tr>
<tr>
<td>KGA</td>
<td>Spokane</td>
<td>ABC</td>
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<td>WMAS</td>
<td>Springfield</td>
<td>CBS</td>
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<tr>
<td>WAGE</td>
<td>Syracuse</td>
<td>ABC</td>
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<tr>
<td>Kvoo</td>
<td>Tulsa</td>
<td>NBC</td>
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<td>WSAU</td>
<td>Wausau, Wisc.</td>
<td>CBS</td>
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<tr>
<td>WYVA</td>
<td>Wheeling</td>
<td>CBS</td>
</tr>
<tr>
<td>KPH</td>
<td>Wichita</td>
<td>CBS</td>
</tr>
<tr>
<td>WAAB</td>
<td>Worcester</td>
<td>MBS</td>
</tr>
</tbody>
</table>

**REPRESENTED NATIONALLY BY**

EDWARD PETRY & CO., INC.

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

THE YANKEE AND TEXAS QUALITY NETWORKS
FROM out of the sagebrush thundered the pounding hoofbeats of the Vigilantes. Within a moment they had control of the crowd, and with no opposition moved in to take their man.

He was—no, it couldn't be, and yet it was—Herb Akerberg, vice president of the Columbia Broadcasting System.

His offense? Appearing at the chuck wagon dinner at Wild Horse Ranch near Tucson in clothes "not fittin' for the West." All the other CBS executives and station managers in Tucson attending the 9th District CBS affiliates meeting (Broadcasting, Nov. 3) were wearing the "Western works"—even though some of the sombreros were stamped "Jr. C. of C., Tucson."

So in the midst of the pre-convention barbecue, attended by the conference and their wives, the Vigilantes descended upon Mr. Akerberg. The rope was around his neck and he was about to be strung up when Lee Little, manager of KTUC Tucson, supplied the proper attire, boots, chaps and all, and saved the vice-presidential neck from the noose.

When the executives got down to serious business, sales, marketing, scheduling and program standards were discussed at meetings presided over by Clyde Cooke, KARM Fresno, with KTUC acting as host. Complete roster of CBS meeting (Continued on page 94)

Sellers of Sales

In more than a quarter century of experience in advertising, George McGivern, director of all media for Grant Advertising Inc., Chicago, has wandered in many pastures.

George broke into radio time-buying in the happy days B. H.—Before Hooper—when, he says, it was a honeymoon.

If there is a phase of advertising media that George has not personally used, he can't recall it. He estimates that in his lifetime he has bounted in excess of a quarter-billion-dollars' worth of space and radio time. He has worked for some of the biggest agencies in the country, starting with Critchfield and Co., as an order taker and working his way up the ladder to media director of Blackett-Sampe-Hummert Advertising.

That took from 1927 to 1940 and ended for a very good reason. He got fired. George admits it and says now that it is the best thing that ever happened to him.

All other jobs, George left to advance himself, and these included pay checks from Erwin, Wasey Ltd., where he was media assistant to Walter Millinger; J. Walter Thompson Co., where he was assistant to George Pearson; the Monroe (Wis.) Times, where he was business manager; McFadden Publications (space salesman), and the Chicago Sun. On the latter paper George was directly responsible for setting up a rate card for all advertising lineages, a card still in use.

George is too busy to think much about his role as a timebuyer, but he does believe in everything. "Get position and you get the ultimate," is his way of putting it. Since Grant buys such shows as Dr. I. Q., Curtain Time and Nick Carter, a quick glance at their respective positions will bear out this basic tenet.

George has been with Grant for almost five years and looks forward to next March 8 when he will receive a watch from the company in accordance with its custom.

The veteran timebuyer spent most of his boyhood in Chicago, his birthplace, with the exception of (Continued on page 77)
In the Intermountain West BMB does not mean listeners—as these statistics show.

<table>
<thead>
<tr>
<th>CITY</th>
<th>SALT LAKE STATION A BMB Daytime</th>
<th>Hooper* Daytime</th>
<th>IMN STATION BMB Daytime</th>
<th>Hooper* Daytime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price, Utah</td>
<td>-</td>
<td>70%</td>
<td>8.5%</td>
<td>94%</td>
</tr>
<tr>
<td>Rock Springs, Wyoming</td>
<td>64%</td>
<td>5.4%</td>
<td>92%</td>
<td>92.8%</td>
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<tr>
<td>Twin Falls, Idaho</td>
<td>69%</td>
<td>3.3%</td>
<td>X</td>
<td>25.1%</td>
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<tr>
<td>Idaho Falls, Idaho</td>
<td>65%</td>
<td>5.3%</td>
<td>98%</td>
<td>47.3%</td>
</tr>
<tr>
<td>Nampa-Caldwell, Idaho</td>
<td>18%</td>
<td>0%</td>
<td>93%</td>
<td>35.7%</td>
</tr>
<tr>
<td>Billings, Montana</td>
<td>10%</td>
<td>0%</td>
<td>X</td>
<td>33.7%</td>
</tr>
<tr>
<td>Casper, Wyoming</td>
<td>24%</td>
<td>0%</td>
<td>91%</td>
<td>48.1%</td>
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<tr>
<td>Sheridan, Wyoming</td>
<td>14%</td>
<td>0%</td>
<td>85%</td>
<td>59.8%</td>
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<tr>
<td>Powell, Wyoming</td>
<td>11%</td>
<td>0%</td>
<td>94%</td>
<td>51.2%</td>
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<tr>
<td>Miles City, Montana</td>
<td>12%</td>
<td>0%</td>
<td>92%</td>
<td>82.5%</td>
</tr>
</tbody>
</table>

*Note that a high BMB does not necessarily indicate a high Hooper!*

<table>
<thead>
<tr>
<th>CITY</th>
<th>SALT LAKE STATION A BMB Nighttime</th>
<th>Hooper* Nighttime</th>
<th>IMN STATION BMB Nighttime</th>
<th>Hooper* Nighttime</th>
</tr>
</thead>
<tbody>
<tr>
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<td>44%</td>
<td>Breakdown not available. All outside stations get 2.5%</td>
<td>X 23.0%</td>
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<tr>
<td>Casper, Wyoming</td>
<td>-</td>
<td>58%</td>
<td>Breakdown not available. All outside stations get 2.0%</td>
<td>75% 33.9%</td>
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<tr>
<td>Idaho Falls, Idaho</td>
<td>-</td>
<td>74%</td>
<td>8.2%</td>
<td>79% 45.2%</td>
</tr>
<tr>
<td>Nampa-Caldwell, Idaho</td>
<td>-</td>
<td>38%</td>
<td>2.8%</td>
<td>83% 24.5%</td>
</tr>
<tr>
<td>Twin Falls, Idaho</td>
<td>-</td>
<td>72 %</td>
<td>1.9%</td>
<td>X 15.5%</td>
</tr>
</tbody>
</table>

*Note that a high BMB does not necessarily indicate a high Hooper!*

X—Not on air at time of BMB Survey

*—Winter 1947 Hooper Station Listening Index

This is only part of the Intermountain story. Ask Avery-Knodel for details.

**The Intermountain Network Inc.**

Concentrated Coverage where the people live.

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta
Speaking again of those regional preferences that make Bull's-Eye Radio so vastly superior to scatter-gun radio, leave us consider Station WIS's “Hillbillies” in Columbia, South Carolina.

On their 270 personal appearances last year, WIS's Hillbillies played in practically every city and village in the State—drew 67,500 admissions. On just one fifteen-minute radio test by WIS, the Hillbillies pulled 11,421 letters, without any previous build-up whatsoever!

We grant that the WIS Hillbillies might not pull so hard in Boston or Buffalo. In fact, that's our whole point about Bull's-Eye Radio vs. scatter-gun radio! May we suggest a list of Bull's Eyes for you, in any or all the markets at the right?

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

<table>
<thead>
<tr>
<th>EXCLUSIVE REPRESENTATIVES:</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALBUQUERQUE</td>
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<tr>
<td>BEAUMONT</td>
</tr>
<tr>
<td>BOISE</td>
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<tr>
<td>BUFFALO</td>
</tr>
<tr>
<td>CHARLESTON, S. C.</td>
</tr>
<tr>
<td>COLUMBIA, S. C.</td>
</tr>
<tr>
<td>CORPUS CHRISTI</td>
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<tr>
<td>DAVENPORT</td>
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<tr>
<td>DES MOINES</td>
</tr>
<tr>
<td>DENVER</td>
</tr>
<tr>
<td>DULUTH-SUPERIOR</td>
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</table>
Reaction May Force Probationary Code
Board Is Meeting On Revisions This Week

By J. FRANK BEATTY

NAB'S Board of Directors, meeting this week to rewrite the Standards of Practice in line with industry suggestions, faces opposition so widespread that it may decide to adopt a probationary code for the three-month period between Feb. 1 and the spring convention.

Though committed to industry adherence to a code as of Feb. 1, the board will be confronted with an analysis of changes proposed by nearly 200 stations as well as those from a dozen state associations.

The analysis will show that a predominant share of stations submitting their views are in favor of a set of standards. However, it also will show that large numbers of stations sincerely believe they cannot operate profitably under the commercial limitations tentatively adopted by the board at Atlantic City.

All Give Views

As the board meeting approached, code reaction was coming from the groups that buy radio time — advertisers, agencies and representatives. The National Assn. of Radio Station Representatives adopted a resolution calling for changes it felt should be considered if the code is to be satisfactory to all industry elements (see separate story). NAB code representatives, including one from each network, met Friday at the Union League Club, New York, with the AAAA radio committee. This afternoon (Monday) the NAB representatives will meet with the radio committee of the Assn. of National Advertisers. The meeting will be held at ANA headquarters, 296 Madison Ave., New York. NAB President Justin Miller, back from the West Coast, was to participate in both sessions.

Persistent demand is heard for some form of referendum on the code as revised by the board. The probation plan would permit industry vote at the spring convention after the standards have been tried out in practical operation.

Among last-minute demands for delay was that of the Southern California Broadcasters Assn., which proposed Thursday that the board put off final action until the spring membership meeting. The group unanimously adopted a resolution asking NAB to withhold decision on the standards.

Basis for the resolution was the fact that the proposed code has not been acted on by a majority of the membership. The association felt the standards should be given a prominent place on the convention agenda, early in the proceedings, "to permit fullest expression of general sentiment."

When the three-day session convenes Thursday morning the board will consider first of all a tentative agenda calling for Friday discussion of the standards.

Adverse Reaction Possible

With board members themselves representing all different segments of the industry, the job of taking final action on the code involves the danger of driving some member stations from association ranks.

On top of that delicate situation is superimposed the touchy proposal to raise dues of the membership in line with the broadened operation of the association's headquarters staff and committees.

Both issues can touch off explosive results among segments of the membership. Samples of this type of reaction have come from some of the more ardent code opponents, though code advocates point out that any sort of standards of practice would bring such complaints. A number of other industry problems are nearing the critical stage and will get serious board study. They include BMB, which appears to have a clear road ahead since networks have given it their (Continued on page 79)

Mutual Network Subscribes to BMB

Action Brings NBC, CBS, ABC Automatically Into Fold

By BRUCE ROBERTSON

MUTUAL Broadcasting System became a BMB subscriber last week and automatically brought with it into BMB the other three nationwide networks whose contracts, while signed earlier, were provisional upon network unanimity. With the acceptance of these network contracts, the owned and operated stations of the networks also become BMB subscribers. All the contracts are now "unconditional," BMB's announcement stated.

Mutual's failure to sign up by Oct. 1, with the result that the network lost 10% discount on its first year's dues, was based on MBS' insistence that BMB give full consideration to "listenable" as a companion measurement if not a substitute for the BMB measurement of station and network audiences. Mutual executives had said that they felt they could do more to get this full consideration as a BMB prospect than as an enrolled subscriber.

BMB has indicated that it will not brush off the "listensability" plan but that it will receive a full examination by the research experts of advertisers, agencies and broadcasters alike. At a BMB board meeting in Atlantic City at the time of the NAB convention, the board decided to study the plan and statements of other networks, AAAA, and ANA on page 80

had been working on a plan "to consolidate both listenability and audience in BMB's next nationwide study" [BROADCASTING, Nov. 3]. Queried by BROADCASTING about the "unconditional" nature of Mutual's subscription to BMB, MBS President Edgar Kobak said, "We never asked BMB to substitute our plan for theirs but only that they examine it fully." Pointing out that Mutual has never criticized the basic concept of BMB as a tripartite organization to provide all factions with uniform radio data but only the technique employed in its first nationwide study, Mr. Kobak said he believed Mutual's action had produced a better understanding of the overall problem. Without some prodding, people are apt to get into a rut, he commented. Mr. Kobak also stated that "BMB still has a terrific selling job to do," even after the networks are in. This is borne out by BMB's own (Continued on page 80)
SWIFT & CO. IS FIRST TV NETWORK SPONSOR

SWIFT & CO., Chicago meat packer, became television's first full-network sponsor when its Friday afternoon (1:15 p.m.) video show Swift Home Service Club, made its debut on a three-station NBC television network last week. Swift's contract with NBC, negotiated by C. H. Erckman, New York, calls for the use of the full NBC video network. In addition to the three original stations—WNET New York, WNSW Washington and WFTZ Philadelphia—WRGB Schenectady will be added as soon as that station can arrange for this daytime pickup.

Swift is also the first advertiser to arrange for a commercial contract with WRGB, which heretofore has carried all programs without charge as experiments, but will soon issue a rate-card effective Dec. 1. Other stations will be added to the Swift lineup as they join NBC, with Baltimore and Boston seen as the next additions.

Program, aired by WNET for some months, stars the radio husband-and-wife team, Tex McCrary and Jinx Falkenburg, with Martha Logan, home economist, and Sandra Gale, home decorator, also appearing weekly. Following a woman's service magazine format, divided about equally between entertainment and instruction, the program also presents weekly guests.

Ferry Morse Sponsors

FERRY MORSE Seed Co., Detroit, will sponsor Garden Gate on the full CBS network for 16 weeks starting Jan. 17, the network announced last week. This is the fourth consecutive year that Ferry Morse has sponsored the garden program during the pre-planning season. Show will be heard Saturdays, 10-10:15 p.m. MacManus, John & Adams Inc., Detroit, is the agency for Ferry Morse.

Newscast Series

PETER PAUL Co., Naugatuck, Conn., candy and gum manufacturers, begins sponsorship of an early morning newscast series over MBS effective today (Nov. 10), the network announced last week.

The news broadcasts, running for 52 weeks, will be heard Mondays, Wednesdays and Fridays at 8 a.m. in three of the four time zones, and at 7 a.m. in the Mountain Time zone. Agency is Platt-Forbes Advertising Co., New York.

NBC EFFECTS CENTRAL DIVISION RESHUFFLING

RESHUFFLING of NBC Central Division sales personnel, brought about by decision to separate national and WMAQ local sales departments, was accomplished last week with appointment of Edward C. Cunningham as assistant to Oliver Morton in charge of WMAQ local sales.

With Robert Ewing as assistant to Mr. Morton in charge of national spot sales, the WMAQ Sales Dept. is now split into local and national sales segments which will function directly under Mr. Morton.

In addition to the above appointments, George Creech, sales traffic manager for both national spot and local sales, will direct national spot sales traffic only. Frank Derosa, assistant to Mr. Creech, has been named WMAQ sales traffic manager.

Mr. Cunningham will have as members of his staff George Halleman and George Morris Jr. Mr. Ewing's staff will consist of John McPartlin, Robert M. Flanigan, Howard B. Meyers, and William Brewen, promoted from assistant continuity acceptance director.
Half of AM Outlets in Hard-Time Belts

Commission Economic Report Evaluates Radio's Prospects

Feb. 7, 1947, the cutoff date in the temporary expansion plan undertaken by FCC early this year. Estimates of the 1948 station total were based on licenses and permits outstanding as of Feb. 7, plus the number of applications pending at that time. Spokesmen said experience since then indicates this method would produce a "conservative" estimate and that actually population figures, over-expansion was assumed if the following station totals were exceeded:

In cities under 25,000, one station;
25,000 to 50,000, two stations;
50,000 to 100,000, three;
100,000 to 250,000, four;
250,000 to 500,000, seven;
500,000 to 1,000,000, 15 stations.

(Continued on page 40)
Subcommittee to Map Music Strategy

Early Meeting Is Seen To Plan Petroli Counter-Action

STRATEGY for the coming industrywide campaign to meet the stop-work tactics of AFM President John A. Petroli will be drawn up by a special subcommittee named last week as the united-front movement got under way.

The six-man planning subcommittee will call another meeting of the 36-man overall committee in the near future. The subcommittee will submit proposals for operation of the unit to the subject to approval by the full committee.

At this point the strategy calls for flexibility, to meet developments in the music situation as they unfold.

Support was given the move last week when Radio Manufacturers Association, indicated it would take part provided its board of directors lends approval. RMA representatives at an NAB-RMA liaison meeting Thursday apparently were agreed if necessary consent is obtained (see separate story on liaison meeting).

The Wednesday meeting of the industrywide committee failed to produce any concrete results but it was designed purely as an exploratory and organizational session. Actually it was deemed an important development in the music situation since all the leaders of the industry have never before joined in a common fight against the Petroli union.

Because the committee is so large, an executive committee may be named. This group would represent each branch of the industry participating in the united-front project.

The committee has summoned a short notice to act as the music emergency requires.

Pre-meeting threats to kick up a fuss on the NAB program if NAB was trying to claim sponsors was given the committee failed to materialize. A terse news release covering the meeting was turned out by NAB but it carried the label “Industry Music Committee.”

Program of Action

Actually much of the after-meeting’s discussion was devoted to organization matters and the news release, with the subcommittee charged with the job of drawing up a program of action.

After the meeting, members representing all groups felt a good start had been made. They agreed a combined frontal attack against the union problem was the best strategy in sight at the time. The recorders’ representatives are willing “to try it on for size” and will go along with the committee if it appears that definite action will be taken.

Named to the planning subcommittee were NAB President Justin Miller for broadcasters; William Fay, WHAM Rochester for FM stations; Charles Gains, Frederic W. Ziv Co., for transcriptors; Edward Wallerstein, Columbia Recording Corp., for recorders; Richard P. Doherty, NAB Director of Employment Relations, for executive secretary; Bond Geddes, RMA (subject to RMA board approval).

NAB Survey Started

NAB last week started a survey to determine how many musicians are employed by radio stations. First such survey was conducted in early 1946, with a second survey also covering 1946 employment.

NAB’s questionnaire asks number of staff musicians (sidemen and leaders) employed during the week of Oct. 27; changes contemplated prior to Feb. 1, 1948; number of staff musicians employed during any October week; basic weekly wage scale or rate; whether contract or agreement exists with union when signed and when terminating; and whether in terms of dollars or men; change in contractual relations since 1946; does contract require hiring only AFM members?

Attending Sessions

Attending the meeting were: NAB President John A. Petroli; D. A. Willard, Jr., Don Petty, Robert K. Richards. NAB Assn.—Leonard Marks; William F. Dady, KWK St. Louis; Paul W. Reed, WFAI-(FM) Alliance, Ohio.

Diamond, New AFM Counsel, Negotiated 43 Petroli Pact

By IRVING MARDER

MILTON DIAMOND, who as attorney for Decca Records was largely responsible for negotiating the Decca-AFM pact to prevent resistance to the musicians’ boycott of recording in September 1943, last week was appointed counsel to the union by James C. Petroli, its president.

Mr. Diamond is now senior partner in the New York law firm of Poletti, Diamond, Rabin, Frieden & Fay. He was appointed an associate counsel to the AFM’s James C. Petroli, its president.

Mr. Diamond was appointed counsel to Chicago several weeks ago after the death of Joseph Padwa, counsel for the AFM, with which the AFM is affiliated.

As secretary and general counsel for Decca and World Broadcasting System Inc., Mr. Diamond negotiated the AFM contract which set the pattern for other recording pact and established the system of royalty payments which were outlined in the early stages of the Decca contract.

Decca was the first company to yield to Mr. Petroli’s demands during the musicians’ boycott of recording and transcription work in 1942-1943. Diamond’s concession was regarded at the time, virtually forcing capitulation by other members of the industry.

The appointment of Mr. Diamond as AFM counsel last week was seen as indicating—for the first time—that Mr. Petroli might be willing to negotiate with record companies after Dec. 31, at the date of expiration of present contracts.

Herefore the AFM chief has stated only that his musicians would quit work for records and transcriptions after that date and has said nothing about new contracts.

Wouldn’t Discuss Plans

After his appointment, Mr. Diamond refused to discuss the future of AFM relations with either the recording or broadcasting industries and deferred all questions pertaining to impending conferences between Mr. Petroli and networks, whose AFM contracts expire Jan. 31. Such conferences, according to Mr. Diamond, will be scheduled for mid-November in New York.

Following is an approximation of the new pact:

(Continued on page 81)

TO LAUNCH his new book, "Speaking Frankly," Former Secretary of State James F. Byrnes (seated), was interviewed over ABC from the studios of WOR, Spantaurbun, S. C., of which he is part owner. Walter J. Brown, president and majority stockholder of WOR, stands behind Pauline Frederick, ABC UN correspondent, who conducted the interview. Mr. Brown, who was special assistant to Mr. Byrnes while he was Director of Economic Stabilization, Director of War Mobilization and Secretary of State, also is president and a stockholder in WNTN, new outlet in Augusta, Ga.

with Mr. Geddes on the planning subcommittee.

On opening day of Education Week, 21 Canadian had an example of Petroli tactics when a Toronto high school band taking part in opening ceremonies, was not allowed to broadcast on CHUM Toronto. Walter Murdoch, AFM executive in Canada and president of Toronto Musical Protective Assn., would not permit the school band to broadcast due to disagreement with CHUM over payment of previous musical programs.

Charged Said Unfounded

Roland Ford, CHUM manager, claimed the charge was unfounded and that the station had paid its musicians as per contract. Meanwhile the Toronto Board of Education and City Council, as well as citizens, were indignant that school children were not allowed to broadcast. Mr. Murdoch claimed broadcast would have been allowed on other Toronto stations.

NAB Study

PUBLIC relations techniques of stations in all parts of the country are being compiled by NAB, with the Sales Managers and Small Market Stations Executive Committee providing material for the study. In a letter to stations, J. Allen Brown, Assistant Director of Broadcast Advertising, asked for details on all types of stations, including community projects, employ relations, sponsor movements and other techniques.
AT&T N.Y. to Boston Relay Circuit to Open on Thursday

AMERICAN Telephone & Telegraph Co. will formally launch its new radio relay circuit connecting New York and Boston on Thursday afternoon, with a television program originating in Boston, New York and Washington as the high light of the inaugural ceremonies.

The video program, to last about 20 minutes, will include a three-minute dramatic sketch depicting the history of communications and greetings from Walter S. Gifford, AT&T president; F. P. Lawrence, vice president in charge of long lines, and Lawrence Gilmore, president, New York Telephone Co., from New York; Joseph Howell, president, New England Telephone Co. from Boston; Acting FCC Chairman Paul A. Walker and Randolph Maddox, president, Chesapeake & Potomac Telephone Co., from Washington. Out-the-window shots of historic landmarks will be made in both Boston and Washington to prove actual origination in those cities to skeptical at-home viewers.

Program will be carried by

BROADCASTING • Telecasting

Plans to Telecast Party Conventions Begun; Relay to Open

TELEVISION'S next major development, the orderly organization of the new relay circuit enabling presentation of television programs from one city to another, is being made in New York and Boston.

First, eastern telecasters met in New York to begin planning their coverage of the nation's political conventions and the accompanying activities in Philadelphia and New York next year. The Pennsylvania metropolis was selected by both political parties largely because television networks will make their proceedings visible to millions of viewers along the eastern seaboard from Massachusetts to Virginia.

Second, AT&T announced that this Thursday, Nov. 13, will mark the formal opening of its New York-to-Boston radio relay circuit, which will extend the present New York-to-Washington video network service to much of New England.

Swift & Co. Contract

Third, Swift & Co. contracted with NBC for its full video network for the Friday afternoon Friday Home Service program starting last Friday. The NBC system originates in New York and Philadelphia, with WRGB Schenectady to be added in a few weeks and other locations as they join the NBC lineup.

Officials of the present radio networks are giving much thought to duplicating or bettering their AM positions in TV, with the DuMont organization as the front-runner in this field. NBC, whose New York video station, WNB T, has been operating on a regular schedule since 1950, is leading the video network pack. Present network plans are just about completed, and probably will be announced following an affiliate meeting to be held within the next few weeks.

CBS Plans

CBS, whose network programs for television were delayed while that network prosecuted its fight for the immediate adoption of high-frequency full-color television, is making up for lost time and probably will announce its video network plans not long after the NBC announcement. CBS already has working agreements with WMAL- TV Washington, WMAR Baltimore and WPTZ-TV Philadelphia and will have a similar agreement with WCAU when that station begins operations.

The Philadelphia arrangement is temporary: WCAU-TV will be the permanent CBS video outlet in that city, as WCAU is for its AM network. WMIL and WMAL are AM affiliates of ABC and may possibly join the ABC video network when its New York key station begins program service next spring.

Another problem for television networks someday probably will be as widespread as today's AM nerts, their immediate development will be limited by a lack of facilities. The New York- Washington coaxial cable circuit is shared by the video broadcasters, with a daily or hourly basis, while the political convention coverage is being set up on a pool basis. The Bell System is pushing cable facilities across the country as fast as it can, but it will be several years before two-way coaxial service will be available for television on a coast-to-coast basis.

Another major problem for television networks is one of economics. The costs of programming and of program transmission are far (Continued on page 81)

Planning for Convention Television Coverage Launched

INITIAL planning for television's biggest undertaking, its coverage of the Republican and Democratic National conventions in Philadelphia next June and July, was commenced last week in New York at a meeting of representatives of video networks and stations. Serving as chairman of the first television committee for the national political conventions, group is headed by J. Poppe, vice president and secretary of Bamberger Broadcasting Service (WOR New York) and President of Television Broadcasters Assn., who was named coordinator.

Contrasting the 1948 situation with that of 1940, when the GOP convention in Philadelphia was covered by two video cameras whose pictures reached an audience of less than 10,000 viewers, Mr. Poppe stated that "next year bat teries of television cameras situated at strategic points throughout the Municipal Auditorium in Philadelphia will give millions of television viewers an intimate glimpse of every facet of convention activity. The audience for these telecasts will be situated along the Gulf of Mexico from Florida to New Orleans and New Orleans to Virginia and from the East Coast into the Middle West," he added.

Organization meeting was attended by video executives of ABC, CBS, MBS, NBC, DuMont, WFIL-TV, WPTZ, WATV and WPTZ Philadelphia, WMAR Baltimore, Bremer Broadcasting Co., Newark, and representatives of the Philadelphia city committee for political conventions.

Group named sub-committees to plan the installation of equipment in the convention hall and the dis-
FCC Begins 3-Week WBAL Hearing

Station to Argue Appeal Before D. C. Court

Nov. 21

LONG-AWAITED FCC hearing in the battle for the facilities of WBAL before the District of Columbia disclosed Thursday that it would hear argument Nov. 21 on WBAL's appeal from a District Court judge's dismissal of a WBAL complaint against the Blue Book [BROADCASTING, July 7, 14]. WBAL is seeking to have its suit remanded to the District Court for trial. If successful, this would raise again the complaint's request for reinstatement of a stay order against FCC's proceeding with its own hearing until the court case is settled.

The clear channel facilities involved in the proceeding are 1000 kw with 50 kw fulltime. WBAL filed its renewal application in February 1945, requesting license renewal for the period May 1, 1945 to May 1, 1946. The application was designated for hearing in February 1946. The Pearson-Al len application was filed in September of that year and consolidated as requested with WBAL the following November.

The WBAL presentation was led by William J. Dempsey of Dempsey & Koplovits, Washington, counsel for the Hearst station in conjunction with Littlepage & Littlepage, Washington. Leonard Marks of Cohn & Marks, Washington, represented Public Service Radio, which also has retained Frank, Sken & Oppenheimer, Baltimore, to handle preparation of local legal matters.

Hearest Subpoenas

The request of Pearson-Al len counsel for FW to subpoena William Randolph Hearst still pends. Comrr. Hyde earlier had indicated he would reserve decision until later the hearing for following admittance of sufficient evidence on which to base his opinion. Mr. Marks is expected to press for Mr. Hearst's appearance, however. WBAL counsel already has indicated that it would not be wise to summon the publisher from his home in San Simeon, Calif., because of his health. It has been suggested that his testimony might be taken by deposition.

Running account of the hearing follows:

MONDAY

Hearing opened Monday morning in Baltimore with a motion for further postponement by WBAL counsel, Mr. Dempsey. He contended that the last-minute revelation that former Undersecretary of State Sumner Welles was acquiring stock in Public Service Radio [BROADCASTING, Nov. 3] required that WBAL be given reason-

able time to investigate the matter. Comr. Hyde held that the complaint was unduly emphasized, noting that the Pearson-Al len motion for leave to amend their application to include a "command" that the Blue Book was not supported and was not to be treated as such. He added that there were no incorrect statements in the Blue Book.

Mr. Dempsey commented that upon this last statement the full Commission has never decided and said he wanted it clear as to the charges hanging over the head of WBAL.

Mr. Dempsey asked that an inspection of the WBAL plant be the first step in his case since that was first be corrected. Explaining that the WBAL renewal should have been cleared before admittance of Public Service Radio, he stated it was unfair to be required to meet the challenges of the Blue Book and at the same time compete with Pearson-Al len.

Mr. Dempsey's charge of "prejudicial discrimination and unjust proceeding" and his claim that Blue Book "prejudice overros the whole hearing" were met by repeated requests by Commissioner Hyde to proceed with a hearing of both sides so that the case might be judged on the record.

Offers "Fuel Hearing"

The Commissioner at one point said, "A full hearing is being of-

fered, what more can we do?" He stated that the claims of Public Service Radio must be given a fair hearing and regarding WBAL stressed that the Blue Book was not supported and was not to be treated as such. He added that there were no incorrect statements in the Blue Book.

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Leaders Feted

DAVID SARNOFF, presi-

dent and board chairman of RCA; Charles E. Wilson, present of General Electric, and William S. Gifford, presi-

dent of AT&T, were among those cited by Forbes Magazine as "today's fifty fore-

most leaders" at a dinner last night at the Waldorf-Astoria, New York.

among the issues. The invitation was not accepted in view of bad weather.

The afternoon session continued with presentation by WBAL of Paul F. Peter, of the radio man-

agement consulting firm of Fraz-

er & Peter, who said he had been retained by WBAL a year ago to install a continuing program analysis and to help in the renewal hearing by preparation of certain analyses.

Program Report

Mr. Peter presented a WBAL program analysis report for the FCC-specified composite week of 1945, stating the report was considered a minimum showing in support of WBAL.

This included an "expanded" tabulation of audience against commercial and sustaining percentages and pre-

(Continued on page 82)

'News' Denied in N. Y. FM Grants

Methodist Group Among Five Applicants

Given CPs

FCC last week withdrew its proposed FM grant to the New York Daily News and gave it instead, in a final decision, to the Radio Corp. of the Board of Missions and Church Extension of the Methodist Church.

Grants to four others among the 17 New York-New Jersey FM applicants were made final as originally proposed [BROADCASTING, April 21].

The Commission did not change its decision to strike the contro-

versial charges of racial bias which American Jewish Congress had leveled against the Daily News. Even so, the newspaper was ex-

pected to file a prompt petition for reconsideration of its application's denial and to take the case into court if necessary. As in the proposed decision, Comr. C. J. Durr was the only member voting to change the AJC charges.

Reversal of the original proposal to grant the Daily News' application came on a 4-to-2 vote, with Comrs. E. K. Jett and Rosel H. Hyde dissenting and Comr. Robert F. Jones not participating in any phase of the case. The de-

cision was dated Oct. 21, 10 days

before Chairman Charles R. Denny denned the proposal.

The grants:

ABC (WJZ) -95.5 mc (Channel 238) 6.5 kw, antenna height 4700 feet.

VWPA (WAGA) -95.5 mc (Channel 232); 10 kw; 600 feet.

United Radio Corp. of New York (controlled by International Lado Garment Workers Union) -104.3 mc (Channel 283); 5 kw; 815 feet.

North Jersey Broadcasting Co. (WPAT Paterson) -95 mc (Channel 280); 10 kw; 1100 feet.

New York Corp. of Board of Missions and Church Extension of Methodist Church -94 mc (Channel 285); 20 kw; 500 feet.

Proposed Decision Statement

In its proposed decision the FCC majority classified proposals of the Radio Corp. of the Board of Mis-

sions among those "not calculated to serve the public interest than are others." It was contended then that the company, "formed to pro-

mote the missionary enterprise of the Methodist Church" and plan-

ning to set up a "network of evangelical FM stations," might weigh its programs along partic-

ular lines even though "diversity in types of programs" was indicated.

The majority's final decision, granting the church application, agreed that "it aims at a rounded and diversified program structure (of which 10% of the time would be devoted to strictly religious pro-

grams) ministering to the physical, recreational, cultural, moral and spiritual needs of the community without regard to creed, race, re-

ligion or any other condition." The majority now concluded that the church would not operate as a "special mission station that will serve the entire community."

With respect to the News, FCC's proposed decision gave preference to that newspaper over WLJB, af-

filiated in ownership with the New York Post, on grounds that radio competition between two news-

papers would be promoted. In the final decision, the majority elimi-

nated the News and WLJB appli-

cations altogether on grounds that grants to non-newspaper appli-

cants would promote diversity in the ownership of media and com-

petition in the dissemination of news and information.

