a little primer

ON SOME VERY BIG SUBJECTS

This is Mr. Stover; J. Timothy Stover. Mr. Stover owns a farm. It is one of 916,072 farm homes in the WOR listening area. Altogether these farms house 4,912,637 people who have $3,470,496,000 to spend yearly on themselves and their farms.

These men are retailers. Men like these own 493,088 stores in the states and counties covered by WOR. Their annual sales amount to $19,133,587,000. Not so long ago, a cross-section of retailers voted WOR the station they'd choose first to help them make more sales.

This is Barnabas Butterby. He makes stoves. Here you see Butterby in a state of advanced shock. He just received a WOR statement telling him that the people in the WOR-listening area spend at least $2,662,021,000 a year for general merchandise.

If you have a product or service to sell, WOR can tell your story to 34,057,161 people, or more than ¼ of the nation's population, in 430 counties in 18 states. That, Gentlemen is a buy at our rates!

WOR

-heard by the most people
where the most people are

mutual
Erik Orstedt, as Swedish as his name, is moulder in the iron foundry at Plano, Illinois. He lives with his wife and four children in a pleasant, well-shaded home in the nearby community of Somonauk. Until three years ago, the Orstedts were farmers but they decided to give up farming until they could own their own place. That's what they're saving for now.

Moving from farm to town didn't alter their radio listening habits at all. "We still start the day with you folks," Mrs. Orstedt says. "We've enjoyed that five o'clock Smile-a-While program for a long time . . . the whole family of us."

Weather broadcasts continue to be of interest, with Erik driving several miles to work every day and with three youngsters in school. "We always like the friendliness and fun the WLS announcers have," the Orstedts explain.

For twenty-three years, our microphones have been focused on homes and families like this one. It is the entertainment and service we have given them, the sincere friendliness, that has made them loyal listeners. And upon loyal listeners depend advertising results.

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.
Hooper Survey Reveals

Tremendously High Tune-In in Intermountain Area

(13 cities outside of Salt Lake City)

28.3% of sets in use in MORNINGS
29.3% of sets in use in AFTERNOONS

Intermountain Network Has:

42.2% of Morning Audience 49.7% of Afternoon Audience

In 13 Intermountain Network cities outside of Salt Lake City, the
daytime radio tune-in is far, far in excess of the city proper—
AND Intermountain Network cities have an average morning
rating of 11.9 and an average afternoon rating of 14.5.
What a buy for coverage!

Station Hooperatings—Winter, 1947, City Zone

MONDAY THRU FRIDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets In Use</th>
<th>INTERMOUNTAIN NETWORK Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m. to 12 noon</td>
<td>28.3%</td>
<td>11.9 4.4 4.2 7.7 0.1</td>
</tr>
<tr>
<td>12 noon to 6:00 p.m.</td>
<td>29.2%</td>
<td>14.5 3.2 2.2 9.2 0.1</td>
</tr>
</tbody>
</table>

13 Intermountain Network cities comprised of the following: Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming, and Twin Falls, Idaho.

Ask Avery-Knodel for further details!
BROADCASTING at deadline

Closed Circuit

FOUR MEMBERS of William Esty Co., New York, will be named vice presidents effective Jan. 1.

FCC, which has fared well in its budgetary quest even with an economy-minded administration, got another good break out of Budget Bureau last Wednesday through persuasive presentation of Acting Chairman Walker. With FCC earmarked for about $6,800,000 for 1949 fiscal year which begins next July, Mr. Walker understood to have walked away with commitment of around $7,000,000—equivalent to this year's budget.

GENERAL FOODS, leading experimenter with television programming among national advertiser ranks, is discussing plan to test video presentation of public relations programs, with 4A-ANA campaign for improving advertising likely to be first subject. Howard Chapin, chairman of GF special TV committee, expected to report within few weeks on surveys conducted by company's three agencies—Benton & Bowles, Foote, Cone & Belding, and Young & Rubicam.

INFORMAL POLL of NAB board of directors (with 24 present) indicated substantial majority looked with favor upon prospective appointment of Wayne Coy, director of WINX Washington, as FCC chairman. Mr. Coy sat on board last year as small station representative.

WITH CONGRESS BACK in session, there's speculation as to how Mr. Coy's nomination would fare in Republican-controlled Senate and with upcoming campaign year. Preponderant view is that while going might be rough along party lines he ultimately would win confirmation.

AND WHILE in FCC realm, informed sources say that you still can't count out of running: Judge Frank Roberson, former Mississip attorney general, now practicing radio law in Washington; J. Leonard Reisch, managing director of Gov. James M. Cox stations, or former Idaho Senator D. Worth Clark [BROADCASTING, Nov. 3, 10, 17].

FM ASSN. definitely won't hold any more conventions in conflict with NAB. Next FMA meeting slated for mid-October in Chicago.

FCC COMMISSIONER E. K. JETT has asked State Dept. to relieve him as chairman of U. S. delegation on Provisional Frequency Board which meets in Geneva in January. Welter of FCC work on domestic front, plus personal considerations, led to determination to stick to Washington fort rather than spend three to six months abroad. He is presiding over PFB planning committee activities until successor is named and departs Dec. 30. Possible successor: Commissioner E. M. Webb (Continued on page 90)

Upcoming


Nov. 30: Natl. Assn. of Radio Farm Directors banquet, Stevens Hotel, Chicago.


Dec. 6: Florida Assn. of Broadcasters, Soreno Hotel, St. Petersburg.

(Other Upcomings on page 89)

Bulletins

NAB Friday, appearing as amicus curiae, asked U. S. Supreme Court to reconsider decision not to review lower court ruling denying relief to Coca Cola Co. in suit against Snowcrest Beverages Inc. NAB contended phonetic similarity of latter's "Polar Cola" to "Coca Cola" creates confusion and provides basis for relief.

MAURICE MITCHELL, sales manager of WTOP Washington, to join CBS Radio Sales in New York Jan. 1. He has been with station three years. Richard Linkrom, WTOP program manager, assumes sales management. He has been with CBS and WTOP since 1937.

CHICAGO stations swamped over weekend by retailers as result of virtual work stoppage by printing trade crafts which paralyzed Chicago newspapers. Regular radio clients who also were newspaper advertisers drew top priority.

NBC WILL HOLD its second annual convention next September at resort to be selected, probably in central west. This was determined Friday following recommendation from NBC's Station Planning and Advisory Committee in New York.

After two-day session, Chairman Paul W. (Fritz) Morency, WTIC Hartford, also announced that, at request of affiliates, three regional meetings, in New York, Chicago, and San Francisco or Los Angeles, will be held during 1948 on workshop basis for benefit of program managers, promotion directors and chief engineers. They will meet with opposite numbers of network in one or two-day sessions. Decision premised upon determination of NAB to confine next convention in Los Angeles in May to topdrawer policy level. Area meetings will not be held on tour basis but scheduled according to affiliates' desires and availability of NBC personnel.

Setting questions raised at first NBC convention at Atlantic City last September proposing formation of separate independent organization of affiliates were results of questionnaire survey conducted by SPAC among NBC's 160 stations. Affiliates voted 3 to 1 in support of present SPAC organization of eight broadcaster members. By 4 to 1 vote affiliates supported present SPAC election procedure with vote tabulated by Ernst & Ernst. Affiliates likewise expressed enthusiasm for NBC affiliates' convention and suggested it be held separate from NAB and at different locales. Anticipated attendance at next convention (most broadcasters bring their wives) is 450.

At closing session Friday afternoon, SPAC discussed proposed renewal of Niles Tammel, NBC president, in support of all-network code preparatory to industry-wide standards of practice. All NAB department heads met with SPAC committee at intervals during two-day session.

Entire SPAC was present: Chairman Morency; Richard H. Mason, WPTF Raleigh; H. W. Slavick, WMC Memphis; William B. Way, KYVO Tulsa; John J. Gillin Jr., WOW Omaha; Walter E. Wagstaff, KIDO Boise; H. Quentin Cox, KGW Portland, Ore.; Milton Greenebaum, WSAM Saginaw, Mich.

Business Briefly

JERGENS SIGNS • Andrew Jergens Co., Cincinnati, renews Walter Winchell for 16th year, and Louella Parson's Hollywood commentary for fourth year, effective Dec. 7, 52 weeks. Mr. Winchell heard Sunday, 9 p.m., and Miss Parsons Sunday, 9:15 p.m., over ABC. Agency, Robert W. Orr & Assoc., New York.

PHILCO FM EVENING • Philco Corp., Philadelphia, to sponsor full evening of music, 6 p.m.-12 midnight, Mondays on WABF New York, FM station. Program to be heard on two frequencies, 95.9 and 47.5 me, with no interruption for commercials.

HIRES MAY EXTEND • Charles E. Hires Co. Hires to You Sunday 2:45-3 p.m. on CBS may be extended to half-hour 6-6:30 p.m. Sundays with "Ozzie and Harriet Show" which moves to another day. Agency, N. W. Ayer & Son, New York.

SHEFFORD AGENCY • Standard Brands, New York, names New York office of Dancer-Fitzgerald-Sample as agency for Shefford Cheese. Account formerly placed by Leo Burnett, Chicago.

REPLACEMENT SOUGHT • Kudner Agency said to be looking for replacement for high-budgeted Tony Martin show sponsored by Texas Co., New York, Sunday nights, 9:30 on CBS.

BORDEX NERWAL • Borden Co., New York, renews County Fair, Saturdays, 1:30-2 p.m. on CBS, 52 weeks. Agency, Kenyon & Eckhardt, New York.

NBC Affiliates to Meet in September

NBC Confession

Page 4 • November 24, 1947
Serving Listeners and Advertisers for a Quarter of a Century

On the occasion of the 25th anniversary, these four Steinman Stations salute their listeners and advertisers. The growth of these stations is the result of a program of long range planning...a firm policy of balancing NBC's foremost network shows with outstanding local programs and continuous active participation in all worthwhile community endeavors. Today, these stations offer better programs to their listeners, greater selling power to their advertisers. Your inquiry is invited.

Steinman Stations

Represented by

Radio Advertising Company
New York Chicago Los Angeles San Francisco
Warm-up to More Customers

Mr. and Mrs. Mid-Southerner extend traditional Southern Hospitality to commercial messages broadcast on WMC. No other station in Memphis and the Mid-South can boast an audience as large, and as faithful, as the Memphis NBC outlet.

FIRST IN MEMPHIS YEAR
after year ACCORDING TO HOOPER

WMC
"the station most people listen to most"
MEMPHIS • 790 KC • 5000 WATTS DAY & NIGHT
WMC-FM
the first FM broadcasting station
in Memphis and the Mid-South

OWNED AND OPERATED BY THE COMMERCIAL APPEAL
NATIONAL REPRESENTATIVES — THE BRANHAM CO.

Page 6 • November 24, 1947
CATCH THE Local
FOR RESULTS IN NEW ENGLAND

Twenty-three local stations on the line—local stops where you have direct access to New England markets.

It's your choice. Buy any availability on any individual station or any number of stations separately. Or buy the whole network, or a group of network stations, where time can be cleared for your own network program.

These home-town stations give you the greatest flexibility and the greatest choice of coverage.

Each station has local acceptance by department, food, drug, hardware stores and other retail outlets. Each station has audience acceptance as the Mutual-Yankee station in its area. It has everything in entertainment and information to hold its audience.

Here is the local impact where you want it. Don't take the express that whizzes through. Take the local that makes all the stops you want to make.

"This is The Yankee Network"
Member Stations Mutual Broadcasting System
50 KW—One of the larger members of the G-E transmitter family. Note wide doors, providing full accessibility for “walk-in” maintenance. Like all high-power G-E transmitters, this model uses transformers filled with a non-inflammable liquid. This eliminates necessity for fireproof vault and lowers installation costs and insurance.

1 KW—Compactness is an outstanding quality of this sturdy equipment. Reliable, high-standard performance makes it an ideal transmitter in its power class. Now in stock and ready for immediate delivery.

10 KW—Tube switching from the front panel minimizes program outages. This model is a unified assembly of exciter-modulator, power amplifier, and rectifier-control units.

General Electric’s complete new line of AM TRANSMITTERS—now in production

TRANSMITTER-CONTROL CONSOLE
This versatile unit can be used to control a transmitter of any power rating. The de luxe version includes a separate clock panel for timing transmitter interruptions; also, an executive type desk and chair of matching color.
HERE are five outstanding AM units that will help you profit from your station investment. Featuring lower cost per hour of broadcast service, these transmitters are built to one high standard of quality, backed by one source of responsibility. Every detail of this completely new line reflects the unequaled engineering and operating experience of the General Electric Company.*

The G-E line of broadcast equipment covers all your station needs—transmitters from 250 watts to 50,000 watts, complete studio equipment, the AM station monitor and accessory units to fit every requirement.

Whether you are planning a new station or modernizing an existing one, take a big step in the right direction by calling your nearby General Electric broadcast representative (see list below), or write to Transmitter Division, General Electric Co., Electronics Park, Syracuse, N. Y.

*G.E. built its first commercial broadcast transmitter in 1922. Since that time the company has produced broadcast transmitters whose combined power ratings total over 2,500,000 watts.

ATLANTA 5, GA.
187 Spring Street
Woolen 9737

BOSTON 1, MASS.
140 Federal Street
Hubbard 1800

CHICAGO 54, ILL.
1172 Merchandise Mart
Whitcomb 3913

CINCINNATI 2, OHIO
215 W. 3rd Street
Parkway 3431

Cleveland 4, OHIO
4966 Woodward Avenue
Endicott 4646

DALLAS 2, TEXAS
1801 N. Lamar Street
Lo 224

DENVER 2, COLO.
650 17th Street
Keystone 7272

KANSAS CITY 6, MO.
106 W. 16th Street
Victor 9745

LOS ANGELES 14, CALIF.
540 W. Sixth Street
Trotty 3417

MINNEAPOLIS 2, MINN.
12 Sth Street
Main 3541

NEW YORK 22, N. Y.
370 Lexington Avenue
Wickham 2-1311

PHILADELPHIA 2, PA.
1405 Broad Street
Pennybaker 3-7000

SAN FRANCISCO 4, CALIF.
235 Montgomery Street
Douglas 3740

SCENICITY 4, N. Y.
Brd., 105
Beechwood 4-2217

WASHINGTON 5, D. C.
805 15th Street N. W.
Executive 3600

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

5 KW—An exclusive G-E feature of this transmitter is the spare tube switching of all high-power stages from front panel. Air-cooled throughout, as are all G-E standard broadcast transmitters.
Feature of the Week

WKY's new studio on wheels.

ALTHOUGH the permanent destination is marked WKY Oklahoma City, the new highway bus that is WKY's studio on wheels really gets around throughout the state. The bus contains a complete broadcasting station.

Just back of the driver's compartment are two transcription turntables and recording equipment. In the same section are three receivers, AM and FM; 200-w transmitter; monitor speakers and a speech input console.

The studio is just behind this mobile control room, connected by a glass-panelled door. There are two microphones set on tables attached to the floor, and a long, lounge-type seat stretches across the rear of the studio.

The back compartment of WKY's mobile studio contains a Bell System radio telephone, public address amplifier, antenna tuning unit, police receiver and a 5-kw AC generator. Atop the bus there are receiving antennas and a 35-foot mast.

(Continued on page 88)

Sellers of Sales

HAD Walter M. Erickson been less nimble of foot on one occasion during the war, he would not now be assistant radio director and time buyer for Gray and Rogers agency, Philadelphia.

Walter, parachute removed contrary to regulations, was leaning around Navy airplane taking aerial pictures. The pilot was not used to working with photographers and instead of a gradual bank, veered sharply.

"For a split second all I could see was space—and my life history," Walter reports.

But by dint of frantic scrambling, he managed to remain aboard.

Discharged as a photographer first class after four years in the Navy, he now limits his flights to elevator ascensions in the PSF Bldg., Philadelphia, where Gray & Rogers maintains offices on the 18th floor.

There he works directly under Edmund H. Rogers, a senior partner. Some of the large accounts he works on include Bell Telephone Co. of Pennsylvania, Southern States Iron Roofing Co., Fleischmann's Bakery, Philadelphia Savings Fund Society, Fidelity-Philadelphia Trust Co., Keystone Automobile Club and Capital Bakers Inc. among others.

Recently he bought his first television show, a sports package sponsored by Barbey's Inc., Reading (Pa.), brewers of Sunshine Beer. The show is scheduled Friday evenings over Philco's WPTZ Philadelphia just before the weekly program of boxing bouts from Madison Square Garden. He is enthusiastic about video's future.

"Television is a grand thing and its potentialities in the advertising field are virtually unlimited," he says.

Walter entered advertising after a varied background that included public school, private school (Germantown Academy) and engineering school (Drexel Institute)—plus many jobs. A former commercial photographer and advertising salesman, he entered advertising with the J. G. Lamb agency, now Lamb, Smith and Keen, Philadelphia.

With Lamb, he bought radio time, helped write scripts and commercials, and arranged and set up radio shows.

His hobbies include sailing off Barnegat and Ocean City, N.J., and color photography with eight and 35-mm cameras.

A resident of Strafford, on Philadelphia's Main Line, he is 31 and single.

WALTER
Yes, we're always pioneering out here... pioneering new ways to do things better. That's why KVOO's new mobile unit, the first of its kind, complete in every detail for on the spot farm broadcasts, recording and public address work, is rolling across Southwestern farm and ranch lands at a rate of better than 50,000 miles a year! Truly, here is a modern covered wagon that brings KVOO farm listeners and KVOO Farm Department staff members into an ever closer and more profitable relationship! Today, as always... the Southwestern farmer is the KVOO Farm Department... a working partner whose interest is the same as ours... to build a more permanent and prosperous Southwestern agriculture! Thanks to our farm partners, together we have built the Southwest's greatest Radio Farm Department!
Just to prove our point that there's a whale of a lot of originality and showmanship in national spot-radio, here's a fairly typical little story from South Texas.

Every morning at 7:15, Station KRIS at Corpus Christi features “Trader Jack”, a crackerjack local personality who comes on the air with stacks of letters from listeners, offering items for sale or trade—everything from wedding dresses to mountain lions—actually selling as many as 1726 items in a single month!

Listenship? It's terrific. We'll gladly send you the facts. But the main point is that with Bull's-Eye Radio, F&P can usually offer you something very hot on almost any station we serve. Name your markets, gents!

**FREE & PETERS, INC.**

_Pioneer Radio and Television Station Representatives_
_Since May, 1932_
Petrillo Changes Tactics, Talks Terms

New York Parleys Start on Cordial Note

JAMES C. PETRILLO, in a "conciliatory" mood sharply contrasting with the truculence he displayed last summer before a House labor committee, opened his new negotiations looking toward renewal of network contracts.

The AFM president, who last summer bluntly told the House subcommittee he was summer bluntly to stop all music from broadcasting over more than one station at a time. Apparently he has completely changed his position in this respect. In addition, he is displaying cordiality in negotiations and to news men. On another front Rep. Kearns indicated House may reopen Petrillo inquiry (see page 80).

OPENING of negotiations between networks and James C. Petrillo, AFM president, is critical facet in industrywide music crisis. The union head caught networks on guard by asking them what they wanted, a reversal of his usual strategy of starting off with exorbitant demands. Last summer, at House investigation into Petrillo, AFM leader threatened to stop all musicians from broadcasting over more than one station at a time. Apparently he has completely changed his position in this respect. In addition, he is displaying cordiality in negotiations and to news men. On another front Rep. Kearns indicated House may reopen Petrillo inquiry (see page 80).

Says No Proposals

Mark Woods, ABC president, as spokesman for networks, denied they had submitted contract proposals at the Friday meeting. He said the session was devoted to exploring the changes in radio, including FM duplication and television, and discussing how best to adjust a new pact to these changes. Mr. Petrillo said AFM will file the contract termination notice required by the Taft-Hartley Law by today or tomorrow.

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FCC Ruling Asked OnCommercial Fax
Alden, Finch, Hogan Seek Okay On 4.1, 8.2” Scanning Lines
REQUEST for early ruling from FCC on commercial facsimile broadcasting standards was sub-
mitted jointly last week by John Alden of Alden Products Co.; Wil-
liam G. Finch, Finch Telecommu-
nications Inc.; and John V. H.
Hogan for Radio Inventions Inc. and
Faximile Inc. Trio asks that
standards permit both 4.1 and 8.2-
inch scanning lines in commercial
broadcasting.

Signers of letter say the only
way to have extensive trial of fac-
simile is to permit commercial ad-
vancing to help pay cost of edi-
torial services, program expense, and
to demonstrate to facsimile “readers” exact kinds of services to
be rendered.

Letter to T. J. Slowie, FCC sec-
retary, says “We believe it will require extensive experience with both sizes to determine in
what areas and services, and with what type of program and
advertising the public will prefer to use one against the other. Ex-
prience may demonstrate that both sizes are wanted.” Faximile
men say the public should be al-
lowed to determine which size should be used.

Manufacturers promise early
initiation of demonstration trans-
missions to expedite public accept-
ance of facsimile, if the Commis-
sion will handle a case on the expe-
tially as recommended by Fac-
simile Committee TR-11 of RCA.

Farnsworth on ABC
THE Metropolitan Opera Audi-
tions of the Air, which was carried from 1936 until 1945 over the Blue
Network and is now heard on ABC on Jan. 4 under the spon-
sorship of the Farnsworth Tele-
vision and Radio Corp., Fort
Wayne, Ind. The Copacetic and
Farnsworth radio, phonograph and
television sets, will be featured on
the weekly show, Sundays, 4:30-
5:00 p.m. Warwick & Legler Inc.,
New York, is agency.

Mirrorlike’s Plans
MIRRORLIKE Manufacturing Co.
(household items), Long Island
City, N. Y., has appointed Kaplan
& Bruck Advertising Agency, New
York, to handle its account. Ten-
ative plans are to use participa-
tion shows in New York and Bos-
ton, featuring furniture polish,
floor wax, and window cleaner.

Quaker Spots
QUAKER SUGAR, Philadelphia, is
starting a spot announcement
campaign using daytime chain
breaks on 12 stations in ten major
markets effective Dec. 8. Contracts
placed through Young & Rubicam,
New York, are to run approximate-
ly 62 weeks.

Separate Network Code Plan
Slated for Further Discussion
NETWORK chiefchans conferred
last week in New York at the in-
vitation of Niles Trammell, NBC
president, as to the possibility of
adopting interim standards of prac-
tice pending further action by the
NAB in establishing an industry-
wide code.

The meeting was called Tuesday
after Mr. Trammell had issued a
statement expressing the “great
disappointment” of NBC in the de-
cision of the NAB Board of Direc-
tors to postpone action on the code.

Executives of the other major
networks were reluctant to com-
ment as to the possibilities of posi-
tive inter-network action resulting
from the conference, but the pros-
pects of some sort of interim stand-
ards emerging could not be dis-
missed.

A second meeting was scheduled
Thursday but postponed until this
week because of other business, not
the least of which was the begin-
ing of negotiations with the AFM
(see story page 13).

Reluctance Noted
Discussion at the first confer-
ence was said to have been ex-
tractory, at least two networks—
which had never taken the spirit-
edly affirmative position regarding
the code that NBC had taken—hav-
 retard effect on decisions to join in
precipitate action.

Mr. Trammell reported that all
four networks had for some time
consented to the possibility of est-
ablishing a network code of stand-
ards but had “postponed action in
the hope that the industry as a
whole would adopt a code.”

Because the NAB had failed to
act promptly, it was NBC’s belief,
said Mr. Trammell, that the net-
works should “reopen discussion as
a matter of immediate considera-
tion of an interim code to be
adopted by all national net-
works.”

NBC, it was recalled, had taken
the most vigorously approving
view of the proposed NAB code.
In a resolution adopted at its affil-
iates convention preceding the At-
tlantic City convention, NBC had
plumped hard for the proposed code,
even committing its stations to the
affirmative position.

CBS followed suit with a favor-
able resolution from its affiliates
advisory committee. ABC and Mu-
ual were more cautiously approv-
ing.

Friday Meeting
The question whether NBC ought
now to lead the way in arranging
adoption of an interim code by all
networks or, that failing, to adopt
a code of its own modeled after
the proposed standards of the NAB,
was in debate at a meeting of the
NABC Stations Planning & Advisory
Committee which convened in New
York Thursday and Friday.

Despite the official resolution
negotiating NBC support of the
proposed code last fall, some NBC
affiliates last object to certain
commercial restrictions, it was
learned. This suggested that the
NBC SPAC might not be unani-
mously disposed to authorize adop-
tion of either an inter-network
or NBC code containing provisions
which had been found objectionable
in the NAB proposed standards.

It was regarded as doubtful that
all other networks would agree to
commit their stations to an interim
code.

BAC Rumor
The rumor was heard repeatedly
that the inter-network meeting had
revived discussion of the formation
of a Broadcasters Advisory Coun-
cil, composed of tripartite repre-
sentation of broadcasting, agencies
and sponsors. Network executives
who attended the meeting, how-
ever, denied this.

Purchase of Capitol
By ABC Discussed
Companies Conducting Informal
Negotiations in N. Y.
NEGOTIATIONS between ABC and
Capitol Records looking toward
the network’s acquisition of the
recording firm as a subsidiary were
expected to reach a decision stage
within a fortnight.

Discussions concerning ABC’s
possible phase of Capitol Rec-
ords, one of the major firms in the
record-making field, began several
weeks ago, it was learned. Both
ABC and Capitol executives char-
acterize negotiations thus far as
“informal.” Both parties admitted,
however, that further discussions
would be held. Glenn Wallachs,
chairman of ABC, and his own hun-
merica last week but was expected
to return to New York to renew
negotiations with the network this
week.

No Comment
Since negotiations were said to
be still in preliminary stages, ne-
ther the network nor the recording
firm would comment on the price
at which the network would be
expected to acquire. However, ABC
Chairman Glenn Wallachs and his
own executives had been engaged
in discussions, but the amount in-
volved was not divulged.

Discussions concerning ABC’s
acquisition of Capitol have pro-
ced largely on an informal basis
by James C. Pettit that the AFM
would quit playing for recordings
after Dec. 31.

An ABC executive said that the
AFM record ban would not be a
factor in the network’s considera-
tion of the purchase since Capitol,
lke other record companies, has
assessed a commensurate backlog
of recordings to be released after the
AFM work stoppage takes effect.

Cone Gives 3-Point Plan
To Cut Advertising Cost
ADVERTISING COSTS can be cut
down by more intelligent use of the
media, Fairfield M. Cone, chairman
of the executive committee of
Foote, Cone & Belding, told 200
members of the Chicago Federated
Advertising Club Nov. 20.

