AT LAST

One Kansas City Broadcaster Covers The Entire Kansas City Trade Area

FOR THE WHOLE STORY TURN TO PAGES 36 & 37

KMBC  KFRM
of Kansas City FREE & PETERS, INC. for Kansas Farm Coverage
Meet "MR. SPORTS" himself

MIDWEST'S FIRST RADIO SPORTS AUTHORITY AND . . . KRNT HAS HIM!

His rich all-around athletic experience and background gave "Iron Man" Al Couppee an immediate, tremendous radio audience. Al quarterbacked Iowa U's famous Iron Men team of 1939 . . . starred on three top Navy Training School grid teams . . . was recent Washington Redskins' stalwart . . . a 1942 Golden Gloves champion.

Al Couppee knows the game—ALL games. Mention any sport and he's starred in it—amateur, pro and semi-pro . . . football, basketball, baseball, boxing, swimming, track, hockey. AND—

On the air as in athletics Al Couppee is convincing!

MEN WHO KNOW SAY:

"KRNT and Al Couppee are very fortunate. I've always considered Al a young man of exceptional ability. Am confident he will do a swell job."

EDDIE ANDERSON, Head Football Coach, U. of Iowa

"Al Couppee is so well informed about the fine points and techniques of all games that he'll give his audience accurate, interesting accounts. Will be a pleasure to work with him and say "he represents the Register & Tribune station."

SEC TAYLOR, Sports Editor, Des Moines Reg. & Trib.

"Al Couppee, one of America's great football players, certainly should be one of America's best sports announcers."

HARRY WISMER, ABC Network

Sorry—Mr. Timebuyer—No Play-by-Plays Available . . . They're Under the Year-Around Sponsorship of The New Utica Clothing Company.

But, ASK YOUR KATZ MAN about ANOTHER REAL BUY—Al Couppee's 10:15-10:30 P.M. Nightly Sportscast.

KRNT is available with WMAK and WMT as the Mid-states Group. Represented by The Katz Agency.
In fulfillment of its duty to its New England home-town listeners, Yankee gives home-town coverage, day and night, to its own people in their hours of disaster.

We cannot detail the "Firsts" and the ingenuity of our staffs in Boston and in our home-town stations, but our own people—our own listeners—know that our truly neighborly, helpful broadcasts were dedicated to their service. Like the home-town doctor, we served sincerely and conscientiously.

We served as sympathetic neighbors, not as observers from afar or strangers come to catalog the sufferings in terms of Beats, Scoops and Boasts.

We now dedicate our services to supplement the courage and resourcefulness of those areas hit hardest by the fires.

Acceptance is The Yankee Network's Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 270 National Press Building, Washington 4, D.C.

Entered as second class matter March 14, 1933, at Post Office at Washington, D.C., under act of March 3, 1879.

Represented Nationally by EDWARD PETRY & CO., INC.
NAB Board Heads Demand to Soften Code

DRASTIC action to adjust NAB Standards of Practice to practical operating problems of most stations appeared imminent as NAB Board of Directors argued until midnight at Friday meeting in Washington (see earlier board story page 15). Final decision was expected Saturday as board members, confronted by overwhelming industry demand for easing of code provisions, were unable to reach agreement after morning, afternoon and late night debates.

Board was not through with commercial section Friday night but had tentatively approved many specific changes.

So heated was directors' debate that postponement of effective date from Feb. 1, 1948 until at least June 1 was considered certain. Best guess was that board would turn standards back to drafting committee for rewriting.

Board debate indicated it did not care to promulgate standards without giving industry chance to vote, feeling code that would be ignored would be worse than no code at all. Either industry referendum or vote at May 17 convention in Los Angeles was anticipated.

Tipoff on extent directors had backed down from tough Atlantic City code was found in fact that even some staunch advocates of that version were clipping their wings at every opportunity. Actual fears that many stations would go broke if standards were too vicious were apparent among directors.

Basic objections centered around time limitations in proposed code adopted by board at Atlantic City convention in September. Practically all board members reported demand in their districts for relaxing of time provisions.

Informal opinion among many board members was that setting of Feb. 1 as date for actual operation of standards was premature. Though many months of careful preparation had gone into document submitted at Atlantic City, it was conceded many provisions were not realistic and that industry would not go along with that version.

Several plans were submitted to abandon standards in favor of creed stating in general terms responsibilities of station operators. These creeds were seriously discussed. Main argument in their behalf was that proposed standards deprived station owners of right to decide how best to serve public interest as they interpret laws and FCC rules.

Tentative agreement indicated on proposal to cut out overall three-minute commercial limit in 15-minute programs, heart of document. In its place board preferred three minutes plus station break announcement, with no limit on length of such announcement.

Changes in day-night single-program commercial limits favored by members.

Test motion to postpone effective code date indefinitely was rejected. Idea of deferring code to summer to permit redrafting and convention discussion was then advanced.

Sitting with board in code discussions were Harold Fair, NAB program department director; Ben Miller, assistant director; Merle Jones, NABC Minneapolis, chairman of program executive committee in charge of standards; Robert D. Swezey, MBS vice president and general manager, chairman of committee which drafted original standards; Ted Cott, WNEW New York, chairman of special independents' committee which drew up own code.

Morning debate was devoted to report of station reaction compiled by special board review committee (see separate story, page 110). In afternoon individual board members each spoke from five to ten minutes on reaction in their districts. Without exception, they reported many of their stations demanding softening of commercial provisions, or other portions, though general sentiment in favor of some sort of code was indicated.

This discussion convinced many directors that original Feb. 1 date was completely out of question.

Though directors' comments and exchanges occasionally wandered off original agenda limits, President Justin Miller gave every member and advisor full chance to submit views despite fact that length of code debate threw action on budget, membership dues, BMB and other subjects into Saturday.
The way rivermen gauge depth of Memphis harbor is to watch the U. S. gauge on the bluffs. . . Sales gauging is not so simple.

Time To Gauge Sales

Wouldn't it be a good idea to realign sales sights now . . . take a gauge of present and future prospects for immediate sales? We suggest Memphis as an ideal market in which to change your thinking . . . for WHHM has changed the radio . . . and marketing picture . . . of the Mid-South's largest city.

WHHM Offers

More listeners per dollar in Memphis
An audience that can't seem to stop listening
An advertising advantage that builds repeat sales

So whether you gauge sales by the cash register or by how many nice people you meet daily, use WHHM.

Represented by FORJOE & CO.

WHHM

MEMPHIS, TENNESSEE

THE MID-SOUTH'S 24 HOUR STATION

BROADCASTING • Telecasting

November 17, 1947 • Page 5
Day in and day out there's a holiday buying spirit in Eastern Iowa. You'll reap a rich harvest of sales and profits by telling your story to the prosperous WMT twins. Here in the twin markets —with the nation's highest income almost evenly divided between city and farm—you'll find listeners with dollars to spend . . . listeners who have been loyal to WMT for 25 years!

Ask the Katz Man.

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

BASIC COLUMBIA NETWORK
5000 WATTS 600 K. C. DAY AND NIGHT
IT ALL STARTS HERE

where the fishing's fine!

There's good fishing aplenty in the thousands of water courses throughout the Nashville market territory. Fishing may be all these fresh water streams mean to the "compleat angler". But for a complete picture of the market, just move downstream—past the great stock farms and numerous factories. Don't forget the barge trains or the TVA dams that give cheap, abundant power... This diverse, water-dependent activity keeps employment high and buying income well over $800,000,000 yearly... And they make the Nashville market a rich sales area for you. Cover it effectively—and at reasonable listener cost—over WSIX.

AMERICAN • MUTUAL

5,000 watts  980 kc

Represented Nationally by The Katz Agency, Inc.

WSIX gives you all three: Market, Coverage, Economy

BROADCASTING • Telecasting
The Sweeney and March Show
Out in Southern California—where “stupendous” is considered faint praise—it takes a lot of showmanship to ring up sales. Smart time-buyers know that Southern Californians get sales-building showmanship on KNX—CBS in Hollywood—where programs aimed at local listeners get the same gilt-edged production as the 33 coast-to-coast shows KNX originates for CBS.

For a case in point, take Brooding With Brady and The Sweeney and March Show. Brady is for KNX listeners only. Sweeney and March goes cross country for CBS. Mr. Brady rolls sleepyheads out of bed with a flick of his pixilated wit. Messrs. Sweeney and March make laughs come as easily as 7s on loaded dice . . . Two comedy shows. Two audiences. One standard of production.

The studios, sound effects, music and engineering that brighten the make-believe of Sweeney and March are all at the disposal of Brooding With Brady.

It’s a share-alike policy that adds network lustre to every local KNX program.

For the showmanship that can make your sales campaign more successful in Southern California—call KNX. Or let Radio Sales tell you all about us.

**KNX** Los Angeles · 50,000 Watts
Feature of the Week

EVERY YEAR the entire staff of WSGN Birmingham has a party. That is, the entire staff attends except two engineers and one announcer who are needed to keep the station on the air.

This year when party time came around Managing Director Henry P. Johnston talked things over with his engineers, who are members of IBEW and with his announcers. He pointed out that the time for the annual party was approaching and it would be necessary, as always, for three people to miss the party.

The staffs decided something could be done about that.

Members of the IBEW appealed to other members of the Birmingham union. The announcers talked to their friends in the same trade at other stations. Result: Maury Farrell, of WAPI took over the announcing stint. John Cram of WTNB and Vearl Cicero of WKAX worked for the engineers. WSGN was on the air as usual but every member of the staff attended the party, held at the Birmingham Country Club on Nov.

Sellers of Sales

HIS dominant interest is in the air. Professionally, it's radio and television. Avocationally, it's aviation. That's a quick summary of James Campbell McCormick, radio and television director of The Mayers Co., Los Angeles.

Radio first attracted Jim's attention as a graduate student at the U. of Southern California and led to a paper entitled, "Economic Aspects of Advertising by Radio." Upon graduation in 1931, he joined the Walter Biddick Co., Los Angeles—a firm which divided its interest between servicing accounts and representing stations in procurement of national business.

For the next eight years Jim obtained a diversified background which ranged from writing copy, hiring talent and producing to servicing clients as an account executive. Then, in 1938 when the Biddick Co. took over representation of Free & Peters on West Coast, he also devoted his time to national business for client stations.

Early in 1940 he joined Associated Adv., Los Angeles, as an account executive. Uncle Sam called on March 22, 1941, and for next five years he divided his time between this country, Alaska and Europe. Starting out as a field artillery yardbird, he emerged as a first lieutenant and liaison pilot.

In May 1946 he joined his present firm, The Mayers Co. His duties as radio and television director include time-buying and production as well. As such he overseas radio and television activity of 11 Sears & Roebuck Co. Los Angeles area stores in addition to radio of such accounts as Dad's Root Beer, LB Hair Oil, Catalina Knitting Mills, Penn-Zoll Co., Brownstein-Louis Co. (Herndon Shirts), Gordon's Bread Co.

A native of Akron, Ohio, Jim was born April 16, 1909. His family moved west in 1929, where he has lived ever since. He was graduated from Los Angeles High in 1926. He received a BS in Business Administration in '30 and MA in '31 from U.S.C.

A bachelor, Jim devotes his leisure hours to flying light planes. Badminton, squash and fishing take up remainder of his hobby slack. Greatest ambition: Place first contract for coast-to-coast TV sponsor.
... Because it is tops in all the important elements that are so vital to distinctive, successful newscasting:

★ ACCURACY  
★ SPEED  
★ VARIETY  
★ HUMAN INTEREST  
★ ENTERPRISE

From every standpoint INS is the most effective news source available to radio today. Swift, accurate, complete world-wide coverage is INS' stock in trade—with emphasis at all times on reliability through rigid adherence to the famous INS slogan: "Get it First, But—FIRST Get it RIGHT."

And INS dispatches are all carefully written with an eye to simplicity, clarity, and conciseness—in a style that lends itself easily to newscasting.

The widest variety of news and news-features, an abundance of illuminating background material, and an intelligent balance between news of regional, national, and global significance are additional outstanding features of the INS news report that help create fresher, more interesting newscasts day in and day out.

That's why INS is a wise investment that pays dividends in peak listener interest.

"THE BEST NEWS SERVICE BUY FOR RADIO TODAY"

INTERNATIONAL NEWS SERVICE
235 EAST 45th STREET, NEW YORK 17, N.Y.
DON'T HIDE YOUR ATTRACTIONS FROM THE OUTSIDE AUDIENCE

*The outside Pacific Coast market is that vast area outside the metropolitan county areas in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. In 1946, retail sales totaled almost four billion dollars in this outside Pacific Coast market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.

There's no controversy about radio coverage of the inside Pacific Coast audience (metropolitan areas of Hooper cities, which are covered by all 4 networks). But the long and the short of the outside story is this: only Don Lee has adequate facilities to reach the big outside market, where 4,394,000 of the Coast's 12,633,200 people spent $3,736,889,000 in retail sales during 1946.

ONLY DON LEE offers 43 stations (more than twice as many as Network "A"; over three times as many as Network "B" or "C") to do the job of inside and outside coverage.

DON LEE IS A BETTER BUY than any other Pacific Coast network because it delivers more listeners at a lower cost per thousand radio families. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.)

If you've a product to sell, don't skirt around a big potential market. Put your show on Don Lee, the only network with enough facilities to reach both the inside and outside markets on the Pacific Coast!

The Nation's Greatest Regional Network
THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
SYDNEY GAYNOR, General Sales Manager
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.
Maybe it will surprise some of you agency men to discover that, in many of your clients' sales quotas, Honolulu rates as high as most "mainland" cities of equal or even larger population. And that Honolulu therefore deserves at least the same radio cultivation.

Look it up and see! If you're right, you'll then be interested to know that KGMB, Honolulu, has a lot of smart shows like Happy Birthday—a daily request program featuring "Fritzie" and her piano, which gets a 3.2 Hooper, and bags full of mail.

Here at F&P we have a lot of ideas and suggestions for any advertiser who prefers Bull's-Eye Radio to scatter-gun radio. Name the markets you want, and we'll get you the results you want. How about now?

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE     KOB
BEAUMONT         KFDM
BOISE            KDSH
BUFFALO          WGR
CHARLESTON, S. C. WCSC
COLUMBIA, S. C.  WIS
CORPUS CHRISTI   KBB
DAVENPORT        WOC
DES MOINES       WHO
DENVER           KVOD
DULUTH-SUPERIOR  WDSD
FARGO            WDAY
FT. WORTH-DALLAS WBAP
HONOLULU-HILO    KGMB-KHBC
HOUSTON          KXYZ
INDIANAPOLIS     WISH
KANSAS CITY      KMBC
LOUISVILLE       WAVE
MILWAUKEE        WMAW
MINNEAPOLIS-ST. PAUL WTCN
NEW YORK         WMCA
NORFOLK          WGH
OMAHA            KFAB
PEORIA-TUSCOLA   WMBO-WDZ
PORTLAND, ORE.   KEX
RALEIGH          WFTF
ROANOKE          WDJ
SAN DIEGO        KSDJ
ST. LOUIS        KSD
ST. PAUL         KIRO
SYRACUSE         WFL
TERRE HAUTE      WTHI
TELEVISION:
ST. LOUIS         KSD-TV

NEW YORK:
444 Madison Ave.

CHICAGO:
180 N. Michigan Ave.

DETROIT:
Penobscot Bldg.

FORT WORTH:
406 W. Seventh St.

ATLANTA:
Palmer Bldg.

HOLLYWOOD:
6331 Hollywood Blvd.

SAN FRANCISCO:
58 Sutter Street
Los Angeles Gets '48 NAB Convention

To Be Held in May; Coast City Chosen Over Chicago

By J. FRANK BEATTY

THE 1948 NAB convention will be held in mid-May at Los Angeles, first West Coast industry meeting since 1940 when San Francisco was the site. Probable date is May 17-20.

Selection of the convention city was made by the NAB board as one of the first acts of its three-day meeting, which started Thursday. The decision followed a quick meeting early in the morning by the Convention Sites & Planning Committee.

Responsibility for selection and planning of conventions was placed in this committee by the board at its Sept. 20 meeting in Atlantic City. Chairman Howard Lane, WJJD Chicago, a board member, returned recently from an inspection of San Francisco and Los Angeles as possible sites. He was accompanied by C. E. Arney Jr., NAB Secretary-Treasurer.

The Los Angeles convention will be the first of the new series of spring conventions. The board in 1940 adopted a policy of spring conventions at its meeting in Washington last May, with district and area meetings to be held in the autumn.

The Thursday board session covered only convention and budgetary matters, aside from routine.

Several Budgets Ready

Several budgets had been prepared for board consideration, ranging from less than the 1948 approximate $700,000 to nearly $850,000. It was obvious that the board did not care to jump the budget as much as $150,000, but that many basic association functions were costing more money. In addition, the board desired to provide funds for several expanded operations.

The Thursday discussion suggested that some NAB activities might be deleted, especially in the field, with a saving that might exceed $50,000. However, the board was still in the midst of budget discussion when it adjourned late Thursday and had not made a final decision on a new dues schedule.

Several new dues schedules were considered, in line with the amended By-laws adopted by the membership last summer, but action had not been taken when the board recessed Thursday night.

In considering the convention, the board had before it the planning committee's report in which selection of a site was left up to the board itself. The committee though, is vested with the job of making definite arrangements for the convention.

Trend toward a management type of industry convention was indicated in the board's deliberations. As the industry's meetings have grown in size, feeling has developed that scope of the convention should be narrowed to national policy matters.

Because of its geographic remoteness from the Midwest and East, the Los Angeles meeting is not expected to draw the normal number of broadcasters below the top management level. Therefore, the convention planning committee may decide to curtail the workshop and technical phases at industry-wide gatherings and enlarge the scope of district and area meetings to cover program, technical, advertising and small station topics in much greater detail.

Final Authority

Final decisions, it was indicated, will be up to the planning committee.

With national conventions concentrating on industry-wide policy matters, such critical subjects as Standards of Practice, music, ASCAP and BMI could receive more thorough discussion. This might eliminate, for example, complaints that the code did not receive adequate consideration at Atlantic City.

For the past fortnight Los Angeles and Chicago have vied for the convention. New York and Cleveland had been considered for a while, but Cleveland was dropped when it was found the auditorium in that city had been booked through desirable weeks in early spring of 1948. Cleveland still is in the running for the 1949 meeting, however, as are New York and Chicago. Had Chicago been selected for 1948, the proceedings would have been held in the Stevens Hotel, a Hilton hotel, instead of the Hilton's Palmer House, site of the 1946 convention.

Though Los Angeles lacks the central accessibility of some cities, sentiment has been strong for a West Coast meeting. A committee of Southern California broadcasters has been handling the area's bid for the convention. Its membership included William J. Beaton, (Continued on page 108)

White to Push His Revised Radio Bill

Discusses With President About Coy, Roberson, Clark for FCC

FRESH from a trip to the White House, Senator Wallace H. White Jr., of Maine, majority leader, said last Thursday he hoped to have a revised version of his radio bill (S. 1335) approved by the Senate Interstate Committee at the special session which convenes today, with action at the regular session which begins Jan. 6.

Senator White did not indicate whether President Truman favored new radio legislation, but asserted that a number of "radio problems" had been discussed. He said he had talked with the President about the vacancy on the FCC created by the recent resignation of Chairman Charles R. Denny, but that he made no specific recommendation. The President, Mr. White declared, expressed no preference as to names mentioned as possible appointments.

In the forefront of discussion for the chairmanship has been Wayne Coy, radio director of the Washington Post stations, WINX and WINX-FM, and former assistant to the late President Roosevelt. It is generally believed that President Truman intends naming Mr. Coy when the regular session convenes in January, but no official word has been forthcoming either from the White House or from Mr. Coy.

J. Leonard Reinsch, managing director of the Cox stations (WSB Atlanta, WIOD Miami and WHID Dayton) who served as the President's radio advisor since the vice presidential days, also has been mentioned, but has never been an active candidate.

Names Discussed

Upon leaving the White House yesterday, Mr. White said that the names of Mr. Coy, D. Worth Clark, former Idaho Senator and partner-owner of KJBS San Francisco, and Frank Roberson, partner in the law firm of Spearman and Roberson of Washington, were discussed with the President. He said he had not recommended anyone.

Mr. Roberson, who served as assistant general counsel of the FCC in 1934-36, had not been mentioned previously for the FCC vacancy. He told Broadcasting Friday that he was not a candidate, and that acceptance of the $10,000 post would mean a financial sacrifice.

Mr. Roberson is a middle-of-the-road Democrat.

A former attorney of Mississippi, his native state, Mr. Roberson served as state judge of Pelham, N. Y., an elective post, in 1931. He also had served in the Mississippi legislature, and had practiced law in New York prior to joining the FCC in 1934 under Paul D. P. Spearman, then general counsel and now his law partner.

He served as president of the Federal Communications Bar Assn. in 1939, and as chairman of the legislative committee of FCBA testified in favor of the appellate and procedural provisions of the White Bill at the hearing last June.

In an interview with Broadcasting, Senator White, who has been the Congressional communications expert for 30 years in both House and Senate, asserted that he had completed a "redraft" of his bill, and that a confidential 

(Continued on page 109)
OCTOBER PACIFIC HOOPERS
FIRST 15 PROGRAMS

<table>
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<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Hooper-</th>
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<th>Post-</th>
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<td>American Tobacco</td>
<td>Foote, Cone &amp; Belding</td>
<td>28.7</td>
<td>33.4</td>
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<td>Bob Hope</td>
<td>6</td>
<td>N. &amp; W Tobacco</td>
<td>Foote, Cone &amp; Belding</td>
<td>28.4</td>
<td>26.2</td>
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<td>6</td>
<td>R. J. Reynolds</td>
<td>Russell M. Seeds</td>
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<td>22.4</td>
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<td>S. C. Johnson &amp; Sen</td>
<td>Neidham, Louis, Brabry</td>
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*Includes first and second broadcasts.

WRGB PLANS TO START COMMERCIALLY DEC. 1

WRGB General Electric video station in Schenectady, will commence commercial operation Dec. 1, Robert J. Peare, GE vice president in charge of broadcast activities, announced last week. Station will take video network programs from NBC in addition to its own local programs, and will be represented nationally by NBC National Spot Sales Dept., which also acts as representative for WGY Schenectady, GE's AM station.

Rate card, dated Dec. 1, shows the station's rates as $210 for 60 minutes, $131 for 30 minutes, $105 for 20 minutes, $91 for 15 minutes, $78 for 10 minutes, $53 for five minutes. One-minute features will be accepted as participations in variety-type programs at the five-minute rate and 20-second spots, limited to time, weather and service announcements, at $40. However, a sticker affixed to the card states that these rates will be subject to a 50% introductory discount until April 1.

Rates include charges for transmitters and studio facilities and handling for motion pictures. Rehearsal rates are $25 a half-hour for live programs, $10, up to 15 minutes, for live spots.

Shortly after Dec. 1, WRGB will install a newly designed video antenna and new transmitting equipment which will increase the station's present coverage.

Kellogg Changes

KELLOGG Co., Battle Creek, Mich., due to changes in advertising plans, effective Dec. 26, will discontinue Superman, 5:15-5:30 p.m., five times weekly on MBS. Agency is Kenyon & Eckhardt, New York.

Alemite Discs

ALEMITE dealers are currently sponsoring a series of recorded five-minute sports programs over local radio station throughout the country on a cooperative basis. Recordings for the series, which features Jimmy Connellman, coach of Chicago Cardinal professional football team, are being furnished to dealers without charge by Stewart-Warner Corp. Thus far 58 dealers in 22 different distributor territories are carrying series of 59 broadcasts.

Renews Waring

MINNESOTA VALLEY Canning Co., Lesuer, Minn. (canned vegetables) Jan. 16, 1948, renews for 26 weeks Friday segment of Fred Waring Show, on 160 NBC stations, Monday thru Friday, 10:00-10:30 a.m. EST. Agency is Leo Burnett Co. Inc., Chicago. Tuesday and Thursday segments are sponsored by American Meat Institute, while Monday and Wednesday programs are heard sustaining.

Chevrolet Plans TV Show

On Royal Wedding Day

GENERAL MOTORS Corp.'s Chevy Division, will sponsor a half-hour video program including a film of the life of Princess Elizabeth of England and last-minute photos of her marriage to Lieut. Philip Mountbatten on Nov. 20 day of the wedding, on WFIL-TV Philadelphia, WMAL-TV Washington and WMBR Baltimore.

Film is a British Information Service movie, made available for television use here through United Press, and the video package was produced by Paul Mowrey, ABC director of television, who arranged for the showing and sponsorship of the film with Campbell-Ewald Co. of Detroit, agency for Chevrolet.

Ad Council Names

THE ADVERTISING council has announced appointment of Advertising Assn. of the West as its official far western representative, in an attempt to increase cooperation between the two organizations in public service advertising.

ADAMS LEAVES FCC; WILL ASSIST DENNY

DAVID C. ADAMS, assistant to the general counsel of FCC, resigned last Wednesday to become assistant to former Chairman Charles R. Denney in his new post of vice president and general counsel of NBC. His resignation was effective immediately.

Both Mr. Denney, who resigned effective Sept. 1, and Mr. Adams will enter their new duties Dec. 1. Mr. Adams, 34, specialized in common carrier matters during his service at FCC, which started in 1937. He assisted Mr. Denney throughout the International Telecommunications Conferences which the then-chairman headed at Atlantic City last summer.

He was chief rate counsel at the time of his appointment as assistant to the general counsel last January, and formerly headed the International Telegraph Section of the Law Dept., and the Internal Services Section. He was a member of the U. S. Delegation to the Moscow Five-Power Telecommunications Convention in September and October 1946 and was a U. S. observer at the London meeting of the CCIT last November. During the war he served in the Army in 1943, first with an anti-aircraft battalion and later, as second lieutenant, in military intelligence work in Washington.

Mr. Adams is a native of Buffalo. He received his A.B. degree from the U. of Buffalo in 1934 and his LL.B. from the law school there in 1937. He practiced law in Buffalo from 1937 to 1941.

Household Finance Plans

HOUSEHOLD FINANCE Corp. through its subsidiary, Chicago Building and Loan, has purchased the Midwestern life insurance business of the Peoples Building and Loan Association, St. Louis, Mo.

Call Letters of KPO are Changed to KNBC

FOLLOWING the pattern set by the New York network keys in changing their call letters, NBC's applications to change the call letters of KPO San Francisco to KNBC, was approved by FCC last Wednesday. KPO General Manager John Elwood said the change would probably be made in two weeks' time.

KPO started operations in April 1922 as a 100-watt, owned by Hale Bros., department store chain. In 1926 half interests was sold to Mr. Elwood. The Chronicle, morning daily. NBC bought the station in 1933. It has been operating on 50 kw since 1932.
RADIO NEWS

What Kinds of Features Do the Newspapers Carry?

By ED JAMES

The most comprehensive assessment to date of newspaper interest in radio news was completed last week by Broadcasting which conducted a survey of the 1,546 daily papers in the U.S.

Nearly 85% of the newspapers polled reported that they carry some kind of radio news. Virtually all papers in cities of 50,000 population or more regularly carry news of radio.

Major points of information disclosed by the survey were:

1. Station or program listings are carried by all papers which feature some kind of radio news. Slightly less than 30% carry special "fan" or radio news columns. Most columns of this kind are locally edited; syndicated columns are few.

2. More than 26% of the papers carrying radio news felt that general interest in radio had increased in recent months; slightly more than half thought interest had remained the same, and only 13.8% felt it had decreased.

3. 26% of the papers carrying radio news reported increases in the amount of space devoted to the subject in the last six months; 68.7% said space allocations had remained constant, and only 5.3% reported decreases in space.

4. Nearly 10% of the papers carrying "fan" or radio columns started them within the last two years.

5. Few papers which do not now have such columns intend introducing them in the future, 90.2% reporting they do not plan the addition of such features.

Depends on City Size

The survey, analyzed by city-size, disclosed that population concentration influences newspaper handling of radio news. Generally, large-city newspapers carry more radio news than smaller-city papers. The number of papers devoting space to the subject diminishes as the size of the city wanes.

City size was also noted as a factor in another analysis, conducted by NBC several months ago, of readership of radio news in newspapers. In that study it was found that an average of 46% of the men and 58% of the women readers of papers in cities of 1,000,000 or more population read radio news while only 16% of the men and 25% of the women in towns of 25,000 to 50,000 read it.

The NBC analysis, based on 106 Continuing Studies of Daily Newspaper Reading by the Advertising Research Foundation, found that women "pay significantly more attention to radio news than men." NBC found that 38% of the men readers of the newspapers studied read radio news, but 48% of the women read it.

The number of radio stations listed in newspaper logs was found by NBC to influence radio news readership; 40% of the men and 53% of the women read radio news in papers featuring 10 or more radio stations, while only 26% of the men and 36% of the women read in papers mentioning from two to three stations.

The NBC analysis also pointed out that newspapers which carried both logs and radio columns enjoyed higher radio news readership than those carrying logs only.

The network's research department, headed by Hugh M. Beville Jr., concluded that there was a "direct relationship between the amount of space devoted to radio news and its readership." Radio news of more than two columns in length "stopped 47% of the men and 80% of the women," NBC reported. Only 27% of the men and 44% of the women were stopped by radio news of less than one column.

(Continued on page 98)

EXTENT TO WHICH NEWSPAPERS FEATURE RADIO NEWS

<table>
<thead>
<tr>
<th></th>
<th>Over 50,000</th>
<th>10,000 to 25,000</th>
<th>5,000 to 9,999</th>
<th>2,500 to 4,999</th>
<th>Under 2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total newspapers</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

1. EXTENT TO WHICH NEWSPAPERS CARRY RADIO NEWS

<table>
<thead>
<tr>
<th>What kind of radio news does your paper carry?</th>
<th>Over 50,000</th>
<th>10,000 to 25,000</th>
<th>5,000 to 9,999</th>
<th>2,500 to 4,999</th>
<th>Under 2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Station or program listings</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>(b) Radio news or &quot;fan&quot; columns which are:</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Locally edited</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Received through syndicates</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Both locally edited and received through</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>syndicates</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

2. TYPE OF RADIO NEWS CARRIED

<table>
<thead>
<tr>
<th>Has interest in radio news:</th>
<th>Over 50,000</th>
<th>10,000 to 25,000</th>
<th>5,000 to 9,999</th>
<th>2,500 to 4,999</th>
<th>Under 2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Remained the same</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Decreased</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

3. INTEREST IN RADIO NEWS

<table>
<thead>
<tr>
<th>Within the past six months has the amount of space devoted to radio news:</th>
<th>Over 50,000</th>
<th>10,000 to 25,000</th>
<th>5,000 to 9,999</th>
<th>2,500 to 4,999</th>
<th>Under 2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Remained the same</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
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</tr>
<tr>
<td>Decreased</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
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<tr>
<td>Total</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

4. SPACE DEVOTED TO RADIO NEWS

A TOTAL of 312 newspapers—259 evening, 27 morning and 26 combination—cooperated in this cross-section survey of the nation's 1,546 dailies. Returns were from nine major geographic areas, which included all 48 states and the District of Columbia.
Radio Wage Per Person High in U.S.

Fulltime Staffers Are Paid $74 Weekly Average, NAB Reports

BROADCAST staff and freelance personnel receive the highest average weekly and annual income per employee in any American industry. Analysis of industry wage scales reveal this dominant position, according to a radio pay study completed by the NAB. Titled Broadcasting: A Gilt-Edge Field of Employment, the study shows wage scales and employment stability far above that in industry as a whole.

Overall average weekly rate of fulltime broadcast station employees was $74 in July 1947, according to the study, which was conducted by NAB’s Employee-Employer Relations Dept., of which Richard P. Doherty is Director. Actual take-home pay is still higher for a substantial number of employees, the study shows.

Though some statistics show the motion picture industry ahead of radio in some respects, NAB found that if the motion picture field, including production and distribution, is compared with the overall radio picture, including station and network personnel (staff and freelance), “broadcasting undeniably ranks as regards average weekly and annual income per employee.” Motion picture data is incomplete, it is claimed.

The $74 weekly average applies to fulltime staff personnel but does not include network employees or top station management. It compares to $48.05 for manufacturing employees, $55.10 for interstate light and power; $56.25 for insurance and $61.36 for finance and brokerage. Obviously, the overall average, weekly and annual, of combined station and network personnel (including freelance talent) was appreciably above $74 in July 1947,” NAB explains.

Rise Over Decade

The study shows that total wage payrolls of fulltime broadcast employees rose 317% from 1937 to 1947, compared to 135% in industry as a whole. Average 1946 earnings for all fulltime radio employees (including freelance talent and other paid work) were $3,964 compared to $2,369 for all private industry, $2,560 for public utilities, $2,612 for manufacturing, $2,400 for wholesale and retail trade, and $2,667 for finance, brokerage and insurance.

NAB’s analysis of industry employment will be made available without charge to those desiring copies in small quantities. Figures are based on material compiled by governmental agencies and NAB.

Broadcasting wages have risen faster than the cost of living, the analysis shows, the wage increase being 70% since 1940 compared to 5% in living costs. Employment stability is far in excess of that in industry as a whole, NAB found. Among factors responsible are the rapid expansion of broadcasting, with fulltime employees doubling in number in 10 years compared to a 25% gain in industry as a whole; relative absence of cyclical and seasonal fluctuations; radio’s willingness to pay fulltime wages even when poor, and a great deal of efficiency in the use of labor.

Looking to Future

Looking at the bad as well as the good in radio employment, the NAB analysis foresees plans whereby many stations and networks will assure annual employment and income to certain employees who have proved their qualifications during a minimum period of employment. The basis for all employment and income security is a sound, profitable and progressive enterprise, it is pointed out.

Besides high “absolute” pay, broadcasting offers high “relative” pay—that is, in relation to that received by others in the company and in the community, NAB said, suggesting opportunity for advancement is important. Rigid group wage patterns which submerge individual initiative and responsibility individual advance are, in reality, bad for workers and for the business enterprise, the analysis states.

“The dynamic character of broadcasting, the cumulative expansion of new stations and the industry’s receptiveness to change are all factors which provide new jobs and increased pay for progressive employees and for those with individual talents and creative ideas. Unfortunately, all too frequently the wage structure within the many individual radio stations has ‘just grown like Topsy’ and has become capricious and unsystematic.”

In some cases a “lopsided and unsound wage pattern” has resulted from organization of staff employees, with wages pushed upward without regard to factors affecting the level of wages, according to the analysis, with some stations able to stay solvent only by paying inadequate wages to several other classes of personnel.

“The time has arrived when broadcasters must give attention to scientific job evaluation whereby different jobs are measured in terms of their relative contributions to the total operations of the radio station,” it is stated. With both management and employees learning to understand job evaluation in working out equitable wage patterns.

Dangerous Concepts

Reviewing dangers involved in make-work concepts and artificial wage quotas, the analysis says “featherbedding does not increase the total piece of income pie going to labor. It does result in ultimate unemployment and reduced wages because it holds back expansion and improvement. The efforts of a few radio unions to prevent dual broadcasting of AM and FM programs and premium wages for dual operations (involving no additional work effort) actually retard the growth of FM.

By this very approach, they impede expansion of broadcasting, employment and potential future wage income within the radio industry.

“A bombarded acceptance by (Continued on page 98)

Second NORC Radio Study Launched

Listeners Across Nation Asked 40 Questions On Broadcasting

SECOND nationwide research project to learn what the public thinks of broadcasting was started last week by the National Opinion Research Center, with main office at the U. of Chicago.

NORC interviewers in all parts of the country are asking listeners 40 questions. Included are 29 questions covering radio reaction and 18 covering telephone, marital and other general information.

Commissioned by NAB, the NORC organization is using its extensive national facilities to get an accurate picture of listener reaction. NORC’s specialists, who regularly conduct sampling projects of different types for selection of typical listeners. In all, the NORC interviewers will conduct some 3,500 half-hour interviews based on questions submitted for the study.

Many questions have been carried over from first NORC study conducted in 1945. They will show trends in public conception of radio’s performance compared to newspapers, churches and other public service institutions.

Dropped from the current study are questions from the first NORC project which produced results in complete agreement with other accepted research results, unless it was believed a new trend might be shown by repetition of a question.

Study of Criticisms

New questions will provide information on specific criticisms leveled at broadcasting. They will bring out objections to product claims and other commercial characteristics.

In a series of pre-tests, NORC found the public had difficulty comprehending questions dealing with radio’s effort to develop new types of programs. The poses were changed to ask listeners what new programs they have heard and how they find out about them. Similar difficulty was found in asking listener opinion on editorializing by stations. A separate study may be conducted on this subject, since it was felt the present 40-question interview was about all that could be handled.

The second NORC study was authorized last spring by the NAB board. Funds have been provided for the actual study. Dr. Paul F. Lazarsfeld, director of the Bureau of Applied Research, Columbia U., probably will be commissioned to analyze the results as he did in the 1945 study. It is assumed these results again will be published in book form, as well as portrayed in slides. The first study was published under the title, “The People Who Listen.”

Under consideration by the NAB Research Committee is a separate study covering reasons non-listeners don’t listen. The committee is expected to act on a proposed survey plan at a meeting in the next few weeks, submitting recommendations to the NAB board.

At the time of the first survey, NORC headquarters at the U. of Denver, but since that time its headquarters moved to the U. of Chicago, with a branch office still maintained at the Denver school.
Petrillo Trial on Lea Act Charge Is Set

AFM Head Pleads His Innocence In WAAF Case

JAMES C. PETRILLO, president of the AFM, will go on trial for alleged violation of the Lea Act Dec. 16.

This date was set for Mr. Petrillo to answer the government's amended bill of information growing out of an earlier bill filed June 10, 1946, on behalf of WAAF Chicago which charged the AFM president with violating the Lea act by calling a strike against the station.

Mr. Petrillo, flanked by Dan Carmell, AFL attorney in Chicago, faced Judge Walter C. LaBuy at 10 a.m. last Wednesday, deadline for his attorneys to file answer to the government's amended bill submitted to the Federal court jurist three weeks ago.

To the question put by Judge LaBuy, "How does the defendant put it?" (Mr. Petrillo violated Sec. 506 of the Communications Act), Mr. Petrillo stared grimly at the jurist and growled "Not guilty."

Judge LaBuy then set Dec. 16 as the date of trial and Mr. Petrillo left the courtroom. Although pursued by reporters and photographers, Mr. Petrillo refused to comment on his appearance in court or to answer questions as to what tactics his attorneys would pursue when he comes to trial.

If found guilty, Mr. Petrillo could be sentenced to one year in a federal penitentiary or to pay a $5,000 fine, or both.

His appearance in court was another milestone in the intricate path he has pursued in eroding charges that his calling of a strike against WAAF May 11, 1946, was a violation of the Lea Act. On the grounds that Mr. Petrillo had called the strike because WAAF refused to employ three additional musicians as "librarians," Bradley Eidmann, WAAF general manager, appealed to the U. S. District Attorney's office in Chicago for legal action. The government filed its bill of criminal information June 10.

On Aug. 19, 1946, the late Joseph Padway, as AFM attorney, asked that the charges be dismissed on the grounds that the Lea Act violated the first, fifth, tenth and thirteenth amendments of the U. S. Constitution.

He was upheld in this contention on Dec. 2, 1946, by Judge LaBuy who found in favor of the defendant. U. S. District Attorney Albert J. Woll (now an AFL lawyer) appealed his decision to the U. S. Supreme Court.

The Supreme Court later reversed Judge LaBuy's decision on the grounds that the Lea Act was not in violation of the Constitution and returned it to the Dept. of Justice without passing on the guilt or innocence of the defendant.

By virtue of the government's bill the case will now be tried on the facts. The court must now decide whether Petrillo's strike against WAAF was in itself an illegal act.