Hyde-Jett Contention

Comrs. Hyde and Jett contended, however, that the News should have a grant. Mr. Hyde argued that both WLJB and the News made "superior showings" and that "the argument that competition in the dissemination of news and in-

formation in the New York market would be promoted by preferring other applicants is unrealistic." Mr. Jett insisted that a grant to

(Continued on page 81)
**DISC JOCKEYS Just How Effectively Do They Sell?**

The second portion of Broadcasting Magazine's station managers' poll on disc jockeys is presented herewith. This poll, tenth in the series conducted by Audience Surveys Inc., was partially reported in the Oct. 13 issue of Broadcasting.

- "Are your disc jockey programs easier or harder to sell nationally and locally than other locally-produced shows?" (See Table I)

35.7% of the stations find disc jockey programs harder to sell to national accounts than other locally-produced programs—twice as many as find them easier to sell. Approximately a quarter (27%) find them present about the same problem as other locally-produced shows. Twenty-one per cent were either unable to or refused to answer.

- "Are your disc jockey programs more or less profitable than other locally-originated programs?" (See Table II)

Although 45% of the stations find the profits in disc jockey programs about the same as for other locally-produced programs, almost as many (37%) find flat shows more profitable, three times as many as reported they were less profitable (12%) than other local originations.

With new network disc jockey programs getting underway and an expanded list of nationally-offered transcription service platter programs available, the next question is:

- "Do you plan to carry any network-produced disc jockey programs?" (See Table III)

Almost half of the stations plan to carry at least one network-offered disc jockey program. Thirty percent say they have no such plans, including some respondents who are not network affiliates. Seventeen percent have not been offered such programs, and 9% are indefinite.

**Principal Points** covered in the first portion of the Broadcasting Trends analysis of station managers' views on disc m.c. programs (Broadcasting, Oct. 13) were the extent to which stations are using locally-produced disc jockey shows, the times of day when these shows are featured and the kinds of records (popular, classical, etc.) used. The second portion of it, presented herewith, goes into the selling phases of locally-produced disc m.c. programs and the plans of station managers with respect to network-produced and transcribed service disc jockey shows.

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**Table I**

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<th>% of all stations carrying disc jockey programs</th>
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<tr>
<td>TO NATIONAL ACCOUNTS</td>
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<tr>
<td>Easy to sell .................................... 17 %</td>
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<tr>
<td>Some ............................................ 27</td>
</tr>
<tr>
<td>Harder to sell .................................. 25</td>
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<tr>
<td>Indefinite or no answer .......................... 21</td>
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<td><strong>TOTAL ........................................... 100 %</strong></td>
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<th>% of all stations carrying disc jockey programs</th>
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<tr>
<td>TO LOCAL ACCOUNTS</td>
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<tr>
<td>Easy to sell .................................... 60 %</td>
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<tr>
<td>Some ............................................. 26</td>
</tr>
<tr>
<td>Harder to sell .................................. 9</td>
</tr>
<tr>
<td>Indefinite or no answer .......................... 5</td>
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<td><strong>TOTAL ........................................... 100 %</strong></td>
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**Table II**

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<th>% of all stations carrying disc jockey programs</th>
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<td>More profitable ................................... 37 %</td>
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<tr>
<td>Same ............................................. 45</td>
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<tr>
<td>Less profitable ................................... 12</td>
</tr>
<tr>
<td>Indefinite or no answer ........................... 6</td>
</tr>
<tr>
<td><strong>TOTAL ........................................... 100 %</strong></td>
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**Shift in FCC Policy Is Possibility**

**Only Walker, Hyde, Jones Appear As Fixtures On Commission**

The next few months may witness a metamorphosis at the FCC through the shift of the majority from moderate to middle-of-the-road, or even right.

The resignation of Charles R. Denny as chairman may be followed by two and possibly three others before the 1948 elections. Commissioner Clifford J. Durr, radical Democrat from Alabama, is keeping his own counsel, but may retire before his term expires June 30. Commissioner E. K. Jett, former chief engineer, and teammate of Mr. Denny, may accept an outside offer following the.NARBA conference, which he likely will head, next August. And Commissioner E. M. Webster, retired Coast Guard Commodore, is not expected to seek reappointment upon expiration of his term in 1949. Only Acting Chairman Paul A. Walker, whose term runs until 1953; Rosel Hyde, Idaho Republican, who is not up until 1952, and the Commission's newest member, former Rep. Robert F. Jones, Ohio Republican, who was named this year for a seven-year tenure, are regarded as fixtures.

While there has been nothing concrete from the White House, indications are that the President won't nominate his new FCC chairman until Congress convenes in regular session on Jan. 6. Wayne Coy, radio director of the Washington Post stations, WINX and WINX-FM, was President Truman's choice. Mr. Coy was disposed to accept.

Nothing Definite

In a political year, however, Washington observers point out that nothing can be regarded as certain until it happens. Mr. Coy has been offered several other Federal posts. He did not seek the FCC vacancy. He did not want a recess appointment, however, and President Truman desired to avoid embarassing the special session with partisan or political questions.

With some two months remaining before the regular session Jan. 6, observers said, almost anything can happen. The President might have other plans; Mr. Coy may decide against returning to Government service; the political complexion may augur for appointment of a middle-of-the-roader.

There was even speculation about an appointment at the Nov. 17 special session of an attorney whose name has not yet been published.

Since Mr. Denny resigned, stress has been placed upon the desirability of having on the FCC one who has had practical broadcasting experience. Thus, in addition to Mr. Coy, the name of J. Leonard Reinsch, managing director of the Cox stations (WSB Atlanta, WIOD Miami, WHIO Dayton) has been heard most frequently. Mr. Reinsch has served as radio advisor to the President since the 1944 vice presidential campaigning days. Like Mr. Coy, he has not been an avowed (Continued on page 77)
Charles William Myers was born on a farm near Muscatine, Iowa, on January 12, 1895, and attended country school on a catch-as-can basis until he was 13. The only child in the farm family, "Chuck" left home at 17 and took a job in the mail room of the "Clinton (Iowa) Herald." For seven years he served on that newspaper, successively in the circulation department, as circulation manager, advertising manager and business manager.

In 1910 he left Clinton to become advertising manager of the "Bay City (Mich.) Tribune." After a year he joined the advertising department of the "Des Moines News" of the Scripps League, and in 1913, he began his trek to the country's "last frontier" as advertising manager there. He was made advertising manager of the "Portland (Ore.) News," also of the Scripps League, and served there for 10 years. The first six were as advertising manager and the last ten as business manager.

Circulation of the "News" increased in that span from 14,000 to 64,000. Recognizing broadcasting as an important projection of the newspaper, Mr. Myers in 1925 organized a group of businessmen and established KOIN, procuring a minority interest. Six years later, as the station developed under his capable management, along with its sister outlet, KOALE, which was acquired afterward, Mr. Myers left the business management of the "News" to devote full time to broadcasting. In the interim he had acquired controlling interests in both stations. He initiated an affiliation with the "Journal" which acquired minority interests in both stations.

Most significant in his broadcasting operations was the late C. Roy Hunt, who served as general manager and stockholder. Possessed of a whimsical sense of humor, the old manager also evolved a "gag" but he afterward confessed that he had devised the combination because they spelled words and words were much more easily committed to memory than a series of tongue-twisting consonants and vowels.

LikeLiked

Funeral services were held last Thursday at the Portland Masonic Temple. Mr. Myers is survived by his wife, Gertrude Nichols Myers, two daughters and a son.

Edwin O. Perrin

EDWIN O. PERRIN, 58, partner of the Henry A. Loudon advertising agency, was reported to have died Oct. 30, at Wickermans Hospital in New York. Prior to his affiliation with the Loudon agency, Mr. Perrin was for 14 years a vice president and director of McClain-Erickson. Surviving are his wife, Gertrude Nicholes Myers, and a daughter.

**NBC Will Reduce Its Protection Period On Network Rates, Discount Adjustment**

ANNOUNCEMENT that it would reduce its protection period for rate adjustments, a change from the present one-year guarantee to six months was made by NBC last week. The revised policy, effective May 1, 1948, was announced by Harry C. Kopf, NBC administrative vice president, in a letter to advertisers and agencies. Mr. Kopf said no general network rate increase or discount adjustment would be made before next May.

Uncertainties of future network costs were said to have motivated the NBC decision to reduce the protection period. In his letter, Mr. Kopf pointed out that operating and overhead expenses of NBC, exclusive of costs of television development, increased 38.5% since September 1943. In budgeting for 1948, the network is "squarely confronted with the necessity of self-protection against constantly mounting costs," the letter read. These cannot be overcome by increasing business volume, Mr. Kopf said, because only two hours per week of network time remain unsold. Under these circumstances, Mr. Kopf said, "the one-year protection we have hereinbefore offered our clients represents a serious problem to us in the event costs continue to rise."

Mr. Kopf said there had been no general NBC station rate increase since October 1939, although some individual station rates had risen. Additionally, he said, in August 1942 NBC introduced a full network discount plan providing 10% annual discount above all other volume or frequency discounts. Despite a withdrawal of 2% of volume discounts in September 1943, "net costs to qualifying advertisers during the period from 1939 to the present have decreased more than 5%," Mr. Kopf reported.

The new policy: "NBC will make no general network rate increase or discount adjustment before May 1, 1948. On and after that date, in the event of rate or discount adjustments, NBC will guarantee six months' protection to current advertisers, from the date of increase, instead of one year as heretofore."

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**Paid Radio Column In Papers Planned**

33 Large U.S. Dailies Contract For Syndicated Project

A "SYNDICATED" newspaper column devoted solely to radio news will appear as paid advertising in 33 large U.S. newspapers starting in January, it was announced last week by the new firm of Randall & Cooper, 50 E. 42nd St., New York.

To be known as "Ears to Radio," the project is described by John Randall, who has given the firm a former KMOX St. Louis news editor, as a completely new idea in newspaper advertising for radio programs. Contracts will be made with leading advertisers and networks on a 13-week basis to publicize their shows, Mr. Randall said. Since newspapers will print this material on a paid space basis the great element of chance involved in "planting" free publicity is absent, he said.

Newspapers Contracted

Newspapers which have contracted to print "Ears to Radio" include the "New York Times," "Chicago Tribune," "Philadelphia Inquirer," "St. Louis Post-Dispatch," "Washington Post," "Boston Globe," "Charlotte Observer," "Des Moines Register," "Minneapolis Star-Journal," and more than 23 others with an aggregate circulation of more than 14,800,000, according to Mr. Randall. In addition to the 33 papers which will print the column initially, others have agreed to carry it when the newspaper shortage ends, he said.

Space in "Ears to Radio" will be sold to advertisers with a guarantee of three to six-inch insertions per program on a minimum 13-week contract, according to Mr. Randall. The rate is $1,322.18 per one-time insertion on the base contract, with progressive discounts on 26 and 52-week contracts.

Mr. Randall points out that first, on the radio log page or opposite, and eventually daily, Mr. Randall said. Copy accent is to be on program names, networks and schedules and is available for publication in newspapers and magazines. Editor of "Ears to Radio" is Gary Stevens, Warner Brothers radio director and producer, and "Q. and A. at Sardi's and Twenty Questions."

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**Large Stores Lead**

FREDERIC W. ZIV Co., Cincinnati, disclosed last week that department store leads are storing in considerable quantities of full-hour and serialized dramatic series, Favorite Story, starring Ronald Colman. Sixteen large stores are airing the programs in 23 markets, according to John Ziv, executive vice president of the Ziv Co. The show is also popular with public utility firms, seven of which are sponsoring it in their locality, Mr. Sinn said.
Take this "Refresher"

ON RADIO-LISTENING HABITS IN IOWA!

30 MINUTES WITH THIS VALUABLE BOOK WILL BRING YOU "UP TO DATE"!

The 1947 Iowa Radio Audience Survey is a complete, brief text-book on radio-audience listening habits and preferences in Iowa. It answers practically every question you could ask, and because these answers are furnished in chart and map form as well as in statistical break-downs, it tells you what you want to know, almost at a glance.

Here are a few of the subjects covered by this authoritative research (compiled from answers furnished by 8,682 Iowa families—1 out of every 73 in the State):

Preference-ranking of every station heard in Iowa, day and night.

Percentage of total audience preferring each station.

Areas in which each station is preferred.

Break-down of preferred listening-periods, by daytime quarter-hours.

Types of programs preferred.

All the above—and many others—are broken down by age, sex, educational status and place of residence (city, village, farm). This is a survey for the exclusive use of which any large agency would gladly pay thousands of dollars.

It is yours FREE on request, so long as the supply lasts. Get your copy NOW. Use the coupon.

WHO for Iowa PLUS

DES MOINES . . 50,000 WATTS

B. J. PALMER, President . . P. A. LOYET, Resident Manager

FREE & PETERS, INC., National Representatives

Station WHO
914 Walnut Street
Des Moines 7, Iowa

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

Name...........................................

Company....................................

Street........................................

City...........................................

State........................................
RELIGIOUS TIME SALES
Poll Shows Minority of 50-kw Stations Do Charge

ONLY 25% of a cross-section of 50-kw stations make a practice of selling religious time, an analysis of religious programming conducted by Rev. Albert H. Salter, director of religious programs for KMPC Hollywood, indicates. Rev. Salter's survey extended over a period of months, he reports, and his analysis is based on replies received from 40 stations of 50-kw power.

- Average of religious time (both commercial and non-commercial) carried per week was three hours and a half. The average for Sundays was 2.35 hours and for weekdays 1.35 hours.
- Station-sponsored daily prayers are carried on only 12 of the 50-kw stations, Rev. Salter found.

DISHING OUT grub for sponsor is Groucho Marx (second from r) at recent party celebrating start of ABC You Bet Your Life (Elgin American Co.). Being fed are (1 to r): A. B. Gellman, president of Elgin American Co.; John Guedel, program packager; Marvin Mann, vice president and radio director of Weiss & Geller Inc., Chicago agency servicing account; Frank Samuels, ABC Western Division sales manager.

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 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.

AMERICAN
MUTUAL

WSIX gives you all three: Market, Coverage, Economy

FALS AD PRACTICES DISCUSSED BY FREER

VOLUNTARY correction is the key to elimination of false and misleading advertising and other unfair trade practices, according to R. E. Freer, vice chairman of the Federal Trade Commission.

Speaking before the American Marketing Assn. in New York, Commissioner Freer said that of 641,402 radio broadcast continuities examined by the Commission, 9,573 were marked for further study. He added that much credit was due national and regional networks, transcription producers, stations and publishers who cooperate with the Commission by "furnishing the grist ground in the mill."

In cases where an agency or station has prepared or participated in preparation of advertising questioned as false or misleading, then that agency or station is considered a party to any corrective action, according to the Commissioner.

To date stations which have done no more than serve as dissemination media have not been considered parties, but, said Commissioner Freer, Section 12 of the Federal Trade Commission Act, as amended by the Wheeler-Lea Act, makes it "unlawful" merely to "disseminate, or cause to be disseminated, any false advertisement of a food, drug, curative device or cosmetic."

Gillette Is Army-Navy Sponsor for AM and TV

BOTH radio and television coverage of the 1947 Army-Navy football game on Nov. 29 will be sponsored by the Gillette Safety Razor Co., it was disclosed in New York last week.

The broadcast of the game, to be played at Municipal Stadium in Philadelphia, will be carried exclusively by MBS starting at 1:15 p.m., according to an announcement by Joseph P. Spang, Jr., Gillette's president. NBC will televise the grid classic through its East Coast network stations—WPTZ Philadelphia, WRGB Schenectady, WNBW Washington, and WNBST New York. Mazin Inc., New York, is the Gillette agency.

CBS Group at KSL

J. L. VAN VOLKENBERG, CBS general sales manager, headed a group of 27 staff members of Radio Sales, the network's spot broadcasting division, who paid a six-day get-acquainted visit to KSL Salt Lake City last week. Radio Sales takes over national representation of KSL on Jan. 1. Howard S. Meighan, CBS vice president, also attended the KSL meetings.

CEKY Toronto, has installed new 5-kw Canadian Marconi transmitter for daytime 5-kw operation. Installation was in charge of Ernie Swan, chief engineer of CKY.
And when we talk profits, it's in down-to-earth terms of total daytime coverage and total retail sales. In a recent survey of 13 major U.S. markets—the Cleveland area ranked 2nd in number of radio homes... and in the 10 most concentrated counties in this rich Northern Ohio market, WJW reaches 95% of the homes, accounting for 94% of the total retail sales. WJW stands for complete coverage in Northern Ohio!
The college
with the
50,000-watt
professor
Washington University has added a new department—Radio Broadcasting...and a new professor—the 50,000-watt “Voice of St. Louis.”

Now, undergraduate students are attending the most comprehensive course in radio broadcasting ever offered by any college. Classes are held in the KMOX studios. Laboratory work is done at KMOX’s new 50,000-watt transmitter. And all the teaching is done by KMOX staff members.

The appointment of KMOX to Washington University’s staff is of more than academic interest to astute advertisers...

It is eloquent evidence of the enterprising management that has made KMOX the most “listened-to”, most “talked-about” station in Mid-America.

It is evidence, too, that when you want Mid-Americans to learn something about your product, KMOX can teach them.

**KMOX Columbia Owned • 50,000 watts**
Represented by Radio Sales...Radio Stations Representative...CBS, New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta
SHACKELFORD ELECTED TO HEAD IRE IN 1948

BENJAMIN E. SHACKELFORD, manager of the License Dept. of RCA International Division, New York, has been elected president of the Institute of Radio Engineers for 1948. Dr. Reginald L. Smith-Rose, superintendent of the radio division, National Physical Laboratory, Teddington, Middlesex, England, is the new vice president.

Chosen as directors-at-large for the 1948-50 term were: James E. Shepherd, research engineer of the Sperry Gyroscope Co. Inc., Great Neck, L. I., New York; Dr. Julius A. Strattong, professor of physics and director of the Research Laboratory of Electronics at M. I. T., Cambridge.

Herbert J. Reich, electrical engineering professor, Dunham Laboratory, Yale U., was elected regional director for 1948 and 1949 of the North Atlantic region. The Central Atlantic region’s new director is John V. L. Hogan, president of the Interstate Broadcasting Co., Inc., WQXR, WQXQ, Radio Inventions Inc., and Faximile Inc., New York. Mr. Hogan is a former officer of IRE. John B. Coleman, assistant director of engineering, RCA Div., Camden, N. J., will serve as director of the Central Atlantic region, and John A. Hutchison, associate director of research, Westinghouse Electric Corp., East Pittsburgh, Pa., was elected director for the East Central region. Theodore Hunter, president of Hunter Manufacturing Co., Iowa City, Iowa, and staff consultant in the Psychology Dept., U. of Iowa, will direct the Southern region, and director of the Pacific region is Frederick E. Terman, dean of the School of Engineering at Stanford U., and a past officer of IRE. Frederick S. Howes, associate professor of electrical engineering and consulting engineer at McGill U., Montreal, is director of the Canadian region.

ACO, TEXAS, with a metropolitan population of 100,000 persons, has an average family income of over $4,000.

Larmon Is Chairman

SIGURD S. LARMON, president of Young & Rubicam Inc., has been appointed chairman of the committee on advertising for U. S. associates of International Chamber of Commerce. Others on committee are Elon G. Borton, president, Adv. Federation of America; Justin Dart, president, United Reaal Drugs; Frederick R. Gamble, president, American Assn. of Advertising Agencies; Clarence Gos- horn, president, Benton & Bowles; Charles Luckman, president, Lever Bros.; Charles G. Mortimer, vice president, General Foods Corp.; Joshua B. Powers, president, Joshua Powers Inc.; William E. Robinson, v. president, New York Herald Tribune; Niles Trammell, president, NBC, Irwin Vladamir, president, Irwin Vladamir Co.

CONGRATULATIONS are in order all the way around as three staff members of KLZ. Denver get promotions to new posts. Main Morris (r), a member of KLZ’s sales staff for the past six years and national sales manager for the past few months, becomes commercial manager. Lee Fondren (center), KLZ promotion manager since 1941, is moved to national sales manager and John Connors (l), writer, succeeds Mr. Fondren as promotion manager.

Journalism School Check In 40 Colleges Launched

JOURNALISM courses at some 40 colleges are being checked by a committee of the American Council on Education for Journalism. The project was started by the NAB Educational Standards Committee, with examiners named by Wilbur Schramm, chairman of the Council on Radio Journalism. Earl English, U. of Missouri, is executive secretary of the accrediting committee.

First journalism school checked for accreditation was that at Northwestern U. Arthur C. Stringer, NAB, secretary-treasurer of the council, checked Emory U. and the U. of Georgia last week and will visit Rutgers U., Nov. 17-18. Karl Koerper, KMBC Kansas City, will check U. of Missouri Nov. 17-18 and Kansas State Nov. 21-22.

ACA Elects Officers

HAROLD J. G. JACKSON, advertising manager of Chrysler Corp. of Canada, Windsor, was elected president for 1948 of Assn. of Canadian Advertisers at 33rd annual meeting at Toronto. Other officers elected to ACA were: vice-presidents, George S. Bertram, Swift Canadian Co., Toronto; Lee Trenholm, Underwood Ltd., Toronto; Mrs. Muriel Gillespie, Courtaulds (Canada) Ltd., Montreal; Hedleigh T. Venning, Shirliff’s Ltd., Toronto; and J. G. Hagey, B. F. Goodrich Rubber Co. of Canada, Kitchener, Ont.; directors, E. T. Gater, Sterling Products, Windsor; M. M. Schneck- enburger, House of Seagram, Montreal; and James F. Scrutton, H. J. Heinz Co., Toronto; treasurer, J. P. Lyons, vice-president, Life Assurance Co., Toronto; general manager, Athol McGurrie, Toronto; secretary, J. A. M. Galilee, Toronto.
You gave us our priceless heritages for:

- the right to our beliefs... A Democracy
- the right to worship as we please...
- the right to freedom of speech... the
- right to an uncontrolled radio... We

Americans cherish these freedoms...

We are thankful.
You can cook up some mighty big sales in KFH's Twin farm and city markets. Double coverage has made KFH "That Selling Station for the Southwest".

**INSIDE J. WALTER THOMPSON**

Biggest U. S. Ad Agency is Subject of Article

BIGGEST ADVERTISING agency in America, the agency that bought $12,000,000 worth of radio time last year, is opened to public view in the November issue of Fortune. J. Walter Thompson, gross billings estimated at $82,000,000 in 1946, is the subject of another of Fortune's thoroughgoing examinations of the U. S. business scene.

Established in 1872, the agency has an annual payroll of $8,000,000, offices in eighteen cities abroad and five cities in the United States. A total of 3,268 executives, artists, copywriters, receptionists, paste-up boys and secretaries make up the staff. There are 43 vice presidents.

Thirty per cent of the client's dollar in the years 1942-46 has been allocated to radio. The J. Walter Thompson Radio Department under Vice President John Reber, places ten and three-quarters hours of national radio time a week, three hours on regional networks, and 70,000 spots and local programs.

The first successful radio venture was the Standard Brands Rudy Vallee Show—which was the first of the "family shows," characterized by music, humor, guest stars, and the easy-listening commercial for the sponsor.

Second in size to Dancer-Fitzgerald-Sample, which devotes two-thirds of its efforts to radio advertising, J. Walter Thompson's Radio Department is going ahead full speed to produce the kind of shows the public wants to hear—and to advertise the client's product.

_Fortune's_ editors have done a thorough job on the agency—down to giving the list price for a Pond's Engaged Lovely, which is $1.00-$3.00. The gentle art of selling the American consumer what he wants to buy is the specialty of J. Walter Thompson. Its president, Stanley B. Resor, says flatly that advertising "raises the standard of living through education to new desires, leads to actual improvement of products and cuts distribution cost," and that is J. Walter Thompson's policy.

Elsewhere in the issue, _Fortune_ carries a profile of Smith Davis, newspaper, magazine and radio station broker, who will draw commissions on sales this year of more than $30,000,000. In its "Shorts & Faces" Department, the issue discusses the radio giveaway shows. Clients have been known to dispense with agency control of radio time after taking on giveaway shows. _Fortune's_ report on the giveaway calls it "the closest thing to something for nothing that has hit advertising for years."

**Radio Newsmen to Lead Sigma Delta Chi Panel**

RADIO NEWS panel, led by top network newsmen, will be a highlight of the four-day convention of Sigma Delta Chi, professional journalistic fraternity, which gets under way in Washington on Nov. 11.

Heading the panel will be Claude A. Mahoney, CBS Washington commentator. Others scheduled to take part are Bill Henry, CBS Washington correspondent; Ray Henle, editor of the Three Star Extra heard on NBC; Albert Warner, chief of MBS Washington news staff, and Francis Tully, Washington correspondent for the Yankee Network.

**CP Turned Back**

ATTRIBUTING its decision to competitive situation, Grass Valley-Nevada City Broadcasters Inc. fortnight ago turned in its CP for a new station (1230 kc, 250 w) at Grass Valley, Calif. Horace Thomas, president, who also owns KMYC Maryville, noted in letter to FCC that the grant had been issued for another station in Grass Valley (p3, 501 in 1940), said his company didn't think that market could support two stations.

GJRL Kirkland Lake, Ont., expects to have new 250-w FM transmitter in operation for Christmas, according to Tom Watson, chief engineer. Tower for FM transmitter has been erected on Woolworth Hldg., in center of Kirkland Lake.

**HISTORY OF WCCO Minneapolis was presented in National Radio Week dramatization which featured two of station's old-timers, Cieflan Card (I) and Cedric Adams (r), shown with Merle Jones, new WCCO station manager. Mr. Adams, news commentator, appeared in his original role of narrator on a 1931 series of Oriental mysteries. Mr. Card contributed the Scandinavian accent which made him popular with WCCO listeners when he joined in 1934.**
1. Once there were 38 beavers—(that's us)—eager as the dickens to start a Problem-Solving Service for overworked timebuyers and Hooper-minded advertisers. We had the experience—46 years of it—on national networks, major stations and in 4-A ad agencies. But no station.

2. Doleful Donalds and Pooh-Poohers said we couldn't do it; they said we couldn't even get in the fight for Rochester's new 5000 watt station. BUT WE DID. And won. In just 18 months, from start to finish. And now we're out to win some major sales battles for YOU.

3. WVET's strategy: ACTION, not excuses. RESULTS, not promises. SERVICE, not boon-doggling. And by service, we mean PERSONALIZED service—based on your product, your problems and competition, your markets, your sales objectives!

4. None of this hit-or-miss, take-it-or-leave-it stuff. WVET is staffed and equipped to give you Complete Advertising and Merchandising Service-of-the-Air—from troubleshooting and testing shows to giving you expert, on-the-spot help with local distribution problems.

5. Still another big competitive advantage for you—WVET is the ONLY Rochester station with a New York office! And it's right smack in the heart of the radio "empire": (1) to make sure we hear about new developments FIRST so we can pass them on to you while they are new; (2) to help WVET advertisers out-scoop local competition! (3) to bring you the best in talent, programming and other dollar-making "pluses".

6. So if it's plain old-fashioned get-up-and-go you want—and plenty of action—hurry and write us for full details on WVET—Rochester's new live-wire, up-and-at-'em station!

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

HAVE YOU HEARD THE ONE ABOUT THE 38 EAGER BEAVERS?

WVET
5000 WATTS
1280 ON YOUR DIAL
(YOUR MUTUAL STATION)
NATIONALLY REPRESENTED BY WEED AND COMPANY
Presto Presents
Something New in Recording
Amplifiers...

The new Presto 92-A is a 50-watt amplifier designed specifically for recording work. It answers the need for an amplifier of exceptional quality and performance, and includes a number of outstanding features thoroughly proved in operation:

1. Selector switch and meter provide both output level indicator (not for "riding gain") and plate current readings for all tubes.

2. Chassis is vertically mounted. Removal of the front panel gives access to all circuits without removing amplifier from rack.

3. The output stage has four 807's in push-pull parallel with an unusual amount of feedback. This produces ample peak power with low distortion and an extremely low internal output impedance for best performance from magnetic cutting heads.

Push buttons select any of these recording characteristics: flat, 20-17,000 cps, 78 rpm, standard NAB lateral, NAB vertical—all within an accuracy of ±1 db. Distortion is only 1 1/2% at full output.

FREE! Presto will send you free of charge a complete bibliography and digest of all technical and engineering articles on disc recording published since 1921. Send us a post card today.

WSYR Syracuse Sold to Newhouse
Wilder 5-kw Outlet Purchased For $1,200,000 Price
SALE of WSYR Syracuse for $1,200,000 to S. I. Newhouse, New Jersey and New York newspaper publisher and principal owner of the Syracuse Herald-Journal and the Syracuse Post-Standard, was completed last week, pending FCC approval.

Under the terms of the agreement, Radio Projects Inc., headed by Mr. Newhouse and owned by himself and immediate family, acquires from the Central New York Broadcasting Corp., headed by Col. Harry C. Wilder, all 18,000 shares of outstanding common voting stock and all 300 shares of preferred non-voting stock. Of the 18,000 shares of common stock, 15,000 are now owned by Colonel Wilder; his wife, Isabelle H. Wilder, and his father, Mark S. Wilder. The remaining 3,000 shares are owned by 12 members of the WSYR staff.

Colonel Wilder, who has been president and general manager of WSYR since 1932, will continue in that capacity under the new operation, according to Mr. Newhouse. Stating that he realized the value of WSYR and WSYR-FM's continued operation under the direct supervision of Colonel Wilder, Mr. Newhouse said that his company would take up the colonel's current five-year contract with Central New York Broadcasting Corp.

Besides Colonel Wilder, the entire WSYR staff will continue unchanged. In addition, the purchaser plans to push FM and will enter the television field in the near future. Mr. Newhouse, his wife and two sons own the stock in Radio Projects Inc.

WSYR, a 5-kw basic NBC outlet operating on 570 kc, was a 250-watt when purchased by Colonel Wilder and his father in 1932. Within five years, it had 1 kw and in five more, it increased to its present 5 kw on 570 kc.

Colonel Wilder is also president of WTRY Troy and WELI New Haven, but they are not included in the present deal and are not up for sale, according to the colonel.

Before entering the radio field, Colonel Wilder's varied background included such positions as sales manager for wire, copper, rubber, utility and refrigeration companies; partner in an advertising agency, president of a light and power company and magazine publisher. During World War I, he saw action in four major offensives as an artillery officer.

Central New York Broadcasting Corp., was represented in the transaction by the Washington law firm of Dow, Lohines and Alberson, while Radio Projects Inc. engaged Segal, Smith & Hennessy, also of Washington.

Economic System Topic For 2 AAAA Meetings
THE "Program for Better Understanding of Our Economic System" sponsored jointly by the Assn. of National Advertisers and the American Assn. of Advertising Agencies will be presented to AAAA members in New York and Chicago at regional meetings this month, it was announced last week.

The program was outlined to Pacific Council AAAA members at the Yosemite meeting three weeks ago. It will be reviewed at the AAAA's Eastern Annual Conference to be held Nov. 18 at the Waldorf-Astoria in New York, and at the Central Council Annual Meeting set for Nov. 21 at the Hotel Drake, Chicago.
WORL Files Notice of Appeal From FCC Decision Denying Its License Renewal

WORL Boston last week filed notice of appeal from FCC's decision denying its license renewal, and simultaneously asked the Commission to extend its present temporary license to permit operation until the appeal is decided [CLOSED CIRCUIT, Nov. 3].

FCC's customary procedure in such cases has been to grant extensions while litigation is in progress, although it had not acted on WORL's request late last week. Nor had it indicated that it intends to call off the hearing it previously ordered for Dec. 15 on the six pending applications for WORL's 950-ke, 1-kw daytime facilities [BROADCASTING, Oct. 27]. The station is currently on temporary license to Nov. 30.

The notice of appeal, filed in the Court of Appeals for the District of Columbia by John P. Southmayd of the Washington law firm of Fisher, Wayland, Duvall & Southmayd, contended FCC erred in 19 instances in reaching the conclusion that WORL owners willfully concealed or misrepresented information and are not qualified to operate a station. A brief presenting the station's case in detail will be filed later.

WORL is owned by Harold A. Lafount, general manager of the Arde Bulova stations and a former Federal Radio Commissioner; and Sanford H. and George Cohen, New York attorneys. The decision to deny license renewal came on a 5-to-1 vote, Comr. E. K. Jett dissenting and Comr. Rosel H. Hyde not participating [BROADCASTING, Oct. 20].

NEW AUTHORIZATIONS FOR 17 FM OUTLETS

CONSTRUCTION permits in lieu of previous conditions were authorized for the following four Class A and 13 Class B FM stations, as reported in BROADCASTING, Nov. 3, but details of which have not been given. Power given is effective radiated power and antenna height is above average terrain.

The grants:

KFPW-FM Port Smith, Ark.—Class B, 94.0 mc, KMC—Class B, 93.1 mc, Channel 238, 320 kw, 720 ft.

WKAT-FM Miami Beach, Fla.—Class B, 94.1 mc, Channel 234, 42 kw, 415 ft.

WNXK-FM Macon Ga.—Class B, 99.9 mc, Channel 235, 48 kw, 415 ft.

WGL-FM Ft. Wayne, Ind.—Class B, 99 mc, Channel 257, 14 kw, 150 ft.

WKIL, Kankakee, III.—Class B, 100.7 mc, Channel 264, 12 kw, 270 ft.

WEPF Chicago—Class B, 99.9 mc, Channel 255, 15 kw, 150 ft.

WUNY Boston—Class B, 102.5 mc, Channel 273, 20 kw, 300 ft.

WHYN-FM Holyoke, Mass.—Class B, 93.1 mc, Channel 226, 3.2 kw, 885 ft.