Speaking on “How to Cut Adver-
tising Costs by Increasing Adver-
tsizing Efficiency,” he said too many
agencies have been too familiar routes
to reach audiences. He cited the selling
themes of “whiter whites and
brighter colors” of leading soap
products as an example and said
advertising campaigns need to be
based on independent creative
thinking.

Mr. Cone listed three ways to in-
crease advertising efficiency — (1)
by utilizing the advertising potential
of the product and sticking to it, (2)
by knowing all about the product and
its prospective customers and (3)
by refraining from false and exag-
gerated advertising claims.
Revised Code to Be Given Convention

BROADCASTING * Telecasting

NAB Taking Steps To Insure Full Acceptance

By J. FRANK BEATTY

THE NAB code may go into operation by mid-summer of 1948 provided the Los Angeles convention and a later referendum show industry acceptance.

A sharply-revised version of the code is expected to come out of a series of steps which NAB believes will satisfy stations that democratic methods are being followed.

The vast majority of code critics, whose views were heard at the Atlantic City convention and since that time, approve the board's action in postponing the effective date indefinitely. A survey conducted by Leonard Trammell (see separate story on page 14) shows that all but a half-dozen of those who have expressed their views publicly believe the board acted wisely Nov. 15.

However, many of those who approved the postponement insist that additional study be given the standards, with adequate time for the industry to express its views and then vote on the final version. In general they approve the relaxing of commercial time limitations.

Serious industry split, with threats to existence of NAB itself, may have been avoided by the board's action, judging by views of some station managers.

Possible rift was still a subject of network discussion last week at a meeting of the four network presidents called by NAB's general manager, C. W. Kramer, at the Roosevelt Hotel.

Mr. Trammell called the board's action a "great disappointment" and suggested networks adopt their own code.

The four met Tuesday but did not act and will convene again this week.

Will Study New Version

The board, having postponed the Feb. 1, 1948, effective date and having softened commercial restrictions to meet insistent demand (see page 85), will take up a new version of the standards at its next meeting in late February.

Testimonial calendar of code events may run in about this order:
- Meeting of board's code subcommittee within a month to start rewriting.
- Meeting of Program Executive Committee to study subcommittee's findings, perhaps before yearend.
- Board meeting in February to take up new version of code, including commercial provisions adopted Nov. 15; board may approve final provisions.
- Committee action to incorporate board's findings and refine details.
- Submission to industry, perhaps by April 1, for pre-convention study.
- Debate by membership at Los Angeles convention during week of May 17.
- Final approval of post-convention version by board, except for drafting details.
- Submission to membership for referendum in early June.

Convinced that the swift steps taken last summer would have wrecked any code adopted in haste, the board is leaning over backward to produce a set of standards that will command industrywide acceptance.

'Democratic Processes'

President Justin Miller told Broadcasting last week that the board's action goes far beyond industry requirements in following democratic processes.

"Broadcasters themselves by referendum voted the task of writing the Standards of Practice to the board," Judge Miller said. "Under that delegation, as a matter of proper procedure, we complied with the mandate in preparation of the standards and submission to broadcasters.

"The democratic process was followed by the board in three progressive steps beyond the point of delegated power given almost unani-

mously: First, in recognizing democratic processes by submission to the Atlantic City convention; after the convention the board submitted the recommendations of broadcasters for recommendations; before final adoption they will be submitted again to broadcasters.

Judge Miller has continually emphasized that the matter of adopting standards is a legislative process requiring careful industry study.

The board's revision of the commercial limitations in the code wound up a three-day Washington meeting that included morning-to-midnight Friday meeting [BROADCASTING, Nov. 17]. The code debate was completed Saturday afternoon.

Efforts to act on other portions of the code were forerunners of action focused on the critical time sections, which had aroused loudest station complaints.

While the board reprocessed only a small portion of the physical document, but in tentatively adopting new commercial limitations it disposed of the most controversial provisions.

In other actions the board set up a tentative five-day convention procedure for the Los Angeles convention during the week of May 17. The board is definitely thinking in terms of management programming for conventions as the industry grows and annual meetings get too big for efficient handling.

General membership of the Southern California Broadcasters Assn. will be held Oct. 11 at Los Angeles to name local committees and work out plans. C. E. Arney Jr., NAB secretary-treasurer, is to meet with committee members within a month to work on arrangements.

Hotel Facilities

SCBA executives said there had been opposition among members, but that all are now solidly in support of the selection of Los Angeles. It is believed about 70% of members can be housed in downtown Los Angeles during the convention, including both first and second-rate hotels. The Biltmore has 600 rooms available to NAB. Others include the Clark, Mayfair, Alexandria, Ambassador, Town House, Hollywood Plaza, Hollywood Roosevelt, Beverly Wilshire, Beverly Hills Hotel.

The first two days, May 17 and 18, are slated for an engineering conference to be directed by the NAB Engineering Committee. Daylight hours Wednesday will be set aside for registration.

A banquet will be held Wednesday evening. It will be formal, with

(Continued on page 85)

Majority Approve Code Postponement

Reaction Proves Varied On Decision to Relax Commercial Limit

GENERAL approval of the NAB board's action in postponing indefinitely the date for operation of the proposed Standards of Practice and granting a referendum conducted in a nationwide survey conducted last week by Broadcasting among those who have publicly expressed their views.

Station reaction varied on the board's decision to relax the commercial time limitations, but a majority of managers favored the step.

Only a few managers among those flatly opposed to a code, did not indicate approval of postponing.

Would Like Creed

Sentiment still exists for adoption of a creed or "affirmative" code, with many taking the position that it is difficult to adopt a set of standards that will spell out station in all parts of the country.

Excerpts from the views of those who discussed the codes at the convention and who have stated their positions since that time, along with comments of other managers contacted by Broadcasting, follow:

George B. Stover, president, Fort Industry Co.—"I have maintained all along that mere reduction by a few seconds here or there in commercial copy will not necessarily improve American broadcasting. Therefore I do not feel the latest revisions in limitations on commercial time are to be considered an important. I still maintain intelligent and carefully controlled presentation is much more important."

Robert O. Reynolds, vice president, KPBC, general manager, KMPK Hollywood—"It is the only thing to do since there are many differences among station management minds, particularly independent stations. It would be foolish to attempt to put over the Code without representative opinions."

Mr. Reynolds

Leonard L. Ash, president, WBCA (FM), Schenectady, N. Y.—"The multiplicity of new AM, FM and television stations marks the end of the 'gravy train' and unless this second generation of broadcasters will bring on a rate cutting and mutual 'tearing down' of competitors. Broadcasters can live very well under the amended code and its general adoption is vital if broadcasting is to remain competitive with other media."

Dr. Leon Levy, general manager, WCAU Philadelphia—"Since 1935 WCAU has limited commercial copy and has sold not time for religious, educational or controversial subjects. We believe these to be in the best interests of broadcasting and that the industry would promote better public relations if all stations adopted similar principles."  

C. L. McCarthy, general manager, KGW San Francisco—"I favor postponement. The standards were contrary to best interests of the industry. The 15th District has adopted a resolution declaring any code must establish conditions uniformly applicable to all stations in all areas. These are my sentiments."  

William B. Ryan, general manager, KPI Los Angeles (NAB board member unable to attend recent meetings)—"Once the code was circulated, there were many differences of opinion. It is a good idea to delay final action. I doubt if airing at a convention will accomplish the complete revision. The normal form still will have to come from committee action representing the will of the majority of broadcasters."

Art Westlund, general manager, KRE Bakersfield—"The decision to extend is commendable. I believe it will bring the industry closer and prevent a split."

Wilt Gunsendorfer, general manager, KROK Oakland —"The (Continued on page 86)
Coast Boxing Manager Sues To Stop Telecasts of Bouts

VIDEO is violence for box office, according to George Parnassus, West Coast fight manager. And to prove it, he intends to file suit for a restraining injunction against the Hollywood Legion Stadium and W6XAO, Don Lee Broadcasting System's video station in Hollywood. This may prove to be a painful television precedent for boxing as well as other sporting events.

Jules Covey, Los Angeles attorney and former member of the California Athletic Commission, has been retained to draw up suit against the station and the arena. Action is to be filed in Superior Court at Los Angeles today or tomorrow (Nov. 24 or 25).

Mr. Parnassus claims he refused to sign a waiver granting permission for televising all fights, and if they were telecast as a result, he has advised stadium officials he is going to court "as a favor to boxing in general and your club in particular."

Don Lee officials contend that their contract is with the Hollywood Legion Stadium and responsibility for what happens rests with the arena's management.

Mr. Covey, counsel for Mr. Parnassus, "advised broadcasting that his plea will charge that 'an appropriation of skill has occurred while Don Lee Broadcasting has not contracted for services." Further, Mr. Covey concedes that there is no specific law in California covering the situation that, as far as he knows, New York, but feels that an ample foundation of general law exists.

He indicated that financial damages are not the real aim but rather that the suit will serve as a test case in an effort to establish precedent.

Mr. Parnassus declared that "in time television will kill the boxing game. It's simple. Fans will be able to stay at home or in a saloon and watch a fight for nothing, instead of going to a club and paying to see a show.

All for One Beer

"I am told there are already 15,000 sets in this area alone. Most of them in public places. Anyone can drop into a place and see the fight for the price of a bottle of beer."

Industry estimates state that 3,000 to 4,000 sets are in public places.

Fears of this nature caused the Los Angeles Olympic Stadium to make plans against their asset. This week by KTLA Hollywood withdrew its cameras from boxing exhibitions last July. Yet the telecasts of wrestling bouts from this same arena have improved crowds, according to Olympic management.

RCA Victor, Motorola and Cleervue Announce New Model Video Receivers

ANNOUNCEMENTS of more new model television receivers were made last week by three firms—RCA, Motorola, and the Cleervue Television Corp., New York.

First RCA Victor built-in television unit was introduced by the Consumer Products Division of RCA Victor Division. The unit, known as "The Clubman," has a 12 x 20-inch viewing screen and includes a four-stage intermediate frequency amplifier for picture sensitivity and two stages of video amplification. Model is priced at $1,495, exclusive of construction work and decoration.

Deliveries of two new model television receivers in limited quantities throughout Chicago are being made by Motorola, Inc., with nationwide distribution set for Jan. 1, according to W. H. Stellner, vice president in charge of home radios for Motorola.

First of the Motorola television line is a table model receiver now retailing at $179.95. The receiver, known as VT71, weights 26% pounds, and is directed to 7-inch cathode ray tube. The 8-position tuning knob is adjustable to any eight of the 13 video channels now available for television broadcasting in any one community.

Motorola's console television receiver, VK101, has 26 tubes, three rectifiers, and a 10-inch cathode ray tube. In addition to the console it provides for AM and FM bands.

Cleervue Television Corp., New York, introduced five new video receivers last week, deliveries to begin this week. All models incorporate audio, video, power supply, sweep-deck and tuning supply features. Twelve-inch screen set is $495.50, ten-inch $480. Chair-side style model vapor $15苏. Two twin sets in cabinets, one containing record changer, the other a 12-inch screen television receiver. Combination sells for $505. Regency model selling at $750, has 16-inch direct view screen. Rumpus model, $750, operates by remote control, using 16-inch screen.

LOOKING over RCA's new table television receiver preceding the first Chicago showing of large-screen television projection are (1 to r): Reynold Kraft, NBC television sales manager; R. H. Hooper, promotion manager, RCA Victor Division, Camden, N. J.; L. E. Showerman, (top) vice president in charge of NBC Central Division; H. A. Renholm, regional manager, RCA Victor Division, Chicago. Showing, which featured presentation of Notre Dame-Army football on WBKB, Balaban & Katz station, was sponsored by network and RCA Victor Division of RCA. Telecast marked station's second use of new micro-wave relay link from South Bend, Ind. [BROADCASTING, Nov. 10].

Naval Considers Training Recruits by Television

MASS TRAINING of recruits by television is under consideration by the Navy, Comdr. Noel Gaylor, of the Special Devices Center, Sands Point, L. I., disclosed last week before representatives of the Navy Industrial Assn. in Washington.

Comdr. Gaylor said the Navy plans to televise typical Naval training situations.

"The concept is to take the best possible instructor available in a given subject, equip him with the best training material available, have him give his instruction in the subject and then syndicate this material to where the trainee is," he explained.

"This method appears to have some tremendous advantages over conventional ones. It is always up to date, it is always complete, it always deals with the exact problem for which training is required," the commander added.

Navy training planning was under discussion by the Navy's training committee.

Advices given Klaus Landsberg, KTLA general manager.

At the time KTLA lost its boxing telecast rights at the Olympic Stadium, the station started telecasting amateur bouts from the Southgate Arena, also in Los Angeles. Since that time, the gate has been improved considerably, according to Frank Pasquale, Arena proprietor.

Regardless of the legal action involved at present, Mr. Landsberg advised BROADCASTING that the time is coming in television when talent very likely will be enlarged by definition to include boxers, wrestlers, tennis players and a variety of athletic performers. "In other words," Mr. Landsberg said, "television will one day be able to pay more than the gate could ever deliver. As a result it could easily finance its own sports events."

Made Prediction in '45

He was first credited with this prediction more than two years ago and he says that he is now more convinced than ever that the day will come.

On the issue of the station's rights in such cases, Mr. Landsberg says that all KTLA agreements are signed with the responsible authority who is liable for all problems of clearance.

Mr. Parnassus readily conceded that the matches are currently unsponsored on Don Lee experimentally licensed station. Looking into the future, he said, "who do you think will be taking control of boxing? Who will be making the matches? I'll tell you—Toastie Crunchie Dog Foods or the Strange Case of John's Other Wife."

He envisions the possibility of an evening boxing program which could start in the East and move across country as time progressed, with telecast matches coming from New York, Chicago and Los Angeles. "They would attract millions of television viewers and keep those same millions away from 'live' matches across the country," he said.

"With television cutting in, limiting the number of matches, the number of boxers, the clubs eventually will have to shut down and boxing will be a dead duck. That's why we think we'll be doing the Hollywood Stadium and other clubs a favor in fighting this thing," Mr. Parnassus concluded.
Death Knell Impends for TV Channel 1

Need More Space: Video Proponents Insist to FCC

BY RUFUS CRATER and LARRY CHRISTOPHER

A BITTER, many-sided weeklong fight for Television Channel No. 1 (44-50 mc) was waged before FCC last week by video, FM, and assorted non-broadcast interests, and the consensus of most observers at the end was that television had lost.

Although they protested that video must have more channels, not fewer, many of television's principal exponents conceded that they would prefer to have 12 channels unshared by other services—as contemplated in FCC's proposal to reallocate Channel 1, which was the subject of the hearings—to have 15 channels and share them with others as at present.

In view of the multiple demands for more spectrum space for other services, and because of police, fire, utility, emergency and the like, it was considered unlikely that the Commission in its final decision would stop short of the general plan encompassed in its original proposal.

That would eliminate the sharing of television frequencies by other services, except for Channels 7 and 8 (174-186 mc), by taking Channel 1 away from television and allocating it to other services. Acting Chairman Paul A. Walker meanwhile announced that the Interdepartment Radio Advisory Committee (IRAC) had indicated that Government services' sharing of Channels 7 and 5 would be eliminated if sharing of the other channels by non-government services is found impractical.

The question of Government allocations was raised frequently, accompanied by charges that Government agencies have far more than their share, and that they should give up or share many of the frequencies with non-government operations.

FM Seeking 44-50 mc

FM vied with the non-broadcast services in claiming a right to take 44-50 mc from television, urging that this band be used particularly for FM network relays linking stations across wide areas and on a high-fidelity basis.

Leaders in this campaign included Edwin H. Armstrong, FM inventor, who charged RCA with attempting to hold FM back (which brought a prompt denial from RCA) and reiterated his claim that FCC erred in moving FM upstairs from the 50-mc area; and spokesmen for PMAs, who contended that AT&T was reluctant to provide high-fidelity lines for FM network operations, that 13 channels for TV were too many in view of the demand, and that a video place is in the 480-890 mc band. Television spokesmen countered that TV "has arrived" and is swiftly growing, that additional channels are vitally needed, and that any reduction in the number of frequencies would rob many communities of video service and seriously relax interference standards. Spokesmen for Allen B. DuMont Labs said FM may one day be the aural component of television and that 88-174 mc—which is in the non-video FM band—eventually could be used readily for television.

The American Radio Relay League suggested that Channel 2 (54-60 mc) be deleted from television instead of Channel 1.

It appeared generally agreed that the sharing of video channels by non-broadcast services would not work, except possibly in selected areas where there are no television stations.

The hearing was conducted before the Commission en banc with upwards of 200 industry representatives in attendance, and its final sessions. Acting Chairman Walker presided, and Assistant General Counsels Harry M. Plotkin and Lester W. Spillane appeared as FCC counsel.

Running account of the sessions follows:

MONDAY

Members of FCC's engineering department presented reports and a motion picture on tests covering interference to television from various sources, including shared operations with other services and adjacent and co-channel operations. Witnesses were Ralph Renton of the chief engineer's office; E. W. Chapin, chief of the Laboratory; and P. Wexler, chief of the Allocation Section, Television Broadcast Division.

H. I. Rommes, AT&T rate engineer, contended that many aren't, that the video channels may be shared by common carrier fixed services, particularly point-to-point telephone service, and asked that this be done "subject to not causing interference to television."

He also recommended that "adequate provision" be made for the general mobile service, suggesting that this might share with government services in many instances.

E. H. T. Bartelink, appearing Monday afternoon for General Counsel, presented FCC's proposal but added a request for TV Channels 7 and 8 for mobile and point-to-point service where his firm operated. Chairman Walker said video can't serve every (Continued on page 76)

RCA TV Transmitters Received by Three More RCA television transmitters have been delivered to the Philadelphia Evening Bulletin, WBAL Baltimore and WTV New York. RCA reported last week, making a total of 13 postwar RCA-equipped video stations. Others are: WNWB and WMAL-TV Washington, KSD-TV St. Louis, WFTL-Philadelphia, WTMJ-TV Milwaukee, WLWT Cincinnati, WBZ-TV Boston, WBEN-TV Buffalo, KOF-TV Al- bany, and WTAE-TV Pittsburgh. Future deliveries of RCA transmitters are scheduled for more than three months, and will go to new stations in New York, Chicago, Cleveland, Minneapolis, Baltimore, Los Angeles, To- ldeo, Dallas and Detroit, RCA said.

Royal Wedding Is Big Video Event

Immediate AM Coverage Points Up Lack Of Speed in TV

LACK of trans-Atlantic video transmission facilities was never more keenly felt than last Thursday morning when the screens of American television sets were blank while for two hours the networks in a pooled broadcast brought their listeners a minute-by-minute, on-the-scene description of every phase of the wedding of Britain's Princess Elizabeth to Lt. Philip Mountbatten. Many a televiwer reported a feeling of loss that such an inherently pictorial event could not have been covered for him by television as it progressed, while crediting radio for doing its usual excellent job of verbal reporting.

American video stations, however, in cooperation with the news and picture services, made the best use of the pictorial material available. On Wednesday evening the NBC television network broadcast a film, The Princess Comes of Age, depicting the growth of Elizabeth from little girl to young womanhood, concluding with pictures of her with her future consort at the time their engagement was announced. The picture, comprising 780 feet of film and running eight minutes, was furnished to NBC by

International News Service and International News Photos as edited from their movie files, and represented one of the first INS-INF ventures into video newscast operation.

Biographical Film

Thursday evening ten video stations across the nation broadcast a 16-minute biographical film of the princess, this one prepared by British Information Service and made available for tele-showing in the United States through United Press and Acme News Telephoto, supplemented with still photographs of the wedding ceremony radioed that day from London. Film and stills were accompanied by a special script prepared by the UP television staff, which also provided a musical score for background use during the half-hour presentation.

This program, A Princess Marriage, was prepared under the supervision of Phil Newsom, FCC's radio news manager, who is also handling UP video production. It was telecast on the DuMont network of WABD New York, and WPTG Washington, and individually by WCBS-TV New York, WRGB (Continued on page 84)

Other television developments of the week in this issue:

Fight promoter sues to stop W6XAO telespectator... p. 16; Three firms announce new video models... p. 16; Navy may join by television... p. 16; Larger ads budget to aid television... p. 19; New GE video transmitters announced... p. 21; McClure tells Philadephias national conventions will give TV biggest boost in 48... p. 26; $650,000 appropriation for WJR includes video construction... p. 28; Austrian cities coming television boom to AAAA meeting... p. 31; Television Workshop expands operation... p. 38; TV and radio carry Truman address to Congress... p. 40; Table c presides TV most popular in N. Y. p. 56; DuMont stations operating cost and revenue... p. 58; 160,000 video sets in 1947... p. 79. [Also see various note departments for television personnel changes, appointments, etc.]

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CBS Estimates Audience by Radar

Results Are Instantaneous
In Revolutionary IAMS System

By RALPH TUCHMAN

MEASURING radio audiences by an application of radar, known as IAMS (Instantaneous Audience Measurement System), the possibility now before the industry as a result of an announcement by Dr. Frank Stanton, CBS president, before a luncheon gathering of talent, network and agency executives at Beverly Hills (Calif.) Hotel Nov. 18. Two similar Los Angeles groups heard about IAMS, Nov. 19-20, with a San Francisco session Nov. 21.

Explaining its performance, Dr. Stanton said "It will measure and report the audience to your broadcast instantly on a minute-to-minute basis at the very moment of listening." Emphasizing its thoroughness, he said the device will measure as many families and kinds of families as exist in a cross section under study.

How It Operates

Operationally, a high frequency audio beep signal of a few millionths of a second is transmitted in all directions from an existing standard radio station in an area. In effect, it is inserted in the standard transmission of a given station in an area under study.

Then a cross section of all radio homes in an area, already equipped with a special receiver, is set to receive the signal of a portable typewriter, will automatically signal by ultra shortwave to a central point once each minute. This report will show whether the radio is in use and that listeners are being heard. At the central point, a tape recorder will reflect the minute-by-minute listenership of sets in use plus the whole being heard. At the central point, a tape recorder will reflect the minute-by-minute listenership of sets in use plus the whole being heard.

Developed exclusively by CBS, under the direction of Dr. Peter C. Goldmark, director of engineering research and development, the project is expected to be operational in New York during summer of 1948. As rapidly as possible thereafter, it is understood similar systems will be installed in other cities where CBS-owned and operated stations exist.

A practical field demonstration of IAMS will be conducted at the first annual "CBS Listener Research Forum" scheduled for New York in spring. In announcing this Forum, Dr. Stanton said it would be concerned with three areas of research: 1. techniques for quantitative measurement of audience as the automatic recorder, coincidental telephone, etc.; 2. qualitative approaches to listener preferences; 3. a systematic exploration of the field of literary criticism, particularly as it is related to radio programs.

Realizing that there were spe-

CITICS of IAMS' operation yet to be ironed out, Dr. Stanton conceded, "It is too early . . . for me to say just how it will be set up on a regular basis." For example he cited need for FCC permission to use a single high frequency radio channel for the reporting units.

"We plan to explore the most practicable method for launching the service whether it be a joint industry project, an independent outside research service or one to be undertaken and conducted by CBS."

While no specifics of sample size were covered by Dr. Stanton, it is understood that the ratio of IAMS units to homes will resemble that of Nielsen (1 per 16,000). With the information obtained from an adequate sample, he said each family report will contain four different kinds of information: 1. when the set is in use; 2. what program is being listened to, minute-by-minute; 3. income level of the listening family; 4. location of the listening family in terms of city, town, or farm.

With sum of reports, recorded electronically and cumulatively, an available record will result showing minute-by-minute program audience size and that of competing programs, kinds of people composing audience experience as well as comparative audiences of competing programs.

Far from presenting IAMS as a cure-all measurement system, Dr. Stanton felt that the field of qualitative measurement still remains for such methods as the CBS Program Analyzer. He also advised his listeners not to discount the Nielsen Radio Index since it "will continue to supply the industry with much valuable information on basis—infor-

Combination Advantages

"Certainly a combination of IAMS and NRI will tell us almost everything we will want to know for the present at least about a program." Dr. Stanton went on to say that recognizing there is no "substitute for creative talent" since "top programs come from top program ideas," he nevertheless stressed the value of research as a tool in tightening loose elements eliminating weak ones. "Given a free flow of talent and information, the American people can be trusted to decide what they want, whether it is entertainment they are voting on or any social issue," Dr. Stanton urged upon his listeners.

In his opening remarks at the Wednesday session, Dr. Stanton advised that "the Government has continued to expand dangerously with respect to radio." He advised that a continuation of this "inching up process . . . by Government will become a regimental march."

Referring to the recent Washington hearings relative to the movie industry, he was "glad that the issue has been joined with the motion of radio, that the movies and the press are all seen clearly today to be in the same fight—the fight that must be won over and over again to keep America what it is."

AFTER REVEALING the new audience measurement technique, Dr. Stanton (l) discusses the subject with (l to r) Harry Witt, assistant general manager, CBS Western Division; Howard S. Meighan, CBS radio manager; Ed Cashman, Kudner Agency Hollywood manager; and Wayne Tiss, BBDO vice president and associate radio director of the agency.

CBS to Name Counsel for Tax Fight

Board Votes to Extend Discount Period Until Jan. 1

BMB soon will name special tax counsel to guide the tripartite organization in its fight to win reversal of Treasury Dept. ruling that the BMB is not eligible for tax exemption permitted non-profit organizations [CLOSED CIRCUIT, Nov. 17].

The BMB board at its meeting last Monday in New York authorized President Hugh Felts to make the appointment, and gave him a number of suggestions which he is now weighing. Probability is that appointment will be made early next month.

The matter is far from academic, as the Internal Revenue Bureau has levied a $20,000 delinquent tax payment on its books for 1947, and passed it on to ABC, NBC and CBS. The board also approved the formation of a network liaison committee to confer with the BMB concerning the handling of network data in future BMB studies. J. Harold Ryan, Fort Industry Co., vice president of BMB board chairman, will appoint the committee members within the next few days.

Recommendation of its Research Committee to defer a decision on the adoption of "listenable" measurements as a BMB service until the committee has concluded its examination of this measure-ment, took considerable time, was unanimously accepted by the board. Committee pointed out that if the decision is favorable, additional time will be needed to study the "listenable" and grades of "listenable."

Expressing its gratitude to Mutual "for having made available to the BMB staff and committee the information it has obtained and the services of its own experts," the committee said that it will instruct the Technical Committee "to include a study of the relationship between delivered signal and actual audience as part of the bureau's continuing experimental and developmental program". The committee's report also included the value (Continued on page 80)
Larger Ad Budgets To Aid Television
Kersta Foresees Video Growth During Next Ten Years

A NATIONAL annual average advertising expenditure during the ten-year period, 1946-1955, of $56.6 billion, about 50% more than was spent for advertising during the prosperous year of 1945, was predicted by Noran E. Kersta, director of operations for NBC, in a New York talk before the monthly meeting of the American Television Society.