Mr. Petrillo's "not guilty" plea came as a surprise to those who have followed his many court appearances. It was anticipated that his attorneys would file a motion to dismiss, which Judge LaBuy could accept or deny. At his trial Dec. 15 Mr. Petrillo, according to close personal sources, is expected to waive a jury trial [Broadcasting, Nov. 10].

Networks to Confer On Wednesday With AFM

NETWORK chieffains in New York received invitations from James C. Petrillo last week to begin what he expects to develop into a protracted series of negotiations for renewal of network musicians' contracts.

Mr. Petrillo asked the network executives to meet with him and other leaders of his union at the American Federation of Musicians New York offices next Wednesday. The AFM president was understood to have advised the networks that the meeting would mark the initiation of negotiations. The present network-AFM contract expires Jan. 31.

Although Mr. Petrillo has thus far carefully refrained from disclosing the nature of his intended demands, it was believed by network executives that he would unquestionably seek unilateral arrangements providing expanded employment for musicians.

This would be in line with numerous statements the AFM president made before the House Labor Subcommittee last summer and at press conferences since. He has bluntly stated that he proposed an all-out assault against what he regards as the reduction of employment by musical reproduction on records and in network programming, not only on AM stations but also FM stations.

Hopes for Meeting

Network executives anticipated that Mr. Petrillo, with the union chief would conceivably remain with AM, FM and television, and they were plainly hoping to establish a basis for the employment of musicians in FM and television broadcasting. At present Mr. Petrillo prohibits all live music on television and on FM stations duplicating AM network programs.

In the absence of definite advance word from Mr. Petrillo as to his precise intentions, network officials were unable to predict the exact course the negotiations would take. Top executives and legal counsel of all four major networks were expected to attend the conference Wednesday.

The importance of the approaching negotiations could not be minimized, since they were expected to reveal, for the first time, a crystallization of the designs of the musician's leader. Hereetofore, Mr. Petrillo has confined his statements to general threats against both broadcasting and record manufacturing without specifically outlining any kind of action which would satisfy his objectives of broadened employment.

November 17, 1947 • Page 19

Editorializing Tops NARND Agenda

Opinion on Mayflower Decision Expected From Convention

RADIO NEWSMEN from all over the nation were told by President Truman Thursday that "you have a great responsibility in that by reporting facts, making broadcasts available to the people generally, you have a powerful effect on public opinion."

The President warned the newsmen against allowing any "fine-haired, good looking demagogue" to gain control of American radio. He spoke when the 10th annual meeting of the National Assn. of Radio News Directors called at the White House. The appointment preceded the opening of the three-day second annual convention of the organization in the capital.

NARND President, John F. Hogan of WCSH Portland, Me., said that the convention would be asked to set up a committee to supervise the publication of the first text on radio news coverage, which NARND has contracted to prepare for the President - Hall Committee, planned for publication next summer. He also expressed the hope that the convention would act to set up a Personnel Bureau, to which station managers would turn when expert news personnel was needed.

The NARND Resolutions Committee, headed by Serena Gammell of WTHT Hartford, was scheduled to report to the business session of the convention Friday, and it was learned that the news directors were considering resolutions on the Mayflower decision, which broadcasters the right to editorialize. Among other subjects said to be under consideration by the committee was the Associated Press radio news price.

Four members of the Board of Directors were to be elected for a three-year term at Saturday's session, and the new president would then be chosen by the Board. Saturday's program also included a symposium on the Mayflower decision.

The Convention took on the nature of a post-graduate seminar Thursday when the first of a series of panel discussions on radio news problems was held at American University. Mr. Hogan opened the seminar. Charter Heslep, MBS Washington representative presided at the panel on "Use of the"

(Continued on page 106)
Rising Costs Cut Radio's Net in 1946

Total Time Sales Rose Over 1945 By 7.6% NET BROADCAST INCOME of networks and stations (before Federal income tax) experienced its second consecutive drop in 1946, dipping to $76,409,250 from $83,584,288 in 1945. Expenses once more overshadowed gains in broadcast revenues.

Finance data for 1946, released by FCC last week, disclosed that time sales rose to a record total of $334,076,914, for a 7.6% gain over the 1945 total of $310,484,000. The official calculation shows a relatively minute variation from the 1946 BROADCASTING YEARBOOK estimate that the gain would approximate 7.4%. While total time sales went up 7.6% of its sales from other broadcast activities, such as the sale of talent, went up 3.66% to a total of $38,945,507. But expenses shot up 14.69%, reaching $245,085,825 and leaving the industry with its second and largest net income drop since the start of the wartime boom. In 1945, net income fell from $90,772,851 to $83,584,288 for a decline of about 7.4%. [BROADCASTING, Dec. 2, 1946].

Average Station Income Average per-station income before Federal income tax, based on reports from the same stations in each year, dropped from $77,033 in 1945 to $73,404 in 1946. This represents a 5.45% decrease, as against a 5.99% drop in 1945. (For per-station averages on revenues, expenses and incomes for each class of station, prepared on an identical station base as to exclude the large number of new stations added in 1946, see table on page 104.)

FCC's report, described as "the first of a series of final tabulations of 1945 financial radio data," also included tables comparing 1945 and 1946 revenues, expenses, and incomes; showing distribution of 1946 revenues and income as between networks and stations (see table, this page); and summarizing the data according to (1) class and power of stations, and (2) class and time of operation, with an additional segregation between affiliates and non-affiliates of networks. Overall totals for 1946 were based on reports from four national and four regional networks and 1,025 stations, and included 10 network keys and 19 other stations owned and operated by networks. These compare with 1945 reports from four national and six regional networks and 901 stations (10 keys and 18 other stations managed and operated by networks). The data are for AM operations exclusively.

Virtually all of the increase in time sales applied to non-network time, and local advertisers and sponsors accounted for approximately twice as much of the non-network gain as national and regional spot advertisers did. From the standpoint of station operations, the local ads were the only class which came out with an increase in per-station average income.

Non-Network Increase While total revenues from the sale of network time went up 0.6% (to $134,781,108), receipts from non-network time sales climbed 12.91% (to $199,297,806). The network-time figure is after deduction of $769,178 in payments to foreign countries and elimination of "miscellaneous duplications," while the non-network program an effective instrument for peace and finish World War II in a way that World War III would never happen." Comparing our present program with that of the Russians, Representative Mundt said, "In this cold war of words and ideologies, the Russians are using big artillery and rockets while we rely on pop guns and pistols." He suggested a ten-point widening of the program, including expansion of field staffs and use of radio time in recipient countries to broadcast the scope (Continued on page 98)

Summary of Broadcast Revenues and Income of 4 Nation-wide Networks, 4 Regional Networks and 1025 Standard Stations for 1946

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
<th>Percent of Total</th>
<th>Amount</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networks and their 29 owned and operated stations</td>
<td>$88,010,128</td>
<td>27.29</td>
<td>$191,989,305</td>
<td>31.95</td>
</tr>
<tr>
<td>12 other network owned and operated stations</td>
<td>13,396,971</td>
<td>4.1</td>
<td>22,689,782</td>
<td>3.68</td>
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<tr>
<td>906 other stations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>801 stations serving as nation-wide network outlets</td>
<td>$119,236,437</td>
<td>35.87</td>
<td>$189,236,437</td>
<td>31.34</td>
</tr>
<tr>
<td>195 stations not serving as nation-wide network outlets</td>
<td>31,347,845</td>
<td>9.72</td>
<td>53,185,098</td>
<td>8.56</td>
</tr>
<tr>
<td>Total Industry Broadcast Revenues</td>
<td>$322,552,771</td>
<td>100.00</td>
<td>$583,404,405</td>
<td>100.00</td>
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</table>

BROADCASTING INCOME (Before Federal Income Tax)

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
<th>Percent of Total</th>
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<tbody>
<tr>
<td>Networks and their 29 owned and operated stations</td>
<td>$19,344,123</td>
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<td>19 other network owned and operated stations</td>
<td>4,106,466</td>
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<tr>
<td>906 other stations</td>
<td></td>
<td></td>
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<tr>
<td>801 stations serving as nation-wide network outlets</td>
<td>$53,185,098</td>
<td>69.55</td>
</tr>
<tr>
<td>195 stations not serving as nation-wide network outlets</td>
<td>9,997,025</td>
<td>15.18</td>
</tr>
<tr>
<td>Total Industry Broadcast Income</td>
<td>$76,466,246</td>
<td>100.00</td>
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Increase for Voice' Looms; Smith Seeks 5 Million Extra A SUBSTANTIALLY increased appropriation for the "Voice of America" seemed virtually a certainty as more and more influential members of Congress expressed concern over anti-American propaganda abroad and declared themselves in favor of additional funds for a U.S. program of overseas information.

Sen. H. Alexander Smith (R.-N.J.), chairman of the Senate group which recently investigated our information activities abroad, said he would ask the next regular session of Congress for a $5,000,000 supplemental appropriation for the "Voice" until June, and in addition, a $40,000,000 L. $45,000,000 project for the 1945 fiscal year.

Senator Smith said he had asked Secretary of State Marshall for a new plan which should "start from scratch" in considering the "Voice," since conditions are so different. He suggested that the new plan "be engineered to meet the realities of the European situation," as his committee found it.

Speaking of the new offensive of words against the U.S. by Russia and her satellites, Senator Smith said, "The inverteb that has been turned loose against us by these countries in their effort to force Communism on western Europe is so vicious as to be almost unbelievable to anyone who has not actually heard it."

Mundt Sees Need Rep. Karl E. Mundt (R.-S.D.), co-chairman with Senator Smith of the congressional investigating committee, is equally convinced of the need for an expanded program and will back a plan for a $50,000,000 annual overseas information program.

The figure of $50,000,000 a year, Mr. Mundt pointed out, would be about one-third the cost of a modern battlefield, and the outlay of $300,000,000 over a six-year period "would make the economic aid total is before deduction of commissions paid to agencies, brokers, etc. These commissions, applicable to both network and non-network time sales, totaled $45,469,650 (5.32% more than 1945) and brought the figure on "net revenues from time sales" down to $298,058,264 (2.57% above 1945).

Revenues from the sale of non-network time to local advertisers and sponsors aggregated $116,380,301—16.6% above the 1945 total. Non-network time sold to national and regional advertisers yielded $82,917,505, or 8.11% more than in 1945.

In line with findings with respect to profitability of local stations as reported in FCC's economic study, the Lemon Book [BROADCASTING, Nov. 10], the data showed that fulltime locals—approximately half of all stations—had earnings (before Federal taxes) averaging 16.47% above the averages for the same category of stations. The 18 day time and part-time locals covered in the identical-station study showed the greatest percentage gain with an average increase of 16.57%.

Networks and their key stations reported total time sales aggregating $93,608,381 and net time sales (after佣金) of $71,572,226; they received $16,437,902 in other broadcast revenues. (Continued on page 104)

LOW-PRICED TV Hallicrafters Produces Set To Sell for $169.50 Hallicrafters, Inc., Chicago, has announced a new television set to sell for $169.50. The new receiver is a table model with 22 tubes and 13-channel push-button selectivity, seven-inch image and simplified horizon and vertical image adjustment.

The set is going into production immediately, according to William J. Halligan, Hallicrafters president. It should be on the market by the first of the year, he added. Especially designed for home and the office, the new video set is metal, finished in gray and silver. It was designed by Raymond Loewy, and is equipped to accommodate a detachable lens accessory to bring larger images. Hallicrafters will merchandise them through distributors of both the Hallicrafters Carnegie Hall line of radio consoles and the Hallicrafters amateur line.
All the audience-knowledge required to do a successful radio job in Iowa is contained in the "1947 Iowa Radio Audience Survey"—a masterful study by Dr. F. L. Whan, recognized research authority of the University of Wichita. It compiles and visualizes the answers given by 8,682 Iowa radio families to almost every question that any radio advertiser could ask about the stations to which Iowa people listen most, the areas in which each station is preferred, the times at which Iowa people listen, the types of programs they like and dislike, and to dozens of other questions which determine the success of any radio effort in the State.

The 1947 Survey is the tenth annual edition. Countless times we have been told by top-notch agencies that the Iowa Radio Audience Survey is the most authoritative and helpful audience study in America—that any large agency would gladly pay thousands of dollars for its exclusive use, because it enables them to PLAN better and BUY better in Iowa.

WHO believes that what helps you also helps radio and us. Hence we gladly offer a free copy of the 1947 Iowa Radio Audience Survey to every agency, advertiser and sales executive in America, until the edition is exhausted. Get your copy NOW. The coupon is for your convenience.

WHO for Iowa Plus!
Des Moines . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc., National Representatives

<table>
<thead>
<tr>
<th>Station WHO</th>
<th>914 Walnut Street</th>
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<td></td>
<td>Des Moines 7, Iowa</td>
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</table>

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

Name ...........................................
Company ........................................
Street ...........................................
City ........................................... State
Three Promoted By Du Mont; Expansion Program Planned

PROMOTIONS for three top executives of the Du Mont telecasting organization were announced last week by Lawrence Phillips, di-rector of the Du Mont video network, who said that the move was designed to enlarge the scope of WABD New York as key station of the Du Mont network. John McNeil, for the past six months general manager of WABD, becomes manager of commercial operations of the network under the new setup, which consolidates the station's and the network's commercial activities under Mr. McNeil's direction. As general manager, he has also served as head of WABD's commercial department.

Bob Emery, formerly manager of the WABD program department, is now in charge of development and production of youth programs for the network. He will continue as the special producer of Small Fry, early evening program of cartoons and other video fare for the under-school-age child.

James L. Caddigan, manager of the network's program planning division, has taken on similar duties for WABD, where he will head programming and production.

Changes are part of an overall plan for strengthening both the Du Mont network and its key station, WABD, Mr. Phillips said. “I am thoroughly convinced that television will become economically feasible only when it is a network operation and I believe most network shows will originate from the network's key station,” he stated, adding, “On this basis we plan the growth and development of Du Mont television broadcasting.”

Lack of inter-city connecting facilities is holding up Du Mont network plans, Mr. Phillips said. His conviction that network service is a necessity for video stations outside the very larg-est cities.

“By remote,” he said, “a commu-nity newspaper can do a good job dealing with local persons and personalities and to some extent the local television broadcaster can duplicate this. But the cost of a remote telecast is such that a station which sends a mobile unit and a crew out to cover a meeting of the Ladies Aid or the birth of a three-legged chicken will soon find itself operating away in the red, even if those remotes are spon-sored.

“And when it comes to straight entertainment,” Mr. Phillips said, “the criterion has to be: Would the viewer spend money to see the program? or would he stay at home to see it if his local movie was show-ing a picture he wanted to see?”

“The buyer of a television set will expect to see the events he hears on the air or reads about in his paper: The Armistice Day cele-bration from the Tomb of the Un-known Soldier, the Christmas Eve lighting of the tree on the White House lawn, to cite only two examples, and the local station or sta-tions will have to see that he gets this kind of service to keep his at-tention. And that means that there will have to be network service.”

Gadget Campaign

AIMING at intensive marketing of Christmas season potential, Gadget-of-the-Month-Club Inc., Los Angeles, is currently running two and three programs weekly in 11 major markets throughout coun-try, Davis, Harrison & Simmonds, Los Angeles, is agency. Effective week of Nov. 11 following mar-kets were opened on 13 week contract with two and three quarter-hours weekly: KOA WRC WNBC WMAQ WBB WTM WGY. Ear-lier, 13 week campaigns were start-ed on KPO KDCA KYW WOWO.

RCA, Camden, N. J., has announced a new radio-chassis console, model 61 OV1, incorporating AM and FM radio and an automatic record changer. In an 18th century cabinet, RCA's sug-gested retail price for the nine-tube set is $825.
Nose dive

That shot of an air wreck we thought was a honey of a spectacular. The plane piled into four houses just outside of London.

The caption on the picture said that the crew of four and one passenger escaped miraculously. The people in the houses weren't hurt either.

It just goes to show that things aren't always as bad as they look.

That goes for business, too. If your sales have nosedived in the Baltimore market . . . you can still get up where you belong. The way most advertisers do is to put radio to work . . . and sales by radio in Baltimore means W-I-T-H.

That's the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Use W-I-T-H and you'll be on your way up again!

WITH
AM and FM
Baltimore 3, Md.

Tom Tinsley, President  Represented Nationally by Headley-Reed

November 17, 1947  Page 23
Suggestions from old friends are usually well received. It's the kind of pressure that makes you want to act. KOMO listeners respond this way.

The leadership and popularity accorded KOMO for more than 20 years provides an effective background of friendliness and confidence for your sales message—a background that insures results today.

NBC outlet for the Puget Sound area, KOMO long ago captured the area's largest listener audience; has consistently maintained the listener confidence that sells this big, rich market. It exerts the Persuasive Pressure that does the job. It can sell for you—surely, quickly, economically.

KOMO's beautiful new home—one of the finest radio plants in the nation—opens soon in downtown Seattle. New power of 50,000 watts intensifies KOMO's Persuasive Pressure.

For Seattle
Tacoma
KOMO

The Puget Sound Country

National Representatives. EDWARD PETRY & CO., Inc., New York, Chicago, San Francisco, Los Angeles, Detroit, St. Louis, Atlanta, Boston.
Los Angeles Soap Co. Gives Radio Credit

Broadcasting Gets Increasing Share of Advertising Money

By RALPH TUCHMAN

RADIO has kept us in the field even in the face of the largest advertising budgets," says Matt Finehout, Los Angeles Soap Co. vice president in charge of sales and advertising.

And this is a strong recommendation from a firm which has succeeded in holding its own in sales in 22 western states against the strongest advertising thrusts of soap's "Big Three."

Details of the firm's sales status are not available because the corporation is largely controlled by the founding families and no stock listings are necessary.

Secondly, in view of acute competitive condition of the western market, Los Angeles Soap Co. is understandably reluctant to advise competitors of its sales status. The only clue may be had in the estimated advertising budgets credited to the firm in the annual Publishers Information Bureau figures.

PIB Figures

With a limited soap supply available, sales have not been an acute problem for Los Angeles Soap Co. nor for any soap distributor since 1941. But their faith in radio, even during this period, is reflected in its share of the total budget as approximated by the PIB figures for the years from 1941 through 1946.

1941: Radio $77,801; Total $115,365.
1942: Radio $123,489; Total $144,419.
1943: Radio $235,109; Total $204,894.
1944: Radio $263,398; Total $236,794.
1945: Radio $234,964; Total $208,379.
1946: Radio $187,672; Total $190,302.

Radio is nothing new to this organization which was founded in 1880. In fact their first steps in radio date back to the early twenties when the medium itself was learning to walk. At first they bought a nightly hour over one of the Los Angeles stations at a weekly cost of $50. The program consisted of the vocals offered by the White King Quartet (named after one line of soap).

Minus any other identification, Los Angeles Soap continued the program for several months without the benefit of any commercial. Finally over the protests of the station concerned, one member of the quartet dared to state that the program was being broadcast through the courtesy of the Los Angeles Soap Co.

They were cut off the air promptly and a storm threatened. Mr. Finehout laughingly observes this preceded a vice president fade by a fair number of years.

Today, Los Angeles Soap airs three programs in the West.

SPONSOR AND SPONSORED are F. H. Merrill (left), president of Los Angeles Soap Co., and Knox Manning (right), CBS commentator, aired five days weekly on seven western stations.

Twice daily and thrice weekly Frank Hemingway and the News is heard over 43 stations of the Don Lee Network in addition to 15 Intermountain stations and two Arizona outlets. Morning listeners catch Mr. Hemingway at 7:7:15 a.m.; afternoon he is heard 4:4:15 p.m. In addition seven CBS stations carry Knox Manning News at noon five days a week under the banner of this soap sponsor.

In 1938, this, 87-year-old firm sponsored what is believed to be the first strip show over the Don Lee coastal stations, then affiliated with CBS. Continuing for 18 months, this program pioneered with premiums (magic tricks in this case).

Raymond R. Morgan, head of the Hollywood agency handling the account, smiles as he recalls the lengths necessary to keep up with the demand for the sundry trick premiums. In one case they even went so far as to have the owner of a defunct clothes-pin plant convert to the manufacture of magic tricks.

Premiums Featured

Continuing feature of firm's advertising has been premiums from that time to date. Most recent offer made during September and October were Ranunculus bulbs. Tied in with product, listeners are advised 'Friends—once again it's time for annual Ranunculus bulb offer brought to you by White King.' Then come the specifics of 10 such bulbs for one box top from a package of Merrill's Rich Suds and fifteen cents in coin. Characterized as looking like camellias, the offer is restated and then it's placed in the newscast.

For six weeks starting in July 1947, listeners were offered a top weekly award of a complete kitchen consisting of 12 items in addition to 275 individual weekly awards of single kitchen items. Dollar-wise this was $18,000 worth of premiums for the six-week span.

Book Offer

Prewar, books were used as a come-on. With White King soap box tops as the requisite, listeners were able to obtain one of the 25 best-selling books by mail. Volume was the clue to low-cost production of books and a one cent mailing cost combined to make the offer as attractive to the sponsor as it was to the listener.

Through radio it was then possible to dip into the vast book-buying potential, utilizing a premium to sell the soap a first time and establish the habit through subsequent book purchases.

By establishing the continuity of purchase through premiums, customers grow. That has been an active philosophy of the company and its advertising agency. When the war in Europe broke out, postage stamps were deemed an advisable sales lure. The stamps were tied into the news with great effect. The first offer following Hitler's entry of the Balkans drew 43,000 responses. Subsequent packets represented war-torn Europe, Pan American countries, Pacific areas, and this country's commemorative stamps.

An example of one of these stamp offers is as follows: "For news about an offer—how's this: There's a new White King stamp offer—it's called the Pan America collection—all for a dime. Get a White King box top. Just listen to what you get—40 different stamps from 12 different countries of the Pan American peace conference—a mighty unusual collection. So unusual we could not even get the stamps for it here in the United States. So for six weeks we have had special men in Argentina, Chile, Brazil, Colombia, Cuba, Nicaragua and almost every country gathering these stamps and sending them to us in Hill lots and till at least we have enough to make into packets."

Individual stamps and their scenes are described and listeners are finally advised 'there are 40 stamps with one of each country's flags.'

The campaign extended for a year with a very real effect upon the wholesale stamp market in the U.S. With a direct result of these offers, the Harris Stamp Co., Boston, largest stamp dealers in the country, shut down its premium, wholesale and mail order departments.

Ten Products

Today this soap firm, which was founded a year before the Civil War, is making an effort to propel a soap line of ten products: White King Granulated Soap; Scotch Granulated Soap; Calla Lily Granulated Soap; Black Scotch Whiskey Cleanser; Merrill's Rich Suds; Merrill's Fine Toilet Soap; Sierra Pine Toilet Soap; White King Toilet Soap; Mission Bell Toilet Soap; White King Water Softener.

All this started in 1860 when a young rancher, J. A. Forthmann, purchased a small soap business in the town of Los Angeles. Making the soap by night and selling by day, Los Angeles Soap Co. was a busy office. After 10 years of this, Mr. Forthmann obtained a partner, William Boggin, and the firm moved into its first factory—a one story building 20 by 30 feet. Four years later, after continued progress, the firm moved to its present site at East First Street.

Today the plant extends over 20 acres housing the 500 employees. F. H. Merrill, a young chemical engineer, was (Continued on page 88)
WOR, a great station that has pioneered in newscasting, totals up its technique and the results it produces

There's one news medium in this land, with an invisible masthead that reads: "Circulation, daytime, 3 1/2 million. Circulation, nighttime, 4 1/2 million." The count has been known to leave advertisers limp. The medium is WOR. Instead of a newspaper's three or four editions, WOR dishes out 15 to 19 fact-full newscasts a day. More, it would seem, than any other dispenser of news on the face of the globe. At least twice as much news as any other station in New York.

many a first stone
During the past 15 years, perhaps no other station in the country has done as much as WOR to change the whole conception of radio news reporting. Just as WOR has always pioneered in programming, engineering, promotion and publicity, it has laid many a first stone in the handling of radio news. The reasons? To help the radio industry grow great. But sometimes the reasons were selfish. Essentially, WOR has always demanded that all the news that is news, be told honestly, simply and well. But like any good newspaper or magazine editor, WOR has wanted its news to be something that would attract more and more advertisers into its fold. WOR thinks it has done a pretty good job in accomplishing both ends.

the proof's like this:
To be coldly clinical for a minute, take just one out of the 100 different case histories WOR has lurking in its files. Nine announcements aired on a WOR news show, pulled 28,790 requests for the sponsor. Spectacular? Not particularly; just an idea of how a WOR show clocks up sales. And this leap of the listener for what he hears advertised on WOR, shows itself on ALL programs — news, fun, music, drama.
David E. Driscoll, camera-eyed, dictaphone-eared, but amiable, director of WOR news and special features. His shrewd estimate of what makes news and why, has helped build for WOR an enviable newscasting reputation from coast to coast.
There's a sock in what WOR's newscasters say, but it's based on ethics, accuracy and unerring editing. Seen through the glass are three crack WOR news staffers: (Left, background foreground) Ed Higgins, Carey Longmire, George Brown.
up and away (far away)

WOR devotes some 23% of its airtime to news. For although other programs, from forums to free-for-alls, are the flesh and bone of any station’s life, news is the strong artery pulsating through the whole. More news—straight, human, honest news—is what the public wants—and that’s what it gets on WOR.

WOR news wings its way out to the far fringes of 244 counties in 14 states during the day, and umbrellas the homes in 430 counties in 18 states at night. WOR news (and all the programs that surround it) can be heard by 34,057,161 people, or ¼ of the nation’s population.

technique—is it a third eye?

What gives WOR such a hold on its listeners? Is it a secret technique? A third eye? A supersonic ear to the ground? Hardly. And yet—

Perhaps the answers cut a swathe across 25 years in time. Even in the beginning, the people who ran WOR had printer’s ink in their blood. If they didn’t report the news wholesale at first, they certainly made news.

On October 1, 1922, WOR sent the first human voice (Sir Thomas Lipton’s) sprinting across the Atlantic. On February 18, 1923, WOR united the east and west coasts by radio for the first time in history. These were the opening guns for the sensational growth of radio.

sizzle-by-sizzle

WOR was first to give the dubious public service of frying an egg on the sidewalk and broadcasting the sizzle-by-sizzle description. Chances are, that was one of the first on-the-spot broadcasts of all time.

The public, intrigued, spent its waking hours listening to hear what WOR would be up to next. A mighty mass of them have been doing the same ever since. And this pretty habit of listening to WOR for news and other things, has been lining the pockets of advertisers ever since, too.

news for sale

WOR was one of the first stations to offer unrestricted radio news, for sale, to an advertiser. This was a landmark in the whole long history of news reporting. It started the trend that has made Americans the best-informed, most quickly-informed peoples on earth. For as the sponsor’s cash helped cushion the operating expense, as competition grew—stations were able to offer more and better news to more and more people.
That's Prescott Robinson on the left whose 8:00 A.M. WOR newscast is probably one of the most listened-to radio features on the Atlantic Seaboard. Center, famed newscaster Henry Gladstone. Right, Roland Yoell, writer. In the rear, dimly seen, is Melvin Elliott, another topster in the news field.

"in the beginning there was the word"

There’s a special art to radio newswriting. The “word” comes first and the “word” in the WOR newsroom is crisp, clear and clean. The point: to give the listener the facts fast and give them true.

WOR’s news men are all seasoned members of the fourth estate.

WOR's news staff today adds up to 401 years of news experience.

Using the three great Press Associations, UP, AP and INS... WOR writer-reporters take the essence from the tickers, then clarify, localize and add that intangible something that turns out to be the WOR personality, in their stories. There’s an unwritten code in the newsroom: no slanting—by word or tone of voice—and WOR writers and newscasters know it and abide by it. This, the station feels, is its prime duty to its public—to give all the facts as they are.

local girl weds

Somebody once said: “I can spot the name of my home town on a whole page of type without reading a sentence.” If there is one secret to the WOR charm for its listener, it’s the EXTENT to which WOR thinks first in terms of the folks its serves. From obits to births to bombs, the slant is: “how does it affect the lives of our listeners?” Every good editor knows this local lure. But few single radio stations have the facilities, the staff, the independence to sock home hour after hour, day after day. WOR writer-reporters rip a story off the tickers then hop on the phone or leg it around town to get the home town slant. It’s routine stuff. The national and international picture? They’re given, and in full. But the gravy that WOR listeners want, what the news means to THEM—is there first.
Sports is news! Daddy of all American sportscasters is drawling, but decisive, WOR's Stan Lomax. His tangy appraisal of what's what, where, why, when and how, hits the ether at 6:45 P.M. each weekday. He's the idol of the prep, high and college fans. Quite a star.

A good bite out of the 34,037,161 people in 18 states will listen to what these WOR men will say on the air. On the left is Lyle Van. Piped, suspended (foreground) is Carey Longmire.

Freshfaced? Sure, but not fresh. It's WOR's John Wingate. A quiet, news-trained tracerdown of the unusual. On a paper, he'd be a starred feature writer. Here, he's Wingate, the man who mirrors a harbor fire on a wire recorder at 3:00 A.M.; the fellow whose voice echoes hollowly from the depths of a submarine. He's one of WOR's crack special features men.
NEWS STORY (Continued)

Like Houdini and Garbo—Vandeventer has a first name. But to thousands of seasoned listeners, the single-socket sound of “Vandeventer”, means news. His 6:30 and 11 PM newscasts are solid habits with WOR listeners.

How’s the weather up there? It’s gentle, weather-eyed Charles Partridge, WOR’s own weather consultant. He prepares—and WOR’s Nemo airs—what fishermen, sailors and landlubbers call the most complete weather report on the air. 11:25 nightly.

the feudin’ and the fussin’
WOR is probably the only station that records local public hearings. During the New York subway fare hearing, during the tempestuous trucking strike union meeting, WOR was on hand, recording the human sounds for all to hear later at 710 on the dial.

WOR was first to rebroadcast momentous speeches made during the day when many of its listeners couldn’t hear. A Hitlerian tirade, Roosevelt’s declaration of war—the historic pronouncements have been rebroadcast at night.

Whether it’s from the yawning depths of a new tunnel, or within scorching distance of a pier fire—WOR’s special features people are there, recording or broadcasting the news as it happens.

When there’s a traffic snarl, WOR issues bulletins to warn folks off the jammed roads. Come snow, sleet or measles... some 500 school superintendents know they have but to phone WOR and the message “no school today” will reach the ears of small fry near and far.

Maybe it’s this service to its community that makes 3½ million people in the daytime and 4½ millions at night—turn their dials regularly to 710 for news and other things. Maybe it’s because WOR feels concern for all of its people, and even serves up a special news show by Joe Bier for the 4,912,637 farming people in its community.

can’t go to sleep—yet
Though wives and psychiatrists may twitch at the thought of it, WOR is more than partly responsible for some of the habits of mankind hereabouts. The millions of males (and females) who can’t go to sleep before they hear the 11 o’clock news, can point a collective finger at WOR. For WOR started the 11 P.M. news slot 19 years ago and set the pattern for stations everywhere.

But WOR timed its news periods by methods more scientific than wife-baiting. During the war, when a mass of humanity began to work in early shifts, WOR set up a 7 A.M. news broadcast especially for the early risers. By studying the routine of its housewives, WOR discovered that women had time to listen to news after the exit of husband and offspring. A news show was pitched at 10 A.M. especially for them.

Even the length of a news period was eyed and dissected. Five and ten minute shows were tried; the public complained about not enough. Fifteen minute periods were tried. They satisfied. They stayed.
That's Larry Pickard, writer-reporter, topping the ladder of WOR's Library of Historic Recordings (no dizzying trick for war-parachutist Larry). WOR's half-million dollar library boasts transcriptions of nearly every world-shaking news event broadcast during the past 20 years.

Over at WOR, they like to feel that news—as WOR gets it and gives it—adds up to many things:

1. For the listener: All the news they want to hear at all the times when they can listen.

2. For the advertiser: the greatest number of potential customers ever gathered by a single radio station.

Listeners, many of whom are attracted by WOR's great news service—who have the habit of turning to WOR and staying with it throughout the day and even through the night.

—heard by the most people

where the most people are

mutual
POYNTER URGES CITY NOT TO SELL STATION

IN ST. PETERSBURG, Fla., where the city council has been considering the sale of its municipally owned station, WSUN, a prominent broadcaster and newspaper editor came to the defense of city ownership and urged the council not to sell.

In a letter to the council last week, Nelson Poynter, president of WTSP St. Petersburg, and editor of the St. Petersburg Times, suggests that the city keep the station and proposes a plan whereby its financing could be combined with that of a needed auditorium, making the total cost cheaper to the city than if the two projects were undertaken individually.

Mr. Poynter advances the following reasons for his stand: (1) WSUN is profitable financial asset to city. (2) WSUN has and can provide favorable publicity which St. Petersburg depends on. (3) Council may not have legal right to sell without referendum of people. (4) Since WSUN pays no federal or other taxes and will rent its proposed transmitter site from the state for $1 per year, it is worth more financially to the city than to any possible purchaser. (5) To contention that it would cost $200,000 to convert to FM, Mr. Poynter offers technical data showing how WTSP is doing it for $100,000. (6) Joint financing with municipal auditorium.

Mr. Poynter adds that if the council does decide to sell and the voters back up the decision, then WTSP will apply for WSUN's frequency of 620 kc.

Barlow Leaves FM Assn.; Joins WSAI Cincinnati

WILLIAM L. BARLOW, public relations director of FM Assn., resigned last week to take a similar post at WSAI Cincinnati, Marshall Field station. Mr. Barlow has been in Cincinnati since Aug 15, when he became ill on a visit to that city.

Mr. Barlow was public relations head of WLW Cincinnati until his transfer to WINS, Crosley New York station, about a year ago. He resigned that post last January, joining FM Assn. in April.

WRR's FM Plans

WRR, Dallas municipal station has received City Council's approval for construction of a $75,000 FM station. Durward J. Tucker, station chief engineer, said $30,000 would be spent on an FM tower, and the rest on equipment. FM broadcasts are expected by next summer.

RECEIVING the 1947 Junior Achievement Annual Radio Award on behalf of Big Four Broadcasting Co. (four Peoria, Ill., high schools) is Calvin Nullmeyer (1), sports announcer for Big Four. Witnessing presentation, made by Frank Stanton (r), CBS president, is J. P. Spang Jr., Gillette Safety Razor Co. president and board chairman of Massachusetts directors of Junior Achievement. Big Four won award for series of broadcasts over WMBD Peoria.

Canada's Oct. Ratings Topped by U. S. Programs

AMERICAN network programs continue to lead in popularity in Canada, according to national ratings for October issued by Elliot-Haynes Ltd. Toronto. First 10 evening network shows in October in Canada were Radio Theatre with 36.1, Charlie McCarthy 30.8, Fibber McGee and Molly 29.7, Fred Allen 27.6, Ozzi & Harriet 23.3, Amos 'n Andy 20.7, Meet Corliss Archer 19.7, Take It or Leave It 18.5, Music Hall 18.3, and Bob Hope 17.9.

First five daytime shows in October were Happy Gang 18 (Canadian program) Ma Perkins 15.3, Big Sister 15.2, Pepper Young's Family 14.7, and Right To Happiness 14.1.

Joint Standards Project Started in Hollywood

DISC RECORDING and reproducing standards are to be proposed and defined through an industry-wide project undertaken jointly by the Sapphire Club and Motion Picture Research Council, Hollywood. Questionnaire is in preparation to gather and classify disc recording and processing terms.

Project is under the co-chairmanship of John K. Hillard, Altec Lansing Corp., heading the standards committee, and J. W. Bayless, heading a subcommittee on processing standards. Research Council participation is led by W. P. Kelley and W. V. Wolfe. Representatives are included from the leading phonograph and transcription producers, film producers and allied firms.

WBIB New Haven, Conn., has increased its power from 2000 to approximately 5000 w with erection of a General Electric 2 Bay antenna over 200 feet above ground level. Mast holding the tower is mounted alongside upper portion of New Haven Police FM tower which is on the roof of the WBIB building.

POYNTER URGES CITY NOT TO SELL STATION

IN ST. PETERSBURG, Fla., where the city council has been considering the sale of its municipally owned station, WSUN, a prominent broadcaster and newspaper editor came to the defense of city ownership and urged the council not to sell.

In a letter to the council last week, Nelson Poynter, president of WTSP St. Petersburg, and editor of the St. Petersburg Times, suggests that the city keep the station and proposes a plan whereby its financing could be combined with that of a needed auditorium, making the total cost cheaper to the city than if the two projects were undertaken individually.

Mr. Poynter advances the following reasons for his stand: (1) WSUN is profitable financial asset to city. (2) WSUN has and can provide favorable publicity which St. Petersburg depends on. (3) Council may not have legal right to sell without referendum of people. (4) Since WSUN pays no federal or other taxes and will rent its proposed transmitter site from the state for $1 per year, it is worth more financially to the city than to any possible purchaser. (5) To contention that it would cost $200,000 to convert to FM, Mr. Poynter offers technical data showing how WTSP is doing it for $100,000. (6) Joint financing with municipal auditorium.

Mr. Poynter adds that if the council does decide to sell and the voters back up the decision, then WTSP will apply for WSUN's frequency of 620 kc.

Barlow Leaves FM Assn.; Joins WSAI Cincinnati

WILLIAM L. BARLOW, public relations director of FM Assn., resigned last week to take a similar post at WSAI Cincinnati, Marshall Field station. Mr. Barlow has been in Cincinnati since Aug 15, when he became ill on a visit to that city.

Mr. Barlow was public relations head of WLW Cincinnati until his transfer to WINS, Crosley New York station, about a year ago. He resigned that post last January, joining FM Assn. in April.

WRR's FM Plans

WRR, Dallas municipal station has received City Council's approval for construction of a $75,000 FM station. Durward J. Tucker, station chief engineer, said $30,000 would be spent on an FM tower, and the rest on equipment. FM broadcasts are expected by next summer.

RECEIVING the 1947 Junior Achievement Annual Radio Award on behalf of Big Four Broadcasting Co. (four Peoria, Ill., high schools) is Calvin Nullmeyer (1), sports announcer for Big Four. Witnessing presentation, made by Frank Stanton (r), CBS president, is J. P. Spang Jr., Gillette Safety Razor Co. president and board chairman of Massachusetts directors of Junior Achievement. Big Four won award for series of broadcasts over WMBD Peoria.

Canada's Oct. Ratings Topped by U. S. Programs

AMERICAN network programs continue to lead in popularity in Canada, according to national ratings for October issued by Elliot-Haynes Ltd. Toronto. First 10 evening network shows in October in Canada were Radio Theatre with 36.1, Charlie McCarthy 30.8, Fibber McGee and Molly 29.7, Fred Allen 27.6, Ozzi & Harriet 23.3, Amos 'n Andy 20.7, Meet Corliss Archer 19.7, Take It or Leave It 18.5, Music Hall 18.3, and Bob Hope 17.9.

First five daytime shows in October were Happy Gang 18 (Canadian program) Ma Perkins 15.3, Big Sister 15.2, Pepper Young's Family 14.7, and Right To Happiness 14.1.

Joint Standards Project Started in Hollywood

DISC RECORDING and reproducing standards are to be proposed and defined through an industry-wide project undertaken jointly by the Sapphire Club and Motion Picture Research Council, Hollywood. Questionnaire is in preparation to gather and classify disc recording and processing terms.

Project is under the co-chairmanship of John K. Hillard, Altec Lansing Corp., heading the standards committee, and J. W. Bayless, heading a subcommittee on processing standards. Research Council participation is led by W. P. Kelley and W. V. Wolfe. Representatives are included from the leading phonograph and transcription producers, film producers and allied firms.