WLAL Lakewood, Ohio—Class A, 104.9 mc, Channel 285, 389 w, 250 ft.

WFTM Tiffin, Ohio—Class A, 99.3 mc, Channel 252, 450 w, 120 ft.

WPPD Fremont, Ohio—Class A, 99.9 mc, Channel 237, 1.0 kw, 200 ft.

KFVP Porterville, Calif.—Class B, 94.9 mc, Channel 229, 3.4 kw, 850 ft.

WNAO Westfield, Md.—Class B, 93.4 mc, Channel 231, 18.5 kw, 545 ft.

WLIW Providence, R. I.—Class B, 107.7 mc, Channel 296, 20 kw, 495 ft.

KUOF-BF Edinburg, Tex.—Class A, 100 mc, Channel 263, 1 kw, 225 ft.

KFPV San Antonio, Tex.—Class B, 101.5 mc, Channel 266, 323 kw, 520 ft.

WWVA-FM Wheeling, W. Va.—Class B, 98.7 mc, Channel 294, 13.3 kw, 555 ft.

Down But Not Out

AN OLD LEG INJURY put Bill Diehl, winner of the National Headliners Award for news coverage in 1945, in the hospital for a few weeks but it didn't prevent him from airing his Sunday night program Inside Story over WCLT-FM Newark, Ohio. Mr. Diehl solved the problem by wire-recording the program in his hospital room. The station, owned by the Newark Advocate, for whom Mr. Diehl works as a feature writer and photographer, reports that the program has been as well received as when Mr. Diehl was able to broadcast it from the WCLT studio. Show is sponsored by Phalen and Cunningham Co., Newark Chevrolet dealers.

Ford Sponsors Allen

ALTHOUGH the Fred Allen Show sponsorship shifts from Standard Brands Inc. to the Ford Dealers Assns., beginning Jan. 4, it will continue through May 5, 1949 under terms of Mr. Allen's contract with Standard Brands, the unexpired portion of which will be fulfilled by the Ford dealers, it was understood last week. At the end of that time, according to NBC, Standard Brands will have first option and the Ford dealers second on the 8:30-9 p.m. Sundays time slot in which the program is now heard.
BOB HANCOCK
Promotion Director

One of the keystones of a radio station's relations with sponsors, advertising agencies and the public is the all-important post of promotion director. Coordination of station publicity and advertising, progress reports to agencies, watchdogging of many public service activities—all these fall within the jurisdiction of Bob Hancock. He is a graduate of the University of Oregon in journalism and advertising, and has directed many special promotion campaigns.

European theater duty as a line infantry officer, and postwar special duty assignment with Special Services aided in preparing Bob for his present position at KGW. So—whether you're an agency timebuyer, account executive or a sponsor, Bob Hancock's your man. He's right there when it comes to increasing audience for your program on KGW.
Radio Fort Wayne Wins Long Battle
Requests of 2 Rival Applicants Rejected in Indiana Case

DECISION in the strongly contested and multi-opinion contest for 280 w fulltime on 1450 ke at Fort Wayne, Ind., was issued last week by FCC to grant the application of Radio Fort Wayne Inc. The grantee had been favored last July by the Commission in its final decision which left the matter set aside for argument before the full Commission.

Last week's decision denied the mutually exclusive requests of Homer Rodeheaver and Community Broadcasting Corp. The Commission preferred Radio Fort Wayne, according to the report, because of full participation in operation and management by local resident owners.

In its original proposed decision FCC proposed to grant Community Broadcasting and to deny Radio Fort Wayne and Mr. Rodeheaver. The final decision switched the grant to Radio Fort Wayne and this action resulted in a petition for rehearing by Community on grounds that the decision was not made by a majority of the Commission present at the oral argument.

Subsequent Order

Subsequently the Commission issued an order setting aside the final grant to Radio Fort Wayne and designated the proposed decision and exceptions thereto for oral reargument before the Commission ex parte. This reargument, plus memorandum filed by Community and a relative answer by Radio Fort Wayne, were basis for the FCC's consideration in the present decision.

Radio Fort Wayne's attorney and publisher and interested in farming, a hotel and music school, Mr. Rodeheaver proposed to direct general policies of his station but would entrust the day-to-day management to a selected staff. He had named Walter F. Bennett, Chicago radio advertising agency man as general manager.

Community Broadcasting is chiefly owned by ex-ABC Commentator Arthur S. Feldman and his wife, Rhoda M. Feldman. Mrs. Feldman formerly had been executive secretary to ABC's New York program operations director. Fort Wayne attorney James M. Barrett Jr., is 1% owner. The Feldmans proposed to move to Fort Wayne.

The grantee, Radio Fort Wayne, is headed by Merlin H. Smith, former Washington Civil Service investigator as president. Firm also includes Charles A. Sprague, transmission supervisor of WOWO Fort Wayne, vice president and Glenn R. Thayer, WOWO studio supervisor in charge of technical personnel and responsible for transmitter operations, secretary-treasurer. Each holds one-third interest.

NEW TELEVISION microwave relay used to bring programs originating in New York to the video audience of WRGB Schenectady is inspected by three FCC engineers, shown with W. J. Purcell, engineer of broadcast operations for General Electric (far l), part way up the 125-ft. tower at the Helderberg terminal of the relay system. The FCC visitors (l to r): Virgil Simpson, assistant to the chief engineer; Louis E. DeLaFleur, frequency allocation engineer; Curtis B. Plummer, chief Television Broadcast Division.

Proceedings of Clear Channel Hearing Are Briefed for Oral Argument Jan. 19

INDUSTRY participants and FCC staff members worked individually to work last week on one of the most voluminous records that FCC files have known: The record in the current clear-channel case. Their job: To fashion their respective briefs for oral argument.

When testimony was completed Oct. 31, there were 6,247 pages of testimony and 404 exhibits, many of which consisted of hundreds of pages each. There had been 40 days of hearings stretching from January 1948, and the participants had spent countless weeks in preparation from the time the issues were announced in February 1948. By comparison, the 1938 clear-channel hearing produced about one-third as many pages of testimony and about half the number of exhibits. Briefs are due Jan. 5 and oral argument before the Commission ex parte will start Jan. 19 [broadcasting, Nov. 9]. The Commission will issue a final rather than a proposed decision but, even so, admittedly will be pushed close to the May 1 deadline for filing final U.S. proposals for changes in NARBA, which depend upon the clear-channel case's disposition of channel and power questions.

There has been no ruling yet on the CBS petition for reconsideration of the decision to exclude FM data from the hearing; an affirming answer presumably would reopen the record for further evidence, but observers felt the Commission would not retreat from its decision to stick to evidence on AM exclusively. Nor has there been a ruling on the request of Clear Channel Broadcasting Service asking that John H. DeWitt Jr., its engineering director and president of WSM Nashville, be permitted to present engineering phases of the COBS oral argument.

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IT'S NOT LONELY HERE ANYMORE

As the crow flies, it's only two miles to a neighbor. But over the mountain the distance is long. It was lonely here until I got my radio. Now WSM keeps me company—makes the entire world my next door neighbor.

That is not a direct quotation. But it is the essence of a great number of letters, mostly painfully written with pencil-stubs, from the back-country areas which are so completely dependent on WSM.

These isolated listeners are by no means the bulk of our five million audience. But they are always in the forefront of our program planning, because they are so completely dependent on WSM.

HARRY STONE, GEN. MGR.   • EDWARD PETRY & CO., NATL. REPRS.
WGBS-FM Programs Start
On 941 mc, Channel 231
WGST Atlanta's FM station, WGBS-FM, started broadcasting Nov. 5, on 941 mc, channel 231. The present transmitter is located at Atlanta, but within a year WGBS-FM will move to a location near Jasper, Ga., and will use an effective radiated power of 345 kw.

Operating schedule is from 3 p.m. to 9 p.m. On Saturdays, the station will broadcast all Georgia Tech football games. Most of the programs will be transcriptions, with a portion of the regular WGST programs broadcast in addition. Regents is Georgia School of Technology is licensed.

WFAN New York has announced that a total of 500 stations all over the country are now broadcasting its transcribed anti-prejudice jingles, "Little Songs on Big Subjects." WFAN estimates that 10,000 performances of the widely acclaimed "Little Songs" conceived and produced by the New York independent station a broadcast each week.

THE 5 NUNN STATIONS
believe in

• KFDA
Amarillo, Tex.
(ABC) Howard P. Roberson, Mgr.

• WBIR
Knoxville, Tenn.
(ABC) John P. Hart, Mgr.

• WLAP
Lexington, Ky.
(ABC) J. E. Willis, Mgr.

• WMOB
Mobile, Ala.
(ABC) D. H. Long, Mgr.

• WCMI
Ashland, Ky.
Huntington, W. Va.
(CBS) C. C. Warren, Mgr.

RESPONSE-ABILITY IS THE BUY-WORD

WGBS in Miami Beach
On Air With 1 kw Power
WGBS Miami Beach, operating on 800 mc, with 1 kw power, went into operation Oct. 27. Licensee is Biscayne Broadcasting Co. Formal opening of the station will be held at a later date, on completion of the new, modern studios and transmitter building.

Staff of WGBS includes: T. C. McCullough, program and general manager; Calvert A. Carter, program director; Mary Lucille Carter, office manager; George Chamberlain, music director; John D. Miller, chief engineer; Thomas McGrath, engineer; Arnold Kaufman, announcer; and a staff of announcers.

MOUNTING SKYWARD is WBT Charlotte's new FM antenna supporting structure. Located atop WBT-owned Spencer Mountain 12 miles southwest of Charlotte, structure will reach a height of 1,936 feet above sea level. Also under construction is permanent building to house 50 kw FM transmitter WBT eventually will use. Present FM operation is on 1 kw interim basis.

WFRL in Freeport Begins Operations on 1570 kc
WFRL Freeport, Ill., new 1 kw daytimer on 1570 kc, began operations Oct. 25. The station provides a primary AM signal to the Freeport-Stephenson County area. WFRL is an independent, licensed to Mr. and Mrs. Vincent S. Barker.

Mr. Barker is general manager. Staff includes: Bud Houghton, program manager; Dave Taylor, commercial manager; Dick Carroll, manager of copywriters department.

WCEC, WCEC-FM Start
WCEC and WCEC-FM, new stations at Rocky Mount, N. C., owned by Josh L. Horne Jr., publisher of the (Rocky Mount) Evening Telegram, began operations Nov. 2. WCEC is a 1 kw daytime outlet operating on 810 kc. WCEC-FM plans a six-hour daily schedule on Channel 264 (100.7 mc) with 33 kw power. Manager of the station is Melvin J. Warner, formerly with Evening Telegram advertising department. Studios are at 115 N. Church St., Rocky Mount.

WBUZ (FM) Opens Soon
WBUZ (FM) Bradbury Heights, Md., scheduled to be on the air about Nov. 1, will operate on 96.7 mc, channel 244, with 1 kw. The station, with offices at 1810 Southern Ave., S. E., Bradbury Heights, is licensed to Chesapeake Broadcasting Co. Mary Myers has joined the staff as executive secretary, and Robert Dean is now a salesman.

HOAGY CARMICHAEL replaced Jean Sabon on CBS Sun. 5:30-5:45 p.m., effective Nov. 1. Mr. Sabon made last broadcast for Hudnut Face Powders on Nov. 2.

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Ranks 1st in this area according to

HOOPER STATION LISTENING INDEX
SUMMER 1947

Mornings . . . Afternoons . . . Evenings WHBF is the No. 1 station in the Quad-Cities. In many periods, WHBF gathers more listeners in the Quad-Cities than all other stations combined!

HERE is your proved audience. HERE is proved leadership. HERE is your logical station for advertising, national and local, in the Quad-Cities.

For complete findings of the Hooper survey . . . contact WHBF or nearest Avery-Knodel office.

BASIC ABC for the QUAD-CITIES

Les Johnson, V.P. and Gen. Mgr.
Affiliate of Rock Island Argus

5000 Watts Full Time
NAB TO HOLD VOTE TO AMEND BY-LAWS

REFERENDUM vote will be taken soon by NAB on a proposal to amend the new By-Laws to remove a defect in procedure for election of district directors. The referendum was authorized by the board of directors at Atlantic City.

The vote will cover Section 2, Paragraph A of the By-Laws, which provides for election of district directors at district meetings. Because of the board's action moving annual conventions from autumn to spring, and district meetings from winter-spring to autumn, special district meetings would be required next year to elect directors.

Under the proposed amendment, district directors will have the option of calling special election meetings or holding referendum votes of members in their areas. Directors for even-numbered districts are elected in even-numbered years; for odd-numbered districts in odd-numbered years.

Details of the referendum proposal have been submitted to the special By-Laws Subcommittee consisting of George D. Coleman, WGBI Scranton, Pa.; Wiley F. Harris, WMDX Jackson, Miss., and G. Richard Shaffer, WIS Columbia, S. C. The revised language was drawn up by C. E. Arney Jr., NAB secretary-treasurer.

RADAR AIDS TV

DuMont Uses Radar Antenna

IN REMOTE TELECAST

ONE PROBLEM of remote television pick-ups from moving objects was solved by WABD New York, DuMont video station, in a telecast late last month from the destroyer, U.S.S. Beatty, 14 miles at sea. The Beatty was escorting the Army transport ship, Joseph V. Connolly, returning 6,200 dead from World War II to this country.

DuMont video crew installed two image orthicon cameras, a transmitter and a directional antenna aboard the destroyer, beamign the signals to a receiver in the Chrysler Bldg., New York. From there they were microwaved to WABD for rebroadcast and transmitted by coaxial cable to WTTG, DuMont video station in Washington.

To solve the major problem, that of keeping the antenna pointed directly at the receiver in the Chrysler Bldg. at all times, the DuMont crew, with the cooperation of the destroyer's personnel, hooked up its transmitter to the ship's radar antenna which was equipped with an automatic tracking device. Although the ship frequently changed course and pitched and rolled, the video beam at no time deviated more than five degrees from its target, according to Lawrence Phillips, director of DuMont television network.

Jack Murphy, WABD director of mobile operations, directed the remote unit.

Hartley Threatens Tougher Labor Law

Plans Congressional Move Aimed At AFM if Record Ban Sticks

A WARNING has been issued by Rep. Fred A. Hartley (R-N.J.), co-author of the Taft-Hartley labor law, that he intends to put teeth into his bill if AFM President James C. Petrillo carries out his scheduled Dec. 31 boycott of records and transcriptions. It would be done, he said, by re-introducing at the next regular session of Congress Title III of the original bill, which would make labor unions responsible for conspiracies in restraint of trade.

Action to Curb Petrillo

Speaking before the Super Market Institute in Chicago last week, Representative Hartley said that the action he proposes may be necessary to curb the AFM president's activities, which he described as a deliberate attempt to wreck an industry and deprive the American people of a modern necessity. "If Petrillo goes through with his threat to stop recordings," he told the group, "I will re-introduce Title III as a separate bill."

The congressman pointed out that the Taft-Hartley bill was passed in the House by a three-to-one margin with Title III intact, but the section was taken out by a joint committee because it was felt that it would not obtain the necessary two-thirds majority in the Senate. In its original form, the bill would have applied the principles of the Clayton and Sherman anti-trust Act to labor monopolies. Representative Hartley added that he thought his proposal had "a pretty fair chance of going through if Petrillo goes through with his recording ban."

He revealed further that the House Labor Committee, of which he is chairman, would begin hearings in January on a proposed measure which would make it a federal offense to interfere with the right of a worker to go to his job. This, he said, specifically referred to music picketing, which in itself would be a powerful weapon in the hands of Mr. Petrillo should AFM members attempt to break away from the union under the no-recording clause.

First witness scheduled for the January hearings is Cecil B. DeMille, Hollywood producer, who was suspended from AFRA for refusing to pay a $1 union assessment.
"Always giving something extra!"

*Just ask your Raymer representative*
Text

(Continued from page 15)

terference from the new stations. B. In new single-station radio communities.

The 405 new stations which are going into the communities where they will be the sole stations will face competition from existing local advertising media (newspaper and other forms), and from media located outside the communities (metropolitan newspapers, other broadcast stations) which may have served the local advertisers well or poorly in the past. The new stations will encounter least financial difficulty in areas where there has in the past been little competition for the local advertisers' money. Moreover, the new local stations will enter the field with certain competitive advantages of cost and coverage. The steady decline in the number of small-town newspapers during the past 20 years has in many areas removed the new station's keenest competition. Moreover, the limitation of the new station's coverage to approximately the area of the local advertiser's market gives it an advantage (assuming a competitive rate structure and adequate management) over the metropolitan paper or the distant broadcast station. The effect of newspaper competition in areas where there are local newspapers, moreover, may be mitigated in those cases where the newspaper and new station are commonly owned.

In the competition for national advertising revenue—both network and spot—the new stations, as late-comers, may suffer disadvantages as against the older and larger stations in nearby communities. That is, if the station is reasonably certain that it can expand its coverage to the extent that they are able to secure network contracts, their financial prospects will be improved.

Overall, these new stations are in a rather favorable competitive position. Their economic prospects, thus, are primarily dependent on two other major factors: (1) the extent to which they are able to attract and hold new listeners in their area, thus enhancing its attractiveness to both local and national advertisers, and more fundamentally, (2) on the maintenance or increase of economic activity and consumer purchasing power in their areas. Being in small communities, these stations are typically dependent on the purchasing power derived from a single industry, for example, agriculture, a mine, or a textile mill. Presently these areas and industries are riding the crest of the postwar boom. If they should return to anything like their prewar status, their new stations may run into financial difficulties. For example, in 1940, 37 percent of the stations in communities of less than 10,000 population were reported as operating at losses, and for stations in communities of 10,000 to 25,000 population, 32 percent reported losses. If these proportions were applied to the 389 new stations in single station communities of the same population size, 143 of them would lose money. This, in effect, would be on the assumption that the economy returned to 1940 levels of business activity. However, even if the experience of 1945 is applied to the new single station communities, it appears that losses

(Continued on page 48)

Table 16

Summary of "Problem Areas": The maximum number of VJ-Day stations in any community in each population group and the number of expanded and new radio communities which may have more than the maximum result of the postwar expansion being the total number of stations included in such communities segregated by the number in existence on VJ-Day and the number which will be added.

<table>
<thead>
<tr>
<th>Maximum number of VJ-Day stations in &quot;Expanded&quot; Radio Communities in any population group as of VJ-Day</th>
<th>Number of communities which may have more than VJ-Day maximum number of stations</th>
<th>Total number of stations in &quot;Problem&quot; communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 25,000</td>
<td>12</td>
<td>77</td>
</tr>
<tr>
<td>25,000 - 50,000</td>
<td>2</td>
<td>45</td>
</tr>
<tr>
<td>50,000 - 100,000</td>
<td>4</td>
<td>35</td>
</tr>
<tr>
<td>100,000 - 250,000</td>
<td>7</td>
<td>38</td>
</tr>
<tr>
<td>250,000 - 500,000</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>500,000 - 1,000,000</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Over 1,000,000</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Total</td>
<td>155</td>
<td>92</td>
</tr>
</tbody>
</table>

1 Census of population, 1940. All communities of 50,000 or more are metropolitan districts. Communities of less than 50,000 are independent cities outside metropolitan districts.

2 There were only three communities out of a total of 57 in this population group which on VJ-Day had five stations.

3 With respect to the 11 metropolitan districts over 1,000,000 population, the application of the VJ-Day rule is impracticable in view of the number of stations in cities of this size on VJ-Day. For example, one metropolitan district had only four stations, two had seven stations, two had nine stations, while others have as many as twenty-three stations.

Table 17

Aggregate station revenues in 1945 and additional future revenues which may be required as a result of postwar grants and applications, within specified population groups.

<table>
<thead>
<tr>
<th>Population groups</th>
<th>Number of radio stations in 1945</th>
<th>Number of AM stations in 1945</th>
<th>Aggregate station revenues in 1945</th>
<th>Number of radio stations in 1946</th>
<th>Number of AM stations in 1946</th>
<th>Aggregate station revenues in 1946</th>
<th>Percent increase over 1945</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
<td>(5)</td>
<td>(6)</td>
<td>(7)</td>
<td>(8)</td>
</tr>
<tr>
<td>Less than 5,000</td>
<td>27</td>
<td>188</td>
<td>27</td>
<td>201</td>
<td>$1,098</td>
<td>$6,897</td>
<td>582.6</td>
</tr>
<tr>
<td>5,000 - 10,000</td>
<td>56</td>
<td>600</td>
<td>56</td>
<td>624</td>
<td>$4,248</td>
<td>$11,917</td>
<td>183.1</td>
</tr>
<tr>
<td>10,000 - 25,000</td>
<td>204</td>
<td>234</td>
<td>204</td>
<td>256</td>
<td>$14,619</td>
<td>$15,777</td>
<td>116.6</td>
</tr>
<tr>
<td>25,000 - 50,000</td>
<td>290</td>
<td>332</td>
<td>290</td>
<td>359</td>
<td>$22,458</td>
<td>$24,551</td>
<td>103.0</td>
</tr>
<tr>
<td>50,000 - 100,000</td>
<td>22</td>
<td>22</td>
<td>22</td>
<td>22</td>
<td>$118</td>
<td>$121</td>
<td>11.5</td>
</tr>
<tr>
<td>Over 100,000</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Total under 50,000</td>
<td>930</td>
<td>1,124</td>
<td>930</td>
<td>1,145</td>
<td>$36,115</td>
<td>$37,491</td>
<td>133.0</td>
</tr>
<tr>
<td>50,000 - 100,000</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>58</td>
<td>$8,668</td>
<td>$21,442</td>
<td>148.6</td>
</tr>
<tr>
<td>Over 100,000</td>
<td>28</td>
<td>28</td>
<td>28</td>
<td>28</td>
<td>$28,345</td>
<td>$30,002</td>
<td>52.0</td>
</tr>
<tr>
<td>Total over 50,000</td>
<td>140</td>
<td>146</td>
<td>140</td>
<td>146</td>
<td>$109,424</td>
<td>$83,029</td>
<td>42.3</td>
</tr>
<tr>
<td>U. S. Total</td>
<td>566</td>
<td>880</td>
<td>566</td>
<td>880</td>
<td>$232,359</td>
<td>$130,520</td>
<td>46.1</td>
</tr>
</tbody>
</table>

1 (Editor's Note: For the purposes of this survey, FCC used the number of applications pending on Feb. 1, 1947, as an index of the total AM stations by population. But it went on to note that only stations already included in the FCC's regular license files are being considered, and that the number of stations already included in the FCC's regular license files is only about 50,000.)

2 Differs slightly from published station revenues in 1945 because of the inclusion of network key station revenues as well as adjustments made for stations authorized but not operating as of October 8, 1945. This column was actually derived by multiplying the number of authorized stations in each class and population group by the average 1945 revenues for that group.

3 Based on the assumption that new stations will have the same expenses as the average of expenses incurred by existing stations of the same class and population group in 1945.

4 This figure includes approximately $5,000,000 in additional revenues required by established stations which received increases in license fees since October 8, 1945.

BROADCASTING  Telecasting
new 1947 MICHELSON porto-playback FOR 16 INCH TRANSCRIPTION RECORDS

Brand New · Improved · Prompt Delivery. From Stock

Here's Charles Michelson's 1947 version of the famous PORTO-PLAYBACK, for playing 16" transcription records at 33 1/3 r.p.m. and phonograph records... an entirely new conception of compactness, flexibility, tonal quality and ease of operation.

It has everything from good looks to the new permanent sapphire stylus and 16" transcription arm. Guaranteed to meet the exacting requirements of radio stations, advertising agencies, transcription companies and schools.

TO TELL AND SELL YOUR SALES STORY BETTER, ORDER YOUR PORTO-PLAYBACK NOW

CHARLES MICHELSON, inc.
PIONEERS IN RADIO TRANSCRIPTIONS SINCE 1934
67 West 44th St., New York 18

specifications and features

WEIGHT: 26 pounds complete.
CASE: Sturdy, lightweight, attractive maroon luggage, finished in fine grain water-repellent fabric. All brass fittings rustproof.
SIZE: 20" long, 12" high and 8 1/2" wide.
SPEAKER: Latest design 6½ inch permanent magnet speaker with special oversized magnetic field.
AMPLIFIER: Powerful 4 tube matched amplifier.
PICK-UP: Latest type 16 inch transcription arm crystal pick-up with permanent sapphire stylus.
MOTOR: Dual speed, alternating AC current, 33 1/3 and 78 r.p.m., with improved heavy duty motor sealed in oil.
CONTROLS: Separate tone, equalizer, and volume controls.
GENNETT AND SPEEDY-Q SOUND EFFECT RECORD LIBRARY TRANSCRIBED PROGRAMS

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would be expected for 54 of the 396 stations.

C. In new multi-station radio communities.

New stations going into the 97 other new radio communities where they will be in competition with one, two or three other new stations will face competition with these stations in addition to that described for new single station communities in the preceding paragraph. The competitive position of each of these stations will be affected by its success or failure in obtaining a network contract, in developing a loyal listening audience, and in countering advertising resistance arising from the fractionating of the relatively small radio audience. These new multi-station communities, like the single station communities, are small and heavily dependent on the prosperity of the people. A Census data; it is difficult to see how these communities can be expected to support two, three or four stations, unless their size has expanded greatly since 1940, and they have acquired a diversified economic base. It is apparent that they may be highly vulnerable in the event of a recession or depression.

D. Expanded radio communities.

The 734 new stations entering the 290 expanded radio communities which already had 624 stations as of October 31 will face the sharpest competition from other stations and other advertising media. The established stations may already have the only network affiliation that is available in these communities, they may have the power and frequency assignments, and perhaps they have developed listening audiences that they can support their programs. While the established stations may not have exhausted the advertising potential, they may be limited in the number of new sets in these communities.

The competition resulting from the postwar expansion will operate in a number of ways in these expanded communities. Many of its effects will also be felt, if less sharply, in the unexpanded and new radio communities. The following section discusses as to certain of the tendencies which may be expected to apply to a greater or lesser degree in all radio communities.

SECTION 2

General competitive factors affecting the economic outlook for broadcasting.

These factors are presented separately below as (A) those favorable to the expanded AM industry, and (B) those unfavorable.

A. General factors favorable to the expanded broadcast industry.

1. The extent to which, during the next few years, business levels, as measured by the magnitude of disposable income, are maintained at or near present levels.

2. The return to a free market in consumers' goods and increased consumer purchasing power, overall advertising volume will tend to increase in relation to disposable income.

3. A tendency to increase the size of the radio audience. Factors promoting this expansion are as follows:

(a) Increased number of stations. The 402 AM stations, previously referred to as going into "new" radio communities may be particularly important in this connection to the extent that they provide signals or programs attractive to present non-listeners.

(b) The sale of new sets, the increased number of sets per home, and the wider utilization of sets in automobile, trains, and commercial places.

(c) The development of programming designed to appeal to groups which now may or may not be interested in radio, such as the foreign language groups, classical music lovers, etc. This may take the form of program or program at times of peak listening, and better utilization of off-peak listening hours.

4. Factors favoring radio competition with other advertising media:

(a) A wide popularity of the advantages of radio advertising during the last few years.

(b) The continued shortage of newspapers, which will have an immediate future.

(c) The large amount of radio time (Continued on page 44)
Rollicking kids' quiz reaps listeners harvest

Each week a group of enthusiastic youngsters gather around the "mike" at Nashville's great children's welfare center, Youth, Inc. for a new quiz-stunt program . . . another WLAC first! Using a combination of 6 popular network quiz stunts, the show is fast-paced, laugh-packed for the kids and listening audience alike.

Phillips & Buttorff, one of Tennessee's oldest and finest mercantile establishments, was so well sold on the "idea" they purchased the program sight-unseen. After the first broadcast, they were overwhelmed with congratulations. They had bought a hit . . . another of WLAC's creative ideas that sell!
Text

(Continued from page 48)

available to the advertiser as a result of the increased number of stations.
(d) The lack of a local newspaper in many communities which, however, have a local radio station. In general, the number of local radio stations has been declining while the number of local radio stations has been expanding and no change in these trends is indicated.
(e) The advantages to national advertisers of the radio rate structure and the existence of nationwide and regional networks.
(f) The necessary availability of program material for local advertiser, as well as national advertiser, sponsorship through the growth of program market.
5. Increased competition among radio stations will force new and old stations to develop more intensively than in the past the local and national spot advertising market. The largest portion of radio advertising in the past has been national network advertising and it has been concentrated in a small number of industries and in a small number of advertisers. Stations in the smaller size communities, particularly, have to depend on local business for a high proportion of their revenues. This presents both a challenge and an opportunity to the expanded industry.
6. The high profit levels of established stations indicating they can sustain a certain amount of diversion to "new" stations. This tends to defer the time when "destructive" competition would set in.

B. General factors unfavorable to the expanded industry.
1. The possibility that a recession in the economy may set in at a time when the bulk of the new stations are in their early months of operation. During these months stations are most vulnerable to unfavorable factors.
2. The fractionating of the radio audience. This results partly from the addition of new stations which can be heard, and partly from engineering interference which limits the effective listening area to points closer to the transmitter than was previously the case. Fractionating the radio audience tends to reduce the value to the advertiser of the broadcaster's salable commodity: the number of listeners habituated to his station, expressed in relation to total radio families in the listening area. The effect of this factor will be greatest in the multi-station communities.
3. Tendency for advertisers (particularly national advertisers) to make more critical comparison of the cost and effectiveness of broadcast as contrasted with other media.
4. Sharper competition from other media. During the war and pre-war years, broadcasting was to a degree sheltered from competition from other media by various factors. The basis of this competitive advantage will tend to disappear. Newsprint will become more available to printed media as has already been pointed out. Continued high-level business activity will have a greater influence on magazine and newspaper advertising than on broadcast. Last, advertisers, particularly, may develop more effective methods of selling space than the old methods which gave broadcasting a competitive advantage.
5. Burden of high station sale prices. The burden of servicing capital investment made in purchasing a station at a price which reflects current earnings derived from impermanent advantages may be serious for some stations. Such future obligations will introduce an element of inflexibility into the station's operations. As an element in making time rates, these inflexible obligations will tend to make rates non-competitive, or alternatively will result in reduced operating revenues below levels at which they would otherwise be. Whether this will be true for a particular station will depend on the timing of the liquidation of the capital obligation in relation to the duration of the competitive advantages which were the inducements for the purchase. For the management which does not pay off such capital obligations during the life of these inducements, other depressing tendencies will be magnified in their effects.
6. More time for sale. The more than doubled amount of radio time which may be placed in the time market may result in rate cutting with depressing effects, after a certain point, on revenues and income. This addition of new time will tend to depress the time market, especially in the expanded radio communities. Rates will be subject to pressures which will tend to prevent increases and may cause decreases. As a result some of the time now sold, or offered for sale will be withdrawn from the market. Along with this withdrawal there will be a redistribution of sold time as between stations. The equilibrium previously existing between rates, revenues and income will be disturbed by the greater supply of time on the market. In the testing and probing towards new equilibria, downward pressures will be exerted on rates, revenues and income.

Table 20

<table>
<thead>
<tr>
<th>Communities of less than 50,000</th>
<th>Local Unlimited</th>
<th>Local Part-time</th>
<th>Regional Unlimited</th>
<th>Regional All Classes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profitable Stations</td>
<td>$4,777</td>
<td>$4,515</td>
<td>$10,791</td>
<td>$6,408</td>
</tr>
<tr>
<td>Average Monthly Revenues</td>
<td>4,777</td>
<td>4,515</td>
<td>10,791</td>
<td>6,408</td>
</tr>
<tr>
<td>Average Monthly Expenses</td>
<td>4,777</td>
<td>4,515</td>
<td>10,791</td>
<td>6,408</td>
</tr>
<tr>
<td>Lossing Stations</td>
<td>4,777</td>
<td>4,515</td>
<td>10,791</td>
<td>6,408</td>
</tr>
<tr>
<td>Average Monthly Revenues</td>
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</tr>
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<td>Average Monthly Income</td>
<td>4,777</td>
<td>4,515</td>
<td>10,791</td>
<td>6,408</td>
</tr>
</tbody>
</table>

(Continued from page 48)

CITY OF BUSY DIVERSIFIED INDUSTRIES - OHIO'S RICHEST RURAL REGION

CANTON, OHIO

NOW... CANTON INDUSTRIES 170
Industrial Payroll $15,000,000
Employees 3,000
Farm Cash Income $131,940,000
Farms 15,000
NOW... Farm Cash Income 50,540
Horns 20,086

BROADCASTING  Telecasting

Page 44 • November 10, 1947

SHORTWAVE radio listeners in U.S. and Canada soon will be able to hear series of broadcats from Paris on two new beams. Paris-Sacramento and Paris-Montreal which will include Paris-Detroit antenna, according to a notice last week from New York office of French Broadcasting System. Programs will coincide news, political and economic discussions and lighter material. In addition to quite show between U.S. and France carried over from old program...
YEP, PADNAH, BLEW INTO TOWN ABOUT A YEAR AGO. CALCULATE AS HOW LUBBOCK IS A RIGHT PERT BUSINESS PLACE, AN' I'VE GOT A HANKERIN' TO STAY A SPELL LONGER. WE'RE POWERFUL QUICK ON TH' TRIGGER, AN' READY TO SHOOT IT OUT AT TH' DROP OF A HAT ON ANY CIVIC OR COMMERCIAL CHORE.