"The telecasting industry," he stated, "is thus expected to grow to maturity during a decade when advertisers will have $1.2 billion more to spend each year than in 1946. It is apparent that there will be plenty of advertising dollars available for the support of the emerging television industry."

Citing a 20th Century Fund study predicting an average gross capital formation of $330 billion a year for the 1946-1960 period, Mr. Kersta reported this would be accompanied by gross national sales of some $160 billion annually, making a logical advertising total according to past relationships between sales and advertising. The increase of $1.2 billion a year should give television the chance for advertising support without cutting in on other media, he said, pointing out that the annual total of all radio advertising is somewhere between $500 million and $400 million. "We have all heard statements," Mr. Kersta concluded, "that on one can afford to pay for home television, that advertisers cannot possibly foot the bill for television broadcasting as they do in sound broadcasting, that programming costs are prohibitive, and so on. Those who have these thoughts deserve to wind up with no part of television or advertising."

MILLER HEADS MARCH OF DIMES RADIO UNIT FORMATION of the National March of Dimes Radio Committee, headed by Justin Miller, NAB president, was announced last week by Basil O'Connor, president of the National Foundation for Infantile Paralysis.

Named co-chairmen with Mr. Miller were: Charles C. Barry, vice president of ABC; Hubbell Robinson Jr., vice president of CBS in charge of programs; Ed L. Park, president of Mutual, and Ken R. Dyke, NBC vice president.

The committee will use more than 3,000 stations, including AM, FM, and television facsimile in publicizing the March of Dimes campaign to further infantile paralysis research and to aid stricken victims of the disease, according to Howard Long, president and general director of the National Foundation for Infantile Paralysis.

DISCUSSING Skelly Oil Co. program, This Farming Business, are (l to r): Louis Roen, NBC announcer; T. P. Bannion, Skelly advertising manager; Alex Dreier, NBC commentator heard on Skelly program, and H. A. Carlson, account executive of Henri, Hurst & McDonald Inc., Chicago. Mr. Bannion was in Chicago for American Petroleum Institute meeting. Program is heard on NBC midwest stations Mon.-Fri., 7-7:15 a.m. (CBS), but is carried in Chicago area on WMAQ 6:45-7 a.m. (CST).

Large-Scale Demonstration Of Fax Planned In Capital

PROPOSAL for a large-scale demonstration of facsimile broadcasting to be held in Washington next spring, probably in conjunction with the annual meeting of the American Society of Newspaper Editors in April, was discussed last week at a meeting of prospective facsimile broadcasters held at the headquarters of Radio Inventions in New York.

Group included representatives of a number of newspaper publishers and broadcasters who have written the RI experimental and development work on facsimile apparatus and programming and who have facsimile transmitters and receivers on order from General Electric Co., which is building the equipment to RI specifications.

First GE transmitter, plus a number of receivers, will be delivered to the Miami Herald (WQAM, WQAM-FM) about Dec. 1, it was reported. The paper plans to begin its facsimile broadcasts as soon after that date as it is possible to get the station on the air. The Philadelphia Inquirer (WFIL, WFIL-FM) is scheduled to get its equipment from GE early in December and hopes to get on the air by Jan. 1. After that, the New York Times (WQXR, WQXQ) and WOR New York will receive their GE transmitters and receivers and will probably begin experimental facsimile programming early in 1948.

Operations Discussion

Meeting discussed all phases of facsimile operation from the proper way to file applications with the FCC to the best way to promote facsimile stations and programs, including the installation and maintenance of equipment, how to get ice reproducers with paper, training of personnel, and the like.

The proposed demonstration probably will be presented through the cooperation of Mutual Broadcasting System Post (WINX, WINX-FM) which should be broadcasting facsimile programs by that time, it was reported. Demonstration probably will show the uses of this form of picture broadcasting in education and its military applications, as well as for entertainment, information and advertising.

Meeting was conducted by John V. L. Hogan, president of Radio Inventions and of WQXR. Attendees were: Wayne Coy, Washington Post (WINX); Tom Brooks, Hearst Radio (WBAL Baltimore); William Lodge, CBS; Bruce Barrington, St. Louis Star-Times (KKOK); Otto Arnold, New Bedford, Mass. Standard - Times (WNBH); Kenneth Cole, Akron Beacon-Journal; John M. Butler Jr., Atlanta Journal (WSB); Lee Hills, Miami Herald (WQAM); Elliott Sanger, Ivan Veit, Elliott Sanger Jr., New York Times (WQXR); Charles Singer, WOR New York; Roger W. Clipp, Charles Ginsberg, Merrill Fanitt, David Podney, Louis Littlejohn, Philadelphia Inquirer (WFIL); R. W. Bristol, Elliott Crooks, Edgar Felix, Radio Inventions.

COURT EXTENDS DATE FOR REPLIES TO WSAY U. S. SOUTHERN District Court, New York, has extended to Dec. 10 the date by which the four networks must file replies to the $12,000,000 damage suit brought against them by Gordon P. Brown, president of WSAY Rochester [Broadcasting, Nov. 17]. Original deadline was Nov. 20. Meanwhile, the Circuit Court of Appeals has agreed to hear argument during the first week in December by Mr. Brown’s attorneys who seek a reversal of the District Court decision denying WSAY an injunction restraining MBS and ABC from dropping WSAY as their Rochester affiliate. It was reliably learned last week, however, that Mr. Brown will not press for an appeal from the injunction denial.

UNESCO Unit Asks Half - Million More Subcommitte on Mass Media Recommends Increase

UNESCO’s subcommittee on mass media recommended to the full group a request for an increase of $500,000 in the 1948 budget for the mass media section, or a total of $800,000, as debate continued on the question of removing obstacles to a free flow of information.

J. B. Priestly, British delegate and author, urged approval of the report so that UNESCO could be brought alive to millions of people, press and films. This, he said, would give them hope and courage to fight present fears.

Mr. Priestly emphasized that the increased allotment should be used to obtain immediate results. "It is essential," he said, "to avoid devoting too much money or energy to surveys which may not produce results for years to come."

The U. S. definition of the free flow of information was attacked by the Czechoslovakian delegate, Adolf Hoffmeister, who described it as "misinformation." Taking issue with the definition culture, Mr. Hoffmeister said that UNESCO should not consider as art or culture American movies, baseball games or comic strips.

Serious Shortages

The commission on technical needs, which conducted a survey of 12 war-devastated countries in Europe and Asia to determine the shortages in the radio, press and film fields, made public its report. It states inquiries "have clearly shown the lack of certain means of transmission, such as teleprinters and radio telegraphic transmitting and receiving material."

The shortages were considered serious by the commission since they obstruct the flow of news and any collective and distribution of news. Greatest need was said to be in five countries — Czechoslovakia, China, Greece, Poland and Yugoslavia.

Small Market Stations Get Management Study

NINTH of a series of confidential management studies showing details of actual station operation was released last week by NAB’s Small Market Stations Division. The station is a 250-w fulltime MBS Don Lee affiliate in a Pacific Northwest city of 8,000-11,000 population and owned by the local newspaper company.

The station has been on the air 12 years, with 12 fulltime employees of which 10 double as salesmen. The study was made by Arthur C. Stringfellow, director of FM and Special Services. Head of the Small Markets Stations Division is J. Alen Brown.

November 24, 1947 • Page 19
Initial Meet Held By New HF Group

Government - Industry Unit

Confer in Washington

INITIAL organizational meeting of the Government-Industry Unit High Frequency Planning Committee was held in Washington Thursday with representatives of the NAB, the Government and private licensees in attendance.

The meeting brought together all the agencies having to do with high frequency bands and broadcasting for the purpose of drafting U. S. proposals to the Sub-Committee that was held at Geneva in March. At that time the five-nation planning committee designated by the recent Atlantic City conference, and of the frequency broadcasters desirous to sharing arrangement. In addition, the Sub-Committee of the State Dept.'s International Relations to the world. The distribution among the nations of the recent Atlantic conference will be allocated frequency bands with Frequency Conference of the Government-Industry Unit Committee and of the United States.

The American delegation will present the recommendations of its Government - Industry Committee to the Geneva Conference, scheduled to run from March 22 to May 22. The Geneva Conference will combine the American plan with that of the other four nations and attempt to produce a workable agreement.

Outline of Plan

This plan will then be distributed to the entire membership of the union following the Geneva Conference for consideration and study. Then, based upon the suggestions and criticisms from the nations, the Geneva Committee will meet again in Mexico City on Oct. 1 and attempt to revise the plan for presentation to the World High Frequency Conference which gets underway in Paris on Oct. 27.

Since it was evident at the Atlantic City Conference that the nations of the world require about 23 kHz as many channels as 2300 kHz allocated, it is felt that the American delegation will recommend some sort of frequency sharing arrangement. In addition, many stations will probably have worked out recommendations for the 2300 kc allocated by the ITU for distribution among the nations of the world. The five-nation committee consists of Mexico as chairman, India, Russia, United Kingdom and the United States.

Readjustments in Labor Act Advocated by NAB's Doherty

LEGISLATIVE revision of the Fair Labor Standards Act to make it "effective and equitable" was requested last week by Mr. Doherty, director, Employer-Employee Relations Dept., NAB, in a statement submitted to Rep. Samuel K. McConnell Jr., R-Pa., chairman of the House Education and Labor Subcommittee on Wages and Hours.

Department and Comr. E. J. Kett of FCC. Others in attendance were A. D. Willard Jr. and Bryce Rea, NAB; Frederick J. Ball and V. C. Kohlhaas, Cruze, Edmund Chest, Robert B. Hart, and Tony Krabé, CBS; W. S. Duttera, NBC; James P. Veatch, RCA; Robert Burton, John Cates, Ben Dixon, Roger Legge, and H. B. Otterman, State Dept.; J. H. Dellingner, Bureau of Standards; Victor Fite, Provisional Frequency Board; James D. Flashman, Air Forces Dept.; Paul Miles, FCC; Capt. D. E. McKay, Coast Guard; and Commander Tom Moore, USN.

Representatives of General Electric, Westinghouse, Associated Broadcasters, and World Wide Broadcasting Foundation were not present but are expected to attend subsequent meetings scheduled every Tuesday.

Pointing out that during the 1938-1947 period when the Fair Labor Standards Act was in effect the average annual earnings of full-time radio employees was 70% above the level of average earnings for all employees in private industry, Mr. Doherty said that the radio industry therefore has fundamental opposition to the principle of fair minimum wages. However, he said, the character and application of the overtime provisions are a matter of "serious concern."

Overtime Provision

Conceding that overtime provisions had achieved an excellent wage record, Mr. Doherty said that their application "has unfairly penalized and harassed the broadcast industry." And, he added, "unless the Congress of the United States corrects the inequities and weaknesses of these overtime provisions, a contingent liability will continue to be created throughout the radio industry, as well as in most other fields of business, through lack of faith of one or half times the regular hourly rate of 0.5."

(2) Payments made to employees in the form of profit-sharing and bonus distributions should not be included in the calculation of "average hourly earnings" upon which premium overtime is paid. (3) Extraordinary wage payments, commissions for "extra curricular" work and special fees for other than normal work assignments should be omitted from the calculation of "average hourly earnings" which are used as the basis for overtime premium wages where such fees, commissions, incentive bonuses, etc.—as determined on an hourly basis in relation to the time spent earning them—are equal to, or exceed one and one-half times the regular hourly rate of 0.5.

Pyramiding of overtime wage payments should be prohibited.

(5) The prescribed exemptions for bona fide executives, administrators, professional employees and outside salesmen should be retained but with certain additional clarification. These were listed as: (Continued on page 81)
Take it off, we know you!

A mask is a safety factor in electric welding. Safety engineers swear by it. And whenever welding is done, you'll see signs around for the unwary, reading "Don't Look At The Flash!"

A mask is fine on a welding job, but there's no need for one in radio time buying.

All you have to do is take a wide-open look at the facts in the glowing light of what goes on. It isn't a bit dangerous ... and sometimes it's most enlightening.

Take radio in Baltimore. If you stare right straight at the naked facts, you'll discover that it's the independent station that's the buy in this big 5-station town.

It's W-I-T-H that delivers more listeners-per-dollar-spent than any other station in this 6th largest city.

The smart time buyers don't use blinders ... they know what goes on in Baltimore. That's why W-I-T-H heads so many lists!

WITH
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, President  •  Headley-Reed, National Representatives
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

PHILCO YIELDS; DROPS "SELL 'N WIN" DRIVE

PHILCO CORP., yielding to pressure from business and government, has abandoned its "Sell 'N Win" campaign to promote radio receiver sales after complaint by the FTC that the drive involved a lottery, deceived the public and disparaged competitive products [Broadcasting, Nov. 17].

Early indications were that Philco would fight the case to the end, but the company's sudden decision to bow to the FTC makes it one of the most quickly concluded big cases to come before that body.

In a statement explaining its position, Philco still took the stand that there was nothing wrong with the campaign. It also announced that prizes earned in the contest up to the time of the discontinuance would be awarded. James H. Carmine, vice president in charge of merchandising, who made the statement, said:

"While Philco believes that it was acting in line with general sales practices in offering the incentive of the 'Sell 'N Win' campaign to all its cooperating dealers and their salesmen, the company, in order to avoid protracted litigation and controversy, has agreed with the FTC to discontinue this special sales program."

Taylor Nobel Speaker

DAVIDSON TAYLOR, CBS vice president, will address the seventh American Nobel Anniversary Dinner, to be held Dec. 10 at New York's Hotel Astor. Other speakers will be George V. Denny Jr., founder and moderator of America's Town Meeting of the Air; Trygve Lie, Secretary General of the United Nations; Jan Masaryk, Chairman, Czechoslovak delegation to UN; Herbert H. Lehman, former Governor of New York; Rufus M. Jones, Honorary Chairman, American Friends Service Committee; Wilhelm von Morgenstierne, Norwegian Ambassador; Lennart Nylander, Swedish Consul General; Dore Schary, Vice President, RKO Pictures; and Nobel Prize Winners Emily Greene Balch and Dr. James B. Sumner.

New GE Transmitters

TRANSMITTER Division of General Electric Co.'s Electronics Dept. at Electronics Park, Syracuse, has announced development of GE television transmitters Type TT-6-A and TT-6-B with a 5 kw visual transmitter and a 2½ kw aural transmitter for operation on television channels 1 through 13. Early shipment of the first low band transmitter is scheduled for WRGB, GE's video station in Syracuse. WGN Chicago is to receive the first high band transmitter.
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.
RESEARCH in telephony has given birth to many of the important advances in the transmission, amplification and reproduction of sound. Out of the telephone transmitter came the first successful commercial microphone in 1920... out of the receiver came the loudspeaker in 1919... out of the vacuum tube repeater—developed for telephony in 1913—the modern science of electronics.

It is only natural that Bell Laboratories scientists and Western Electric engineers, working as a team to improve telephony, have pioneered in the design and manufacture of equipment in all of these fields which have sprung from the telephone.

Whether you are interested in radio broadcasting, mobile radio, sound motion pictures, sound systems, radar, hearing aids or radio telephony, you'll find it wise to look to equipment designed and manufactured to fill your needs by the Bell Telephone Laboratories-Western Electric team.

— QUALITY COUNTS —
can lead in all these fields

- **Broadcasting**
  - AM, FM

- **Sound Systems**
  - Public Address, Music Distribution, Wired Music

- **Sound Pictures**

- **Hearing Aids**

- **Radio Telephony**
  - Overseas, Ship-to-Shore, Point-to-Point

- **Mobile Radio**
  - Police, Marine, Aviation, Railroad, Urban and Highway Service

- **Radar**

---

**Bell Telephone Laboratories**

World's largest organization devoted exclusively to research and development in all phases of electrical communications.

**Western Electric**

Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.
Announce Winners Of '48 IRE Awards

Medal of Honor Goes to Horle, Chief RMA Engineer

BOARD of directors of The Institute of Radio Engineers has announced winners of its 1948 awards, to be presented at the IRE national convention in New York next year.

L. C. F. Horle, 1940 president of the Institute and now chief engineer of the Radio Manufacturers Assn., in charge of the RMA Data Bureau, will be awarded the IRE Medal of Honor. The board cited "Mr. Horle's distinguished service rendered through substantial and important advancement in the science and art of radio communication."

W. H. Huggins is winner of the Browder J. Thompson Memorial Prize for his paper on "Broadband Noncontacting Short Circuits for Coaxial Lines," which appeared in the last three issues of Proceedings. The prize was established in memory of Browder J. Thompson, a director of the Institute, who was killed in action during the recent war while on a special mission for the Secretary of War. Mr. Huggins is a radio engineer with the Army Air Forces at the Cambridge Field Station of Watson Laboratories.

The third award, the Morris Liebmann Memorial Prize, will go to S. W. Seeley, who is director of the RCA Industry Service Laboratories in New York City. The prize also commemorates the memory of a Fellow of the Institute, Col. Morris N. Liebmann, killed in action during World War I. Mr. Seeley was chosen for "his development of ingenious circuits related to frequency modulation."

Self-Made Hooper

THE FAMILIAR "Hooper" telephone survey has been adapted by Those Websters (MBS, Sunday, 8 p.m. CST) with great success, according to the program's agency, Ruthrauff & Ryan, Chicago. For several weeks now the program has opened with a telephone call and interview which goes like this:

Q: Are you listening to your radio now?
A: Why, yes.
Q: To what program are you listening?
A: To Those Websters!
Q: And who is the sponsor?
A: Why, Quaker Oats, of course!

Idea is that of Warren Johnson of R&R's media department and Roz Metzger, R&R radio director. Both claims increased sponsor identification.

Says Party Conventions Will Give TV Big Boost

BIGGEST BOOST television has had was the recent World Series and the next biggest boost will be the two 1948 political conventions in Philadelphia, according to Don McClure, director of television for N. W. Ayer and president of the American Television Society, who spoke before the Television Assn. of Philadelphia Thursday evening.

He urged the Philadelphia Assn. to organize itself and grow in order to do all it could to help in the television opportunity which the Philadelphia political conventions afford. Joseph G. Csida, editor-in-chief of Billboard, spoke on the televising of special events. Roland Tooke assistant general manager of Philco's television station, WPTZ Philadelphia, was in charge of the program. Kenneth Stowman, television director of WPIL-TV Philadelphia and president of the Association, presided.

FORMAL dedication of WLAW-FM Lawrence, Mass., Nov. 10 was the occasion for this gathering. L to r.: Chief Announcer Fredrick Laffey; James T. Mahoney, program director; Irving E. Rogers, president and treasurer of the Hildreth & Rogers Co., owner and operator of WLAW and WLAW-FM; and General Manager Harold B. Morrill. WLAW-FM operates on 93.7 mc, Channel 299, from 3 to 9 p.m. daily. Transmitter is located in Burlington, Mass. Station eventually will attain a power of 17,000 w. [BROADCASTING, Nov. 17].

Page 26 • November 24, 1947
What a combination for a thorough selling job! WMT, Eastern Iowa’s No. 1 station with those exclusive good, good CBS programs and well over a million* listeners with a dependable, spendable income.

It DOESN’T pay to be “ignorant” about this great market and the terrific selling job we are doing in an area where industrial plants are going up as fast as our farm crops. Time buyers have a real chance to “look good” when they recommend WMT. Get all the facts and get on WMT. Contact your Katz Agency man at once.

*to be exact—1,131,782 within our 2.5 MV line.
Papland; Robert Hoy, MAINE
ertson, Westinghouse Electric
fred Swope, ham, WHAS Louisville
dent; organized Committee
In
within California
dustry
will
work closely
Plan
national chairman.
Federal
munster told how the
selling point—a car radio—
boomeranged on him.

Prominent Industry Men
In Aid to Europe Group

MAINE BROADCASTERS
ADOPT CONSTITUTION

BROADCASTERS of the State of
Maine, an organization formed last
month, have adopted a constitution,
following a preliminary draft by
Frank Hoy of WLAM Lewiston.

The meeting was held at the
Wesleyan Inn, Lewiston.

At the meeting it was
agreed that the organization
should be called the
Maine Broadcasting Association.

The association plans to
sponsor a weekly broadcast
on the subject of
broadcasting in Maine.

The association will
seek to promote the
interest of
broadcasters in the State.

The association will
also seek to
represent the
interests of
broadcasters in the
State legislature.

MAINE BROADCASTERS and guests include (standing 1 to r): Francis M. Simpson, WABI Bangor; Fred M. Simpson, WABI Bangor; Frank Hoy, WLAM Lewiston; Colleton E. Gateell, WGAM Portland; Lawrence Sloan, WJOR Bangor; Elder H. Chute Jr., WLAM; William H. Rines, WCSS Portland; Robert I. Payne, WFAU Augusta; John C. Libby, WCOU Lewiston; Faust Couture, Twin City Broadcasting Co.; Kenneth Hylar, RCA; Edward E. Guernsey, WBZ Bangor; Harry A. Nelson, WJON Minneapolis; Calvin J. Smith, general manager of KQW San Francisco, secretary-treasurer. They were elected in Hollywood Nov. 14 at meeting of interim board of directors.

Mr. Smith

WMLO Says AFM Used Coercion; Files
Complaint With NLRB Under Taft Act

THE AMERICAN Federation of
Musicians, Local 8, of Milwaukee,
found itself charged with coercion
under provisions of the Taft-Hartley
Act in a complaint filed Nov. 18 before the Chicago regional
office of the National Labor Relations Board by WMLO Milwaukee.

This action followed a suit for
garnishment filed Nov. 15 in Wiscon-
sin Circuit Court against WMLO for
$6,000, representing salaries up to April 1948 for four
AFM musicians whom WMLO had
dismissed on the grounds they were
not needed. At the same time the

AFM obtained garnishment writs
against all of WMLO's local
advertisers and called on them to
observe the union's "unfair" edict
against the station. The union also
"pulled the plug" on WMLO re-
mones originating in the Hotel
Shroeder cocktail lounge and with-
drew its musicians from the Peter
Oehl's Show.

In a statement outlining the
station's decision to appeal to the
NLRB, Jerry Sill, WMLO general manager,

"We have no need for the musi-
cians in question. This situation
involves no disagreement about
wages, hours, working conditions
or employment of union musicians.
It is simply a case of the Petrisillo
union attempting to force us
to use musicians for whom we have
no need.

Claim Union

"We have never employed non-
union engineers or musicians. The
union's latest move is an attempt
to embarrass us in the eyes of our
advertisers (by garnishment pro-
ceedings) to a point that would
force us to cavort at what we
consider practices detrimental to
the cause of honest trade union-
ism.

"We have been advised that the
union's unreasonable decrees vi-
late two federal statutes: The Lea
Act and the Taft-Hartley Act. On
the basis of this we are proceeding
to have the NLRB determine
whether or not the AFM has been
guilty of unfair labor practices.

"We believe this action on our
part is not only in the interest of
employer-employee relations, but
also essential to the industry of
which we are a member."

Lee Freeman, of the law firm
of Rooks & Freeman, employed by
WMLO to take up the case before
the NLRB, said the Taft-
Hartley Act provisions against a

secondary boycott had been "clearly
violated" by the union's action in
obtaining garnishment proceed-
ings against WMLO's advertisers.

"We are calling on the NLRB
for a decision on the possible vi-
olation of the Taft-Hartley Act be-
cause under this law it permits
private individuals to act against
another party because of his
adherence to the Taft-Hartley Act
such action must come from the
Attorney General's office."

Bond Covering Salaries

The law firm said a bond of
$6,000, covering the amount of
salaries that would have been paid
the four musicians up to April
1948, had been posted to release
advertising payments and salary obliga-
tions the union's action involved.

Under terms of the contract be-
 tween AFM musicians and WMLO
Station's, the union had promised to
pay $1,500 per week to the four
musicians, or $231.00 a week.

They did not work in any other
capacity, such as librarians or
record-turners, and played only
one quarter-hour show a day, Mr.
Sill said.

WJR SETS $650,000 SUM FOR AM, TV, FM

THE WJR Detroit board of
directors has appropriated $650,000
for television, FM installations and
station remodeling, according to
Harry Wiemer, assistant to WJR
President G. A. Richards.

Breakdown of the appropriations
calls for $300,000 for television
equipment and installation; $250,-
000 for remodeling and expansion
costs of the WJR station; and
$100,000 for FM equipment
and installation.

Installation of FM equipment
is now two-thirds complete. Remod-
eling of the AM station is expected
to be completed by Dec. 10.
In 1608 from Jamestown, Virginia, Captain John Smith "himself carried about thirty
(of the colonists) about five miles down the river (James) to learn to cut down trees." Today Virginia's
bountiful forests, covering 58% of the
State's total area, provide basic raw materials for the manufacture of fine papers for
writing, blotting, and printing and Kraft paper for packaging. Thereby making a most important
contribution to the progress and prosperity of Virginia's ever-increasing industrial empire....
an empire well served by Virginia's only 50,000 watt radio station.
POPULATION DENSITY GREATER THAN INDIA'S

--AND WITH A $ BILLION DOLLAR BUYING INCOME!

Yessir, that's Texas Twin-Cities' CONCENTRATED market that WRR, Dallas, and KFJZ, Ft. Worth, cover so effectively with your radio dollar. Simultaneous or separate schedules for ONE price on ONE billing.

WRR - KFJZ AREA
(100 Mile Radii)

*Population . . . 1,898,300
*Buying Income . $1,890,148,000.00
Bank Deposits . $1,904,769,000.00
*Retail Sales . . . $1,239,913,000.00
*Wholesale Sales $1,662,055,000.00
Auto Regis. . . 498,255
†Radio Families . 410,033

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

NATIONAL REPRESENTATIVE
WEED & COMPANY
NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD
AID FOR FRIENDSHIP TRAIN
Stations Across Country Go All-Out in Promoting
And Covering Food-for-Europe Project-

RADIO STATIONS from coast to coast assisted in making the Friendship Train food-for-Europe project a huge success. In addition to promotional efforts for the project, which netted upwards of 300 freight cars of food, stations gave complete news coverage as the various Friendship Train sections moved from West Coast eastward to New York.

Following are examples of what individual stations did:

All five outlets of the McClatchy Broadcasting Co. in California and Nevada aired special half-hour programs as the train headed eastward. In Sacramento KFKB fed its broadcast over a coast-to-coast ABC network Nov. 9. Shortwave equipment was installed in a radio-press car aboard the nine-car train and for 15 minutes before train's arrival in Bakersfield, Fresno, Stockton and Reno KERN KMJ KGW and KOH presented descriptions of the train. Then, for another 15 minutes each of the stations described its area's contributions of food after the train's arrival.