WBIB New Haven, Conn., has increased its power from 2000 to approximately 5000 w with erection of a General Electric 2 Bay antenna over 200 feet above ground level. Mast holding the tower is mounted alongside upper portion of New Haven Police FM tower which is on the roof of the WBIB building.
ON TARGET

Every touchdown is backed up by hours of planning. Weed and Company service is distinguished, like good football, by intelligent analysis, skillful planning, and a thorough knowledge of successful sales strategy.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ALTANTA • HOLLYWOOD

BROADCASTING • Telecasting

November 17, 1947 • Page 35
KMBC Announces

First on the Dial

Kansas Farm Station in the Heart
WE at KMBC proudly announce that on December 7th KFRM—our 5,000 watt "First on Your Dial" (550 KC) service for rural Kansas—officially goes on the air.

You have many times wished one Kansas City broadcaster could furnish you complete coverage of Kansas City's vast primary trade area. You know, too, that because of their common interests the people of a trade territory need a "voice" from their trade territory capital.

The KMBC-KFRM team is our answer to meeting these needs. Note from the map how the KMBC-KFRM primary contours (Jansky and Bailey engineering estimates of 0.5 millivolt contours) envelop most of western Missouri and practically all of Kansas, also parts of southern Nebraska and northern Oklahoma. Effective coverage without waste!

In planning the most effective broadcast coverage possible for the Kansas City trade area we were guided by the findings of Dr. W. D. Bryant, Director of the Department of Research and Information of the City of Kansas City, nationally recognized as a research expert. (If you wish a copy of the study, ask us for it.) The map tells the story better than words possibly can. Of course, we will also make available to you soon mail coverage maps.

The KMBC-KFRM team is available to sponsors for early morning and noon farm service programs, also at certain other times. KFRM alone is available during its remaining hours on the air—at present daytime only.

KFRM will be programmed from KMBC studios, from the KMBC service farms, and from the Kansas City Livestock Exchange Building, as well as from other KMBC program sources.

Please pardon me for mentioning something most advertisers who are users of broadcasting already know—KMBC has developed more successful programs and more "big time" talent than almost anyone else. And we aren't too modest to mention our many Variety and other program awards, nor should we overlook the 1947 Billboard Award for Overall Promotion (regional class). This is the kind of outfit from which you have a right to expect real results when you buy our kind of idea of real, "complete without waste" Kansas City trade territory coverage with the kind of programs the folks out here like.

It's another KMBC "First." This time first to locate an extra transmitting station (it's in north central Kansas) at a great distance from the trade capital to assure good coverage of a large trade area. Ask Free & Peters how economically complete Kansas City trade area coverage can be obtained.

Arthur B. Church
President

Free & Peters, Inc.

of the Nation • Programmed by KMBC from Kansas City
TV Cartoon Makes
Hit With Zenith
EDITOR, BROADCASTING:
Sid Hix's television cartoon in
your November 3rd issue has rung
the bell again with our television
crew.
I wonder if we could have a re-
print or the original.
N. W. Ams
Engineering Dept.
Zenith Radio Corp.
Chicago 39, Ill.

Disaster Coverage
Aids in Future Plan
EDITOR, BROADCASTING:
I certainly wish to thank you for
the tear sheets of the articles from
BROADCASTING.
The write-ups carried by you are
excellent and are the exact material
I have been seeking because it has been quite difficult for me to
ascertain an exact picture of the
part played by the commercial
radio during the Texas City dis-
aster. We received all-out help
from that source and a record of
the outstanding achievement should
be preserved and considered in the
formulation of a master disaster
plan.
Charles A. Pressler
Curbide & Carbon
Chemicals Corp.
Texas City, Tex.
[Editor's Note: Story was in BROAD-
CASTING, April 21, 1947]

Asks Why Set Makers
Don't Use Radio More
EDITOR, BROADCASTING:
For several years now I have
wondered why radio set manufactur-
ers have not made more use
of radio advertising to sell their sets.
I am still wondering!
Today I picked up the paper and
find seven radio set ads totaling
323 column inches, which repre-
sents an investment by the radio
manufacturers of approximately
$1,600. Now this is not a lot of
money; but multiplied by hundreds of
towns like Tulsa, over a period of
365 days in the year, it will
amount to quite a sum.
Here are a few of the reasons
why I am wondering why so many
of our radio set manufacturing
friends are so cool toward using
radio as an advertising medium.

FIRST: Radio has proven its ability
to sell electrical appliances. Isn't it
possible we could do a good job for them?
SECOND: The quality of radio broad-
casting depends on the talent and
facilities that the broadcasting
industry is able to furnish. Talent
and facilities cost money, and the only way
the radio industry can make money is through the sale of radio advertis-
ing. Wouldn't you think that an in-
dustry such as the radio set manufac-
turers' industry depends on the continuance of good radio pro-
gamcs, would consider it good business to spend the major portion of their
advertising dollars in the medium that makes it possible for them to sell
their radio sets?
THIRD: For approximately two
months of the year our station and the ent-
tire radio broadcasting industry, have
been harvesting the National Assn. of Radio Set Manufacturers and
been trying to sell some radio sets (a
radio set in every room campaign).
Sure, our motive is selfish. We want
to increase radio listening; but at the same
time we are selling hundreds of
thousands of new radio sets for the
radio set manufacturers. This is done
on a gross basis.
Yes, I'm still wondering why,
when the radio set manufacturers
set out to spend their dollars for
advertising, they spend so many of
them in media other than radio
—anybody know the answer?
L. A. Bluest Jr.
Commercial Manager
KTUL Tulsa

Finds Success Stories
Help to Sell Radio Ads
EDITOR, BROADCASTING:
We are interested in the success
stories which you have published
during the last year.
We have found that the weekly
stories have been of great help in
securing accounts previously not
interested in radio advertising.
We appreciate the aid they have been, especially for relatively
new stations.
Leonard J. Altman
Sales Staff
WNAV Providence

Warms 'Super-Regen'
May Have Kickback
EDITOR, BROADCASTING:
In an effort to produce AM-FM
combination receivers and FM con-
verters it seems that manufactur-
ers have become overzealous by
producing a set at a very reason-
able price, but employing a method
that may well be another great
stumbling block for the FM broad-
casters to overcome. This is the
"super-regenerative detector" as
used in certain AM-FM combina-
tions, and FM converters, now ap-
ppearing on the market.
The "super-regen" while having
many points in its favor has one
great disadvantage that should
ex-clude it completely for considera-
tion as a method to receive FM
broadcasting. That it radiates. This means that

(Continued on page 82)
We're right "next door" to everything important in radio broadcasting now with experienced personnel and the best facilities to serve every broadcaster, consultant and attorney.

Just pick up the phone to get any information you need,— if you're in Washington. Feel free to write, wire or phone from any other point. Our facilities are for your use, make the best of them.

The Gates Radio Company.
100,000 VISITORS YEARLY SET NEW ATTENDANCE RECORD FOR WFBR!

Advertisers get huge "PLUS" from word-of-mouth praises!

Every weekday—week in, week out—crowds of eager Baltimoreans flock to WFBR (more people yearly than live in Savannah, Georgia). These 100,000 people from all walks of life come to WFBR to see broadcasts, visit modern studios, look at highly merchandised product displays and receive a copy of "Let's Listen"—WFBR's chatty, informative house organ and program highlight guide. They leave with heightened interest in all WFBR programs.

The hundred thousand represent, at no extra cost to you, an intensive loyalty factor that can't be duplicated in Baltimore radio. They're the reason we're known as...

WFBR

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
Capital Brewery Expands Its Program Sponsorship

CHRISTIAN HEURICH Brewing Co., long a sponsor of evening news and sports programs in Washington, D.C., has entered the field of daytime programming appealing to women, under a contract just negotiated which provides for Heurich sponsorship of 12 WRC programs for 52 weeks.

Contract represents a gross sale of more than $56,000 annually, which the WRC management says is the largest sale in the capital's radio history. It became effective Nov. 10. Programs included are:

- "Tunes and Topics" (food hints with music), Mon.-Fri., 9 a.m.-noon.
- "Robert Ripley," NBC co-op show, Mon.-Fri., 9 a.m.-noon.
- Our Lromans, new 24 hour transcription program, Mon.-Fri., 10 a.m.-noon.
- "News of the World" (second edition of Good News News roundup), Mon.-Fri., 11-11:30 p.m.

INSCRIBING miniature chapeaux mailed by KQW San Jose, Calif., to Pacific Coast advertisers and agencies, a most return of Katherine Kerr (l), station's fashion commentator, is Miss Kerry and Joan Leslie, screen star. Miss Kerry has been in Paris, where she officiated as commentator at a fashion show sponsored by San Francisco Manufacturers and Wholesalers Assn. Miss Leslie was star model of the show.

Preview of Hotel Video System Held in New York

PREVIEW of a television system to be installed in rooms on three floors of the Roosevelt Hotel, New York, late this month was held Nov. 7 at the Long Island City plant of Olympic Radio and Television.

The Roosevelt system will be installed by Hotelevision Inc., a newly-organized firm in which Olympic is importantly interested. It was understood that the system will work from a main monitor board through which programs of three stations will be fed to individual receivers in rooms on the seventh, eighth and ninth floors of the hotel.

Other Hilton hotels, the chain of which the Roosevelt is a member, are said to be contemplating installation of similar systems. Under the Hotelevision Inc. arrangement, that firm pays installation costs and leases the system to the hotel.

A Hoot for His Life

SAVING a man's life was the farthest thought from David Curtin's mind when he pulled a gag the other day on his WAFB Rochester, N.Y., program. Mr. Curtin did his show one morning from a studio window, and asked passing motorists to toot their horns if they were listening to him. The resulting din satisfied him he had quite an audience. Then a few days ago he received a letter signed, "Your friend, a Canadian." The writer said he was heating chemicals on a Bun- sen Burner when the flame went out, allowing gas to escape. He was just under the, he wrote, when the toot- ing of the horns and Mr. Curtin's voice "alighted me enough to notice the gas.

Again I thank you."

Southwestern Agency Association Holds El Paso Meeting, Elects Runkle President

SOUTHWESTERN Assn. of Advertising Agencies held a three-day meeting in El Paso Nov. 8-10, in which over 30 agency executives participated in a program of agency business panels.

Lowie Runkle, head of Lowe Runkle Advertising Agency, Okla-

homa City, was elected president of SAAA, succeeding Tom Conroy of San Antonio. Monty Mann of Tracy-Locke, Dallas, was elected vice president, and Alfonso John-

son, Dallas, was reelected executive secretary and treasurer. Special recognition was given Dan White, Mithoff & White Agency, El Paso, a past president.

Herald Beckjorden, assistant executive secretary of American Assn. of Advertising Agencies, reviewed his organization's policies for the group.

Opinion Poll

An unofficial opinion poll was taken at the convention on various topics. Guessing on television, twelve said it would be five years before they expected to have video sets in their homes; three thought it would be two years; two guessed three years; two were for eight years; and four thought it would be at least ten years.

Poll participants were unanimous in favoring a "strong United States propaganda service to for- eign countries," which presumably would include use of radio.

KEPO El Paso, KJWT Wichita Falls and KROD El Paso were hosts at social functions. Next year's meeting will be in Houston.

WAVS

880 KAB * 2000 WATTS * FULL TIME

HUCKSTERS... Meet a Hustler

Yooh man, we're hustling from early morning to bedtime—cause we aim to stay on top in Miami—by supporting the NBC Parade of Stars with the best local shows, too! That's why WIOD is the station most people listen to most.

National Representatives

George I. Hollingsbery Co.
Southwest Representative

Harry E. Cummings

James A. LeGate, General Manager

5,000 Watts * 610 KC * NBC

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it’s high time... for methods of station representation to catch up with the progress of radio itself.*

Radio is still growing, still going places. FM, TV and other changes are coming fast. We think the business of station representation should be equally progressive—unless it wants to slip out of gear with radio.

That’s why the Bolling Plan was originated...a progressive, intensive program for national spot selling. Its first concern is for the station. We feel it is the highest type, most constructive method of representation that any station can have.

*The Bolling Plan maintains its quality by limiting the quantity of stations it serves. That’s why the Bolling list will stay small.

*No one knows his business more thoroughly than a Bolling man. That includes knowing each Bolling-represented station from sign-on to sign-off, from microphone to audience...each market area down to the last, latest statistic.

*Bolling men sell local programs and personalities...not just announcements. They sell the station...not just vacant spots on its program schedule. And, day-after-day, they supply constructive suggestions that benefit both station and advertiser.

*Bolling men are conscientiously interested in anything that makes radio better, more productive. They are as anxious to plan for tomorrow as they are to sell for today.

*(And it can’t be done by legislation.)
All this takes much time and intensive effort. The Bolling Plan has now been tested for ten months.

It began as a belief that station representation can and should be better. Under the Bolling Plan, it is! Who knows better than the stations it has worked for. Here’s what two of them say:

WNBF, Binghamton, N. Y.
“Six months after The Bolling Company took over our national representation, national sales were up 20% over our biggest year—and this with all four networks now operating in our market. We have never had such effective representation as this in WNBF’s history. Bolling men know as much about our market as we do ourselves. We couldn’t be happier!”

Cecil D. Mastin
General manager

WHP, Harrisburg, Pa.
“We’re delighted at the way the Bolling organization has gone to work for us. The type of advertisers you have signed is most gratifying. This is mighty fast and amazing results. We feel your success is the result of the close personal knowledge of WHP which each of your men has gotten on his visits to Harrisburg. They are as familiar with WHP as if they were local salesmen. This close association lets us enjoy a relationship rarely existing between station and representative—but a necessity if the station is to enjoy maximum national business. This we have with your organization.”

A. K. Redmond
Station manager

For the first time, here is a new, aggressive type of station representation at work. Obviously The Bolling Plan is applicable only to a small, well-managed list of stations. In return, it provides aggressive, resultful representation—the kind that makes the difference between ordinary “representation” and action.

The Bolling Company | radio station representatives
NEW YORK • CHICAGO • HOLLYWOOD
IT WAS an embarrassing position Harry Butcher, owner of KIST Santa Barbara, found himself in a few weeks ago when he returned from the East Coast. While he was gone, M-G-M had arranged to make KIST the locale of a movie of the NBC series, Date With Judy. Trouble was, KIST wasn't carrying Date With Judy.

Fin Hollinger, KIST manager, had signed the agreement, and films had already been made of the high signs on two sides of the building flashing "Look KIST!"

So Mr. Butcher went into prompt action and within a few days KIST had the program from NBC. Now everybody is feeling much better.

WINNER of television receiver offered as door prize at "Kate Smith Day" luncheon at Boston's Hotel Somerset Nov. 2 is congratulated by Kate. The winner: Thomas J. Bowen, Reingold Co. Advertising Agency. Waiting to extend their congratulations (1 to r): John Shepard 3d, chairman of Yankee Network board; Tom O'Neill, General Tire and Rubber Co.; Linus Travers, general manager, Yankee Network, and George Steffy, vice president of the network.

Worldwide Radio System Is Proposed

Benton Urges UNESCO to Lead

In Peace Communications

ESTABLISHMENT of an international radio system by the United Nations, with UNESCO taking the lead in its programming activities, was recommended last Monday by William Benton, former Asst. Secretary of State and now chairman of the U.S. delegation to UNESCO.

Speaking before the second general assembly of the international group in Mexico City, Mr. Benton declared: "It should be the task of UNESCO to learn how the printing press, radio and films may best be used for its purposes. The modern means of communication must be dedicated to the cause of peace."

"Answer" to Threat

On the matter of American participation, Mr. Benton said that "the people of the United States proffer their services as partners but do not wish to dominate UNESCO." Contending that this was "our answer to the threat of a two-world system," the U.S. chairman said that "UNESCO should not be an Anglo-American monopoly."

President Truman, in a telegram to Mr. Benton, sent the following message: "I am confident that this second general conference of UNESCO will be able to strengthen the principles of free inquiry, free expression and free collaboration as a sound foundation for a lasting peace. The full support and the best wishes of the American people are with you."

TV Not Yet Appreciated, Gerl Tells Boston Kiwanis

THERE IS too little appreciation that television is really a brand new form of entertainment, Joseph Gerl, president of Sonora Radio and Television Corp., stated Thursday in a talk before the Kiwanis Club of Boston, meeting at the Hotel Touraine.

"Television," he said, "is usually described as radio plus pictures, or it is referred to as movies brought into the home or by some other analogy. Yet the fact is that television is far more than radio plus pictures, just as the automobile is far more than a wagon with an engine."

"An examination of current television programs" Mr. Gerl said, "shows that the technique is not a radio technique because the emphasis is on more than meets the ear. Nor is the technique a simple carryover from the movies, since in television we do not have the elaborate stage or apparatus, and have an immediacy not evident when one attends a picture show in the movie house."

He added that "the whole technique of presenting commercials on television is a departure from the radio technique."
PATRICIA was only eight; yet she knew what she wanted... To see her dream band, the WBAP-820" Red Hawks." That's why she and her parents drove some 300 miles recently to visit WBAP-820's studios.

Like Patricia, her mother and father are also fans of the "Red Hawks." In fact, they started listening to the program four years before Patricia was born.

Unusual? No, not as programs go on WBAP-820. But it is significant of the station's quarter century of broadcasting...

A truly great coverage... Lasting production... Millions of loyal listeners whose ranks are reinforced each year by little Patricias and little Patricks of the Southwest. As adults, they, too, will buy the products WBAP-820 represents.

If you want to sell this rich Fort Worth-Dallas market area as Hawk and Buck (12-year sponsor of "Red Hawks" and manufacturers of Hawk Brand Work Clothes) has done, you'll certainly want WBAP-820.

* 12:45 p.m. Monday through Friday. Placed with WBAP-820 by Willson-Carraway Advertising Agency, Fort Worth.

FREE & PETERS, INC. National Representatives

Fort Worth:  
Star-Telegram Bldg.  
3020 North Main St.  
New York:  
444 Madison Ave.  
Plaza 5-4120  
Hollywood:  
6233 Hollywood Blvd.  
Hollywood 2151  
San Francisco:  
58 Sutter St.  
Sutter 4353

Atlanta:  
222 Peachtree Bldg.  
Main 5467

Chicago:  
180 N. Michigan Ave.  
Franklin 6273

Detroit:  
3463 Penobscot Bldg.  
Cadillac 4255

ABC  
570 Ke  
5,000 watts

NBC  
820 Ke  
50,000 watts

WBAP  
THE STAR-TELEGRAM STATION  
SINCE 1922

Lone Star Chain  
Texas Quality Network

FORT WORTH, TEXAS
WRUL Intends to Broadcast Successful 'Business Bulletins' in Spanish Language

ALTHOUGH WRUL’s American Business Bulletins program has been beamed at Latin America for less than two months, the response to this series of weekday quarter-hour broadcasts of commercial news and market prices has been so great that plans are already afoot to add a Spanish-language edition to the current series in English, according to Maurice F. Du Hammel, executive assistant to President Walter S. Lemmon of World Wide Broadcasting Foundation, operator of the New York shortwave station.

Program comprises the top industrial, financial and commercial news of each business day, plus the closing prices of the major stocks on the New York Stock Exchange, the Curb Exchange, and the major commodity markets; these prices being supplied by Merrill, Lynch, Pierce, Fenner & Beane. It is broadcast Monday through Friday at 4:45 a.m. (EST) to Europe and at 5:45 a.m. p.m. to Latin America and Canada. European broadcasts began in June; those to our neighboring American countries in September.

Reuther Story

The Nov. 10 script started off with a two-paragraph story about Walter Reuther’s fight for control of the United Automobile Workers Union, then holding its annual convention. Following were shorter stories about Standard Oil of California finding a new oil field in Alberta, the report of the committee on foreign aid that Europe will need between 12 and 17 billion dollars in the next four years, U. S. Plywood’s acquisition of cutting rights to a billion feet of timber, a price increase for General Tires, Hudson Mowers’ largest advertising campaign in history for its new models, higher prices for the 1948 models of Studebaker and Nash, and a possible price boost for candy bars resulting from a world shortage of cocoa beans.

Then the closing prices of common stocks on the New York Stock Exchange, the Curb and the commodity quotations were given. For the benefit of listeners for whom English is a foreign tongue, Announcer Jack Seltz repeats each number, reading it first, for example, as 47½ and then repeating it as four, seven and one-half. This process is also helpful to those who keep a written record of the listings, Mr. Du Hammel said, adding that World Wide is trying to work out a way to supply listeners on request with pads on which the name of the stocks would be listed, so that they would have to write only the price quotations. As a nonprofit educational institution, World Wide has to scratch for money for such extras as that, he said.

Some 20 of the 80 stocks reported on in the Nov. 10 broadcast were added at the direct request of one or more listeners, Mr. Du Hammel reported. He quoted from a letter from Barcelona, Venezuela, written by a Gulf employee who in asking that the Gulf Oil stock quotations be broadcast mentioned that this information would be of great interest to the more than 1,000 Gulf employees in that area. Employes of United Fruit and other companies with large interests abroad have made similar requests, he said.

Letters from businessmen in Europe and other parts of the globe echo those from Latin America in expressing thanks for the business news which, they say, is unobtainable in any other way, as market reports in printed form are not generally available until weeks afterwards.

IRE Heads Named

THEODORE HUNTER of Iowa City, Iowa, was elected director of Central Region, Institute of Radio Engineers, for 1948, and A. Earl Cullum Jr. of Dallas, Tex., was elected director of the Southern Region. It was erroneously reported [Broadcasting, Nov. 10], Mr. Hunter would head the Southern Region.

- Fulton Lewis, jr. -

LOYAL LISTENERS make loyal customers

Of the millions of radio listeners who hear Fulton Lewis, jr. every week, some 1100 write or wire him in an average seven-day period. (One month in 1946 over 10,000 of his faithful followers “reported in.”) Such loyalty carries over to the products of his varied co-operative sponsors.

more than 288 stations carry the locally sponsored Fulton Lewis, jr. program. He’s available in a few choice localities where he’s carried sustaining. If you need a loyally followed program—with NATIONAL prestige—at LOCAL rates—wire, phone or write now for availabilities.

COOPERATIVE PROGRAM DEPARTMENT MUTUAL BROADCASTING SYSTEM 1440 BROADWAY, NEW YORK 18, N. Y. TRIBUNE TOWER, CHICAGO 11, ILL.
KFYR
550 KC  5000 WATTS
NBC AFFILIATE
BISMARCK • NO. DAKOTA

HOW DO YOU READ ME?

KFYR COMES IN LOUD AND CLEAR OUT HERE!

Yes - KFYR comes in loud and clear in a larger area* than any other station in the U.S.A. *

An excellent frequency (550 KC), a 704 foot antenna, and a location right in the center of the best soil conductivity area in the United States — all combine to give KFYR a ½ millivolt coverage area larger than any other Radio Station in the United States regardless of power! And within that area the farm income alone will be close to TWO BILLION DOLLARS for 1947! Seed your advertising dollars in this rich portion of the United States and Canada and reap a bumper crop in return. Ask any John Blair man for availabilities.
BARNOUW IS ELECTED RWG NATIONAL HEAD

ERIK BARNOUW, New York radio writer and dramatist, was elected national president of the Radio Writers Guild succeeding Sam Moore last week, it was announced by Roy Langham, RWG national secretary. Mr. Barnouw's sweep of the New York and Los Angeles memberships was described as virtually unanimous. Chicago withdrew its opposing candidate.

Weiburn Kelley was elected vice president of the RWG Eastern Region and the following were named to the Eastern Region Council: Peter Lyon, Robert Newman, Max Wylie, David Driscoll, and Leon Meadow. Designated as alternates were Ira Marion, Philo Higley, Priscilla Kent, Elaine Carrington, and Elizabeth Hart. Robert Cenedella, David Driscoll, Philo Marolt, scoops out first shovelful of dirt at site of city's new station, WXLT. Lookers-on (1 to r): Cyrielle Fortier, president of Ely Chamber of Commerce; Charles W. Ingersoll, owner and manager of a superintendents of construction and of Chamber of Commerce Chicago and Hollywood, will make his New York headquarters at the Ratner offices at 815 Madison Ave.

Mayor of Ely, Minn., Mathew Marold, was named to represent the RWG on the council of the Author's League of America, the union's parent organization. All of the foregoing are for two years.

Mr. Barnouw, the new RWG president, teaches radio courses at Columbia U. In addition to his writing activities, Mr. Kelley is currently writing The Big Break on NBC. Mr. Lyon is chairman of the Guild's negotiating committee and a former president.

Ratner Co. Plans

VICTOR M. RATNER Co.'s activities will be carried on by Tom Fizdale, long a leading figure in the public relations field, it was announced last week by Victor M. Ratner, head of the firm, who returned to CBS Nov. 3 as vice president in charge of advertising and promotion. Mr. Fizdale, who also has publicity offices in Chicago and Hollywood, will make his New York headquarters at the Ratner offices at 815 Madison Ave.

KMLB has more listeners than all other stations combined in Northeastern Louisiana

For the third straight year, authenticated listening surveys conclusively prove that KMLB has more listeners in Monroe and Northeastern Louisiana THAN ALL OTHER STATIONS COMBINED! Reach this $103,629,000 annual buying power with KMLB—the only radio facility clearly heard in this area!

Represented by

TAYLOR-HOWE-SNOWDEN Radio Sales
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.
J. C. LINER, JR., Mgr.

KMLB GETS THE BIRD

New Station Has Parrot For Announcer

MASCOT and advertising symbol of the new KLIF Dallas is a parrot named "Kilt," who announces. An application is now with Lloyd's of London for a $100,000 life insurance policy on the bird. The station is assigned 1 kW on 1190 kc, daytime. It went on the air Nov. 9.

News fare will include a novel "misanalyst" known as Lowell Gram Kaltenheater. Kaltenheater is Gordon R. McLendon, executive director of KLIF and son of Bart R. McLendon, theatre chain owner and station president. Young Mr. McLendon got up Kaltenheater for soldier entertainment when he was in the Pacific.

Station manager is Aubrey H. Escoe, formerly of KAND Corsicana, Tex. Other personnel include Paul Monroe, program director; David Ward, promotion director, and Glenn Callison, engineer. The McLendons operate Tri-State theatres in Louisiana, Oklahoma and Texas, and KNEX Pale-

STATE TELECASTING

KMLB—THE BIRD

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Station manager is Aubrey H. Escoe, formerly of KAND Corsicana, Tex. Other personnel include Paul Monroe, program director; David Ward, promotion director, and Glenn Callison, engineer. The McLendons operate Tri-State theatres in Louisiana, Oklahoma and Texas, and KNEX Palestine, Tex.

Station operates daytime on 1000 w on 1190 kc with studios in the 12th floor penthouse of Cliff Towers.
Radio Station WSPA
announces the appointment of
ROGER A. SHAFFER
as Managing Director of
WSPA and WSPA-FM
Spartanburg, South Carolina

(WSPA and WSPA-FM, Spartanburg, South Carolina—5000 watts day, 5000 watts night, 950 kilocycles
CBS—Represented by Hollingbery
Come celebrate with us our 25 Years of Service

For this event, we're bringing a FAMOUS CBS NETWORK SHOW TO NEW ORLEANS

STRIKE IT RICH

Drama! Laughter! Suspense!

A FULL EVENING OF ENTERTAINMENT

Sunday, September 21

Municipal Auditorium

WWL 870 On Your Dial

WWL 25th Anniversary

ADVERTISEMENT

WWL 25th Anniversary

Illuminated poster board reminds Orleanians of WWL's 25 years of service

Anniversary broadcast "sold out" far in advance

Full page in color showing the stars of CBS and WWL

WWL Advertising builds your audience

WWL Advertising

WWL 25th Anniversary
GREAT SEASON ADVERTISING

THE BIGGEST SHOW IN TOWN

Street car dash signs promote all WWL shows every month in the year

Full page advertisement in New Orleans newspapers heralds new fall season, gives new listening timetable

GREAT SEASON ADVERTISING

THE BIGGEST SHOW IN TOWN

Your Favorite Stars Are Back on WWL

BIGGEST SHOW IN TOWN

TUNE IN TODAY--

But Only首家 for a Fear of Nothing—Three-Page New

WWL 870 ON YOUR DIAL

November 17, 1947

Page 51
CONTINUANCE of free radio in the U. S. was urged by Justin Miller, NAB president, in an address before a U. S. Junior Chamber of Commerce luncheon in Washington. The affair marked completion of 24,000-mile tour by National J. C. of C. President Ben Shepperd to indoctrinate young men of the country with a better appreciation of democracy.

FAB to Meet

FLORIDA Assn. of Broadcasters will meet Saturday, Dec. 6, at the Soreno Hotel in St. Petersburg. W. G. (Bill) McBride, of WDBO Orlando, association's secretary-treasurer, has announced.

EXTENSIVE FAIR COVERAGE

Westinghouse Stations Across Country Broadcast—On-the-Scene Programs Before Big Crowds

WESTINGHOUSE stations, setting new records in the scope of their special events coverage, have featured more than 100 on-the-scene programs from fairs, festivals, expositions and sports events from coast to coast in recent months.

Total attendance at these affairs is estimated at well over 3,600,000 persons by General J. B. Conley, who inaugurated the stepped-up coverage as an added public service.

"This type of program is as old as broadcasting itself," Mr. Conley said, "but we feel that good special events cannot be overdone."

He said the best attended event was the Allegheny County (Pa.) Free Fair, which drew more than 1,600,000 persons to Pittsburgh's South Park. KDKA coverage included presentation of 22 programs from its booth on the grounds and from the main stage before the grandstand.

Next in order of attendance was the Indiana State Fair at Indianapolis, which drew nearly 700,000 visitors. WOWO Fort Wayne covered this one-week exhibition with 20 programs from the fair grounds.

In the Pacific Northwest, KEX Portland accounted for 30 broadcasts from six events which attracted more than half a million visitors. These events included the annual Portland Rose Festival, the Elks National Convention, the Pendleton Roundup, the Waldport Salmon Derby, the Pacific International Livestock Exposition, and Ryder Cup golf play.

KYW Philadelphia had special representation at Reading and Allentown (Pa.) fairs, which attracted more than 500,000 visitors.

WBZ-WBZA Boston featured 20 broadcasts from the Eastern States Exposition, which drew more than 400,000 visitors to Springfield, Mass.

Audience acceptance of the series, said Mr. Conley, has been better than anticipated and plans are underway for a still more ambitious year-around special events effort in all Westinghouse stations.

VIDEO PREMIERE of "Beyond Our Own," 40-minute movie made jointly by 19 major protestant denominations and 13 interdenominational groups, was to occur yesterday (Nov. 16) on CNB television. First of a series of church messages to be presented on film by Cooperative Protestant Film Commission, program originated at WDBO-TV New York and was fed by AT&T coastal cable to WMAL-TV Washington and WMAR Baltimore for simultaneous transmission.

TV OVERPROMOTION IS UNWISE — SHOUSE

OVERPROMOTION of television is being discouraged by James D. Shouse, president of the Crosley Broadcasting Corp. In answer to a letter printed in the Cincinnati Post, asking "Why aren't we getting more television service faster in Cincinnati?", Mr. Shouse pointed out the danger of premature presentation of television to the public.

"We want to sell a lot of sets to a lot of people for a long time," Mr. Shouse said, "and not a few sets to a few people for a short time." In reference to W8XCT, Crosley's experimental video station, Mr. Shouse declared that the outlet will continue on a test basis for several months "until we learn every available technique and acquire the backlog of programming experience requisite to intelligent commercial operation...."

"Not until we can deliver a picture the equal or superior to any other in the country, on a power at least equal to any other in the world, will we deliver television as an accomplished art to our audience," he said. W8XCT, according to present plans, will become commercial station WLWT in February 1948. Crosley's investment in Cincinnati television to date is $700,000, plus operating costs averaging between $7,000 and $8,000 monthly.

C. E. Hooper Station Listening Index**

Summer Report (May Through September, 1947 Measurement)

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Every Day More and More People Get the WSGN Habit

*Station D operates day time only. **For Metropolitan Birmingham
YOU MAY FLY AROUND THE WORLD IN 73 HOURS*—

BUT... YOU CAN'T HOP INTO WESTERN MICHIGAN FROM ANY OUTSIDE POINT!

If you made an aerial reconnaissance over Western Michigan, you wouldn’t see any obstacle to keep “outside” radio stations really out of this big area. Believe us, though, there is a wall of fading that very effectively cuts off good local reception of even the most powerful outside stations.

But Western Michiganders do get perfect reception from their two top-notch CBS outlets right in their own area—WKZO in Kalamazoo and WJEF in Grand Rapids. These two stations have an outstanding record—a 10.7% greater morning Share-of-Audience, for instance, than all the combined stations of any other one network! (Hooper Report for Spring, 1947.)

That’s only one of several things you should know about WKZO-WJEF. You’ll be interested in the others too. Write us for complete facts, or ask Avery-Knodel, Inc.

* Bill Odom flew around the world in 73 hours 5 minutes in August, 1947.

WKZO
first IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF
first IN GRAND RAPIDS AND KENT COUNTY (CBS)

FETZER BOTH OWNED AND OPERATED BY BROADCASTING COMPANY

avery-knodel, inc., exclusive national representatives

broadcasting • telecasting

November 17, 1947 • Page 33
FOUR NEW AFFILIATES MAKE CBS TOTAL 171

FOUR new stations have joined CBS, bringing the network’s total of affiliates to 171. It was announced last week by Herbert V. Akerberg, CBS vice president in charge of station relations.

KLOU Lake Charles, 1-kw outlet on 1520 kc, joined CBS Nov. 1. The affiliation of WVAM Altoona, Pa., becomes effective when the station goes on the air about Dec. 15 with 1 kw on 1430 kc. WEIRG Mobile, Ala., also is scheduled to join CBS at that time with 1 kw day and 250 w night on 710 kc.

KLAS Las Vegas, Nev., is slated to enter the CBS fold after Jan. 1 when it begins operations on 1530 kc with 250 w.

'HERITAGE' PROGRAMS American Way to Be Stressed In Regular Network Shows

THE RESPONSIBILITY of all American citizens to do their part in maintaining their heritage of freedom and civil liberty will be stressed in special broadcasts to be presented during the winter and spring on the four nationwide networks in cooperation with the American Heritage Foundation, the networks jointly announced last week.

Each chain will utilize regular program series, with established audiences, to carry special broad- casts devoted to the American heritage theme. NBC’s list includes: America’s Town Meeting, Paul Whiteman Show, Southernaires, Youth Asks Government, Coast to Coast on a Bus and the U. S. Navy band broadcasts. CBS will present its “Rededication” programs on People’s Platform, In My Opinion, Columbia Country Journal, Invitation to Learning and Liberty Road—American School of the Air.

Mutual schedule of heritage programs will be heard on American Forum of the Air, Family Theatre, Meet the Press, Rocket Smackers, Adventure Parade, Meet Me at Parky’s, Hospitality Club and also on a special Washington’s birth- day broadcast. NBC lineup includes Our United Nations, Home Is What You Make It, Orchestras of the Nation, Story to Order, Frank Merriwell, Once Upon Our Time and Story Shop.

American Heritage Foundation was formed by the Advertising Council to utilize mass communica- tions to aid in ‘bringing home’ to the American public its heritage of freedom and liberty.

SURPRISE PARTY for the boss boomeranged when WIP Philadelphia executives gave a “loud shirt” party to celebrate the birthday of Benedict Gimbel Jr., president and general manager, and known as the wearer of the loudest shirts in radio. Mr. Gimbel (seated, center) turned up wearing a white shirt and black tie for the first time in months. Seated are (l to r): Sam Elber, assistant director, promotion and publicity; Mr. Gimbel; Gordon Gray, assistant general manager and director of sales. Standing: Clifford C. Harris, technical supervisor; Michael Rittenhouse, night supervisor; Reginald Harris, chief engineer; Ralph H. Minton, promotion and publicity director; Varner Paulsen, production manager; Murray Arnold, program director; Sam Serota, director of education and special events; Edward Dempsey, comptroller; Sam Ettinger, news editor and Edward Wallis, assistant program director.

SLEEPY EXECUTIVES are those of ABC western network when they gather for weekly Tuesday morning meeting at newly inaugurated time of 7:30 a.m. (PST, that is). Minus Don Searle, absent on vacation, here is the gang’s proof to the boss that they were more than early. Early birds are (l to r): Bob Hall, publicity director; Russ Hudson, sales service manager; Norman Ostby, assistant to vice president; Jack O’Mara, sales promotion director; Don Tatum, legal counsel for net- work on coast. Gent with alarm clock is J. Donald Wilson, program and production director.

WPTF's Primary Has More Farm Income Than Any Southern State Except North Carolina Itself.

WPTF
North Carolina’s No. 1 Salesman

FREE & PETERS, Inc., National Representatives

“RETAIL SALES exceed One Billion Dollars in 78 counties where WPTF has 50-100% BMM penetration. 7,876,500 people live in this primary market,” Richard Mason, Manager

Page 54 • November 17, 1947
The New York Times

comments on Petroleum's new advertising campaign

On the subject of the oil industry's advertising, The Times continues...

Reprinted courtesy of The New York Times

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

Prepared for the oil industry by the American Petroleum Institute—Copyright, 1947.

PUBLIC RELATIONS OPERATING COMMITTEE, DEPT. 3-H
AMERICAN PETROLEUM INSTITUTE
670 FIFTH AVENUE, NEW YORK 19, NEW YORK
PLEASE FORWARD AT ONCE FREE COPY OF "TIE-IN" PLAN BOOK.

Name ____________________________

Title or Dept. ____________________________

Radio Station ____________________________

Address ____________________________

Prepared for the oil industry by the American Petroleum Institute—Copyright, 1947.

November 17, 1947 • Page 55
What Makes A Radio Station

PROGRAMS
“Local programs of a size and quality unexcelled by any radio station—anywhere.” These include Reginald Stewart and the Baltimore Symphony Orchestra, the B. & O. Glee Club of 100 male voices, the WBAL String Orchestra, the WBAL Dance Orchestra, the “Baltimoreans”, vocalists Gloria Halliday, Helen Alford, Galen Fromme, Lloyd Knight, Conrad Knight, John Evans, Musical Directors Dr. Allan Dash and Joe Miller, the Hi-Jinks program, Mollie Martin, Al Ross and guests “Around the Breakfast Table”, plus NBC “America’s No. 1 Network” programs.

STANDARDS
WBAL’s continuity acceptance and program regulations are among the most stringent in the industry. Advertising copy must be truthful, in good taste and of proper length. Many programs and announcements are unacceptable to WBAL. Religious programs are not sold, but free time is provided. No telephone call “reward for listening” programs are broadcast.

POWER
50,000 Watts—greatest amount of power allowed any American commercial radio station.

PUBLIC
Dr. David E. Weglein is WBAI and policy are to contribute to the fare of the communities which include early morning and programs, weather reports, the People, Junior Town Meeting gressmen Report and many programs.

Dr. Weglein is general ch announced to select individ WBAL Awards for Outstan

M:
Baltimore, America’s sixth ware and parts of Pennsylvania are more than 900,000 rad in this area.

WBAL—50,000
“One of America’s Great Stations"
2610 N. Charles
Represented Nation
Radio Station Great?

SERVICE
Public Service Counselor. Purpose the improvement, benefit and wel-
WBAL serves. Some of the services noon farm programs, religious
WBAL Radio Forum, Report to the
It's Their Opinion, Maryland Con-
other local and NBC public service
irman of the committees recently als and organizations to receive the
ing Achievement.

ARKET

city, the States of Maryland and Dela-
ania, Virginia and West Virginia. There
o families (more than 3,600,000 people)

FACILITIES
WBAL's "New World of Tomorrow" studios are the most modern
and finest in the country. The WBAL transmitter was made in
Baltimore and installed just before the war. It is located on
Winan's Road, north of Pikesville. WBAL has all three news
services, the two foremost transcription services and an expe-
rienced organization of more than eighty persons.

TELEVISION
Mr. Harold See, for 17 years with NBC and considered one of
America's top television men, has been appointed Manager of
WBAL-TV. The station will broadcast programs late this year
on Channel 11.