TEST CAMPAIGNS INVITED  
- COTTON—LUBBOCK IS THE THIRD LARGEST INLAND COTTON MARKET IN THE NATION.
- LIVESTOCK—OVER 100,000 HEAD OF CATTLE, 200,000 SHEEP, AND 250,000 HOGS ARE FINISHED FOR MARKET ANNUALLY.
- GRAIN SORGHUM—THE LUBBOCK AREA PRODUCES MORE THAN ONE-FOURTH OF THE SORGHUM OF THE UNITED STATES.
- OIL—THE PERMIAN BASIN LOCATED IN THE LUBBOCK TRADE TERRITORY CONTAINS 5,000 PRODUCING OIL WELLS.

KSEL

950 KC. (KSEL can sell for you)

1000 DAY  500 NIGHT

BOX 1524  LUBBOCK, TEXAS

BROADCASTING  TELECASTING  PHONE 6376

November 10, 1947  Page 45
HERE IS THE LATEST WCKY STORY

LET'S LOOK AT THE RECORD.

WCKY increased its total share of audience during the summer of 1947 over 1946 by 18%.

WCKY was the Only Cincinnati station not carrying baseball to substantially increase its audience in 1947 over 1946, and the only station not carrying baseball to increase its share of audience weekday mornings, afternoons and all evenings.

Here is the Hooper story, from May through September 1947:

<table>
<thead>
<tr>
<th>Time Period</th>
<th>WCKY</th>
<th>NETWORK STA A</th>
<th>NETWORK STA B</th>
<th>NETWORK STA C</th>
<th>NETWORK STA D</th>
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<tr>
<td>Weekday Morning</td>
<td>19.2</td>
<td>14.4</td>
<td>19.9</td>
<td>26.3</td>
<td>19.7</td>
</tr>
<tr>
<td>Mon thru Fri</td>
<td></td>
<td></td>
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<tr>
<td>8.00 AM-12 N</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weekday Afternoon</td>
<td>17.9</td>
<td>24.9*</td>
<td>15.1</td>
<td>30.5</td>
<td>11.2</td>
</tr>
<tr>
<td>Mon thru Fri</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 N-6 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evening</td>
<td>14.8</td>
<td>19.9*</td>
<td>20.9</td>
<td>31.6</td>
<td>12.3</td>
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<tr>
<td>Sun thru Sat</td>
<td></td>
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<tr>
<td>6.00 PM-10.30 PM</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Sunday Afternoon</td>
<td>11.0</td>
<td>47.5*</td>
<td>11.3</td>
<td>18.5</td>
<td>11.3</td>
</tr>
<tr>
<td>12 N-6 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Saturday Daytime</td>
<td>18.6</td>
<td>29.7*</td>
<td>20.6</td>
<td>19.3</td>
<td>10.6</td>
</tr>
<tr>
<td>8 AM-6 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Rated Time</td>
<td>16.5</td>
<td>23.5*</td>
<td>18.3</td>
<td>28.3</td>
<td>12.9</td>
</tr>
<tr>
<td>Periods</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Note * include baseball broadcasts * Baseball ended Oct. 7th)

INVEST YOUR AD DOLLAR WCKY'S-LY
AND . . .

WCKY’s total share of audience in September 1947 increased 25% over May, 1947.

THEREFORE . . .

This winter, WCKY will give you an even greater share of audience than last year when WCKY’s share of audience, 8 AM-8 PM, Monday thru Friday, was exceeded by only one station (based on C. E. Hooper Fall-Winter 1946).

WCKY’s independent block programs give you far greater audience during many periods of the broadcast day than do topnotch network features. Just look at the ratings of the WCKY Makebelieve Ballroom 3.30-4.30 PM Monday thru Friday*, versus Station D’s recorded network disc jockey program at the same time.

<table>
<thead>
<tr>
<th>WCKY BALLROOM</th>
<th>STATION D</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.30 PM</td>
<td>3.8</td>
</tr>
<tr>
<td>3.45</td>
<td>4.0</td>
</tr>
<tr>
<td>4.00</td>
<td>4.7</td>
</tr>
<tr>
<td>4.15</td>
<td>4.3</td>
</tr>
</tbody>
</table>

(*—C. E. Hooper Summer 1947 Report)

WCKY RECEIVES THOUSANDS of LETTERS EVERY DAY FROM LISTENERS IN OUR PLUS COVERAGE AREA OF 36 STATES.

L. B. Wilson

FIFTY THOUSAND WATTS OF SELLING POWER
**Editorial**

**Double Jeopardy**

IN THE days just ahead American radio faces two crises—one of their own making; the other thrust upon them. Code and Petrillo, respectively. Unless they are pursued wisely and tactfully, either can result in irreparable injury. As always, unity is the cornerstone.

The NAB board meets this week to pursue its announced intention of revising the code proposed in Atlantic City as circumstances seem to dictate. It looks like it will be effective Feb. 1. Opposition to a code has snowballed. The opposition always is more vocal. There have been threats of withdrawal from NAB if a code under which “we cannot live” is in force. Some want to do it all. The Music Breen secret poll was loaded in that direction.

It should be evident that the majority of stations want a code. Isn’t it just as likely that certain stations would be disposed to withdraw from NAB if a code isn’t adopted?

Radio’s freedom is threatened because Congress has not been convinced that radio has tried to help itself. Unless steps are taken, something like the White Bill will be radio’s lot. Congress won’t let sleeping dogs lie.

It’s too late to talk about steamroller tactics at the NAB convention in November. We said then, and we repeat now that the NAB erred in not releasing the proposed code weeks in advance. A new board meets in regular session in two months. Hearings on the White Bill were recessed. They can be resumed. Unless there is a code radio won’t stand a chance of getting the kind of law it seeks. At the last session it was hopeless.

What to do about Petrillo? A 33-man committee representing all music users identified with radio has held its first meeting—a meeting of minds designed to get the code to the limit. There were understandable signs of jitters. Whole industries are at stake.

Petrillo has left no alternative. He has banned recording effective at the year’s end. Everything points to just one action—withdrawal of music from the networks as of Feb. 1. Petrillo obviously wants the users to come to him, so he can circumvent the Taft-Hartley and Lea acts. To do so would be to court trouble with the Government.

So the stakes are high. To break the united front on either code or Petrillo would spell eventual disaster. Radio has the capacity to cope with these problems. The will is there too. At no time has it been more essential that all in radio hold fast, and hold together.

**Beware of the Label**

VIGILANT radio commentators and newsmen have currently brought to public attention regulations proposed by the Security Advisory Board which might enable any federal agency to cover its operations or its mistakes under a “confidential” label. Reason given for the proposal was it would protect national security.

That responsible people should attempt to implement a plan which reeks so strongly of government censorship seems unthinkable. We are still recovering from a war crisis. We survived, partly because of the cooperation of radio and press in voluntary censorship plan.

Discovery of this proposal proves again that eternal vigilance is one price we must pay for our democratic freedom.

**Chuck Myers**

ANOTHER of radio’s “first generation” figures slipped away the other day. Charles W. (Chuck) Myers, founder of KOIN Portland, Ore., and former president of the NAB, died of a heart condition at 66—less than two years after he had gone into what he chose to call semi-retirement. He had sold KOIN but had been imported to remain on the station’s board.

Chuck Myers was another of the small group of pioneers who forsook the newspaper field to enter radio as a new and more adventurous sphere of “audible journalism.” He launched KOIN in 1925. He had his own notions about station operation. He was in the middle of all community activities—probably one of the first broadcasters to recognize the opportunity for public service that is peculiarly available to radio.

Chuck Myers became a mentor to many aspiring broadcasters. His was regarded as a model sort of operation. His verve and enthusiasm for anything he undertook kept him in the forefront of radio. He served successively as director, second vice president, first vice president and president of the NAB in those turbulent formative years of 1933 through 1937.

There were others in radio who have given selflessly of their time and strength in behalf of the art and the medium. Few of them, however, have surpassed Chuck Myers as to industry, wisdom and contribution to radio’s welfare.

We believe we bespeak the view of all in radio who knew him when we express to his bereaved widow gratitude for his deeds in behalf of radio and radio’s deep grief over his untimely passing.

**Surrounded**

WSAV Savannah, Ga., a respectable station to which it found one of its paid advertisements relegated by the Savannah Morning News, a journal also regarded as respectable—by journalistic standards. WSAV had bought space to promote an NBC program, The Great Gildersleeve. To the relief of the WSAV ad was a display on behalf of F. B. Myers and Co., Inc. Below it was an advertisement offering relief for flatulence. A medicine—“Inner-Aid”—was described by a grateful patient having “waste problems.” My stomach reduced four inches... Bowels have also been given a great cleansing.”

Above the WSAV Insertion was a message of hope for the rectally troubled. “Ease Torture of Simple Piles,” this cheering advice proclaimed in praise of a remedy called “Pazo.” Pazo, it was said, “ lubricates dry, hardened parts—helps prevent cracking and soreness.”

Other advertisements which promised cures for less irritating diseases appeared on the same page with the WSAV ad.

It is perhaps needless to remark that none of the copy surrounding the WSAV advertisement would be acceptable on any radio station of stature in the U. S.

The matter is reported here not to arouse alarm at the precariousness of health in Savannah, but to remind that segment of the American press which is buttress hyper-critical of radio that some of its own members indulge in advertising ethics which could stand a scrubbing. If radio advertising is open to criticism by newspapers on the grounds of taste, it seems newspaper advertising ought to be subject to inquiry on the same grounds.

**Our Respects To—**

ELTON KAISER HARTENBOWER

ELTON Kaiser Hartenbower is a mouthful; but it doesn’t take long to say “Joe”... so Joe Hartenbower it is. That’s a little ahead of our story, though, so let’s jump back to a town in Illinois called Tonica, where Joe Hartenbower, now manager of KOMO Kansas City, first saw the light of day... and for five years drove his teachers crazy.

After Tonica, on to LaSalle, Ill., where in 1925 he was graduated from the LaSalle-Peru Township High School. Then it was the Colleges of Commerce at the U. of Illinois. All work and no play make a dull boy, so for extra-curricular activity he joined in the publishing of the Gas Meter Gazette, a campus humor magazine. After two years he left the university and joined the Los Angeles County Forestry Service at Los Angeles Playground, Big Pines, Calif. There he policed and patrolled forest areas, and supervised camp activities. Came the spring of 1929, and he returned to the U. of Illinois for a taste of the Summer School session. That fall he became associated with Wilson and Co., Chicago meat packers.

About a year later romance entered his life in the person of Dorothy B. Westwood of East St. Louis, Ill. She had been his university sweetheart, so it was no surprise to their friends when they were married in August 1929. A few months later he joined K. McCann Co. (now McCann-Erickson) as assistant to G. Victor Lowrie—then media director. While in that position, he worked with magazine, newspaper and radio representatives on the placement of media schedules.

Then in ’31, Wisconsin called and Mr. Hartenbower joined the Oconomowoc Canning Co., of Oconomowoc, Wis. For almost two years he worked on the merchandising of Teeny-Weeny Peas, and such brands as Miss Wisconsin and Land o’ Lakes, as well as associated food merchandising.

But the old magic of advertising was still calling him, and in March 1933, he joined NBC Chicago, as assistant to Emmons Carlson, promotion manager, where he worked on and prepared promotional material for WMAQ and WENR. In addition, he handled preparation of promotional material for local and network programs, directed commercial sale; the National Farm and Home Hour; educational and school broadcasts; sports broadcasts; and the Fordney-Settle Balloon Ascension.

After approximately three years in this promotion work, he joined the sales staff of WMAQ and WENR. There he took an active

(Continued on page 50)

**BROADCASTING** **Telecasting**

Page 48 • November 10, 1947
By any yardstick... WOAI dominates the Southwest

Whether you use Hooper ratings, BMB measurements or public response as your “yardstick,” WOAI is supreme in the Southwest.

Hooper ratings clearly indicate the high percentage of WOAI listeners. In 82% of daytime rated periods and 79% of nighttime rated periods, WOAI leads all other stations in San Antonio.

BMB measurements show tremendous reaching power. WOAI is listened to at night by 50% or more of the radio homes in 138 counties.

And, when WOAI celebrated its 25th Anniversary in September with a stage show, requests for seats reached the 5500 capacity with less than three days' announcements! The announcements were stopped immediately but over 5500 more requests poured in before the show, a week later.

Yes, by whatever “yardstick” you use, WOAI dominates the Southwest. See your Petry man for more details about WOAI’s superiority.
part in the creation and sale of such local programs as the Chicago and North Western R. R. Suburban Hour, and the Morris B. Sachs Amateur Hour. Another accomplishment in this position was the development of a local test program—Dan Harding's Wife, for National Biscuit Company. This venture proved so successful, it was expanded to NBC network status, and at the same time, won for Joe Hartenbower a position in the network sales department in 1940. In 1940 he was selected as NBC's contact to handle broadcasts of the Democratic and Republican National Committees.

When NBC separated its Red and Blue Networks, he joined Ed Boroff and the Chicago Blue Network staff as account executive. In this position he was instrumental in the sale of Breakfast Club to Swift and Co.; and was also responsible for creation of the children's programs cycle—spearheaded by such favorites as Jack Armstrong and the Lone Ranger. Other shows on which he worked include: Edgar A. Guest, Life of Riley, Adventures of Nero Wolfe, Auction Quiz, Hot Copy, John Freedom, and Musical Millepede. On March 15, 1944, he was named ABC Central Division sales manager; and in October 1944, he resigned to become general manager of KCMO—basic ABC outlet for Greater Kansas City and Mid-America.

Since that time, Mid-America has taken to Joe Hartenbower and vice versa. For the past year he has been busy guiding KCMO to become a 50,000 watt station, plus developing KCFM—KCMO's new FM station. In spite of these tasks, he has still had time to make a lot of friends. He is a member of the Minneapolis Club, Radio Executives Club of New York, Merchants and Manufacturers Club of Chicago, Kansas City Chamber of Commerce, Cosmopolitan Club, Allied Food Club, Advertising and Sales Executives Club, The University Club, and Indian Hills Country Club. Probably best of all he likes to fish... especially when they're biting. But next in line he likes golf and the handiarts. However, there hasn't been much time for hobbies, with greater problems at hand. Some of these have been solved with KCMO going to 50 kw day and 10 kw night... and others will be solved with the advent of KCFM. Joe Hartenbower is proud of the staff he has built since going to KCMO, and rather than take credit for KCMO's progress himself, he maintains the greater share should go to his entire organization.

Hull Heads NAB
NATIONAL Assn. of Educational Broadcasters, at recent School Broadcast Conference in Chicago, elected Richard B. Hull, of WOI at Iowa State College, Ames, as president. Other officers for the forthcoming year are: John W. Dunn, director of WNAD, U. of Oklahoma, vice president; W. I. Griffith, Iowa State College, treasurer, and Morris Novik, formerly with WNYC New York, executive secretary. In addition, the NAB chose six directors for 1948.

Flannery Leaving CBS
CHARLES COLLINGWOOD, CBS news analyst, takes over Nov. 17 in Hollywood from Harry Flannery, who leaves network after 12 years. Change of sponsors also has been announced. Household Finance Corp. effective Nov. 4 replaced Planters Nut and Chocolate Co., as sponsor of Tues.-Thurs.-Sat. periods (5:00-5:46 p.m. EST) for 62 weeks, on nine CBS western stations. Agency is Shaw-LeVally, Chicago, Bekins Van & Storage Co., Los Angeles, continues sponsorship of Mon.-Wed.-Fri. newscasts.

Features for Dad
FEATUREING special evening programs to interest the man of the family, CFRB Toronto illustrates its daily newspaper advertisement with a picture of the man of the house in his comfortable living room, with an inscription reading, "Disturb—Dad." Underneath, copy lists early evening listening for the man of the house.

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It's that magical period in the morning, 9:30. The kids are at school: the breadwinner at work. At that rich moment, NERN greets Mrs. New England Housewife Monday through Friday with a new half-hour musical program, "Theatre of Melody", conducted by Robert E. Smith.

Bob uses his own library of 11,000 records of great show tunes by famous Broadway, Hollywood and European composers. He knows music, having been an entertainer, recording producer and talent manager. He draws upon this varied experience and his wide friendships among composers and performers to space his program with anecdote-filled comments.

For the first time NERN offers participating sponsorship with "Theatre of Melody"

"Theatre of Melody" is another NERN feature that enables you to cover the entire New England market economically. You can give New England Housewives your sales message at the very moment she is planning the day's shopping. Program is tailored for five 50-second announcements.

Only $140 per participation
less usual discount and agency commission

<table>
<thead>
<tr>
<th>NERN Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>WBZ</td>
</tr>
<tr>
<td>WCSH</td>
</tr>
<tr>
<td>WJAR</td>
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<tr>
<td>WLZ</td>
</tr>
<tr>
<td>WEDO</td>
</tr>
<tr>
<td>WTIC</td>
</tr>
</tbody>
</table>

These stations are NBC affiliates and carry the nation's popular top-ranking shows.

These stations represent over twice the power of any other combination in the area.

New England Regional Network, Hartford, Conn.

NERN Stations

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ</td>
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<tr>
<td>WCSH</td>
<td>970</td>
</tr>
<tr>
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<tr>
<td>WLZ</td>
<td>620</td>
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<tr>
<td>WEDO</td>
<td>1400</td>
</tr>
<tr>
<td>WTIC</td>
<td>1080</td>
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</tbody>
</table>

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<td>1400</td>
</tr>
<tr>
<td>WTIC</td>
<td>1080</td>
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</tbody>
</table>

These stations are NBC affiliates and carry the nation's popular top-ranking shows.

These stations represent over twice the power of any other combination in the area.

New England Regional Network, Hartford, Conn.
Revised List of FCC's Field Offices As of Oct. 31 Released by Commission

REVISIONS in the list of FCC field offices were summarized by the Commission in an order, dated Oct. 30, amending its rules and regulations to reflect the changes, additions, and deletions.

Inspection and Operator Examination Section has been moved from 316 F Street, N.E., Washington, to Room 2065, Temporary L Bldg., Washington, in line with recent moves to consolidate Washington headquarters [BROADCASTING, Oct. 13].

Locations of radio district offices have been changed as follows (addresses are those of engineer in charge):

District No. 1, 1000 Customhouse, Boston, Mass.; No. 2 1037 U. S. Customhouse, Philadelphia; No. 3 934 U. S. Appraisers Bldg., 7300 Wingate St., Houston 11, Tex., with Suboffice at 427 Post Office Bldg., Beaumont and Ship Office at 406 Post Office Bldg., Galveston; No. 4 Suboffice at 250 U. S. Customhouse, San Diego; No. 12 325-A Customhouse, San Francisco 36; No. 13 406 Central Building, Portland 5, Ore.; No. 15 521 Customhouse, Denver 5; No. 23 Suboffice at P. O. Box 944, Rm. 30 Federal Bldg., Anchorage, Alaska.

Offices of the Regional Managers of the Field Engineering and Monitoring Division, Engineering Department, set forth below, are as follows:

North Atlantic Region, 505 Federal Bldg., 541 Washington Street, New York 14; Gulf States Region, 322 U. S. Appraisers Bldg., 7300 Wingate Street, Houston 11; North Pacific Region, 801 Federal Office Bldg., Seattle 4; Alaska Region, P. O. Box 644, Rm. 39 Federal Bldg., Anchorage; South Pacific Region, 323-A Customhouse, San Francisco 26; Central States Region, 578 U. S. Court House, Chicago 4.

Address of the Primary Station of the Engineering Department in Honolulu, T. H., is now FCC 609 Stangenwald Bldg., Honolulu 1, T. H.

Addresses of the following Secondary Monitoring Stations of the Engineering Department are changed:

From 27 South Sixth Avenue, P. O. Box 247, South Miami, Fla., to P. O. Box 347, South Miami; from Thirteenth and K Streets, P. O. Box 844, Anchorage, Alaska, to P. O. Box 719, Anchorage; from P. O. Box 73, Halo, B. F., R. to P. O. Box 2667, San Juan, P. R.

Ship Officers are added to three Radio Districts as follows:


Secondary Monitoring Station at St. Paul is deleted.

Kennedy Sees Truman JOHN A. KENNEDY, president and principal owner of WCHS, Huntington, W. Va., and WSAZ, Charleston, W. Va., and new president and editor of the San Diego (Calif.) Journal, was at the White House last Monday for what he described as a "personal call" on President Truman. Mr. Kennedy several months ago sold WFAR Parkersburg, W. Va., and WBLK Charlestown, W. Va., to the News Publishing Co., publisher of 14 West Virginia newspapers [BROADCASTING, Jan. 27].

When Its "BMI" It's Yours

Another BMI "Pin Up" Hit—Published by Peer Int!

MADE FOR EACH OTHER

On Transcriptions: LANG-WORTH—Al Trace; WORLD—Russ Morgan; NBC-THESAURUS—Sweetwood Serenaders.

On Records: Xavier Cugat-Buddy Clark—Col. 37939; Monie Lewis—Capitol 5105; Dick Farney—Major 7273; Earl Madriguera—Nat. 9028; Desi Arnaz—Vic. 20-2350.
KELLY, the late VIRGIL & count of presidents an account, WILMANN Belding, Chicago, as assistant to LEO ROSENBERG on the Time Co. account.


VIRGIL A. KELLY, who was elected president of Kelly, Zehr & Kelly Inc., Chicago, last year, is the late CHARLES F. KELLY Jr., WALTER N. ZAHNITZ, who has been radio vice president and treasurer, and E. M. KELLY secretary.

JOHN O. WILKINSON, formerly with promotion division of Chicago Tribune, has joined Chicago-Ehleman Co., Chicago, as assistant account executive. He previously had been with Commerce Clearing House as editor of Insurance Law Journal.

KENNETH HINKS, vice president and account executive of J. Walter Thompson Co., New York, has joined Foote, Cone & Belding, Chicago, as vice president and account executive.

Mr. Wilkinson was among the 10 days covering on CBS "Lux Radio Theater."

LYNN WILSON, formerly business development management of ABC's co-op program department, has been named assistant publicity manager of Benton & Bowles, New York.

PHILIP KLEIN Adv., Philadelphia, is sponsoring weekly half-hour show "Philadelphia — A Great City," on WFTY-TV, Philadelphia, as m.c. for show but keeps copy institutional, office of WAGG, New York.

KENNETH H. WARD, former account executive at Swamy, Bement Inc., Chicago, and formerly with Montgomery Ward & Co. and Alia Charities in sales and advertising capacities, has joined Schoenfeld, Huber & Green, Chicago, as account executive.

JOHN W. SHAW Inc., Chicago, has announced appointment of JOHN O'DEA as a service manager and LAUER as co-production manager. In addition, DUGAN has been appointed assistant account executive.

VICTOR FABIAN, formerly with Chicago office of American Advertisers' Association, has been appointed media director of C. Warren, Inc., Chicago.


COSMETICIAN, United Expedition Corp., Westchester Hobie Inc., and Celluloid College.

MORTIMER SPILLES, who was with J. D. Tarcher & Co., New York for seven years, has been named assistant director of research and market analyst at Emig Mogy Co., New York.

SHORT & BAUM Adv., San Francisco, has moved to new quarters at 980 Stockton St., San Francisco.

H. W. EMMETT (OVERSEAS) Ltd., London, England, has opened offices at Montreal and Toronto. H. F. BIEHL, Le Canada, has been named general manager, and will head Montreal office.

BRUCE BUTLER, account executive of L. J. Haegley Ltd., Toronto advertising agency, will be manager of Toronto office.

GABRIEL L. BERNHEIM, formerly assistant director of J. Walter Thompson Co., New York, has joined as merchandise manager of Meredith's Clearing House.

ROSS SAWYER Adv., Los Angeles, has joined Tandem Advaters at 4333 Madison Ave. Telephone: 6257.

GEOG. C. GRAHAM, former account executive at Chicago office of Western Auto Supply Co., Los Angeles, has joined Air Line Publishing Co., Los Angeles, as production manager.

ED HOLLEY, account executive of Kilt & Thomas, Los Angeles, is the new head of that firm's radio department.


LESLIE B. BINGHAM has joined copy director of Brodie, Smith & Co., New York and Detroit.

TUCKER WAYNE & Co., Atlanta, Ga., has been elected to membership in the American Ad. of Adv. Agencies.

HENRY SODERBERG, who has been with Young & Rubicam in Puerto Rico office, has been appointed head of radio department of Young & Rubicam in A., Mexico City. He will be replaced in W. H. Emmett Ltd., Georgetown, by International division of NBC.

BARTON WAREFIELD, former copy chief of National Export Adv., has joined international division of Y & R as an account executive.

GOLDEN Adv. has moved to new quarters, 38, Fulton St., Brooklyn, from its former office, 39 Flatbush Ave., Brooklyn.

LAWRENCE PESKIN, of production staff of Martha in New York, has been named production manager of the agency.

HARRY L. GRAFTON, former executive vice president of Emerson Drug Co., Philadelphia, has been appointed manager of the west coast sales staff of Hanly, Hicks & Montgomery Inc., New York.

JOSEPH ROSS, former publicist director of WBNC New York, has joined Carl Byor & Assocs., New York, as head of radio and television.

BILL MANDI, formerly production manager for Mandle's Department Store and account executive for Ivan Mill Adv., Chicago, has joined Harry J. Lazarus & Co., Chicago, as production manager and assistant account executive.

W. EARL ROTHWELL Inc., New York, has joined from WMAL, Washington, D.C., as New York sales manager.

ROSE & CHILD Adv., Portland, has discharged partnership in Portland, Ore., has resigned to go to New York.


ROSE & CHILD Adv., Portland, has discontinued partnership between the two firms.

SALLY MARTIN, publicist director of Rose & Child Adv., Los Angeles, has resigned to go to New York.

J. WALTER THOMPSON Adv., Chicago, has joined New York, as head of production department.

FRANCIS M. STEIFLER, account executive of W. & S. Ayer & Son, Philadelphia, has joined W. & S. Ayer & Son, Chicago, as assistant director of Army radio recruiting program.

BERNHEIM & CO., New York, has been reopened for six weeks, continuing on CBS "Round Off" and other Army recruiting matters.

EARL BARTON & Co., Chicago, has reopened for six weeks, continuing on CBS "Round Off" and other Army recruiting matters.

ED CASHMAN, manager of Kudner agency's telephone office, New York, has left for home offices.

WMGM, Fm outlet of WHN New York, has resumed operations after an eight-week period off the air for installation of a 10-kw Western Electric transmitter.

Monday Thru Friday
1:30 to 2:30 p.m.

Make Tommy Dorsey your star salesman and watch him sell—sell—sell.

Available now — quarter-hour strip Monday thru Friday on 14 calls—participation strips—at extremely moderate rates. Call or wire WMAL or ABC Spot Sales today!

WMAL
5000 WATTS 630 K.C.
BASIC ABC NETWORK
Washington, D. C.

November 10, 1947 • Page 53
SILVER ANNIVERSARY
WMAZ Honors Geo. P. Rankin,
President, Co-Founder.

WMAZ General Manager Cobb (r) presents pin honoring Mr. Rankin for his 25 years' service to station.

WMAZ, 5-kw CBS outlet at Macon, Ga., has started its second quarter century of operation. In observance of its silver anniversary the station held a banquet to honor its president and co-founder, George P. Rankin, who has been with WMAZ continuously since it took the air in 1922 at Mercer U. in Macon.

Highlight of the banquet, held Oct. 30, was the presentation to Mr. Rankin of a silver-diamond pin, which was pinned on his lapel by WMAZ's general manager, William E. Cobb. Mr. Rankin, who doubles as chief engineer of WMAZ, started the station in cooperation with Dr. Claude L. Foun-
tain, of Washington, D.C., at Mercer U., where Dr. Fountain was professor of science and Mr. Rankin a student.

Richard C. Hottelet, CBS correspondent, represented the network at WMAZ's birthday celebration and made one of his newscasts from the station. He was a speaker at the anniversary banquet.

On WMAZ's birthday, which also was the sixth annual Wesleyan Day in Macon, students of Wesleyan Conservatory's radio department operated the station. They wrote commercials, presented original shows, took over as announcers and news reporters and made the WMAZ news department's weekly Feature Story the occasion for telling the 25-year history of the station.

Census Issues Report
GROWTH of metropolitan districts in the U. S. from 1900 to 1940 is described in a publication issued last week by the Bureau of Census, Dept. of Commerce. Planned and written by Dr. Warren S. Thompson, director of the Scripps Foundation for Research in Population Problems, the report traces the growth of the nation's cities decade by decade. It is felt that the report will meet the need for single brief publication summarizing the data on metropolitan districts.

COMMERCE

Herbert V. Anderson, formerly of WNBC New York sales staff, will be transferred its sales division of NBC's Television Dept., effective Nov. 15. With NBC since 1935, when he joined network as salesman in National Spot Sales, Anderson has been with WNBC since that station began its autonomous operation last year. Before entering radio he had been for 15 years with Consolidated Edison Co.

Harold W. Batchelder, former vice president, general manager and member of board of directors of WFBP Baltimore for 12 years, has been appointed television sales manager of WBAL-TV Baltimore. Mr. Batchelder left WFBP in 1945 to do radio consulting work for new station applicants. Prior to entering radio, he had spent 10 years in investment banking a lares in Baltimore.

Mr. Batchelder Mignon Homer, formerly West Coast representative to the chief engineer of WMCA New York, has been promoted to traffic manager of that station.

Knox L. Burche, account man in the New York office of General Electric Co., national sales representative, has been appointed to the account manager's firm's San Francisco office.

Grant Pollock, formerly in spot and local sales division of WRAL in Raleigh, N. C., has been named manager of Los Angeles office of CJBQ and Key West radio stations.

Bill Hipper, KRT Des Moines merchandising manager, has been transferred to sales division of WFLD Chicago. KSD St. Louis has issued new rate card No. 21, which will become effective Dec. 1.

Bob Harper, sales manager of WOII Des Moines, is the father of a girl.

Mrs. Myrtle Goulart, with WMS since 1934, has been appointed office manager of Mutual's Midwest offices.

Dorothy Reynolds, who joined MBS in 1934, has been named sales service manager of Midwest operations.

Janet A. Dunlap, assistant sales manager of WTVI Fort Worth, has been transferred to WTVI as account man. John A. Mims 8th, announcer at WMS Tarboro, N. C., are to be married Nov. 22. Miss Dunlap will be replaced at WTVI by Jean Ide.

McGraw & Mims Inc., New York, has been appointed station representative for WMSW Miami in Central City.

John R. Jowers, formerly with Southern States Iron Roofing Co., has joined WBSV Savannah, Ga., as account executive.

WRGB Schenectady, N. Y., General Electric television station, will issue first rate card on Dec. 1.

Avery-Knodell Inc. has announced recent addition of following stations to list it represents: WRKX Columbus, S. C., and WQOW Albany-Troy-Schenectady.

WBZ, new FM station under construction at Bradford Heights, Md., has issued temporary Rate Card No. 1.

John H. Perry Assoc. has been appointed national representative for WINS Miami Beach, Fla.

ED Pendleton, formerly with WNEC New York, has been named commercial department of WMAZ Minneapolis.

Joyce Miller, resigned.

Avery-Knodell Inc. No. 1 moved its San Francisco office from 544 Market St. to the Russ Bldg., 225 Montgomery St. Telephone: Douglas 5-617.

Edwin A. Pancost Jr., who has had 16 years of radio experience in program production, is now and the station sales executive of World Broadcast, WINS New York and Universal Radio Sales, has joined New York sales staff of the Bolling Co., station representative.

A. H. Flaten, with CBS Radio Sales for six years, has joined CBS Network Sales as an account service executive. Veteran 25 years in radio, Mr. Flaten previously was with KYFM (now KOIL) in Des Moines.

Mr. Flaten will be the national sales manager of Des Moines, from 1936 to 1937, and was employed by Radio Sales.

Vic Rowlan, program promotion director of Don Lee Broadcasting System, Hollywood, has been named sales service manager following resignation of Betty Kobald. Bob Stock takes over as program promotion director and Jim Parsons becomes sales manager.

William D. Tilenius, who recently resigned as sales manager of WNBC New York (BROADCASTING, Nov. 14), has been appointed account service executive in New York office of John Blair & Co., effective today (Nov. 10).

Mr. Tilenius joined NBC in 1932, handling sales service duties in network and local office departments. In 1938 he became an account executive in NBC's Spot Sales Div., later was appointed sales manager and was named sales manager of WNBC in February 1946.

J. B. Macdonald has been named commercial manager of CJIBQ Belleville, Ont.

Chab Moses Shaw, Sask., has appointed Horace Stovin & Co., Toronto, as exclusive representatives.

KTFI Increases Power

KTFI Twin Falls, Idaho, NBC affiliate, has increased its power to 5 kW day, 1 kwight, and has expanded its schedule to 18 hours per day. The station began broadcasting with a power of 250 w in 1928. KTFI's FM station was scheduled to begin operations last week, according to Florence M. Gardner, manager.

Wide blanket coverage, concentrated audience, best program facilities, and now—

5000 WATT OUTPUT!

JOS. WEEDE & CO.
350 Madison Ave., New York,
Can Tell You More About

CHNS
HALIFAX
NOVA SCOTIA

BROADCASTING • Telecasting

Page 54 • November 10, 1947
Five Pressing Applications For FCC Grants on 1560kc

Is 1560 kc a Class I-B or Class II channel? And if I-B, does the claim of WQXR New York to that assignment effect an equitable allocation of facilities? 

Those were the basic questions considered fortnight ago in a proceeding before FCC Hearing Examiner James D. Cunnigham involving the applications of WQXR Bakersfield, Calif., Lake Broadcasting Co Inc, Gary, Ind., and KWQ Chickasha, Okla., in addition to that of WQXR. 

KPMC seeks boost from 1 kw to 10 kw on 1560 kc, with directional array fulltime. Lake Broadcasting, which originally had been party to another proceeding and whose application was incorporated by the Commission in the present case, requests a new standard station at Gary and CMBH 1560 kc with 500 w and 1 kw day. KWQO requests change from 250 w daytime on 1560 kc to 250 w fulltime operation on the channel.