In the Southwest KHTH Houston reported that it turned over 19 hours of daily operation to cooperate with the Houston Lions Club from now (Armistice Day) until next Monday when the Houston Friendship Train leaves for New York. The station management said KHTH arranged to have cans of food left at its new Radio Theatre and also at a huge bin in downtown Houston.

KFAQ Omaha organized a food-saving contest under the direction of its special events interviewer, Ruth Daly Neuhaus, who boarded the Friendship Train at Fremont, Neb., and while on route from Fremont to Omaha transcribed a 15-minute interview featuring Drew Pearson, originator of the Friendship Train idea, Mayor Charles Leeman of Omaha and other notables.

KMA Shenandoah, Iowa, one of the stations which was instrumental in promoting the train's success at all of its Iowa stop points, dispatched its farm service director, Merrill Langlitt, and its program manager, Glenn Harris, to formally present to Drew Pearson the $900 contributions sent in by KMA listeners. Presentation was aired by KMA.

In eastern Iowa WMT Cedar Rapids reported that its "price-of-one-meal" campaign had brought in its listeners cash gifts in excess of $30,000. The money was spent on oatmeal from the mills of Quaker Oats and the National Oats Co. in Cedar Rapids which processed and packed the oatmeal. When the Friendship Train reached Cedar Rapids on Nov. 13, the WMT management reported, seven carloads of oatmeal were waiting on a siding to join it. WMT said its one-week drive for funds involved the airtime of more than 300 station-break appeals.

At Fort Wayne, Ind., where residents donated cans of milk which were put aboard the train when it stopped there Nov. 15, WGL aired a half-hour dramatic program as a tribute to the contributors. Titled One Great Heart, the program told the story of the late Jane Addams of Chicago's Hull House and her efforts to bring about world peace. WGL staffers and members of the Fort Wayne Civic Theatre made up the cast.

In Pittsburgh WWSW made a 15-minute recording of the Friendship Train ceremonies Nov. 15 at the Pennsylvania Railroad's East Liberty yards. The transcription, shortwave via WRUL Boston to France and Italy, featured addresses by Pittsburgh's mayor, David L. Lawrence, and Drew Pearson.

KXEL-FM Starts

KXEL-FM Waterloo, Iowa, took the air Nov. 16 and is operating on a daily schedule of 11:30 a.m.-10 p.m. on 1450 ke. (Story, page 289) Joe DuMont, president of Josh Higgins Broadcasting Co., licensee of KXEL-FM and KXEL, announces. The interim operation is on 14 kw, but DuMont has been granted a construction permit for radiation of 50 kw, Mr. DuMont reports. Studios and the interim transmitter are located in Waterloo.

BREAKING GROUND for transmitter building of International Ladies' Garment Workers' new FM station, KVUN, on Mt. Wilson, near Los Angeles, is David Dubinsky, union's president. Mr. Dubinsky said station will represent an investment of $100,000. Watching the union leader as he wielded the shovel was Morris Novik, radio consultant for the ILGWU.

New Texas Station Set
For Early December Debut

KCTI Gonzales, Tex., new 250-watt full-time station on 1450 ke, expects to take the air early in December, according to Lawrence M. Walshak and Frank Wilson, Jr., partners in Gonzales Broadcasting Co. owners and operators. Mr. Walshak will be station manager and Mr. Wilson chief engineer.

Other personnel are Rosemary Hermann, program director; Don Marshall, Jimmie Traber, Jimmy Wilson, and Nixon Shuler, announcers; and Frank Sembera, engineer.

Studios and offices are located in a remodeled basement of Rather-Randle Bldg. Transmitter building and antenna are 1½ miles east of Gonzales on Highway 281.

Station uses AP news service and Capitol Transcription Service. Equipment was supplied by RCA.

KRUS Ruston, La., Goes On Air as MBS Affiliate

KRUS, new 250-watt full-time Mutual affiliate on 1400 ke at Ruston, La., used small aerial to herald its official launching Nov. 8. Programs featuring county seat towns in the area highlighted KRUS' schedule for the next two days.

The licensee, Ruston Broadcasting Co., is owned by Clarence E. Faulk Jr., who is also owner and publisher of the Ruston Daily Leader. Joel M. Hirsch is station manager, Allen Hundley program director and Henry Shean chief engineer.

KRUS is housed in the Radio Bldg. in Ruston. The studio facilities include 14 rooms, all of them using a different color combination, Mr. Faulk reports.

AMERICAN HERITAGE Foundation's Chicago Radio Committee representatives discuss with sponsor and agency men a plan to stress Americanism theme among young Americans through use of radio heroes. L to r: Henry Selinger, script writer of Terry and the Pirates; Philip M. White, account executive, Needham, Louis and Brody Inc.; James Jewell, writer-producer of Jack Armstrong; Richard Compton, advertising manager, Quaker Puffed Grains division of Quaker Oats Co., and Louis Tilden, vice president of Sherman & Marquette Inc. Meeting was held Nov. 7 in Chicago. E. R. Boruff, ABC Central Division vice president, heads Chicago Radio Committee.

BROADCASTING • Telecasting

THE DIGEST OF RALEIGH DAILY RECORD

NEW LOW-PRICED AM table radio receiver has been added to General Electric's line. Known as Model 112, receiver is five-tube AD-6X superheterodyne with built-in antenna loop and permanent magnet loudspeaker. List price $24.95.

NATIONAL TUBERCULOSIS Assn. has released its home and hospital transcriptions to use by its 3000 affiliated state and local organizations. Available annually are Christmas Seal Radio, Nov. 24 to Christmas Eve, and a Christmas sale program for broadcast desirably Dec. 26, approx. 15 minutes, with a Christmas music audience. Assume the love of all for the Xmas news from disc jockeys.

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It's impossible

You can't cover California's Bonanza Beeline without on-the-spot radio

The spare-less motorist pictured above suffers from inadequate coverage. And so do advertisers who try to cover the Bonanza Beeline—California's rich central valleys plus nearby Reno—with outside radio. Because the Beeline is surrounded by mountains that interfere with outside radio signals.

How good is this mountain-ringed market? Beeline people annually spend more on retail purchases than all San Franciscans and all Seattleites combined.

So remember that the only effective way to radio-sell prosperous Beeliners is with on-the-spot radio. Use the five BEELINE stations. Each is located right in a major Beeline city...each is the oldest in its area. KMJ Fresno, for example, was established in 1922. And BMB reports the KMJ home-county audience as 90% daytime, 97% at night.

McCLATCHY BROADCASTING COMPANY

KFBK Sacramento (ABC) 10,000 watts 1530 kc.
KOH Reno (NBC) 1000 watts 630 kc.
KERN Bakersfield (CBS) 1000 watts 1410 kc.
KWG Stockton (ABC) 250 watts 1230 kc.
KMJ Fresno (NBC) 5000 watts 580 kc.
**Rating ‘Hysteria’ Assailed by Weir**

Austrian Also Tells 4-A Meet Of His Outlook in Television

RESEARCH hysteria in radio as well as in other media has led to the growth of a “Frankenstein monster” which threatens to destroy the industry which created it, according to Walter Weir, president of Walter Weir Inc., New York, who spoke last week at the Eastern Annual Meeting of the American Assn. of Advertising Agencies, at the Waldorf-Astoria Hotel, New York.

Program ratings, through the “slavish obeisance” of broadcasters and advertisers, have become ends rather than means to ends in the industry, Mr. Weir declared. As a cure he proposed a return to “creative copywriting” planned to result in sales rather than merely impressive audience statistics.

In the radio production session—which alone of the day’s seminars was closed to non-4-A members and the press—the prediction that “... by the end of 1948, in the first 50 cities by sales rank in the U. S., there will be not a single television channel available” if the present rate of video expansion continues, was made by Ralph B. Austrian, vice president in charge of television of Foote, Cone & Belding. Mr. Austrian’s remarks were read by Roger Pryor, a video executive of the agency.

Video Boom Results

Mr. Austrian further predicted that the boom in television in the New York area will cause a corresponding drop in radio listening there by the end of 1948. This may be accompanied by lowered program ratings and possibly decreased radio time rates, he said.

He estimated that in the New York area alone there will be 400,000 video sets in use with a combined audience of 2,400,000 by the end of next year.

The importance of showmanship in television commercials was emphasized by William E. Forbes, manager of Young & Rubicam’s television department, who was an other 4-A speaker. “The straight commercial became passe in a hurry—for good reason,” he declared. The position of the AAAA committee on radio and television policies that the adoption of a code or standards of practice by the NAB would be “in the interests of improving radio as an advertising medium” was restated by the committee’s chairman, Louis N. Brockway, Young & Rubicam executive vice president.

Leonard T. Bush, Compton Advertising vice president, touched on the significance to agencies and advertisers of the AFM’s announced ban on recording after Dec. 31. The radio production session was under the chairmanship of L. T. (Ted) Steele, Benton & Bowles vice president and radio director.

**Whitehall Cleared**

A COMPLAINT charging Whitehall Pharmacal Inc., Jersey City, with misrepresentation in the sale of “Asperatine,” a medicinal preparation, was dismissed without prejudice last week by the Federal Trade Commission. The order says that the corporation has discontinued business on the product.

**NRDGA to Promote Contest Winners**

Decision Will Be Announced At Jan. 12 Convention

NATIONWIDE promotion will be given by National Retail Dry Goods Assn. to winners of awards in the NRDGA’s second Annual Radio Program Contest. Entries for the contest will close Dec. 1, according to Howard P. Abrahams, NRDGA Sales Promotion Division manager.

Despite the fact that a large number of entries will face the judges, NRDGA plans to name the winners of names in time for the radio session at its annual convention Jan. 12-16 at the Hotel Pennsylvania, New York.

Three of the convention meetings will be of interest to broadcasters. They include a morning sales promotion session Jan. 14 with the theme, “Major Store Problems in 1948 and What Sales Promotion Can Do to Solve Them”; newspaper-radio sales promotion meeting that afternoon; major appliance and radio session on the morning of Jan. 15.

Submit Disc

Stores entering the contest are to send one transcription of a regularly scheduled broadcast program, with at least two copies of the script for the same day’s program. Each should, be classified according to audience it is primarily beamed to: children, teenagers, farmers, homemakers, oldster, parents, general family, and miscellaneous audiences. Basic objectives of programs should be listed.

Judges will give awards to programs which best achieve the store’s particular objectives and reflect its individuality and personality in its own trading community.

Lee Hart, NAB Assistant Director of Broadcast Advertising, urged stations to aid retailers in evaluating effectiveness of programs in attaining objectives. Stations were advised that if the second annual contest is successful, it should automatically become a permanent event—a million-dollar promotion for radio.”

**Airline Distance Table Seen as Engineers’ Aid**

PUBLICATION of an extensive table of airline distances between U. S. cities was completed last week. The table was put out by the Coast and Geodetic Survey, Dept. of Commerce.

Although it is primarily to meet requirements of air navigation, the data is said to be useful for persons interested in problems relating to radio engineering.

Titled “Airline Distance Between Cities of the U. S.,” and referred to as U. S. Coast and Geodetic Survey Special Publication No. 238, the table can be bought for $1.75 from the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

**Showmanship**

- in Programming
- in Merchandising
- in Promotion

That’s what keeps listeners tuned in—
and keeps KDLY advertisers happy!

National Representative
JOHN BLAIR & CO.

Broadcasting • Telecasting

**WRRF-WRRZ**

5000 WATTS, 720 KC 1000 WATTS, 880 KC
WASHINGTON, N. C. CLEVELAND, N. C.

To sell the 922,355 folks living in the rich 31-county area of Eastern North Carolina’s fertile agricultural belt, you have to reach them with regional for sale stations. These counties are the primary daytime listening area of WRRF, Washington, N. C., and WRRZ, Cleveland, N. C. There are 135,510 radio families in this “as good as gold” market and their favorite stations are WRRF and WRRZ. In addition to the listeners in the primary area, there is a large “bonus” audience in the secondary area.

WRRF, known as “Gentle” and WRRZ, nicknamed “Speedy”, sell this prosperous market where last year’s bright leaf tobacco crop alone sold for $245,458,000. They sell it with outstanding local radio features, news and programming and thorough merchandising to back up your sales program in this wealthy region.

For speedy results in the “as good as gold” market of Eastern North Carolina, use WRRF and WRRZ. For further details write the Tar Heel Broadcasting System, or see your Forjoe & Co. representative.

**TAR HEEL**

BROADCASTING SYSTEM, INC.

Washington, North Carolina

National Radio Representatives

FORJEO & CO.

New York • Chicago • Los Angeles

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IN A BUSY final session, the members of the National Assn. of Radio News Directors passed resolutions supporting the "Voice of America" program, spoke out for "equal access to news sources" for radio news men, and re-elected A. Raymer for another term. The association completed its second annual convention in Washington Nov. 18.

It was a busy week for the members of the Association, who visited President Truman and Sen. Robert Taft; and heard Sen. Bourke Hickenlooper of Iowa, who addressed them at the convention banquet. These special events were side-liners to the main purpose of the meeting, which was to swap ideas and information, and listen to expert radio news men participating in a series of roundtable discussions.

A stronglyworded resolution supporting the basic right of radio to editorialize was withdrawn from the floor in the closing hours of the three-day NARND convention. [Broadcasting, Nov. 17]. The expected opinion on the Mayflower decision was witheld by general consent, on the grounds that this ruling was a matter of concern to radio management only. It was learned, however, that if the association were called upon to testify before the FCC on the Mayflower decision, its officers would support management in its battle for editorial rights.

The resolution that was withdrawn, although definite in its support of a change in FCC rulings, was equally insistent upon equal safeguards against the abuse of editorial privilege. Members felt that expressions of editorial opinion should be "clearly identified as such" that competent news personnel should handle broadcasts of this kind, and that editorializing should be limited to certain specific times.

Executive Secretary Ed Wallace of WGR Cleveland took the floor late in the convention to discuss the recent charges by an AP managing editor in Detroit that radio was a "parasite" on regular news gathering agencies. Mr. Wallace said this was an "ill-considered statement." The membership felt that the charge should not be dignified by an answer, and no action was taken by the convention.

The "Voice of America" broadcasts were endorsed by NARND unanimously. A resolution urging more funds for the overseas broadcasts was passed with little more than routine discussion. The resolution follows:

"This association favors any congressional action that would increase dissemination of information abroad about America, its government, institutions and customs. We favor the appropriation of additional funds for the Voice of America or a similar program."

Difficulties encountered by the newsmen in the use of wire recording equipment were brought to light in the business meeting, when a strong resolution was passed demanding "equal access to news sources for radio news men and their equipment." It was obvious from the discussion preceding it that adoption of the resolution that radio newsmen had met severe obstacles in attempts to use their newest tool, the wire recorder. The famous Henry Wallace recording microphone, cited as an outstanding example of the kind of discrimination radio newsmen suffered in the attempt to use wire recorders.

The following resolution was passed:

"Radio news reporters are entitled to equal access to news sources and shall be recognized as having the same privileges, legal and otherwise, as representatives of other news media. Radio equipment necessary to broadcasting shall be given equal consideration to equipment used in reporting by other news media, and in the public interest we condemn the action of any person in violation thereof."

Identification asked

NARND also passed a resolution asking proper identification on the air for all persons reading news broadcasts. The resolution was aimed at the labeling of news announcers as "commentators," "analysts," "editors" or "correspondents" when the announcer had no part in the gathering of the news, or preparing it for broadcast.

Dave Banks, news director of WTJS Jackson, Tenn., took the floor during the final session to ask for a resolution criticizing the wire services for bias in news reporting, as being detrimental to radio's reputation for impartiality. Mr. Banks declared that many small stations were dependent upon wire services for news and that the bias was repeated many times over in news broadcasts by unsuspecting announcers.

No action was taken on this suggestion.

Standards of radio news editing, written at the mid-year meeting of the NARND Board of Directors, were formally adopted, without change, by the membership. Sen. Gammell, WTHT Hartford, presented them to the convention. As adopted, the standards are these:

1. The basic function of radio news presentation is to carry the public the news, and therefore, the news director's first responsibility is to present the facts accurately and objectively.

2. The news director should be responsible (within the station organization) for the standards of news presentation as previously recommended by NARND and the NAB.

3. The news director should be consulted in all station programming pertaining to news and special events for the purpose of getting a good balance of news programs.

4. Only the news director should have the authority to accept or reject news.

5. Adequate coverage of his own area is the primary obligation of every news director.

6. The minimum essential for every station—one trained newsmen.

7. Commercials should be separated definitively from the news content and NARND recommends that a different voice be used.

8. Selection and presentation of news should be unbiased, accurate, factual, impartial and in good taste.

During their stay in Washington, the new directors called at the White House to see the President [Broadcasting, Nov. 17], and had a 40-minute press conference with Senator Taft. Senator Hickenlooper, principal speaker at the convention banquet in Washington's Mayflower Hotel, told the radio newsmen of his recent trip to Europe for the subcommittee investigating the effectiveness of the "Voice of America" program. The Senator said, "I am convinced that our own best interests demand that we enlarge our program of information to the world . . . such enlargement must be within reason and must be confined to factual information about the United States, and about the implements and institutions of free government."

Two and a half days of the convention were devoted to panel discussions of various problems affecting radio news operations. The sessions were opened with discussions (Continued on page 34)
Our 25 years have given us magic!

If you want to see some real stunts in the way of advertising results, ask for a performance by WDAY.

What with 25 years of practice, we know what it takes. Big talk? Well, according to surveys, WDAY is the 6 to 1 favorite in the Red River Valley—and when any station gets listener preference like that, the advertising results become just automatic.

Let us prove it—or ask Free & Peters.

FARGO, N. D. NBC 970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives
Voice Endorsed

(Continued from page 32)
of the use of wire recorders in radio news coverage, and con-}

cluded through a variety of topics including "Cultivation of Radio}

News Sources," "Newroom Time Savers," "Libel and Other Legal}

Problems of Radio," "Weather News; Its Treatment and Intell-

igent Dissemination," and "Audience Absorption of News."

Last order of business on the convention agenda was the election

of four board members, and the appointment by the board of the

officers for the coming year. The five officials of NARND were

return to office by unanimous decision of the board. John Hoagan

of WCSI Portland, leader in the organization of the association,

will serve through 1948 as president. Other officers are: Sig Mickelson,

WCCO Minneapolis, first vice-

president; Jack Shelley, WHO Des

Moinse, second vice-president; John

Murphy, WCKY Cincinnati, treas-

urer, and Ed Wallace, WGAR

Cleveland, executive - secretary.

Continuing board members are:

Bob Mahoney, KWH Shreveport;

Jack Kreuger, WTMJ Milwaukee;

Soren Munkhof, WOW Omaha, and

Tom Eaton, WTIC Hartford.

The new board of directors met

after the convention, and made

plans for an extensive membership

drive. The board also set up a

News Operations Committee, to

aid members in solving the prob-

lems of radio news operations, es-

pecially in smaller stations where

there is a one- or two-man news

department.

A report of the Awards Com-

mittee of the association urging

that awards be given for the best

spot radio coverage of news events

was approved, and the board was

asked to give the matter further

study. Meanwhile, the association

voted to give a series of continu-

ing awards for excellence in news

coverage, throughout the year,

whenever a particular broadcast

merits special notice.

No site was selected for the 1948

convention, but strong feeling for

western location was expressed.

Denver was mentioned as a likely

possibility.

The following persons attended

the Washington sessions:

Gene Abrams, WLOW Norfolk; Rob-

ert Badger, WEDO McKeesport, Pa.;

John Baker, WLS Chicago; Dave Banks,

WEJ Jackson, Tenn.; Bruce Farring-

ton, KXOK St. Louis; Victor Best,

WTCH Portland, Mo.; Jim Bonneman,

WMT Cedar Rapids, Ia.; Don Brice,

WKBN Youngstown; George Calson,

WRTV Rochester, N. Y.; F. D. Carrier

Jr., WJS Winston-Salem, N. C.; Ben

Claudie, WHMA Akron, Ohio; John

Clayre, WHAV Havert, Mass.; Dale

Clarke, WAGA Atlanta, Ga.; Ron Cohx-

ton, WCOP Boston; Forrest Cooke,

WHBF Rock Island, III.; John N. Cooper,

INS, N. Y.; Charles R. Day, WIGA

Cleveland; Lockwood Dury, WCON

Atlanta; Jack Dunn, WDAY Fargo, N.

D.; Bob Eastman, KOMA Oklahoma

City; Joe Eaton, WLBZ Bangor, Me.;

Tom Eaton, WTIC Hartford; Howard

Esbridge, WCBM Nashville, Tenn.; Dick

Faler, WTAD Quincy, Ill.; Wendell E.

Pogue, WCWC Washington, D. C.; Seren

Gammell, WHFT Hartford; Bob Ger-

ner, WMBI-WDIN Chicago.

Dave Geiser, WCMC Chambersburg.

2 1/2 MILLION PEOPLE

ONE COLUMBIA STATION SERVES THEM ALL!

MEMO FROM

The heart of our market story is exclusive Columbia coverage of 2,690,000 people 7 out of 10 Northern Californians! Let us show you how easily KWQ can turn these people into customers.

Manager

Pacific Agricultural Foundation, Ltd.
San Jose, California

740 on your dial
San Francisco Studies Palace Hotel

Exclusively
Delivers the Columbia 14 County
San Francisco-Oakland Bay Market!

Your Petry man
has all the facts
and figures

Represented Nationally by Edward Petry & Co. Inc.

TV Nets Are Fluid

INDICATING that the present

video network alliances are still fluid and not perm-

antly set as yet, WMAR Baltimore last Monday tele-

cast the full evening schedule of the DuMont Tele-

vision Network, including programs originating at both DuMont

stations, WABD New York and WBNX New

York, of their Washington.

WMAR for the past few weeks has carried a number of CBS video shows, largely during the weekends.

Pd.; Leon Goldstein, WMCA, NYC; Gor-

don Graham, WIBC Indianapolis; Mich-

ael Griffin, WTAT Green Bay, Wis.; Ted

Hall, KGIL Omaha, Neb.; William

Hardy, WFTY Frederick, Md.; Charles

Harrison, WBIS Rock Island, Ill.; Allen

Hein, WCCT Roanoke Rapids, N. C.;

Bob Holman, WHB Cleveland; Robert

James, WBTM Milwaukee; Richard

Jones, WGH Dallas; Don Joyce, WABC

New York; George Conner, WZNN

Binghamton, N. Y.; Paul O'Neill, WLR

Baton Rouge, La.; Jim O'Sullivan, WGL

Fl. Wayne, Ind.; Charles Parker, WHNB

Raleigh, N. C.; Walter Paschall, WSS

Atlanta; George Passage, WRVA Rich-

mond; Sidney G. Pletch, WFAA Dal-

las, Tex.; Bob Redman, WOC Daven-

port, Ia.; Charles Roeder, WCBM Bal-

timore, Md.; Greeneville Setab, 7 WGS

Columbus, S. C.; Jack Shelley, WHO

Des Moines; Paul Shukman, WBHR

BETHesda-Cherry Chase, Md.; Wendell

Simmons, WJAC Johnstown, Pa.; Wayne

Smith, WJZ Pittsburgh; Carleton J. Smyth,

WBBM Chicago; Jack Swenson, WDAY

Fargo, N. D.; Herb Turrance, WCR

Chattanooga; Michael D. Weygandt

San An Diego; George West, WBNX

New York; Paul Warner, WOKR

Columbus, 0.; Dick White, Yankee Net-

work, WEN Providence, R. I.; Mar-

net Wilson, WHBC New Haven, Conn.

Paul Zeiner, WBML Lincoln.

Difficulty of Measuring Limited Groups Stressed

"If the telephone sample falls

down in any particular, it is in the

measurement of 'class' or foreign

language program audiences." C. E.

Hooper advised the San Francisco

Radio Executive Club Nov. 11.

But he explained that "such pro-

grams are broadcast for limited

groups and should not be measured

by any universal yardstick." As

result of inability to reach small
cities, towns and farms speedily or
cost-effectively, he explained that
current audience size facts are confined
to 82 largest cities by populations.

Conceding the need for some mea-

surement of audiences beyond the

reach of telephone, he said mail

contact has been effectively man-

aged with that segment. Finally,

he stressed importance of using

available data only in measurement

of what it attempts to survey.
With ALLIED MILLS, Inc. It's

"LET'S GO VISITING"...

AND SELLING

with SPOT RADIO

- When Med Maxwell goes on the air, you can be sure farm folks are listening. This ace farm reporter has informed and entertained them for more than five years on "Let's Go Visiting," the Allied Mills, Inc. Spot Radio Program. And they love it.

You can be sure that Allied salesmen love it, too. They've seen how effectively carefully planned Spot Radio sells Wayne Feeds in 32 agricultural states. They've seen how effectively it influences dealers, as well, throughout this hard-to-reach territory. Like hundreds of other regional advertisers, Allied Mills, Inc. discovered the value of matching media to markets the Spot Radio way. And they've proved it in profits.

Why not find out how much the powerful flexibility of Spot Radio could add to your advertising plans? Ask your John Blair man.

Advertising of Allied Mills, Inc., is handled by Western Advertising Agency, Chicago.

J H N O F A R A A L T O

BROADCASTING • Telecasting

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PHILIP MORRIS TO ADD THIRD NETWORK SHOW

PHILIP MORRIS Co., New York, effective Dec. 14 will add a third network program to its radio campaign. It will take over the 10:30-11 p.m. Sunday night spot on NBC Adam Hats which is dropping sponsorship of The Big Break [BROADCASTING, Nov. 10]. The cigarette firm will sponsor the Horace Heidt program in that period.

The company, in addition, is scheduled to renew the Milton Berle program, Tuesday, 8-8:30 p.m. on NBC [BROADCASTING, Nov. 17]. Originally the Horace Heidt show was bought by the Philip Morris agency, Biow Co., New York, as a replacement for the Berle show.

Sponsor will also retain its Friday 10:30-11 p.m. period on CBS. Although the show currently in that time is It Pays to Be Ignorant, it is scheduled to be replaced by the Dinah Shore-Harry James show in January.

Biow Co. is the agency for both Philip Morris and Adam Hats accounts.

Co-ops More Popular
NATIONAL advertisers have increased their interest in cooperative programs, according to a survey made by ABC among its co-op program sponsors. The comparison indicated a 49% total increase in the number of sponsors in November 1947 as compared with November 1946, with the largest gains made by financial and insurance firms. Their sponsorship increased 93%, followed by auto dealers and auto accessory stores with a 91% increase, and furniture stores and bakeries with a 90% increase.