WATTS—NBC AFFILIATE
America's Great Radio Stations"
6es Street, Baltimore 18, Md.
ally by Edward Petry & Co., Inc.
What Price Radio Logs?

NEARLY 85% of the 1,546 daily newspapers in the United States carry radio news, according to our survey reported in this issue (page 17). Of these papers a substantial number reported an increasing interest in radio. Nearly half the papers printing radio columns began them within the past two years. About 26% reported increased space for radio.

Virtually every large-city newspaper said it added radio columns as program logs but radio comment as well. This bore out a recent NBC survey which found in cities of a million or greater population more than twice as many readers followed radio news as in cities of less than half a million. In the larger cities half the readers followed radio news—an amazing percentage for one feature in a paper.

In the face of this undeniable and increasing public demand for news of radio there is a surprising tendency among publishers and editors to penalize radio and their readers. A number of papers are charging regular advertising rates for printing program logs. In Miami, to cite one example, the Herald and the Daily News (both of which charge a flat fee for the listings. To launch the plan they offered stations agate-type, nearly illegible run-in listings free, or better displayed tabular logs at a price. Seven Miami stations gave up entire pages to list their programs in the Herald, five in the Daily News. The Herald excises its policy by pointing to an expanded radio coverage.

The Louisville Journal Times (WHAS), says Editor and Publisher, has recently conducted a survey and determined it requires 16% 1/4 tons of newsprint a year to print the radio log in those papers. Plans of the Louisville papers, according to their advertising manager, include turning this $15,000 annual “debit” into a $50,000 to $70,000 “credit” by charging stations regular rates for the listings. The papers justify their proposal by pointing out that a recent study gave the radio log a slightly smaller readership than comic strips printed on the same page.

Anyone familiar with readership studies knows that comic strips and pictures always average about 75% of their newspaper's audience. How about a study of the amount of newsprint the Louisville, the Miami, or any other daily newspaper uses to print sports news? Why has it occurred to no one that the pages of newspapers have been usefully mined by football, basketball and all of the sports industries consume tons of newsprint which compare to compact station logs as Howard Hughes' Flying Boat compares to a Piper Cub? Why? Because every editor is sure that his paper's circulation would drop if sports were slighted. Reporting sports is a necessary reader service, they argue. Readers demand it. Besides it would be hard to sell sports promoters space.

Radio, now, that's different. Stations must necessarily be financially solvent. Publishers have fallen for the stories that radio has rolled in wealth—which, if ever true, is a condition that is changing. In the rush of the new stations, as the FCC's "Lemon Book" indicates, editors, too often influenced by the ancient newspaperman's prejudice against "upstart" radio, turn a blind eye to survey reports of program content and readership and a deaf ear to arguments that the logs are an essential part of their service.

The increase in radio news has been gradually added in response to public demand. It is a short-sighted policy-maker who takes a step backward by making logs hard to read. The alternate plan of selling program log listings is tantamount to placing a price tag on legitimate news.

WALTER BUNKER

HEN one member of a quartet dropped out, Walter Bunker got a chance to make his Broadway appearance under the aegis of the celebrated Arthur Hammerstein.

Accidental as this may have been, his rise to the present post of Young & Rubicam's Hollywood radio manager represents the slow, patience-biding path of 18 years in radio without accelerating accident.

Today, he keeps in touch with the producer's problems by continuing to hold the reins on the Baby Snooks Show (Jello) as well as overseeing productions of NBC Duffy's Tavern (Bristol-Myers Inc.), CBS America's Most Wanted, Columbia (Ozzie & Harriet (International Silver Corp.), CBS My Friend Irma (Lever Bros.), CBS House Party (General Electric), ABC Western regional What's Doing Ladies and CBS Western regional five weekly newscasts (Metropolitan Life Insurance Co.).

Administratively speaking, Walter Bunker doesn't believe in titles. Accordingly, there are no privileges since there is no rank in the Y & R Hollywood radio operation. If that's the case, the next question is "How do they get things done?" That's simple, he will assure you. "When faced with a radio problem, call in 50 years of radio know-how (representing any combination of several men) and try to figure it out."

That's the type of straight talk and comparably direct thinking you get from a gentleman who started out in radio as an announcer with KFRC San Francisco in the fall of 1929. After three and one half years he had risen to the title of chief announcer.

Next came a dual assignment as announcer-business manager with the Anson Weeks Orchestra, which took him back and forth across the country. They were playing in Los Angeles when he decided to forsake one-nighters for a spot as an announcer-producer with NBC Hollywood. At that time the network's announcing staff consisted of Ken Carpenter and Walter Bunker.

Early in 1939 he became the network's production manager in Hollywood. In addition to other responsibilities he served as the NBC producer on the Jack Benny Show from 1936 until the spring of 1945. That made him a logical candidate for the spot of Young & Rubicam producer of the same show in Sep-

(Continued on page 60)

BROADCASTING  Telecasting
there's power behind this little booklet...

This is more than just a copy of the WQXR-WQXQ Program Guide on someone's radio. It's also more than 50,000 Program Guides (our current circulation) on 50,000 radios.

What interests us... and should interest you... is what it means to have fifty thousand Program Guides on fifty thousand radios. First of all, it means purchasing power: fifty thousand listeners each paying a dollar a year for the Guide.

It also means power to attract a loyal audience: fifty thousand listeners, devoted as they are to no other radio station, interested enough to pay for this listing of our programs.

When fifty thousand people feel that way about WQXR-WQXQ, that's a powerful story for an advertiser who knows that listener loyalty pays off in sales. There's a lot of power...

sales power... behind that Program Guide.

WQXR and FM Station WQXQ the radio stations of The New York Times
VACATIONING back home after 18 months in Tokyo, Bill Costello (r), chief of CBS' Far Eastern news bureau, talks things over with Wells Church, CBS news director. Mr. Costello returns to Japan later this month.

the university at the close of his second year (June 1923). His next job was at the Emporium, San Francisco department store, in its advertising department.

But he still found it necessary to spend his summers as close as he could get to theatre at Yosemite, returning each fall to the Emporium. Finally in 1926 an opportunity came to play stock at $40 a week in Honolulu, and that was the end of his advertising career for a while. For first six months of the year he was known as "small parts" Bunker, playing everything from a babe in arms to a grandfather.

Then it was back to the Emporium again, this time as manager of their country club, following another summer at Yosemite.

New York producers were confronted with young Bunker in fall of 1929. After four months of fruitless effort he signed on as member of a quartet in "Polly" when one member withdrew and an agent assured him that Arthur Hammerstein really didn't know the foursome, having hired them by the light of a kerosene lamp.

So he made his Broadway debut in the happy company of Fred Allen, Arch Oboler (later known as Grant Cary). Although a baritone, he managed to sing bass enough to fill that spot in the quartet. After 16 weeks of this he was willing to return to the Emporium, as manager of the store's country club.

After the summer, he was introduced to telephones to the late Harrison Holloway, then manager of KFRC, and was hired as an announcer sight unseen. Mr. Bunker's admiration for his one-time boss was such that he still rates him as the greatest operational mind radio has ever known.

Laugh in radio? As an announcer at KFRC he recalls a commercial which required the sound of a police whistle. Finding none at hand, he compromised on the possibility of a bird whistle which would be similar if blown too hard. It was blown hard enough to sound more like a bird and broke things up so completely that he couldn't finish the commercial.

Marion Glide became Mrs. Bunk-
WORL
ORIGINATORS OF THE FAMOUS 920 CLUB

does it AGAIN!

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

YOU CAN'T MISS

... ON THIS!

"THE MILLION DOLLAR BALLROOM"

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

INQUIRE NOW ABOUT OUR GUARANTEED
13-26-52 WEEK CONTRACT PLAN

WORL
BOSTON'S BEST BUY!

BOSTON 16, MASS.
FORJOE & CO. • NATIONAL REPRESENTATIVES
ST. LOUIS skyline boasts a new addition with the new KWK-FM antenna. The structure, to be the tallest in the city, is now nearing completion on its perch atop the Boatman's Bank Bldg. It is to reach 585 feet from the ground.

ITHACA COLLEGE Radio Workshop dedicated its new building, devoted exclusively to radio, with half-hour documentary program over WHCU and WHCU-FM Ithaca, N. Y. Program featured brief talks by Dr. Leonard B. Job, president of the college, Dr. Victor L. Rehmam, dean of School of Fine Arts; Michael H. Hanna and Joseph A. Short, WHCU and WHCU-FM general manager and program director, respectively; and John J. Grol-\(\text{er}\), workshop director.

Lee Ponders, former promotion and publicity director of KLZ Denver, has been named sales manager of his own station, Mr. Ponden has been replaced as KLZ distributor by John Connors, Denver advertising executive of WHCU-NWC.

Phil Ruben, former program director of WLOO Logan, W. Va., has been appointed commercial manager of WNOC Norwich, Conn.

DICK SPROTT, former accountant executive of WHV San Mateo, Calif., and prior to that forerunner of WHV west of Los Angeles, has joined the KGO San Francisco, in local and ABC Spot Sales Dept. He replaces GRANT POL-\(\text{lock}\), resigned to become manager of Los Angeles office of W. S. Grant Co.

James D. Runyan, former commercial manager of WNAV Haverhill, Mass., has been appointed manager of WLNY, New York, and previously was with WBOB Portsmouth, and WEZ Portsmouth.

George Peterson, formerly in business office of WCPB Boston, has been named manager of the commercial staff of WLNY.

John N. Hunt & Assoc., formerly with Boston News Bureau, has joined the commercial staff of WLNY.

Joe Schertler, former assistant to the manager of KBBO and assistant manager of KDKA Pittsburgh, has been named manager of KEX Portland.

Charles H. Phillips, formerly program manager of WWBC New York, has assumed the position of NBC Sales Vice President of NBC Spot Sales Dept. Mr. Phillips was previously with ABC, and in that capacity.

James Gordon Bennett, former account executive for Atherton-Cur-\(\text{rier}\) Co., New York, has been appointed as executive of ABC, and previously held sales department of ABC, and has been appointed as executive of ABC.

Frank Hays, former account executive of Hendley Reed Co., New York, has been appointed as executive of ABC, and previously held sales department of ABC, and has been appointed as executive of ABC.

Harrick K. Kahrs, continuity writer with WBFY Augusta, Ga., has been appointed traffic manager.

J. B. Ball, former manager of WBFY Columbus, Ga., has been appointed traffic manager.

John K. Osborne, former commercial manager of WBFY Columbus, Ga., has been appointed traffic manager.

George Peterson, formerly in business office of WCPB Boston, has joined the commercial staff of WLNY.

John N. Hunt & Assoc., formerly with Boston News Bureau, has joined the commercial staff of WLNY.

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Joe Schertler, former assistant to the manager of KBBO and assistant manager of KDKA Pittsburgh, has been named manager of KEX Portland.

James D. Runyan, former commercial manager of WNAV Haverhill, Mass., has been appointed manager of WLNY, New York, and previously was with WBOB Portsmouth, and WEZ Portsmouth.

George Peterson, formerly in business office of WCPB Boston, has been named manager of the commercial staff of WLNY.

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Charles H. Phillips, formerly program manager of WWBC New York, has assumed the position of NBC Sales Vice President of NBC Spot Sales Dept. Mr. Phillips was previously with ABC, and in that capacity.

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Why most coal mine accidents never happen

There's a certain amount of hazard in all underground work—and coal mining is no exception. But the coal industry, in cooperation with government agencies and with the miners themselves, has long been working to eliminate every last source of preventable danger in the mines.

For example, consider some of the safety precautions taken in modern coal mining.

To prevent the danger of explosion from coal dust, powerful blowers spray the underground roofs and walls with "rock dust"—lime rock ground as fine as talcum powder, which dilutes the coal dust and robs it of its explosive qualities.

Giant fans draw in a constant supply of pure fresh air—and automatically exhaust bad air.

Automatic safety gates strategically located effectively limit the possible spread of danger.

Many bituminous coal mines have no gas hazard, but in those mines where operations may release gas, tests are made with special gas detectors night and day throughout the mines.

Electrical equipment is so designed that it cannot emit sparks.

To blast coal, compressed gas, which does not ignite or form toxic gases, is used in an increasing number of mines instead of ordinary explosives.

Such safeguards are only part of a comprehensive safety program which dresses the miner (in special safety equipment), diagrams his position below ground (on a chart in the mine office) and drills him on safe working methods (in meetings conducted by mine foremen at frequent and regular intervals).

As a result, coal mining is now twice as safe as it was 40 years ago, on the basis of man hours worked—and more than four times safer if measured in tons mined.

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

BITUMINOUS COAL INSTITUTE
A Department of NATIONAL COAL ASSOCIATION
815 Southern Building, Washington 5, D. C.
JOHN SPECKELS 3rd, sugar tycoon, has joined Adolphe Weisand & Assoc., Hollywood, working with JOSEPH GARDINER in public relations department. HAROLD HUGGINS, formerly of Universal Recorders, Hollywood, has shifted his agency as account executive to NOIRE BLAKE, agency timebuyer, is in New York on company business.

TOM LEWIS, formerly vice president in charge of radio for Young & Rubicam, is accompanying his wife Loreta Young, film actress, to England where she will participate in the second Royal Command performance before the British King. Mr. and Mrs. Lewis will tour Europe before returning to Hollywood in mid-December.

ALEXANDER J. DUKE having severed association, Capka, Kennedy & Duke Adv., Hollywood, has changed name to Capka & Kennedy, and added DAVE MANNING, former KMPC news director as account executive. Mr. Duke will set up his own advertising art service.

DAVE FOUTZ Adv., Long Beach, Calif., has been appointed executive director of National Association of Broadcasters at 6612 Hollywood Blvd., Hollywood, 90028. JOHN F. FRITZ, former new business executive of Farber & Associates, Hollywood, has been made a vice president. WALTER C. CASH, formerly of co-owned latter agency, is joining Dave Foutz Adv. as account executive. Agency also maintains its Los Angeles offices in Spring Arcade Bldg.

CATHERINE A. O’CONNOR, formerly with DDB, has been named branch manager of Interna- tional General Electric Co., Schenectady, has joined Woodward & Firl Adv. of Albany, N. Y. as head of research department.

DON MAY, formerly with Knox Reeves Adv., San Francisco, and FERD WAG- NER, formerly with Dan B. Miner Agency, Los Angeles, have joined Han- nour Adv., San Francisco.

ROGER DUNHAM, partner of Frederick & Arndt Seattle agency, has resigned to become public relations director of International Chromatic Acetate Assn., Davenport, Ia.

CHARLES HUWEN, former head of Hu- wan & Assoc., Chicago, has joined Debe & Walde & Briggs Inc., Chicago, as account manager.

SOLIS S. CANTOR Adv., Philadelphia, has installed television department under the direction of JONVAN PALMER, who will also act as account executive. Mr. Pal- mer is former head of Brandon & Co., both of Philadelphia.

WALTER M. SWERTFAGER, head of the advertising agency bearing his name, effective Dec. 15 will join Robert B. Callan & Mitchell, New York as vice president and member of board of directors. Prior to joining his own firm, Mr. Swertfager was with Ward Wheel- er & Co., and before that was with Seagram Distillers Corp., and Lord & Thomas.

LOUIS M. HEY- ward, former television publicity director of ABC, has joined David O. Selznick & Co., New York, as account executive.

HARRY B. GOLDSMITH Jr., retired president of Groves Lab. Inc., St. Louis, has joined Roche, Williams & Cleary as vice president and market consultant. Mr. Goldsmith will be connected with New York office of the agency.

KENNETH F. GREENE, formerly with N W A & York, has been appointed executive director of ABC. He has also been appointed executive director of National Association of Broadcasters.

CHARLES P. FRITZSCH, general manager of Broadcasting Corporation & Roberts Inc., New York, resigned effective Nov. 15.

ROBERT G. PARK has been appointed manager of the London, England, office of Crown Collier, Toronto.

DANIEL S. WARNER, account executive of BBDO, has been assigned to the position of account executive of BBDO's San Francisco office. He was formerly with Crowell-Collier Publishing Co. at Pacific Coast representa- tive of Collier's.

PIERRE R. BEULLAC has been appointed account executive in the French language advertising at Walsh Adv. Montreal.

BENET HANAU, former copy director of Adv. Counsilors, Phoenix, and MAU- RICE B. WILSON, assistant manager of L. Hart & Son, San Jose, Calif., have established their own agency under the name of Hanau-Hyde Co. at

H. W. BRANDON, former assistant manager of WAB Adv., Savannah, Ga., has been appointed radio director and ad- 

assistant manager to the presi- dent of N & Rn Ice, Inc. Aut- guna. Mr. Brandon entered advertising field in 1933 as ac- count executive of C. F. Clark Inc., Nashville. He left the agency in 1938 to join WAB Adv. as advertising manager. After four years service with WAB Adv., he returned to WAB in 1946 as assistant manager, which position he held until recently.

D. PORTER BIRD Jr., formerly an exec-utive staff of Compton Adv., Lennen & Mitchell and BBDO agencies, has been appointed vice president of Far- son & Huff, Louisville agency.

BURTON G. FELDMAN, former vice president and copy chief of Olen Adv., New York, has been appointed vice president in the office of Buch- anan & Co., New York. He previously was with Freidenberg Co. and Belding, and prior to war owned and directed a radio station which bore his name. Mr. Feldman also teaches courses in advertising copy and media at the Latin-American Institute.

ROBERT B. CALLAN, West Point graduate and former Army public relations officer in fiscal-Asia, and North African missions, has been appointed account executive of Ad Fried Adv., Oakland.

RAYMOND P. LOCKE, president of Tracey-Locke, Dallas advertising agency, recently broke his left arm in a fall in his home.

MICKEY LANE has joined Rodgers & Brown, New York, as radio director and executive in charge of financial ac- counts.

K & E CARES

K EYTON & ECKHART, New York, is devoting its entire bud- get for Christmas gifts to mem- bers of the press to sending CARE packages to any country in Europe designated by the usual recipient of the Christmas gift.

The 92.9 MHz radio station of Westinghouse Electric Corp., 3-kw transmission equipment is also being installed, replacing that now in use. KDKA-FM went on the air in 1942. Duplicate service, on the new frequency of 92.9 mc (Channel 225) as well as the present fre- quency of 98 mc is provided. Ted Kenney is chief engineer.

Construction Is Begun

For KDKA-FM Transmitter

CONSTRUCTION of KDKA-FM's tower at the transmitter site overlook- ing the U. of Pittsburgh Stadium has been started and should be completed within about six weeks. Joseph E. Baudino, the sta- tion's general manager, announced last week. The tower is an all-steel, 600-foot tower, topped with a 35-foot ant- enna. The antenna is an RCA superturnstile "Batwing" type.

In addition, recently-developed Westinghouse Electric Corp. 3-kw FM transmitter equipment is also being installed, replacing that now in use. KDKA-FM went on the air in 1942. Duplicate service, on the new frequency of 92.9 mc (Channel 225) as well as the present fre- quency of 98 mc is provided. Ted Kenney is chief engineer.
"Talking about coverage is like holding out a bare hand," writes Mr. Louis E. Westheimer, of the St. Louis advertising agency of the same name. "But when you have figures like these, it's like putting a boxing glove on that hand and letting go with a K.O. punch!"

Mr. Westheimer knows whereof he speaks, for his agency has a ringside seat at two of WOWO's popular nightly programs... those showing Hooperatings of 12.1 and 9.2.

His sentiments are echoed by many another WOWO advertiser... including two of Fort Wayne's leading merchants. Wolf & Dessauer sponsors the noontime Baukhage show, with a wallop 18.6 Hooper; while Patterson-Fletcher scores an impressive 9.2 with a 10 P.M. news program.

If you want high Hooper... and real results... in spot coverage of the Midwest market, put your program on WOWO, Indiana's most powerful station!

The ABC Affiliate in FORT WAYNE

WESTINGHOUSE RADIO STATIONS Inc
KYW - KDKA - KEX - WBZ - WBZA - WOWO

National Representatives, NBC Spot Sales — Except for KEX. For KEX, Free & Peters
These different businesses have one big thing in common

Truckers can't allow equipment to stand idle. So they get replacement parts the fastest way—by Air Express. Speed pays.

Newsrooms and new films always travel a hurry. So the film industry is a big user of Air Express. Speed pays.

When medical supplies and equipment are urgently needed, hospitals and public health officials rely on the speed of Air Express. Speed pays.

Speed pays in your business, too!

Speed of shipment is important every day in your business. And Air Express supplies that speed. Air Express goes on all flights of all Scheduled Airlines—no waiting for loads to accumulate. Speeds of flights daily to and from foreign countries. Rates are low. Shipments of most any size and weight are inexpensive. For example, 17 lbs. goes 700 miles for only $3.73. Use Air Express regularly.

- Low rates—special pick-up and delivery in principal U.S. towns and cities at no extra cost.
- Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.
- Direct air service to and from scores of foreign countries.

Win Pay Increase
ANNOUNCERS at WGL Fort Wayne, Ind., are given increases in their base salaries and other benefits in a one-year contract, effective Dec. 1, which the station has negotiated with the announ-
cers' union and a representative of the American Federation of Radio Artists, Edward Schlessinger. Contract covers working conditions, extends the system of fee payments for special services and allows six annual holidays, Pierre Boucheron, WGL general manager, announced.

NORMAN M. MARKWELL has been appointed director of advertising and radio promotion of television receiver division of DuMont Laboratories Inc. Mr. Markwell, who joined DuMont as sales promotion manager last April, steps into a newly-created post. He has been advertising and promotion manager for receiver sales division, DuMont Network. Before joining WARD New York were handled jointly.

MAX ABRAMS, will head newly-formed subsidiary of Emerson Radio and Phonograph Corp., New York. Emerson division, known as Emerson Radio Export Co. Inc., will handle foreign markets for company. Other new officers are J. R. KATZ, president and general manager and director; SOL GROSS, treasurer and director; HAY- MOND HERZOG, secretary and director.

EDWARD D. PHINNEY, has been elected vice president of International Telephone and Telegraph Corp. Mr. Phinney, who joined ITT in 1946, has served as corporation's general patent counsel since 1941, and will continue in that capacity.

PUSH-BUTTON controlled television set for individual home rooms, designed and manufactured by INDUSTRIAL TELEVISION INC., New York, was demonstrated Nov. 10, at National Hospitality Show, the Grand Central Palace, New York Exhibits continued through Friday, Nov. 14.

BROOKE DARLINGTON, former promotion manager for nylon division of duPont, Wilmington, Del., has joined Wayne Varunum Association, public relations firm in New York.

SAM O'NEIL, formerly publicity director of the Democratic National Committee, has opened offices in suite 211, National Press Bldg. Washington, as public relations counselor. Telephone: Republic 3000.

BOB WILLETT, freelance announcer and public relations director of Van- couver (B.C.) has been named pro-
cution manager of Broadcasters Network Station, Hollywood radio school. DICK CUTTING, former program director of KFAC Los Angeles, and prior to that special events director of CBS Holly- wood, was last week named as sales manager. JIM OLIVER, founder of school, has retired from active for-
pation to establish his own radio station's personnel employment agency in that city.

C. E. HOOPER, head of C. E. Hooper Inc. is in Hollywood for week.

INTRODUCTION of its new "Zenette," a personal portable radio for use as powerful table model or for out-of-doors activity, has been announced for ZENITH RADIO Corp., Chicago, by H. C. FOWLEN, president and direc-
tor of sales. Small new radio has underwriter-approved operation on AC-DC, self-contained battery, and in-
cludes superheterodyne circuit.

JACK ROBES, resigned.

CARL MILLER, sales manager of commu-
nications equipment for Westinghouse Electric Corp., will present a new plan for helping FM stations promote themselves to increase their listen-
ing audiences Nov. 20 at luncheon to be held at Hotel Astor, New York.

RADIO REPORTS Inc., New York, has announced a branch office in Wasing-
ton, D. C., is being established at 516 Sixth St., N. W., with WADSWORTH likely in charge.

WILLIAM BALDERSON, executive vice president of Philco Corp., Philadelphia, last week was awarded President's Certificate of Merit for outstanding service in directing production of electronic equipment for the armed services during World War II.

N. C. MACDONALD, general sales man-
ger, Crowley Drug & Avco Mfg. Corp., has been elected chairman of Household Refrigeration Div., National Electrical Manufacturers Ass'n.

PERCY BANESIK, former news edi-
tor and writer for South African Broadcasting Corp. has been named as news editor for South African Broadcasting Corp. in Johannesburg.

JOHN L. UTZ, of Philco sales de-
partment, has been named manager of Atlantic Div. of Philco, with head-
quarters in Philadelphia.

ROBERT BOYER, Midwest sales repre-
sentative on broadcast and communica-
tions equipment for Select Telephone & Radio Corp., Clifton, N. J., has re-
signed to join Motorola Inc. in commu-
nications sales.

ROBERT SCHULTZ, formerly on com-
puter staff of The Hollywood Reporter, Tex., has been appointed to Dallas office of Radio Corporation of America as a sales representative for the Southwestern District.

NEW EDITION of RCA Receiving Tube Manual, RC-15, has been announced by commercial engineering section of RCA Tube Dept. This edition has been revised. Distribution will start in early-December.

TWO HUNDRED and fifty-two mem-
bers of Missouri Press Assn., attending their 51st annual convention at Stater Hotel, St. Louis, were treated to telecast of Missouri U-Duke U football game, through special arrangements made by KXOK St. Louis. KXOK made arrange-
ments to pick up broadcast from KFBU Columbia, Mo., and send it direct to Stater Hotel.

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS... Ask

They also know about our new

5000-WATT TRANSMITTER

CHNS HALIFAX NOVA SCOTIA
A NEW VOICE IN THE FARM BELT

KOKX

WHY LISTENERS
SET THEIR DIALS ON 1310

- LOCAL NEWS
- FARM NEWS
- MARKET REPORTS
- UNITED PRESS NEWS
- MAN ON THE STREET
- A.S.C.A.P. & BMI SESAC MUSIC
- LOCAL SPORTS COVERAGE
- SHOWMANSHIP IN PROGRAMS
- SPECIAL EVENTS IN AREA
- AGGRESSIVE MERCHANDISING
- OUTSTANDING PUBLIC SERVICE PROGRAMS
- TOP FLIGHT EXPERIENCED PERSONNEL

is on the air!
SERVING THE TRI-STATE AREA
IOWA – ILLINOIS – MISSOURI

"Gate-way to the West"

TRI-STATE MARKET—

1. $300 MILLION BUYING POWER
2. 46 INDUSTRIES IN KEOKUK ALONE
3. NATION'S GREAT POWER CENTER FOR THREE STATES
4. 18 FARM BELT COUNTIES
5. 299 CITIES AND TOWNS
6. 94% OF HOMES HAVE RADIOS

KOKX HAS THE LATEST AND BEST OF TRANSMITTING EQUIPMENT OBTAINABLE

L. W. (Larry) "From the idea to the completed station"
Andrews was our radio consultant and we can say without reservation, Larry and his fine staff played an important part. He got the job done quickly, efficiently, and most important—economically.

OUR THANKS TO:
R. C. A.; Camden, New Jersey
Andrew Co.; Chicago, Ill.
Alexander Stack and Tower Co.; Marion, Indiana
Gates Radio Co.; Quincy, Ill.
Farmer Cozzens Tathean Co.; Chicago, Ill.
Wincharger Corp.; Sioux City, Iowa
Claus Mikklesen Co.; Davenport, Iowa
Truscon Steel Co.; Youngstown, Ohio
R. L. Patton, Contractor; Keokuk, Iowa
C. S. Abell & Son; Keokuk, Iowa
Northwestern Bell Telephone Co.; Keokuk, Iowa
Union Electric Power Co.; Keokuk, Iowa
Sinton Transfer Co.; Keokuk, Iowa
Jas. Camerons Sons Transfer Co.; Keokuk, Iowa

Transmitters
Coax and Fittings
Erection of Tower
Turntables, Jack Panels, Etc.
Mike Fittings, Receptacles and Plugs
Tower
Installation Ground System
Copper Mesh Ground Screen
Contracting Work
Electrical Contractor
Line and Telephone Service
Power
Storage and Transfer work
Transfer work

KOKX
SERVING THE TRI-STATE AREA

Keokuk Broadcasting Co.  Keokuk, Iowa

BROADCASTING • Telecasting

November 17, 1947 • Page 67
Deane R. Flett, who has been in radio since 1938, serving in program, production, and announcing departments of several midwestern and southern stations, has been appointed program director of KXBS Shreveport, La. David Key, former production manager of WROV Roanoke, Va., has joined KXBS as production manager. Mr. Kent previously served on production staff of NBC and CBS.

AL Bland, special events announcer at KMOX St. Louis, has been appointed program manager of that station. He replaces Jack Sexton, who has resigned to join the program department of WBBM Chicago. Mr. Bland started at KMOX in 1943 as head of nighttime operations. Until early this year he also handled "Midnight Patrol" and "Bandwagon," programs on KMOX, both of which he originated.

Tom Everett, formerly with Young & Rubicam, has been appointed eastern program manager for ABC. He has been editor of "March of Time" and "The Man in the News." He is working on a pictorial picture "We Are the Marines."

Harold Carr, formerly with KXBS Shreveport, has joined ABC San Antonio, as program director.

Al Taylor, former staff announcer at WCAU Philadelphia, has joined NBC San Antonio, as program director.

HAROLD CARR, formerly with KXBS Shreveport, and, for a time, head of freelance announcing assignments. Mr. Bland will continue to do color and commercials on "Quiz of Two Cities" and "Bite's Quiz."

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November is Anniversary Month at WRNL

10 years ago WRNL was only a small 500 Watt ripple on the listening surface of Richmond.

Today we are a 5000 Watt wave of coverage in the south’s great tobacco and agricultural center, and a big power in America’s fastest growing industrial city.

Put your listening dollars to work by placing your products before WRNL’s receptive, able-to-buy audience.

“Growing with Richmond”

910 ON THE DIAL

Edward Petry & Co., Inc.
National Representatives

Pennsylvania football games, which are broadcast over WCAU.

Bill Rhodes Jr., formerly of KMFV Los Angeles and Jimmy Took, formerly of NBC Chicago, have joined production staff of WGBA and WGBA-FM Columbus, Ga.

Martha Manners of the New York stage, has been assigned director of educational and women’s programs for WAGT Atlanta, Ga.

Hugh Rowlands, Chicago actor and script writer, has been appointed continuity acceptance editor of NBC Central Division.

Paul Belanger, former television producer with CBS, has been appointed program director of WTVY Network, television outlet of WAAT expected to be on the air in February. Mr. Belanger entered radio at WFRP Manchester, N.H., while a college student. He later became producer assistant to Norman Corwin at CBS, produced French documentaries for OWI and in 1942 joined WMAL Washington, D.C., as network sound engineer for Blue Network.

Mrs. Stephanie Lewis, formerly with Kai, Ehrlich & Merick Adv., Washington, has joined WTOP Washington, D.C., as writer.

Carl Beier, former director of Colliers, was named producer of Randalls Playhouse over WXYZ, starting last week. He will direct shows on Saturdays nights over WZDC and will also lecture at Randalls Playhouse.

Peter Hamerson, APRA veteran and announcer-actor formerly heard on "Radio Mystery Theatre," now a part of WZBF New Haven, Conn. Other additions to the WZBF microphone are Bob Tyson, Navy veteran, and Cal Colby, formerly with WMT Waterbury, Conn. Patricia Julienne has joined continuity department of WTVY.

Dorothy Rich, former program director of WRIX Salem, Mass., and instructor at Bentley Junior College, Beverly, Mass., has been appointed program director of WLYN. She also heads operations at Lynn, Mass. Neil Sorensen, former director with WHRL and WORL Boston, has joined WLYN announcing staff.

Ted Steel, orchestra leader, has joined NBC New York for a five-year term as a disc jockey, beginning today. Mr. Steel will broadcast daily, except Sundays.

Peter R. Disney, production chief at WNYH, has been appointed program director of that station. He joined WHAS in 1940 as a vocalist on "Zoom" but had also been a vocalist for WLW Cincinnati and WNOX Knoxville. After three years with WHAS, he moved to Columbia, where he also conducted a "Zoom" show. He was named production chief in 1946.

Bill Ryan, executive and staff announcer of WHLB Lebanon, Pa., is joining announcing staff of WREX Harrisburg, Pa. His announced plans for going to WUSQ Reading, Pa., have been changed.

Sally Work, women's director of WBNY New York, has joined announcing staff of WTNT Augusta, Ga.

Richard French, former announcer of WNYC New York, has joined announcing staff of KFMO Service, beaumont, Texas, and WTRP-FM Belleair, Ohio, as announcer.

Al Stevens, m.c., of the WTH Balto- more "Late with Lunch" show, has received a Navy citation for his work with Naval Reserve enlistments.

Franklin Fiddio, who has been conducting daily quiz programs over KOAD (FM) with "Sheila," has been named program manager of Brandies, Omaha department store, and also conducts "Fine Arts Review" on Sundays, a station that he has been appointed production manager of KOAD. He succeeds Harvey Twyman, resigned.

Lizbeth Craig, during the war a WAC captain, living in Edmonton, Alta., Mt. McKinley, Alaska, and Frankfurt, Germany, is a new addition to KOAD staff.

Jack McCoy, CBS Hollywood script writer, and Alexandra Will have announced their engagement.

Radio Directors Guild Hollywood, hosts annual dinner-dance at Beverly Hills Hotel Dec. 2 with Charles Vanda serving as director. Virginia Grace, graduate student of Columbia, has been awarded a script writing job at WCBS New York, as result of recent "Operation Collegiate." Miss Grace has written a radio adaptation of the Efrem Zimbalist, Jr., novel, "Jasmine’s Spy."
WCOS executives are just plain SATISFIED with the Capitol Transcription Library Service...its quality, audience appeal and SELLING POWER. Here’s what they say:

“Never has 250 KW radio sounded better—thanks to Capitol. And ‘My Serenade’ has SOLD five days a week for 52 weeks to a client we’ve been trying to catch for years.

“We have had calls from wary listeners trying to settle family arguments on the issue: ‘Are those local shows, or are they really from Hollywood?’ The shows? Why, ‘My Serenade’ and ‘Music from Hollywood,’ of course!”

A welcome achievement for WCOS...to gain listeners, sponsors, and prestige—all with the Capitol Transcription Service. But your station—whether big or small—can do it too. You can tailor the Capitol Service to your own sales and programming problems. And you get every possible help—themes and dated formats each month for 400 complete shows, musical opening and closing themes, voice tracks by the artists, musical interludes. And always the highest in transcription quality. All you need for a real PAY-OFF!

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

**Free Demonstration Transcription**

Capitol Transcriptions
Sunset & Vine
Hollywood 29, California

Please send me without cost...

1. Demonstration Transcription—to show me what makes Capital’s Service different.
2. Complete details about the Library Service and its costs.

Name: ____________________________
Position: __________________________
Station: __________________________
Street and No.: ____________________
City and State: ____________________
RECEIVING LINE at get-acquainted meeting for Victor M. Ratner (second from right), new CBS vice president and advertising and sales promotion director, included network's president, Frank Stanton, shown greeting Ella Howard, copy writer. Also in receiving line are Louis Hausman (in front of door) and William Golden (far r.), both associate directors in Mr. Ratner's department. Behind Miss Howard is Jack Cowden, promotion director of CBS-owned stations.

Stations Throughout Country Devote Special Programs to Community Fund

ANNUAL Community Fund drives are getting under way in cities all over the nation and radio again is carrying a large portion of the promotion. Among reports from stations is one from Boston, where the Hub's eight stations are cooperating in an intensive air campaign. Stations have pooled their efforts for several broadcasts and are airing special programs to help the fund.

WCOP brought ABC's Breakfast in Hollywood to Boston for three shows under the Fund's auspices and it is devoting its daily Curbside Quiz to questions on the Fund. All Boston network stations, WCOP WEEB WBZ WNAC, carried a broadcast of the finals of the Red Feather Girl Contest, and the finalists were interviewed on Continental Television Corp.'s station, WIXY. WHDH is carrying twice-weekly reports from the Fund chairman and is airing The Adventures of the Red Feather Man. WBZ broadcast the annual Community Fund Youth Serenade, featuring Vincent Moravec, Harvard football captain.

WNAC has devoted broadcasts of three of its shows, Quizing the Wives, Quiz of Two Cities and Medical Center of the Air, to the drive. WEEI presented a special Interfaith Broadcast, with leaders of all faiths speaking in behalf of the campaign. Other special programs have been aired by WMEX, WOBW and WBMS, with all stations carrying live spots as well as star transmissions for the drive.

In Washington, D. C., Mike Hunnicutt, morning man at WOL, is conducting a contest based on the Community Chest's slogan, "Everybody benefits—everybody gives." He reads the slogan every morning in several languages and awards two complimentary dinners to persons correctly identifying the languages.

WSPR Over-Subscribers

Staff members at WSPR Springfield, Mass., started the drive off by practicing what they preach and oversubscribing their quota by better than 33 1/3%.

WPAY Portsmouth, Ohio, donated $5,500 in words of air news copy to the local campaign, to help push the Portsmouth Fund 20% "over the top." At the Community Fund Victory Dinner, attended by over 400 campaign workers, WPAY was honored for its part in the drive.

At KDRA Pittsburgh staff members more than doubled their Community Fund quota of $682. When the final count was made they had contributed $1,086.

IT'S NO SECRET...

Time Buyers with vision have discovered that

WNEB

delivers more listeners per dollar in the third largest city in New England... WORCESTER MASSACHUSETTS

Represented By:

Adam J. Young Jr., Inc.

and Kettell-Carter
Crosley Plans to Enter Boxing Promotion Field

CROSLEY Broadcasting Corp. will apply to the Cincinnati Boxing and Wrestling Commission at its next regular meeting for a license to promote fights there, according to James D. House, Crosley Broadcasting Corp. president. Local promoters barred Crosley from televising boxing matches in Cincinnati, after offering Crosley the privilege if it would pay for all unsold seats. The station refused the offer.

"We do not want to enter into competition with established boxing interests," Mr. House said. Crosley's aim is to offer weekly boxing cards and teleslam them over Crosley's video station, WXCT.

Credit Group Meeting

THE ADVERTISING Agency Credit Group, formed by the New York Credit Men's Assn. to serve as a source for clearing credit information of a specialized nature of interest to agency financial executives, will hear J. K. Lasser, tax consultant, at a luncheon Nov. 19, at the Advertising Club. The credit group whose chairman is Dixon P. Griswold, assistant treasurer of McCann Erickson Inc., New York, includes 27 leading agencies affiliated with the Credit Men's Assn.

WDMG Aids

DURING an electrical blackout in Douglas, Ga., recently, due to general power interruption, WDMG Douglas, received a call from the local hospital asking that an appeal be aired for an emergency blood transfusion. Realizing that it would be impossible to air the appeal at once since the transmitter power was off, Jack Wilkerson, WDMG traffic director, stopped his work and rushed to the hospital to give the transfusion himself. His blood type was A and the station reports that the patient is now recovering.

IT'S A FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

ASK HEADLEY REED

COMING SOON 5000 WATTS

WFMJ

YOUNGSTOWN, OHIO

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

ASK HEADLEY REED

COMING SOON 5000 WATTS

BROADCASTING * Telecasting

IN THE PUBLIC INTEREST

WSPR Records Council

WITH APPROVAL of Mayor Daniel B. Brunton of Springfield, Mass., WSIP Oct. 31 tape-recorded the entire proceedings of a special session of the Common Council taking action to erect a memorial statue to World War II veterans. Arrangements were made through Albert Zack, WSIP news editor, with Chief Engineer Lawrence A. Reilly and Wayne Latham, program director, handling the recordings. To promote broadcast of the Council, Howard Keeffe, promotion manager, sent telegrams to every member of both houses of the state government, and to all civic leaders of Springfield. Reaction was highly favorable.