Petition Content

The WQXR application asks increase of power from 10 kw to 50 kw on 1560 kc, directional. The New York Times editorial further pursues recognition of its six-year claim to I-B status on the frequency. FCC's rules permit assignment of both Class I and II stations on 1560 kc.

In a petition to the Commission preceding and indirectly related to the hearing, WQXR stated that ever since its assignment on 1560 kc was first authorized, it has endeavored to obtain a ruling from the Commission that it was a I-B station or to have the Commission take such steps as might be required by the North American Regional Broadcasting Agreement to obtain the requested classification. The petition cited correspondence with FCC dating from April 1941 unsuccessfully seeking I-B acknowledgement and steps which would afford it I-B protection from potential Cuban I-B operators.

In concluding the petition requested that FCC protest the temporary authorization by Cuba to CMBH Havana for 5 kw on 1560 kc to notify Cuba that WQXR has been operating with its existing service being afforded I-B protection since NARBA went into effect in 1941 and that FCC advise of steps being taken to protect status of 1560 kc and present WQXR service in forthcoming NARBA revision.

This background underlay most of WQXR presentation. President Justin V. L. Gillett testified of the importance of I-B operation in reaching an extended audience with WQXR's non-duplicated and distinctive programming. He pointed out that the station enjoys a consistent audience of 700 to 800 miles radius in scope. Mr. Hogan substantiated this with figures on requests for program booklets, correspondence volume and source and location of homes of members of the program advisory committee. Mr. Hogan's relation of the part skywave transmission plays in serving this extended audience was supported by testimony of Frederick Schottland, New York consulting engineer. His allegation that FCC's skywave propagation curves (Figure 1 of the standards) don't apply at 1560 kc was accompanied by data on recordings of measurements made independently by the National Bureau of Standards from January 1946 through July 1946.

Elliott Sanger, executive vice president of WQXR, told of program efforts and station policy. WQXR counsel at the proceeding was Philip G. Loucks, Arthur W. Scharf and Maurice M. Jan- sky of the radio law firm of Loucks & Scharf. The firm also represents KPMC. The firm also represents KPMC.

Engineering testimony only was offered in behalf of KPMC by William E. Plummer, member of the consulting radio engineering firm of Glenn D. Gillett & Assoc. It was indicated the proposed operation of that station in no way would affec that of any other of the stations in the proceeding. The presentation was not contested.

The record has been left open to receive if necessary any further testimony from KPMC since Presi- dent F. G. R. Schamblin had been advised by his physician not to make the trip to Washington at this time.

Lake Broadcasting, through its counsel, Robert L. Irwin of Dow, Lohnes & Albertson, held to its position that WQXR use of the 1560 kc frequency has been considered by the FCC as a Class II assignment and therefore Gary should be given local service. Such would not be possible if WQXR were I-B. Similar stand was taken by KWCO. The outlet was represented by its president, George C. Robinson Jr., and Thomas P. Littlepage Jr. of Littlepage & Littlepage.

WTOD Toledo, Ohio, which had been a party to the proceeding in seeking switch from daytime to fulltime 1 kw operation on 1560 kc, and which had been granted petition by FCC to use the application without prejudice. It was stated WTOD was looking for another frequency.

The Commission earlier also had granted petition of WQXR and KPMC to dismiss the application of The Montana Network for failure to file a written appearance due May 27. Montana Network had sought a new AM station at Butte, Mont., on 1560 kc, 1 kw fulltime.
CARTER REYNOLDS, announcer at WRRF Des Moines, has been named continuity director, succeeding BILL RICE, who is now district manager of that station. TOM DIER, WRRF continuity writer, has transferred to station's announcing staff and the following have been added to continuity department: MARY ELIZABETH MEYER, formerly with WMT Cedar Rapids; MARGIE GIES SWANSON, formerly with WRVP Flint, Mich.; and CHUCK SHIELDS, formerly with KBSC Des Moines.

WADE S. (Pai) PATTERSON, former associate news editor of WMT Cedar Rapids, has been appointed program and news director of KGCR and KCRK (FM), at Cedar Rapids stations which expect to begin operations in December. Mr. Patterson previously was news editor at KOLO Mason City, announcer at WRRF Rock Island, and production manager of WRRF Sheboygan, Wis.

Mr. Patterson

BRIAN SEDLEY, formerly with KJBS San Francisco and AFPR in Los Angeles, has joined announcing staff of KROW Oakland.

EDDIE HANNA, well known color commentator at Colorado A&M, has joined KCOO, Fort Collins, Colo., as disc jockey with announcer title "Meet the Band with Eddie Hanna." Mr. Hanna formerly was with KONG Dodge City.

ELLIOTT RICHARDSON, former program writer and production man at KPO San Francisco, has joined production staff at WFAA Dallas.

RUSSELL OFFHAUS, former radio director for Time-Life, has joined WRLW Lawrence, Mass., as announcer.

FERDY BAGLIO, musical director of CKNY New Westminster, has joined announcing staff of KROW Oakland.

ROBERT STERRETT, formerly with WROX Roscoe, Va., and JOE CAMPBELL, KJBS San Francisco, have joined announcing staff of WYTM St Paul.

JOHN AHERN, graduate of Portland College of Broadcasting, has joined the announcing staff of KYJC Medford, Ore.

GREAT BRYER, Announcer of Portland College of Broadcasting, has joined the announcing staff of KJAR Long Beach, Calif.

FRED CONGER, program director of WLRN Topera, Kiss., and BETHY BARNES, has married Oct. 17.

CHARLES VANDA, Hollywood producer of "The Andy Williams Show," has joined announcing staff of KRTH Los Angeles, Calif., in similar duties on ABC "Abbot & Costello Show," replaces ANN MILLER.

CARL SCHROEDER, former Hollywood correspondent for TV Guide magazine, has signed as writer of CBS "Rex Beach Show.

VIRGIN ALEX, former free lance radio writer, is the father of a boy born Oct. 1963.

JOHN SCOTT TROTTER, musical director and announcer of ABC "Sing Crosby Show," has joined announcing staff at WSBW Seattle.

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Aunt Ellen's Kitchen Gossip, is now heard on 12 leading stations in Southwest cities. Mr. Mcains is also president of McMains Inc., agency handling the account. Eight years ago he got backing for a baker's formula for a pie crust mix, and the firm has now grown to the extent that it is now moving into a new $100,000 plant.

PI-DO Does It

Firm Transfers Advertising

To Radio

BECAUSE ever-rising newspaper rates and space uncertainties led Pi-Do, a pie crust mix, to drop its newspaper campaign, the firm has transferred its entire advertising budget to radio, according to Harry McMains, a Pi-Do vice president and stockholder.

Pi-Do's traditional show, Aunt Ellen's Kitchen Gossip, is now heard on 12 leading stations in Southwest cities. Mr. McMains is also president of McMains Inc., agency handling the account. Eight years ago he got backing for a baker's formula for a pie crust mix, and the firm has now grown to the extent that it is now moving into a new $100,000 plant.

FRIENDS

"To make a friend, you must be one." Twenty-four years of service to farmers in Kansas and Adjoining states have made us your friend.

IT TOOInst a black eye to make this scene possible, but Joe Farmer, m.e. at WAOA Atlanta, thinks it was worth it. "We had it," he says. The songstress recently visited Atlanta and asked to meet Mr. Farmer, after hearing the sad story of his bruised eye. Injury resulted from a disagreement between Mr. Farmer and WAOA's Chief Engineer, Bill McGee, while working out with heavy gloves at local gym.

Both men are fans of Hildegarde but they disagreed on description of her singing style. Mr. Farmer came out with a black eye—and an invitation to meet Hildegarde.

ELWOOD C. HOFFMAN, member of CBS program writing division, has been lent for two weeks by network to Oklahoma Food Advisory Committee. Mr. Hoffman will work in Oklahoma on scripts dramatizing the need for food conservation, CBS said.

JAY GILES, announcer at WCMB Centrallia, Ill., is the father of a boy.
ROYAL WEDDING VIDEO COVERAGE IS PLANNED

BBC is planning full video coverage of the wedding of Princess Elizabeth and Lt. Philip Mountbatten on Nov. 20, using both of its television units. One will be stationed opposite Buckingham Palace, the other outside the west door of Westminster Abbey.

Starting with an introduction from its studios at 10:50 a.m., the BBC telecast will switch to Buckingham Palace at 11 to show the departure of the queen, moving then to Westminster to watch the arrival of the royal guests. Another pickup at the Palace will show the king and Princess Elizabeth leaving for the Abbey.

Following the wedding service the video cameras will report the departure of the newlyweds and the wedding guests, returning to the Palace where the royal family will make the traditional appearance on the balcony.

United Press has secured the video rights in the United States to British Information Service films showing the growth of the princess from babyhood to the announcement of her engagement to Philip. These, with a script for running commentary plus still pictures of the wedding ceremonies, radiated from London, to make up a half-hour program, are being offered by UP to American video broadcasters.

If BBC films the ceremonies, these films will be available to NBC Television under exchange agreement between the two networks.

Miller Sends Greetings

As BBC Marks 25th Year

BBC, which will celebrate its 25th anniversary Nov. 14, is planning a series of special broadcasts extending over a two-week period to mark the occasion. The network, founded Nov. 14, 1922 as the British Broadcasting Co. Ltd., has received greetings from many U. S. broadcasters and from the president of NAB, Justin Miller.

In a recorded message to be broadcast during BBC’s silver jubilee celebrations, Mr. Miller emphasized the necessity for the “freest possible communication of ideas uninhibited by barriers of any kind.” He expressed the hope that “the splendid cooperation between our respective broadcasting systems during the war may continue in these difficult times of peace to advance the cause of freedom.

Richard W. Cull

RICHARD W. CULL, 63, news director of WHIO, The Dayton (Ohio) Daily News station, died of a heart attack at his home in Dayton last Tuesday. He was a former managing editor of the paper. Throughout many years of newspaper work, Mr. Cull had worked on the Cincinnati Post and Cleveland Plain Dealer. He was with the Dayton Daily News from 1922 until 1956 when he organized and became head of WHIO news room.
WXYZ Votes to Continue Affiliation With IBEW
OPERATORS at WXYZ Detroit, in an NLRB election conducted Oct. 28, voted 14-2 to continue their affiliation with IBEW as bargaining agent. The vote followed the threat of NABET to dissolve IBEW after purchase of King-Trendle Broadcasting Corp. by ABC network.

IBEW officials have petitioned NLRB to hold security bargaining elections at WXYZ and WARL Arlington, Va. NLRB recently overturned its general counsel's decision that the non-Communist affidavits must be filed by AFL-CIO. Since that time IBEW has been certified as bargaining agent for WARL operators.

Westinghouse New High
WESTINGHOUSE Electric Corp., net sales billed for the first nine months of 1947 hit a new peak time high of $492,179,242, Gwilym A. Pope, president, reported, following a meeting of the company's board of directors. Net sales billed for the third quarter of this year were $179,840,606. In contrast, shipments during the first nine months of this year were approximately $153,000,000 less than the volume of new orders received. But it was explained that if certain military orders were excluded, unit production in the past six months had exceeded new orders.

James J. Shallow, who has been with Philco Corp., in sales capacity for 13 years, has been named general sales manager of Philco Distributors Inc., Philadelphia, by ROBERT LAMONS, who joined Philco in 1947, has been appointed television sales supervisor of the distributing firm. ROBERT P. LAMONS, member of Chicago sales staff of Andrew Corp., has been appointed Eastern sales representative for that firm. His headquarters will be in New York and he will be exclusive representative for Andrew line of coaxial transmission line and antenna equipment in the East. Mr. Lamons joined Andrew engineering department in 1935 and transferred to sales staff following that year. He previously was with Western Electric Co.

Mr. Lamons

J. H. Kelly, southeastern district manager for past three years for Farnsworth Television & Radio Corp., Fort Wayne, has been appointed manager of Farnsworth Sales Div. of WARL, who has been with Farnsworth Sales Div. since 1940, has been named to succeed Mr. Kelly as southeastern district manager.

Charles J. Bursching, president of Lincoln National Bank & Trust Co., Fort Wayne, has been elected a director of Farnsworth & Television Corp. FRANCIS L. ELMENDORF has resigned as a director of the Farnsworth firm.

Joseph C. Folsom, former personnel manager of Standard Transformer Corp., has joined Allen B. DuMont Laboratories, has been appointed field operations manager of Telicor Corp., and as its sister company, Intra-Vision-Corp., has been named director of personnel and labor relations.

W. K. Burlingame, former national service manager of Allen B. DuMont Laboratories, has been appointed field operations manager of Telicor Corp., and as its sister company, Intra-Vision-Corp., has been named director of personnel and labor relations.

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Among other groups calling for an end of the committee proceedings were the Progressive Citizens of America and the Americans for Democratic Action. O. John Rogge, former special assistant U. S. Attorney General, called the committee unconstitutional and said it violated the First, Fifth, Sixth, Ninth and Tenth Amendments. Similar accusations were voiced by Bartley O. Crum and Robert W. Kenny, counsels for the 19 "unfriendly" witnesses subpoenaed by the committee. Mr. Crum predicted that should the investigation succeed it would be followed by a censorship of books, radio, stage and the press and Mr. Kenny said the committee represents the first step to a complete blackout of freedom of expression in this country.

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

Compare these 12 Features:

- Excellent professional fidelity.
- More than 10 lbs. weight—easy to carry.
- Plays up to 17½" transcriptions and standard records.
- Plays 33⅓ RPM and 78 RPM.
- Finest quality transcription crystal pickup—Astatic "400 Master."
- ¾ ounce needle pressure—replaceable, permanent needle—no needle noise—Balanced pick-up arm.
- Wide range amplifier.
- Variable Tone Control.
- Wow-free turntable—completely silent.
- Sturdy, handsome construction.
- Guaranteed 90 days—against defects in material or workmanship—factory service available thereafter.

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

CALIFONE
New Low-Cost Professional Portable Transmission Playback Gives You Excellent Fidelity and 10 Pound Portability

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

Compare these 12 Features:

- Excellent professional fidelity.
- More than 10 lbs. weight—easy to carry.
- Plays up to 17⅝ transcriptions and standard records.
- Plays 33⅓ RPM and 78 RPM.
- Finest quality transcription crystal pickup—Astatic "400 Master."
- ¾ ounce needle pressure—replaceable, permanent needle—no needle noise—Balanced pick-up arm.
- Wide range amplifier.
- Variable Tone Control.
- Wow-free turntable—completely silent.
- Sturdy, handsome construction.
- Guaranteed 90 days—against defects in material or workmanship—factory service available thereafter.

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

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

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MPAA Head Cites Threat to Freedom

Likens Movie Probe to Attack On Radio and Press

BITTER criticism of the House Un-American Activities Committee was expressed fortnight ago by Eric Johnston, president of the Motion Picture Assn. of America, who said that he was as much concerned about Government intervention in pictures as he would be if it were against radio or the press.

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100%
HOME COUNTY

BMB
KFXJ
GRAND JUNCTION
COLORADO
Abuse of Civil Rights Seen In Federal Security Checks

WITH several statutes on the books authorizing prosecution of Federal employees who reveal restricted information, misuse of loyalty checks can "inhibit freedom of opinion and expression," according to the President's Committee on Civil Rights.

The committee's report to President Truman was submitted Oct. 29. It is a 178-page document reviewing abuses of civil liberties and recommending steps to preserve America's basic freedoms.

The report came shortly after directors of the American Society of Newspaper Editors, meeting in Cleveland, denounced an effort to implement the President's "loyalty order" of last March with directives which they said would "place even the ordinary affairs of Federal civilian agencies beyond public scrutiny."

The directors opposed security regulations prepared by the Security Advisory Board of the State, Army and Navy Dept. Coordinating Committee. Already these regulations are contained in a Veterans Administration regulation, which the resolution said "evidently is a pattern for directives to be issued to other Federal agencies."

Faced with the editors' censorship charge, the security board in its Tuesday action dropped plans to classify as "confidential" any Government information which, if divulged, would cause "serious administrative embarrassment." It also deleted from the proposed order the provision involving disclosure of information prejudicial to the interests or prestige of the nation "or any governmental activity thereof."

Another deletion, in the "top secret" classification, was trimmed to eliminate the phrase "the prestige of the nation or any governmental activity thereof" from the language, which involved information paramount to security.

Details of the proposed security

President, the committee recommended "enactment by Congress and the state legislatures of legislation requiring all groups, which attempt to influence public opinion, to disclose the pertinent facts about themselves through systematic registration procedures." It also urged Congress and the executive branch "to clarify loyalty obligations of Federal employees, and establish standards and procedures by which the civil rights of public workers may be scrupulously maintained."

No Soap

A LISTENER to WSYR Syracuse passed along a letter to that station which well mirrors the sentiment of some now denied the commercial aspects of radio. In the letter a soldier stationed in Korea said "You know I haven't heard any radio advertisements for a year or more. You don't know how you miss them until you can't hear them."

The only advertisement we have on ours [radio] is "re-enlist in the regular Army today."

WBTM-FM

BROADCASTING • Telecasting

WBTM-FM

DANVILLE, VIRGINIA
32,000 WATTS
97.9 MEGACYCLES

George F. HOLLINGBERY CO.
National Representatives

WORLD'S BIGGEST TEXTILE MILLS
TIME SALES RISING, S & P SURVEY FINDS
INDICATIONS that radio time sales are picking up are disclosed in the current Standard & Poor’s Industry Survey. The Survey, citing that earlier in 1947 several advertising programs had been cancelled on more profitable evening hours, said, “Apparently...advertisers became more cost conscious.”

Time sales were also said to have felt the effects of a seasonal slump during the summer.

However, S & P points to advertising as returning to the fall season with a noticeable improvement occurring with considerable billings now larger than in 1946. It is also noted that rates are higher and full-year 1947 revenues from the time sales will probably increase. At the same time, S & P reports “a much more marked rise in costs is narrowing margins. Wages are up sharply and talent and operating costs are materially higher.”

WHBF-FM Commercials
FIRST FM station in quad-city area will begin Sunday, Oct. 28 as Rock Island, Moline, and East Moline, Ill., and Davenport, Iowa, began Oct. 28 when WHBF-FM, sister station of WHBF, ABC affiliate and Rock Island Argus-owned outlet, took to the air. Initial operation was planned in conjunction with National Radio Week, according to Leslie C. Johnson, general manager. Station is on channel 255, 98.9 mc.

**Network Accounts**

**New Business**

BROTHERHOOD OF RAILROAD TRAINMEN Nov. 15 begins for 52 weeks quarterly-highprice ad campaign with Adolph Friedheim, publisher and travel writer, on ABC, Sat., 5 a.m. P.M. Agency: William Von Zehle & Co., New York.


Renewal Accounts


Effective radiated power of KAKO-AM Tower, Okla., has been increased 20 times by the erection of a new permanent antenna. Antenna is a 45-foot high five-bay FM antenna, and was erected on top of the station’s 250-foot KAKO-AM tower.

S. T. CARTER, formerly of Westinghouse Radio Stations headquarters engineering staff at Philadelphia, has been transferred to Portland, Ore., where he becomes a technical supervisor at KEX. First duties will include work on installation of the station’s new 30,000-watt transmitter.

ERNST G. BUCKLE, chief engineer of WCCO-AM, St. Paul, Minn., and recently with WLAK Lakeland, Fla., has been named chief engineer of WALB Albany, Ga.

PAUL HUNDORFF, former engineer with KTRH and KHTM Houston, has been named chief engineer of KLEM, new station under construction at Houston.

AL ZAMBACIAN, formerly of WPUN Pulaski and WBTH Williamson, W. Va., has been named chief engineer of WTAM Cleveland. He replaces RICHARD TOLMIE, who is now chief engineer of WTVF-FM Tullahoma, Tenn.

HERMAN DANSKY, formerly of the RCA Institute, has joined WTEN engineering staff, replacing JOSEPH BENDICKS, who resigned to join engineering staff of WOR Richmond, Va.

J. W. BAIN, senior radio engineer of Dept. of Transport, Ottawa, heads Can-adian delegation to Havana Narba meeting. HARRY TOWNSEND, Toronto, manager and consulting engineer of Canadian Assn. of Broadcasters, and W. G. RICHARDSON, engineer of Ca-nadian Broadcasting Corp., make up rest of Canadian delegation.

HERB STEINMETZ, control room engi-neer at WHO Des Moines, is the father of a girl.

DR. FRANK G. BACK, physicist and in-ventor of Zeon, New York for California, according to an-nouncement of Philco-Pananks Inc., New York. Dr. Back will visit television stations manager. He expects to return to New York by about Oct. 1 of next year.

LEE W. CLIFFORD has joined engineer-ing staff of WFLW Lawrence, Mass.

WILLIAM CLARK, chief engineer of WCNY New Westminster, and Phyllis Patterson have announced their marriage.

T. WEBSTER HITCHCOCK, left New York for California, according to an-nouncement of Philco-Pananks Inc., New York. Dr. Back will visit television stations manager. He expects to return to New York by about Oct. 1 of next year.

LEON H. CLIFFORD has joined engineer-ing staff of WWL New Orleans, La.

MAURICE WYNNE, engineer at WWL New Orleans, is the father of a boy.

A CAMERA designed specifically to make oscillographic recordings, manu-factured by CANADIAN CANADA-AM KODAK Co., has been introduced by Bell as the C-71-A oscillo-graphic Record Camera, priced at $15.95. Compact 2mm camera with fixed focus 7-1/3 coated lens and sim-ple-to-use time, built and second, with cathode-ray tube observ-able through peep-hole at camera end of light hood, unit is said to be first commercially-available low-priced cam-era of its type.

ALLIED RADIO Corp., Chicago, has an-nounced release of newly-designed Knight 20-w. phonograph, special-ly adapted to high-fidelity reproduction of high-fidelity records, or AM or FM transistors. Amplifier with tube is priced at $15.95. Details may be obtained from Allied Radio Corp., R3, 242 N. Halsted St., Chicago.

KNT Des Moines has announced that new BTA-SP type RCA 3,000-w. trans-mitter will be installed before first of year. Old transmitter equipment will be retained as auxiliary unit. Other equipment to be installed at KNT in cludes two 700-C transistors and Hewlett Packard distortion and fre-quency measuring equipment. Two new 73-B RCA recording machines were recently installed.

BARKER & WILLIAMSON, Upper Dar-by, Pa., has developed new Sine Wave Clipper, providing test signal useful in examining frequency response and transmission of audio circuits. Designed to be driven by audio oscillator, the clipper provides clipped sine wave. Complete information on new device is available from B & W.

FRANK BUCKDAY has joined CCBQ Belleville, Ont., as transmitter agent.

**Television Permits**

A PERMIT is required for erection of a television antenna in Baltimore, according to an an-nouncement made by Paul A. Cohen, building inspection engi-neer for the city. He said that such antennas could be obtained only by licensed electricians since the building code classifies antennae as electrical installations. Permits must also be gotten for installa-tion. Permit application completed without them, he added. Fee is $1.

“QUEEN FOR A DAY”: program will be broadcast, Nov. 10 to 14 from Conven- tion Hall, Philadelphia, with usual Hollywood personnel in charge, in-cluding Jack Bailey, m.c. Program will be carried by WIP. Mutual outlet in 14 radio stations. The audience will be visitors to Trailer Mfg. National Convention at the Hall.
DEBUT of FM service at WJTN-FM Jamestown, N. Y., was featured by appearance of ABC guests. The AM and FM operations are managed by Simon Goldman. Taking part in inaugural were (seated, 1 to r): Harold P. Kane, sales executive; H. R. Baukhage, ABC; Dean Kenneth G. Bartlett, Syracuse U. Radio Workshop; Ted Malone, ABC. Standing: Harold Kratzert, WJTN chief engineer, and Mr. Goldman.

MINIMUM DUPLICATION Programming of New Arkansas FM Station, KUOA-FM, Aimed at Diversity From AM Schedule

POLICY of minimum duplication of the programs of its AM affiliate has been adopted by a new Siloam Springs, Ark., FM station, KUOA-FM, which took the air Oct. 11 with 2,000 w on 105.7 mc. The new FM outlet also has departed from practices followed by many AM stations in two particulars—it stayed on the air until its entire installation was completed, and instructions were given that its call letters were not to be mentioned on KUOA, "at least until listeners in the coverage area become thoroughly familiar with the benefits of FM."

Commenting on the decision to avoid AM-FM duplication as much as possible, Storm Whaley, station manager, said: "We feel that we must give listeners a reason besides technical quality for buying FM receivers." With this in mind KUOA-FM scheduled high school football games that were not being carried by any other station. Similarly it is carrying U. of Arkansas games, since its AM affiliate is broadcasting Army games through Mutual.

In the first ten days of KUOA-FM's operation, with a schedule from noon until 10:15 p.m., KUOA and KUOA-FM duplicated an average of only two and a half hours daily, Mr. Whaley said.

Although KUOA-FM had had its transmitter for six months and could have gone on the air with a temporary antenna at any time, it made what Mr. Whaley described as a "difficult decision" to wait until the entire installation was complete because "we felt that if we should go on the air with a weak or inefficient signal our FM station might be lost in negative impressions and 'I-told-you-so's.'" With reference to the policy of avoiding mention of KUOA-FM call letters on KUOA, Mr. Whaley said: "Many people unaware of frequency modulation's benefits have mistakenly gotten the idea they were listening to FM when they heard the 'double station break' used by many other stations."

FOR MORE LISTENERS PER DOLLAR IN NEW ENGLAND'S 3rd LARGEST CITY it's

WORCESTER MASSACHUSETTS

Represented By

Adam J. Young Jr., Inc. and Kettell-Carter

Proposed Decision Issued to Skyland Dayton Corp. Applies for 5 kw Fulltime on 980 kc

PROPOSED decision was adopted this week by FCC looking toward grant of the application of Skyland Broadcasting Corp. for a new standard station in Dayton, Ohio, on 980 kc with 5 kw fulltime, directional.

The decision proposes to deny the mutually exclusive requests of WTOL Toledo to switch from 250 w on 1230 kc to 5 kw on 980 kc and Ohio-Michigan Broadcasting Corp. for a new station in Toledo on that assignment. The new ex-Chairman Charles R. Denny and Comr. Robert F. Jones did not participate in the decision.

The proposed grant to Skyland is subject to the condition that Ronald B. Woodyard, president and 17% owner, sever his relationship with WIZE Springfield, Ohio, within 90 days. The proposed Dayton station would overlap 100% in rural service and 90% in urban service with WIZE, 45% owned by Mr. Woodyard, according to the report.

Favor of Skyland over the other applicants was based upon a more efficient use of the frequency in Dayton than in Toledo, FCC stated. Skyland would provide primary daytime service to about 937,000 more people than either applicant. However, it would serve 48,000 less nighttime, FCC found.

Daytime Interference

While not considered adversely to the Toledo applicants, apparent excessive daytime interference to CPTL London, Ont., where station is 8,780 miles away, and station of the North American Regional Broadcasting Agreement was noted by the Commission. It was stated Canada informally had advised it would have no objections to a Dayton operation, also would cause some interference. The case was not decided on this issue, FCC said.

Ownership of the new applicant:

Skyland Broadcasting Corp.—Principal: Ronald B. Woodyard, active in radio since 1934 and 44.9% owner WIZE, Springfield, Ohio, president; Loren M. Berry, owner L. M. Berry & Co. phone directory advertising sales firm, and minority owner of FM applicants for Eyrus and Columbus, Ohio, vice president; J. F. Gallaher, 46% owner Gallaher Drug Co., Dayton, secretary-treasurer; Gustav R. Hirsch, Columbus, Ohio, consulting electrical engineer, director. Each holds 17.49%. Remaining interest divided among 10 other local individuals.

Ohio-Michigan Broadcasting Corp.—Principal: Lynne C. Smolny, Washington consulting radio engineer, president and owner 2,334 shares; Harold H. True, executive, minority owner WIZE, vice president and proposed general manager and owner 2,553 shares; Nicholas J. Walinski, attorney, secretary-treasurer and owner 2,333 shares; Electric Auto-Lite Co., owner 2,500 shares. Firm has authorized 15,000 shares common no par and outstanding value 100 per share, and has issued 10,500 shares. Electric Auto-Lite to loan $150,000 at 4% per annum for seven years and would participate in management.

The Fountainhead of Modern Tube Development is RCA
WPHC DISTRIBUTORS, Inc., New York, has announced a two-week out-of-town promotion Nov. 5-18 at WBBB, Chicago television station. This promotion will be held in conjunction with the release of the new film "Brings Green" by Paramount Pictures, starring James Cagney and Bogart. The promotion will feature the latest in radio and television equipment, as well as many other products.

PETER ZANPHIR, who will handle the business.
The Collins 26W-1 Limiting Amplifier, an important link in KWPC’s audio chain, is recommended for use in any AM or FM installation to control the amplitude of audio frequency peaks, thus preventing overmodulation and the accompanying distortion and adjacent channel interference. It performs with equal satisfaction in recording equipment and high quality P. A. systems.

Collins Supplies Entire Stations

In addition to the 250 watt 300G transmitter* shown above, most of the speech equipment and accessories installed in KWPC were also furnished by the Collins Radio Company.

It is wise to depend on us for your entire equipment, for you are thus assured of uniformly high performance every step of the way from the microphone to the antenna.

Whatever your plans—whatever your needs for an AM or FM station of any power from 250 watts to 50 kw, be sure to get our recommendations before making your decision.

*We are now shipping Collins 300G 250 watt transmitters from stock.
WHAM TOWNS THEM ALL IN WESTERN NEW YORK

IN LISTENERS... In Western New York they have the WHAM listening habit. WHAM programs are tops in audience preference.

IN COVERAGE... WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market... 43 county coverage.

IN AUDIENCE BUYING POWER... WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous home-owners with money to spend.

WHAM MARKET DATA

WILLIAM L. SHIRER (center), commentator and author, who returns to the air over MBS on a sustaining basis Nov. 30, discusses terms of a contract for sponsorship of his Sunday afternoon (1-1:15) series by the Piedmont Shirt Co. (Wings shirts) beginning Jan. 4, 1948. Program will be carried by more than 200 Mutual stations. L to r: Bernard Aron, sales and advertising manager for Wings shirts; Shepard Saltzman, president of the shirt company; Mr. Shirer; Joseph Kleinberg, shirt firm's vice president; Harry Trenner, vice president in charge of radio for William Weintraub Co., advertising agency handling the account.

CAB Independents Urge CBC to Allow More Stations on Canadian Networks

INDEPENDENT Canadian broadcasters on Oct. 31 urged Canadian Broadcasting Corp. to take early action on allowing more stations on Canadian networks, or face the alternative of network sponsors choosing other forms of radio advertising. At a joint meeting of committees of Canadian Ass'n. of Broadcasters and CBC, CAB delegates pointed out that as a result of a survey made in recent months, network advertisers and advertising agency executives want to have additional markets available through network stations.

CAB recommended to CBC board of governors that "the policy in relation to supplementary stations on either of CBC's two networks, be one of approval to applicants. This need create no problem for the CBC, since it must be by the efforts of the supplementary station, and not the CBC's commercial department, that the facilities of the supplementary station must be sold." 

Restriction is Seen

CAB brief pointed out "that any action by the CBC to restrict the appearance of further supplementary stations, or to curtail existing supplementaries can only result in serious financial losses to CBC. This is prompted by what our committee has been told by existing network advertisers, some of whom have indicated very strongly and positively that, if supplementaries are restricted or curtailed, they will discontinue certain of their present network advertising, and employ other forms. It is obvious that only relatively few network advertisers need pursue this course before the financial losses accruing to the networks would be literally staggering. With supplementary markets available to the advertiser, however, the status quo of the network revenue seems assured."

CAB also showed that as a result of listener surveys, curtailment of popular networks in Canada, through advertisers dropping them, would bring Canadian listeners to tune in American stations along the border; a prevalent practice in southern Ontario.

CBC is taking the matter into consideration and making a survey of conditions so as to present the entire problem to the forthcoming meeting of the board of governors at Ottawa, Nov. 24-27. Decision is expected to be made at this meeting, as CBC also realizes that problem is urgent, and survey by CAB was made at suggestion of CBC's board of governors when independent stations brought subject up at Calgary meeting in September.

Attending the meeting for CBC were A. D. Dunton, chairman of board of governors; Dr. A. Frigon, general manager; E. A. Weir, commercial manager; Walter Powell, assistant commercial manager, E. L. Bushnell, program director-general; George Young, station relations supervisor; W. G. Richardson, engineering department; and Charles Jennings, supervisor of programs. CAB was represented by A. M. Cairns, CFAC Calgary; Ken Sobel, CHML Hamilton; Gordon Henry, CJCJ Edmonton; Guy Herbert, All-Canada Radio Facilities, Toronto; Bill Guild, CJOC Lethbridge; Ralph Smilove, CHSS Owen Sound; and Doug Scott, CBS director of broadcast advertising, Toronto.

GATES OPENS CAPITAL OFFICE, DISPLAY ROOM

OPENING of a suite of offices and a display room on the tenth floor of the Warner Bldg. (formerly the Earle Bldg.) in Washington, D. C., has been announced by the Gates Radio Co., whose main factory is at Quincy, Ill. On exhibit in the display room are transmitters, speech equipment, transcription turntables, remote equipment and other items used by broadcasters, Parker Gates, president of the firm, stated.

Consolidation of the firm's New York office with the Washington office also was announced by Mr. Gates. Owen McReynolds, formerly in charge of the New York office, has been assigned to management of the Washington office (telephone numbers METropolitan 0522 and 0528). Mr. McReynolds had been a development engineer in the Gates engineering department at Quincy for several years before his transfer to New York in 1945.