Henry Saxe

HENRY SAXE, 62, veteran radio, dramatic, and vaudeville actor, died in Chicago Nov. 6. He was best known for his role as Daddy Warbucks in Orphan Annie, which he played for six years. He was a native of Montreal. Surviving are his wife, Mrs. Germaine La Pierre Saxe, his mother, five sisters, and three brothers, one of whom, Alfred Saxe (Alan Wray) is a producer-announcer with CBS in New York.
The Season for Thanks

TO LISTENERS (daytime and nighttime)...
Thanks for telling Mr. Hooper that you listen so regularly to Westinghouse stations. TO ADVERTISERS (local, spot, and network). Thanks for filling our broadcast hours with so many likeable, listenable programs. TO AGENCIES (large, small and in-between). Thanks for putting Westinghouse stations at the top of so many schedules. TO OUR REPRESENTATIVES (national)*. Thanks for your alertness in providing advertisers with up-to-the-minute information on availabilities, costs and talent. And many thanks to all the people in all our stations who've made these results possible!

WESTINGHOUSE RADIO STATIONS INC
WBZ - WBZA - WOWO - KEX - KYW - KDKA
*NBC Spot Sales—Except for KEX. For KEX, Free & Peters
Crosby Again Dominates Cleveland Poll; Bob Hope Second on 'All-America Team'

IT'S CROSBY AGAIN in the annual radio poll conducted by the Cleveland Plain Dealer. "Der Bingle" dominated the field in the nation's oldest readers' poll for the second successive year, edging out his friendly rival Bob Hope for top spot on the All-America Radio Eleven for 1947-48.

Bing's waxed series rated second, in the first 10 program choices, first among variety shows, and he was rated radio's best male pop vocalist. Votes rolled in from 80 cities and towns in Ohio, besides Cleveland, plus a few from Pennsylvania, Indiana, New York, and Florida.

Besides Crosby and Hope, members of the All-America team, in order of votes received, follow:

Don McNeill (ABC), Red Skelton (NBC), Fibber McGee (NBC), Kate Smith (Mutual), Henry Morgan (ABC), Fred Allen (NBC), Charlie McCarthy (NBC), Jack Benny (NBC), Al Jolson (NBC).

Other poll results, in voting order, follow:


VARIETY — Bing Crosby, Jack Benny, Fibber McGee, Charlie McCarthy, Fred Allen.

SERIAL DRAMA voting revealed only one series with a heavy audience rating—One Man's Family.

DRAMA — Family Theater, Radio Theater, Theater Guild, Greatest Story Ever Told, Cavalcade of America.

CLASSICAL SINGERS (male) — James Melton, Nelson Eddy, Lauritta Melchior, Christopher Lynch, Robert Merrill, Donald Drame.

CLASSICAL SINGERS (female) — Rise Stevens, Lily Pons, Eleanor Steber, Gladys Swarthout, Evelyn MacGregor.

POP SINGERS (male) — Bing Crosby, Perry Como, Denley Day, Frank Sinatra.


TELEVISION WORKSHOP EXPANDS OPERATIONS

EXPANSION plans for the Television Workshop were announced last week by Irwin Shane, executive director and founder, on the occasion of the organization's fourth anniversary. Negotiations are under way for additional quarters, to be fully equipped with cameras, control console, lights and sound equipment—everything a video station has except a transmitter. Mr. Shane said.

Ten new courses will be offered to video students when the new studio is completed, Mr. Shane reported. These will include camera work and maintenance, control board operation, troubleshooting, studio design, station operation and management, scenic design, special effects, advanced studio aspects of production, remote pickups, film laboratory. Workshop's present courses cover writing, production and direction of video programs.

No Comments

Mr. Shane also announced that the Workshop will shortly open branches in other cities, starting with Philadelphia, where a affiliate already has been organized, and including Chicago, Detroit, Cleveland, and St. Louis. Other cities, such as Hartford, which will not support a fulltime workshop, will be serviced by visiting instructors, he said.

Workshop's touring companies, presently covering a New York-Schenectady - Philadelphia circuit, will increase their routes to include Baltimore, Washington, Detroit, St. Louis, and Cincinnati in the near future, Mr. Shane said, stating that his goal is 60 companies touring 80 cities within five years.

U. OF MIAMI Nov. 16 opened its new radio studio on the school campus. Dedication program was aired over WQAM Miami Beach, Sunday at 4:30 p.m. School studio will cooperate with local stations in broadcasting public service and cultural programs from the university, according to school officials.
There ought to be a law!

Remember the recent fire tragedies? Remember the demand that swept the nation for building codes, laws and law enforcement? An aroused press and citizenry asked for—but didn't get—an end to wholesale death by fire.

What happened in your community to guard your own life and welfare? It's time to take a serious look—in light of these shocking facts:

Of 16,220 municipalities in the nation, less than 2,000 have adopted a building code for the legal protection of the community against known fire hazards. Many of the 2,000 building codes in effect are fifteen to fifty years old—so obsolete as to be practically worthless.

Fire prevention must start with law and law enforcement. It isn't enough to cry "there ought to be a law," after bodies are taken from smoking ruins.

Action—concerted action must come through the collective will of every citizen. Action—before disaster strikes! Such action must have the unified support of state and local officials charged with fire safety.

Dangerous buildings must no longer be allowed to escape the regulation which is essential to the safety of human life.

The President of the United States has recognized the need for action now. He has declared all-out war against fire—a serious menace to our national life.

The fire insurance industry has perfected building codes for all communities. Responsibility for their adoption rests with local authorities and you, whose lives are at stake.

THERE OUGHT TO BE A LAW!

Take this action now! Interested local authorities and citizens are invited to write for a copy of "The Report on Laws and Law Enforcement." Address: The President's Conference on Fire Prevention, Washington, D.C.

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

"The danger that is most threatening to America today is the terror of our lives, the danger of fire. In the entire field of fire prevention, there is no subject that needs attention more than that of statute and ordinance enforcement."

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Radio and Video Carry Truman Address; TV Coverage Pooled

THE GALLERIES of Congress were overflowing with microphones, television cameras and correspondents last Monday as radio concentrated on bringing the nation President Truman's address to the special session.

Taylorville, Illinois is a real good town ... its 10,500 people are justly proud of their 12 churches, 7 schools, hospital, parks and modern buildings ... and Taylorville is the County Seat of Christian County, right in the middle of one of the richest agricultural regions in the entire nation ... in 1946 Taylorville’s retail sales were over 12 million dollars. It is located some 195 miles from Chicago, between Springfield and Decatur.

As might be expected Taylorville has an aggressive Association of Commerce ... this Association, in conjunction with the University of Illinois, recently published a 1947 Consumer’s Buying Survey. Every fourth house in the entire town was personally interviewed. They found out a lot of interesting things and one of the questions asked was: “Name your three favorite radio stations.” Of all the stations mentioned, 4 were in Chicago, 3 in St. Louis and 1 in Nashville and, also as might be expected, WGN led the entire list by a very substantial margin.

Taylorville, Illinois typifies countless other rich farm towns in the middlewest. We know we are well received in the rural areas ... we know because the Broadcast Measurement Bureau tells us we have more coverage exceeding 50% than any other Chicago station (example: Taylorville, 73% day and 78% night) and because surveys invariably bear this out. Whether your sales message is for the metropolitan or rural areas, it will do a better job on WGN.
WJIM Lansing Gets Frequency Change

WKRC's 5-kw Fulltime Appeal Denied by Commissioners

FCC HANDED down a final decision last week granting WJIM Lansing's request for authority to move from 1240 kc with 250 w to 550 kc with 1 kw, and denying "without prejudice" the application of WKRC Cincinnati for 5-kw fulltime, rather than 5 kw day and 1 kw night, on the same channel.

An appeal to the courts by the Cincinnati station, owned by the Cincinnati Times-Star, was regarded as likely.

The denial of WKRC's request was "without prejudice to applicant's filing within 60 days an application for use of ... 550 kc which would afford protection in accordance with the Standards to all existing and proposed stations except that it may radiate 170 millivolts per meter equivalent for a .311 wavelength antenna in the horizontal plane in the direction of Lansing, Mich."

Had Proposed Grants

The final action was comparable to the proposed decision except that FCC at that time [BROADCASTING, May] granted WJIM's application on condition that its nighttime radiation toward Lansing not exceed the same values which are specified in the final decision.

Both WJIM and WKRC were among 11 applicants originally involved in the 550-ke case, and both received grants. But WKRC was unwilling to accept the conditions specified at that time and the Commission severed the two applications from the nine others and issued its proposed decision to grant WJIM's proposal and to grant WKRC's conditionally.

Dissenting from the final decision, Comr. Robert F. Jones agreed with the Cincinnati station that there was nothing in the record regarding the feasibility of WKRC operating with a radiation of less than 465 mv/m toward Lansing. He took the position that "further information is necessary to determine an efficient and equitable nighttime use of the frequency 550 kc by both WKRC and WJIM," and therefore argued that WKRC's request to reopen the record "to obtain this information" should have been granted.

Claims 'Insufficient' Record

"Until such information is obtained, I believe the Commission has an insufficient record upon which to make a final determination in this case," he declared.

WJIM's grant involves use of directional antenna fulltime. WKRC's application also proposed fulltime daytime.

The final decision was adopted Oct. 29. Then-Chairman Charles R. Denny and Comr. Rosel H. Hyde did not participate.

Grant for WFMD Set Aside by FCC

Case Will Be Heard With WPAT Request on Same Frequency

FCC last week set aside its seven-month-old grant for increased power for WFMD Frederick, Md., and designated the application for hearing with the application of WPAT Paterson, N. J., for nighttime operation on the same frequency.

The action was taken on petition of WPAT, which claimed that its own proposed operation on 930 kc with 5 kw fulltime (instead of 1 kw, daytime only) would be severely limited by WFMD's authorized increase from 500 w to 1 kw on 930 kc.

Issued Without Hearing

The grant to WFMD was issued April 10 without hearing. WPAT petitioned for reconsideration on April 30, and subsequently submitted engineering affidavits to support its contention that its proposed operation would suffer serious limitations from the WFMD operation. FCC contend that WPAT's petition was "fatally defective" because it failed to submit engineering affidavits within the 20-day limit prescribed by FCC.

To this the Commission responded, in its opinion last week, that "such a claim is without foundation." FCC's rules, the opinion declared, do "not require such an affidavit to support a claim of interference to service proposed in a pending application." While theoretical measurements show relatively slight limitations would result, the two proposed operations, FCC asserted, the data submitted by WPAT on the basis of actual measurements charge substantially greater interference and justify a hearing before any decision is reached on either application. The hearing was set for Nov. 26.


INNOVATION'S Listening Habit

Mutual Broadcasting System

John Eimer, President

George H. Roder

General Manager

BROADCASTING

Exclusive National Representatives

WEED & CO.

New York, Chicago, Boston

Dennis, Atlanta, Hollywood, San Francisco

L.B. Wilson

WCKY

50,000 Watts of Sales Power

INVEST YOUR AD DOLLAR

WCKY

50,000 WATTS OF SALES POWER

The Most Listened-to Station in Austin

Morning, Afternoon and Night

American Broadcasting Company

TEXAS STATE NETWORK

WEED & COMPANY, National Representatives

German Condenser Mike Data Now Is Available

CONDENSER microphone called "the first single transducer unidirectional microphone" is described in a report published by the Office of Technical Services, Dept. of Commerce, which makes available technical data on German industrial developments.

OTS Investigator Alpha M. Wiggins says the device, made by Georg Neumann & Co., in Germany, operates "on the gradient of the sound pressure" with the force on a diaphragm due to a sound pressure being proportional to frequency. The microphone is described in detail in the report (PB-70584, a German Universal Condenser Microphone, mimeographed 25 cents, 8 pages, drawings). Other reports made available by OTS include a recording document (PB-69125, Sound Recording Reproducing and Other Electro-Acoustic Targets, microfilm $1, photostat $2, 60 pages, drawings) and a third (PB-30572, Filter Design for Communication Systems, Microfilm $1, photostat $1, 5 pages). Orders should be addressed to OTS at Dept. of Commerce, Washington 25, D. C.

Aside... Get it to OTS!.. comma...

WGY Schenectady was saluted by National Safety Council for having the "most original farm safety week radio program" in the council's recent program contest. WGY won the award of honor for distinguished service to safety.
United Nations Council Under Glass!

Many architects believe that the world of tomorrow will be a world of glass buildings. And now as one further step toward this new world comes the proposed home of the United Nations Council to be located on the East River in New York City.

The U-N's central buildings literally will be houses of glass, about the most radically designed buildings in history. The structures probably will be the first to have walls that are practically transparent glass. No masonry will be visible, and an illusion will be created that the building is supported entirely by glass, although actually the frame will be the regular skyscraper construction of steel encased in concrete.

Toledo—The Heart of America's Glass Industry—will play an important role in creating this new home for world peace.

And WSPD is proud of the fact that during the past 26 years it has become such a well-established part of the daily lives of the people who live and work and buy in this great industrial center—Toledo, Ohio.

It is the purpose of WSPD to merit increasingly the name, "The Voice of Toledo".

Just ask Katz
FILE - AM-FM stations serving South Chicago's 400,000 Negroes.

Articles of incorporation filed last week with the Illinois Secretary of State listed Dr. Clifford F. Kyle, Chicago minister, as president and chairman of the board. Other officers are Andrew R. Carter, chief engineer and vice president; Winona R. Stone, secretary, and J. W. Williams Sr., treasurer. Board members include Dr. Kyle, Mr. Carter, Louis E. Ferguson, Jr., Alfred Watts and Quentin Mease. Rev. Watts, and Messrs. Carter and Mease are war veterans.

Dr. Kyle said that following conclusion of KYO (Voice of the Negro) and KVON-FM, plans for a network of Negro stations in "at least five major Negro markets" would begin. Application to file with the FCC will list $98,000 in Class A stock, and $12,000 in Class B stock.

NAB Offers Amendment To Solve Election Problem

PROPOSED amendment to the NAB by-laws designed to solve an election problem in even-numbered districts was submitted to the membership last week for membership vote. [BROADCASTING, Nov. 10]. The proposal would amend Section 2A of Article IV to provide for the referendum voting for directors in even-numbered districts in 1948.

Source of the confusion was the transfer of NAB conventions from spring to autumn, with switch of area and district meetings to autumn. Even-numbered districts elect directors in every even year. The by-laws change will avoid the necessity of holding special elections in the spring of 1948 merely to elect district directors. After 1948 all district directors will be elected at odd-numbered meetings. Revised wording will specify that directors' office be elected in the in even or odd years, rather than being "elected" in those years.
IT MAKES A DIFFERENCE WHERE YOU SIT!

WSM was founded 22 years ago on the recognition of a group of people—a minority group if you will—who could be reached only by radio. Cut off from so many things the urban family enjoys as a matter of course, these people came to depend on this station as their only contact with the outside world.

In programming for them, WSM has developed a schedule so perfectly balanced that it has made loyal friends of the 5 million folks in our listening area.

HARRY STONE, GENERAL MANAGER  EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVES

WSM
NASHVILLE
WANTED...

a national spot

Incredible as it may seem, there was one such advertiser eleven long years ago—and there has not been one since in the true sense of the word national—coast to coast and border to border. You remember the famous Chevrolet "Musical Moments" program. It was on more than 400 stations with three quarter-hour evening programs per week. Today there are regionals and other programs destined for eventual network consumption, but not one truly national spot program advertiser.

This situation is all the more remarkable when it is recognized that national spot is one of the greatest advertising mediums ever known. It offers advertisers outstanding advantages. For most of them it provides a means of reaching more people far more economically and effectively than any other radio medium. It makes possible intelligent direction and control to give the advertiser the most for his dollar.

Here is what a national spot program advertiser can do with this and no other medium:

...Select freely any number of stations—one or a thousand.

...Select freely the markets he wants where he has distribution or need—and only those markets.

...Select freely the best station in each market, for his purpose, regardless of size or network affiliation.

...Select freely the best time in each market, regardless of time zones.

...Double up in any market where pressure is needed, by using multiple stations, as multiple newspapers are now used.

...Hear programs including commercials before they go on the air—assuring standard excellence.
program advertiser

...Get extremely valuable free local merchandising support offered by many stations for spot program sponsors.

...Get the powerful advantage of local tie-up or cut-in announcements without extra cost.

...Get the freedom of a two weeks' cancellation clause instead of the usual thirteen.

...Control advertising for seasonal or climatic changes or for social or racial differences, or for any other intelligent sales purpose.

With such tremendous practical advantages, why haven't we scores of national spot accounts similar to Chevrolet? That is, accounts that use spot for its basic qualities and not just for a test on a trial campaign. We mean accounts that buy top-name Hooper rated programs on transcriptions, put them on radio stations and keep them there year after year.

Here is the greatest potential business in radio, not only for new stations but for others feeling the first pinch of competition. Network business is limited to those few advertisers having national distribution. Local business is limited. But there are literally thousands of advertisers, with regional or sectional distribution, who form the vast potential for national spot. From this great field will come the major radio station income of the future.

How can this reservoir of new business be opened? Present day methods obviously are inadequate. No single station or small selling group ever has or ever can accomplish much alone. The answer is simple—collective efforts and national organization! National Spot radio will be the greatest and most profitable business of radio!

Paul H. Raymer Company Inc. • Radio Advertising

NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO
U. S. — Ether Hog?

THE TIGHTLY CROWDED condition of the radio spectrum which prompted last week's FCC hearing on television channel No 1 serves to emphasize one fact which, though it was mentioned repeatedly, cannot be over-played. That is the point that Government itself is hogging the ether to the detriment of both broadcasting and the safety services.

Witnesses in the hearing phrased it more politely. There were varying estimates of the amount of spectrum space commandeered by the Government. Several engineering witnesses calculated that Government holds some 45% of the frequencies between 15 and 218,000 kc.

It seems incongruous, if not preposterous, that television, FM, and a host of vital non-broadcast services should have to scramble badly for the relative handful of frequencies involved in Television Channel 1, while Government gets first chance at a whopping large number of channels and refuses to let go, whether it's using them or not.

Government, in this case, is a suspect from FCC. The President, not the Commission, allocates channels to Government agencies, acting upon recommendation of the Interdepartment Radio Advisory Committee (IRAC). We hope that FCC, which is a member of IRAC, will explore this avenue of relief. Here lies an immediate answer to the "scarcity" argument. There are many channels which Government holds but is not using, or is not using to any great degree, or is using, but which are similarly shared by the growing and already cramped non-Government services.

There is no question of Government's right to recall frequencies in time of emergency, or of radio's willingness to cooperate with Government in such times. But there is no justification for Government's clinging to channels it doesn't need in the meantime.

Reverse Lend—Listen

WILLIAM B. DOLPH, Washington radio entrepreneur, executive vice president of WMJ, Cedar Rapids, and a firecracker and manager of Fulton Lewis Jr.'s, has an idea.

It's a walloping good idea, which we commend to Congress and Washington officialdom now grappling with problems of settling the Marshall Plan to feed and finance the desperate peoples of Europe.

In a nutshell, Mr. Dolph proposes: As one of the conditions in giving monetary aid to impoverished nations, let each of the 16 recipient countries agree to broadcast over their state-owned radio systems at least two 15-minute news broadcasts per day telling exactly where the grain, food and fuel are coming from. They would spread the gospel of America.

These news broadcasts would be in the native tongue and in all occupied areas, including the Soviet. They would be broadcast over longwave (equivalent to our standard band), the only means of reaching the masses on the continent by radio. Shortwave sets, capable of receiving the "Voice of America" are owned largely by Europe's handful of high-brass.

Mr. Dolph's plan will put the "Voice of America" in long pants over long waves, and take it out of the short pants coverage of the short waves. Instead of spending $50,000,000 a year to recapture subventions to the Library of Congress for review and inspection. That would ensure that American generosity is not overstamped in the peoples' mind by the imprint of other nations, as happened too often in the distribution of UNRRA goods.

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Our Respect To—

WILLIAM BARLING MAILLEFERT

THE IDEA for WVET, Mutual's new 5 kw affiliate in Rochester, N. Y., was conceived under a palm tree in the South Seas. Bill Maillefert was spending the winter—and summer—of 1943-44 in the South Pacific as a member of the Army Transport Service when the plan for his own radio station began to haunt him.

When he returned from the Pacific in January 1946, he took his idea to a luncheon table at the Holland House in New York and presented it to two friends. They were Hal James, formerly of Compton Agency's radio department, and Harry Bennett, a Compton account executive. The three decided to pool their respective experiences, form a partnership, jump the agency fence into greener pastures and get into the broadcasting side of the radio business.

Several weeks later, Jack Houseknecht, who had been business manager of Compton's radio department, and who was still in service at the time of the luncheon, was told of the plan and decided to join the group. Since Mr. Houseknecht was from Rochester and the other men had Chicago or New York City roots, it seemed logical to select his home city as the spot for a proposed operation.

In March and April 1946, the four men met with 34 Rochester World War II veterans and the Veterans Broadcasting Co. was organized.

One year later, after long hearings and much difficulty, WVET was issued a construction permit. Commercial operations began this October. And Bill Maillefert's dream under the palm trees came true.

He was born and reared in Westfield, N. J. He is a graduate of the local high school where he was editor-in-chief of the scholastic publication and active in dramas. While in high school, he participated in football, basketball, track and baseball. Bill Maillefert had the distinction of being on the second team of more sports than any other man in Westfield High School.

Summers were spent working aboard tramp freighters. During this time he took trips to the West Coast and to Europe as a deck hand.

In 1930 he entered Rutgers (commuting on a one-cylinder motorcycle) where he majored in English and Composition. During depression years he was forced to drop out of Rutgers and was employed in a series of jobs which enabled him to help support his family. These jobs included gas station attendant, maintenance handyman, landscape gardener, department store salesman, chauffeur, truck driver, (Continued on page 54)
Time to talk **Turkey**!

TALKING TURKEY...that's our business, too! New—accurate—informative—WOV's Pantry Survey is the real turkey talk you've been waiting for. It shows you accurately and currently the relative sales position of 365 items in 37 different classifications, in the New York market. This study was made for you—to help you know exactly where you stand—to help you know where your competitors stand—to help you know more about yourself and about others. We would like you to see our Pantry Survey. See how WOV is opening the door to a clearer, deeper, more intelligent approach to advertising sales problems. There's no obligation of any kind. **SEND THE COUPON NOW.**

To **TAKE THE GUESS OUT OF BUYING**, it's WOV's 5 Audited Audiences...real, basic, vital inside info on specific listening groups...all available upon request.

- **WAKE UP NEW YORK** with Bill Williams
- **BAND PARADE** with Bill Gordon
- **ITALIAN MARKET OF** 2,100,000 Italian-speaking Americans. Larger than Pittsburgh.
- **1380 CLUB** with Fred Robbins
- **PRAIRIE STARS** with Rosalie Allen

Ralph N. Weiss, General Manager • John E. Pearson Co., National Representatives

WOV • 9 West 56 St., New York 19, N. Y.

We are interested in WOV's Pantry Survey.
We are especially interested in (Type of products):

Name:
Address:
Company's Name:

WOV 9 West 56 St. New York 19, N. Y.
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THIRTY LOCALS FORM GEORGIA ASSOCIATION

GEORGIA ASSN. of Local Stations, a regional network and sales organization, has been formed by 30 stations in the Peachtree State with Tom K. Vassy of WMFL Dul- 
lin as president. Tom Carr,general manager of WGAA Cedartown and 
and WBB Carrollton, will be secre-
tary-treasurer and sales director of 
the new association, with offices in 
the Robert Fulton Hotel, Atlanta.

Belmont Dennis of WMOC Cov-
ington has been named vice presi-
dent and the following are direc-
tors: Lewin Doster, WGAU Athe- ns; 
Paul Saufe, WWNS Statesboro; 
James S. Rivers, WMJM Cordele; 
and Dean Covington, WROM 
Rome. Messrs. Vassy, Dennis and 
Carr also will serve on the board. 

These stations are charter mem-
ers of the association: WDEC 
Americas, WGAU Athens, WBB 
Carrollton, WBHF Cartersville, 
WGAA Cedartown, WMJM Cor-
dele, WMOC Covington, WBLJ 
Dublin, WMLT Dublin, WKEU 
Griffin, WFOM Marietta, WMVG 
Milledgeville, WROM Rome, WFRP 
Savannah, WWNS Statesboro, 
WWSF Tifton, WRLC Toccoa, 
WQGN Vidalia, WAYX Waycross 
and WRLD West Point. 

Mr. Carr states 10 more stations 
soon will join the organization.

INDIANA U., Bloomington, Ind., is now 
offering course in "Radio as an Ad-
vertising Medium." Course gives three 
hours credit.

Edward C. Powers, veteran radio 
station man, has been appointed com-
mercial manager of WFAK Charlie-
ton, W. Va. Mr. Powers will supervise 
both local and national sales and will 
plan new "programs of packages. Post of 
commercial manager is new at WFAK, 
those duties have formerly been han-
dled by general manager, Alllan C. 
Wester, who conducts two sports pro-
grams on WFAK, has also been as-
signed selling duties.

WILLIAM SAUERSTROM, formerly with 
WJTN Statesboro, N. Y., has been 
appointed account executive of WJOC, 
its 1000-watt station on 1410 kc expected 
to begin operations at Jamestown Dec. 
1. Mr. Burdick pre-
viously was with 
Syracuse (N. Y.) 
Post-Standard and 
(Rochester (N. Y.) 
Journal-American.

PATRICIA ADAMS GRANTHAM, for-
merly with publicité staff of WDSU New 
Orleans, has joined WLPO La Salle, Ill., 
in charge of traffic. She is the wife of 
Donald Grantham, new WLPO program 
manager.

Mr. Burdick

Changes Name

RADIO SALES, CBS spot sales 
organization, will henceforth be known as "Ra-
dio Stations Representative, 
CBS," J. L. Von Volkenburg, 
network's general sales man-
ager, announced last week.

Research on Commercials 
Urged by CBS' Wilson

ELMO C. WILSON, CBS research 
director, told the St. Louis chapter of the American Marketing Assn. 
last week that program ratings and share-of-audience figures alone are inapplicable for giving a sponsor the 
whole story of program value. 
"It is only by the type of internal 
analysis available through the 
Lazarfeld-Stanton Program Anal-
alyzer that the sponsor may fully eval-
uate the strengths and weak-
nesses of his broadcast product," 
Mr. Wilson said.

Speaking of CBS research into the 
effectiveness of commercials, he 
said "...the whole area of 
commercials is probably the most 
under-researched of all radio's ef-
forts, and the CBS research depart-
ment presently is surveying and 
investigating several facets dealing with 
commercials."

ABC network will carry major address by Harold L. Stassen, Republican presi-
dential candidate, before a mass meet-
ing into the "Majors-for-President Club" in Milwaukee audi-
torium Nov. 24 at 8:30 p.m. (CST.)