Replanting Woodward Trees

WKY Oklahoma City has initiated a plan to replant 5,000 trees in tornado-stricken Woodward, Okla. Station personnel has already met with Woodward officials to formulate a campaign to raise funds for the project. Civic, educational, information and agricultural groups are cooperating, and clubs and organizations have agreed to plant the trees. Forestry experts are making surveys to determine planting schedules and proper locations.

Praised for Fire Aid

WHAV, new 250-watt station at Haverhill, Mass., won the praise of Haverhill's fire chief, Benjamin L. Chase, and other fire officials for its assistance in connection with forest fires that threatened neighboring towns of Hampstead, Atkinson and Salem, N. H., and Merrimack and Groveland, Mass. Fire officials used WHAV's facilities when the New England forest fires were raging to call off-duty fire officers back to work. WHAV also broadcast warnings to householders and announcements of traffic bands in fire-gutted and fire-threatened woodlands. Station aired an eyewitness account of the fires by a Haverhill Gazette newsmen.

WJPA 'Penny Parade'

WHAT TO DO with 12,000 pennies was the charge made by WJPA Washington, Pa. by one of its listeners, Mrs. Jo Guy. She suggested a Halloween party for the 82 children in Washington County Children's Home, and her station started the ball rolling for WJPA's "Penny Parade" which not only financed the Halloween party but will also pay for a Thanksgiving dinner for the children. With such slogans as "You'll never miss it, they'll never forget it," WJPA used every program in the station's log to promote the ten-day drive with the aim of collecting a penny from every WJPA radio home. At the end of ten days, WJPA had 19,909 pennies above its goal.

The station reports that the Halloween party was a big success and plans are underway for elaborate entertainment on Thanksgiving and Christmas.

Twin City X-Ray Drive

SELLING 94.4% of all prospects in the market is the outstanding record marked up in Minneapolis-St. Paul this summer by the free check X-ray campaign, using almost every advertising medium. Radio played an important role in influencing 306,111 adults and possibly 324,000 persons over 15 years of age to take advantage of the service. Stations WCCO KSTP WCCO's ten days, 884 station breaks and 86 quarter-hours. In addition, eight Twin City stations aired two average hour-long programs a day and spotted regular announcements calling attention to the locations of the X-Ray units. George Jordan, pubilc relations director of Olmsted & Foley Adv., Minneapolis, directed the overall publicity campaign and Jim McTigue, agency's radio director, handled radio contacts and copy.

WHCU Safety Drive

VANDALISM in central New York on recent Halloweens was reduced to a minimum in Ithaca this year, due to a campaign launched by WHCU Ithaca, according to a spokesman for the station. Special assemblies were scheduled in each school for the week before Halloween. WHCU then wrote and produced three different dramatizations—one for each school audience and the third for broadcasting. The programs omitted finger-pointing but instead created interest by introducing the subject of Halloween as a seasonal oddity, and discussing its historical background. Appeals for a safe and sane Halloween were then made. As a result, WHCU reported, Ithaca's police, sheriff and state police all agreed the Halloween menace was neutralized.
BAHÁ’Í

The Coming of World Religion

THE MEETING OF EAST AND WEST as a spiritual event took place in the message of Bahá’í—eloquent to our age.

To the East he brought the mystical person of the Prophet, intermediary between God and man, who evokes the deepest qualities of the soul—understanding and knowledge.

To the West he offered the way to social justice and universal peace—a true program of evolution from nationalism to world order.

Because the mystical East and the dynamic West have been joined by the divine spirit, their eventual union in one humanity and one civilization is assured.

Bahá’í literature free on request.

BAHÁ’Í PUBLIC RELATIONS
536 Sheridan Road, Wilmette, Ill.

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HOY W. LANE, director of sales promotion and advertising for Reath Drug Co., Los Angeles, has re- signed as an associate of the firm. Joining Reath Drug Co. in 1946, Mr. Lane is in charge of national and retail advertising, display, package design, public relations and all advertising in the U.S. Treasury Dept.

Mr. Lane is in national charge of all national promotional and advertising campaigns. Prior to that he had been a copy writer and account executive of Young & Rubicam, New York for five years, having been with WOR New York.

RICH MAID PRODUCTS, Glendale, Calif. (soft drinks), appointed Pat Patrick Co., Glendale, to handle national advertising. Transcribed announcement campaign is planned.

LUMITE DIV. OF CHEMOSOPE MFG. Corp., New York (maker of Lumite inc. screening and Lumite plastic film) appointed George Newell & Ganeer, New York to handle advertising, effective Jan. 1. Media plans are not set yet.

WEIGHTCROSS APPLIANCE INTERNATIONAL, Co., New York, has appointed John Ross, Detroit, as advertising agency. Plans call for institutional campaign and for special campaigns in Canada, in a balance of lines. First of which is radio, currently being released.

LEKTROLEITE Corp., New York (maker of flameless electric range), is using telecasts of one-minute timed commercials on WKBK Chicago, preceding sports programs. WABD schedule calls for spots to run during afternoon professional football games. On WKBK spots are booked Tuesday, Thursday evenings.

COOPERATIVE MATTRESS Assn., Los Angeles, has appointed John Freiburg Co., New Orleans, to handle all advertising Radio will be used.

NATIONAL CHEMICAL Co. (maker of Dylon Dye, cream cheese, cottage cheese, etc), is launching a expanded advertising budget to include radio. "Talking With Toni," Nov. 10 on WCFP, Chicago. Agency: Harry J. Lazarus & Co., Chicago.

GOLDEN NUGGET SWEETS Ltd., San Francisco, has appointed Consolidated, to that city, to handle advertising for its Big Chunk candy bar. Spot radio is planned.


MUNCIE-FAIRFIELD CO., Los Angeles (California chain), Nov. 13 started transcribed "Myrt & Marge" on KTVF Kena- blow in 13 cities in the state, to possible appeal to all services across the board. Agency: 27 M-C-M Adv. Agency, Santa Monica, Calif.

Coca-Cola Export Sales Co., authorized bottler of Coca-Cola, through Spanish-Brazilian-Parachos, in Montevideo and Buenos Aires, is spon- soring three new musical programs in Argentina and Uruguay. Programs are "Pathway of the Stars," on Banco Caroe, Montevideo, Uruguay; "Gaia Eventa in Rosario," on Radio del Litoral in Rosario, Argentina, and "-weighting," on Radio Cordoba, Argentina. Shows will run for ten weeks.

FARNWORTH TELEVISION and RADIO CO., Port Washington, has appointed Wallace & Lesley Inc., to handle advertising, with Miss Jane service, president, supervising the account. Effective Jan. 2. Plans include radio advertising, although plans have not been completed.

TONI's TONI NEILEN HARRIS, president of Toni Inc. St. Paul (home per manentl), one of the nation's top users of network radio, is the father of a girl born Nov. 10. The baby's name—Why, Toni, of course.

HOLSUM BREAD DIV. of Langendorf United Bakers, San Francisco, has appointed Honig-Cooper Co., that city, to handle advertising. Budget for the first year will approximate $75,000.

CALIFORNIA APPAREL CREATORS, Hollywood, has been resigned by Foote, Cone & Belding, Los Angeles. AGENCY TRANSITIONS, Los Angeles (movie chain), has organized the Tullis Co., Hollywood, to handle its advertising. Budget for the first year will approximate $50,000.

*@#** CRAIN Oil Co., Oakland, Calif. (gas- oyo), has appointed the Tullis Co., Hollywood, to handle radio and outdoor advertising, will spend $25,000 for the year in 1948.

GILLILANN BROTHERS Inc., Los Angeles (radio spot manufacturers), has appointed Ed Jones, Angeles to place advertising, with all media being considered.

A. X. SCHILLING, advertising manager of Southern California Edison Co., Los Angeles, has been elected president of the Southern California Industrial Adv. Association.


AMERICAN-MARIETTA Co. (Chicago, Paist, asphalt products), has appointed Ed Rushbush & Ryan, Chicago, to handle national advertising. Radio will be used.

SCHULZ & BURCH BISCUIT Co., Milwaukee, an appointed Langendorf account, to handle regional advertising, and will use transcription programs and announcements on 50 Calif. stations.

PHILCO DISTRIBUTORS (Chicago division) and EMERGENCY RADIO & APPLIANCE DEALER (for Philco pro ducts) Nov. 2 began co-sponsorship of Chicago Blackhawk hockey home tele casts on WKBK Chicago. Contract, covering games but opener, was placed direct.

GOLDEN CREME FARMS, Los Angeles (milk, cream distributor), has appointed Conn & Co., San Francisco, to handle regional advertising, and will use transcription programs and announcements on 50 Calif. stations.

LOUIS MILANI FOODS Inc. Los Angeles (seasoned, packaged foods, 1800 French dressing), has appointed Smith, Langendorf Adv., Milwaukee, to handle national advertising. Radio will continue to be used.

KAMAI MILK PRODUCTS Co., Los Angeles, Nov. 3 started spot announcement radio campaign on KFAC KMFC. Contracts are for five consecutive weeks. Agency: Mogge-Privett Inc., Los Angeles.

CIRCUS FARMS, Inc., San Francisco (circus peanuts), has appointed Smith, San Francisco, to handle advertising.

CANADEC OIL Co., Montreal (Red Rose oil and gasoline), Nov. 18 stars "Military Jumps at Royal Canadian Air Force," on 11 Dominion network stations, Nov. 18 9:30-10 p.m.; Nov. 19, 10:30-11 p.m.

AGENCY ARRANGEMENTS, Broadcasting Co., Milwaukee, has contracted for sponsorship of syndicated "Two Brothers" radio programs.

HORN & HARDART BAKING Co., Cleveland, has appointed Harris & Co., New York. Agency is being selected for the second year of sponsorship of "Children's Hour," through demonstration of Cleveland. "Children's Hour" has been broadcast daily to five cities.

BROWN BROTHERS, Ltd., Toronto (station), has appointed Vickers & Associates, to handle advertising. Plans have not yet been completed for winter campaign.

Bob Moore Feature

ATTRACTIVE radio promotion piece featuring the "Bob Moore Show" heard on WLAQ Lawrence, Mass., has been distributed through that station. Mail- ing piece shows pictures of program covers, scheduled for fall; format, and is headed: "The First Radio Fea ture of Its Kind in New England.

CBS Hollywood will shift its press de partment from Columbus Square to an owned property directly north of its operation. Division manager J. W. Maple is made necessary by expanded handling of transcontinental programs.
"Master safety disc No. 158 — an AUDIODISC — recorded December 12, 1939, was taken from our files and played back on September 12, 1947. This test showed that after almost eight years the recorded quality was still excellent and there was no measurable increase in surface noise. Surface noise of a new cut, made on this disc at the same date in 1947, was no different from the original cut."

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

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

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.
Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N.Y.

Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris

they speak for themselves audiodiscs
KBMT(FM) Takes the Air In San Bernardino, Calif.

KBMT, the Sun Co.'s new FM station in San Bernardino, Calif., took the air with a two-hour inaugural broadcast Oct. 29 after it had been introduced to the public with a 12-page spread in the San Bernardino Evening Telegram. The special radio section carried pictures and articles of the station and staff.

Heading the new station as manager is Don Henry Goodsell, for the past two years assistant to the publisher of The Sun. Other staff members announced are Russell M. Burroughs, formerly with WEBC Dubuque, Win. Goodell and Gavin & Reid Adv. Agency in Pasadena, commercial manager; Paul Lynde Jr., formerly with KFXM San Bernardino, program director; Ted Emm, formerly with Hazeltime Radio Corp. and American Airlines, chief engineer, and Leo H. Cross, chief announcer.

KBMT, owned by the Sun Co., is on channel 260, 99.9 mc.

Ishpeming Station, WJPD

Starts on 250 w Fulltime

WJPD Ishpeming, Mich., "The Voice of the Iron Country," went on the air Nov. 16, as a fulltime 250-w station on 1240 kc. Licensee is Ishpeming Broadcasting Co. Operating ceremonies were held Saturday night at the Ishpeming High School auditorium, with Ward Quaal, of WGN Chicago, as master of ceremonies.

James P. Deegan is president; Arnold A. Nylander, president; Henry R. Russi, treasurer; William H. Alderton, secretary. Other directors include: Waldemar T. Eison, James E. Fiaa and Harold G. Peterson.

KTXL San Angelo, Tex.

On Air With 250 Watts

KTXL San Angelo, Tex. is now on the air with 250 w at highpoint, 1340 kc. A Mutual affiliate, KTXL is owned and operated by the Westex Broadcasting Co. Station began regular operations Oct. 29.

Heading the staff as general manager is I. Steve Roberts. Staff includes: Mike Shapiro, commercial manager; Jack Procter, chief engineer; Jack Sterling program director; Walton Foster, Bob McClen, Jim Thomas; announcers; Bill Culbertson, Robert Benson, David Gattis, engineers.

New WHAM Home

February 14, 1948 has been selected as the day when the Rochester Radio City, one of home of WHAM and WHFM, will be introduced to the public. Beginning that day, the Stromberg-Carlson Co., the owner of the station, will stage a 10-day open house celebration which will consist of tours, receptions, and special audience programs, according to William Pay, vice president and general manager of the stations.

BOAT TRIPS to the WCBS 50-kw transmitter on Columbia Island off New Rochelle, N. Y., and tours around the transmitter plant were arranged for station's 62 staff members recently to help acquaint them with the transmitter facilities. This group was snapped enroute to the island (1 to r): Mitzi Ercey, secretary in the sales department; Henry Untermann, special events director; Edna Barnes, record librarian; Assistant General Manager Richard Swift.
Announcing a new NATION-WIDE SERVICE

BROADCAST ENTERPRISES, INC.
Radio Management Consultants

AM FM TV FAX
BROKERS FOR PURCHASE AND SALE OF RADIO STATIONS

- PERSONNEL STATION MANAGEMENT AND ORGANIZATIONAL STUDIES
- PROSPECTUS ON RADIO STATIONS
- PROGRAM POLICY STUDIES AND RECOMMENDATIONS
- COST AND PROFIT STUDIES
- MARKET EVALUATIONS
- MARKET DATA REPORTS
- PROGRAM ANALYSIS STUDIES
- STATION PROMOTION
- STATION APPRAISALS
- PROGRAM STRUCTURE
- PRELIMINARY PLANNING

STATIONS NOW AVAILABLE FOR SALE

HERBERT L. WILSON, PRES.
SUITE 300

DOWNEY RICE, VICE PRES.
INVESTMENT BUILDING
WASHINGTON, D. C.

YOUR LISTING IS INVITED

T. P. GERTH, SEC. TREAS.
NATIONAL 3113

November 17, 1947 • Page 75
"...the best radiator on the market!"

The vertical tower is very satisfactory ... extremely pleased not only with the tower but also with the erection of it.

—Station WAVG
Presque Isle, Maine

Satisfaction is the Key to Lingo Progress

LINO
Vertical Tubular Steel RADIATORS

6 "Exclusives" Make Lingo Towers and Service the best available to you:
1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

FREE ENGINEERING HELP
Write us location, power, frequency proposed for your station. Get information without obligation on proper radiator height, ground systems, other related problems.

FCC Actions
(Continued from page 74)

Applications Cont.:
SAA-1210 kc
Assignment of License
W10XPC Chicago, I1., consent to assignment of license and CP to W10XPC for 1220 kc for 1 kw D.
W3770 kc
KS2K Stillwater, Okla.—Request for KS2K to operate from 6 a.m. to 7:30 p.m. (CST) for regular license period on 780 kc 250 w instead of local sum put to 7:30 p.m.

November 10 Decisions...

DOCKET CASE ACTIONS

WJEO Madison, Wis.—Grant of CP to change type and type of vertical antenna to 1500 kc.

GREAT LINTON, INC.

JOHN E. LINGO & SON, INC.
EST. 1897
CAMDEN, N. J.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Office and Laboratories
1320 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
904 National Press Bldg., Di. 1208
Washington, D. C.

PAUL GODLEY CO.
Labs: Great Nutch, N. J.
Little Falls 6-1000

GEORGE C. DAVIS
501-514 Munsey Bldg. — District 8454
Washington, D. C.

INTERNATIONAL BLDG., DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

RING & CLARK
55 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
925 NATIONAL PRESS BLDG. MA. 3370
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone National 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 Church St., N. W. DI. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
WARNER BLDG. WASHINGTON 4 D. C.
12th & E Sts., N. W.
NATIONAL 8819-4819

LOHINES & CULVER
MUNSEY BUILDING DISTRICT 8218
WASHINGTON 4, D. C.

FRANK H. MCINTOSH
710 14th St., N. W.—Metropolitan 407
WASHINGTON, D. C.

RUSSELL P. MAY
1422 P St., N. W.
Kellogg Bldg.
Washington, D. C. Republic 3984

HERBERT L. WILSON
1025 Connecticut Ave., N. W.
WASHINGTON 4, D. C. NA. 7161
1000 No. Seward St. No. 621
Hollywood, 38, Cal.

HOLEY & HILLEGAS
1146 Braeloch Pl., N. E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
CONSULTING RADIO ENGINEERS
385 E. 79th ST.
TRIANGLE 4600
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1730 Connecticut Ave., N. W.
Washington, D. C. Adams 3711

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 9070
WASHINGTON 6, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1708 K ST., N. W.
REPUBLIC 1001
WASHINGTON, D. C.

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 18th St. N. W. Room 1210
DISTRICT 4127

GILLE BROS.
1100 Lillian Way Glendale 8179
Hollywood, California

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, INC.
Formerly Colton & Foss, Inc.
927 19th St., N. W.
REPUBLIC 3083
WASHINGTON, D. C.

EUGENE A. ANDERSON & MERRYMAN
New York City
New Orleans
American Bank Bldg.
Raymond 8111
Laboratories: Baton Rouge, La.
Boswell Road

CHALLENGER & MERRILL
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

GUY C. HUTCHESON
3524 South Henderson
Telephone 4-5440
Fort Worth, Texas

ALAN D. WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

NATHAN WILLIAMS
Allocation & Field Engineering
1011 New Hampshire Ave. SE 6446
Washington, D. C.

PRESMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C. Adams 7299

A. R. BITTER
CONSULTING RADIO ENGINEERS
622 Madison Avenue
TOLEDO 4, OHIO

MERL Saxon
3524 South Henderson
Telephone 4-5440
Fort Worth, Texas

ROBERT M. SILLMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. SE 6446
Washington, D. C.
"PETRILLO, we think, could claim a place among 'public enemies.' The public finally gets tired of enemies and sends men to Congress to enact laws to deprive enemies of their power. Petrillo will probably force Congress to add something to the Taft-Hartley law; to the further resentment of Organized Labor but necessary to protect labor against fanatics selected by some unions as their leaders."

Editorial in Merchantville (N.J.) Community News

"WE come to harry Caesar, not to appease him. When Mrs. Petrillo dubbed her bambino Caesar, she probably had no idea that he would ever grow up to take it so seriously. But little Caesar grew up to be Public Discord No. 1 and Chief of all Gaals... We doubt that the musicians whom he rules with an iron baton like their dictator. We offer them without charge a suggestion which may improve their standing in the public eye, which has been impaired by their retention of Mr. F. -- Insert this overblown, overwhelming overload of music into a kettle-drum and ship him to the jungles of Africa. There are untouched realms for his organizing talents there among the tom-tommers."

Editorial in Shelby (N.C.) Cleveland Times

"A LABOR union exists to set standards of compensation and conditions of employment in its particular field. It is stepping beyond its province when it dictates what those beyond its ranks may or may not do, in any connection. We believe the people who are faced with such demands should pay no attention to them."

Editorial in Toronto Globe & Mail

"IF THERE is a grievance against the primary purpose for which records are made, for private home use under circumstances that could not possibly be to the detriment of professional musicians, Petrillo has not stated it. If he has a grievance against the secondary use to which a record may be put, in juke boxes and on the air for profit to someone other than those who made it -- let him seek the recourse available to all those whose rights have been invaded: Either the courts of the land or, if there is no covering legislation, the halls where laws are made. In any case, Americans have never been partial to prohibitions, whether linked to the names of Volstead or Petrillo."

Irving Kolodin in article for North American Newspaper Alliance.

"THE MORE people... we can reach with the conviction that radio is carrying out its task with sincerity and with enterprise, the more certain we can be that it will be protected against those who rob it of its one priceless asset, its freedom!"

John Shepard 3rd, chairman of the board of directors, Yankee Network, at the opening of Boston U.'s School of Public Relations.

"DOING business without advertising is like winking at a girl in the dark... You know what you are doing, but nobody else does."

Placard distributed by Robert Kahn & Assoc., Chicago Agency.

"PROBABLY the most serious criticism of the new (broadcasters') code is that it is negative in character. It represents the radio business on the defensive against complaints and pressures of many groups of listeners and against the pressure and the censorship of the Federal Communications Commission... The criticism of this negative aspect... is valid but it overlooks the fact that the code is a beginning... Compliance with the code as adopted, if successful, will be a great step forward and one not taken without difficulties. But if and when such a step is realized, the radio industry will be faced with the necessity of more positive measures for development of its programming art. It can never grow by setting as its final goal compliance with a code of 'Thou shalt not.'"

From editorial in the Peoria (III.) Star on "The Broadcasters' Code."

"IN many respects the newspaper, the radio and the motion picture are exerting more influence on young people today than are the schools... In approximately nineteen of the homes of this country radios are speaking, on the average, five hours a day. Daytime radio serials alone have an audience of about 20,000,000... Our schools have an obligation and an opportunity to help young people become intelligent and discriminating consumers of this bombardment of language.""

Harold A. Anderson, asst. professor of education at the U. of Chicago speaking to meeting at New York State Teachers Assn.'s Western zone.
Here's still another important newspaper getting ready to bring television to a metropolitan area.

During 1948, the Los Angeles Times' new television station, KTTV, plans to be on the air with an effective signal of more than 19,000 watts.

Already ordered from RCA are two image-orthicon field cameras and the 5-kilowatt, TT-5A transmitter—the "all-channel" unit that is putting television on the map now... already chosen by 27 top newspapers and broadcasters from coast to coast to bring crystal clear pictures and sound to a potential audience of 40,000,000 people. Nine transmitters have already been delivered, the remainder are being shipped at the rate of three per month.

Yes, television is moving fast. Better make your plans soon to capitalize on this new medium... to utilize its tremendous audience impact for newscasting, advertising, and circulation building.

We'll be glad to help you with your planning, whether you want to start on a small or large scale. RCA's "add-a-unit" designs make it easy for you to get on-the-air fast, at surprisingly low cost... permit economical station expansion as your audience grows.

Be the first in your city to offer this new public service. You can get started today by writing c/o Department 25-K for complete planning information and cost data. Radio Corporation of America, Camden, N. J.


KTTV's new 5-kilowatt television transmitter. Divides into eight small, lightweight units for easy installation. Features "walk-in" construction to simplify servicing, high-level modulation to eliminate complicated adjustments, and radically new tubes—RCA 8D21 twin tetrodes—in the output stages.
Milestones

THE GRANDDADDY of radio stations, KDKA Pittsburgh, is marking its 27th anniversary this month. Another event the station is celebrating took place 28 years ago last month. In October 1919 Dr. Frank Conrad, KDKA's founder, was becoming bored with his chatter over amateur station 8XK, for-bearer of KDRA, so he decided to spin a few platens. And thus was born the disc jockey... Gene- rose Pope, observing the first year of his ownership of WHOM New York, reports the accomplishments of that year: Extension of broadcast day from 17 1/2 to 23 hours, CP for 5 kw, extension of Italian language programming to 85 hours per week, and all foreign language broadcasts to 115 1/2 hours per week, inauguration of daily shortwave program direct from Rome, application for FM license.

For the 15th consecutive year Simonco, Inc., Chicago (Kleener) is sponsoring first 15-minute segment of the Dave Garaway Show on WMAQ Chicago, Monday-Friday, for 92 weeks. The agency is De- cora Inc., Chicago... Northeastern Reviewing Stand, carried continuously by Mutual since 1936, began its 14th year Oct. 19 with the first of a series of three discussion programs on "Home and the Family"... In honor of 15 years of continuous news service and reporting, the Eeso Reporter, sponsored by the Standard Oil Co. of N. J., brought together Standard Oil and ABC officials for a party at New York's Sherry Netherland Hotel Oct. 7... Audience for the first anniversary broadcast of ABC's Juvenile series Sky King, on Oct. 28, was a group of children confined in the Shrine Hospital for Crippled Children in Chicago. There was a huge cake cut by "Sky King," portrayed by Roy Engel, Derby Foods is program's sponsor.

Top honors in personal milestones go to H. S. Gardner, founder and chairman of the board of Gardner Advertising Co., St. Louis, who was guest of honor at a banquet given Oct. 6 by Gardner office- ers and employes in honor of his 45th anniversary with the firm. Highlight of the program was a 30-minute transcription written and produced by agency members, dramatizing his career from 1902 to the present... Alwyn Bach, news commentator of KYW Phila- delphia, celebrated his 25th anni- versary in radio Oct. 15... A party in the Beverly Hills Hotel Nov. 5 ushered in the 11th year Jean Her- sholt has played Dr. Christian on the CBS series.

WPTZ Philadelphia, the first television station to broadcast a complete football schedule, is marking its eighth consecutive season of telecasting gridiron contests by airing 24 outstanding college, high school and professional games—its most ambitious roster to date.

WHEN ABC's juvenile series, Sky King, celebrated its first anniversary, the broadcast was presented from the Shrine's Hospital for Crippled Children in Chicago. Feature of the show was a 100-lb. birthday cake given to the children. Gathered around cake were (1 to r): Tom Clark, ABC account executive; Bill Collins, publicist of Needham, Louis & Broby Inc.; Philip White, NLB account executive; Chris Ford, NLB radio supervisor, and Roy Engel, who portrays Sky King. Program is heard Mon.-Wed.-Fri., 5:30 p.m., and is sponsored by Derby Foods for Peter Pan peanut butter.

Museums

When ABC's juvenile series, Sky King, celebrated its first anniversary, the broadcast was presented from the Shrine's Hospital for Crippled Children in Chicago. Feature of the show was a 100-lb. birthday cake given to the children. Gathered around cake were (1 to r): Tom Clark, ABC account executive; Bill Collins, publicist of Needham, Louis & Broby Inc.; Philip White, NLB account executive; Chris Ford, NLB radio supervisor, and Roy Engel, who portrays Sky King. Program is heard Mon.-Wed.-Fri., 5:30 p.m., and is sponsored by Derby Foods for Peter Pan peanut butter.

Needs a Little Oil

THE FACT that KBRO Bremerton, Wash., is just a new, little 250-watt doesn't bother it the least—in fact, the station advertises the fact about 50 times a day with a break which says, "This is KBRO—the 'squeak' in the gate to the Olympics." It all came about when KBRO asked its listeners about a month ago to suggest a slogan. The lady who sent in the winning one argued that what the world needs is a little humor and the stuff agreed. By figuring out that Bremerton is the gateway to the Olympic Peninsula, and a gate makes a "squeak," KBRO had found its slogan.
Another first for WNEW — top honors for Overall Promotion in Billboard's 1947 industry-wide competition! This promotion plan sells WNEW programs and personalities to Greater New Yorkers as they ride trains, taxis, trolleys, ferry boats and buses; as they read their newspapers and magazines; as they go to the movies, open their mail or their laundry!

That plan delivers two and a half billion listener-impressions a year—but it isn't enough. Another first for WNEW is the use of the Douglas Leigh "Flying Spectacular," which adds the impact of 11,500 light bulbs. This 340-foot continuous sign flashes WNEW promotion in letters 27 feet high! Adding still another dimension to the advanced, award-winning WNEW promotional approach!
Open Mike
(Continued from page 58)

while tuned to a given station the receiver also acts as a small trans-
mmitter and emits a signal capable of causing severe interference to
FM broadcasting stations over a
circle of from 100 feet to several
miles from the "super-regen" re-
ceiver. It is possible to design a
"super-regen" that would not
cause interference more than a
few feet from the receiver; but
this requires an additional ex-
penditure on the part of the manu-
ufacturer and does not improve the
appearance of the receiver, nor its
operational characteristics.
The "super-regens" now appear-
ning on the market are vicious of-
fenders. The best is capable of in-
terfering with an FM broadcast
signal for several hundred feet.
One receiver in an apartment build-
ing could easily block out the sta-
tion it was tuned to for all the other
occupants of the building.
Such receivers not only interfere with
other "super-regens" but with any type FM receiver tuned to
the same signal, and within the
interference radiating area.
I'm an outsider just looking in;
but it is my sincere opinion that
FM broadcasters should take ac-
tion NOW.

Todd Stors
Sales Department
KFAB Omaha

Scays AFM Can Be Licked
By Working Together

EDITOR, BROADCASTING:
I have just completed reading a
communication from Standard
Radio forwarded to all stations,
with reference to the Petrillo ban on
AFM or AFM announcers and
recorded music.
Gerry King who signed the letter is
asking the industry to "tell us
what to do".
He is quite right when he says
there has been a great deal of lass-
itude on the part of a great num-
ber of stations in dealing with this
problem. Gerry put it mild-
ly. I would be willing to agree with
anyone who said no station was
doing any visible work of any
kind in this connection.
I have been in this business for
25 years and I can recall no per-
ticular year in which the broad-
casting industry hasn't flopped and
floundered around from pillar
to post in what seemed to be or-
ganized confusion. In spite of
ourselves we somehow managed to
lick ASCAP.
Instead of Gerry asking the in-
dustry to assist the transcription
companies, why didn't he come up
with some suggestion as to what
the recording companies and the
broadcasters might work together to
defeat this menace?
Personally, I fail to become too
excited over the irritating situa-
tion. The industry took care of
ASCAP very nicely and there is

THIS IS NO BULL—it's a cow.
A year ago when just a little calf it
was left on the steps of the WARL
Arlington, Va., transmitter. The
station, then an infant in the
broadcasting field, adopted the an-
imal and dubbed it "Warla." Last
week when WARL's first annivers-
ary rolled around, "Warla" cele-
brated too. Conducting the "inter-
view" are WARL staffers Bette
Simmons (l) and Chief Engineer
Earl Merryman.

no reason why it cannot do the
same thing to the AFM . . . if
... the broadcasters and the re-
corders can stick together long
enough to do a good job. This may
be expecting too much but there
are such things as supernatural
events even in radio. Is there any
particular reason why we have to
have an AFM?
If the majority of musicians de-
pendent upon radio and records for
a living pulled out of AFM to join
the ranks of the combined interests
affiliated with the users of music,
it is quite possible the bright star
of the silver cornet might be re-
duced to a flicker.
True, Mr. Petrillo would blacklist
all former members, so what?
Eventually, he might not have any-
one left to blacklist.
What happens to the boys stand-
ing on the corner? Is Petrillo
going to see that they have three
squares a day? Is he going to see
that they are all nice and "comfy"
and that everybody is having a
peachy time? When mama and
the kids get hungry, the average
musician with any guts is going
to tell the bossman to blow a
buzz off at him when he won't care whether
he belongs to the AFM or the
Saturday Sewing Circle. He is
going to work or he isn't going
to eat, and I don't think he will re-
sort to all this nonsense either.
It is hard to conceive of the rank
and file of radio and recording
musicians being played for a suck-
er too long. A few empty stomachs
may well be a contributing factor
in deciding the issue without too
much flurry.
But just in case the members in
good standing should play along with Petrillo, Gerry King
and the rest of the boys making
transcriptions should team up with
the boys using their services in
an all-out effort to stamp out once
and for all any one man or organiza-
tion that tries to "highjack" them.
Gerry was right when he said,
"Letting George do it is not going
to solve the problem." How about
getting behind George?

Forrest Wallace
General Manager
KWBC Fort Worth, Tex.

Kudos for Coverage
Of Petrillo Stories

EDITOR, BROADCASTING:
So that your associates may
have proof of the fact, I want to
reiterate what I said over the
telephone, namely, that the editorial
"Jimmy's Chips Are Down" in
the October 27th issue of Broad-
casting is superb—good sense as
well as good English, and that the
various related articles on Pe-
trillo are exceptionally informative
and appropriate.

Keep up the good work!

Eliot C. Lovett
Hanson, Lovett & Dale
Washington, D. C.

TO HANDLE larger audiences, ABO's
"Breakfast in Hollywood" shifts from
Tom Brennan's restaurant to a larger
one he is opening next door to present
location, approximately Nov. 19. 
MBB's "Heart's Desire" and ABC western re-
production "Dynasty" are also
expected to join morning program
in shift to new location site.

GUARANTEE
YOUR LOCAL
TIME
Regardless of
Network Offering

- It's possible with the Mosby Plan of Time Allocation. Local
programs are scheduled in the 3rd quarter hour of every hour.
The Affiliate can then immediately accept any network-offered
commercial and know his guaranteed local programs will be
slotted in the affiliate's guaranteed 3rd quarter hour. The remaining
time is open for network commitments. It's the same in any time zone.

The ART MOSBY STATIONS

KGVO • KANA • KGFM
5 KW DAY • 1 KW NITE
500 W • 250 W • 250 W
MISSOULA • BUTTE • GREAT FALLS
(MISSOULA) • (BUTTE) • (GREAT FALLS)

BROADCASTING • Telecasting
FOR TOP U-H-F PERFORMANCE

General Electric’s new GL-5648 transmitting tube—a forced-air-cooled triode of ultra-compact lighthouse design—LEADS in microwave applications such as:

FM-AND-TELEVISION
STUDIO-TRANSMITTER LINKS
COMMERCIAL RADAR
PLATE OR CATHODE-PULSED CIRCUITS

2,500 mc frequency at max ratings

Here is the most modernly engineered transmitting tube of medium power to operate in the ultra-high range. Type GL-5648 will perform at frequencies up to 2,500 mc under full plate input, assuming proper adjustment of heater voltage to compensate for cathode back-heating.

The tube finds primary application in oscillator service, and as a grounded-grid power amplifier. Also, Type GL-5648 is directly suited to plate or cathode pulsing. Maximum ratings for this service now are being determined prior to definitive release.

Design follows the successful lighthouse-tube principles of parallel-plane electrodes that are closely spaced, plus a coaxial-contact structure meeting the needs of concentric-line circuits. Internal shielding is highly developed, so that the tube is especially useful in grid-separation-type circuits.

Cylindrical terminal contacts, wide in area and silver-plated, provide low-inductance current paths and reduce r-f losses. The tube is sturdy, compact in outline, and small in dimensions, requiring minimum space to mount.

Additional data on the GL-5648 gladly will be supplied on request, and G-E tube engineers are at your service to consult with you as to applications. Address Electronics Department, General Electric Company, Schenectady 5, N. Y.

ELECTRICAL CHARACTERISTICS

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cathode voltage</td>
<td>6.3 v</td>
</tr>
<tr>
<td>Current</td>
<td>1.1 amp</td>
</tr>
<tr>
<td>Inter-electrode capacitances</td>
<td></td>
</tr>
<tr>
<td>Grid-cathode (with shields)</td>
<td>6.50 mmfd</td>
</tr>
<tr>
<td>Grid-cathode (with cathode hot)</td>
<td>8.50 mmfd</td>
</tr>
<tr>
<td>Grid-plate</td>
<td>1.95 mmfd</td>
</tr>
<tr>
<td>Cathode-plate</td>
<td>0.035 mmfd</td>
</tr>
<tr>
<td>Amplification factor</td>
<td>100</td>
</tr>
<tr>
<td>Transconductance</td>
<td>17,000 micromhos</td>
</tr>
<tr>
<td>Frequency at max ratings (with proper heater-voltage adjustment)</td>
<td>2,500 mc</td>
</tr>
<tr>
<td>Type of cooling</td>
<td>forced-air</td>
</tr>
</tbody>
</table>

Max Ratings (absolute values), Class C Telegraphy

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>D-c plate voltage</td>
<td>1,000 v</td>
</tr>
<tr>
<td>D-c grid voltage</td>
<td>-150 v</td>
</tr>
<tr>
<td>D-c cathode current</td>
<td>100 ma</td>
</tr>
<tr>
<td>D-c grid current</td>
<td>50 ma</td>
</tr>
<tr>
<td>Grid dissipation</td>
<td>1.5 w</td>
</tr>
<tr>
<td>Plate input</td>
<td>100 w</td>
</tr>
<tr>
<td>Power output</td>
<td>25 w</td>
</tr>
</tbody>
</table>

Ratings for Typical Operation (as grid-separation oscillator at 500 mc), Class C Telegraphy

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>D-c plate voltage</td>
<td>1,000 v</td>
</tr>
<tr>
<td>D-c grid voltage</td>
<td>-48 v</td>
</tr>
<tr>
<td>D-c plate current</td>
<td>50 ma</td>
</tr>
<tr>
<td>D-c grid current (approx)</td>
<td>8 ma</td>
</tr>
<tr>
<td>Plate input</td>
<td>25 w</td>
</tr>
<tr>
<td>Power output</td>
<td>25 w</td>
</tr>
</tbody>
</table>
PICKWICK
The book for the
Texas Rangers’ offer.

Texas Rangers considered scaled for an
or
Details liqui-
6, song
MO.
Board of Commissioners
Columbus, has
of
ROLAND
1945
that
’ANN
special
replaces
cents.
has joined
as
station.
of
FALCE,
1945
assistant investigator
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publication,
is
with
Atlas
is
offering
on
understanding
WCAU
of
National Spot
has been named promotion
for
Godfrey’s
as
a
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radio, get an
ads
FM
KABC.
and
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FM
WKY.
stations
were
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for
the
Transmitter,
“50
Horsetracing
other stations
is
implied
by
Crosby
in
order to send more food abroad
used
Honey
spots
carry
radios
sets
gifts
out
KABC.
and
to plug new Columbia Records spot advertising campaign,
sherry
and
electric
irones,
shears
and
work
tables.

FM Christmas Ads
CHRISTMAS campaign to boost sale of
FM set as gift giving conducted by KOAD (FM) Omaha, Neb. Series of
advertisements in Omaha World Her-
ald urge readers, “Don’t buy half a radio, buy the whole thing.” All sales
carries the Christmas theme and stress
FM radios as the ideal present.

Sewing School
FREE SEWING school for women and
teen-ages in Sacramento, Calif., is being conducted by KFBRK that city,
and the Sacramento Bee newspaper.
Classes are divided into housewives and
teen-ages, each group meeting weekly for four weeks. Station and
newspaper arrangements have been made with electric iron, shears and
work tables.

WHEN Prize
FIRST PRIZE for Women and
teen-ages in the 12th an-
nual Industrial and
Exhibit of
Greater Buffalo Adv.
Club was won
by Whirlpool. The three-dimensional
display panel, featuring the
shows the features of
including
30,000
and full
KYW Philadelphia, has been elected
secretary of the club.

HORSE RACING motif is featured in
latest promotional folder issued by
equine
company. Inside the
folder are a drawing of horse and Jockey and
card
inviting
to a.

Meetings are being conducted by
postcard.

To enter contest being conducted by
WWD and
WWD-FM Washington, to choose
two girls to be "Miss Santa Claus" in
each city. Winners are invited to enter
contest which is to be held in New York.

Cultural Listing
LISTINGS of outstanding educational and cultural programs carried by
WOCN Boston, are mailed by that station to
150
high school and college
libraries.

Radio Sales Promotion
SPEED Keynotes promotion of CBS
Radio Sales in its latest mailing piece
to the trade. A two-page section村里
visited by KSL Salt Lake City
(Radio Handbook, Dec. 16) pictures
of the Radio Sales group were made
available in the recent edition of the
New York by Acme News Pictures.

KABC Promotion
EXTENSIVE merchandising promotion
campaign is being conducted by
KABC Sales and will be accompanied by
window display, posters and
merchandise
which
as
is
closest
not

KABC Promotion

Monday Through Saturday
7:05-7:30 a.m.
8:05-8:30 a.m.

*Mail response and
personalities!