Also assigned to the Washington office is Larry Cervone, who has been in charge of New England sales for Gates.

The company maintains an office in Hollywood also, and has distributing branches in most major cities. Gates equipment is sold overseas by Westinghouse Electric International Co.

NEW 50-kw transmitter of CJBC Toronto is now nearing completion at same location as CBL, Toronto, also 50-kw transmitter is expected to start early in 1948. Present 1-kw transmitter, transmitter house and site, are expected to be sold, according to Dr. A. Frigon, CBC general manager. Transmitter house of new 50-kw CBX Lacombe, Alta., is nearing completion, according to latest CBC reports. No date has been announced yet as to when transmitter will be installed or go on the air on 1610 kc.

WMPS MEMPHIS

10,000 W DAY TIME
5,000 W NIGHT TIME

YOU CAN HEAR THE DIFFERENCE

TAYLOR · HOWE · SHINN

Radio Sales

BROADCASTING · TELECASTING

Page 64 • November 10, 1947
**Weekly Feature**

*The Treasure Chest,* aired Sat., Oct. 19, 10:30 a.m. Accurate replica of pirate's chest is set in the week against backdrop depicting pirate scene, stage is dimly lit with spotlight "beach," with chest partly buried and huge pajama dog lying on latch. One child is chosen from audience each week to try to open chest trick being that he or she has but 30 seconds to find the key on a ring of many keys. If successfully he opens chest with all clues inside—about 23 prizes including roller skates, toys, etc. It falls, he gets garlic oil, dinky lollipops and small spoon's bread, and more prizes are added to chest for next applicant.

**Flugs Quality**

**OPERATION DIKE**

Station Aids in Emergency Flood Action

IN FORT PIERCE Fla., there is a dike which has been a wall of water eight feet deep. Behind this dike there is a town and 40,000 acres of citrus trees and tomato fields. This dike broke at 8:30 a.m., Oct. 15, under the pressure of torrential rains and with which Florida has been cursed this fall.

At 8:25, WIRA, the Indian River Broadcasting Co.'s outlet in Fort Pierce received the news of the break. What followed is another bright chapter in the history of the station. WIRA, which has staked its claim as a station to watch, has proved itself as a leader in the field of public service. The station, which has been working closely with the local government, was ready with information on the dike break before the news reached the central offices.

**Labor Feature**

**PLANS FOR THE WEEK**

**Miami**

**.ContainsKey**

**Planned for the Week**

**The 1948 YEARBOOK**

**NOW...in Print**

December 1 deadline

14th CONSECUTIVE YEARBOOK

**THe tested selling medium for all in the radio field**

Regular rates apply

WIRE YOUR RESERVATION

Collect today to

BROADCASTING • Telecasting

**National Press Building**

WASHINGTON 4, D.C.

November 10, 1947 • Page 65
October 31 Decisions...

BY COMMISSION EN BANC

...Potter, 1000 mc, in consolidated proceeding with WABF, 800 mc...and granted.

...other applications...to construct and operate television station...to Grant...

...shall be granted in consolidated proceeding with WABF, 800 mc...

...and WABF, 800 mc...to Grant...

...other than those marked "Denied"...to Grant...

...to Grant...

...other applications...to Grant...
Thorough tests in actual competition with all other systems of modulation have proved the superiority of the Cascade Phase Shift Circuit—in signal quality, simplicity and dependability.

Raytheon's Cascade Phase Shift Modulation is a basically direct circuit which adds the phase shift of six simple stages to produce the required phase shift needed for high fidelity modulation—at an inherently lower noise level. This extremely simple circuit eliminates the major faults of other systems and brings important advantages never before possible (See features).

Carefully compare and you will buy Raytheon. Place YOUR order now for Fall delivery.

YOU WILL WANT EVERY ONE OF THESE TEN IMPORTANT FEATURES...ONLY RAYTHEON CAN GIVE THEM TO YOU

1. Simplified circuit design thru the Cascade system gives stability and efficiency to Raytheon FM.
2. Direct Crystal Control, independent of modulation, gives positive and automatic control of the mean carrier frequency. No complicated electronic or mechanical frequency stabilizers are used. A single high quality crystal does the job.
3. An inherently lower noise level is achieved by Cascade Phase Shift Modulation which adds the phase shift of six simple stages.
4. Very low harmonic distortion—less than 1.0% from 50 to 15,000 CPS with 100 KC frequency deviation.
5. Conservatively operated circuits prolong tube life—prevent program interruptions.
6. No expensive special tubes. The modulator unit uses only inexpensive receiver type tubes of proven reliability.
7. Unit construction. There is no obsolescence to Raytheon FM Transmitters. Add an amplifier later to give the desired increase in power. All units are perfectly matched in size, styling and colors.
8. Simple, very fast tuning. Circuit can be completely tuned up in two or three minutes without external measuring instruments.
9. Lasting economy. Low first cost—low power cost—advanced engineering design—plus modern styling, guarantee years of satisfaction.
10. Easy to service. Excellent mechanical layout, vertical type chassis and full height front and rear doors make servicing fast and easy.
**Western Electric**

**757A LOUDSPEAKER**

With uniform response from 60 right up to 15,000 cycles—a 90 degree coverage angle—power handling capacity of 30 watts —this IS THE speaker where highest quality in sound reproduction is a must!

The '757A is just one of the complete line of new high quality speakers—from 8 to 120 watts—developed by Bell Laboratories and made by Western Electric.

For details, write to Grayobar Electric Co., 420 Lexington Ave., New York 17, N.Y.—or ask your local GrayobaR broadcast representative.

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**Promotion**

**Vertical FM**

MUSIC with a difference is the new feature attraction for elevator operations in the 12-story WBII Building in Chicago.

WBII (FM) has installed FM re- ceptors, a new introduction for elevators. Station reports happy laboratory and visual-and-delighted passengers, who like to see elevators operated as static-less performances. Signs in the elevators state that the radio station is offering the service to all buildings, that a call to the radio being heard, station reports.

**Home Exhibit Televized**

**VISITORS to the new homes of the United States.**

Recently in Chicago, had the opportunity of seeing for themselves as others have seen them. WONA, video output of WGN, which will begin operations with a test program before Jan. 1, set up a camera at a home of the homes and telecast visitors as they passed by. Monitoring equipment was provided so that visitors could see the telecasts then on the station reports of 100,000 people viewed the demonstrations.

**Juke Box Ballots**

POPULARITY POLL of entertainers is being conducted by Al Nobel, m.c. of "Juke Box Bowl," Pittsburgh. In 50 high schools in the area are printing ballots, which are taken directly from television receivers while in progress. Story of the annual ball is told in copy, and back of folder lists added comments of praise from viewers.

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**Boys' WHAT QUALITY?**

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**Southern states of the country and several key locations of potential interest.**

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**McNeil Yearbook**

**IMAGINARY PANDA.** Mr. and Mrs. B. C. Fann and their children, Penney and Pat carry on theme of the 1947 edition of the Breakfast Club Yearbook, program, starring Don McNeill, is being mailed to fans on request, with price set at $1. Fanns have already been reported. Book takes the Fann family through complete breakfast program. Has great activities which are known as the "Club" during the years 1945, 1946 and 1947, and contains complete and program format. Edition contains 64 pages, is published in a two-color type and numerous pictures and charts throughout. Several poems used on show in last three years America, being this is fourth edition of the yearbook.

**Hair Beauty Contest**

**PICKING the girl with the most beautiful hair in Washington, D.C. is the aim of the new contest being conducted by Bill Herson on his early morning show over WRC Washington. Listeners are asked to send in post card views by phone at 6 a.m. each morning between 6 and 9 a.m., while contestants are being judged in air, and pick their entry in the contest. Mr. Herson will announce names and card in hair will be judged on style and attractiveness of hair, and on judges will pick winner on date to be named, and designates will receive a year's supply of Arta, with winner will receive weekend trip to New York City, and tickets to the Metropolitan Opera, and various other awards, including her hair shampoied by Mr. Herson.

**Maps for Schools**

**THREE THOUSAND copies of the U.S. are being distributed to school teachers through the courtesy of WEIB Philadelphia, to be used in conjunction with its public school hour program titled "American Advancement Through Education." Most of the maps are being mailed to classrooms in Philadelphia, to be used in connection with the coast trip via Route 30 taken by Uncle Sam, character in the 32-program series. "Uncle Pete" relates stories of historic sites and high school students portray accompanying dramatic roles. The WEIB is one of five weekly education programs presented under supervision of William C. Gehler, KXW education director, and Philadelphia Board of Education.

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**Gossip Column**

**DAILY LISTENING attractions on KJR, including those of the station's"lovely voices" and the local KJR disk jockeys.**

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**Notes from KJB**

"Shamrock" cards and letters have been given to the 450 residents who are living in Detroit area, granting them club membership in the club. Letters to club members in Detroit area that you would like to hear more about the club, tune in Mon., Wed. and Fri. at 8:15 or on Sat. at 8:30 and 9 a.m. "Let's hear from you. Mrs. Kellogg, WJR."

---

**KJNI**

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**Graybar**

ASK YOUR LOCAL

**Graybar**

BROADCAST REPRESENTATIVE

---

**Promotion**

**Vertical FM**

MUSIC with a difference is the new feature attraction for elevator operations in the 12-story WBII Building in Chicago.

WBII (FM) has installed FM receivers, a new introduction for elevators. Station reports happy laboratory and visual-and-delighted passengers, who like to see elevators operated as static-less performances. Signs in the elevators state that the radio station is offering the service to all buildings, that a call to the radio being heard, station reports.

**Home Exhibit Televized**

**VISITORS to the new homes of the United States.**

Recently in Chicago, had the opportunity of seeing for themselves as others have seen them. WONA, video output of WGN, which will begin operations with a test program before Jan. 1, set up a camera at a home of the homes and telecast visitors as they passed by. Monitoring equipment was provided so that visitors could see the telecasts then on the station reports of 100,000 people viewed the demonstrations.

**Juke Box Ballots**

POPULARITY POLL of entertainers is being conducted by Al Nobel, m.c. of "Juke Box Bowl," Pittsburgh. In 50 high schools in the area are printing ballots, which are taken directly from television receivers while in progress. Story of the annual ball is told in copy, and back of folder lists added comments of praise from viewers.

---

**Boys' WHAT QUALITY?**

---

**Western Electric**

**757A LOUDSPEAKER**

With uniform response from 60 right up to 15,000 cycles—a 90 degree coverage angle—power handling capacity of 30 watts —this IS THE speaker where highest quality in sound reproduction is a must!

The '757A is just one of the complete line of new high quality speakers—from 8 to 120 watts—developed by Bell Laboratories and made by Western Electric.

For details, write to Grayobar Electric Co., 420 Lexington Ave., New York 17, N.Y.—or ask your local GrayobaR broadcast representative.

---

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<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>1511 MUNSEY BLDG., REPUBLIC 2347</td>
<td>753-5400</td>
</tr>
<tr>
<td>ALFRED JANSKY &amp; BAILEY</td>
<td>100 S. WALTON ST., WASHINGTON, D.C.</td>
<td>543-5400</td>
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<tr>
<td>JOHN J. KEEL</td>
<td>1415 ADAMS ST., WASHINGTON, D.C.</td>
<td>543-5400</td>
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<tr>
<td>GARO W. RAY</td>
<td>2041 8TH ST., WASHINGTON, D.C.</td>
<td>520-5400</td>
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<tr>
<td>ANDREW CO.</td>
<td>2031 10TH ST., WASHINGTON, D.C.</td>
<td>543-5400</td>
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<tr>
<td>JOHN BARRON</td>
<td>3001 15TH ST., WASHINGTON, D.C.</td>
<td>543-5400</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>501-514 MUNSEY BLDG., DISTRICT 8456</td>
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<tr>
<td>HAROLD B. ROTHROCK</td>
<td>100 S. WALTON ST., WASHINGTON, D.C.</td>
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<td>JOHN P. MAY</td>
<td>1231 14TH ST., WASHINGTON, D.C.</td>
<td>543-5400</td>
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<td>RAYMOND M. WILMOTTE</td>
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<td>HERBERT L. WILSON</td>
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<td>WILLIAM E. BENNS, JR.</td>
<td>1511 MUNSEY BLDG., REPUBLIC 2347</td>
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<tr>
<td>NATHAN WILLIAMS</td>
<td>1511 MUNSEY BLDG., REPUBLIC 2347</td>
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<td>GILLE BROS.</td>
<td>1511 MUNSEY BLDG., REPUBLIC 2347</td>
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<td>UNIVERSAL RESEARCH LABORATORIES</td>
<td>1511 MUNSEY BLDG., REPUBLIC 2347</td>
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<td>WELDON &amp; CARR</td>
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<td>A. EARL CULLUM, JR.</td>
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<td>WILLIAM L. FOSS, INC.</td>
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<td>Merle Saxon</td>
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This RCA Switching System consists of a master "on-the-air" monitor and oscilloscope, a waist-high control panel (enlarged view, above) and mixing amplifier, below. This equipment becomes one of the standard-size sections of RCA's unit-built video console (top of page). Any combination of camera-controls and monitors is possible to fit your particular station.
split-second selection
of all television program material

New RCA Camera Switching Unit provides convenient,
push-button control at your video console

Here, in one compact unit, is a control center for your television programs. Into it can be brought as many as six video inputs—from studio cameras, film cameras, relays, and network. One operator can handle the lot!

Twelve different types of switching are your assurance of a smooth, dramatic presentation, whatever the program.

Look at the possibilities:
Your operator can instantly switch:
(1) between two local camera signals; (2) between two remote signals; (3) from local to remote; (4) from remote to local; (5) from local to black screen (no signal); (6) from remote to black (screen); (7) from black to remote. With the special manual fader control he can, at any desired speed: (9) fade out local to black; (10) fade in local from black; (11) lap-dissolve between any two locals; (12) superimpose two locals and adjust the level of each. All sorts of trick effects are possible by moving the two levers that make up the fader control.

Tally lights provide an instant check on which input is being used and whether a remote signal is being received. If remote sync fails for any reason, local sync automatically takes over.

The monitor in the top of the console section allows the operator to either view the on-the-air signal or preview one of the two remote signals.

An unusually flexible intercom switching system (not shown) is included to permit private, special-group, or conference communication between practically all personnel. All have access to program sound through one earpiece of their headsets.

Here, we believe, is a switching system that represents the most advanced engineering in television station techniques. It will help you simplify television station routine—bring new possibilities to television programming. Be sure to get the complete story. Write Dept. 18-K, Radio Corporation of America, Engineering Products Department, Camden, N. J.

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

In Canada: RCA VICTOR Company Limited, Montreal
KICK-OFF BREAKFAST is held following recent start of Rev. Miller, News (Union Oil Co.) on 43 stations of Don Lee Broadcasting System, Mon.-Fri., 7:30-7:45 a.m. (PST). Coffeeing are (1 to r): Haines Finnel, Union Oil advertising manager; Mike Corcoran, account executive of Foote, Cone & Belding, Los Angeles; Sydney B. Gaynor, Don Lee general sales manager. Dave Taylor, director of agency's Los Angeles office; Mr. Miller.

pleation of Evanville on the Air, Inc. show applicant's name as "On Air, Inc." further ordered that the consolidated hearing re WOFP and WQJ applications scheduled for Nov. 6, be continued to Dec. 1, 1947.

Rexar Bestg., Co., San Antonio, Tex.--Granted petition for leave to amend its application so as to specify the frequency 960 kHz in lieu of 960. The amendment was accepted and application removed from hearing docket.

Port Bend County Bestg., Co., Rosenberg, Tex.--Granted petition requesting change of time of application now scheduled for Nov. 6, and continued same to Dec. 11 at Rosenberg, Tex.

Okefennocke Bestg., Co., Waycross, Ga.--Granted petition for leave to amend its application so as to specify 1 kW watt in lieu of 1 kW-D and 500 w, N, etc.

WMBQ Memphis, Tenn.--Granted petition for leave to amend its application to revise proposed daytime directional array.

Radio Courier, Inc., East Liverpool, Ohio--Granted petition for leave to apply to specify trans, site; accepted.

Community Bestg., Co., Fort Worth, Tex.--Granted petition for leave to amend its application to delete inapplicable item 12-25-47.

Midwest Bestg., Co., Mt. Vernon, Ill.--Granted petition requesting dismissal of petition without prejudice of its application for CP; further ordered that application of Raleigh M. Shaw, Lawrenceville, Ill. be removed from hearing docket.

Public Service Radio, Inc., Baltimore, Md.--Denied petition for leave to amend its application for license to show which 200 hours of general broadcast time are held under the 1,350 of the Commission Rules why the petition for leave to amend should be granted.

November 3 Applications . . .

ACCEPTED FOR FILING

AM-1350 kHz
WAGD Gadsden, Ala.--CP to change power from 1 kW to 1 kW N 5 D, install new trans. change from employing DA-DN to DA-N use only, and change trans. location.

AM-920 kHz
Donney Bestg., Co., San Diego, Calif.--CP for new station to be operated on 920 kw, power of 1 kw and D.

AM-1470 kHz
Pacific States Radio Engineering, Pittsburgh, Calif.--CP for new station to be operated on 1470 kw, power of 2 kw and D, change trans. location.

AM-1390 kHz
KBST Bestg., Co., Burbank, Calif.--CP for new station to be operated on 1390 kw, power of 1 kw and D.

AM-1760 kHz
Harvey Radio Labs., Inc., Cambridge, Mass.--CP new station standard 1550 kw 250 w, change frequency from 1550 to 740 kHz.

AM-190 kHz
Peninsula Bestg., Co., Portland, Mich.--New station standard 1390 kw 500 w D.

AM-410 kHz
WGY Schenectady, N. Y.--Authority to determine operating power by direct measurement of trans. site, and change commencement and completion dates.

AM-1150 kHz
Whistle Broadcasting, Whittier, Calif.--CP new station standard 1350 kw 250 w.

KTYL Menlo Park, Calif.--CP change from 1490 to 1500 kw, power to 250 kw in N, and change station, trans. and location.

Transfer of Control
WOFM and WOFM-FM Hammondsport, Ind.--Consent to transfer of control of stock in AM station and CP for FM WOFM-FM to E. C. Richardson to Robert C. Adair.

Modification of CP
KVNU Logan, Utah--CP as mod. which authorized change frequency, increase power in power from 5 kw to 100 kw, and change trans. site.

Modification of CP
KWBW-BF Fort Smith, Ark.--Mod. CP which authorized new station for extension of completion date.

KMBX Bestg., Co., Bakersfield, Calif.--CP as mod. which authorized new station for extension of completion date.

WMMF-WFLR Bestg., Co., Middletown, Conn.--CP as mod. which authorized new station for extension of completion date.

Modification of CP
WWMC Bestg., Co., Montgomery, Ala.--CP as mod. which authorized new station for extension of completion date.

WSPR Bestg., Co., New Orleans, La.--CP as mod. which authorized new station for extension of completion date.

WDCN Bestg., Co., Des Moines, Iowa.--CP as mod. which authorized new station for extension of completion date.

WDTN Bestg., Co., Fort Worth, Texas.--CP as mod. which authorized new station for extension of completion date.

WYCS Los Angeles, Calif.--CP as mod. which authorized new station for extension of completion date.

WMMU-MMM Bestg., Co., New York.--CP as mod. which authorized new station for extension of completion date.

WHSN Bestg., Co., New York.--CP as mod. which authorized new station for extension of completion date.
November 5 Decisions...
DOCKET CASE ACTIONS

FKFM San Bernadino, Calif.—Continued to assign to management of license and CP AM station and CP FKFM-PM to Leo Brothers Broadcasting Corp.

FKFM—1240 kc

Announced final decision granting application of Governor Donan Boost, Corp. for CP new standard station in Albany, N. Y., 1460 kc 5 kw, cond. upon filing with FCC of a completed application for new station and receipt of knowledge of license of WOKO and of grant of license of WARY, from Harold E. Smith and Raymond E. Curtis to The Press Co., Inc. for total consideration of $131,750.

BY THE COMMISSION

Transfer of Control
WABY Albany, N. Y.—Granted application for (transfer of control of WABY) to Curran-Howell, Inc. and license to WARY, from Harold E. Smith and Raymond E. Curtis to The Press Co., Inc. for total consideration of $131,750.

Petition Denied
Creston Broadcast Corp., Shenan-
Dougherty, Pa.—Application denied petition for leave to amend and rein-state in consolidated hearing its application to specify 580 kc in lieu of 980 kc, with delete application filed May 2 and accepted by Commission May 9, 1947.

November 6 Decisions...

BY COMMISSION ON BANC
FM-CP's Issued
Authorized CP's for six Class B FM stations and authorized CP's in lieu of previous CP's for four Class B FM stations. See story this issue.

Hearing Designated

FCC Actions
(Continued from page 78)

Applications Conf.

WLBW Bowling Green, Ky.—Mod. CP as mod. which authorized change in frequency, increase in power, changes in transmission equipment and installation of DA for night use to install new trans.

AM—1290 kc

WBOC Salisbury, Md.—Mod. CP as mod. which authorized change in frequency, increase in power, changes in transmission equipment and installation of DA for night use to install new trans.

AM—960 kc

KSDL Faribault, Minn.—Mod. CP which authorized new station to change type of trans. and to change studio loc. and to install new trans.

AM—960 kc

WMFF Plattsburg, N. Y.—Mod. CP which authorized change in frequency, increase in power, changes in transmission equipment and installation of DA for night use to install new trans.

AM—1490 kc

WMBF Lewiston, Pa.—License to cover CP of TV station which authorized change in type of trans. location and to install new type of trans. and change in location for extension of completion date.

AM—1490 kc

WKST New Castle, Pa.—Mod. CP as mod. which authorized changes in frequency and to mount FM antenna on AM tower for extension of completion date.

AM—1290 kc

WJAB Pittsburgh, Pa.—License to cover CP of TV station which authorized change in frequency, change in trans. equipment and DA ant. and change in location for extension of completion date.

AM—1290 kc

WRQL Knoxville, Tenn.—License to cover CP of new TV station which authorized in- crease in power, changes in transmission equipment and DA ant. and change in location for extension of completion date.

AM—630 kc

KAMQ Amarillo, Tex.—License to cover CP as mod. which authorized a new station and authority to determine operating power by direct measurement of ant. power.

AM—1010 kc

WEMP Milwaukee, Wis.—Mod. CP which authorized installation of new vertical ant. and to change trans. location for extension of completion date.

AM—1290 kc

WKNW Redding, Calif.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WINW Winchester, Ky.—Mod. CP which authorized new FM station to change trans. site, ERP to 265 w ant. height above average terrain to 238.5 ft.; change in trans. equipment and to change commencement and completion dates.

WKJQ-FM Detroid—Mod. CP which authorized new FM station for extension of completion date.

WCSB-FM New York—Same.

WCC-E-FM Rocky Mount, N. C.—Same.

WIL-FM Lancaster, Pa.—Same.

WRAL Winston-Salem, N. C.—Same.

WIOB New York—License to cover CP for experimental TV relay station.

WIOB—250 kc

TENDERED FOR FILING

AM—1240 kc

KFXM San Bernardino, Calif.—Con- tinued to assign to management of license and CP AM station and CP KFXM-PM to Leo Brothers Broadcasting Corp.

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November 6 Decisions...

BY COMMISSION ON BANC
FM-CP's Issued
Authorized CP's for six Class B FM stations and authorized CP's in lieu of previous CP's for four Class B FM stations. See story this issue.

Hearing Designated

November 6 Applications

ACCEPTED FOR FILING

AM-1490 kHz


WESN CHARLOTEO, PENNSYLVANIA

Formal Opening

Sunday, November 16, 1947

940 KC 250 Watts

Monongahela Valley Broadcasting Co.

PIERRE PAULIN, Station Manager

C. F. KREITZER, Sales Manager

KUSN San Diego, Calif.—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

KUSN San Diego, Calif.—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

EGO San Francisco—Mod. CP, as mod., which authorized increase power, install new trans., and DA-NA and change trans. location, to change type trans., and to make changes in DA. AM—1360 kHz

KUSW Whittier, Calif.—Licensed to cover CP, as mod., which authorized increase power, install new trans., and change studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WRRW Indianapolis—Mod. CP, as mod., which authorized new standard station for extension of competition date.

SSA—1958 kHz

WZIP Covington, Ky.—SSA to operate on 1050 kHz 2400 w. to 6 a.m. or 6 p.m. or later, for period ending May 1, 1948.

AM—680 kHz

WDBR Phoenix—CP change from 1490 to 680 kc. Increase power from 1000 to 1 kw., install new trans., and DA-NA and change trans. location, AM—1310 kHz

KTVL Mesa, Ariz.—CP change frequency from 1480 to 1310 kc, to change to 1310 kc W. Va. and change in vertical ant.

AM—1450 kHz

Fred J. Stivers, Caribbad, Calif.—CP new standard station 1450 to 1490 kc, AM—1410 kHz

Frank Andrew, Monterey, Calif.—CP new standard station 1450 to 1490 kc

AM—780 kHz

WBC—Grand Rapids, Mich.—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

KYSM Mankato, Minn.—Mod. CP which authorized changes in vertical ant. and mount FM ant. on top of AM tower for extension of competition date.

(Continued on page 78)

AM-1320 kHz

Lebanon Bestg. Co., Lebanon, Mo.—Granted CP new station 1220 kc 250 w unil. AM-1450 kHz

Walsenburg Bestg. Corp., Walsenburg, Colo.—Granted CP new station 1450 kc 250 w unil. engineering cond.

AM-1320 kHz

Mendocino Coast Bestg. Co., Fort Bragg, Calif.—Granted CP new station 1220 kc 250 w unil.; engineering cond.

AM-1370 kHz

Dawson Bestg. Co., Dawson, Ga.—Granted CP new station 990 kc 1 kw D; engineering cond.

AM-1380 kHz

Land O'Lakes Bestg. Corp., Cambridge, Minn.—Granted CP new station 1270 kc 1 kw D.

AM-1390 kHz

KGDE Ferndale, Wash.—Granted CP erect new ant. and increase P power from 100 to 125 w operating on 1225 kc w. Va.

Modification of CP

WPRF Portland, Ore.—Adopted mod. JP to change trans. location; engineering cond.

KNGS Hanford, Calif.—Granted mod. JP to change trans. location and change type trans.

KORR Butte, Mont.—Granted mod. JP to make changes in DA; engineering cond.

KVU Lubbock, Tex.—Granted mod. JP to increase power from 250 to 500 w; to change location; same tower.


WVR Rochester, N. Y.—Granted mod. JP to change from DA-NA to DA-NA and to specify studio location; engineering cond.

Hearing Designated


Petition Denied

Metropolitan Broadcasting Co., Houston, Tex.—Adopted order designating for hearing application consolidated hearing application of new station 1450 kc 250 w unil. and to designate said application of WMEM Mobile, Ala. for hearing.

Library of Congress, Detroit, Mich.—Adopted order designating for consolidated hearing application of Andrews for new station 1220 kc 250 w unil at Parkerburg, W. Va., to change to 1270 kc D.

Three Rivers Bestg. Co., Kennewick, Wash.—Granted for hearing application for new station 1450 kc 250 w unil. at Moses Lake, Wash., party to proceeding.


Howied Bestg. Co., Inc., Hpowied, and Russell G. Eversole, Petersburgh, Va.—Designated for consolidated hearing applications of new station 1220 kc 250 w, in consolidated proceeding with WAMC Petersburg, Va., and WSIB to change to 1250 kc 250 w.

JUDGES in the KXL Oakland, Calif., $1,000 listener-promotion contest — Gregory Peck and Lawrence Day of the screen — seem to be getting a big kick out of the entries from town. A bit by Glenn Shaw (1), KLX general manager. Entries written on a card, “My favorite song is ...” followed by name of the song plus another line to rhyme with it.

Material spotted in Hearst newspapers Inc., Dallas, Texas, and The Gate City Co., Keguk, Iowa—Designated for consolidated hearing application of Andrews for new station 1250 kc 250 w unil. at Lafayette, Ind.

The Windham Bestg. Co., Willament, Conn.—Adopted order designating petition for consolidated hearing application of new station 1450 kc 0 w unil.

WOR New York—Adopted order denying petition directed against grant without hearing of application for new station to operate on 1450 kc D.

Jefferson Bestg. Co., Riddle, Ore.—Adopted order designating for consolidated hearing application for new station to operate on 1450 kc W. Va., and to change to 1490 kc W. Va.


KUNR Eugenio, Ore.—Designated for hearing application for change operation of KUNR from 1430 kc 250 w unil. to 1860 kc 500 w in 1 kw-DA-NA unil. Consolidated proceeding with applications of Eugene Bestg. Inc. for new station to operate on 1280 kc 1 kw D.

November 6 Applications

Petition Granted

Louis Service Corp., West. Va., Va.—Adopted order granting petition to receive and grant without hearing application, removed from hearing docket; consolidated hearing application 1450 kc 250 w unil., applicable to CMA approval.

WHE Oklahoma Bestg. Co., Clinton, Okla.—Granted petition to reconsider and set aside ordering application and hearing application for new station 1230 kc 1 kw D.

Frank Precision, Phoenix, Ariz.—Adopted memorandum opinion and order granting application for consolidated hearing and granting for new station 1230 kc 1 kw D.

License Denied

WERC Erie, Pa.—Adopted memorandum opinion and order denying petition for review of action of April 14, 1947, by board of Commissioners; affirmed said action of board in denying petition for reconsideration of Commission’s action in granting application for consolidated application of Community Bestg. Co. for new station 1220 kc 250 w unil.

WERC Rochester, N. Y.—Granted mod. JP to change from DA-NA to DA-NF and to specify studio location; engineering cond.

Hearing Designated


Petition Denied

Metropolitan Broadcasting Co., Houston, Tex.—Adopted order designating for hearing application consolidated application for new station 1450 kc 0 w unil. and to designate said application of WMEM Mobile, Ala. for hearing.
FCC Actions

(Continued from page 75)

Applications Cont.: License for CP

WROZ, Kosciusko, Miss.—License to continue as mod. CP which authorized new standard station and authority to commence operation by direct measurement of ant. power.

AM—500 kc

Buttry Broadcasting Inc., Billings, Mont.—CP new standard station 580 kc 5 kw D.

Modification of CP

WJAL Niagara Falls, N. Y.—Mod. CP which authorized new standard station for approval of ant. and trans. location, and mod. to make changes in ant.

WNGW Meadowvale, Pa.—Mod. CP as mod. which authorized new standard station for extension of completion date.

WMAC Petersburg, Va.—Mod. CP which authorized new standard station to change type of trans. and for approval of ant. and trans. location.

WFAX Falls Church, Va.—Mod. CP which authorized new standard station for approval of ant. and trans. and studio locations.

SSA—540 kc

WBSA Harrisonburg, Va.—SSA to operate on 540 10 kw unl. for period ending May 1, 1949.

FM—107.3 mc

The LaSalley County Bestg. Co., LaSalle, Ill.—CP new FM station (Class B) Channel 28107.3 mc ERP 63 kw TV—180-186 mc

The New Britain Bestg. Co., Hartford Conn.—CP new commercial television station on Channel 8, 180-186 mc ERP 284 kw and unl.

TENDERED FOR FILING

AM—980 kc

Central Valley Bestg. Merced, Calif.—CP new standard station 980 kc 1 kw D.

AM—500 kc

KID Idaho Falls, IDA.—CP change frequency from 1350 kc to 580 kc, power from 500-w-n 5 kw-d to 1 kw-n 5 kw-d and all new trans. and change trans. location and install DA-N.

Assignment of License


AM—1470 kc

The Midwestern Bestg. Co., Toledo, Ohio.—CP new standard station 1470 kc 1 kw unl. DA—1240 kc.

KVLY Alphie, Tex.—CP change frequency from 1490 to 1240 kc.

Modification of CP

KUBB Cedar City, Utah.—Mod. CP to change from unl. to D, change location from DA-N to vert. ant. and change trans. location.

Hearings Before FCC

NOVEMBER 10—Hearing


Beeville Co., Beeville, Tex.—Same.

Bee Co., Beeville, Tex.—Same.

Be hold in Bee County Court Room, Beeville.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,417 licensed, 506 construction permits, 226 applications in pending file, 401 applications in hearing; FM seven licensed, 248 conditional grants, 694 CPs (of which 250 are on air under special temporary authority), 68 applications pending, 53 applications in hearing; television—six licensed, 64 CPs (of which eight are on air), 28 applications pending, 15 applications in hearing.

FCC Refuses to Reopen Case Involving Newspaper Policy

BY A 4-to-3 vote, FCC has refused to reopen hearings to consider charges that the former newspaper operated by an FM applicant exhibits partisanship in its handling of news.

The applicant, Providence (R. I.) Journal Co., was issued a grant for a new Class B FM station.

The charges included a resolution of the Rhode Island House of Representatives contending that the paper was practicing partisanship in our state to purchase advertising space in the Providence Journal and Evening Bulletin to reply to news articles and editorials affecting their reputation and character.

The FCC majority concluded that, “without purporting to determine the merits of the charges,” it was satisfied from the evidence already submitted in the case that the company’s program policies “are such as to insure, insofar as possible, that incidents of this nature would not occur in conflict with the broadcasting station.”

The dissenting members—Chairman Charles R. Denny and Comrs. Paul A. Walker and Clifford J. Durr—argued however that “the allegations, if true, raise serious questions, a mong others, of whether the Providence Journal would operate a broadcasting facility in the public interest with respect to permitting the free and full discussion of controversial issues important to the listeners of the community and its surrounding areas.”