TELEVISION sets have been installed 
in 12 Roman Catholic parishes, church 
and People's Church and Faith 
Presbyterian Church, Chicago. It has 
been announced by General Electric Co.'s Electronics Dept., Syracuse, N. Y. 
Purpose of plan is to make available 
television reception of sports and 
programs of interest to church young 
people.
LEADING all other San Antonio network stations in locally sponsored programs.

LEADING all other San Antonio network stations in local advertisers.

LEADING all other San Antonio stations in public service programs and announcements carried in the public interest.

LEADING all other San Antonio stations in hours of FM operation. KISS now operates 13 hours daily —FM Station "B" operates 11½ hours daily—and FM Station "C" operates 8 hours daily.

LEADING all other San Antonio stations with 27 new, completely air-conditioned studios and offices.

LEADING all other San Antonio stations in sports broadcasts.

Represented Nationally By

JOHN E. PEARSON CO.
YOUR 1948 BUDGET MUST INCLUDE WAAT

ROY CAMPBELL, an account supervisor in the Chicago office of Bates & Belding, has been elected a vice president of that agency. Mr. Campbell was joined FC&B in February 1947, as market director and member of plans committee.

RICHARD NICHOLLS, actor and radio producer, has been named director of radio department of the New York and Philadelphia offices of McCann-Erickson, New York and Philadelphia. Mr. Nicholls formerly was assistant general manager of WCBS in New York, where he worked for six years and was with Matchbelle Press, New York.

WILLIAM R. BARKER, former supervising editor with advertising and sales promotion division of General Electric Co., has joined Pearlson Adv., New York, as director of radio department. Mr. Barker has handled account relations for the company's electrical merchandising department. He also will serve as account executive.

FRANK FITZGERALD, vice president of Neidenham, Louis & Borden, Chicago, Ill., has been named director of WVL Cinemaster, Inc., a new division that will be responsible for all motion picture activities of the company. Mr. Fitz for eight years was with Crosley Corp.

Mr. Nicholls

WILLIAM J. WILMONT, account executive and service manager of John W. Shaw Inc., Chicago, has been appointed assistant vice president in charge of production and service.

HUGH (Bob) ENRST Jr., former producer of Raymond Morgan in Chicago, has joined McCann-Erickson, New York, as associate account executive. Mr. Ernst, who was an account executive in J. Walter Thompson Co.'s Buenos Aires office, has arrived in the U.S. to continue with company's clients in New York as well as other parts of the country.

He is expected to remain in the U.S. for several weeks.

BLACKWELL SMITH, secretary and treasurer of the Kender Agency, New York, has resigned to join Liberty Co., New York, as associate account executive. Mr. Smith will handle general accounts and become a part of the agency's merchandising department. He previously was with Young & Rubicam.

PETER HILTON, advertising agency, has opened offices 600 4th Ave., New York, and will handle general accounts. The agency recently has been acquired by Mather & Co., New York, as vice president of Mather & Co., New York, for eight years, anticipate use of radio in future campaigns.

MEYER SACKS, copywriter at Walter Weir Inc., New York, has been appointed an assistant manager of agency's plans division, working directly under Walter Weir. Mr. Sacks has been in advertising for 20 years, in copy and contact work as well as in consumer and public relations.

Mr. Sacks

GRETCHEN Jefferies, formerly an account executive at Geyer, New York, and prior to that with Mather, Inc., has joined the advertising department of the agency. She will handle general accounts.

GILBERT SIMON, former account executive at Geyer, New York, has formed his own advertising-publicity agency under the name of Gilbert Simon & Partners, 241 North Larchmont Blvd., Los Angeles.

Telephone: Hollywood 5500. Accounts include: Valley Market Town, Los Angeles; Radio Rental Service, Santa Monica; Asher Shoe Stores, Los Angeles.

HOBART WICHEL, former executive secretary to Fournier, Inc., Los Angeles, has been appointed vice president ofexecution and head of new business department of Fournier, Inc., New York. He previously was with Frank & Thomas, New York.

JERRY HURWITZ, formerly with WWDC Radio, New York, has been appointed an assistant vice president of advertising of KSKY, Inc., Hollywood, and prior to that with KAMO, Hollywood, has served as account executive.

SIMON L. BERNARD, former buyer and space buyer of Allied Adv., Los Angeles, has been appointed manager of San Francisco office with added duties as account executive.

CHARLES LEVITTE, vice president and general manager of Smalley, Levitt & Smith, Los Angeles agency, is in New York and Washington, D.C., for three weeks on client business.

JUDD GRAHAM, former publicity director, has recently joined the radio advertising district of Western Auto, Los Angeles, as production director.

RICHARD MOHR, production manager of Ivey, Inc., Hollywood, and MARTHA MADDEN, secretary at Carry's, Inc., Hollywood, have announced their marriage.

HORACE WATT jr., new Los Angeles agency, has opened offices at 213 S. Broadway, Los Angeles. Telephone: Vandalia 9-3291.

Gillette to Plug Newest Idea on Bowl Gridcasts

GILLETTE Safety Razor Co., Boston, has announced its new package of Gillette Blue Blades during the three New Year's Day bowl games broadcast by the company. For the first time, Gillette has added its name to the list of sponsors of these events, and has announced that the new package of Gillette Blue Blades will be available at retail outlets in major cities. The new package, which features a black and white design, is expected to attract customers looking for a quality razor at a reasonable price.

The New Year's Day bowl games are broadcast on ABC, CBS, and the West Coast game is on Mutual.
WJJD
CHICAGO

BUILDS LOCAL PROGRAMS
THAT SELL!!

"The Old Gold Variety Show"
WITH

BOB ELSON
(One of the Nation's Leading Sportscasters)

AND

ERNIE SIMON
(Chicago's most talked-about Radio Personality)

COMEDY . . . . MUSIC . . . . COMMENTARY . . . . SPORTS

Highlighting each program is the guest appearance of a leading personality from stage, screen, sports or civic circles.

11 A.M. MON. thru FRI.
ON
WJJD
50,000 WATTS

A MARSHALL FIELD STATION, REPRESENTED NATIONALLY BY AVERY-KNODEL
BROADCASTING • Telecasting
Early in 1936 he sat down with a typewriter and a copy of a New York City Classified Phone Book in order to enter the advertising field as a copywriter. After some market research experience with two New York advertising agencies, he returned to the field in 1937. In June 1937, he became assistant radio buyer under the famous Murray "Slide Rule" Carpenter, now part-owner and general manager of WPOR, Portland, Me.

In September 1938, he was made head radio buyer, a position which he held until August 1943, when he entered service. During the period from 1938 to August 1943, the radio media section tripled in size and radio expenditures more than quadrupled. By 1943 there were four assistant radio buyers. For approximately four years, Mr. Maillefert served on the AAAA Radio Committee, on the Time Buyers Committee and participated in discussions of many leading industry problems, working closely with NAB. He worked on the standardization of rate cards and the revision of the Standard Spot Radio contract form with the Sales Managers Committee of NAB, and also met with that committee in their first informal meeting to standardize methods of determining coverage. This meeting later led indirectly to the formation of Broadcast Measurement Bureau.

He was a charter member and vice-president for two years of the Radio Executives Club of New York. He was the radio representative on the AAAA Media Panel at the Waldorf Astoria in November 1946.

In July 1943, he was appointed a member of the Agency Radio Advisory Committee of the War Advertising Council which worked exclusively on government war appeals to the public.

While employed at Compton, Mr. Maillefert met and corresponded with the personnel of hundreds of individual stations with whom the agency did business. He traveled extensively, visiting radio stations and securing firsthand working knowledge of the operations of large, medium and small stations.

Radio Research

He has been intensively active in radio research problems, with which the Compton agency has always been concerned.

It was essential for Bill Maillefert to know what programs were best accepted on different types of stations, large and small, and by geographic areas.

He entered service in September 1943 with the Army Transport Service. He remained in service until discharge in September 1945. He claims to be the only man he ever met who actually discharged himself from service. In September 1945, after V-J Day, he was "Acting Captain" of a 105-foot tanker which was undergoing repairs in the Charleston, S. C. Navy Yard. In the ATS, which is sort of a special Merchant Marine Unit of the Army, a man cannot secure a discharge except from the captain of the vessel. One day while rummaging thru the supplies in the captain's desk he came across the official discharge pad. So filling it out properly he "discharged himself," sent the papers through the proper channels and returned to the Compton Agency.

Overseas Duty

While overseas, he was stationed at Sydney, Australia, at Milne Bay, Oro Bay, Finschhafen in New Guinea and at Cape Gloucester in New Britain.

In April 1939 he married Catherine Josephine in Newark. They have one child, Christopher William—aged 18 months.

Mrs. Maillefert, who is on WVE's continuity staff, worked at the

Publicity Department of the Ford Co., at the World's Fair and J. C. Penney in New York City on copy and promotion. She developed Penney's entire radio promotional program between 1939 and 1942. She wrote, directed and appeared in Uncle Sam Speaks, a series of programs written for the Foreign Language Division of OWI in 1942 and 1943. In addition, she volunteered for work with the AAWVS in New York City, writing radio scripts, speeches and public service announcements.

Mr. Maillefert's hobbies are golf, hunting and sailing. He is an avid collector of pipes and is seldom seen without one. About three years before he entered service, he acquired, together with two other Comptonites, the Great Republic, a Marconii rigged sloop of 30 feet. The Maillefert's spent most of their week-ends and summer vacations cruising on the Long Island Sound and up the eastern seaboard to Buzzard's Bay and Martha's Vineyard. The Maillefert's have recently acquired a house (their first) in Rochester and moved up to that city.
They Talk For You...of Many Things

— "of shoes and ships and sealing wax, of cabbages and kings."
They talk for you to 41% of Georgia's radio homes...to half the State's population.

Whatever is required to put your sales message across effectively here is the announcing talent to do it. Their versatility is the spice and variety that makes WAGA Atlanta's listened-to station. Their combined years behind a microphone adds up to the announcing know-how that puts WAGA away out front in sales producing results.

True, the flavor may be Southern, as Southern listeners like it, but the accent is strictly on SALES. Try 'em!
EARL W. KEYES Jr., former program director with WPGO Atlantic City, has joined the program and production staff of WWSF (TV) and WWSF-FM, Cleveland, Ohio.

JACK L. JAMESON, program director of KMOX St. Louis, CBS O&O station, has resigned. Formerly associated with Chicago station, WBBM, as production manager, E. J. Sexton, was succeeded at KMOX by AL BLAND, special events manager. (BROADCASTING Nov. 17).

NORMAN JACOBS, CBS Hollywood assistant director, has been named director of dramatic auditions in addition to present duties.

MARVIN MILLER, Hollywood announcer, has been signed as announcer of "The World of Houdini." 

JOSE RODRIGUEZ, Los Angeles music authority formerly with KFI, has returned to the station with five weekly three-hour recorded program "The World of Houdini."

GEORGE S. PARTRIDGE, former producer and special events director at WHB, Minneapolis, has joined WBBM, Chicago, as public service director. He previously was with WOR New York, the Yankee Network, and during war was radio director for AAF at Bowel Field, Louisville.

HANS VANANT, actor and announcer of WOC Chicago's "Let's Have Fun," has taken over the role on the program succeeding JIMMIE COSTELLO, who resigned to accept theater and night club engagements.

JACK ANGELL, former news and special events director of WNMP Branston, Ill., has joined NBC Central Div. as coordinating acceptance editor. He previously served four years with AAP in office. A year later he was with L. W. Ramsey Co., Chicago, as sales manager. HUGH ROWLANDS, Chicago actor and script writer, also has joined Central Div. in capacity. Mr. Angell succeeds WILLIAM BREWER, who transferred to local sales staff of WMVM Chicago, and Mr. Rowlands replaces ROBERT GUILBERT, who was named manager of Central Div.

ART STANLEY, formerly with WHBP Rock Island, Ill., and freelance announcer in Chicago, has joined advertising staff of KYW Minneapolis.

FRANK ALLAN, former announcer with WWL New Orleans and KMOX St. Louis, has joined WBBM, Chicago, as announcer.

Jim FRISBIE, formerly with KJXR Miles City, Mont., has joined announcer staff of KHJ Los Angeles.

FRED BERSTEIN, member of sales staff of WMAT Chicago, has joined KPAC Charleston, S.C., as program producer. He has been appointed program director of that station.

GERALD E. BOWMAN, program director of WQWQ Sanford, N. C., has been elected president of the Sanford Kiwanis Club, and JOHNNY GILL, WQWQ continues as writer-announcer, has been named member of club's program committee.

REG FINNEMORE, formerly of CESF, Cornell, has joined announcing staff of CHLOO Woodstock.

KURT WEBSTER, m.c. of "Midnight Dancing Party," has joined NBC. Charlotte, N. C., has been named "Night Chief of Parties for Mecklenburg County." Official badge was presented to Mr. Webster by Jerry Lewis, owner of Chief Flomon Place Lineberry, during open house celebration held at WBT in observance of the 50th anniversary of the "Midnight Dancing Party."

WARREN QUADE, formerly with WJIL, Johnson City, Tenn., and WCAP Aurburn, Mass., has joined announcing staff of KTMOM Santa Barbara, Calif.

BOB CARLIN, formerly with WHCE Charleston, W. Va., has joined announcing staff of WDAY Detroit.

DON JOHN ROSS, formerly with WFOR Fort Lauderdale, and WQWQ and WMAL, both of Washington, has joined announcing staff of WBCO Hartford.

NORMAN BARRY, narrator of WMAQ Chicago's "Howdy, Mr. Lincoln," program, was cited and elected corresponding member of Chicago Historical Society. Gettysburg anniversary broadcast of Nov. 19, Mr. Barry was cited, in part, for demonstrating that "American history can be handled with dignity over the air and that the same time be made of absorbing interest to large numbers of listeners."

GEORGE SNELL, program manager of KEEN San Jose, has been elected to nominating committee of San Jose Adv. Club.

KARL PEARSON, former assistant traffic manager of NBC Western Network, is now producer, replacing ROBERT DWAN, who resigned to join John Grundy Radio Productions as producer-director of ABC's "You Bet Your Life."

TERRY CHRISTMAN, former sustaining traffic supervisor, takes over as assistant traffic manager and EDWARD HOLLIE takes over former position, WILLIAM LOUDON, formerly with NBC Recording Division, replaces Mr. Hollie as telephone operator.

CHARLES GRAVES, commercial writer on Army's "Sound of War" program, replaces BOB FISHER as commercial writer of NBC's "Jimmy Durante Show."

ALAN ARMER, graduate of NBC Stanford U. Radio Institute, has joined announcing staff of KEEN San Jose.

FRANK R. COTE, former assistant personnel director for Greenfield (Mass.) Tap and Die Corp., and previously with General Electric in Pittsfield, has joined announcing staff of WHA Greenfield.

LEROY MILLER, entertainer at WFIL Philadelphia, has been named honorary colonial lieutenant in the 278th anniversary observance of the Battle of Long Island. Mr. Miller is also has been appointed production manager of CQI Vernon.

ELLIOT WAGER, former Denver advertiser, and has joined KLD Denver, in writing department.

SHIRLEY PENNE, organist at WTAM Cleveland, has announced their marriage.

HUGH LABRE has joined announcing staff of KCMO Kansas City.

DON GRANTHAM, former announcer at WBBW New Orleans, has joined WLS Chicago, as program manager.

MIMI CHANDLER, radio actress, has joined KCTW Charlotte, N. C., as director of early morning show, "Coffee Time."

ROBERT DAWSON, formerly with WOR New York, has joined WLS as announcement director. Mr. Dawson will begin operation on 990 kc.

RUSSEL MALONEY, former staff writer for The New Yorker, has been added to writing staff of "Fred Allen Show" on NBC.

ROBERT WARREN, staff announcer at KYW Philadelphia, will join NBC in TABLE-MODEL television sets will outsell consoles nearly two to one in the coming months, according to a survey of 64 dealers in the New York metropolitan area sponsored by Allen B. Du Mont Laboratories. Dealers estimated that table models would account for 63.5% and consoles 36.5% of total sales. Dealers also predicted that 57.2% of all video sets sold in the next 12 months will have television only; 20.8% will have video in combination with AM and FM; 22.0% will have video, AM, FM and phonograph.

Better than half (58%) of customers have decided the kind of set they want before they enter the store, dealers said, with 45% knowing the model they want and 76% knowing the price they intend to pay. Men have the most to say about brands in the opinion of 88% of the dealers, and 66% of the dealers said that men also have the most to say about the price, while 59% of the dealers felt that women determine the model, whether table or console.

MELVILLE RADIO INSTITUTE, New York has announced opening of eight new classrooms in Melville Bldg., 15 W. 45th St. New rooms will accommodate 350 more students.

New York Dec. 1. He has been with KYW since December 1942. During war he served in ETO, first as a parachute trooper and later with American Forces Network.

ROD WALTER, formerly of CKOV Kelowna, has joined announcing staff of WOR New York.


EDWARD SOBEL, NBC video producer-director, has been named manager of NBC's corporation.

J. EGG. BEATTIE has joined CKOV Kelowna, B. C. He formerly was with CHMI, Hamilton, Northern Broadcast Co., Air Radio Co., and Hamilton laboratory.

Walter McBRIDE, formerly of CKY Toronto, who joined WCPs Barboro, N. C., when station opened last September as WCPs in announcer-mc. He will handle early morn-

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"Beauty and perfect acoustics are combined to form one of the finest broadcasting studios in existence."

That's how the "Graybar Tag" described Nashville's new radio station in 1926. Now, 21 years later, it still can be said that WLAC is "one of the finest broadcasting studios (stations) in existence".

November 24, 1947 marks the 21st anniversary of our station. WLAC got off to a good start. Its progress has never been interrupted. Keeping pace with our growth from 1,000 watts to 50,000 watts has been this station's development in business and public service.

For the success of WLAC we are indebted to the hundreds of local and national accounts and the many thousands of listeners whose confidence and loyalty give proof that our operation has been "in the public interest".

J. T. Ward, Owner
J. C. Sowell, Manager

WLAC's "Crystal Studio," the talk of the nation in 1926.

WLAC's ultra-modern floating studio, 1947.

Represented by The Paul H. Raymer Co.
E. M. ROBERTS, formerly with RCA for 18 years, has been appointed manager-director of International Div. of the new WRF Ash. He was previously assistant manager of RCA Victor Co., China from 1960 to 1961. He served as president of RCA Victor Argentina from 1940 to 1945. He has also served as president of RCA Victor Egypt from 1950 to 1951.

EDWARD E. LEWIS, with Sylvania Electric Products Inc., New York, has been appointed director of television of Springer Pictures. He will make his headquarters at company's New York office. 341 E. 43 St.

RCA VICTOR has made provision for renewal of television ownership policy to provide service, maintenance and parts replacement coverage for RCA TV, beyond first year of ownership. Policy originally provided for supplemental installation of antennas and service, maintenance and spare parts replacement for one year.

RAYMOND HERZOG, recently elected secretary and member of board of directors of Emerson Radio Export Co., was recently elected secretary and member of board of directors of Emerson Radio Export Co., New York, last week was appointed assistant to treasurer of the company.

A. E. KESSLER, U. S. Television Mfg. Co., public relations director, has been named public relations consultant to the Long Island and Palm Beach Associations. CRANE W. HALLACK, program manager and script editor of Television Workshop, has been named to the “Script of the Month” award given by the Assn. of Edu- cation by Radio for the month of March, 1947. Drama was presented by Workshop's resident company last month.

SAMUEL W. ELWING Jr., formerly with Philadelphia law firm of Saul, Elwing, Renick & Saul, has joined legal de- partment of RCA Victor Div., Camden, N. J. He will supervise legal matters for RCA Engineering Products Dept. with the RCA Victor Div.

DEAN H. McNEALY has resigned from San Francisco-Telegraph Co., where he was chief, radio and television division of public relations office, to open his own public relations firm at 918 Shreve Bldg., San Francisco. He formerly was with RCA San Francisco.

RADIO FEATURES Inc., program packaging division of Schroeder & Schmitter, Chicago, has signed JOHN NISSIT, professional film and radio dramatic producer to long term contract for series of transcribed programs. Mr. Nis- sit will do his famous "Passing Parade" on five-week basis as co-op for DuMont Television, which will get underway Jan. 1, with time to be selected.

REUTERS, head of BPR Inc., Hollywood packaging firm, is in Chicago to make arrangements for opening of new office in New York for sales conferences relative to program properties.

Theodore W. Buchter has been appointed territorial sales manager for U. S. Television Mfg. Co., covering Boston, Albany, Schenectady, Balti- more, Washington and New York and L. ROBERT FISHER has been appointed to similar position for Philadelphia, Wilmington and Eastern Pennsylvania.

Harold Dittenhoffer has been named district sales supervisor for New York metropolitan area.

CARL HEIDER, formerly a director with CBS, has joined Donald Dawson Assoc., New York script library and radio produc- tion firm, as writer and editor.

RADIO'S RELIABLE RESOURCES, Phil- adelphia (radio equipment and finan- cing firm), has announced plans for opening new office in Kansas City and Atlantic City, about Dec. 18.

DON C. WALLACE & WILLIAM H. WALLACE, Los Angeles electronic manufac- turers' representatives, have moved to new offices at 1204 Maple Ave.

W. G. DRENTHE, president of United Sound Systems, Chicago wire service firm and local distributor for DuMont Television, has been appointed national distributor for Liquid Lens Corp., manufac- turer of new patented lens for video sets.

J. ARDEN STILL, formerly with Davis Rose Co., and before that manager of radio department of Strauss Frank Co., has been appointed manager of south- western division, distributor for DuMont Television, has been appointed national distributor for Liquid Lens Corp., manu- facturer of new patented lens for video sets.

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John Parsonson, West Coast merchandising manager of Philco, has resigned.

LOWELL JACKSON, former station re- presentative and previously station manager, has been appointed Chicago representative for REIP Inc., Hollywood packaging and management firm.

DAN HOUSE, formerly with APRS Hollywood office and currently Mutual radio's representative in Los Angeles, is from Kansas City and Atlantic City, about Dec. 18.

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MILTON SHAPIRO, former writer and producer at WPEN Philadelphia, and television return from Army as- signment as writer and producer with APRS, has opened his own advertising office, known as Milton Shapiro Assoc., 340 Market for National Bank Bldg. Philadelphia. He is on an as- signment has with WKXO Ch. 51 Hollywood Blvd., Hollywood. Office will handle publicity for radio and screen people on visits to Philadelphia.

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

Mail response and personality!

Howard Reig Shows  Complete details from NBC Spot Sales  SCHOENETADY, NEW YORK  NEW YORK  GENERAL ELECTRIC

**DuMont NETS $152,775 IN FIRST 5' MONTHS**

ALLEN B. DuMont Laboratories showed net earnings of $152,775 during the first five and a half months of 1947, compared with a net loss of $3,118,892.31 for the same period of 1946, company reported in a statement to stockholders dated Nov. 10.

Gross income for the period from Dec. 30, 1946, to June 15, 1947, was $4,641,272.80, against a gross of $1,929,095.79 for June 16-Dec. 29, 1946. For the 12-month period June 16, 1946, to June 15, 1947, the gross was $5,973,738.52 with a net loss of $1,166,118.90.

Operation of the DuMont televe- sion stations, WABD New York and WTTG Washington, cost the company $351,178.49 during the latter part of 1946, when income from broadcasting totaled $52,437.34, making a net loss on this operation of $46,936.15.

For the year, June 16, 1946, to June 15, 1947, the cost of operating the DuMont television stations was $493,588.92, with income of $75,748.09 making a net loss of $668,403.43 for the year.

**TURNABLE**

**Flinley Transcriptions Inc., Holl- ywood, has moved its processing and distribution operations from New York to Hollywood. LARRY FINLEY, president, explained that change is dic- tated by need for facilitating shipping and closer home office supervision.

RCA Victor Record Dept., Camden, N. J., in effort to coordinate distributors and retailers activities has in- tegrated its separate one-day sales clinics for its record distributors and their key customers from New York, Newark, Washington, Baltimore, Harrisburg and Philadelphia.

FREDERICK L. LOEWUS, vice president of Lissman Records Inc., New York, and Jean Copland, planned to be married Nov. 21.

CLINTON STANLEY of Larry Finley Enterprises, Hollywood, has been named producer of Al Jarvis television show "Looking At Music" on KTLA Hollywood.

COMPLETE file of recordings made by WOL Washington of the Holiday presents has been made available to the House Un-American Activities Committee by Albert L. Warner, WOL news- director. Recordings will be filed per- manently in Library of Congress at later date.
What's New in Television?

Television Takes to the Air!

A couple of weeks ago Philadelphians and New Yorkers by the thousands found out what it was like to go up in an airplane... how it seemed to fly in a military formation... saw downtown Philadelphia as the pilots see it.

They won their wings... by way of the WPTZ mobile units... without ever leaving their easy chairs!

This airborne telecast was part of a television program produced in cooperation with the U. S. Navy, direct from the Naval Aviation Station at Willow Grove, Pa., as a reserve training promotion.

As you can imagine, getting power in and a signal out of an airplane is the kind of undertaking that makes engineers old before their time.

With very little effort, we could go on to great length about how this telecast marked a milestone in television history... what an important "first" it was... how it opened a new field of television operation. However, to agencies and advertisers we think it has more immediate significance.

Here at WPTZ you'll find the over-all experience, the engineering talent, the trained, qualified personnel to make your advent into television productive and profitable. Let's talk it over.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building - Philadelphia 3, Penna.
CHICAGO TERMINAL NATIONAL trademark of a series of 30 spots per week on Chicago stations WOCQ and WCLL, is promoting savings accounts, personal checking accounts, and real estate loans. The cooperative effort will be stressed in a campaign, handled through Kuttner & Edwards Agency, Chicago. The campaign will include the Chicago Savings Clubs. Live announcements will be used, and they will be broadcast shortly after December subscriptions are made. The spots will replace live ones. Program schedule will run for 10 weeks.

GENERAL ELECTRIC Co. Nov. 17 began sponsorship of "Warter Compton and the News" on WTTW Washington, Mon. 6-57 p.m. Program is also telemcast by WCIH, and stations used as cooperative program. Program utilizes Transradio News, Harris & Ewing (Washington) photos and personal interviews with older capital personalities. Agency: M. Belimont Ver Blandford Advertising, Chicago.

CARDINAL TIES FIFTH AVENUE SHOPS, New York, (retail-seller of a $1 tie), has budgeted approximately $20,000 for its first radio advertising campaign. Firm is using two half-hour programs on Saturdays, two half-hour programs, and one one-hour broadcast program. Program is also telemcast on WNYC, New York. Radio campaign started on Nov. 15. Contracts are between CCI Agency, William Warren Agency, New York.