Howard Reig Shows
Complete details from NBC Spot Sales

Page 84 • November 17, 1947

Broadcasting • Telecasting
"Having a Broadcasting Yearbook is better than having a Quiz Kid in the office. It gives us a chance to look up all the answers."

Paul Wade

... that's what makes the Yearbook such an outstanding buy ... this daily reference to it by the nation's top buyers of time.

The 1948 edition is guaranteed 16,000 circulation. MORE copies will go to such strategic buyers than ever before. Sell them and you sell those who place 87% of the network and national spot dollar.

Final deadline is December 1. Bills are not rendered until after February, 1948. Write, wire or call collect for reservation.
LUCERNE COUNTY

Luzerne County with 441,518 population is 3rd largest in Pennsylvania.

To reach this prosperous, heavily populated market, your best bet is—

WILK

ABC for Wyoming Valley
Wilkes-Barre, Pa.

Represented Nationally by
ADAM J. YOUNG, Jr., Inc.
New York Chicago San Francisco

Programs

LOCAL TOPICS only are discussed on forum hour aired on WRCB
Gardner, Mass., and sponsored by
Gardner Trust Co, Tipton Brick Co.
and Steam Steamers. Every time
Listeners phone in questions with
the forum in order to be heard on
while it is on the air. Panel is
comprised of prominent local citizens.
Sponsors of the three sponsors give a one-minute commercial during program and station reports that sponsorship has no
damning effect on quality of speakers.

Student Production

VARIETY program, written, directed and produced by students of Richardson Production Inc., started on WCD (FM) Richmond, Va., Nov. 12.

Titled "The RPI Progress Parade," program format calls for special feature such as dramatic skit, discussion of current news, performance by WTAJ students, news of activities at RPI and other local interest. Students majoring in radio classes or dramatic work and special series will provide practical application for their studies. Series is aired on WCD, Wed. at 7 p.m.

Good Manners Discussed

DESIGNED to emphasize importance of good manners, a new series titled "Mind Your Manners" started on WTCI Hartford, Nov. 12. Panel discussion format is used throughout the series, which are sponsored by Young Hostlers. Three boys and three girls, representing different age groups from 8 to 18 years, comprise panel. Hostler Headquaters. Each panel member is awarded $2.50 in savings stamps for each show. From questions mailed in, five are chosen each week for discussion, with prizes awarded for accepted questions. Best question winner wins $1 in savings stamps. Special features of show include short sketches, practical jokes and "bad manners" quiz for studio audience.

"Let There Be Light!"

"IN THE NEWS" is a round-up of unfortunate who are needlessly deprived of their rightful place in society. WYT Oklahoma City, is presenting series of documentary shows titled "Let There Be Light!" Aiired 9:45 p.m. series outlines conditions in various parts of the world, stressing need for assistance. Each program is written by Don Cusenbery.

Local Talent

LOCAL TALENT is featured nightly over WABM Columbus, Ind. In new series titled "Startime," aired at 7:30 p.m. Variety keynotes format of show, with different type of talent participating. Members of show feature local piano artists, Tuesday, Wednesday, Thursday, Friday, Saturday, downtown's leading vocal soloist, Saturday, downtown's leading female feature and local swing singer. Three local theaters are cooperating by running movie trailers announcing try-outs for talent at WABM.

Press Features

TO ACCOMPLISH public with features of newspaper, new feature titled "Let's Go!" has been started on WJCL, 11 a.m. Variety keynotes format of show, with different type of talent participating. Members of show feature local piano artists, Tuesday, Wednesday, Thursday, Friday, Saturday, downtown's leading vocal soloist, Saturday, downtown's leading female feature and local swing singer. Three local theaters are cooperating by running movie trailers announcing try-outs for talent at WABM.

WABM

John Elmer, President
George H. Kober, Manager

Represented Nationally by National Representatives
WABM & Co.,
New York Chicago Boston, Detroit, Atlanta, Hollywood, San Francisco

Hot News

WOODWARD, Okla., which suffered a disastrous tornado in April and a major downtown fire on Oct. 22, is mighty thankful that its new station, KSIW, was in the right place at the right time when the latter event took place. Harry Van Slycke, KSIW program director, was about to go on the air from a local cafe with an Over the Cup program when the fire broke out in a ladies' apparel shop across the street. Running down the street with his microphone, Mr. Van Slycke gave a running commentary of the fire for 17 minutes until the power was turned off as a precautionary measure. During that time, he summoned aid from fire departments in five towns, and was credited by some firemen with saving half the block which did not burn.

BROADCASTING • Telecasting

FOR COMPLETE COVERAGE OF THE WASHINGTON, D.C. MARKET

Represented Nationally by THE KATZ AGENCY

A COWLES STATION
5000 WATTS

Page 86 • November 17, 1947
Smith Tells of Progress In Teleran Installation

INSTALLATION of the first experimental equipment units for Teleran is now in progress near Washington, D. C. and operational flight tests are scheduled for early winter, it was revealed to the National Electronics Conference in Chicago [BROADCASTING Nov. 10] by R. W. K. Smith, supervisor of Airborne Teleran Equipment in the RCA Engineering Products Department. Teleran, an over-all system of air navigation and traffic control employing television and radar, derive its name from TELEvision-Radar - Air - Navigation, and is under development by RCA, sponsored by the U. S. Air Force.

Stanley M. Beleskas, RCA radio communications engineer, spoke on a new type phase modulation circuit recently developed by RCA for use in FM transmitters. The new circuit is capable of a swing of plus or minus 90 degrees, or an increase of about three times that heretofore possible with other circuits.

Charles J. Starner, RCA transmitter engineer, traced the development of RCA's commercial 50-kilowatt FM transmitter.

Seeks Canadian 50 kw

APPLICATION FOR first independently owned 50-kw station is to be made at November meeting of CBC board of governors at Ottawa, by CFRB Toronto. Application calls for operation on 1010 kc, after CBC's CJBC Toronto takes over CFRB's 860 kc with new 50 kw transmitter next spring. CHML Guelph, is to apply at the same time for increase to 10 kw. Both applications come under recommendation of Parliamentary Radio Committee to allow Canadian stations to increase in power to limit of Havana Treaty.

WGAR Cleveland has extended its sign-off time to Sun. 1 a.m., New three-hour show titled "Morgan's Musical Inn" featuring Hal Morgan, dace m.o., now follows five minute news spot at midnight on WGAR.

LOVE THAT SPONSOR!

Ruark Sings Praises of Television Commercial —For Springs Cotton Mills

WHEN a newspaper columnist makes some snide remarks about advertising, that's strictly normal. When he mentions newspaper advertising approvingly, there's probably a reason. But when he goes into a rave for advertising by a competing medium, that's so unusual as to be practically unique.

Under the old man-bites-dog rule, it is certainly news.

Robert C. Ruark, Scripps-Howard columnist, made news last week by devoting his entire column, headlined "Selling Magic," to the television commercials of Springs Cotton Mills. Longer-than-five minute films are used by the company during the intermission of its Sunday afternoon pro football telecasts on WABD New York. Films are produced by Corcoran Productions under the supervision of Hillard Wolfe Jr., assistant advertising manager of Springs Mills, New York distributing affiliate of the South Carolina mill company.

Plugs Too Long

Concerning these video commercials, which television critics found a bit too long, Mr. Ruark said, in part:

"The television advertisements don't tell you that the sheets have more thread than anybody else's sheets, or brag that they are woven of cotton which was untouched by bolt weevil. What they show you is a bouncy, healthy-looking Ginny Simms type with pigtails and a figure. She informs you that she is Miss Springmaid, 1947, and that she is working for an outfit which is so important to your life that you couldn't believe it unless you knew what would happen if you were suddenly deprived of the commodity. To this end, she says, she can make all her products disappear, because of certain magic powers. "Then her inventor really gets smart. He picks on the popular minor peeve, and works it into the little story that is supposed to impress you forever with the worth of his merchandise. He introduces a hotel manager—everybody hates hotel managers—and reduces him to a state of babbling idiocy by allowing Miss Springmaid to witch away the sheets on the bed, the shirt on the patrons, and even the shimmies on the lady guests. He does a similar operation with a new model of sad Aunt Polly's Shimmies...."

"It is something to give a bad time to the singing commercialists, the impression-through-nauseous-repetition boys, and the dark-threat lads who command you to buy it or your eyes'll drop out. This is the first nearly perfect advertisement I've seen—a folksy tableau which carves the name of its sponsor on your neck. Before I'm much older I expect to see a capped rendition of Romeo and Juliet, designed expressly for the purpose of selling Coonhan's Cough Syrup. And while I might not know who wrote the syrup, I'll remember who brewed the spry."

Darlington Is Appointed Manager of Pa. Daytimer

WBNR, new 500-w daytimer on 780 kc, Bloomsburg, Pa., last week announced appointment of Ed Darlington, formerly of CBS, and Stanton E. Davis as manager and chief engineer, respectively. Paul and Robert Eyerly, publishers of The Morning Press in Bloomsburg, own the licensees, the Columbia-Montour Broadcasting Corp., and are executive directors of the station.

WBNR, which took the air Sept. 26, just 29 days after ground was broken at the transmitter site, has Raytheon transmitting equipment and a 264-foot Lehigh tower.

Add AOA Scripts

THREE stations—WKAT Miami Beach, KRUL Corvallis, Ore., and KIRK Kirkville, Mo., have been added to the list of stations in the United States now carrying scripts of the American Osteopathic Assn., Chicago. The 15-minute scripts, which deal with health topics of general interest, are supplied to divisional societies of the Assn. for use as public service features, according to Marie Jett of AOA radio bureau. Additions bring total of stations to 20 in 15 states.

NET EARNINGS of $1,938,851, or $1.60 a share of capital stock, for the first nine months of 1947, was reported in an unaudited statement by Stewart-Warner Corp. Earnings represent an increase over a similar period in 1946 when net earnings of $1,675,265, or $1.31 a share, were listed.

The COMBINATION to GEORGIA

all CBS available at combination rates

<table>
<thead>
<tr>
<th>THE GEORGIA MAJOR MARKET TRIO</th>
</tr>
</thead>
<tbody>
<tr>
<td>REPRESENTED BY THE KATZ AGENCY, INC.</td>
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TALK to the SOUTH'S EAR ZONE

WDSU broadcasts 5,000 watts from the French Quarter to the Gulf and South Louisiana listeners. From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Montclair International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Opera.

WDSU's dominate Hoop-earring prove that honoring local institutions creates high listener loyalty.

NEW ORLEANS WDSU ABC Affiliate 5000 Watts

JOHN BLAIR AND COMPANY Representative

WHB Kansas City

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

November 17, 1947 • Page 87
Los Angeles Soap
(Continued from page 26) hired in September 1897 to install the first glycine recovery plant in the West. When the installation was completed, he was retained as head of company's laboratory.

This year Mr. Merrill celebrated 50 years with the firm he has served as president and general manager since 1929. During this time he has gone on to become one of the leading soap chemists in the country. Mr. Merrill perfected the firm's line of household and industrial soaps made to suds in cool water. Keying his organization's activities to the simple advice that "whenever we do this year isn't good enough for next year," continuing research has been constant.

First Granulated Soap

When electric washing machines made their first appearance, no soap on the market gave ultimate satisfaction. Research provided the Merrill approach and several samples were tested in the homes of machine owners. After considerable study, it was found that the satisfactory formula could not be produced in bar form. Thus evolved granulated soap and the Los Angeles Soap Co. became the first manufacturer of granulated soap.

Realizing that the firm's continued success was dependent upon a constant supply of coconut oil, Mr. Merrill was instrumental in founding The Cropa Oil and Meal Co., Wilmington, Calif. Through it, firm imports dried copra and then presses and refines its own supply. Similarly, oil from vegetable and nut oils are processed through the California Rendering Co., also a subsidiary of the Los Angeles Soap Co.

Another executive of long service to the firm, Mr. Finehout said, "When I entered the advertising field, first employed at the factory for $6 per week in 1903. He can still recall that his first travelling salesman chores in 1908 were accomplished by horse and buggy. From 1922 to 1938 he served as assistant to vice president in charge of sales and advertising, succeeding to top post in 1938.

As such he oversees sales staff of 100 and an advertising staff of 15. Assisting him in this is Irving Lessin, assistant advertising manager. Serving the client in the role of account executive is Robert Temple, vice president of Raymond R. Morgan, and a former member of the Los Angeles Soap Co. himself. Mr. Temple has been account executive since 1939, but for prior seven years was in charge of sampling and later assistant advertising manager of soap firm.

One striking fact about the

DEMONSTRATING the effectiveness of Los Angeles Soap Co. products—even on mikes—is Matt Finehout (left), vice president in charge of sales and advertising. Looking on is Frank Hemingway (right), commentator sponsored on Don Lee Broadcasting System.

personnel of the Los Angeles Soap Co. is the longevity of its employees. There are 154 who have been with firm for 15 years; 18 have a tenure of from 30 to 50 years. Perhaps one ample reason for this stability grows from fact that the firm for the past 25 years has rewarded employees with an annual dividend amounting to an average one and one half month's pay.

Alex Robb

ALEX S. ROBB, 58, manager of NBC Hollywood package sales, following a two-year illness, died at his West Los Angeles home Nov. 15. He had been associated with NBC for 18 years, having joined network in Chicago in 1930. Surviving are his widow, Madeline B. Robb, and a daughter, Mary Lee. Internment was in Streator, Ill., where he was born July 31, 1889.

Dr. Huth Lists Speakers For World Radio Course

LATEST lecturers scheduled to speak before Dr. Arno Huth's classes on International Broadcasting at the New School for Social Research have been announced. Slated to speak Nov. 19 on "International Stations and Networks" are Kenneth D. Fry, chief, International Broadcasting Division of the State Dept., who will talk on "Present and Future of the Voice of America"; and John S. Hayes, WQXR New York station manager, chairman of the NAB committee on international broadcasting and former chief of American Forces Network, speaking on "Experiences of American Broadcaster Overseas."

Speakers for Nov. 26, with "The Voice of the United Nations" as the topic include Dr. Benjamin Cohen, Assistant Secretary General in Charge of Public Information, UN; Peter Aylen, UN Radio Div. directors; and Brig. Gen. Frank E. Stoner, UN Chief Communications Engineer.

On Nov. 24 the students will visit the international studios of CBS, and will attend a musical show beamed to Latin America. Edmund Chester, CBS director of shortwave broadcasting, and his assistants, will explain their work to the class.

CAB Picks 51 Agencies

FIFTY-ONE Canadian advertising agencies have been enfranchised by the Canadian Assn. of Broadcasters, following the meeting of the CAB board of directors at Toronto late in October. Among the 51 agencies are 10 branches of American agencies located at Toronto or Montreal, or in both cities. These are Atherton & Currier, Dancer-Fitzgerald-Sample (Canada), D'Arcy Adv., Grant Adv. (of Canada), Hatchins Adv. Co. of Canada, Kenyon & Eckhardt, Ruthrauff & Ryan, J. Walter Thompson, Erwin Wasey of Canada, and Young & Rubicam.
JOHN HENNINGER, chief engineer of WIBG Philadelphia, has been appointed technical director of WIBG, the South Bend and Chicago stations and WIBG-TV, WIBG-AM and WIBG-FM, which are controlled by management of WIBG.

Mr. Henninger, member of Institute of Radio Engineers, joined WIBG as chief engineer in 1937.

ROBERT ROBBINS, experienced in Chicago station work, has been named transmitter engineer for WQAT Utica, N. Y.

AIRBORNE INSTRUMENTS LAB, INC., Mineola, N. Y., has announced commercial availability of its Polar Recorder, originally designed to plot aircraft antenna radiation pattern. Recorder charts voltage on either linear or logarithmic scale as radial distance against angular position. Identified as A. 1. L., Type 118, Polar Recorder service will be custom built to each customer's specific requirements, firm states.

JACK CHURCH, formerly of CFCH North Bay, Ont., has been transferred to engineering staff of CKOB Timmins.

ALLAN R. MUNCEY, master control technician at WCAU Philadelphia, has suffered a heart attack. He is recovering at his home in Collingswood, N. J., and is expected to return to work after a week's rest.

NEW GENERAL ELECTRIC "split-anode" electrometer tube, said to be capable of measuring reliably currents as low as a millionth of a microampere, has been made available by Tube Division of GE's Electronics Dep't. at Schenectady, N. Y. The tube, Type GL-3674, is a "two-tubes-in-one" device in which the electrodes (control grid and plate) are cut in two and connected so as to function as a pair.

DON WILSON, transmitter operator of WMAQ Chicago, is the father of a girl, Kathleen Ann.

"THE JACK SMITH SHOW." CBS network program heard Mon.-Fri. 7:15-30 p.m., will originate from Chicago from Nov. 19-Dec. 3.

Radio Boost

AN ANNOUNCEMENT over WSBT South Bend proved two things — the power of radio and the popularity of the Notre Dame football team. The message, made at 9:50 a.m. during a program sponsored by a department store for women, concerned the placing on sale by the university of only 1,200 bleacher seats for the Army football game on Nov. 8 and it brought forth one of the maddest three-hour scrambles the city can remember. Less than one hour after the announcement, over 2,000 phone calls had been received, and switchboards at the university, the department store and the station were jammed, so the station was asked to announce that orders would be taken only by mail. By the time the first mail was delivered to the university shortly after noon that day, there were 7,000 orders in and thousands more expected. Needless to say, the game was sold out.

FOR THE BEST IN FM

Andrew Coaxial Transmission Line

Andrew Installation of Line and Antenna

At FM frequencies, transmission lines are tricky. That's why broadcasters who value reliability buy ANDREW transmission lines. Having bought the best, they find it good business to have ANDREW engineers install it.

ANDREW field crews are supervised by radio engineers of long experience, because we believe that steeplejacks alone cannot properly install transmission lines, antennas, and lighting equipment. If you prefer to employ your own workmen, we'll gladly furnish a supervisory engineer.

ANDREW coaxial transmission lines, and installation service, may be purchased directly from the factory; or through any FM transmitter manufacturer. If you buy an FM package, be sure to specify ANDREW.

J. M. Troesch of WSTV is one of many satisfied ANDREW customers.

THE VALLEY BROADCASTING COMPANY

363 EAST 75TH STREET • CHICAGO 19

WRITE FOR COMPLETE CATALOG

Pioneer Specialists in the Manufacture of a Complete Line of Antenna Equipment

ANDREW CO.
Help Wanted

Assistant—Must be thoroughly experienced in the advertising field and capable of handling all aspects of TV advertising. Salary plus first letter. Box 976, BROADCASTING.

Assistant—A ten-year-old station in a well-developed market is looking for a capable and experienced advertising executive. Must have excellent face-to-face selling ability. Send first letter and resume. Box 950, BROADCASTING.

Situations Wanted

WANTED—Chief engineer, good will and contract. Looking for long-term engagement. Will discuss contract and location. Box 967, Radio BROADCASTING.

WANTED—Investigator, experienced, reliable, well connected, living in New York area. Will work on location as required. Box 955, BROADCASTING.

WANTED—Wanted for 12 month period to manage a station in the Northwest. Must be experienced and have a good background in selling, sales promotion, and operations. Box 956, BROADCASTING.

WANTED—Chief engineer, experienced, well connected. Will work anywhere in the United States. Box 957, BROADCASTING.

WANTED—Chief engineer, 12 months experience. Looking for a position. Box 958, BROADCASTING.

WANTED—Wanted General Manager for New York station. Must have experience and references. Reply to Box 960, BROADCASTING.

WANTED—Wanted by NBC-affiliated station, experienced and well known in station management. Will work for salary plus first letter. Box 952, BROADCASTING.

Situations Wanted

WANTED—Wanted by Chicago station. Must have at least ten years experience in electronics. Must have experience in TV service and repair work. First letter and references required. Box 953, BROADCASTING.

Situations Wanted

WANTED—Wanted by NBC-affiliated station, experienced and well known in station management. Will work for salary plus first letter. Box 952, BROADCASTING.

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Situations Wanted

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WANTED—Chief engineer, 12 months experience. Looking for a position. Box 958, BROADCASTING.

WANTED—Wanted General Manager for New York station. Must have experience and references. Reply to Box 960, BROADCASTING.

WANTED—Wanted by NBC-affiliated station, experienced and well known in station management. Will work for salary plus first letter. Box 952, BROADCASTING.

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WANTED—Wanted General Manager for New York station. Must have experience and references. Reply to Box 960, BROADCASTING.
Situated Wanted (Cont'd)

Al Gladding reporting back from Bremen-dressed up in five years' worth of AFN correspondent at "the gateway to the world's biggest seaport" reports that Bremen's Five Star, Five O'Clock, Final, Leave's Five News Round-up, nightly at nine. Wartime editor of 20th Division News, 612th Air Division, Springfield (Mass.) newspapers. Engaged on job for the past two years. Swarthmore College ('38). Desires more advanced position in New York City. Born in New York in 1914: Address 202 5 N. St., Omaha, Neb.

Married vet, with college degree, journalism major and speech minor, desires an announcement. Has experience in telecasting, grows audience. Has been married for two years. Swarthmore College ('38). Desires married post. Address 203 5 N. St., St. Petersburg, Fla.

**Situated Wanted (Cont'd)**

**Television operator. Experienced traffic. Caroline, fashions, ad-lib, or Married vet, Swarthmore College ('38). Desires married position. In New York. Address 202 5 N. St., Omaha, Neb.**

Team—Peter Miller and Caroline Aylor, Caroline, fashions, ad-lib, or Married vet, Swarthmore College ('38). Desires married position. In New York. Address 202 5 N. St., Omaha, Neb.

Television operator. Experienced RCA TT 5 transmitter, sixteen years extensive radio background, practical knowledge and photography and film processing. Accepts any position, northeast only. Box 963, BROADCASTING.

Announcer, inexperienced but capable. One year leading broadcasting school. Already gainfully employed. Will accept position on three months trial basis. Available two weeks notice. The name is handled when writing. Reference, application letter. Rate $60.

Successful announcer—3 years network affiliations. Now chief announcer, considered the best in college gradu- ate. News, disc, special events, sports. Will give references to any person whom the present employers will testify. What's your proposition. Box 974, BROADCASTING.

Transmitter engineer, 36, married, first class engineer, high power, all wave, desires position with station in Pa. Any high power station in Pa., familiar with Alaska, Box 889, BROADCASTING.

General manager. A real success story is this with this thoroughly experienced leader. Excellent reason for leaving present position. Family. Permanent. Experience in all phases. Personal in- ternal. Box 915, BROADCASTING.

First phone. Announcer, commercial sales, and station management experience and copy management in radio and television. Will work in any city. Desires to use this experience as a station manager, or any similar capacity to earn up to $4500 a year. Address 203 5 N. St., Omaha, Neb.

For qualified technicians, write or phone: Employment Department, Michigan Radio Station, 15 West 66th St., N.Y.C. 9-3980.

Attention eastern advertising and talent agencies, stations and networks. If you are interested in what standards do you measure "the rest of the country" by? Here is your opportunity to find out. With a background in top-flight production work in both sales, music direction and client relations I have the tools to give you the greatest return on your investment. Box 929, BROADCASTING.

Announcer, 36, four years experience in news and general announcing. Wants news manager's position or new station continuity combination. Clear voice, authoritative delivery, experienced. Presently employed as chief announcer at large market station. Will furnish references. Minimum $60. Box 963, BROADCASTING.

**OPENING TELEVISION STATION**

| Available-Sales Manager with thoroughly rounded video show sales experience, 10 years administrative back- | Box 964, BROADCASTING |

THE US SYSTEM OF commercial broadcasting is being closely watched these days, and it is generally admitted that radio is in the Philippines Islands in the process of their own radio development, Norman Paige, general manager and part-owner of a group of three Islands, told BROADCASTING in Chicago last week while enroute to the West Coast.

Carson is also poised the last evening portion of the Western Union Today programs. American advertisers account for about 50% of the commercial quota, with home-grown products and local merchants allocating a goodly percentage of their advertising budget to radio.

Or according to Mr. Paige’s estimates, there are roughly 230,000 sets in use at present in the Philippines, with between 3,000 and 5,000 distributors per month. (The 200,000 figure does not include sets owned by some 100,000 troops stationed there.)

Staff members of KZPI-KZOK-KBU are inside Mr. Paige, Henry L. Miller as production manager; Paul Rappaport, former United Press correspondent, and Larry Burgert and Irving Ptau, former service personnel. **FOR SALE**

| 250 WATT STATION $60,000 | An unusually clean and well established 250 watt station covering every section of southeast Ohio. This station dominates its local area and is doing a good program and selling job. Combined agricultural, industrial and resort territory. Acquire a good going concern. | Small Station. Cash basis. Prefer non-broker. Price $60,000. For sale: 2 RCA Type AE-401-2 vertical dipole towers, WACO Waco, Texas.

Syndicate will invest up to $4000 in profitable local or regional. Write BROADCASTING with complete details. **Miscellaneous**

Announcing for Radio-Killer. Newest position in industry. For $125 weekly. **FOR SALE—2 RCA type AZ-417-2 vertical dipole towers, WACO Waco, Texas.**

Available—2 RCA type A17-2 vertical dipole towers, WACO Waco, Texas.

**FOR SALE**—RCA FM equipment 0 3 kw transmitter, Pylon antenna, transmit- ter tower, antenna tower, all working equipment. New, not unpacked. Invoice covers entire equipment. Box 978, BROADCASTING.

Inexperienced, but capable. One year leading broadcasting school. Already gainfully employed. Will accept position on three months trial basis. Available two weeks notice. The name is handled when writing. Reference, application letter. Rate $60.

Successful announcer—3 years network affiliations. Now chief announcer, considered the best in college gradu- ate. News, disc, special events, sports. Will give references to any person whom the present employers will testify. What’s your proposition. Box 974, BROADCASTING.

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OPENING TELEVISION STATION

Available-Sales Manager with thoroughly rounded video show sales experience, 10 years administrative back- | Box 964, BROADCASTING |

BROADCASTING • Telecasting
GIVEAWAY FOR NEEDY

"Breakfast Club" M. C. Tries New Idea; Poor Families Benefit and Critic Gets His Answer.

CRITICS of the current radio give-away vogue can draw a second breath and note the example recently by ABC's "Breakfast Club.

For Don McNeil, m.c., the cast and listeners demonstrated that the giveaway can be turned into a means for public works of mercy.

When a listener criticized Mr. McNeil for never giving anything away on his program, Don's reply was that the Breakfast Club didn't go in for that sort of thing, simply because other shows did. He took a survey of listeners and found that they backed him almost 100%; the program was fine without the necessity of prizes. As an alternative, however, Mr. McNeil decided on a "shakedown" whereby listeners attending the Nov. 7 broadcast were to bring some usable gift for distribution by welfare organizations.

The shakedown was a huge success. Gifts brought in by listeners were valued at $10,000 and took up enough room to fill the stage and overflow the halls leading to the Merchandise Mart studio where the program originates.

As Mr. McNeil described some of the presents on the air, singers Patsey Lee and Jack Owens, 'sisters Sam Cowling and Aunt Fanny and other members of the cast, checked their card lists of the needy to find appropriate places to deliver the gifts.

Food was given in abundance by listeners, celebrities and sponsors. Other gifts included such items as a baby carriage, cedar chest, dinette set, gas range, washing machine, refrigerator—to mention a few. It didn't stop with the broadcast. Two hours after the program was over, ABC switchboards were still jammed with calls from listeners who were unable to attend but who wanted to contribute.

Gamble to Speak

FREDERIC R. GAMBLE, president AAA, will address the American Television Society monthly luncheon, Nov. 24 at the Hotel Commodore, New York. He is second speaker in a series that began in October with Paul West, ANA, president, as featured guest.

FCC Actions

(Continued from page 76)

Decisions Cont.:
KFIO Spokane, Wash.—Granted petition for leave to amend application to revise engineering data.

Wash. Bests. Inc., Spokane, Wash.—Granted petition to dismiss without prejudice application and ordered that application shall be removed from the hearing docket.

Alvin E. O'Konski, Merrill, Wis.—Granted petition for leave to amend application to specify 720 kw 1 kw D in lieu of 1240 kw 230 w unid. and different location for proposed station etc. Amendment accepted and application removed from hearing docket: Further ordered development of Lake land Bestg. Corp. be removed from hearing docket.

Eugene Bests. Inc., Eugene, Ore.—Granted petition insofar as it requests continuance of hearing to December 31, 1947, the question of dismissal application to hearing before W. W. Coleman, vice president, as requested.

Wabash Bestg. Co. Inc., Lafayette, Ind.—Granted petition to dismiss without prejudice request to specify 1 mi.

Metropolitan Bestg. Co. of Milwaukee—Granted petition for leave to amend application, to change location of station from Milwaukee to Whitefish Bay, Wis. and to change paragraph 18 with respect to hours of operation etc.

Bay Radio Inc., North Bend, Ore.—Granted petition to dismiss without prejudice application and ordered that application of Western Oregon Bestg. Inc. be removed from hearing docket.

Western Pennsylvania Bestg. Corp., East Liberty, Pa.—Granted petition to dismiss without prejudice application and ordered that hearing on application of United Bestg. Corp., East Liberty, Pa., be severed from consolidated proceeding, and assigned to J. Fred Johnson Jr. to preside at separate hearing on that application scheduled Nov. 11 at Pittsburgh. Hearing upon applications of X. S. Liverpools Bestg. Co. and Radio Courier Inc., other applications in consolidated hearing would not serve public interest.

Williamson Bestg. Corp., Pikeville, Ky.—Granted petition insofar as it requests leave to amend application to specify 140 kw 1 kw unid. in lieu of 1400 kw 250 w unid. and removal from hearing docket. Request for order of hearing referred to Commission.

Harvey Radio Labs. Inc., Cambridge, Mass.—Dismissed petition requesting immediate consideration and grant of application.

Greensburg News Co. Greensboro, N. C.—Granted petition to dismiss without prejudice application.

Tri-State Bestg. Co., Cumberland, Md.—Granted requests to take depositions in hearing on application.

John P. Kramer, Cambridge, Md.—Referred to Commission petition for 30-day continuance of hearing scheduled for Nov. 12.

WJYJ Jacksonville Beach, Fla.—Granted petition to dismiss without prejudice application and ordered that hearing of application of Radio South Inc., be removed from hearing docket.


Coleman Bestg. Co., Coleman, Tex.—Granted petition to dismiss without prejudice application and ordered that application of W. W. Stork be removed from hearing docket.

Matta Bestg. Co., Pittsburgh—Granted petition for leave to amend application to show revised engineering data etc.

November 12 Decisions

DOCKET CASE ACTIONS

AM—1450 kc

RKO Bestg. Co., Inc.—Granted temporary decision looking toward grant of application of Meroo Bestg. Co. Inc., for station GCM, 1450 kc 250 w unid. to subject to cond. that applicant shall file within 90 days from date of grant an application for a mod. CP station at same site and same ant. system meeting requirements of Commission standards. Proposed to deny application of Gifford Phillips for same facilities. (Com. Denny and Hyde not participating.)

BY THE COMMISSION

STATION

Governor Donovan Bestg. Corp.—Granted special temporary authorization to operate on 1460 kc 500 w in conjunction with using call letters WORO, for period beginning Oct. 11, 1947 and ending November 11, 1947, in lieu of application for a class C station.

AM—1340 kc

WINX Washington, D. C.—Granted CP to install new transmitter and two new antennas to a new tower, 1450 kc, Washington, D. C. Also granted CP to install a second transmitter at the same tower, 1340 kc, maximum power 20 kw, to be operated unid. and subject to limitations between main trans. and two synch. operated boosters in accordance with the Synch amp. Agreement. The Synch amp. Agreement is authorized upon exp. basis only, in accordance with the Synch amp. Agreement between WinX-BESTG. The CP is granted to W. W. Coleman, vice president, for presentation to Commission. (Provision to deny application of Gifford Phillips for same facilities in Denver. (Com. Denny and Hyde not participating.)

Director of Sales

REACHING THE TOP MANAGEMENT

386 Fourth Avenue, New York 16, N. Y.

BROADCASTING • TELECASTING
November 13 Decisions...

DOCKET CASE ACTIONS

AM-1340 kc
Announced proposed decision and order denying petition of Ablone Bostg., Co., for renewal of station KELP, St. Louis, Mo., on basis of Commission's decision released Aug. 1, 1947. AFFIRMED, granting application of WJGK, Inc. and denying petitioner's application; and (2) for waiver of Sec. 154.10(a) rules, leaving amendment to show that Robert B. Hinkley has severing all connections with Tri-State and transferred his stock therein to another station. Reconversion record to incorporate amendment, and reconsideration of Commission's decision on basis of amended record (Com. Jones not participating; Comr. Denny and Jett dissenting).

BY COMMISSION EN BANC

FM-Grants

Authorized cond. grants for two FM stations, one Class A and one Class B, Authorized Cps for two Class A and for Class B stations. Authorized Cps in lieu of previous cond. for one Class A and one Class B stations. See story this issue.

Hearing Designated

WHP Inc., Court of Appeals, North Carolina, is being designated to hear application of WHP Inc. for new commercial television station in consolidated, not to hear any application of Harold O. Bishop, Court of Appeals, North Carolina. See story this issue.

Assignment of License

WKRG, Inc., Montgomery, Ala., is being designated to hear application of WRGK, Inc. for new commercial television station in consolidated. In lieu of previous cond. for WRGK, Inc. new commercial television station in consolidated.

AM-1350 kc

Denton & Business Co., Suzuki, Kan., is being designated to hear application of 1420 kc. New station authorized for new commercial television station in consolidated.

AM-746 kc

Radio Station Des Moines, Inc., Des Moines, Iowa, is being designated to hear application of WRGK, Inc. for new commercial television station in consolidated.

AM-1380 kc

News Examiner Co., Coralville, Iowa, is being designated to hear application of WRGK, Inc. for new commercial television station in consolidated.

Assignment of License

KFMO Flat Rock, Mo. is being designated to hear application of WJGK, Inc. for new commercial television station in consolidated.

Organization of License

KELP, Inc., Kansas City, Mo., is being designated to hear application of license to WPBA, Inc. for new commercial television station in consolidated. In lieu of previous cond. for WPBA, Inc. new commercial television station in consolidated.

Hearing Designated

Radio Des Moines, Inc., Des Moines, Iowa, is being designated to hear application of WRGK, Inc. for new commercial television station in consolidated.

AM-1380 kc

Wilson Co., Inc., Des Moines, Iowa, is being designated to hear application of WRGK, Inc. for new commercial television station in consolidated.

AM-1380 kc

Southern Radio and Equipment Co., Jackson, Miss., is being designated to hear application of WRGK, Inc. for new commercial television station in consolidated.

AM-1380 kc

Summer County Bostg. Co., Galion, Ohio, is being designated to hear application of WRGK, Inc. for new commercial television station in consolidated.

November 13 Applications...

ACCEPTED FOR FILING

Modification of CP

KPC Pheonix, Ariz. - Mod. CP which authorized change in frequency and power, install new trans. and DA-N and change in trans. location, to mount FM trans. on South tower of DA.

AM-1400 kc

KYOS Merced, Calif. - CP change frequency from 1950 kc to 1400 kc, change DA and change trans. location. AMENDED to change name of applicant from E. K. Avirett, Jr. to E. R. Avirett.

AM-910 kc

Okefnee Bostg. Co., Waycross, Ga. - CP new standard station 910 kc, on new station 910 kc, D.

AM-500 kc

WNYN Rochester, N. Y. - CP change frequency from 1950 kc to 500 kc, install new trans. and DA-IN (DA-EX) change trans. location, AMENDED change in DA and change trans. location. (geographic change).

Modification of CP

WBRB Hurtington, N. Y. - Mod. CP which, among others, authorized change in frequency, change hours, make changes in vertical and ground system by eliminating one type trans., for extension of completion date.

Assignment of License

KGM-Wilson, N. C. - Voluntary assignment of CP to Wilson, N. C., John C. Pendergrass.

Amendment of CP

WMRO Aurora, Ill. - Voluntary assignment of license to WMER, inc. (Dennis T. Fetzer, Jr. to Wetzler and R. J. Fetzter, Jr. to Fetzter, Inc.).

WA剥夺-Kalamazoo, Mich. - Same.

AM-900 kc

WMBO Atlanta, Ga. -滂 new standard station 1900 kc, D.

AM-500 kc

WHBQ Memphis, Tenn. - CP change frequency from 1950 kc to 500 kc, install new trans. and DA-IN (DA-EX) change trans. location. AMENDED change in DA and change trans. location.

Modification of CP

KARM-FM Fresno, Calif. - Mod. CP, as mod., which authorized new FM station for extension of completion date.

Assignment of License

KFXM-San Bernardino, Calif. - Voluntary assignment of CP, as mod., to E. Lee Bostg. Co.

FM-92.7 mc

Waukegan Bostg. Corp., Waukegan, Ill. - New FM station (Class A) on Channel 192.7 mc. ERB 1 kw and antenna height above average terrain 300 feet.

Modification of CP

KTJS Topka, Kan. - Mod. CP, as mod., which authorized new FM station for extension of completion date.

FM-100.1 mc

Puritan Broadcast Service, Inc., Lynn, Mass. - New FM station (Class C) on Channel 100.1 mc. ERP 600 kw at antenna height above average terrain 180 ft.

Assignment of CP


Modification of CP

WMBR-FM Joplin, Mo. - Mod. CP which authorized new FM station for extension of completion date.

(Continued on page 91)
ACCURATE, RELIABLE STOP WATCHES by CLEBAR

Wherever unfulfilling accuracy in timing is required, you can rely on Clebar precision timing. They have gained their dependability in leading laboratories, colleges, and made by the finest watch makers. Accracy and workmanship is guaranteed.

A Timer for every purpose entirely set and tested.

No. 654 CLEBAR TIMER

1/5 second, 30 minute register, football timer. Start, stop, reset again from crown; push button to move 1/7 jewel non-magnetic movement; nickel chrome case....Each $18.50

No. 650 CLEBAR TIMER

1/5 second. Long hand registers five seconds of time. Operates up to 50. Start, stop and fly back from crown. Nickel chrome case....Each $17.50

No. 653 CLEBAR TIMER- Some as No. 650 but with time-out feature. $18.50

Order Direct from Manufacturer or Send for Illustrated Catalog

CLEBAR WATCH CO., Inc.
551 FIFTH AVE., NEW YORK 17, N. Y.

Page 94 • November 19, 1947

BROADCASTING • Teletcasting
NEW WKLF CLANTON IS NOW IN OPERATION

WKLF, licensed to Southeastern Broadcasting Co. went on the air this month in Clanton, Ala. Station is a daytime 1,000 kw outlet, operating in 980 kc. Hugh Webb, president of the Alabama Broadcasters Assn., a general manager of the station.

Station boasts a modern studio, complete with an auditorium that has a 100-person capacity. Gate equipment has been installed throughout. AP news service has been arranged.

Staff members include Ben Rath, commercial manager; Lester Carter, formerly with WJHO Alpine, Ala., chief engineer; Grady Carter, assistant engineer; and Mrs. Charlotte A. Barney, program director. Mrs. Barney will also handle women's features.

Radio News

(Continued from page 17)

column in length.

In its survey of newspaper handling of radio news, Broadcasting mailed questionnaires, prepared by research experts, to all 1,546 daily newspapers in the U.S.; 20.7% of the papers completed the forms and returned them.

A breakdown of this sample indicates that its distribution approximates that of all dailies in the country and that it constitutes a fairly representative cross-section of dailies according to city size and morning and evening editions.

To determine whether the 20.7% return represented an accurate sampling a validity check was made among the 90 papers published in cities of 50,000-100,000 population which failed to respond. Tear sheets of radio pages of these 90 papers were examined.

The validity check corrected figures in the 50,000-100,000 population classification and suggested that newspapers employing radio editors are more apt to respond to questionnaires concerning radio news than those without such a staff member.