“These allegations are not made by a few private individuals who have not approved their charges at the previous hearing in this matter,” the dissenting opinion continued, “but by responsible elective representatives of the entire public to be served.” The dissent continued that “these persons, in their public or private capacity,” should be given a chance to support their charges, and the Journal should have an opportunity to refute them.

Opponents of a grant to the newspaper included, besides the House of Representatives, Providence’s City Council, Pawtucket Mayor Ambrose P. McCoy, and Woonsocket Mayor Ernest R. Dure.

Refutes Monopoly Claim

To the opposition’s claim that the Journal has “a virtual monopoly” on news in the Providence area and that a grant would “extend this monopoly to radio,” the Commission majority replied that this would not be the result “in view of the fact that six AM and five other FM broadcast stations have been authorized in Providence and Pawtucket.”

Nordid the majority agree with contentions that a sixth FM station is “unnecessary,” as opponents had charged. The opinion noted that channels had been allocated, that one is available, and that to hold hearings to determine the need for such service “would appear to violate the principles enunciated by the Supreme Court.

The protests were filed almost a year after a hearing on the application, and those of other FM applicants in the area, had been held in Providence. Grants have been issued to the other applicants, but the Journal’s application was kept pending until the protests had been ruled upon. The opinion said that despite the tardiness of the protests, FCC had “reconsidered the evidence” taken in the hearing, and had studied “most carefully” both the opposition and the Journal’s counter-arguments, “in view of the fact that the (protests) represent the views of public officials and legislative bodies.”

Comrs. E. K. Jett, Rosel H. Hyde E. M. Webster and Robert F. Jones composed the majority. The decision was adopted Oct. 15—before Mr. Denny’s resignation became effective—and was announced last Wednesday.

WITH FULL play given to male talents on show, Miss reader, feminine vocal list, has been dropped from NBC "Kraft Music Hall", as a weekly feature. She is being retained on full salary as a standby for occasional use, according to J. Walter Thompson Co., agency servicing Kraft Foods account.
MAJESTIC COMBINATION undergoes a test by Hank Jackson (1), account executive of J. Walter Thompson of San Francisco, as Gayle Grubb (center), manager of KGO San Francisco, and Bill Baldwin wait their turn at the turntable. Mr. Baldwin is a San Francisco announcer who also is in the record business. Occasion for the gathering was the opening of his new and enlarged quarters in the Fairmont Hotel.

WMIT to Move Studios

PERMISSION to move its main studios to the Charlotte News Building, Charlotte, N. C., was asked last week by WMIT (FM) Winston-Salem in an application filed with FCC. The move is necessary, said the station, because of the FCC ruling which prohibits the same permanent studio location for two stations of the same class, under the same control, in the same city. WMIT is now located with WSJS-FM which plans to take the air in the near future and both are owned by Gordon Gray. Filed concurrently was an application to increase WMIT’s power from 200 kw to 300 kw.

Disc Jockeys

(Continued from page 19)

transcribed service disc jockey programs. Eight percent more see little effect for good or bad. Eighteen percent see a favorable result, largely in strengthening program structures and providing a smooth programming pattern into which locally-produced disc jockey programs can fit.

Against Trend

Eleven percent are against the trend and view it as unfavorable. Of this group many are concerned over the networks’ encroachment on stations with a program type they have built and established and with talent that will result in local personalities looking small. Others in this group feel that the disc jockey program achieves its success because of the local personality and local approach and foresee that the locally-produced shows can not do the job of capturing this vital ingredient for success.

CBS COMEDY - VARIETY NIGHT A STEP CLOSER

THE CBS TREND toward building a solid comedy-variety night on Fridays will turn into a reality in January with the transfer of the Ozzie and Harriet Show from Sunday afternoon to the 9:30-10 p.m. period on Friday night vacated by The FBI in Peace and War. Latter show moved into the Thursday period formerly filled by Suspense [BROADCASTING, Oct. 20].

As part of that same comedy motif on Fridays, General Foods last week announced a change from The Thin Man to the Danny Thomas Show in the 8:30-9 p.m. spot [BROADCASTING, Oct. 27]. It was also understood that the network had asked Kenyon & Eckhardt to replace its Mark Warnow Show, sponsored by Borden Co., 9-9:30, with a comedy show.

To complete the “solid comedy” night, the Dinah Shore-Harry James Show will succeed the Phillip Morris program It Pays to Be Ignorant in the 10-10:30 p.m. slot. The Friday night comedy-variety showcase starts off with the Fanny Brice program, 8-8:30 p.m.

Spencer W. Curtiss

SPENCER W. CURTISS, 63, president of the San Francisco advertising agency bearing his name, died in Palo Alto, Calif., Oct. 28. Mr. Curtiss is survived by his widow, Mrs. Bebbie Curtiss; a son, Nelson, of Washington, D. C.; his daughter, Mrs. Madalyn Sheehan and his mother, Mrs. Delta W. Curtiss, of Palo Alto.

Sellers

(Continued from page 10)

four years when he journeyed to Belfast, Ireland, where he and his wife were born. His birth date is Feb. 24 but he stoutly refuses to designate which year. He denies, however, that he was a cowpuncher on the Chicago Tribune when it was founded in 1847. “Just make it ‘year unknown’,” he says.

His hobbies are golf and motor trips and he and Mrs. McGivern, the former Henrietta Knox, only recently completed a 7,000-mile jaunt to 17 states. “I wanted to see some of the markets first-hand that I have been on. They looked pretty good,” he says.

During World War I George enlisted in the Navy. Because a classification officer took his definition of “literate” literally, he found himself a storekeeper, third class. He liked the job but even in the Navy he found himself still taking orders—as an enlisted man in naval training at Great Lakes.

The McGiverns have a daughter, Jane Ann, aged 13, and live in Beverly, a Chicago suburb. After some 25 years in the ad business, George says he has no intention of retiring. “It’s that much fun,” he explains, waving a stack of spot radio orders.
NARSR Proposes Revisions And 'Liberalization' of Code

REVISIONS and "liberalization" of the proposed NAB code were urged last week in a resolution ratified by the National Assn. of Radio Station Representatives and submitted in letter form to Harold Fair, NAB program director.

The NARSR letter declared that: "...minimum standards established for an entire industry must necessarily reflect a compromise between the standards of major stations...and the practical considerations involved in the operation of smaller and independent stations."

The suggested revisions, which follow, were offered by the NARSR "...as the final answer to the problem, but...to offer suggested compromises which might prove helpful in drafting a final code satisfactory to all elements of the industry."

(1) Paragraph one (Time Limit on Commercials) revised as follows:

"The maximum commercial time, excluding one station break, available in any 15-minute segment of broadcast time, regardless of type of program, or sponsorship, or how such 15-minute segments are divided into program units or announcements, should not exceed three minutes. Service announcements (time and weather) shall be excluded from this limitation. Providing the entire announcement does not exceed 15 words, and further providing that the exemptions for such service announcements shall be limited to two each hour."

(2) Paragraph 3 (Time Limitation on Commercials) revised as follows:

"Home Economics Shows"

With the exception of shopping guides, home economics programs and agricultural product programs, all multiple sponsorship programs such as participation programs, announcement programs, and musical clocks which heretofore through general practice have been exempt from only commercial time limitations, are subject to the limitations set forth in paragraph one, and, in the case of such programs of half-hour, three-quarter hour, and hour duration, to appropriate multiples of that limitation. With the same exception, five- and ten-minute multiple sponsorship programs are subject to the limitations set forth in paragraph two for such length programs, namely, one minute and two minutes respectively.

(3) Paragraph 4 (Time Limitation on Commercials), revised as follows:

"Programs of news, news commentary and news analysis of five minutes or less in length should contain no middle commercial announcements."

(4) Paragraph 7 (Time Limitation on Commercials), revised as follows:

"The placement of more than one commercial announcement between two programs shall not be permitted except for a service (time and weather) announcement, not exceeding 15 words. Station call letters and station ownership identification shall not be construed as a commercial announcement."
Reaction May Force
(Continued from page 18)
blessing; ASCAP, with the contract termination date drawing closer; BMI, which is part of the overall music business problems for such discussions because of the industry's approaching Petrillo crisis.

When it starts code discussion the board will call in a group of three or fives familiar with all aspects of the document since the drafting job was started last spring. Ted Cott, WENW New York, who took the position of independents at Atlantic City was later elected chairman of the special NAB-sponsored independent committee that drew up a revised code, to appear before the board to present the committee's recommendations. The committee asked to be represented at the board meeting when it was first drawn up [BROADCASTING, Oct. 27].

Robert D. Swesey, MBS vice president, is to appear as chairman of the discharged Special Practice Committee that drafted the document submitted to the Atlantic City convention. Mele S. Jones, WCCO Minneapolis, is slated to appear as chairman of the designated FMC committee, to which the special standards committee reported.

Headquarters Experts

Appearing as headquarters experts will be Harold Fair, Program Dept. Director, and Ben Miller, Assistant Director. Messrs. Fair and Miller spent last week codifying some 250 letters. The board has been cross-indexed to aid board discussion. The analysis was undertaken following a two-day meeting of the board code review committee. This group met Monday until midnight, and then resumed the job Tuesday.

Every word of every letter from stations and industry groups came under the committee's scrutiny. As a result, the three members will be familiar with all letters as the board discusses industry sentiment.

Members of the board review committee were Harold E. Fellows, VEEI Boston, District 1 Director; John F. Meagher, KYSM Mankato, Minn., District 11 Director; Willard Egolf, WBCN-FM Boston, late M, FM Class A Director-at-large.

The analysis of industry suggestions for code revision will boil down to the following general proposals:

- Relax time limitations, including expiration of service announcements from the double-spotting ann; also, exempt all station-break announcements.
- Give more latitude in distribution of commercial time.
- Permit more commercial time for home economics, hopping and similar programs.
- Drop day-night differentiation in commercial time limit and substitute a single set of time standards.
- Ease religion restriction at least to allow right to distribute literature, perhaps permit limited solicitation of funds.
- Permit dramatization of controversial issue programs.

Dozens of other ideas have been offered, and all will be submitted to the board. Each suggestion will be accompanied by tabulations showing the numerical support behind it.

At NAB headquarters the feeling was that stations have given careful consideration to the code. The demands are not excessive, he is believed, and represent approximately the reaction anticipated by those responsible for the code-drafting task.

Fourteen stations of Iowa Tall Corn Network, of which Edward Breen, KVFD Fort Dodge, Ia., is president, will meet on Tuesday at a meeting in Des Moines passed a resolution opposing adoption of any code "which would in any way limit or restrict commercials, sponsors, programs or program content."

Mr. Breen joined with Ralph Atlass, WIND Chicago, in presenting a poll of stations, with total results to be canvassed and announced prior to the NAB board meeting by the Chicago auditing firm of Arthur Young & Co. [BROADCASTING, Nov. 3].

By Thursday Mr. Breen had received comments from 30 stations in all parts of the country. All but one expressed complete agreement with views expressed by Mr. Breen in his pamphlet, "If You Believe in Freedom," he said. Mr. Breen added that two NBC stations and one CBS station wrote they did not like the poll. Many stations asked for additional copies of the pamphlet, he said.

From other sources the Breen-Atlass poll was criticized as "opposed" in that the questions were described "leading." A number of code opponents said they could not vote in the poll because of the nature of the two questions.

Other Reactions

Among other late reactions was that of N. Blair Munihofen, secretary of WFSS-FM Coram, Long Island, N. Y. Mr. Munihofen's detailed analysis proposed easing of the time limitations; middle commercial in 10-minute newscasts; right to "defend ourselves from unmerited criticism," "reply to code to television; submission of code to membership for referendum vote.

Ken R. Dyke, NBC program vice president, stated in Hollywood last week that code opposition is coming from stations unwilling to conduct operations at a high level for a fair and equitable profit. He claimed it is unreasonable for a radio station to expect greater ratio of profit than enjoyed by a comparable newspaper or other comparable service business.

One of the original code drafters, Mr. Dyke said the industry should set its standards at the highest reasonably level rather than endeavor to justify its worst performance. NBC favors the new code, he said, and favored the former standards.

As the board meets, membership totals 1,471, of which 1,222 are AM actives, 119 FM actives, 3 television actives, 122 associates. This represents a gain of 36 members since the Atlantic City convention, when 150 new members were admitted. As expected, opposition has developed to the proposed increase in dues. Opponents claim that the association has become a dues spender; that many of the services are of doubtful value; that reductions in expenses should be considered rather than increases; that many stations will withdraw if dues are increased.

On the other hand, NAB officials point out that the board has been directing that new and expanded services be provided, such as the Program Dept. and Standards of Practice. The developing campaign to meet Petrillo strikes involves additional expense, in the start of hundreds of new stations.

NAB Needs $850,000

Operating on a budget of almost $700,000 for the current year, NAB will need roughly $850,000 in 1948 to continue present services. New scale of dues will be drawn up by the board, based on amendment of the By-Laws last summer. Several new scales have been considered, based on the $25,000 steps in annual income. The board thus will be able to remove many inequities in the present scale, as well as to make up some of the $50,000 annual income lost by change of net-work to associate status.

McINTOSH TO SUCCEED CAPT. P. D. MILES AT FCC

A. L. McINTOSH, assistant chief of the FCC Engineering Dept.'s Frequency Service-Allocation Division, was named chief last week to succeed Capt. Paul D. Miles, who becomes the U. S. member and first chairman of the new International Frequency Registration Board at Geneva [BROADCASTING, Sept. 29]. The appointment is effective about Dec. 15 when Capt. Miles leaves FCC.

The division's name, meanwhile, was changed to Frequency Allocation & Treaty Division, since treaty functions were transferred there at the time the International Division was abolished.

Mr. McIntosh served with Capt. Miles on the U.S. delegation to the recent Radio Administrative Conference at Atlantic City, with which he has taken part in other international sessions.

Mr. Miles, as chairman of IFRB, will be ex officio chairman of the Provisional Frequency Board which convenes in Geneva in January and on which FCC Comm. E. K. Jett will serve as head of the U. S. delegation.

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REC Meeting to Feature Seminar on Television

A "TABLOID television seminar" will feature the Nov. 13 luncheon meeting of the New York Radio Executives Club at the Hotel Roosevelt, William S. Hedges, NBC vice president and president of the club, announced last week.

Richard W. Hubbell, chairman of Richard W. Hubbell & Assoc., television consultants, will act as moderator. Other speakers and their subjects are:


WEATHER-resistant, four-color display signs, promoting "What's Cooking" program on WZJE Detroit, appear on each of 250 milk trucks of the May Dairy, sponsor of the program. Display signs which promoted demonstration contest shows are 22 by 48 inches in size and treated for weather proofing.

Networks, AAAA and ANA See Unity in Mutual Signing

REACTION of the other three major networks, AAAA and ANA, to Mutual signing for BMB was expressed by the presidents of the respective organizations as follows:

ABC

"We of ABC naturally are delighted that all four networks now members of the Broadcast Measurement Bureau and that broadcasting now will have uniform coverage methods sponsored by the entire industry. At the outset we showed its faith in such a system when, on Sept. 30, last, it signed its contract with BMB."—Mark Woods, ABC president.

CBS

"I have felt from the beginning and repeatedly stated that four-network support is essential to the continued success of the Broadcast Measurement Bureau. The announcement that the other three networks also plan to support BMB is greatly gratifying to me. Now the decks are cleared and we hope every effort will be made to arrive at a formula which will make possible a system of measurement that can be solidly backed by the entire radio industry."—Frank Stanton, CBS president.

NBC

"The unanimous subscription of the four national networks to the Broadcast Measurement Bureau guarantees solid network support of the principle of furnishing uniform and reliable measurements to buyers of our medium. The fact that no differences of opinions regarding the mechanics of conducting BMB studies have permitted to destroy the basic idea of a uniform system of measurement is highly significant.

"NBC hopes that individual stations, which have the fact that they are reluctant to subscribe to BMB because of some objection to the details of study No. 1 will realize the values of subscribing now to BMB. From the beginning of BMB's operation, NBC has advocated refinements and improvements in BMB's technique. NBC believes that these are best insured by the continuing active support of BMB by the three sponsoring associations—NAB, AAAA and ANA—and by the subscribing stations and networks which pay the bills. Working within the framework of BMB, we can produce the measurements which will be of greatest practical value to our customers."—Niles Trammell, NBC president.

ANA

[EDITOR'S NOTE: Frederic R. Gamble, president, Advertising Agencies, a few days earlier had said that if the broadcasting industry was not yet ready to support the principal time measurements should be disposed of without further ado. A NBC show of support would certainly change the situation.]"—Frederic R. Gamble, AAAA president.

"The continuance of standards, methods and procedures for radio research which met the needs of advertisers and agencies as well as broadcasters, has been immeasurably aided by the continued participation of the four major networks in the Broadcast Measurement Bureau.

"BMB is not only of great value to advertisers in itself. Its reports also provide reliable and accepted points of departure for further radio research, which is more and more being recognized as an increasingly competitive and each advertising dollar is expected to do a better selling job."—Paul B. West, ANA president.

Mutual

(Continued from page 18)

figures which show that with network subscriptions totaling about $490,000 a year and 448 station subscriptions adding another $276,000 annually, the gross income is still $85,000 a year short of the $500,000 which BMB has estimated as its annual need.

Announcement that all four networks had become BMB subscribers was made by J. Harold Ryan, vice president and director of Mutual board chairman. He said that a special network committee will meet soon with other BMB members to study network problems. Commenting on the network subscriptions, Mr. Ryan said:

"This confirms my confidence that BMB would continue to serve as the spearhead of cooperative radio research. It proves once again that the four major networks, as well as individual radio stations, competitors though they may be, are interested in cooperating in the soundness of the BMB. This interests in the interests of providing advertisers and agencies with uniform radio measurements for the benefit of the entire industry."

The importance of a united network stand on BMB was stressed by Frank Stanton, CBS president, the day before Mutual came into the BMB fold. "Support by each of the four networks is essential to the continuing success of BMB," he said, in making public his letter of Sept. 29 to Mr. Feltis, explaining his network's unwillingness to join BMB on any other basis.

"The principle of having all four networks participating in a uniform, nationwide coverage measurement system strikes me as being absolutely basic to the long-range success of BMB," the letter stated.

"If one of the four, ABC, NBC, or Columbia—come in and Mutual, with its engineering philosophy on coverage measurements, stays out, I think we will end up with a divided industry."
Discussion of 'Chromoscope' Highlights Electronics Meet

AT FINAL SESSION of three-day Electronics Conference last Wednesday morning, Arthur B. Bronwell, professor of electrical engineering at Northwestern Technological Institute, disclosed the development of the new color television viewing tube, the "chromoscope," which he invented.

Prof. Bronwell, who is also president of National Electronics Conference, explained that the new tube differs from the color tubes in that it is the only system with a composite viewing tube and a single electron gun. Other television color systems, he pointed out, have three tubes and two or more electron guns.

'Relatively Simple' "The chromoscope is a relatively simple, all-electronic device and would add only a small cost to the present black-and-white television program before the tubes have been superimposed," Prof. Bronwell said. "By coating three screws with a different color phosphor which corresponds with the three primary colors, we have a composite image screen which enables the viewer to see the television programs in natural color . . . ," he added.

By controlling the voltage on the screens automatically, each screen may be made to fluoresce in red, blue and green color sequence. The observer sees the three color images superimposed upon each other, forming a composite color image, according to Prof. Bronwell.

The system is being developed in the DuMont laboratories at Passaic, N. J.

(Continued from page 18)

greater than those of sound broadcasting; a 1:1 ratio is probably a fair rule of thumb. Advertising revenue will be in line with circulation, a tough rule for first stations in their cities whose programs must be good enough to sell sets, not merely to attract previous set-owners. These stations will look to the networks for aid in programming, but it seems pretty obvious that they will have to share in the cost of their production and transmission. Many plans have been discussed; whichever ones are adopted at the outset will doubtless be modified greatly before the final formula is reached.

The one thing that everyone in television agrees on, with the possible exception of some motion picture interests that would like to see all video program service done by film, is that television networks are a necessity, and that whatever the problems, solutions will be found, sooner or later, to provide the American public with a video program service comparable to that which it has received in AM radio, and that means, and again all agree, the best in the world.

Stage Set

(Continued from page 17)
The News "would promote competition between newspaper-owned Class B FM stations in New York City since at this time the New York Times is the only New York newspaper authorized to operate such a station. The grants to WMCA and ABC were issued without a dissent. Comr. Walker was the only dissenter from the grant to WPAT. Comr. Jett voted to give the remaining two grants to the News and Board of Missions, joining Messrs. Walker, Durr and Webster on the vote to the church. Comr. Hyde voted for the News and, along with Messrs. Denny, Walker and Durr, for Unity Broadcasting Corp. Comrs. Denny, Walker and Webster also favored a grant to WBYN Newark.

Applicants given denials in the proceedings:

Daily News; WLII WEWK and WEVD New York; Bernard New, President, Broadcasting Corp.; Peoples Radio Foundation; Metropolitan Broadcasting Service, and NRU Broadcasting Co., and Associated Broadcasting Systems, all of New York; and WBYN Newark and Radio Projects Inc., also of Newark.

'News' Denied

(Continued from page 18)

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the human eye were also factors, she added.

General Electric engineers at the conference exhibited the company's new "split anode" electron viewing tube, which will be marketed by the GE Tube Division at Schenectady, N.Y.

Walter Evans, president of Westinghouse stations and vice president of Westinghouse Electric Corp., appeared on two radio programs while attending the conference. On Monday night he was cut in from Chicago on Taylor Grant's Headline Edition, ABC news program, and spoke on "More Science in National Preparations." Later that evening he was interviewed on a sustaining broadcast carried by WERN Chicago.

The conference was sponsored jointly by the Illinois Institute of Technology, Northwestern U., U. of Illinois, American Institute of Electrical Engineers and Institute of Radio Engineers, with the cooperation of the Chicago Technical Societies Council.

Registration at Chicago's Edgewater Beach Hotel for the three-day national forum on electronic research, development and application was approximately 2,500 persons.

Diamond

(Continued from page 18)

a conversation between Mr. Diamond and a broadcasting reporter:

Reporter: Mr. Diamond, will your work with Mr. Petrillo's union and only to the recording problem.

Mr. Diamond: Oh, no, I will represent the AFM in all phases of its activity.

Reporter: Is Mr. Petrillo planning another meeting soon with the broadcasters to discuss the recording crisis?

Mr. Diamond: I wish I could answer that, but I can't because I don't know. I hope you won't think me uncooperative.

Reporter: Not at all, Mr. Diamond. Would you say that further negotiations are in the air?

Mr. Diamond: I'm afraid that's the sort of question I can't answer at this time.

Reporter: Well, in the light of your success in negotiating a contract with Mr. Petrillo some years ago as counsel for Decca Records many people are hopeful that in your affiliation with Mr. Petrillo's union you will be equally successful in working out a solution of the recording problem.

Mr. Diamond: Well, I am certainly happy if, as you say, I have raised hope that some broadcasters will take a more flexible attitude than others. But we are always around here if we can raise hope in them (indicating interview was near an end).

Reporter: [searching for some final, unequivocal phrase, first drop of a downpour began to fall outside]: Thank you very much, Mr. Diamond. It looks as though we're going to have some rain.

Mr. Diamond: Well Mmmmm. Well....
The Spartan Women and the Chambry

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambry she had just described. There wasn't enough left to make a doll's dress!

WSPA
Spartanburg, South Carolina

FCC Begins
(Continued from page 18)

senting a third category termed "interpreted commercial." Mr. Pete- ter explained the third category referred to participating programs, defined as sustaining programs containing commercial announcements at intervals of less than 14 minutes 30 seconds. Commissioner Hyde questioned how a half-hour record show interspersed with commercials could be termed sustaining. Mr. Peter re- plied it was no more difficult to consider it sustaining than commercial, as that was the definition before the Blue Book. Mr. Dempsey added that such a program was not the responsibility of any sponsor but rather of the station.

The summary table showed 78.1% of WBAL's time for the composite week was commercial, 15.5% interpreted commercial, and 14.4% sustaining. It listed 384 commercial spots and 232 "partici- pating" announcements, plus 20 noncommercial public service and six station-promotion spots.

Mr. Dempsey repeatedly sought to show, by questioning, that in Mr. Peter's opinion WBAL's operation has been typical of other basic NBC affiliates and substantially less commercial than other stations which had been put on temporary license for Blue Book reasons but which have since received renew- als. This line of questioning brought immediate objections from Penn-Aiken counsel, and Comr. Hyde sustained them on grounds that the conclusion was too broad and without supporting facts.

The Swing is to WBH in Kansas City

WHB
Kansas City

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

Tuesday

Mr. Peter remained on the stand for most of Tuesday's session which many of the proceedings of the pro- ceeding to Washington. Additional comparable program analysis ex- hibits were offered on the FCC-specified composite week for 1946, for November 1946 (said to be the first monthly report produced by the newly installed analysis sys- tem of Frazier & Peter) and for December 1946.

In explaining an exhibit covering the first full week of each month, January through October 1947, Mr. Peter stated the report was a modification of the previous exhibits and differed in one major way. Where the others had in- cluded the "interpreted commercial" category the 1947 study treated commercial programs and announcements as requested in the Blue Book.

The exhibit gave the weekly aver- age as 89.8% for commercial and 38.7% for sustaining time. The average announcement breakdown: Commercial—304 station break, 92 participating; sustaining—11 sta- tion promotion, 96 WBAL originating public service and 48 network originating public service.

Dr. David E. Weglein, former superintendent of schools for Balti- more and since April 14, 1947, WBAL public service counselor, on Tuesday afternoon began explana- tion and discussion of an exhibit of public service reports covering the present year to October 4. His testimony carried over through Wednesday morning.

Dr. Weglein told how WBAL previous to his association with the station had been very cooperative with the school system, providing time within reason. He emphasized quality and not quantity in public service programs and said he had heard a lot of such programs which were a waste of time. A lot of poor public service programs still can make a good report percentage.

WBAL's public service counselor, Mr. Dempsey, said he prefers local sustainers to network sustainers since the latter have but a general appeal. He also emphasized that he "was not at all think because a program is commercial it is not of public service value."

Asked if there had been an in- crease in quantity of public service programs since he took over at WBAL, Dr. Weglein answered "Yes." Questioned if it were a sub- stantial increase, he replied "I'd have to give it some thought. I've been granted too much" pub- lic service time.

Upon inquiry by Comr. Hyde as to his predecessor at WBAL, Dr. Weglein indicated he had "started from scratch" as far as he knew and explained that John J. Dick- man, WBAL program manager, previously had carried the title of special service director.

Wednesday

Mr. Dickman testified at length Wednesday afternoon on the sta- tion's public-service programming in civic, educational, religious and similar fields.

He said WBAL had set aside a total of 14 1/4 hours a week for sus- taining local live public service program- ming, but stressed that it has not always been able to fill these periods with this type of program material, despite its efforts. He said the station was allocating substan- tially the same amount of time for such programs when he returned from Navy service in September 1945—(before issuance of the Blue Book).

Cites WBAL Cooperation

Mr. Dickman said that in his Navy service he contacted a num- ber of radio stations for assistance with recruiting and similar Navy projects and never encountered one that offered greater cooperation than WBAL. He said the station made its facilities available for "an entire Navy week" and that as he knew it was the only station to do so.

Mr. Dickman was slated to con- tinue his narration of WBAL's pro- gram activities when the hearing resumed Friday morning. There was no Thursday session.

FCC Upholds Own Extension Rights

Denies WBED, WBYN Requests On WAAW (FM) Completion

FCC RULED last week that it has authority to allow additional time for completing construction of a station whether the permittee re- quests it in advance of the deadline or afterward.

The ruling, with Comr. Clifford J. Durkee dissenting, and Comr. Robert F. Jones not participating, denied requests of WEVD New York and WBYN Newark asking the Com- mission for an April 29 extension of time for WAAT New- ark to complete construction of its WAAW (FM). WEVD and WBYN had argued that the station for WAAW was ac- tually forfeited because its applica- tion for extension of time was not filed until 16 days after the specified completion date (March 24).

Satisfactory Showing

The Commission majority replied that before granting additional time it investigated the reasons for late filing and the reasons given by WAAW in support of its plea for an extension. FCC said it found that the request was filed late "through oversight," and that the station had difficulty in getting the necessary permits and in securing Civilian Production Administration permis- sion to erect transmitter and studio buildings. It concluded that the sta- tion had made "a satisfactory showing."

WAAT promised to have WAAW on the air "not later than June 15," the Commission added, noting that it did commence operation on July 24.

The opinion argued that both the Communications Act and FCC's rules are sufficient with respect to forfeiture of permits to support its grant of additional time.

Both petitioners were applicants in the New York-New Jersey FM case (see story, page 18) and con- tended that allowing additional time to WAAW violated the Su- preme Court's ruling in the Ash- bender case. The FCC majority re- plied that the WAAW case was "not comparable to granting a new application for a construction permit, and petitioners cannot claim that they were entitled to a comparative hearing with the [WAAW] appli- cation."

Durr Dissent

Comr. Durr, dissenting, argued that under both the Act and the Rules the WAAW permit was "automatically forfeited," and that there has been no sufficient show- ing that failure to complete con- struction was beyond the station's control.

MBS "Queen for a Day" is to be pro- duced as movie with rights obtained by Seymour Nebenzal. Film is scheduled for production early in 1948 with Jack Bailey and other radio personalities in cast.
Upcoming


Nov. 17: Hearings, TV channel 1, FCC hearing, Washington.


Nov. 21: AAAA central council annual meeting, Chicago.

Nov. 24-27: Canadian broadcasting convention, board of governors meeting, Ottawa.

CBS starts domestic type news roundup

A DOMESTIC counterpart of the CBS world news roundup, titled "CBS News of America" was announced last week by Wells Church, the network's director of news broadcasts. Available for co-operative service to some stations, the roundup will be heard Monday through Sunday, 9-11:15 A.M. on the full CBS network except WCBS New York.

The series will be handled by Don Hollebeek, who now conducts CBS View the Press. Two CBS reporters have been reassigned in preparation for the series—Charles Collingwood to Los Angeles and Bill Downs to Detroit. They will be called in daily by Mr. Hollebeek to report on CBS News of America, Mr. Church said.

Mr. Collingwood will be replaced on his nightly 11-11:10 CBS news stint by Richard C. Hottelet, former CBS foreign correspondent, beginning with the broadcast of Nov. 10.

Liberty again seeks WOOD under Quirk of Avco ruling

In a unique twist in FCC's station sales procedure, Liberty Broadcasting Co., the original pur-

chaser, last week became the competing bidder in the $850,000 re- sale of WOOD Grand Rapids by ABC.

Liberty's offer matched the bid filed by Grandwood Broadcasting Co. when the original sale to Lib- erty, which had been given FCC approval, was not consummated.

WOOD, a 5-12 NBC affiliate on 1300 kc, was acquired by ABC in 1946 in the network's purchase of King-Trendle Broadcasting Corp., which also included WXYZ Detroit. FCC ruled that the network must hold WOOD in trust pending re- sale.

Liberty, owned by Roy C. Kelley and Mrs. M. Veenstra, then negoti- ated purchase of WOOD for $850,000 and received Commission consent. The transaction was not completed, however, and Grandwood, an ABC affiliate, has now reached an agreement and filed for FCC approval two months ago [BROADCASTING, Sept. 1]. Grandwood is headed by Harry M. Bitner, who once shared the remaining interest with his family, which has 50% interest; Ralph S. Raymer, executive vice president of Mellon National Bank & Trust Co., Pittsburgh, 35%; his wife, Bertha G. Bitner; and Frank L. Denton, vice chairman of the board and chief executive officer of Mellon National Bank. 12%: WFMB Inc. is licensee of WFBM Indianapolis and operates WEOA Cleveland. Mr. Euler has 5% of this company. Mr. Bitner and son, Harry Jr., also own WFEA Manchester but have sold it to a group of local merchants for $170,000 subject to FCC approval.

The Liberty application was handled by the Washington law firm of Miller & Schroeder. Liberty is represented by Segal, Smith & Hennessey, also of Washington.

One-third of WGYD is sold by Muzak; WFOB reorganization granted by FCC

SALE of one-third interest in FM station WGYD New York by Mu- zak Corp. to Charles E. Merrill and Radio Sales Corp. was ap- proved last week by FCC. Consider- ation is $31,000. At the same time FCC approved reorganization of FM station WFOB Potosi, Ohio.

The WGYD transaction marks retirement from commercial radio station ownership by Muzak, the wired-music service firm, owned by the late Mr. Harry Bruggemann, a former member of the FCC, and a number of other interests.

The transaction involves payment of $100 each by the trans- ferees to Muzak; cancellation of two outstanding agreements be- tween Muzak and WGYD Inc., li- censee, and pursuit of a new agree- ment covering eventual payment of obligations totaling $31,000 to Mu- zak. The wired-music firm also agrees not to re-enter radio before 1952.

The WFOB case involves assign- ment of permit from Laurence W. Harp to Seneca Radio Corp., a new firm composed of station employees and of which Mr. Harry is secretary and 50.25% owner. Other stockholders in Seneca include F. E. Billette and merit, 25%; and G. H. W. Bruggemann, vice presi- dent and 12.43% and E. V. Hurst, treasurer and 12.43%.

Consideration, according to ap- plication, is assets and part of liabili- ties of assignor, plus organiza- tional and operational expenditures of the assignor from Dec. 1, 1946, to June 30 under special temporary authorization. Loss of incomes and expenses during that period were $2,651.65 as of June 30, with income about one-third of expenses, according to the application.

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FCC Predicts
(Continued from page 15)

predominant class (1,044 or 46% as against 465 or 51% on VJ-Day). The forecast anticipates 522 full-time and 307 part-time regions. In all classes, full-time stations would number 1,073, and part-time outlets 577.