HAT RESEARCH FOUNDATION, New York, is using one-minute video film spots in connection with its telemcasts on KTLA Los Angeles, WWV-TV Denver, WBBM Chicago, and WHK Philadelphia, with New York and Washington to be added soon. The film is to stress the importance of hat right for right occasion and also use health-protective benefits of hat-wearing. Agency: Grey Adv., New York.


BRISTOL-MYERS, New York, has appointed McCall-Bickford's office in Baltimore to handle advertising of its product, Mum deodorant, in Argentina.

FORD DEALERS, through agency, J. Walter Thompson Co. New York, will participate in sponsorship of Louis G. Cowan program titled "RIP America," Thurs. 9-10 p.m. on Mib, effective Jan. 8, 1948. Program is participation quiz show and is produced specifically for farm audience. Program will be heard in throughout Farm, State, and local farm organizations and will originate in Chicago. Ford Dealers also sponsor "Fred Allen Show" on NBC.

J. WILLIAM HORSEY, president of Dewey & Boys Food Stores Ltd. and Bakers, both in Canada, and of J. William Horsey Corp., of Pottsville, Pa., has been elected chairman of the board of Orange Crush Co., of Illinois. Inter-American Orange Crush Co., and Orange Crush Ltd., of Canada.


COLGATE-PALMOLIVE-PEET Co., Toronto, has completed its second spot announcement campaign on large number of Canadian stations. Agency: J. Walter & Mils Ltd., Toronto.


PALM VILLAGE LAND Co., Palm Springs, Calif. (subdivision), has appointed Harrington, Whitney & Hunt Inc., Los Angeles, to handle regional advertising and is sponsoring daily five minute "Let's Talk About the Weather" on KEMP Hollywood. Other Southern California spot radio is planned.

ALIDA PRODUCTS Co., Tujunga, Calif. (Golden Dager Lipstick), has appointed A. James House Co., Los Angeles, to handle advertising. Media now being considered.

YANKOE DOODLE BOO BEER, Los Angeles, has appointed Grant Adv., Hollywood, to handle national account. Radio will be used.

SWELL TIME ICE CREAM Co., Burbank, Calif. (ice cream), has appointed Lockwood-Headford Adv., Los Angeles, to handle advertising. Half-hour is being used on KEPM Hollywood.


O'KEEFE & MERRITT Co., Los Angeles (stores), in addition to current regional campaigns, Nov. 10 started spot announcement "Let's Talk About the Weather," to be run on KBFC Chicago and KFRC KOOG KGW. Contracts are for 6 weeks. Agency: N. B. Aschman Adv., Los Angeles.

BROADWAY-SPRING ARCADE BUILDING, Chicago, (department store), has commissioned an independent advertising company to handle advertising. Firm has started five-weeks quarter-hour "Arcade Quiz" on KLCA Hollywood.

HUBBARD EY Co., Winnipeg (chain department store), has started quarter-hour program on number of Canadian stations.

U. S. Educational Levels Found to Be Still Rising

EDUCATIONAL LEVELS in the United States have continued to rise, according to latest Bureau of the Census figures released last week. J. C. Capt, Census director, issued an estimate which showed that over half the people over 20 years of age in the U. S. have completed the first year of high school.

One person in ten had completed less than five years of schooling, however, and the median number of grades completed is now nine-and-a-half. Females have a slightly higher level of attainment than males. The proportion of college graduates is higher among males, but a higher proportion of females has finished high school.

Younger people show a much higher educational level than the older groups. Persons 65 or older averaged 7.7 grades completed, while 20-24-year-olds have averaged 12.1 grades completed.

ONTARIO HYDRO ELECTRIC SYSTEM, Toronto (conservation campaign for electric current), is running transcribed spot announcements on all Ontario stations. Agency: J. J. Gibbons Ltd., Toronto.


QUAKER OATS Co., Peterborough, Ont. (Quaker products), has started 8-week transcribed program and spot announcement campaign on number of Canadian stations. Agency: Spitzer & Mills Ltd., Toronto.

PERFECTION COURTS Ltd., Quebec (foundation garments), has started transcribed, spot announcement campaign on number of Canadian stations. Agency: H. C. Smith & Son, Toronto.

In Music

Chicago terminal national

Sponsors

Meaning: "Strike Up The Band"

But in Dallas

Ford Worth

It's 1 Station

WFAA

1 Frequencies

Networks

WFAA radio service of the Dallas Morning News

Page 60 • November 24, 1947


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Network Accounts

New Business

LAMBERT PHARMACAL Co., St. Louis, Mo. (Kellogg's), Dec. 34 paid ABC's "Jack Paar Show" on CBS, Sat. 7:45-8:15 p.m. Agency: Lambert & Feistier, New York.

Net Changes

AMERICAN TOBACCO Co., New York, (cigarettes), Dec. 34 dropped "Johnnie Walker" spot from weekly quarter-hour program, "Tennessee Jed" on ABC.


HOLLYWOOD BROADCASTING Co., New York, Nov. 7 dropped five-weekly, quarter-hour program, "Tennessee Jed" on ABC.

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 16, MASS.

FORJEO & CO. • NATIONAL REPRESENTATIVES
Two Valuable Books on Broadcasting

TELEVISION ENCYCLOPEDIA
By Stanley Kemper

The first non-technical reference book ever published on television in all its major aspects, this book is the work of a leading writer and editor on television. Television Encyclopedia has 87 illustrations, is 384 pages in length. It includes:
1. A historical survey of television, marking the milestones in its development.
3. A glossary of technical and trade terms.
5. A bibliography—easily the most complete on the subject.

This book will be of special interest and help to those having a career or hobby interest in radio and television, advertising, publicly, or publishing; it will give valuable data to the manufacturers and retailers of home furnishings; it will prove invaluable as a reference book for use in libraries, schools, and research agencies. Send for your copy now. Only $6.50.

Radio Broadcasting for Retailers
By Enid Day

Undoubtedly the most successful kind of radio program for retail merchants is the "personality" type. Here is a detailed account of how to build a sales and prestige producing program, by an outstanding and experienced exponent of this style, Enid Day, radio director of the Davison-Paxon Co., Atlanta, Ga., has written a book giving her formula for success in this type of program; it is based upon seventeen years of achievement.

For station executives, agency personnel, retail sors and radio careerists, Enid Day has an absorbing and fruitful story. She sheds light on a vast and somewhat overlooked field of opportunity in radio. Get your copy of this new book soon. More than 200 pages of sparkling text, with six appropriate pictures from the radio life of the author. Only $3.50. Mail your order now.

Fairchild Publications, 8 E. 13th Street, New York 3, N. Y.

Gentlemen:

Please send me __ copies of Television Encyclopedia by Stanley Kemper at $6.50 each.

Please send me __ copies of Radio Broadcasting for Retailers by Enid Day at $3.50 each.

(Please add 2% sales tax if delivered in N.Y.C.)

Name ____________________________________________
Address __________________________________________
City __________________________________________ Zone No.
State ____________________________

Mrs. Pearl Broxam

MRS. PEARL BENNETT BROXAM, 57, public interest director at WMT Cedar Rapids, Iowa, was fatally injured when the car she was driving collided with a truck near Cedar Rapids on Nov. 16. Before joining WMT in 1945, Mrs. Broxam spent 12 years as program director of W.S.U. in the state university's station in Iowa City. She was a former president of Zeta Phi Eta, women's professional speech arts fraternity. Mrs. Broxam organized the Cedar Rapids Radio Council and belonged to other educational organizations.

Dr. W. A. O'Brien

DR. WILLIAM A. O'BRIEN, 54, head of the postgraduate study department of the U. of Minnesota Medical School, who had been heard regularly over WCCO Minneapolis in health talks for 18 years, died suddenly Nov 15 at Minneapolis after suffering a stroke. Dr. O'Brien, representing the Minnesota State Medical Assn., was one of the first prominent physicians to go on the air for a regular series of health talks. His first broadcast was on April 1, 1928, and his last was given the morning of his death. Dr. O'Brien was a graduate of Notre Dame and the St. Louis U. School of Medicine. He is survived by his wife and six children.

Mrs. Broxam

Mrs. Broxam is the former Mrs. Robert Celor, and former president of Zeta Phi Eta, women's professional speech arts fraternity. Mrs. Broxam organized the Cedar Rapids Radio Council and belonged to other educational organizations.

Wins Script Award

COMEDY - DRAMA script, written by Joyce Culbertson of the program department of KWKH Shreveport, La., will be presented on the Nov. 26 broadcast of the Dr. Christian program on CBS. Miss Culbertson won $200 for her script, titled "Capitol's Homewarming," in the 1947 competition of the Dr. Christian Award.

Mrs. Pearl Broxam

DON BELL, internationally known as correspondent who covered Bikini Atom Bomb tests for all four major networks, has temporarily joined news department of WABK Hagertytown, Md., to deliver spot commentary on current world situation.

JACK CHASE, night news editor at WCOP, has transferred to day news editor, CHUCK CROSSBY, sports caster for WCOP, is doing 11 p.m. news daily, in addition to sports coverage.

GREN SIEBELS, new editor at WIS Columbia, S. C., is the father of a boy, Robert Emmett 3rd.

JIMMY DOLAN, co-worker with TED HUBBINS on football broadcasts and former CBS assistant director of sports, has been named executive secretary of the Sports Broadcasters Assn.

TONY WAKEWAN, sports announcer at WWOD Washington, is recuperating from a knee operation and is expected to resume his duties shortly.

CON J. D'ANDEGRA, for past ten years doorman of U. S. Senator's family Galery, has joined staff of Senate Radio Gallery as second assistant superintend. It was announced last week by D. HAROLD McGrath, superintend. of the gallery, ROBERT C. HOUCH, whom Mr. D'Andrea replaces, moves up to position of assistant superintend., which was vacated by resign- tion of HAROLD W. CROXTON, who has joined State Dept.


JACK K. KRUEGER, radio news editor for KIBO Portland, has been awarded citation for "ex- ceptional quality in radio news writ- ing" by Sigma Delta Chi, national professional journalism fraternity. Award was based on scripts for two programs—"Background of the News" and "Today's Events" which he prepares.

C. W. (Jack) JACKSON, director of agriculture for KCMO Kansas City, has been presented Honorary Lone Star Farmer Degree by Texas Delegation of Future Farmers. Award, said to be the association's highest, was given for Mr. Jackson's assistance in FFA work.

CLARE WALLACE, Toronto radio com- menter, flew to England, to at- tend wedding of Princess Elizabeth, and broadcast two thrice-weekly "They Tell Me" quarter-hour "Trans-Canada network programs ("The Hood Floor" from London on Nov. 19 and 21. She is to return to Canada by air on Nov. 24.

Current News in the field provides basis for "Labor In The News" program. Leading labor news items are discussed on both sides of the question in Woler, U. of Washington professor in labor law, conducts program in 15-minute format.

Page 62 • November 24, 1947
WOAI opens the door to this huge Southwest market

From the standpoint of either coverage or market, WOAI is tops in the Southwest.

Take WOAI's primary daytime range, where there is a total of 381,600 families*. According to BMB it covers 66 big, wealthy Texas counties in which 50% or more of the radio families listen to WOAI regularly.

The people in these counties spent $814,314,000* in retail stores last year. They have an estimated net buying income of over a billion dollars*

WOAI is the only single medium through which you can reach and tap this vast reservoir. Your Petry man can give you the details.

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The 22D Portable Speech Input Equipment

The rugged, time-tested 22D operates either from commercial a-c lines or from self-contained batteries. Chromium position-reference markers and raised pointers of the mushroom-type mixer knobs permit the operator to keep his eyes on the event he's covering, while maintaining complete control.

If you're looking for convenience of operation plus long and dependable service in an easily carried equipment, order your 22D now from your nearest Graybar Broadcast Equipment Representative, or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N.Y.

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— QUALITY COUNTS —

Page 64 • November 24, 1947

Promotion

CANNED PROMOTION

CAN OF PENNSYLVANIA SWEET PEAS, GROWN IN PA. COUNTY, IS BEING PROMOTED THROUGH A CONTEST, "The Property of... [(sponsors)]."

PRIZE

FURS valued at $25,000 are to be awarded in a contest conducted by General Mills Inc., on the "Betty Crocker Magazine of the Air" on ABC. Entries must be complete in 25 additional words or less. The sentence: "I like the Betty Crocker green split pea soup because..." Entry must be accompanied by package description of new split pea soup. Contest closes today (Nov. 26).

New Program Schedules

TELEGRAMS to the trade were used to herald first issue of new program schedule of WISN Milwaukee. Telegrams were in verse form, and notified the recipient to watch for the forthcoming guide. Schedule will be issued several times during the year, and will be distributed to key stations. The schedule includes important personnel, program and client announcements, special announcements for child programs, special facts for women broadcasters.

Teachman Manuals

THREE MANUALS have been published and distributed by WIP Philadelphia, to aid teachers and students in following three of the station's five in-school radio programs. All handsomely printed and attractively bound, the manuals cover programs for each series during the coming school year. Each manual bears name of program it outlines.

RCA Neon Signs

POINT-OF-SALE IDENTIFIER, a neon tube with a white sign, is being made available to television set dealers by RCA. Dealers may display "RCA Victor Radio & Television" message in two lines in their window, with neon signs of new captions, packed in specially-designed shipping cases. Multitube design to eliminate breakage dangers. Retailers obtain the signs through their distributors.

KMA Coverage Study

COVERAGE and market study has been released by KMA Shenandoah, Iowa, in form of 16-page booklet. A three-month study, booklet contains (1) findings of BMG radio home survey, (2) Nielsen's national survey (3) analysis of three consecutive years of audience commercial mail. KMA is offering the booklet free to agencies, advertisers and stations on request.
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Standard source of Information about 2,000 U. S. and Canadian advertising agencies with list of their recognition, personnel, and over 30,000 clients. Issued three times a year — the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.

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November 24, 1947 • Page 65
November 14 Decisions

BY COMMISSION EN BANC

AM - 1340 kc
San Luis Obispo Betsy, Co., San Luis Obispo, Calif.—Granted CP new station 1340 kc 250 w
November 13

AM - 1330 kc
Wilmington, Del.—Granted CP new station 1330 kc 1 kw DA-DN sharing with WGLD
November 12

WRUF Gainesville, Fla.—Granted CP to change hours from L-KOAI to uni., install new trans. and DA-N and change tower location, engineering cond.

Hearing Designated
Baker Song, Fla.—Designated for hearing application for new station 1690 kc 1 kw uni. for extension of 45 days, showing cause for disapproval of KUFA KFEU KASH being made

Modification of CP
WHRB Jacksonville, Fla.—Granted application for mod. CP to make change in DA to obtain CAA approval, and for extension of completion date, engineer cond.

FREE Houston, Tex.—Granted mod. CP to change DA-N to DA-DN (DA-2) and also add FM ant. on Sunflower tower, engineering cond.

WJZJ Fort Wayne, Ind.—Granted mod. CP to move separate tower on site which is to be used for four tower AM DA.

WGTI Wilson, N. C.—Granted mod. CP to change type trans. of DA, and to change trans. location.

KYOR San Diego, Calif.—Adopted order ordering request for SSA to operate on 1120 kc with 10 kw uni. for period not to exceed seven months.

KGNJ Monticello, Ind.—Granted adj. to delete all filings relating to CP and modifications granted Jan. 14, 1947 and June 20, 1947, and cancel these modifications.

Hearing Designated
WMPC Lincoln, Neb.—Designated for hearing application for mod. license to increase beam hours of operation from specified to unlimited, except on Saturday, Monday, and Tuesday, total hours of operation to be 99 hours per week. (Comr. Jett for Grant)

Petition Denied
Birney Ilies Jr., Grenada, Miss.—AAS adopted hearing petition for reconsideration or rehearing of Commission's decision of June 12, 1947, denying application and granting of (t) Grenada Broadcasting Co. or in alternative for leave to amend and grant petitioner's application as amended, simultaneously with application of Grenada Broadcasting Co. (Comr. Jones not participating.)

License Renewal
WBAT Marion, Ind.—Granted renewal of license for period ending Aug. 1, 1947.

WWOD Lynchburg, Va.—Same.

KVIN Visalia, Calif.—Granted renewal of license for period ending Aug. 1, 1947.

KTNM Tucumcari, N. M.—Same.

KYF Fort Dodge, Iowa—Same.

WCTC Corbin, Ky.—Same.

Hearing Designated
KYOS Merced and KXOA Sacramento, Calif.—Designated for consolidated hearing application of KXOA to change from 1400 kc 250 w to 1460 kc 5 kw. KXOA, with application of KXOA to change from 1400 kc 250 w to 1460 kc 5 kw. DA-N, and WLAQ and WROM Rome, Ga.—Designated for hearing in consolidated proceeding applications of WLAQ and WROM for request of change frequency and power of stations to 1460 kc 1 kw uni., and granted petition of WONI that WLAQ be designated and petitioner made party to proceeding.

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- For instance, a new improved cam-operated lowering device prevents stylus damage and overcutting... because it enables you to lower the flutter-proof cutting head gently with decreasing speed as the head approaches the spinning record.
- For instance, start and finish spiralling is controlled by a separate motor... push-button operated. Spiralling pitch: approximately 6 lines per inch at 78 rpm and 2.5 lines per inch at 33⅓ rpm.
- For instance, you can change cutting from inside out to outside in by the simple turn of a dial... without adjusting the lead screw or driving gears. The pitch is continuously variable, while recording, from 96 to 152 lines per inch to handle program overruns. During actual running, too, you can adjust the stylus cutting angle and cutting depth. Groove grouping is eliminated because the head rides smoothly along a tubular enclosure that protects the feed screw. An automatic equalizer... available on special order... compensates for recording-level variations due to changes in surface speeds.

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- Head sensitivity (groove velocity 0.3 cm/sec., 0.00079" peak to peak at 1000 cps) ...-4 to -30 dbm (1.0) watt
- Turntable accuracy... ± 1½% 33⅓ or 78 rpm
- Speed regulation (wows)... ± 0.006% at 33⅓ rpm 0.007% at 78 rpm
- Turntable drive... 3 hysteresis type synchronous motors, using rim drive through rubber idler rollers
- Type of stylus... Sapphire or Steel
- Microscope... 36 power Spencer
- Playback removable plate provided for mounting RCA Universal Pick-up arm, MI-11871

RCA Type 73-B

RCA 73-B RECORDER, with its optional cabinet type MI-11827
Applications Cont'd

TV - 174-184 mc
Assignment of CP
KLAC-TV Los Angeles - Consent to assignment of CP to KEMT Radio Corp.
APPLICATION RETURNED
FM - Unassigned
Associated Electronic Enterprises Inc., Woodstock, Ill., and CP new FM station (Class A) on frequency not specified, ERP 200 kw, 12 kw and unli.
TENDERED FOR FILING
Modification of CP
WKTY LaCross, W. - Mod. CP to change proposed trans. location using 850 kc 1 kw unli. DA-DA.
November 17 Decisions
DOCKET CASE ACTIONS
Petition Granted
Announced memorandum opinion and order granting petition of Lee-Smith Bestf. Co., Fairbanks, Minn., insofar as it requests that Commission reconsider and vacate grant made July 28, 1947, authorizing KFIFN Inc. Bena, Minn., to increase power and change certain transmitting locations.
Rejection of Petition
FCC granted an Application for Change of Location of Station KFIFN. The petitioner requested that the FCC order the licensee to cease and desist from using the proposed transmission tower location.

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FCC Actions
(Continued from page 88)

WATERTOWN Radio Inc., Watertown, Wis.-CP new standard station 1500 kc.

Nov. 17 Decisions

DOCKET CASE ACTIONS

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Rejection of Petition

FCC granted an Application for Change of Location of Station KFIFN. The petitioner requested that the FCC order the licensee to cease and desist from using the proposed transmission tower location.

Ordered that those parts of July 28 order granting application of Lee-Smith Bestf. Co., Fairbanks, Minn., to operate station on 929 kc 1 kw unli. DA and application of KFIFN be vacated and another order that, insofar as it grants application of Associated Bestf., Fairbanks, Minn., remain in full force and effect; further, part of July 28 order granting application of Associated Bestf., Inc., be severed from Lee-Smith Bestf. Co., Fairbanks, Minn., to the extent of conditions set forth
in the Order of April 4, 1947.

TENDED FOR FILING

Modification of CP

WKTY LaCrosse, W. - Mod. CP to change proposed trans. location using 850 kc 1 kw unli. DA-DA.

November 17 Decisions

DOCKET CASE ACTIONS

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WHEN the most desirable FM location happens to lie in a congested area, tower design is of prime importance.

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ELABORATE election returns reporting service was set up by WSPR Springfield, Mass. When the poll places were closed, the board of alderman, school board and common council. As returns came in at the city hall, they were flashed each 20 minutes through the lounge of Hotel Sheraton and posted on big blackboard (above). Cumulative total was maintained by WSPR throughout the evening of election day. L. L. Wayne Henry Latham, WSPR program director and production chief, will reflect returns in real time through the WSPR airwaves.

Aired Breakfast Show

AUDIENCE-participation show, aired from Click Theatre Restaurant, Philadelphia, is scheduled to start on WFIL Philadelphia, Nov. 30, under sponsorship of Parkway Baking Co. of Philadelphia. Leslie Miller, WFIL morning man, will host show, which is titled "Breakfast at the Click." Mr. Miller will interview restless audience, awarding prizes to outstanding women in several categories, such as woman with most children, most recent bride, etc. Musical trio will move to table to serenade breakfast audience.

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Washington, D. C.

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

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

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BROADCASTING • Telecasting
FCC Actions
(Continued from page 68)

Applications Cont.

Modification of CP

WHNY Hempstead, N. Y.—Mod. CP, as mod, which authorized new FM station for extension of completion date.

License for CP

WMGM New York.—License to cover CP, as mod, which authorized changes in FM station.

Modification of CP

KONO-FM Seattle, Wash.—Mod. CP, as mod, which authorized new FM station for extension of completion date.

WJEWS Cleveland.—Mod. CP, as mod, which authorized new commercial television station, to test minor technical changes, involving slight change in ERP, to designate test trans., to change studio location, to designate trans. location.

TV—174-180 mc

United Best. Co., Cleveland.—New CP granted for extension of completion date on Channel 10, 174-180 mc, ERP 32 kw, aur 18 kw and 30 kw.

TV—192-198 mc

Empire Coil Co. Inc., Allison Park, Pa.—CP new commercial television station on Channel 10, 192-198 mc, ERP 25.8 kw, aur 13.6 kw and aur 13.6 kw.

TENDERED FOR FILING

AM—1250 kc

The Shelbyville Best. Co., Shelbyville, Ill.—CP new standard station 1250 kc 250 w D

AM—1440 kc

WNRK Green Valley, Md.—CP change frequency from 1490 to 1496 kc, power from 250 kw to 1 kw, install DA-2 and new tower, and change trans. location.

November 18 Decisions . . .

DOCKET CASE ACTION

AM—595 kc

Announced decision granting applications of WJUM Inc. to change facilities of WJUM Lansing, Mich., from 1240 kc 250 w unii. to 1260 kc 1 kw unii. DA-10 and, denial of application of The Cincinnati Times-Star, Co. to change facilities of WRWC Cincinnati from 500 kc 3 kw-D unii. to 2 kw-D and to change DA, without prejudice to applicant's filing within 90 days application for use of 500 kc at Cincinnati which would afford protection in accordance with standards to all existing and proposed stations except that it may radiate 175 mchv equivalent for a 311-wavelength antenna in horizontal plane in direction of Lansing, Mich. (Comms. Denny and Yarrow participating; Comrs. Jones dissenting).

BY THE COMMISSION

WJRO Aurora, Ill.—Designated for hearing applications of WJRO and WJRH to change location from 1290 kc 250 w D to 1290 kc 100 w N and change trans. and new tower, and installing equipment of WJWI and WJRO, and authorizing WJRH Minneapolis to be made party to proceeding.

ACTIONS ON MOTIONS

(By Commissioner Jones)

KSTP Trinidad, Col.—Granted petition insofar as it requests intervention in proceeding on application of WQFG.

Kept Best. Co., Galveston, Fla.—Granted petition to dismiss without prejudice application.

WTOC Savannah, Ga.—Granted petition to dismiss without prejudice application.


Seward County Best. Co., Liberal, Kan.—Granted petition for leave to amend application to specify 1270 kc 1 kw D in lieu of 1400 kc 250 w unii.

North Plains Best. Co., Ferrency, Tex.—Granted petition requesting that applica. be remitted from hearing dock.

Mcminnville Best. Co., Mcminnville, Ore.—Granted petition to change location on application with respect to legal and financial qualifications, etc.

Benson Best. Co. Inc., Boston.—Granted petition for leave to amend application with respect to legal qualifications, etc.

KNOW Austin, Tex.—Denied petition requesting enlargement of issues designated for hearing in proceeding on application of Bee Best. Co.

Cedar Rapids Best. Corp. Inc., Cedar Rapids, Iowa.—Granted petition for extension of time within which to file exceptions to re application and time was extended to Nov. 26.

KOV Phoenix, Ariz.—Granted petition for 30 day continuance of hearing in re application. Granted petition to file completed Nov. 17 and continued same to Dec. 19.

WELO Topeka, Miss.—Miss, Granted petition for amendment of hearing in re application now scheduled Nov. 24 and continued same to Jan. 21, 1948.

The Fort Industry Co., Lima, Ohio.—Granted petition for leave to intervene in proceeding on application of Motor State Best. Co.

KTBI Sheperdton, La.—Granted petition for leave to amend application to change trans. site and add Exhibit 14.

The Capital Best. Co., Annapolis, Md.—Denied petition for leave to amend application to show change in petitioner's officers, directors and stock subscribers.

WSAN Allentown, Pa.—Denied petition for leave to file new application to cover changes in location of wire antenna to 3 kw-D at 35 feet for 60 kw unii. to cover new antenna at 150 feet for 120 kw unii.

KLCN Bytherville, Ark.—Granted petition to dismiss without prejudice application.

Washington Best. Co. Inc., Lansing, Mich.—Granted petition for leave to amend application, to change location from Lansing to Ann Arbor, Mich., and move stations to different location then to file financial qualifications, etc.

Eagle Printing Co. Inc., Butler, Pa.—Granted petition for extension of time within which to file exceptions to Commission's action in consolidated proceeding with this application and that of Frank B. Smith Jr. and the time extended to Nov. 21, 1947.

KUAM Juneau, Alaska.—Granted petition to stay decision by Corporation of Burlington, Vt. (Comms. Harrell and Jones dissenting).


November 19 Decisions . .