Questionnaire results showed 48.5% of the responding papers in the 50,000-100,000 classification carried fan or radio news columns; the tear sheet showed only 20.7% for non-responding papers.

The 50,000-100,000 group was selected for double check because the survey showed a volume of fan columns in this group out of proportion to the volume in papers located in cities of other sizes. In large cities, papers generally employ radio editors; in small cities they do not. It was believed that in other groups, reaction to the survey would not tend to be divided down the middle, as happened in the 50,000-100,000 population group.

THREE-YEAR sponsorship of Guy Lombardo program over WHIO Dayton, Ohio, is provided under terms of contract which the band leader (seated, l) and George Schumacher (seated, r), owner of Master Sales (Lincoln-Mercury) in Dayton, are completing. Program is produced by Frederic W. Ziv Co., Cincinnati. Present as deal was closed were (standing, l to r): Harvey Young, WHIO commercial manager; Gene Rahn, Ziv account executive; John Walker, Master Sales general manager; Charles Gaines, executive producer of Lombardo show.

Powerful Crosley Video Outlet Plans Feb. Start

WHEN Crosley Broadcasting Corp's Cincinnati video station, WLWT, begins operations early next year from a new, high-elevation transmitter site in Clifton Heights, it will be the most powerful television outlet in the world, according to J. R. Duncan, acting director of television operations for Crosley. Station plans to go on the air commercially in February.

The WLWT transmitter is a standard 5-kw unit, which will be used in conjunction with a special extra-high-gain antenna built for Crosley by RCA, Mr. Duncan said. The antenna, plus its high elevation above average terrain, will give the Crosley outlet an equivalent of 49,000 watts, he added. Total height of tower and antenna will be 671 feet.

WLXT, Crosley's experimental transmitter, which has been on the air since June 1947, will cease operations when WLWT begins broadcasting.

Three Join TBA

BROADCASTING Corp. of America, Riverside, Calif. (KPRO), holder of a video CP, has been accepted as a member of Television Broadcasters Assn., at whose sessions it will be represented by W. L. Gleeson, president. Two advertising agencies, Foote, Cone & Belding and McCann-Erickson, have also become TBA members, and will be represented by Ralph B. Austrian and Lee Cooley, their television directors, respectively.

HEARING SET ON WDZ SHIFT APPLICATION

WDZ Tuscola, III.'s application to move to Decatur was set for further hearing by FCC last week to determine whether its policies for operation in the new location "have been designed to serve the community of Tuscola and its environs in the public interest."

The Commission referred particularly to "policies pertaining to programming, personnel and commercial practices." Hearing was set for Dec. 11 at Tuscola.

The station, a daytime on 1060 kc with 1 kw, has been seeking to move to Decatur since March 1946. Original hearing on the application was held Feb. 19, 1947. The call for further hearing apparently was prompted by a protest filed by the Tuscola Assn. of Commerce.

Tuscola, a town of approximately 3,000 population, has no other station while Decatur, with a population of around 60,000, has one. WDZ spokesmen said the station, if allowed to move to Decatur, would continue to provide the same service to Tuscola that it now offers.

REK-O-KUT COMPANY

38-01 QUEENS BLVD. 
LONG ISLAND CITY 1, N. Y.

November 17, 1947 • Page 95
Third Week to Commence Today With Lengthy Sessions Probable

HOPES of completion by month's end of the FCC hearing of the WBAL Baltimore renewal application and the competitive Pearson-Allen bid disappeared last week as Comr. Rosel H. Hyde, presiding officer, ordered recess on Friday to Nov. 25. Hopes for a reasonably short hearing also diminished as it developed that both applicants may bring in virtual parades of witnesses to substantiate letters and other evidence for the record.

The recess is occasioned by Comr. Hyde's participation in FCC's television share-channel proceeding beginning today (Nov. 17) and expected to continue several days this week (see story this issue). On Friday WBAL and FCC counsel are to appear before the Court of Appeals for the District of Columbia to argue the station's appeal of a District Court judge's dismissal of complaint against the FCC and its Blue Book (Broadcasting, Nov. 10). The WBAL hearing at FCC has recessed on Thursdays to permit Comr. Hyde to attend regular meetings of the Commission.

Counsel in examination of WBAL Program Director John J. Dickman, seeking out Mr. Dickman's views of a station's minimum public service responsibility in light of Blue Book data on WBAL's past performance, filed last Monday's meeting. Mr. Dickman had appeared the previous Friday to give detailed account of WBAL programs, special events and program policy with emphasis on public service activities.

Meeting last week only on Monday, Wednesday and Friday, the proceeding also included direct testimony by Harold C. Burke, WBAL manager, who reviewed station organization, policy and operation.

E. M. Steer, vice president of Hearst Radio Inc., is to take the stand later and describe overall Hearst radio policies and plans and their relation to WBAL.

History of Case

The FCC hearing involves WBAL's application for license renewal for the period May 1, 1945, to May 1, 1948, and the competitive request of Public Service Radio Corp. for the WBAL clear channel facilities of 50 kw fulltime on 1090 kc. Cited in the Blue Book as an "example" of overcommercialization, WBAL has contended these charges must be cleared before deciding the present case.

John E. McCoy is representing FCC as counsel in the proceeding. Monday's session opened with final direct examination of Mr. Dickman by William Dempsey, WBAL counsel, on the make-up of the WBAL advisory council for public service programs. He explained that the council was a representative community group and had been organized in early 1946.

Leonard Marks, Pearson-Allen counsel, opened cross-examination of question concerning FCC program director's duties and the time he spends on both commercial and sustaining programs. Mr. Dickman indicated he spent more time on sustaining programs since more detail was involved for the station on that type of show.

Public Service Spots

Turning to solicitation of Mr. Dickman's views on public service, Mr. Marks asked if public service spot announcements have value and whether the time of day they were broadcast had any relation to that value. Mr. Dickman answered that such spots "certainly do" have value and explained public service announcements should be aired at various times in the day in order to reach all people.

To direct questioning Mr. Dickman testified a station should broadcast a minimum of 50 to 75 public service spots per week. Mr. Marks, following up with obvious reference to Blue Book data, asked WBAL's past record, asked if six or eight such announcements per week would be adequate. Mr. Dickman replied, "I don't think so," and later reminded the record does not include public service material within various programs.

Regarding WBAL's program policy, dated May 1, 1947, Mr. Marks questioned Mr. Dickman whether this was a "new" policy. The program director answered that he did not know. He replied similarly to a question concerning the "no doubler spotting" rule of the May 1, 1947, policy and the possible existence of a similar rule when Mr. Dickman had been with WBAL in September 1946. Asked what specific differences he did see in the "new" policy, Mr. Dickman listed bans on commercial religious shows and on beer or liquor advertising.

Burke Testimony

Mr. Burke took the stand late Monday and his direct testimony ran through the complete Wednesday session and into Friday.

Extensive and at first futile efforts to secure improved quarters for the new Flushing Avenue station were made by Mr. Burke. He said some 50 to 75 places were surveyed in downtown Baltimore to no avail and the search then was eased because of the war. Late in 1944 talk was started with the Baltimore Storage Co. which resulted in lease and construction of WBAL's present modernistic radio-television center. Mr. Burke said the new quarters were taken last June. Some work is still unfinished, he said.

On Wednesday Mr. Burke presented and discussed a large composite exhibit on the station's organization, its facilities, personnel, general public service activities, etc. Discussing sections devoted to special full-day public service promotions and efforts such as WBAL Army Day and Navy Day, Mr. Burke stated he was proud to claim for the station the originality of such activity, which he said was emulated later throughout the country in war bond promotion and like activity.

Mr. Burke also related details of WBAL's public service efforts following Pearl Harbor, installation of private lines to key defense centers and nominal, for P-5, four of special Command and the First Army command for 24-hour operation as key station in the area.
MR. STORER (center) affixes his signature, as Messrs. Elvin (L) and Walker approve.

PURCHASE of over $300,000 worth of television broadcast equipment by Port Industry Co., Detroit, was announced last week by George Storer, company president. The order, placed with General Electric Co., is believed to be the largest for television equipment placed by a single station with one manufacturer. It is to be used for the erection of WTVI, video station of WJBK and WJBK-FM Detroit. WTVI will operate on Channel 2.

Sale was transacted by F. Robert Walker, district representative of GE electronics department. Ralph G. Elvin, managing director of WJBK and WJBK-FM, will be WTVI manager.

Port Industry Co. operates seven AM stations, six FM, and has construction permits for two TV stations to date.

Whiteman Renewal

WESSON OIL & Snowdrift Sales Co. Inc., New Orleans, has renewed its contract for the fifth times weekly show. Effective Dec. 8, the contract runs through March 16. Other original clients whose contracts have not expired are National Biscuit Co., New York; Nestle's Milk Prod. Inc., New York, and R. J. Reynolds Tobacco Co., Winston-Salem. Each company sponsors a quarter of the full hour show, heard from 3:30-4:30 p.m. over ABC. Agency is Kenyon & Eckhardt Inc., New York.

1948 Radio Week Expansion Planned

RMA's Advertising Committee Holds Chicago Meeting

EXPANSION of promotion plans for 1948 National Radio Week was announced last week by committee members of the RMA Advertising Committee meeting in a one-day session Nov. 12 at the Stevens Hotel in Chicago. The committee met not only to discuss plans for next year but also to review its recent Third Annual Radio Week campaign, as well as the "Radio in Every Room" drive.

Basis for renewal of Radio Week was the recommendation of the Fred Eldean Organization, New York, which urged, in its presentation of material to the committee, "increase and expansion" of the complete program. After the discussion, Stanley H. Manson, Stromberg-Carlson, committee chairman, appointed a special sub-committee, headed by Mr. H. Irvine, Motorola, to draft an exploratory promotional program for 1948 with recommendations. Results will be submitted at the next meeting scheduled for Dec. 5 in New York.

The committee also disclosed that it was launching what it called a "saturation campaign" in a test area, tentatively Hartford, Conn., where program would be intensified of "Radio in Every Room" theme among radio dealers and distributors. Plan would eventually be expanded to other cities on a similar basis.

Will Stress Video

Mr. Manson stated that the 1948 program would take special cognizance of the role of television in its promotion plans for dealers. He indicated that this recognition lay in the belief that the medium had proved itself "acceptable" to the public. While the subject of FM had been discussed relative to figures on the manufacture of sets, he added, no such equal recognition in RMA's 1948 plans had been acknowledged.

It was also recommended that National Radio Week be conducted each year, possibly the first of October, to coincide with the advent of new fall radio shows and avoid a conflict of interest with presidential election.

W. B. McGill, advertising director of Westminster Radio Stations Inc., and chairman of the special RMA Radio Week committee, reviewed for RMA members the results of that campaign, which was described as "highly successful." He also commended various organizations, notably the NAB and the National Retail Dry Goods Assn., and broadcasters and dealers in general, for their cooperation on behalf of the campaign.

KLZ Denver, for its farm department promotion and for publicity in connection with its "Farm Reporter" program, has been awarded first place in the Denver Adv. Club's radio promotion contest for October. KLZ is a three-time winner of the club's ad-of-the-year.

Excess Insurance Covering

LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Write us for full details and quotations—or have your Broker do so.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG. KANSAS CITY, MISSOURI
Radio Wage  
(Continued from page 18)  
each and every radio union of the fundamental economic trends underlying FM and television development will actually increase, not reduce, total industry employment and wage incomes for musicians, technicians, announcers and other station personnel.

Going into talent and operational costs, which must be paid by the sponsor, the analysis says, “We have now reached the marginal point where higher time and talent costs will result in decreased program sales to sponsors or the creation of program structures utilizing fewer persons. There never was a time when money will be a time, when workers and management could have more real income by producing less. Only as we expand the total produced income of a given team of stations can we increase the waves of each and every worker who comprises that team.”

Flexibility Need Cited  
Both management and unions must accept the principle of flexible operation. Specialization among small and medium-sized stations, according to the study, which points out that “certain radio unions in their individual effort to ‘make jobs’ for their present crop of members have destroyed flexibility and have frozen job opportunities.” Otherwise failures among small market stations will close the door to the future supply of skilled broadcast personnel, it is noted. “Not a few top officials of radio unions are sympathetic to the need for full productivity and efficiency,” the analysis adds.

Among benefits of broadcast employment cited by the study are extreme liberty in development of profit-sharing, bonus and employee benefit plans. NAB found in a recent study covering 401 stations that:

49.5% had hospitalization insurance  
38.4% had life insurance  
34.1% had profit-sharing bonus  
31.8% had retirement pension  
22.8% had cash sickness plan  
15.1% had permanent disability  
9.1% had various types of insurance  
3.5% had other types of benefits  
37.1% had no plans

Few industries have the degree of close human relationship found in broadcast stations, according to the study and employees generally have full opportunity “to iron out their grudges.” Pink slips are seldom given station employees, discharges usually being the result of repeated and flagrant abuses or inefficiency, it is stated, with the discharge rate being “just about the lowest to be found in any American industry.”

Other Good Points  
Other advantages cited include high degree of labor harmony, with only about 80 employees affected by strikes throughout the industry in the first six months of 1947; nearly $1,000,000 paid in bonuses, an average of over $4,000 per station; physical surroundings and working conditions equal to the best in American business.

Collective bargaining, to work effectively, must be a “two-way street,” the analysis says, “with the traffic rules applying equally to all parties who travel that way. Although some legislative rules are necessary, sound industrial relations depend upon the ability of individual management and labor leaders to work out mutually satisfactory agreements and to find ways of ‘living under’ these agreements.”

Ferdinand von Madalner  
Ferdinand von Madalner, 74, credited with inventing the first diamond-point recorder in 1899, died suddenly at his home in Los Angeles Nov. 9. Born in Austria, Mr. von Madalner came to the United States in 1914. He had served as consulting engineer for Bell Laboratories, General Electric Co. and Columbia Phonograph Co. Surviving him are his wife, Mrs. Katherine A. von Madalner, a son, Arthur D., and a daughter, Mrs. Louis Baumbusch.

APPROXIMATELY 125 representatives of Swift & Co., Chicago, were guests of NBC Central Div. Nov. 8 when firm began sponsorship of “Meet the Meeks” on that network. Representatives heard talks by members of division’s network sales, advertising and promotion staffs before attending broadcast.

NBC Hires Youth Group To Study Juvenile Shows  
SALES potentialities of juvenile radio programs will be studied by the Gilbert Youth Research Organization, a group recently engaged by NBC. Hugh M. Beville Jr., NBC director of research, has announced that the contract is exclusive with NBC in the field of network broadcasting.

Popularity and effectiveness of NBC’s Saturday morning programs will first be tested by the organization, headed by 21-year-old Eugene Gilbert, who heads his own organization specializing in research among teen-agers. Initial study of the Gilbert Youth Research Group, "The Voice", will be to test popularity and effectiveness of NBC’s Saturday morning show.

LISTENING HABITS of juvenile radio audiences will come under careful scrutiny of the researchers as Hugh M. Beville Jr. (seated), NBC director of research, completes arrangements with 21-year-old Eugene Gilbert, who leads his own organization specializing in research among teen-agers. Initial study of the Gilbert Youth Research Group, "The Voice", will be to test popularity and effectiveness of NBC’s Saturday morning show.

PETRILLO ON PAN  
Press Jumps AFM Head  
For Latest Action  
(Also see They Say, page 78)

EDITORIAL sentiment throughout the nation continued hostile toward J. Caesar Petrillo last week. The announcement by Dan Golen-paul, Information Please director, that he had filed a complaint against Petrillo with the NLRB, charging violation of the Taft-Hartley law (see page 103), was the occasion for strong editorial comment.

The New York Times spoke out in favor of the co-operative program idea, declaring that Mr. Petrillo has “overlooked the whole appeal of the ‘group’ program radio; for several individual concerns to do collectively what they could not afford to do individually.”

In a Golen-paul action, the opinion of the New York Herald Tribune is “... a test of Petrillo’s long-exercised tyranny over the radio industry.” The Washington (D.C.) Daily News is outspoken in its criticism of the union leader, declaring that “... at least a little more has been added to the country’s stock of interesting, if not pleasant, information about what union bosses think they are privileged to do with their power.”

Increase for ‘Voice’  
(Continued from page 20)  
and purposes of United States aid. Another Republican, Sen. Bourke B. Hickenlooper of Iowa, forcefully recommended expanding the program so that the people who get help under the Marshall Plan will know where it comes from. He said the government-controlled radio of some European countries is actually attacking the U.S. instead of letting their people know we are trying to help.

Secretary Marshall agreed that facilities for the ‘Voice’ should be increased by this Congress, during hearings before the Senate Foreign Relations Committee. However, to a suggestion by Senator Hickenlooper that emergency aid to France, Italy and Austria should be given on condition that government radios in those countries be required to inform the people of the source of the aid, the Secretary warned against creating “resentment” in the receiver nations and emphasized that the U.S. should not “poison the gift.”

To this Senator Hickenlooper replied that the gifts had already been poisoned through anti-Ameri-can propaganda.

Ladies’ Day  
IN HONOR of the NAB’s Asm. of Women Broadcasters which held its Second Annual Conference of the 13th District this week-end in San Antonio, Nov. 15 was proclaimed “Women Broadcasters’ Day” in Texas by Beaufore Jester, the state’s governor. In setting aside the day, Governor Jester said, “I call upon all our citizens to recognize the service and contributions of radio women to the American way of life and the American system of broadcasting.”
FCC Upholds Abilene Order; Refuses Evansville Petition

FCC MADE IT PLAIN in two decisions last week that applications may not be amended to any material extent after the proposed decision in the case has been issued, except for “compelling reasons.”

It made it plainly—once again—that in competitive proceedings a network official’s stock ownership in one of the applicant companies may be considered adversely to that company.

Those policy rulings were stressed in two cases:

(1) In an opinion and order in which the Commission refused to reconsider its grant to WBHX Inc. in the WJPS-Tri State Broadcasting Corp. rivalry for 1330 kc at Evansville, Ind. [BROADCASTING, Aug. 4], and also refusing to permit Tri-State to amend its petition to ABC, the Commission declared:

Although the Commission is concerned with the divided loyalty that might arise where an official of a network is a stockholder in an affiliated station,... the Commission is also apprehensive over a network official owning an interest in a broadcast station for the additional reason that stations operating in or proposed for the same community would be at a competitive disadvantage in attempting to secure or retain affiliation with the network in question.

(2) In a proposed decision and order upholding FCC’s original proposal to grant Citizens Broadcasting Co.’s application for 1540 kc with 250 w at Abilene, Tex. [BROADCASTING, April 7], and rejecting the petition of Abilene Broadcasting Co., given a proposed denial in its application for the same facilities, for permission to amend to allow that Gene L. Cagle, president and general manager of Texas State Network, is no longer in the company.

With respect to amendments, the Commission said in the Evansville case and repeated in the Abilene decision:

It is clear that in the absence of compelling reasons, the Commission cannot entertain material amendments to applications which are filed after the Commission has made its proposed decision concerning the applications involved. This is particularly so in competitive cases, wherein the Commission, in making the requisite comparison between the competing applicants, has pointed to defects in the plans of proposals of one of the applicants and has rejected the case unfavorably to that applicant. In order best to conduct to the ends of justice and to the dispatch of the Commission’s business, we must expect and require that applicants adhere to the plans and proposals which they have made and prosecuted in the first instance.

Concerning a network official’s ownership of stock in a station, and referring to Tri-State’s claim (before he withdrew from the company) that Mr. Hinckley would not participate in any conflict of interest that might develop if Tri-State became affiliated with ABC, the Commission declared:

Although the Commission is concerned with the divided loyalty that might arise where an official of a network is a stockholder in an affiliated station,... the Commission is also apprehensive over a network official owning an interest in a broadcast station for the additional reason that stations operating in or proposed for the same community would be at a competitive disadvantage in attempting to secure or retain affiliation with the network in question.

No Competitors Noted

But, the Commission noted, in that case there were no competing applicants, and FCC “did not decide or announce any policy to the effect that weight would not be given in a competitive proceeding to such a consideration.”

As between WJPS and Tri-State, however, FCC said it would have preferred the former even if none of Tri-State’s stockholders had been a network official.

In the Abilene case, Mr. Cagle was a 50% stockholder in a competitor, a station applicant for a station in a town where the only other outlet was affiliated with Texas State Network. FCC said “it is apparent” that Mr. Cagle would be “in a position of having obligations both to the network and to the station for which application is being made, although the interests of the network and the station might well be opposed.”

Comr. Robert F. Jones did not participate in either the Abilene or the Evansville decision. Then-Chairman Charles Corn. Mr. E. K. Jett, who voted for a grant to Tri-State in the final decision in the Evansville case, continued to favor that applicant.

Two decisions were adopted before Mr. Denny left the Commission—in the Evansville case on Oct. 21, and in the Abilene case on Oct. 25.

WBHX Inc., whose grant was for 1330 kc with 5 kw day and 1 kw night, is owned by Robert S. Davis and J. Porter Smith, WGRG Louisville stockholders, and Jesse L. Kennard, oil producer.

Citizens Broadcasting, winner of the proposed decision for 1340 kc with 250 w at Abilene, is headed by W. P. Wright, minority stockholder of KRIG Odessa, Tex., who also has 26% interest. Other owners: O. D. Dillingham, E. P. Mead and J. R. Yonge, Abilene business men, 20% each; and E. L. Thornton and his son, Eugene Thornton, both Abilene business men, 10% each.

RCA Promotes West

JOHN K. WEST, who has served RCA-Victor in various cities and capacities since 1930, has been elected vice president in charge of public relations for RCA-Victor Div., it was announced last week by Frank M. Folson, executive vice president of RCA. Mr. West, previously director of public relations in New York, was responsible for creation and development of RCA Exhibit Hall in Radio City, New York, of which he is director. Sunday radio show sponsored by RCA-Victor over NBC also was established by Mr. West.

Double Duty

THE NIGHT after KICD Spencer, Iowa, carried a special program asking for donations for a coal load of Iowa corn to be added to the “Friendship Train,” a Milwaukee freight train came to a stop directly across the tracks from KICD. Engineer Fireman and three crewmen entered the station, each with currency for the fund. Want to help,” a trainman said. The five hurried back to their posts and the train went on its way. The same crew will handle the car of corn when it joins the “Friendship Train.”

It takes four—the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York’s four-star station, fits the needs of all listeners—reaches all the people you want to sell into this multi-language area.
Boston to Washington Coaxial Opened

Television Relay Now Expands Networking Over 500 Miles

TELEVISION network service, for the past year and a half available between New York and Washington via the coaxial cable, was extended for a like distance north of New York last Thursday when American Telephone & Telegraph Co. formally inaugurated its radio relay system between New York and Boston, Program, marking the transfer of control of the relay from Bell Telephone Labs to AT&T Long Lines Dept. for experimental operation, included both telephone conversations and a television program with pickups from Boston, New York and Washington.

The combined coaxial cable-radio relay, Washington-Boston network was described by Frank P. Lawrence, AT&T vice president in charge of long lines, as "about 500 miles long and the longest television network to date, making it possible to bring television programs to a potential viewing audience of about 25,000 people. This is, I believe, the largest population group so far brought within the range of network television."

On All TV Stations

The television program, for which AT&T purchased time on all the video stations now operating in the eastern U.S.—WBAD, WCBS-TV, WNBT New York; WPTZ, WPIL, TV Philadelphia; WMAR Baltimore; WMAL-TV, WNBW, WTTG Washington; WRGB Schenectady—opened with greetings from Walter S. Gifford, AT&T president, and included brief talks by telephone officials in New York, Boston and Washington, with outdoor pickups in the last two cities. Acting FCC Chairman Paul A. Walker, also participated from Washington, congratulating AT&T on its accomplishment which he hailed as "an important occasion and an excellent example of the ability of American communications to push forward and improve their service to the public."

The new radio relay system was explained by Dr. Ralph Bown, director of research at Bell Labs, as comprising eight jumps ranging from 11 to 36 miles and averaging 27.5 miles in covering the 220-mile distance from New York to Boston. Repeater stations, located on mountaintop hilltops get the best line-of-sight transmission, pick up the signals and retransmit them through lens antennas which focus the signal into sharp beam 10,000 times more powerful than an unfocussed signal. Each repeater station is equipped with four antennas, two for receiving, two for transmitting, providing two two-way circuits which the phone company plans to use as one operating and one spare circuit.

System employs waves about three inches long, Dr. Bown said, or 7½ centimeters, vibrating at a frequency of four billion times a second, compared to 4,000 vibrations for a voice wave or 4,000,000 for a television wave. Pointing out that a lot of telephone and television channels could be combined without using all available Frequencies, he added, "Actually the band designated by the FCC for radio relaying in this frequency range contains about half a billion cycles (3700-4200 mc) and we think this gives room enough for at least six two-way broadband channels on a route. Each of these can be made wide enough for color television if desired."

Cost $2,000,000

The relay cost about $2,000,000, said an AT&T spokesman reported, pointing out that this was of course an experimental project and that when other relays of this sort are built the cost may well be lower. This figure is so near to the cost of coaxial cable installation, however, that from a pure installation cost basis there would seem little choice between the two types of carrier, he said.

AT&T is currently extending its coaxial route, which is expected to total 12,000 miles by 1950. The Bell System also expects to complete a new radio relay connecting New York and Chicago via Philadelphia in 1949. It was emphasized that the company is not trying to push either coaxial cable or radio relaying as an end in itself to video networking, but that both will be tested fully. "Present indications are that both systems will have an important place among Bell System communications facilities, the use of one or the other being determined by particular traffic needs and particular geographical conditions."

KIOX Launched as MBS Outlet in Bay City, Tex.

KIOX, new 1-kw MBS affiliate in Bay City, Tex., had its formal opening last Monday (Nov. 10) in conjunction with the area's annual Rice Festival.

KIOX is licensed to the Bay City Broadcasting Co., owned by J. G. Long and Harry J. Reading of Bay City, and James C. Dodd of Van Vleck. Mr. Long, who owns some 70 theatres throughout Texas, is also managing director of Long Radio Enterprises, which operates KV Victoria, KSAM Huntsville, KTCLW Texas City, and KNET Palestine. Construction cost of KIOX was estimated at about $200,000.

Other officials and staff members include Verne V. Trembley, formerly with WKBW Buffalo, WJR, WWJ, and WXYZ Detroit, and George W. Long and general manager of Long Radio Enterprises; C. Collier, previously with WORCS Midland, Tex., and KSRO Santa Rosa, Calif., as station manager; George S. Lanham, former director of network shows, commercial manager; Frank B. Wood, formerly with KBIX Muskegon, Okla., and KSAM, chief engineer; Mrs. Olgie Fremont, formerly with WOAI San Antonio and KAYS Corpus Christi, program director; Robert C. Fremont, formerly with KXYZ Houston, KTXS and WOAI San Antonio, chief announcer; Joseph Zimmerman, former network announcer and producer, production manager; Harold Ewing, formerly at KSAM, continuity supervisor; Glenn E. Ellis, supervising engineer; Roy C. Nichols, James Trigg and Reed Riddle, WOAI and WXYZ announcers, and Clifton O. Wilson, engineer.

JOE DOBBS, disc m.c. at WIXN Washington, has been chosen by Washington Junior Board of Commerce as "Outstanding Young Personality." At same time, his "Joe Dobbs Show" broadcasts Monday, Tuesday and Thursday nights from 2 to 4 p.m. and 8:30 to 10 p.m. was endorsed by the Board as outstanding local radio show.
WINX Synchronizing Link On 936 mc Is Authorized

GRANTS for two booster stations and a developmental FM station to link them with the main transmitter at operations on 936 mc were issued by FCC last week to WINX Washington.

Commission engineering authorities said it was probably the first grant under which 936 mc would be used for the synchronizing link between boosters and main transmitters, although frequencies in that area are to be used for such operations.

FCC made it plain that the synchronous amplifiers were authorized "upon an experimental basis only, in conjunction with the developmental broadcast station" and subject to cancellation without notice, and that the grants do not imply any easing of present FCC policy of keeping applications for booster stations in the pending files until overall policy on the question has been formulated [BROADCASTING, March 3]. WINX is in to 1540 with 250 fulltime. The developmental FM station link will operate with 20 W maximum power.

A Different Byron

WHEN is a champ not a champ? Although Harmon Stevens, vice president of American Telecasting Corp., Hollywood, recently won Los Angeles Advertising Club's 1947 handicap golf title, he wasn't about ready to play the likes of Byron Nelson in tournament sponsored by Southern California Broadcasters Assn. After frantic inquiry he found his partner, though named after the top golfer, was in reality ABC Hollywood account executive.

TV Channel One Fate Rests In FCC Hearing This Week

WITH SOME 36 participants already slated, hearing on FCC's proposal to delete television channel No. 1 and assign it to nonbroadcast services opens this morning (Monday) before the Commission en banc.

FCC authorities expected that "three or four days" would be needed to complete the hearing, which gives promise of leading into a sharp battle between broadcast and nonbroadcast services, with side disputes between FM and television interests.

Subject of the hearing is FCC's plan to reallocate the 44-50 mc band, now television channel 1, for use by nonbroadcast services such as police, fire, highway maintenance, special emergency, forest conservation, and transit utility radio, which now share video channels [BROADCASTING, Aug. 18].

The sharing system, generally conceded to cause too much interference in the practical, would then be eliminated except on Channels 7 and 8.

Claim Insufficiency

Representatives of the nonbroadcast services argue that their allocations are insufficient for the wants of police and fire and therefore should be increased, while television and FM interests contend that their own respective services should be given more spectrum space.

Television Broadcasters Assn. has told FCC that video needs at least three additional channels; FM Assn. and other FM representatives, including inventor Edwin H. Armstrong, want the 44-50 mc band allocated for FM use principally in relaying while NAB objects to FCC's proposal on grounds that FM as well as television would be "decimated" by it [BROADCASTING, Sept. 29, Oct. 13].

Plotkin for FCC

Deletion of Video Channel 1, if authorized, would reduce the number of television channels from 13 to 12, cut one channel off the availabilities in six cities, and affect allocations in 11 other areas, according to the plan worked out by FCC.

The hearing will be held in Conference Room B, adjacent to the Departmental Auditorium, 15th and Constitution Ave., N.W., Washington, beginning at 10 a.m. Harry M. Plotkin, assistant general counsel in charge of Litigation & Administration Division, and Lester W. Spillane, assistant general counsel in charge of Safety & Special Services Division, will participate as FCC counsel.

Following are participants in the hearing, listed in the order in which they will present testimony, as announced by FCC last Thursday:


RWG Will Oppose FCC Policy Change

THE RADIO WRITERS GUILD will protest any revision of the FCC policy on editorializing on the air with in the area last visited in New York. FCC will hold hearings on this issue in January.

Peter Lyon, retiring vice president of the RWG, in a biennial report to the eastern membership, described the projected hearings as "of great importance to us all."

"It involves the question of continued freedom of the airways and — as the NAB would prefer — giving over to the individual station licensees the right to editorialize his own opinions with no further concern for 'the public interest,' Mr. Lyon said.

The Associated Broadcast Unions and Guilds, with which RWG is affiliated, "is considering sending spokesmen to hearings." The industry to Washington to make our attitude clear," Mr. Lyon reported.

In his biennial report, Mr. Lyon scored the House Un-American Activities Committee investigation of Hollywood and said that "now that we have the time, and now that we have the strength, we must demand of our guild and of our league (the Authors League) that they fight to the uttermost the shameful implications of this anti-intellectual and anti-cultural drive."

TESTIMONY of witnesses wired at a congressional hearing conducted in Memphis on that city's housing situation was presented in a 24-minute broadcast Nov. 5 by WMPS Memphis. Station set up its wire recorder and microphones in the Federal District Court room at the U. S. Post Office Bldg. in Memphis, where the hearing was conducted.

The broadcast featured accounts of local witnesses, who were questioned by Congressman Hale Boggs (D-La.) and Congressman Albert Rains (D-Ala.). These two congressmen and Congressman Clifford Davis (D-Tenn.) were heard by WMPS listeners in an interview which was also recorded direct from the court room. Special Events Announcer Hal Benson handled the broadcasting duties for WMPS.

The station's efforts in presenting the court room broadcasts were praised by both Congressman Boggs and Congressman Rains, WMPS reported. Congressman Boggs said: "I'm glad that we're having this recording of these proceedings. Your station WMPS is doing a real service to your listeners because after all, Congress tries to get the pulse of the people and this is the best way I know that you can get public sentiment." Congressman Rains commented: "I want to compliment your radio station for giving this broadcast of the hearing to the people. We were glad to have you."

A Different Byron

WHEN is a champ not a champ? Although Harmon Stevens, vice president of American Telecasting Corp., Hollywood, recently won Los Angeles Advertising Club's 1947 handicap golf title, he wasn't about ready to play the likes of Byron Nelson in tournament sponsored by Southern California Broadcasters Assn. After frantic inquiry he found his partner, though named after the top golfer, was in reality ABC Hollywood account executive.

'Remarkable' You'll Say

'Remarkable' you'll say. Yeah — WAIR does something to sales managers and time buyers. It's one of those rare stations that has the rare ability to sell merchandise quickly and in profitable volume. Better buy WAIR! WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

Broadcasting • Telecasting

November 17, 1947 • Page 101
Greeley Grant Favored With Denial for Denver
BASING its decision on the equitable-distribution provisions of the Communications Act, FCC proposed last week to grant the application of Meroco Broadcasting Co., for a new local station at Greeley, Colo., and to deny the mutually exclusive request of Gifford Phillips, broadcaster and publisher, for the same facilities in Denver.

Both Meroco and Mr. Griffith, who owns KGHP-Pueblo and is editor and 90% owner of two weekly newspapers near Denver, are seeking new stations on 1450 kc with 250 w fulltime. The Commission concluded that Greeley, whose only radio outlet is a share-time operation, needs an additional station more than Denver, which has five fulltime stations and one share-time outlet.

Ownership of Meroco:
Etwood H. Meyer, assistant manager of KMYR Denver, which is controlled by his father and uncle, is president and owns 57.11/7%. C. D. Coomer of Denver and M. H. Rickets of Greeley, both businessmen, own 14-3/7% each, while Cari H. Houghton and George A. Rock, business and professional men, own 7/7% each.

CFRB Toronto recently aired special program for men at Canadian-United States new weather station on Cornwall Island. 600 miles north of Arctic Circle. Following reports from weather station that CFRB is regularly listened to, CFRB arranged to have family members of weather station's staff at CFRB studios for interview and news from home program.

DURING THE VISIT of Westinghouse stations (WBZ-WBZA Boston-Springfield) representatives to NBC Spot Sales Dept. in Chicago, Oliver Morton, department manager, gave a luncheon in their honor for a number of the city's advertising agency representatives. L to r around table: Louis E. Tilden, vice president, Sales & Marquette; George Hallemann, NBC Spot Sales; William McIlvain, timebuyer, Leo Burnett Co.; Margaret Wiley, timebuyer, J. Walter Thompson Co.; William C. Swartley, general manager of WBZ-WBZA; George Creech and Robert Flanigan, NBC Spot Sales; Mr. Morton; Robert Ewing, NBC Spot Sales; J. James Neale, radio director, Dancer-Fitzgerald-Sample; John McPartlin, NBC Spot Sales; Kay Knelly, timebuyer, Arthur Meyhoff & Co.; C. Herbert Masse, sales manager, WBZ-WBZA; John Gillis, radio director, Phil Gordon Agency; Evelyn Vanderplong, timebuyer, Schwimmer & Scott Inc., and Edward C. Cunningham, assistant to Mr. Morton, in charge of WMAQ local sales.

Swallow, Goodson and Ballou
In FM Representative Firm

FORMATION of a firm which will represent FM stations exclusively in the national field with a goal of 50 FM outlets in 50 key markets across the country was disclosed last Friday. The firm will be known as "FM Repe."

Partners in the firm are:
John W. Swallow, radio consultant and former program manager of NBC's Western Division.
E. Marvin Goodson, former continuity chief of the NBC Western Division.
David S. Ballou, who until recently was in station representation on the West Coast as Los Angeles manager for the W. S. Grant Co. Inc.

Mr. Ballou, who was in Washington last week to confer with leaders in the field of FM broadcasting, said the new firm has set up temporary headquarters at 2700 San Marino, Los Angeles 6, Calif., and expects to have permanent offices in operation by Jan. 1, 1948 in New York and Chicago, as well as Los Angeles. The firm's main office will be in New York.

In seeking the 50 FM stations which it hopes to represent, the firm will go into 50 key markets, none of them doing under $75,000-000 a year in retail trade, and will enter contracts not on the basis of a station's coverage but on the desire of its management to promote and expand FM, Mr. Ballou said.

Among FM leaders consulted by Mr. Ballou and his associates regarding the plan to give the radio industry its first exclusive representative firm was Everett L. Dillard of WASH Washington and KOZY Kansas City, president of the FM Assn. Speaking only as an individual interested in the further development of FM and not officially, Mr. Dillard said he felt that the establishment of such a firm as FM Repe is what the FM industry needs and that it would be a most opportune time for the firm to get under way. Mr. Dillard said he believed a firm which represents FM stations exclusively on a nationwide basis will have the effect of helping to stabilize FM in the sense that it will place a value on national FM advertising.

FM Repe plans to conduct an intensive personal solicitation of FM stations and FM affiliates of AM stations, according to Mr. Ballou. The firm will represent FM stations which have AM affiliates, he said, only if the management is willing to merchandise the FM outlet.

As first step in the solicitation campaign, Mr. Ballou, while in Washington, signed WASH and KOZY as subscribers to FM Repe service.

Mr. Ballou explained that the new firm had surveyed major advertising agencies on the West Coast and had concluded that there was no lack of interest in FM but a great lack of knowledge about the medium. His firm takes the position, he said, that no AM station representative can properly represent an FM outlet. To properly sell FM, he declared, a man must not only know why FM is technically better but must also be familiar with what has been described as the superior coverage aspects of FM.

Elaborating on FM Repe's plans, Mr. Ballou said his organization already is investigating wire and tape recording techniques and has conferred with representatives of recording companies.

COMMISSION GRANTS OWNERSHIP CHANGES

CONSENT to changes of ownership of two standard stations and an FM station was granted last week by FCC. Only the FM transfer involves a slight monetary consideration.

FM station WRGK Brookfield, Ill., was granted assignment of construction permit from George M. Ives, sole owner of WRGK, for a new corporation of which Mr. Ives is president and 76% owner. He receives stock valued at $12,750 in the new firm plus a cash dividend in assets amounting to $866, according to FCC.

Others associated in the new firm: Thornton M. Pratt, vice president and 0.5%; Rose T. Ives, secretary-treasurer and 6%; Charles Dewey, 9.7%; Andrew Wylie, 3.7%; Theresa Fuchs, 2.1%, and Rosa Scully, 2.1%. All are local residents. Station is assigned Class A facilities of 103.1 mc with 250 w effective radiated power.

KFM Flat River, Mo., was granted license assignment from Oscar C. Hirsch to Lead Belt Broadcasting Co., new firm in which Mr. Hirsch is president and 86.7% owner. Others include David E. Hoche, vice president and 0.7%, and Geraldine F. Hirsch, secretary-treasurer and 12.6%. KFM is assigned 250 w on 1240 kc.

KELP El Paso, Tex., 1 kw on 920 kc, daytime only, was granted assignment of permit from present partnership to the same group as a cooperation. Ownership remains same.

ONCE IN A LIFETIME
FAR A LIFETIME
IF YOU HAVE GOT IT!

Wanted!
Topflight promotional-merchandising mixed assignments desired with network affiliate. Progressive-aggressive management open to all kinds of ideas and forms through. Ability to handle trade paper, direct mail, sales presentations, stunts, client's promotions immediately. A hot shot for a hot shot who can last. List full background and outline 6 months promotional campaign you think would do a job. We can pay you what you are worth but will expect you to be honorable regarding your pay.Raise come often that way.