Of the "expanded" and "new" radio communities resulting from the assumed total of 2,250 stations in 1948, the report said:

1. Expanded radio communities.—Of the 586 communities which had radio stations on VJ-Day, somewhat more than half will receive added stations. The 290 expanded communities had an average of two stations on VJ-Day; they now will have an average of almost five stations. The 276 unexpanded communities, on the other hand, in practically every case are one-station communities.

The main explanation for this unequal growth appears to be the larger average population of the expanded communities, among which are 136 of the 140 metropolitan centers. Moreover, only 3% of the 290 expanded communities were of less than 10,000 population, whereas more than 33% of the unexpanded communities were in this lower population group.

2. New radio communities.—Of the 487 new radio communities, 424, or four out of five, will receive only one station. Almost all of these new single-station communities are cities of under 10,000 population, while 37% are cities of under 5,000 population. Of the remaining 64 new radio communities, 30 will receive two and 14 three or more stations.

Profit Determining Factors

The survey reviewed at length the recent financial history of station operations and the "growth of the revener pie" as it relates both to total advertising expenditures in all media and the share devoted to radio as compared with newspaper and magazine advertising. It points up in particular the opportunity for expanding radio's share (14% in 1945) of all local advertising.

"Whatever the cause," the report asserted, "the fact remains that the classes of stations which showed the smallest growth in local time sales from 1940 to 1945 also spent the smallest proportion of broadcast expense in programs and talent." The "positive" approach for improving the local program appeal also rests on "development of transcriptions and cooperative live network programs," the survey added, declaring that "the art of program building will both affect and be affected by revenues, costs, time rates, income, and management policy."

Station Price Factor

Among factors which will affect "future capacity of broadcast stations to compete, to survive and to render public service" is listed the effect of prices paid in station sales. Declaring that current sales prices reflect an "unprecedented state of prosperity" enjoyed by AM stations during the war, the report asserted that while total sales prices from 1938 to 1945 ranged from 139 to 200% of the total original cost of fixed assets, the figure was 243% in 1945 and 65% in 1946. Fifty-two stations were sold outright in 1945 at an average price of $441,589, the report noted.

"Even at the prices paid," it added, "the stations were so profitable that collectively their new owners would recover (before Federal income tax) their purchase prices in 6.4 years, if profits remained at the 1946 levels." But, the report warned, high prices may create an "inflexibility through the necessity of servicing capital obligations arising out of the purchase."

The report was issued at a time when some 25 construction permits and one station license had been turned in to the Commission for economic reasons since the first of the year.

It will be distributed only upon request and so long as the supply lasts. It may later be printed and sold by Government Printing Office but no arrangements have been made to that end.

Detroit 'Hot' on Video

DETROIT is the "hottest" television city in the Midwest, said Edwin H. Hinck, sales manager of Industrial Television Inc., Nutley, N. J., following a Midwestern trip. Television exhibits drown the greatest interest and the most inquiries at Detroit's recent television and new products exposition, he reported. "Even in cities such as Cleveland which does not have a station but where there is one under construction, dealers reported high interest in television, and in a number of instances orders have already been placed for receivers," Mr. Hinck said.

Roundup Time for the CBS' and Affiliates' Executives at Tucson

GHope gathered in front of KTUC includes (standing, l to r): Jerry O'Brien, KTUC; Clinton D. Mc Kinno, KSDB; E. W. Buckalew, CBS Hollywood; E. F. Peifer, KGDM; C. E. Nudge, Jr., CBS New York; W. B. Lodge, CBS New York; Saul Haas, KIRO; Frank K. White, CBS New York; Howard Lane, KOIN; H. V. Akerberg, CBS New York; Dick Welch, KSIL; Lee Little, KTUC; D. W. Thornburgh, CBS Hollywood; Clyde Coombs, KARM and KROY; J. Kelly Smith, CBS New York; Ernie Martin, CBS Hollywood; Eldora Roth, KARM; Al Johnson, KOY; A. J. Mosby, KGVO; Dick Wheeler, KXLY. Seated: Dave McKay, KOLD; Hal Brown, KERN; Ralph Brunton, KQW (face partly covered); George Cook, KOY and KTUC; Amos Barron, KSDB; Loren Stone, KIRO; Joe Wilkins, KBFF; John Hogg, KOY; Jack Williams, KOY; Harry Buckendahl, KOIN.

Feature of the Week
(Continued from page 10)

Included: Frank White, vice president and treasurer; H. V. Akerberg, vice president in charge of station relations; D. W. Thornburgh, vice president in charge of Western Division; J. Kelly Smith, director of station relations; William B. Lodge, director of engineering; Charles E. Nudie, Jr., assistant service manager; Ewing Buckalew, station relations, Western Division manager; Ernie Martin, program director; CBS Pacific Network; George Cook, WLS Chicago, treasurer of Arizona Network; Ralph Brunton, KQW San Francisco; Harry Buckendahl, Howard Lane, KOIN Portland, Ore.; Joe Wilkins, KFBB Great Falls, Mont.; Hal Brown, KERN Bakersfield, Cali.; Amos Barron, Clinton D. McKinno, San Diego; A. J. Mosby, KGVO Mount; R. E. Wheeler, KXLY, Spokane; Clyde Coombs, KARM Fresno; KROY Sacramento; Dick Welch, Kafi, Silver City, N. M.; E. F. Peifer, KGOD Stockton, Calif.; Saul Haas, KIRO Seattle; Eldora Roth, KARM; Dave McKay, KOLD Reno; D. D. Roderick, Val Lawrence, KQRO Wash.; John Hogg, Al Johnson, Jack Williams, KOY Phoenix; Charlie Morris, KSUS Lowell, Ariz.; Lee Little, Jerry O'Brien, KTUC Tucson, Ariz.
Ten AM Outlets Granted; KVLU and KGDE Get Boosts

CONSENT was granted last week by FCC for 10 new standard stations, including five authorizations for daytime only operations. KVLU and KGDE were granted modification of permit to increase daytime power from 1 to 5 kw in accordance with a previous condition in their FCC transmission grants. KVLU is signed 790 kc. KGDE Fergus Falls, Minn., was awarded a construction permit to erect a new antenna and increase night power from 100 w to 250 w, its KGV (Daytime) operates fulltime on 1230 kc.

The new authorizations:

Gaffney, S. C.—Cherokee Radio Co., 1370 kc, 250 w, daytime. Principals: A. Ray Godshall, attorney; president; Robert E. Livavace, former chief engineer. WEGO Concord, N. C., vice president; Gerald C. Merchant Jr., former Army Air Force service member of South Carolina National Guard, and former VOA engineer, William R. Gunter Jr., secretary—superintendent. KGQ Radcliff, Ky., engineer; Miss Alice Hilles, treasurer. Each holds 50%.


Willsboro, N. D.—Kenel Broadcasting Co., 1290 kc, 250 w, daytime. Principals: Edward K. Dombrowski, president; North Dakota Farmers Union, secretary—superintendent; Robert L. Caudill, chairman of board of directors; Ralph M. Pattison, vice chairman; Wayne M. Cupp, treasurer. Each holds one-third.

Port Huron, Calif.—Mendocino Coast Broadcasting Co., 1250 kc, 250 w, daytime. Co-partners: Gerald C. Woodall, former chief technician of KDUN in San Francisco, and a former farm plant engineer of KOWA Okomoye, Bismarck, N. D., with one-third interest.

Dollar Output of TV Sets Will Surpass Standard Receivers by June—Cosgrove

DOLLAR volume of output of television receivers will be greater by next June than the standard broadcast sets, Ray C. Cosgrove, Crosley Division, director and ex-president of Radio Manufacturers Assn. declared at a Thursday meeting of the NAB-RMA Liaison Committee held at NAB headquarters in Washington.

Mr. Cosgrove also foresees a marked increase in output of AM-FM receivers that figures for the week ended Oct. 19 showed a total of 16,771 receivers with AM-FM circuits, he said, with 7% of all production being dual. Table estimated about a million sets with FM will be produced by the end of the year.

As to TV receivers, he added, "One distributor says he expects four times the activity in television sets." Mr. Cosgrove’s predictions were revealed in a joint NAB-RMA news release.

Success of the recent National Radio Telecasting Convention, jointly by RMA and NAB insures a fourth annual observance next year, it was declared.

Reports on the celebration were submitted by A. D. Willard Jr., NAB Executive Vice President; Robert K. Richards, Director of Public Relations, and Hugh Higgins, Assistant Director of Broadcast Advertising. Plans for the national awards dinner, which scholarships will be presented winners of the high school essay contest were discussed. James Stewart, film actor, has been added to the list of judges.

Plans for the united industry drive against the Pettrille musicians union were discussed, with RMA representatives saying it will participate in its board of directors approves (see separate music story, page 16).

Others taking part in the meeting were President Justin Miller Miller, Liberty Tube Co.; C. H. Caudill, Jr., for NAB; T. A. Craven, WOL Washington; George B. Stor- er, WJBK Detroit; William Ware, KSWI Council Bluffs, la.; Carlston Smith, WNC Washington.

For RMA: Max F. Balcom, Sylvania Electric Products, RMA president; Bond Geddes, executive vice president; W. Evans, Westinghouse Electric Corp.; Dr. Ray H. Manson, Stromberg-Carlson Co.; John West, RCA.

Senator Gives Radio Newsmen Admiration

RADIO was present to cover the proceedings when the Howard Hughes hearing resumed in Washington on Wednesday, but up to the preceding night when the commission awarded him his approval, there had been serious doubt as to whether radio newsmen would be admitted.

Making a routine check for permission to broadcast the hearings, Mr. Hughes expressed his "reluctance" on the part of Sen. Homer Ferguson, chairman of the Senate War Investigating Subcommittee conducting the hearing. The request was then repeated more formally by Albert L. Warner, director of Mutual’s Washington news bureau, in a letter to Senator Ferguson and other members of the committee that produced no results, daily queries were made by the networks, but no decision was forthcoming until 5:30 p.m. Tuesday when it was learned that radio would be allowed.

A spokesman for Senator Ferguson denied that the senator was attempting to suppress coverage by radio. He pointed out that Senator Ferguson was the first to permit radio to cover such activities back in January when the attempt was made to unseat the late Senator Robert La Folbo, the conservative in his belief in the purposes of such coverage.

Cites Reason

The reason that the idea of eliminating broadcasters was taken under advisement, said the spokesman, was that previous hearings "had a difference of opinion" and the committee was seeking to eliminate the source of such contention. With this in mind, he said, an agreement was reached whereby several newsmen would be present, but would remain as inconspicuous as possible.

Mr. Warner, in sharp disagreement with the commission’s point of view, said that the"microphone merely reports the hearing verbatim without embroidery. If it’s a ‘show’ in the committee room, it’s a ‘show’ on the air, the fault or merit rests on the committee. I don’t see why the listening word makes a ‘show’ any more than big black headlines with a verbal report."
Help Wanted (Cont'd)

PERSONALITY disc jockey—salesman wanted by prominent regional FM station, good paper and
affiliate. Will turn over sales and pro-
gressive. Invites only those who have the "show and sell" to
satisfy the radio audience. Write to right man in talent and
continuity. Box 965, BROADCASTING.

Help Wanted (Cont'd)

Independent FM station going on the
air immedi-
ately needs pro-
nouncer, technician, salesmen, unlimited opportu-
nity, another man to get into this field. Attractive
devices, equipment, new ideas and associates. Free
brochure. Box 097, BROADCASTING.

Help Wanted (Cont'd)

WANTED—Announcer—salesman wanted by
the leading broadcasting company. Op-
pportunity to prove your ability, sales and
continuity. Salary, open. Write to Box 911, BROAD-
CASTING.

HELP WANTED—Announcer wanted by FM station
in the southeastern area. Experience and ability to
sell. Write to Box 925, BROADCASTING.

HELP WANTED—Announcer-writer wanted by
weekly newspaper in Tennessee. Excellent
opportunities. Write to Box 900, BROAD-
CASTING.

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weekly newspaper in Tennessee. Excellent
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HELP WANTED—Announcer-writer wanted by
weekly newspaper in Tennessee. Excellent
opportunities. Write to Box 900, BROADCASTING.
Situation Wanted (Cont'd)

Announcer—21 years experience: news; music—commercial radio, FM—AM east coast. Box 388, BROADCASTING.

Engineer—formerly employed. Experience in maintenance, control board operation, remote and recording. Young, ambitious, capable, married, no children. Prefer southeast N.Y.C. phone: For qualified technicians, write BROADCASTING.

Listeners desired to make a new home in metropolitan area. Available first of January. Box 906, BROADCASTING.

Not money-nut, but can use good salary. Young, ambitious, available for new opportunity. Please write, give details. Box 907, BROADCASTING.

Writer—5½ years experience continuity, commercial copy. Wrote and produced own shows. Announcing experience. Vet, single, prefer eastern seaboard. Box 908, BROADCASTING.


Continuity, commercial copy chief, 7 years experience. Former student, Philadelphia, Washington. $5000 minimum. Presently living in New York. Box 910, BROADCASTING.

One of the leading mic-men of the east desires to make a change as of January 1st. Presently employed in leading metropolitan market. Proven sales record. Executive training and experience, 12 years as radio background. Better than most advertised, will consider only better than average position. Vet. Box 911, BROADCASTING. Personal interview necessary. Address Box 908, BROADCASTING.

For qualified technicians, write or phone: Employment Department, Melville Radio Super, 15 West 44th st., N.Y.C. BRYAN 9-5060.

Chief engineer, now employed, experienced in all phases of broadcast station installation, maintenance, operation, directions. Antennas, radio and television networks. Excellent references. Will consider only better than average position at present salary. Box 912, BROADCASTING.

Executive—10 years experience all phases of broadcasting, installation, maintenance, operation, direction, Antennas, AM and FM, seek- ing employment in broadcasting. Box 881, BROADCASTING.

As entire program department I put on air and operate efficiently. As network system. Topflight background. Box 913, BROADCASTING, New York.

Topflight, well-known director, now in N.Y. An- xious to locate any position in or near New York city. Five years experience, announcer, music director, writer-producer. Excellent references. Box 914, BROADCASTING.

As entire program department I put on air and operate efficiently. As network system. Topflight background. Box 915, BROADCASTING, New York.

Vet. assistant, 15 years experience with top flight station. Background includes service with 5,000-watt NBOC, three years with network news, sports and a thorough working knowledge of special events. Excellent references, age 27. Salary requirements 500.00 to 650.00. Box 916, BROADCASTING.

Chief engineer experienced in operating and installation of 1 kw transmitter experience to 250 kw. Excellent technical position with prestigious organization, organization, one of the top west. Married, C.F. Young, responsible. Prefer western states. Box 919, BROADCASTING.

Engineer, first phone, five years' experience, now employed, age 29, married. Box 920, BROADCASTING.

Program director. Do you know that the best way to safeguard your station against economics is to present new and original programs? Competing broad- casters won’t have! Programs designed to (1) keep the popularity of leading network shows (2) triple time buying (3) Operating cost. Box 921, BROADCASTING.

Anchors, 7 years eastern cities, including 50 kw, Exclusive record showman, with proven backgrounds, audience participa- tion. Colorful newscaster, no sports or commercials, $3000 minimum salary. Box 922, BROADCASTING.

Script writer, 27, background radio and advertising. Journalism A.B. $800. Box 923, BROADCASTING.

Author—Experienced, dependable morning man. Married. Desires full time position, preferably midwest or northeast. Presently employed with network. Salary available January, $800.00 minimum salary. Box 924, BROADCASTING.

Anchors, 7 years eastern cities, including 50 kw, Exclusive record showman, with proven backgrounds, audience participa- tion. Colorful newscaster, no sports or commercials, $3000 minimum salary. Box 922, BROADCASTING.

For Sale

For sale—RCA FM equipment 0 3 kw transmitter, Pyron antenna, transmission line, supporting tower, speech equipment, new, immediate delivery at BCA list price. Box 925, BROADCASTING.

Have type 42-E Collins antenna coupling unit that has been used only 3 months. Replaced it with commercial. Practically new. Price $200.00, P.O. Box 926, BROADCASTING.

For Sale

For sale—250 watt RCA transmitter model K-8, in excellent condition. Price $750.00. Phone or wire Saginaw Broadcasting Co., Saginaw, Michigan.


1000 watt 304-A WE transmitter with space tubes, plus control room. Recently removed due to power increase. Great equipment for a production radio station. Full price $3500. KFVP, Los An- geles.

1950 watt Western Electric Type 353E transmitter in excellent condition. High power immediate radio station KDAL, Duluth, Minnesota.

$2500.00 Box 957, BROADCASTING.

For sale—WE 353E1 in perfect condition. Two sets tubes. Now in operation. Radio Station KMUL, Monrovia, California.

For sale—Pierce wire recorder model C-102, amp with four frequency. Complete with Turner crystal, telephone, extra read, rapid rewind equipment and sturdy carrying case. Cost over $900.00. Goes to highest bidder, any reasonable offer. KMMF, Everett, Washington.

Tower, construction and maintenance, also ground systems. Available now. Ace Hi Tower Construction Co. offices WROM, Rome, Georgia. H. C. Twist, Mgr. Phone 9075.

Wanted to Buy

Radio station. Radio engineer interested buying partnership, interest or control of local station. Will assume management. Network desired. Write Box 836, BROADCASTING.

Small station, Cash basis. Prefer unit now, showing possible earnings. Box 862, BROADCASTING.

Wanted—I RCA type AE-4217-X vertical pickup heads. WACO, Waco, Texas.

Miscellaneous

Announcing for Radio-Klimer, newest station in northwest Iowa, 3000 listeners. 35 students. 25,00. University of Iowa. WACO, Iowa. 500 watt. University Place Station, Des Moines, Iowa. 500 watt.

Jockey’s comedy script collection, $5.00, Cemetery, 21-21 T 20th Road, Aetna, 2. L. N. I.

For Sale

1 KW STATION

PRICE—$75,000.

LOCATION—Booming Southwest community.

EQUIPMENT—All new Raytheon.

POTENTIAL—Excellent for fa- cility development and good earnings.

WRITE—Exclusive representatives

BLACKBURN-HAMILTON CO.

Broadcasting

W. S. H. S.

2335 E. 14th St.

SAN ANTONIO, TEXAS

For Sale

15 kw, 25000 foot, New York. Price $200.00, P.O. Box 925, BROADCASTING.
TBA PLANS TV CLINIC AT ITS ANNUAL MEET

TELEVISION Broadcasters Assn. will hold a one-day video clinic for its members in connection with the TBA annual meeting, to be held Dec. 10 at the Waldorf-Astoria, New York, TBA President J. R. Poppole announced last week. Day's proceedings will be open to members only, he said, except for the awards luncheon.

Program includes two panel sessions, one for active members, in charge of Lawrence W. Lowman, CBS vice president in charge of television, and one for affiliates, in charge of Ernest A. Marx, manager of the video receiver division of Allen B. DuMont laboratories. Active members will hear talks on getting a video station on the air, local programming, local sales, networking by relays, cable, strato- vision and films, engineering problems, and an address by an FCC commissioner.

Affiliates program will include discussions of agency problems in preparing television programs.

HIGHER GROSS, LOWER NET REPORTED BY CBS

AN INCREASE in gross income but a decrease in net in the first nine months of 1947 as compared with a similar period last year was reported last week by CBS.

Figures for the first nine months of 1947 were not precisely comparable with those for the similar period reported in 1946 because a 40-week period was included in 1947 and only a 39-week period in 1946. Gross income from sale of facilities, talent, lines, and from records made by the subsidiary, Columbia Records Inc., was $74,566,860 in the nine months ending Oct. 4, 1947, and $66,836,024 in the first nine months of 1946 ending Sept. 28.

Net income for the two periods was $5,660,860 in 1947 and $10,977, 522 in 1946.

To include FM plans in NARBA hits opposition

Effort to include FM in the North American Regional Broadcasting Agreement (NARBA) meeting met U. S. opposition as proceedings got under way last week in Havana.

FM proposal was submitted by conference chairman, Nicolas de Mendoza, who said FM "undoubtedly will afford relief to the standard band. Regional and local stations are wasting power needed very badly to reach long distances from the cultural centers to the rural areas," he said. "If in the next conference we do not contemplate the possibility of relief from FM, we will have once again done an incomplete job, as we did in Havana 10 years ago."

George E. Sterling, FCC engineer and head of the American delegation, replied that the subject is outside the scope of the agenda but could be discussed after completion of conference work.

The U. S. delegates and advisors are participating under renewed government-industry admonitions to stick to engineering and leave policy matters alone.

The conference to lay the groundwork for the NARBA treaty conference in Canada next August, is expected to last from three to six weeks. The Havana report will not be binding upon the various countries, which have until May 1 to submit final proposals for treaty changes.

In the absence of a decision on FCC's long-drawn clear-channel case—now expected early next year—the U. S. was unable to offer any recommendations regarding channel uses, but expects to cover this phase in its final proposals early in clear-channel proceeding is decided.

The position which U. S. delegates to Havana will take with respect to changes recommended by the various signatories was outlined in a document prepared by FCC and industry representatives and given general approval in a government-industry conference Oct. 24. For the most part this guide advocates approval of the non-policy phases of the proposals already submitted by the U. S. [Broadcasting, Oct. 13], with some modifications an agreement upon in the government-industry session Oct. 24.

The U. S. delegation, with Mr. Sterling as chairman, also includes Donald R. MacQuivey of the State Dept., Telecommunications Division as vice chairman, and Raymond Harrell, of the U. S. Embassy in Havana.

Other Delegates

Other delegates, all from FCC: James Barr, AM Division chief, Engineering Dept.; Neal McNaughton, who has been closely associated with NARBA work in connection with Engineering Dept.; W. W. Van Winkle, Jr., Technical Information Division; George Gadea, engineer, who will also serve as an exporter, and Joseph Kusmier, Law Dept.

Advisers include:

Raymond F. Guy, radio facilities engineer, NBC; James Parker, allocations engineer, CBS; John G. Preston, chief allocations engineer, ABC; E. M. Johnson, chief plans and allocations engineer, MBS; Royall V. Howard, engineer, WJZ, New York; G. F. Lecorde, chief engineer of WJR Detroit, for Clear Channel Allocations Service; and Andrew D. Bing, consulting engineer for Westinghouse Radio Stations.

J. W. Bain, senior radio engineer of Dept. of Transport, Ottawa, heads the Canadian delegation to Havana meeting. Harry Dawson, Toronto, manager and consulting engineer of Canadian Assn. of Broadcasters, and W. G. Richardson, engineer of Canadian Broadcasting Corp., Montreal, also are on Canadian delegation.

In the Oct. 24 government-industry meeting, as in a similar session a week earlier [Broadcasting, Oct. 10], emphasis was centered on the importance of considering no questions, engineering or otherwise, which contain policy implications. It was agreed, for example, that the group should recognize the International Telecommunications Conferences' recent authorization for use of $40 kc in broadcasting but would not discuss how it will be used.

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New Dongan Grantee Takes Facilities of WOKO Albany

WOKO Albany, loser in a long fight against deletion by the FCC, was slated to go off the air last Saturday night, to be succeeded by a station using its equipment, many of its staff members, and possibly not too many call letters, but operated by Governor Dongan Broadcasting Corp.

Arrangements were completed Thursday night for Governor Dongan to buy WOKO’s equipment, transmitter plant and necessary studio facilities and office equipment from WOKO Inc., licensee of the deleted station, for $35,000. Spokesmen said many of the staff members would be retained by Gov- ernor Dongan and that others would transfer to WABY Albany, which meanwhile goes under control of the Press Co. Deuel E. Richard- son, who has been active in the management of WOKO, said his own plans are indefinite.

WOKO’s filing stated that the station would be continued temporarily by the new operation, but is slated to go to Champlain Valley Broadcasting Corp. when it completes construction of a station on WABY.

The Commission announced last week its final decision to grant the Governor Dongan application for WOKO’s 1480-ke channel, to operate with 5 kw, and authorized interim use of WOKO’s existing facilities if they could be leased or bought. WOKO operates with 1 kw day and 500 w night. Governor Dongan filed an application with FCC Friday morning reporting its acquisition of the equipment and asking for special temporary au-

Stable Advocates
Stand on Pettrillo

EDITOR, BROADCASTING:
Your editorial of October 27th, (Jimmy’s Chips Are Down) is brilliantly written. I am a strong ad- vocate of unionism, yet, somehow I feel that the possible blow to Jimmy’s in Pettrillo’s recent edit is pronounced for the benefit of his mem- bers. If anything, it will mean less revenue for his musicians and greater opportunity for non-union artists. And definitely, it will cause disunity in his organization. I won- der if anyone feels as I do, incon- tinently, that maybe the president of the AFM had uppermost in his mind, the loss of $2,000,000 annual royalties.

Henry E. Stabil
Secretary
WBKY New York

Handling of Pettrillo
Story Brings Orchids

EDITOR, BROADCASTING:
It is perfectly apparent to me what a delicate situation you faced in preparing your Oct. 20 issue concerning the general music situ-

I could not refrain from sending on to you these words of praise, because it was a . . . clever job most ably handled.

The story gave an excellent round up of the music situation and fit the picture even though it was written before the Pettrillo situa-
tment was made. While I am aware of the fact that this situation comes up often in journalism, your skillful handling of this all-impor-
tant story deserves these orchids which I send you wholeheartedly.

Michael M. Stillerman
President
Keystone Broadcasting System
New York

Sends Congratulations
On Pettrillo Coverage

EDITOR, BROADCASTING:
This is simply a word of con-
gratulations on your fine coverage on the Pettrillo matter and especi- ally on the editorial titled “Jimmy’s Chips Are Down.” I believe that editorials of this nature contribute considerably to the public’s right to contro-

Please accept my heartiest con-
gratulations in appreciation for fine reporting and fine writing.

George George
General Manager

SOUTH BEND RELAY
Brings Grid Classic to Record Number of Televiewers

TELEVISION brought the Army-Notre Dame football game, played last Saturday, to an estimated 175,000 people. Scheduled to inaugurate a new video relay, from South Bend to Chicago, set up by Bal-

In the 10,000 TV area alone, 10,

KFDX WICHITA FALLS
TO OPEN NOVEMBER 27

OPENING date of Nov. 27 has been set for Wichita Falls, Texas’ newest outlet, KFDX. Originally assigned the call letters KDFP which were subsequently changed to KFDX, the sta-

Mr. Cannan is president and chief owner of the station. Wichtex Broadcasting Co., and will divide his time between KFDX and KDFM Beaumont, of which he is also president. Charles E. Cannan, the former manager of KGWW Wichita Falls, is general manager of the new outlet and John Adams, who was with the former KGKO Fort Worth, is chief engineer.

Offices and studios are located in the City National Bank Building and will be equipped to handle both AM and FM programs. The FM outlet, KFDX-FM is now under construction. Transmit...
TELEVISION OUTLETS
SOLD BY WGR, WJR
WGR Cleveland and WJR Detroit, both owned by G. A. Richards interests, filing with FCC for television allocations. WGR requests Channel 7 (174-180 mc), estimates construction costs at $264,000, anticipates 28 1/2 hours operation weekly. WJR seeks Channel 5 (76-82 mc), expects construction to cost $250,000, would operate 22 hours per week.

In Cleveland, three channels assigned and two others (No. 2 sought by DuMont, and No. 7) now available; but in proposed realignment of allocations FCC has suggested No. 7 be moved to Canton. In Detroit, three assigned and only No. 5 remains. This requested by United Detroit Theatres as well as WJR, with P.T. Industry Co. also seeking to switch to No. 5 from its assigned No. 2. WGR and WJR applications handled by Washington law office of Kirkland, Fleming, Green, Martin & Ellis.

JOURNAL SHARES SOLD
FCC Friday approved annual sale of additional 15% interest in Journal Co., Milwaukee radio and newspaper owner, to company employees for $1,145,600 [BROADCASTING, Sept. 29]. Employees, who already have 40%, thus acquire majority interest, though actual control not involved. Journal Board Chairman Harry J. Grant and Faye McBeath convey 9,000 shares each (1 1/4%) to trustees under Employee Stock Profit Sharing program exchange for equal number of beneficial interest units to be sold to employees. Some 600 employees will have stock. Mr. Grant will have 2.07% and Miss McBeath about 1 1/4%. Journal Co. owns WMJ Milwaukee and associated FM and TV properties, Milwaukee Journal, and WSAU and WSAU-FM Wausau.

DECCA'S NET PROFIT DOWN
CONSOLIDATED net profit Decca Records Inc., for nine months ending Sept. 30, 1947, amounted to $1,116,483 (unaudited) after provision of $274,522 for all estimated income taxes. This equals $1.44 per share on 778,459 shares capital stock outstanding Sept. 30 and compares with net profit of $1,346,227 or $1.73 per share on basis of comparable number of shares outstanding in corresponding period of 1946.

TEMPORARY order restraining ABC and MBS from changing existing relationships with WSAY Rochester, N. Y., continued Friday in U. S. District Court, New York, for "few days" pending further study by court, which expressed opinion on basis of testimony that temporary injunction against networks asked by station should not be granted. ABC continued in opposition to that decision, if any, is between WSAY and FCC rather than between station and network.

SEYMOUR N. SIEGEL named manager of WNYC and WNYC-FM, New York municipal stations, and director of radio communications for New York, by Mayor William O'Dwyer. His title gives him city commissioner status. He has been acting manager since January 1946.

NORFOLK APPLICANT GETS FINAL GRANT
FINAL DECISION granting application of Norfolk Broadcasting Corp. for new nighttime station on 1220 kc at Norfolk, Va., was announced Friday by FCC. Decision, effectuating original proposal [BROADCASTING, May 19], denied mutually exclusive application of Thomas Broadcasting Corp., for full-time use of 1230 kc with 100 w at Norfolk. Comr. Durr and Hyde continued their respective dissents. Grantee firm's ownership: Nicholas Carter Wright, in automotive business in Norfolk, president; Fred L. Hart, president, general manager and minority stockholder of WLPM Suffolk, 15%; Leo Broady, treasurer and owner of one share of stock in WLPM, 20%; Frank E. Butter Jr., former stockholder of WLPM, 15%; John G. Dawson, minority stockholder of WNPC Fayetteville and WTNC Kingsport, 10%; WLIS Bowling Green, Ky., 10%; Olm Garrett, businessman, 25%; D. Paul Decker, director of Norfolk Community Centers, 0.4%.

NORTH CAROLINA NET FORMED
NORTH CAROLINA State Network formed by ten 1 kw daytimers, Ed Anderson, WBRB Forest City; Fred Whitely and H. A. Seville, WGTI Kannapolis, authorized to file for charter as $1,000,000 firm. Stations include WBRO, WGTI, WTNC Thomasville, WTBW Winston-Salem, WHEC Asheville, WEEW Laurinburg, WABA Wadesboro, WWGP Sanford, WGWR Asheboro, WFMV Burlington, with WIN at North Carolina U. feeding programs to network. Fully leased wire will be used to interchange programs among stations. Mr. Seville declared all outlets in chain would have FM.

NEW RENEWAL FORMS
NEW RENEWAL applications—No. 303—to be available shortly for stations wishing to use them in seeking renewals for period starting Feb. 1, FCC officials said Friday. Stations up for renewal for that period, numbering about 125, must file by Dec. 1. They may use either old or new forms since use of latter, part of a general reorganization of broadcast applications [BROADCASTING, Oct. 25], does not become mandatory till Feb. 26.

CHICAGO SEESE PROJECTED TV
NBC Central Div., Chicago, sponsored first Chicago showing of projection receiver television Nov. 7 and 8 when it projected Friday evening and Saturday afternoon schedules of WBRK on 8x10 foot screen in Kimball Hall. Held for 250 representatives of trade press, radio editors, clients and agencies, showing was to include telecast Army-Notre Dame football game from South Bend.

DUKE ELLINGTON, famed orchestra leader, has joined disc jockey trade by signing contract with WMCA New York for two-hour daily series to be transcribed and made available nationally by WMCA. He will be sponsored on WMCA by Paradise Wine, through Ollan Adv. Co.

COAST-TO-COAST television in two years predicted Friday by Frank E. Mullen, NBC executive vice president, on first broadcast of Swift Home Service Club on NBC television network.

USE OF WOKO CALL APPROVED
USE of call letters and equipment of deleted WOKO Albany by Governor Dongan Broadcasting Corp., effective 12:01 a.m. yesterday (Sunday), was approved by FCC in special temporary authorization late Friday. STA effective through Dec. 9. (Earlier story page 88.)

CAPITOL RECORDS transcription division shifting headquarters from New York to Hollywood this month, in move aiming at closer liaison with top-side management and talent.

BROADCASTING • Telecasting
Radio, like Aladdin's famous lamp, can be called upon at any time to serve its master. The men and equipment that make possible this passage of radio from the microphone to the attentive ears of the listening audience oft are forgotten. KMBC employs a staff of highly trained and qualified engineers who are constantly alert to changing conditions. This year, as in the past, KMBC's engineering staff has maintained and conducted the high quality of KMBC's broadcast schedule without interruption.

—KMBC of Kansas City
Free & Peters, Inc.
WKY funnels audiences from one program to the next. Three-fourths of the audience of the average WKY program is inherited from the preceding WKY program according to a study of audience flow by the diary method conducted in 30 counties around Oklahoma City by Audience Surveys, Inc.

WKY's great line-up of local and NBC programs is responsible for attracting and holding the top share of audience in the Oklahoma City area morning, afternoon and night.

Any program which joins this WKY line-up falls heir to all the benefits of associating with the top audience attractions in this area, most important of which is the inheritance of a large, ready-made audience which WKY funnels from one program to the next.