BOX 975, BROADCASTING
POSSIBLE COURT action on a new front against James C. Petrillo’s American Federation of Musicians loomed last week when Dan Golenpaul, producer of Information Please, filed a complaint with the National Labor Relations Board charging the union with two violations of the Taft-Hartley law.

Mr. Golenpaul accused the musicians’ union of enforcing a secondary boycott on his program and pursuing featherbedding tactics outlawed by the act. The action arose out of the alleged refusal by the AFM to permit music to be played on Information Please since it became a cooperative program on the Mutual network.

The NLRB was understood to be investigating the case. The Labor Board’s customary practice is to seek restraining orders in federal courts if it finds grounds for prosecution of that kind.

In an affidavit accompanying his complaint, Mr. Golenpaul asserted that Information Please was an “innocent victim” in a dispute which existed between the AFM and Mutual, which, like other networks, is prohibited by the union from broadcasting instrumental music on cooperatively-sponsored shows.

Golenpaul Statement

In a statement to the press and radio, the producer declared that the networks had “not seen fit to challenge this rule (Mr. Petrillo’s ban against cooperative programs), but we, as the owners of Information Please cannot sit idly by while the production of our program is hampered by this boycott which deprives our show of the opportunity to include the many popular features which millions of listeners enjoy.”

Mr. Golenpaul said he had been informed that the AFM would be willing to supply musicians for cooperative programs if standby fees equivalent to the New York or Los Angeles scales and multiplied by the number of stations participating in the program were paid. Since Information Please is carried on about 300 stations, he pointed out, the cost for a single performance by a single musician under the standby system would be $9,584.

Mr. Golenpaul said that the AFM ban hit Information Please at its introductory broadcast on MBS last Sept. 26. Joseph Kahn, pianist who had performed on the program and had been engaged to play for the first Mutual show. A few days before the broadcast, Mr. Kahn advised Mr. Golenpaul that a union rule prohibited his appearance, according to the complaint.

No music has been heard on the program since, Mr. Golenpaul stated, and the absence of music has deprived the show of questions which, before the ban, were among the most popular. About 75% of the guest experts who have appeared on the program Mr. Golenpaul said, were expected to answer musical questions.

In the past five years, before it went to Mutual, Information Please has engaged a musician “for practically every program,” the affidavit said. Mr. Golenpaul asserted he had always paid union scale and had “always fully conformed” with conditions of employment imposed by the union.

In telling that the basic dispute existed between the AFM and Mutual, Mr. Golenpaul declared that the union was “inducing its members to refuse to perform any service for us with the object of forcing or requiring radio stations and the networks which are the principal parties in contract with the union to cease carrying cooperatively-sponsored shows such as Information Please.”

JAMES PECKHAM (extreme l) vice president of A. C. Nielsen Inc., brings members of the CBS research, promotion and press information departments up to date on latest developments of the Nielsen Radio Index, in a special meeting in CBS studio. Front row: James Burke, manager of audience description division of Research Dept.; Elmo C. Wilson, director of research; George Cranadall, director of press information; Thomas D. Connolly, director of program promotion; Dorothy Leffler, magazine editor.

Second row: John Wiggins, Ella Howard, John X. Fox and Phyllis Hoecker, of presentation division of Advertising and Sales Promotion Dept.

Third row: Neal Hathaway, of Program Promotion; Walter Murphy, assistant magazine editor; Mr. Perles, assistant director, press information.

Last row: Harry Feeney Jr., trade news editor; Michael J. Foster, manager, trade and feature division.

Nielsen Ratings Now Public; Lux Show Leads Nighttimers

NIelsen Radio Index “top 20” figure for evening and daytime shows, made public for the first time last week, show Lux Radio Theatre on CBS leading the nighttime field with a Nielsen Index of 23.1, followed by the week of Oct. 5-11, and Our Gal Sunday on CBS pacing the daytimers with 8.9. Lowest homes-per-dollar cost went to the Lone Ranger on ABC, with a homes-per-dollar rank of 1, though it ranks 17th in average audience ratings. The cost figures are the overall figures of time plus talent, according to Nielsen.

**“Top 20”—Evening (Based On Average Audience)**

<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
<th>Average audience</th>
<th>Rating</th>
<th>Rank</th>
<th>Homes per dollar</th>
<th>NRI homes</th>
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<tr>
<td>Lux Radio Theatre</td>
<td>CBS</td>
<td>23.1</td>
<td>1</td>
<td>11</td>
<td>901</td>
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<tr>
<td>Fibber McGee &amp; Molly</td>
<td>NBC</td>
<td>19.7</td>
<td>2</td>
<td>8</td>
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<td>Bob Hope</td>
<td>NBC</td>
<td>18.3</td>
<td>3</td>
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<td>Amos ‘N Andy</td>
<td>CBS</td>
<td>17.9</td>
<td>4</td>
<td>13</td>
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<td>Mr. Peabody, Attorney</td>
<td>CBS</td>
<td>17.7</td>
<td>5</td>
<td>12</td>
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<td>Mr. Friend Irma</td>
<td>CBS</td>
<td>17.5</td>
<td>6</td>
<td>10</td>
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<td>Abbe Road</td>
<td>NBC</td>
<td>16.5</td>
<td>7</td>
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<td>The Green Goddess</td>
<td>CBS</td>
<td>16.0</td>
<td>8</td>
<td>ND</td>
<td>ND</td>
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<td>Charlie McCarthy</td>
<td>NBC</td>
<td>15.2</td>
<td>9</td>
<td>12</td>
<td>501</td>
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<td>Life of Riley</td>
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<td>15.0</td>
<td>10</td>
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<td>Jack Benny</td>
<td>CBS</td>
<td>14.9</td>
<td>11</td>
<td>6</td>
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<td>Big Town</td>
<td>CBS</td>
<td>14.0</td>
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<td>6</td>
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<td>Truth or Consequences</td>
<td>NBC</td>
<td>14.4</td>
<td>13</td>
<td>5</td>
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<td>Burns and Allen</td>
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<td>14</td>
<td>5</td>
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<td>Jack Benny Talent Scouts</td>
<td>CBS</td>
<td>13.4</td>
<td>15</td>
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<td>16</td>
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<td>Inner Sanctum</td>
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<td>18</td>
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<td>Lux Show</td>
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<td>10.9</td>
<td>9</td>
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**“Top 20”—Daytime (Based On Average Audience)**

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<thead>
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<th>Program</th>
<th>Network</th>
<th>Average audience</th>
<th>Rating</th>
<th>Rank</th>
<th>Homes per dollar</th>
<th>NRI homes</th>
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<tr>
<td>Our Gal Sunday</td>
<td>CBS</td>
<td>8.9</td>
<td>1</td>
<td>2</td>
<td>1,065</td>
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<tr>
<td>Right to Happiness</td>
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<td>2</td>
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<td>When a Girl Marries</td>
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<td>Backstage Wife</td>
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<td>Pepper Young’s Family</td>
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<td>8.3</td>
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<td>14</td>
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<td>Big Sister</td>
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<td>Peyton Place Trent</td>
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<td>Young Wilder Brown</td>
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<td>Ma Perkins</td>
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<td>Aunt Jenny</td>
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<td>Young Planet Life</td>
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<td>Life Can Be Beautiful</td>
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<td>Just Plain Bill</td>
<td>NBC</td>
<td>6.4</td>
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</table>
Rising Costs

(Continued from page 80)

had expenses totaling $73,172,251, and broadcast income (before Federal tax) amounting to $14,837,877. This represented a 17.78% decrease from the 1945 income figure. Operations of the networks and key stations, plus their 19 other owned-and-operated stations, produced a total income of $19,544,125, a decline of 16.16%. The 986 reporting stations which are not owned and operated by networks had pre-tax incomes totaling $57,122,123, a 5.59% drop from the total income reported by 873 similar stations in 1946.

FCC’s figures indicated that 953 of the 1,015 reporting stations had time sales exceeding $25,000, as against 856 out of 901 in 1946.

‘News’ May Appeal

INDICATIONS that the New York World would appeal the FCC decision against the newspaper in the competition for FM grants in New York came last week. F. M. Flynn, president and general manager of the paper, said: "We expect to appeal the FCC wrong in this decision." Mr. Flynn’s statement was made during a speech at the New York Radio Executives Club.

He said that the World had been offered "many stations" for sale since the FCC denied its FM application but that the newspaper did not choose to purchase one of these.

Comparative Financial Data for 831 Identical Standard Broadcast Stations*

(Identical as to class, time, and nation-wide network affiliation)

1946—1945

<table>
<thead>
<tr>
<th>Item</th>
<th>1946</th>
<th>1945</th>
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</thead>
<tbody>
<tr>
<td>Number of stations</td>
<td>40</td>
<td>35</td>
</tr>
<tr>
<td>Total broadcast revenues</td>
<td>$1,245,487</td>
<td>$1,987,396</td>
</tr>
<tr>
<td>Total broadcast expenses</td>
<td>$899,906</td>
<td>$1,107,240</td>
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<tr>
<td>Broadcast income (revenues less expenses before Federal income tax)</td>
<td>$345,581</td>
<td>$870,156</td>
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FCC Stand in Denying Grant To ‘Daily News’ Is Challenged

FCC’s “non-newspaper” policy, pointed up in its decision withdrawing a proposed FM grant from the New York Daily News and giving it instead to a Methodist Church group [Broadcasting, Nov. 10], brought prompt challenges last week from a newspaper competitor, the New York Times, and from Dave Lawrence, syndicated columnist.

Both charged that the Commission’s announced preference for non-newspaper applicants goes beyond the legal scope of FCC authority.

A court test of the policy is virtually assured if the News appeals the decision [Closed Circuit, Nov. 10]. A petition for rehearing is expected to be filed shortly by the Commission.

Government Mastery

Mr. Lawrence labeled the policy a “part of the effort to get the Government into the position of complete mastery over radio transmission, even as to the content of radio programs.” He suggested that one solution to the licensing question might be achieved by allocating facilities on a competitive-bids basis, either by lease or sale.

The Times, owner of WQXR New York, centered its attack on FCC’s statement that in competitive proceedings where all other things are equal it preferred non-newspaper applicants over newspaper applicants “since this promotes diversity in the ownership of mass communication and competition in the dissemination of news and information.” The editorial replied:

The promotion of ‘diversity in the ownership of media of mass communication’ is an enterprise which seems to lie beyond the stated authority of the FCC. This authority has been clearly limited to that of dealing with individual applications for radio licenses from the standpoint of the public interest, necessity and convenience.

Actually, the Times continued, “newspapers have a peculiar fitness for such ownership.” It quoted the Newspaper-Radio Committee as saying that “objection to the presentation of news is a newspaper tradition” which was taken into radio operations by newspapers.

Lawrence’s Argument

Mr. Lawrence argued that “if the FCC can pick as between a church and a newspaper one day, it will be confronted another day with a decision between two churches.” He continued:

The Commission says openly it prefers non-newspaper to newspaper applicants. This means, in effect, that newspapers, whose business and experience have been along the lines of disseminating news, are being discriminated against by a governmental agency on a purely arbitrary basis.

There is nothing in the law governing the award of channels or frequencies that support such a capricious choice. Lack of it, of course, is the inherent crusade against newspaper ownership of two stations.

Referring to the Avo Rule’s open-bidding procedures in station sales, Mr. Lawrence said:

If, as contended, the Government owns the air, then the facilities might be allocated by competitive bids and is the case with any other piece of government property—either by rental leases or by sale.

... Now, without requiring the applicant to pay for the use of a Government channel, the Commission is in a position to hand over a valuable franchise to a private citizen. In view of the prejudices against profit-making which the “left-wing” school of thought is engendering constantly in Government circles as a part of the movement toward socialism, the chances are that the FCC will be under pressure to give out channels or frequencies wherever political trends of the class ideology may lead the Commissioners.

Congress might well clear up the situation by specifying legislative standards that will either arrange for the sale or lease of the facilities or will indicate the tests that must be met in order that the public interest may be best served by the allocation of licenses.

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A court test of the policy is virtually assured if the New York World, which has been denied a FM grant, appeals the decision. A petition for rehearing is expected to be filed shortly by the Commission.

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Ten New Standard Stations Granted
West Va. Governor Is Partner In Daytime Authorization

TEN NEW standard stations were authorized last week by FCC, including eight daytime stations and two for fulltime operations.

Gov. Clarence W. Meadows of West Virginia is partner of one grantee, Wyoming Broadcasting Co., which received construction permit for its Pineville, W. Va., covering 1 kw daytime operation on 970 kc.

Wilson Radio Co., Wilson, N. C., one of whose members are associated with WPTF Raleigh, N. C., won CP for 1420 kc, 1 kw, daytime.

The grantees and respective owners:


Des Moines, Iowa.—Radio Station Des Moines Broadcasting Co., Inc. Principals: Myron J. Bennett, vice president and financial manager; John F. Traite, former FM condition-grantee, at Sioux Falls, S. D., president and general manager; William B. Abr amson, president; Abramson Motors Inc., treasurer 20%; W. J. Power, program director, secretary 2%; A. O. Caplan, president; Myron M. Baker, Chicago, vice president 40%; and E. S. Abramson, secretary-treasurer Abramson Motors Inc., 20%.

Connersville, Ind.—WCon News Examiner Co., 1590 kc, 230 kw, daytime. It is publisher daily News Examiner.


Grand Rapids, Minn.—Itasca Broadcast ing Corp., 1490 kc, 560 kw, daytime. Principals: Robert D. Kennedy, former sales manager; William A. Stanly, president, 30%; and Larke L. Huitney, secretary-treasurer, 40%; and director; Robert Z. S. Thomas, president First National Bank of Grand Rapids, director; Robert J. Fonck, general manager, owner dry cleaning stores, director 10%; and Walter W. Duing, majority owner George F. Kremer Dept. Store, director, 11.96%.

Pineville, La.—Wtrom Broadcasting Co., 970 kc, 1 kw, daytime. Co-partnership: Gov. Clarence W. Meadows of West Virginia; William T. Lively, attorney and 14.4% owner, WCAU, Charleson, W. Va., and William D. Stick, chairman of the board, 85.6% owner, WCAU.


Jacksonville, Fla.—Southern Radio and Television Co., 1230 kc, 1 kw, daytime. Principals: J. R. Shepard, civilian administrative officer, Jacksonville Na val Air Station, Jacksonville owner, 100 shares; H. H. Atlon 20%; businessman, president and general manager; William A. Stanly, attorney, secretary-treasurer, 40% of shares; H. H. Atlon 20%; businessman, president; J. H. Coppedde Co. & Co., director and 50 shares; E. J. Guitteau, secretary-treasurer, E. J. Guitteau, owner, 50 shares.

Gallatin, Tenn.—Summer County Broadcasting Co., 1010 kc, 1 kw, daytime.

BROADCASTING  Telecasting

Bright Future Seen for Television

New York REC Seminar Discusses Problems Facing Industry

A ROSY FUTURE for the television industry was projected last Thursday by video experts in a television seminar at the New York Radio Executives Club.

A prediction that television would outstrip by four times radio's present billion and a half dollar volume in half the time it took radio to reach that level was made by Frank Mullen, NBC executive vice president. Mr. Mullen reiterated earlier NBC es timate that coast-to-coast television service would be a fact in late 1949 or early 1950 and that before the end of 1948 the NBC network would be delivering television to an area populated by 22 million.

Hole's Viewpoint

Leonard Hole, CBS associate di rector of television, said that CBS was "convinced that the proposition of network television is correct and essential," and reported that the present pioneering in video networks was "bound to bring operating, production and receiver costs down to levels where their advocates will use the medium as a truly effective, means of selling." Constitution, News and News, 1230 kc, 230 kw, daytime. It is publisher daily News Examiner.


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Lawrence Phillips, director of the radio television network, told the radio-television audience that he believed television would find its future competition not with radio but with movies and the theatre. He said it would be impossible for local stations to produce video shows on a professional plane capable of competing with the screen or stage.

ABC Banks on News

ABC is banking on news to be come one of television's prime attractions, according to Mr. R. Popple, ABC director of television.

Mr. Popple, vice president and secretary of WOR New York, told the club that "the AM broadcaster who hopes to stay in business to morrow must make television into consideration today." Biggest problem facing AM broadcasters who want to enter television, said Mr. Popple, is preventing an ability to film a video license.

The problems and policies of a newspaper entering television were discussed by M. Fligel, assistant presi dent and general manager of the New York News. One major diffi-
Radio News Panel Is Featured At Sigma Delta Chi Meeting

NATIONAL, regional and local aspects of radio news were discussed by a panel of top network newsmen last Friday. The day before was the 28th convention of Sigma Delta Chi, professional journalistic fraternity, at the Hotel Statler in Washington.

The radio panel, final one of four discussion sessions which took place during the four-day convention, was headed by Claude A. Mahoney, CBS Washington commentator. Appearing with him were Bill Henry, CBS newscaster and Los Angeles Times columnist; Ray Henle, editor of NBC's Three Star Extra; Albert L. Warner, chief of the MBS Washington news staff, and Francis Tully, Washington correspondent for the Yankee Network.

History of News

Mr. Mahoney, who acted as moderator, introduced the session with a brief history of radio news. He explained that the listener could get news faster and with less effort from radio, but he pointed out emphatically that radio news coverage did not in any way encroach on newspapers.

Some newspapermen, he said, held this belief, but he added that those newspapers which had gone into radio had found out it wasn't true. Mr. Mahoney then explained handling of local news shows and the use of wire recorders in radio's coverage of news.

Following Mr. Mahoney, each of the remaining panel members presented a five-minute talk on his specialty. Mr. Henry discussed the five-minute network newscast with which he has been associated. Mr. Henle described the deviation used in his program, whereby three specialized commentators present those portions of the news with which they are familiar. Mr. Warner described the duties and problems of \( \text{VM} \). Mr. Tully explained regional news coverage. After the panel members had spoken, the meeting was thrown open to questions from the floor.

During an earlier session which heard a report from the committee on constitution and by-laws, the question came up as to whether members of the fraternity who worked in the radio field instead of newspapers and periodicals were eligible to be officers and members of the executive council. Two of the fraternity's vice presidents, Luther A. Huston, Washington bureau manager for the New York Times, and Neal Van Sooy, publisher of the Santa Paula (Calif.) Chronicle, and the executive director, Victor E. Bluedorn, all pointed out that the restriction against holding office was not against radio personnel, but against anyone not actively connected with newspapers.

In line with this a newspaper's business manager could not hold office in Sigma Delta Chi, nor could a publisher unless he is also an editor. Application of this rule to the network's management, however, his news director would be eligible.

Wednesday's session, "World
WINN Denied Use of 1080 kc
In Louisville, Asks Re-Hearing

WINN Louisville petitioned FCC last Thursday for non-participating station's application for use of 1080 kc, and at the same time asked for new oral argument since less than a quorum of the commission heard the original argument.

The case involves WINN's application for authority to move from 1240 to 1080 kc and boost power from 250 w to 8 kw day and 1 kw night, which FCC denied, and Mid-American Broadcasting Corp.'s rival application for a new Louisville station using the same facilities, which the Commission granted [BROADCASTING, Oct. 27].

WINN's petitions contended that only three Commissioners remain with the former argument, that a quorum, and that another argument should be called to acquaint new Commissioners with the case. Those who heard the original argument were C. J. Durr, E. K. Jett, and E. M. Webster, along with then-Chairmen R. Denison and Ray C. Wakefield, who are no longer with the Commission.

The station's bid for re-hearing claimed that ABC inserted a six-month cancellation clause in its new affiliation contract with WINN, and charged that the network intends to affiliate with Mid-America. With a network affiliation, WINN contended, the program proposals offered by Mid-America and relied upon by FCC in the hearing would be "wholly worthless."

"Since the Commission ... has 'given considerable weight' to the conclusion of Mid-America to broadcast 'non-network' and 'local sustaining' programs; since the testimony definitely shows that Mid-America will affiliate with a network if available; and, in view of the fact that ABC has indicated a desire to make its network available to Mid-America, a re-hearing should be held to determine what the facts would be under such a change in the positions of the competing applicants," the petitioned.

WINN also argued that re-hearing is justified because of "newly discovered evidence" regarding alleged anti-trust law violations by two companies with which Mid-America President James F. Brownlee and Treasurer William Veeneman were formerly associated.

George Dean, of KOMO Suggests Tips
On Community Programs at Conference

A COMMUNITY's radio stations are a first-rate medium for bringing to the public the story of local women's clubs, civic organizations and other agencies. George Dean, manager of public affairs and community activities for KOMO Seattle, declared Nov. 7 at the Second American Conference on Public Relations at the U. of Washington.

Mr. Dean was principal speaker at the concluding session of the three-day conference, attended by more than 150 professional and volunteer public relations workers daily. Earlier sessions were devoted to "Publicity in Metropolitan Papers," and from "The Publicity Expert's Standpoint." Joining in the panel discussion following Mr. Dean's address on "Publicity Through Radio," were Grant Merrill, radio veteran and now advertising agency executive, and Martin Deane Wicken, program director of KING Seattle.

Careful analysis of the basic theories and preparation of a comprehensive fact sheet were cited by Mr. Dean as major prerequisites to successful use of radio by civic organizations. As Public Relations specialist, Mr. Dean answered questions on how to get a hearing: a program: "What is the name of your organization and what endorsement and support does it have?"

Listener Service

JUST ASK, if you need a hotel room. If you've got a news program ask your listeners. That's what Frank W. Feingold, new commentator for Don Lee Broadcasting System, did recently when he headed for San Francisco from Hollywood. In fact he even tied his car down to one hotel—the Mark Hopkins. Upon arrival, checking with desk clerk at hotel he discovered that many had spoken for him. A most desirable room was waiting.

One company was Frankfort Distilleries, of which Messrs. Brownlee and Veeneman are both former presidents, and which, the petition claims, was found guilty of violating the Sherman Act. The other firm was Jefferson Island Salt Co., of which Mr. Brownlee was once president and in which Mr. Veeneman is a former stockholder and director, and which purportedly was one of 18 salt companies named by Federal Trade Commission in a complaint charging a combination to suppress competition. The petition asserted that FTC issued a cease and desist order which was affirmed, with modifications, by the Seventh Circuit Court of Appeals.

WINN claimed that neither the application nor the oral testimony of Mid-America "makes reference to the above-described litigations nor does it disclose whether or not [Messrs. Brownlee and Veeneman] had knowledge of the unlawful acts."

WINN's petitions were filed by Verne R. Young of the Washington law firm of Loucks & Scharf.

Looking Back over a record of his 10 years as "Dr. Christian" on CBS stations for Chesbrough Mfg. Co. (Vaseline) is Jean Hersholt (center). Scrapbook was presented by Albert B. Richardson, Chesbrough president (1). Donald W. Thornburgh, network western vice president, also scans it.
Opposition to Atlantic City Action on Code is Mounting

OPPOSITION to the NAB board's Atlantic City action adopting proposed Standards of Practice to go into effect Feb. 1, 1948, continued to mount as the board met in Washington for its final scheduled meeting of the year, Nov. 13-15. From more than a dozen state and local station groups came suggestions to revise the code, postpone it, or drop it altogether. Among important industry segments opposing adoption of the proposed standards were the Fort Industry Co.; Idaho-Montana stations and the 16th NAB District, comprising Northern California, Nevada and Hawaii.

Widest expression of industry sentiment came from the poll conducted by Ralph Atlass, general manager of WIND Chicago, and principal owner of WLOL Minneapolis, and Edward Breen, president and general manager of KELO, Fort Dodge, Iowa.

The poll showed that 1,400 stations receiving ballots, 678 voted against the code, with 49 in favor.

Poll Shows Opposition

Results of a secret poll to test radio reaction to the proposed NAB code [Broadcasting, Nov. 3] indicated that approximately 50% of the stations responding are against adoption of the code in the form proposed at the Atlantic City convention.

Mr. Atlass, in making public results of the poll mailed two weeks ago to over 1,400 broadcasters, said that 678 radio stations voted against the adoption of the code, with 49 in favor. Almost 50% of station managers contacted submitted answers to the secret ballot which Mr. Breen had requested. He said would supply the answer to the "most important question that the individual operator of any radio station faces.

Mr. Atlass declined to reveal what percentage of the 678 radio stations voting against the code represented independent or non-network affiliated stations.

Ballot results were mailed Nov. 10 to NAB President Miller. In the face of such "overwhelming opposition," to the code in its present form the industry now looks to the NAB for positive action, Mr. Atlass indicated.

In a formal press release, Mr. Atlass said the proposed NAB code was promulgated without a secret ballot of the broadcasting stations which it would regulate.

The station manager's question put in the ballot, "Do you think that the newspaper publishers—they enjoy governmental privileges in special postal rates, too—would voluntarily accept regulation and regimentation as is suggested for our industry by the NAB?" Mr. Atlass said 697 broadcasters had answered No, and 14 had answered Yes.

While declining to name broadcasters specifically or their personal reactions to the code, Mr. Atlass said they felt individually responsible for them, providing that they could best serve their communities by retaining local control of their station policies.

A representative poll conducted, as a result of the statistics compiled by the Chicago accounting firm of Arthur Young & Co., was in a ratio of 15-1.

Fort Industry Suggestions

Fort Industry Co., on behalf of its seven stations, adopted specific suggestions after a meeting of its executives and station managers. The company refused to accept the code, contended Mr. J. W. F. Deimer of Milwaukee that the choice is one of "self-regulation on the one hand, or of imposed government-regulation on the other, and perhaps, of government broadcasting itself."

It contended that the broadcasting industry was built and developed by private enterprise and capital, attaining the highest level of the art in the world. Any code, it was contended, should be considered an evaluation of the trend in public acclaim, and should recognize that departures may at many times be required by local circumstances if stations are to operate in the public interest.

Fort Industry advocated fluidity in program service, with standards covering only desirable general operating policies, leaving the other details, such as personnel, to the discretion of the individual broadcasters.

Mr. Deimer questioned whether the code would be a "handicap" to the.NAB convention members who will need to be "on call" at the time.

Improper Methods

Arbitrary action requiring compliance under the threat of penalty is an improper effort judicially to determine the intent of Congress, the company contended, adding that the code should not serve as an FCC criterion in license renewals.

Commenting on specific provisions, Fort Industry approved in general the provisions governing programming though specific criticism was expressed of some provisions, such as control over commentators and the sub-section on religion. The company proposed modification of the ban on solicitation of funds by religious sponsors.

Suggestions were offered on the commercial provisions covering commercial and copy business not acceptable, including a proposal to revise the paragraph on running agents.

As to participating programs, Fort Industry felt they would be ruined by stereotyped and condensed copy because of their informal presentation.

Los Angeles

(Continued from page 15)

KWW Pasadena; Ben S. McGlashan, KGJJ Los Angeles; Pat Dobbie, KX 1, and KFI participating as an observer and NAB board member; Calvin J. Smith, KFAC.

Within the Los Angeles committee there are some feeling that the city lacked central hotel facilities. This objection was not considered serious by the board, however, the observation meeting committee was unanimously in favor of Los Angeles.

Members of the board's convention planning committee, Chairman Lane, are Harold E. Fowls, WEEI Boston; Robert T. Mason, WMRN Marion, O; William B. Smullin, KIEM Eureka, Calif.; William B. Way, KVDO, Tulsa.

This board committee has been devoting considerable attention to the NAB convention, since the 1948 meeting has caused complications due to the short time for planning.

Six rooms for Los Angeles convention will be the Biltmore Hotel on Pershing Square in the downtown section. The hotel has adequate space for an equipment exhibit, but displays such as the towers shown at Atlantic City will not be possible. Selection of the site will permit NAB to go ahead with plans for the exposition which requires several months of preparation.

Other Facilities

General meetings likely will be held in the Biltmore's own theatre, which is large enough to handle normal attendance. In addition the hotel has a number of room for group and committee meetings. Auditorium facilities are available for luncheons and the banquet. The Biltmore, with adjoining meeting rooms, is suitable for banquet purposes though not accommodating so many as the Atlantic City Convention Hall balances.

With a somewhat smaller attendance, the hotel situation will be solved by distributing delegates over a wide area. Several hundreds can be accommodated at the Biltmore, with others in their downtown hotels though their facilities are not extensive.

The Ambassador, Hollywood Roosevelt and similar hotels likely will house large numbers of delegates. They are a long taxi ride from downtown. But the problem is less serious than that encountered at Atlantic City when many hotels failed to honor room reservations or deliver messages.

A special committee on the Atlantic City confusion was prepared for the board, but threats to file suit against hotels for violation of contracts had not materialized Thursday morning. However, the committee said that extra care would be taken to avoid similar trouble at future conventions.

Atlantic City hotels and claimed that unseasonably warm weather and religious holidays were responsible for failure to honor reservations, since they argued they could not be expected to throw guests out of rooms when they stayed longer than their original reservations specified.

Many board members felt that resort conventions are out of the question in the broadcasting industry, but with relations in the general atmosphere are not suitable for a strictly business meeting.

Principal Thursday action aside from convention and budget was reelection of J. Harold Ryan, Fort Industry stations, and Roger Clipp, WFIL Philadelphia, as NAB representatives on the BMM board.

Mr. Ryan is BMM board chairman and Mr. Clipp is secretary-treasurer.

Abrogation of the NAB board's powers under the By-Laws to adopt a Standards of Practice is sought by broadcasters in Idaho and Montana. Stations in the two states, in a series of resolutions covering the proposed NAB code, contended that the board take steps to have this authority deleted from the By-Laws, with no code to be enacted except at an open NAB membership meeting.

Adoption of a code dealing in general terms "which can be interpreted locally by each broadcaster to fit the segment of the people that broadcaster serves" was recommended.

The Idaho-Montana group suggested that NAB study methods of reducing expenses since broadcasters are faced with increasing operating costs and diminishing revenues. A vote of approval was extended the Special Standards of Practice Committee and the Program Committee for their work in compiling proposed standards.

15th District Opposed

Stations of the NAB 15th District passed a resolution asking the board to withdraw its December action and proposed a code of ethics.

The resolution declared the standards contrary to best interests of the industry. Any code proposed for adoption should be circulated to the membership, with 90 days for full consideration, the district proposed, with each district formulating and submitting its district's charter to the joint board to determine whether to vote yes or no on adoption of a code at a special board meeting.

The code of ethics dealt with religion, marriage and the home, the home, news, entertainment, children's programs, controversial issues and similar topics.

KWDN Des Moines opposed any code "which takes the control of our programs and program content on commercials out of our hands," said Mr. L. Humphrey, manager, who wired NAB President Justin Miller of the station's views.
White to Push Revised Bill
(Continued from page 15)

Sen. White is understood to have proposed an increase in the compensation of members of the FCC from the present $10,000 a year to $12,000, in order to induce competent men to accept assignments and remain with the Commission.

Members of the White Subcommittee to which the revised bill will be submitted, in addition to Chairman White, are Charles W. Tobey, of New Hampshire, E. H. Monteith, of Oklahoma, and Horace E. Capen, of Indiana, Republicans, and Edwin C. Johnson, Colorado, Ernest W. McFarland, Arizona and Warren G. Magnuson, of Washington, Democrats.

On the House side, recent activity by Kurt Borchardt, legislative expert of the House Interstate and Foreign Commerce Committee, looks to be more than a passing interest. Mr. Borchardt has been visiting stations in the Washington area and asking questions, apparently as a preliminary to drafting of legislation.

The House Committee is believed to be more receptive to suggestions from broadcasting in industry and it is felt that if an industry bill is introduced it will originate in that body. Former Sen. Arthur F. Miller (R-N.Y.), who received a judgeship this year, has headed a radio subcommittee which urged broadcasters to back better legislation if they didn’t like the White Bill, and at least one member of the subcommittee has said that the group will pick up where Mr. Howell left off.

Lemke Bill
Several other bills were presented to the subcommittee, during the last hour on the noon hour. In addition to the discussion of “radio problems”, Mr. White said he expressed “regret over the frequent exchanges at the FCC,” and felt it militated against construction of radio and video antennas in the District of Columbia. Its fate in the Senate is awaited, for it will serve as a precedent for other bills and affect the development of urban television.

Meanwhile, angry Congressional voices are condemning James J. Petriello’s latest action in banning the manufacture of records after Dec. 31 and there was the promise of new legislation to curb Mr. Petriello’s power.

Rep. Edward J. Devitt (R-Minn.) blasted Mr. Petriello and said that he intended to sponsor legislation at this session to “terminate Caesarism in the music arts.”

Rep. Fred A. Hirtley (R-N.Y.), co-author of the Taft-Hartley Labor Bill, followed suit and said he would seek new legislation at the next session of Congress.

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TWO NEW AM STATIONS ARE AUTHORIZED BY FCC

GRANTS for new fulltime AM local at San Luis Obispo, Calif., and new share-time outlet at Wilmington, Del., announced by FCC Friday.

WRUF Gainesville, owned by U. of Florida, meanwhile won fulltime Class 2 status on KOA Denver's 1-B clear channel (850 kc) with grant for increase in operating time from limited to unlimited. WRUF operates with 5 kw that will use WJMN antenna at night.

San Luis Obispo grant went to San Luis Obispo Broadcasting Co. for 1340 kc with 250 w. Wilmington permit went to Wilmington Tri-State Broadcasting Co. for 1380 kc with 1 kw directionalized, sharing with noncommercial WAWZ Zarepath, N. J. WAWZ already shares with WBNX New York. Wilmington operation will not affect WBNX.

OWNERSHIP of grantees:
San Luis Obispo Broadcasting—James L. Harris, former ABC and NBC commentator, now with KOOS Oregon City, Ore., and stakeholder of KVPC Ventures (which he plans to sell), and S. H. Frowein, KVVC minority stockholder.

Wilmington—Samuel Regebian, formerly with KVVC Wilmington, Bldg. Dept., and minority stockholder.

ANALYSIS OF LETTERS ON CODE IS PRESENTED

ANALYSIS of 160 individual letters representing views of 400 stations showed majority of stations want Standards of Practice but most suggest one or more changes, NAB board was told Friday by Harold Fair, director of Program Dept.

Twenty-two letters came out flat for code with no changes; 11 wanted no code at all. Clarified language sought in news provision, with 22 stations, 5 associations, 1 network opposing ban on middle commercial in newscasts of 10 minutes.

Ban on dramatizing political issues opposed by 7 stations, 12 associations (100 stations), 3 major networks, with 16 stations, 2 associations and all major networks disagreeing with ban on dramatizing controversial issues, or desiring clarification.

On religious broadcasts, two points drew fire—ban on controversial material and ban on solicitation of funds. Disagreement noted on one or both by 24 stations, 9 associations, 1 major network, 1 regional network. Exception was made to the ban on news comments in section on Business. Not acceptable by 25 stations, 7 associations.

Time limitation section drew main opposition by 96 stations, 13 associations or groups, 2 major networks, 2 regional networks taking exception to portions of limits.

Double spotting ban also brought criticism, 41 stations, 7 associations and 2 major networks wanting some revision to permit service announcements such as time and weather. Clarification asked on contest rules by 13 stations, 6 associations, 3 major networks, 1 regional network.

ANA last Monday had asked 3½ minutes commercial time for days programs. Previously AAAA had asked 3¼ minutes for daytime programs, along with exclusion of qualifying language in contest offers from commercial limit.

FRACTERNITY FAVORS 'VOICE'

SIGMA DELTA CHI, professional journalism fraternity, late Friday passed controversial resolution on press freedom, but with important revision favoring "Voice of America." Resolution said, in part, "under present world conditions we favor U. S. government operating international information service which broadcasts via shortwave throughout world, maintains information library abroad, supplies background material to foreign newspapers and related activities, but we do not favor dissemination of daily news service to papers abroad by government." (See story page 106).

CLOSED CIRCUIT

ARD, which now has WWRS Cleveland; St. Louis Post-Dispatch (KSD-TV); St. Paul Pioneer-Press (WTCN-TV); Baltimore Sun, operating WMAR; Washington Evening Star (WMAL-TV); Los Angeles Times and San Francisco Chronicle.

SELECTION of Los Angeles as 1948 NAB Convention site was by default, New York and Chicago not being available in early spring. Board of convention planning committee may pick one site for following three years. Best bet: Chicago.

KNOTTY BMB problem considered by NAB finance committee complicated by Treasury insistence that BMB does not come under any profit classification and is being billed by Uncle Sam for sum in neighborhood of $200,000. Both Cooperative Analysis of Broadcasting and Advertising Research Foundation have been ruled exempt from approval, but Traffic Audit Bureau was not granted exemption. Word was given NAB board in session last weekend that Government is preparing to sue for annulment and that BMB hopes retaining battery of lawyers to resist. Loss could play havoc with BMB's already clouded future.

ALTHOUGH BING CROSBY was quoted last week as willing to go live in event of Petrolio shutdown, move would present many obstacles. Cost would be prohibitive if present plan of time slotting across country is followed. Transcriptions now aired on 200 independents not cost of 300 would be eliminated. Agency, Hutchins Adv., remaining silent, waiting for first Petrolio move.

AS YET UNHERALDED is proposition of U. S. Steel immediately to take over sponsorship of Theater Guild's television series over NBC Television, following premiere Nov. 9 which was widely heralded as opening new era in live pickups (see story page 64). Guild rule is that five telecasts shall have been handled, including Franklin D. Roosevelt, and after which sponsorship will be entertained. U. S. Steel now sponsors Guild over ABC Sundays.

HOW SERIOUSLY Jimmy Petrolio regards his upcoming fight on radio and recordings is indicated in glittering array of top-flight legal talent retained since death few weeks ago of Joseph A. Padway. As of this writing, his new special counsel (aside from house counsel) include: Albert Woll, son of veteran AFL vice president and former U. S. attorney in Chicago; Dan Carmel, well-known Midwest attorney whose Washington associations are top; Milton Diamond, whose law firm formerly represented Decca and several of whose partners are active in labor affairs; and Gerard Van Arkel, recently resigned general counsel of NLRB whose associate is Henry Kaiser, former partner of Padway. Thus far, Petrolio's adversaries, heading up under NAB, have retained no special counsel.

REPORTS that former FCC Chairman Charles R. Denny's new job as NBC vice president and general counsel is really to test and groom him for future FCC post were given support last week by his choice of FCC's David C. Adams, common carrier specialist, as his new assistant (story page 16).
In four weeks, WLW reaches 81.2% of the 3 1/4 Million Radio Homes in this area...

The total impact of The Nation’s Station within the WLW Merchandise-Able Area — the exact over-all performance of WLW and leading competing stations — is now available through a special report of the Nielsen Radio Index, based on four measured weeks of listening in February and March, 1947.

As an actual or potential user of radio advertising, you should be vitally interested in these new coverage and circulation data. They provide an accurate picture of WLW’s total coverage in terms of homes reached... intensity of coverage in terms of minutes listened... share of total listening within the area... the comparative performance of WLW and its leading competitors.

For example: during the four report weeks, WLW reached 81.2% of all radio homes in the area between 6 AM and midnight, as compared to 29.3% averaged by the next 15 leading stations. And among these homes reached by WLW, the number of minutes of listening during the average week was 550 for The Nation’s Station, as compared to 233 minutes of listening per week averaged by the next 15 stations.

Even more remarkable, we believe, is the fact that WLW received one fifth — 19.3% — of all listening to all 175 stations heard within the area.

WLW Sales Offices in Cincinnati, New York or Chicago will be glad to show you this new NRI report. On the West Coast, contact the Keenan & Eickelberg office in Los Angeles or San Francisco.

CROSLEY BROADCASTING CORPORATION
No ready-made news service, in KLZ's opinion, can be expected to fit the special needs and local interests of listeners in a specific area. KLZ, therefore, has always done an exacting job of tailoring its newscasts for maximum local interest and significance. Never before has KLZ had a staff more competent to do this. Taking raw material from both AP and INS wires and from its own string of local, state and regional reporters, these craftsmen tailor newscasts which, experience has proved, listeners find more interesting, more informative, and more listenable.