BY THE COMMISSION

AM—915 kc

Announced adoption of memorandum opinion and order granting petition of North Jersey Best. Co. Inc. for reconsideration of Commission's action of April 10, 1947, granting license of The Monocacy Best. Co. to increase power of WPAT Newark, N. J., from 500 w to 1 kw, operating unii. on 920 kc, and to amend said application to include new trans. location, changing Nov. 25, 1947, in consolidated proceeding with application of New Jersey Best. Co. Inc. to increase power of WPAT Newark, N. J., from 1 to 5 kw and change time of operations from D to N unii. on 930 kc (Comms. Hyde and Webster not participating; Comrs. Jones dissenting).

November 19 Applications . .

ACCEPTED FOR FILING

License for CP

WXML Demopolis, Ala.—License to cover CP, as mod, which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KTSC Tucson, Ariz.—Mod. CP which authorized change frequency and power, install new trans. and DA-9 and change location in time to make changes in trans. location, extension of completion date to 180 days after grant.

License for CP

KSTO San Bernardino, Calif.—License to cover CP, as mod, which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

WINK Fort Myers, Fla.—License to cover CP which authorized install new trans.

WLPO La Salle, Ill.—License to cover CP, as mod, which authorized new standard station and authority to determin operating power by direct measurement of ant. power.

WYLN Olney, Ill.—License to cover CP, as mod, which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KWIC Hazard, Ky.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WAFT Baton Rouge, La.—Mod. CP which authorized new standard station and for approval of ant. and trans. location.

AM—1130 kc

WDGY Minneapolis—CP increase power from 500 w-5 kc to 50 kw-5 D, change hours from limited to unlimited, new trans. and DA-9 and change trans. location. AMENDED to change power from 50 kw to 50 kw-5 D, make change in DA and change trans. location.

(Continued on page 74)

The STANDARD OF COMPARISON IN BROADCASTING

RCA Power Tubes for FM

RCA's leadership in FM tube development again contributes more, newer efficient tubes for FM broadcast stations.

New metal header types. Originated by RCA, these tubes such as the RCA-7C24 shown above, and the RCA-9C23 shown below have opened new horizons in FM broadcast transmitter design and performance.

RCA's modern manufacturing and quality-control techniques are your assurance of higher quality FM power tubes that reduce your operating costs. For real tube economy in your station operation, buy RCA tubes. For information, write RCA, Sales Division, Section P36-K1, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

November 24, 1947 • Page 73
The NORTH CAROLINA STATE NETWORK
BLANKETING THE TAR HEEL STATE
with 1 kw Daytimers
announces
the appointment of

The FRIEDENBERG AGENCY, Inc.
as
EXCLUSIVE NATIONAL REPRESENTATIVE

WGLT–KANAPOLIS 870 kc (charlotte) WADE-WADEBORO 1210 kc
WTNC–THOMASVILLE 790 kc WEWO-LAURINBURG 1080 kc
WBBO–FOREST CITY 780 kc WWGP–SANFORD 1050 kc
WKBC–NORTH WILKESBORO 810 kc WCWR–ASHBORO 1260 kc
WFNS–BURLINGTON 1150 kc

E. C. QUALLS, President
INTERNATIONAL ANGLE entered the picture at the broadcasters’ party of Southwestern Assn. of Advertising Agencies in El Paso. William L. Kline (1), manager of the new 5-kw KEPO El Paso (scheduled to begin about December) was host to 35 agency executives, and their wives at a dinner dance at Juarez, Mex. Nov. 9, in conjunction with the SAAA convention. Second from left is Gerald Beckjord, executive assistant secretary of AAAA; beside him is Cecilia Partearroyo, Spanish copywriter for deBruyn Advertising Agency; at right is Thomas F. Corroy, head of San Antonio agency bearing his name and past president of SAAA.

PM station for extension of completion date.

TV-44-50 mc
E. Anthony & Sons Inc., North Dartmouth, Mass.—CP for new commercial television station to be operated on Channel 1 44-50 mc. ERP of v1 kw sur. 700 kw uali.
Remote Pickup
James R. Doss Jr., area Tuscaloosa, Ala.—CP for new remote pickup station to be operated on 30.82, 33.74, 33.82, 37.98 mc, power of 20 w and emission 12 hours of operation in accordance with Section 4.463.

ACCEPTED FOR FILING

Modification of CP
WDTR Detroit, Mich.—Mod. CP, as mod., which authorized new non-commercial educational station for extension of completion date.

CERTIFIED FOR FILING

Assignment of License
WEBJ Brewton, Ala.—Consent to assignment of license to Brewton Bestg. Co. 1340 kc.
Transfer of Control
KOLQ Phoenix, Ariz.—Consent to transfer of control from Carl Dexter Raymond, John K. Clarke, Herbert M. Bingham, Frank Beer, James A. Murphy, Paul F. Benson and Jerrold P. Gehan to Corron Gene Autry.
AM—1490 kc
Transfer of Control
KVNI Couric F’nkrs, Idaho and KNEW Spokane, Wash.—Consent to transfer of control of stock from The Scripps Newspaper Co., Inc. to Burt C. Magadine and Harry Hanke Jr.
AM—560 kc
KPQ Wenatchee, Wash.—CP to make changes in DA system.

Find the advertiser who’s got plenty to give thanks for... he’s just bagged himself a quick-profit spot on Rochester’s new live-wire, up-and-at’em station—WVET

BASIC MUTUAL STATION
ROCHESTER, NEW YORK
5000 WATTS 1280 K. C.
NATIONALLY REPRESENTED BY WEED AND CO.

Hearings Before FCC

NOVEMBER 24
AM—Hearing
Oral Argument
(Before Commission)
WABW and WHBW Indianapolis—Assignment of license of from Associated Bosts. Inc., to Evansville on the Air or Radio Indianapolis Inc.
Johnston Bostg. Co. and WTRB Birmingham, Ala.—CP 850 kc 1 kw-N 5 kw-LD uali. DA-N.

NOVEMBER 25
AM—Hearing
To be held Nov. 24 City Hall, Porth Amboy and Nov. 25 Civil Service Room, Post Office Bldg., Elizabeth.

Further Hearing
Further Hearing
Atlantic City Bestg. Corp., Atlantic City, N. J.—CP 1230 kc 300 w uni.
Strand Bestg. Corp., Atlantic City, N. J.—Same.
Other participant: WCAQ Philadelphia, mediator.

NOVEMBER 26
AM—Hearing
WPAT Patterson, N. J.—CP 930 kc 5 kw uni. DA-DN.
WFMD Frederick, Md.—CP 930 kc 1 kw uni.

WNJ Newark, Newark Evening News station, has appointed Levy Adv., Newark, as advertising agent. Joe Gans is the account executive.

Changes in NARBA

‘National’ Urged to Replace ‘Clear Channel’ Designation

SEVERAL proposals for revision of North American broadcast assignments were submitted last week to the NARBA meeting at Havana by the Cuban delegation as discussion of Part II of the agenda continued. Part II covers technical-policy matters.

Nicolas de Mendoza, of the Cuban delegation, said the country will ask the Canadian conference next August for approximately 12 Class 1D assignments and urge that 60 of the 107 channels be made Class I, including 540 kc. Canada previously proposed that 540 kc be IA for Canada.

Cuba also suggested that clear channels be called “national channels,” with minimum power of 10 kw. Should stations on these channels go over 50 kw, this would be the maximum power permitted to go away any other country. Cuba proposed that Class IV be increased to a maximum of 1 kw daytime, with minimum of 1 kw for Class II.

Cuban Standpoint

Mariano Durland, speaking for Cuba, favored elimination of the present 650-mile restrictive rule and substitution of specific field strength contours since Cuba is only 90 miles from the U. S. border at Key West.

The U. S. presented a new sky-wave chart which takes into consideration latitude effects. These show 10% and 50% skywave curves.

All but Mexico agreed to the U. S. 50% RSS procedure in determining night interference but Mexico deferred decision pending further study for its effect on the present allocations structure. All agreed, however, to change to RSS instead of present RMS procedure.

The Havana meeting is expected to wind up about Dec. 15. It opened Nov. 1.

NAB Publishes Industry

Testimony on White Bill

INDUSTRY testimony at hearings on the White Bill (S-1833) to amend the Communications Act is excerpted in a 322-page volume published by the NAB. It is mailed to 10,000 institutions and individuals as “a unique and important contribution to the subject of Federal law and regulation, and free, un of expression, in the field of mass communications.”

An appendix carries text of the proposed bill, section-by-section commentary and information on network operations. The book is designed to serve as a reference work in any study of laws and regulations affecting broadcasting as well as a guide in formulation of future legislation.
Death Knell
(Continued from page 17)
city with 13 channels, let alone
with 10.
F. W. Littell, Shell Pipe Line
Corp., Houston, representing the
Petroleum Industry Electrical
Assn., urged the recognition of a
radio service for his industry.
Don E. Petty, NAB general
counsel, objected to FCC's proposal
on grounds that it would narrow
the portion of the spectrum avail-
able for broadcast services; would
force cessation of specific opera-
tions, thus working immediate
harm on the public; would
foreclose development of local com-
unity TV, and would violate the
allocation plan of 1945, the "assur-
ce of the certainty of which has
been the basis of planning, con-
struction and operation in the
broadcast services."
George Grammer, technical di-
rector, American Radio Relay
League Inc., recommended elimi-
nation of TV Channel 2 (54-60 me)
rather than Channel 1. He said
this would solve for TV "the
greater problem of second-har-
monic interference" from indus-
trial-scientific-medical, "amateurs
and other services now working in
the 27 to 30 mc region."
Aeronautical Radio Inc., repre-
sented by counsel, Donald C.
Beeler, said that because of ter-
rain problems it may need 72-76 me
for a few years for communi-
cation and control operations pend-
ing development of permanent
wilt link service in 950-980 me area.
Thomas N. Dowd, counsel for
Trent Broadcasting Corp. and
Yankee Network, pointed out loss
of all primary TV service for
Trenton and Hartford, and to
some extent for Bridgeport, through
adoption of FCC's proposal. Trent
Broadcasting, WTM, Trenton licence,
is applied for TV Chann-
el 1 in that city while Yankee
seeks Channel 1 at Hartford. He
also pointed out the extensive low-
band FM network operations of
Yankee through WGBR Boston and
WMNPE, Met., citing the great loss of
existing service which could not be
replaced immediately even by wire lines.
F. J. Bingley, Philco Corp., testi-
ying as chairman of the RTBP
Panel 6 Committee on Shared
Services, said video service could be
practically destroyed within the
5,000 mv/m contour due to inter-
ference from local fixed stations on
adjacent channels and that a sub-
stantial amount of the rest of the
service area could be lost due to
other causes.

TUESDAY
Under cross-examination Tues-
day morning, Mr. Bingley said he
thought the only problem in
AT&T's sharing plan would be its
possible effect on "a growing tele-
view service," and that, with re-
spect to ARRL's proposal, he
thought the Commission plan was
better.
J. R. Poppele, vice president and
chief engineer of WOR New York
and president of Television Broad-
casters Assn., said TBA was con-
vincing that "12 channels without
sharing are certainly preferable to
11 channels with sharing." He
insisted that "a minimum of three
additional six-me, interference-free
channels are necessary for an ade-
quate, equitable television broad-
cast service."
He characterized the present 13
channels as "the foundation" of
TV service. Deletion of Channel 1,
he said, would deprive many metro-
politan areas of "any means of
community self-expression by tele-
vision broadcast," and, of an even
more critical nature, would cause
a similar loss to "the hundreds of
small towns which would neces-
arily rely upon Channel 1."
With 15 commercial TV stations
now on the air and 55 under con-
struction, he said the dollar value
of annual video broadcast equip-
ment production would be $4,700,-
000 in 1947 and reach $12,000,000
in 1949, while the value of sets
produced this year would be $74,-
000,000 and approximately $460,-
750,000 in 1948. He estimatedannual television production at 176,000 sets and
anticipated 1,106,000 in 1949. Total
annual television production (transmitting and receiving) was estimated at $79,000,000 for 1947;
$387,000,000 for 1946, and $472,-
750,000 for 1949.

Prospects Not Rosy
Mr. Bingley, appearing this time
in behalf of Philco Corp., also
testified to the need for additional
video channels, though he conceded
that the prospects of getting them
now are "not too rosy."
The "nub of the problem," he
said, is the "suburban problem"—
the "big cities have first been
served, but the smaller towns
where broadcast service tends
to grow less rapidly, are, as a result,
not going to be able to establish
their necessary local service to any
appreciable extent." The solution,
he declared, is additional channels.
He agreed that 12 unshared
channels are better than 13 which are
shared, but insisted that FCC's
proposal is "unsatisfactory in that
it fails to recognize the suburban
problem, and in that it introduces
cases of interference due to relaxed
allocations standards."

Gustav B. Margraf, attorney,
presented a statement on behalf of
RCA-NBC emphasizing the need
for "stability" in video allocations and
objecting to the removal of
Channel 1. He noted that "big cities
would lose the possibility of
having local television service and
contended that, in the re-allocation
of remaining channels to compen-
sate for some of the losses, mileage
separation between stations on the
same and adjacent channels would
be reduced and consequently larger
areas of interference between sta-
tions would result.
Mr. Margraf insisted that "every
effort" should be made to get addi-
tional space from government serv-
ices. If additional space cannot be
found by this method, he said on
cross-examination that 12 unshar-
ed video channels were more desir-
able than 13 shared.
Dr. T. T. Goldsmith, research
director of Allen E. DuMont Labs,
presented voluminous data com-
piled in a study of field strength
measurements of DuMont's WABD
New York.
Concerning FCC's proposal, Dr.
Goldsmith stated it was "thor-
oughly the desirable thing" and
that 12 channels free of sharing
would be preferred to 13 with
such interference. As TV is a grow-
ing industry, he envisioned future
needs for expansion, and said
88-174 me eventually can be
very readily used for TV.

'Sound Interim Service'
He felt the present high-band
FM service may become the aural
component for video. FM now is
providing a sound interim service,
Dr. Goldsmith stated, commenting
that the "public may become dis-
satisfied with only a sound service."
Concerning the ARRL proposal
to delete TV Channel 2 instead of
Channel 1, Dr. Goldsmith said
FCC's proposal is preferred since
TV would have to protect two sides
of the channel under the ARRL
plan instead of one under the FCC
plan.

J. E. Brown, assistant vice presi-
dent and chief engineer of Zenith
Radio Corp., testified that FCC's
proposal is "incorrect, inadequate,
and harmful to the public interest,
particularly in rural areas."
Mr. Brown reviewed the alloca-
tion of the 88-108 mc FM band as
"against the evidence of the lead-
ing propagation experts" of the
U. S. and gave details of the Zenith
Milwaukee-Deerfield, Ill., tests to
support his claim that the 100 mc
band does not give as good
coverage as 50 mc. He proceeded
with results of current high-band
to "surrender governmental interests" and was not in a position to "barter with commercial interests."

Comr. Leonard contended that IRAC controlled 50% of the spectrum, allocated in the various Federal agencies, and that FCC takes what is left. He realized the Commission "tries to satisfy all needs" and lamented that essential services in the "so-called non-government status" "must be satisfied with the crumbs from the IRAC banquet table."

Myse Testimony

Pacific Logging Congress, represented by attorney, Daryl Myse, asked for a move from 70 mc to 60 mc to facilitate better coverage of wide-rugged areas involved in today's mechanized "tree farming" operations.

Lee McCann, vice president and general manager of Stromberg-Carlson Co., supported FM's claim to 44-50 mc. He recited personal experience to back his contention that 50 mc gives more reliable reception for rural and regional FM broadcasting than 100 mc. He said, "We look forward to the day when nearly every city and farm home in the country will receive local programs by FM, the high band being used for city listeners, the low band for regional rural listeners and for linking FM stations into networks, and the AM band being used for transcontinental and sectional long distance broadcasting."

Comr. Jett replied that he had "no doubt" that FCC would inquire into the possibilities of 15,000-cycle service and ask AT&T for complete information.

Mr. Dillard argued that television's future lies in the 480-890 mc band (now allocated for experimental television) and said he was "amazed" at the extent of video's promotion of its operations "in a temporary band." He felt 13 channels were too many for television (Continued on page 78)

Everett L. Dillard, owner of KOZY (FM) Kansas City and WASH (FM) Washington, president of Continental FM Network and of FMA, urged allocation of TV Channel 2 for FM relay of 15,000-cycle, high-fidelity FM programs. He suggested that Television Channel 2 might be divided among non-government fixed and mobile services which under FCC's plan, would get TV Channel 1.

He also suggested that non-government services might get additional space from frequencies assigned to government radio operations, declaring that government has 43% of the frequencies between 15 kc and 216 mc. Comr. Jett responded that it was "not fair" to limit the estimate to frequencies below 216 mc since FCC recognizes the band to 30,000 mc.

Mr. Dillard insisted that FM should operate its relays in the 44-50 mc area, despite Comr. Jett's contention that that band is "not the best for relay, unless you're thinking of a combination of broadcast and relay." Mr. Dillard asserted repeatedly that he proposed to use the band for relay purposes only, denying implications that the relays would be intended to get listenership among receivers which now operate in that band.

He charged AT&T with reluctance to provide 15,000-cycle, high-fidelity lines for FM relays, declaring that the telephone company had promised to have installed, in one year from receipt of an order from Continental, a 15,000-cycle circuit connecting all stations now receiving service from the network via 8,000-cycle lines. AT&T's rates for FM 15,000-cycle lines, he said, are twice those for AM network lines.

Other Possibilities

When he declared that the question of FM network facilities is "a proper subject for investigation," Comr. Jett replied that he had "no doubt" that FCC would inquire into the possibilities of 15,000-cycle service and ask AT&T for complete information. He felt 13 channels were too many for television

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Death Knoll
(Continued from page 77)

in view of the demand for video stations.

Mr. Dillard, asked about Dr.
Goldsmith's opinion that FM may become the aural component of TV because the public would demand it, replied: "I feel he is living in a dream world of test patterns and recorded music," he then referred to "one-legged" television which was putting on test patterns or scenic background stills for programs of recorded music, trying to

dot that aural services are doing better—and "taking six megacycles to do it."

Dr. Edwin H. Armstrong, inventor of FM, testified his prime interest is to get an FM network going somehow and to provide the spur to make the four major net
works provide better service to the public. "Let the public hear FM," he continued, and they won't be satisfied with the present network service any more.

Asked by Comr. Jett if micro-
wave relays will not be the back-
bone of networking for the next 25 to 50 years, Dr. Armstrong re-
p lied, "I am not a good enough engineer to predict 50 years," and said he has spent "12 years trying to get FM to the people."

Dr. Armstrong quoted the presi-
dent of RCA as telling him in 1934 that FM "is not an ordinary inven-
tion. It is a revolution."

"From that day to this," Dr. Armstrong charged, "you will find the hand of the management of RCA working in the background against the advancement of FM broadcasting."

Cites 'Unwise Actions'

Dr. Armstrong also charged that FM has been delayed by "various unwise actions by the Commission ... Concerning the FM's switch by FCC to the high band, he said, "Indeed, what has been transpiring in this room for the past three days is eloquent testimony to what happens when the Commission is misled into making a premature decision based on theoretical calcula-
tions unsupported by practical experimental data."

The FM inventor discussed re-
sults of his present investigation of the propagation characteristics of his two Alpine transmitters, W2XMN and W2XEA. He said he be-
lieved the comparison is the "first in the world to be made be-
tween two high-power transmitters under identical conditions and radi-
ing equal power on the high and low FM bands. These prove the correctness of the Zenith tests dismissed as inconclusive by the Com-
mission in 1946, Dr. Armstrong said.

He introduced tape recordings of field measurements designed to show that fading and drop-outs in the high band for both sky and ground wave signals are far more

severe than in the low band. Be-
cause depth of fade or drop-out, and not average values of signal strength, are the important cri-
terion, Dr. Armstrong stated, he supported the request of FM Assn.

and Continental Network for the re-
tention of 44-50 mc or its equiva-

te for a service so essential to the progress of FM."

A supplemental brief was filed by RCA and NBC relating to the FM inventor's charges. "The accu-
sations against RCA and NBC have no foundation in fact. RCA and NBC unequivocally and catego-
rically deny these charges," the brief stated.

Dr. Daniel E. Noble, vice presi-
dent in charge of Motorola Inc.'s Communications Division, and chairman of RTTP Panel 13, testi-

fied generally in behalf of the fixed and mobile services. He termed TV a "waster of kilocycles."

Dr. Noble asked for TV Channel 1 as the least possible compensa-
tion for cessation of shared-channel operation. He further requested full use of 72-76 mc and other un-
occupied adjacent TV channels were engineeringly possible. In ad-

dition he asked that a 6 mc channel somewhere within 76-200 mc be earmarked for expansion.

Wants No Encroachment

That "the entertainment serv-
ices are of importance is undeniable," Dr. Noble said, but space should be provided to the extent of no encroachment upon the vital services. He said IRAC should promote the mobile program as a national emergency communi-
cations system and asked that FCC propose changing the IRAC pro-
cedure so that requests for fre-
quencies by the governmental agencies would be judged as to the need for the facilities.

Representatives of three police interests followed, all approving FCC's proposal as the best avail-
able. The witnesses: Zellan P.

Audritsh, Panel 13 Police Com-
mmittee's representative; Fred

Crowder, chairman of the Police

Dept., and Vincent J. Doyle, Bay-
onne, N. J., Police Dept., and rep-

resenting the Police Chiefs Assn.

of New Jersey, New York, Con-
necticut and Pennsylvania.

F. H. Aldoerffer, president of WL

and WLW-FM Lancaster, Ohio, requested that the Continental FM Network service be continued on grounds that the low band was the only dependable service for net-
work operation. He said FM would be retarded if the low band were taken away.

The police presentation was con-
cluded Thursday morning by Fred

Crowder, Los Angeles Police Dept.,
chairman of the Frequency Alloca-
tions Committee for the California Police Radio Assn. He favored FCC's proposal except to ask for feasible mobile operation in 72-76 mc. A score of other police inter-
ests went on record as favoring the proposal.

Herbert A. Friede, chairman, Interna
tional Municipal Signal Assn., representing fire control in-
terests, said he was in full accord with Dr. Noble's testimony.

R. O. Klemetti, president, Fore-
stry Conservation Communications Assn., supported the FCC proposal in part, making note of expansion and future needs.

William F. Koch, radio engineer, California Division of Forestry, re-
quested reclassification of tax-
supported services now in non govern-
ment category.

Edward C. Phillips, director of telecommunication for the Na
tional Federation of Shipping, asked spotting of the nine mar-
itime service frequencies in the 44-50 mc band instead of the present block assignment in the 30-
44 mc band.

THURSDAY

Earle D. Glatzel, communications engineer of Detroit Edison Co., asked FCC to modify its proposal for 72-76 mc to permit power utilities now using that band to continue operation there for at least 10 years "to fully recover their investment."

Comr. Jett replied that FCC can't com-
mit itself 10 years in advance. Mr. Glatzel also asked that 72-76 mc be kept available for mobile use.
PAINLESS COMMERCIALS make this a new and different idea in television, as the participants drink the sponsor's Sunshine Beer (Barkey's Inc., Reading, Pa.) while Sunshine Sportman's Show is in progress on Philco's WPTZ Philadelphia. Program, starting Dec. 5, will feature "The Old Coach," Bob Carter (1), and "The Young Fellow," Bob Courtleigh, in a weekly bull session on sports. As they argue, they will fade out and a sports moving picture with nationally known sports figures will be projected on the screen, illustrating the point of issue. Commercials will be comments on Sunshine Beer as the two men sip it during the show. Program was conceived and written by Gray & Rogers, Philadelphia agency. Contract is for 26 weeks, and show is to be telecast every Friday night before the Madison Square Garden bouts.

"on the same engineered basis as the Commission proposed for fixed services" until frequencies above 70 mc are given to power utilities.

G. S. Prince, attorney, and L. J. Prendergast, representing Assn. of American Railroads, stressed railroad services' need for additional frequencies, evoking from Chairman Walker an observation that he is "discouraged at the lack of speed" with which railroads have used frequencies already assigned.

Frederick T. Budelman of Link Radio Corp., endorsed the proposed reallocation of TV Channel 1, but contended that the plan does not sufficiently compensate mobile services for their loss of 72-76 mc. Assignments between 72 and 76 mc, he insisted, should remain as at present, "subject to noninterference with TV reception." He also recommended that definite standards be set up respecting video protection in such cases.

Kelley Griffith, attorney, urged on behalf of the National Assn. of Taxicab Owners that FCC not close the door on possible allocations for taxicab radio in the 44-50 mc band before his organization's presentation on Dec. 8.

Jeremiah Courtney, attorney, pleaded for allocations to users represented by the American Automobile Assn., American Taxicab Assn., and National Bus Communications Inc., and H. A. Razdokowski of the American Assn. of State Highway Officials stressed the need for additional frequencies for highway maintenance radio service.

C. M. Jansky Jr., of the consulting engineering firm of Jansky & Bailey, consultants for FMA, introduced logs books on demonstrations conducted at Atlantic City last summer with respect to FM relaying by direct pickup. Final testimony was to be presented Friday.
BMB to Name
(Continued from page 18)

of “listenable” to individual stations and their ability to provide such data quickly and inexpensively to themselves, even though they consider the national uniform conditions that would apply if BMB adopted the measurement.

Board also voted to organize a subscriber service department and to put it into operation as soon as possible. Matter of establishing BMB’s own quarters and personnel for the tabulation of BMB data was discussed but no action was taken.

Subscriber Situation
Present subscriber situation was reviewed, analysis showing that the present 561 station subscribers comprise 35% of all AM stations, 30% of all stations under 500 w, 41% of all stations between 500 and 1,000 w, and 59% of all stations of more than 5,000 w. Of the present BMB subscribers, 222 or 44.3% are under 500 w; 231, or 46.3% are 500 to 5,000 w; 48 or 9.6% are over 5 kw.

Network breakdown reveals 117 ABC affiliates, 46.1% of that network’s 264 stations, as BMB subscribers. Of 164 CBS stations, 63 or 38.8% are BMB subscribers. Of 406 MBS stations, 109 or 23.3% have signed with BMB, as have 96 or 48.2% of NBC’s 168 affiliates. Of 357 non-network stations, 72 or 20.2% belong to BMB.

Analysis by city-size groups shows that 15.6% of BMB’s station subscribers are located in cities of more than 250,000 population, 13.2% are in cities of 100,000-250,000, 16.9% are in cities of 50,000-100,000, 16.7% are in cities of 25,000-50,000, 21.5% are in cities of 10,000-25,000, 10.3% are in cities of 5,000-10,000, 4.2% are in cities of 2,500-5,000, and 1.6% are in cities under 2,500 population.

Board meeting was attended by Mr. Ryan; BMB President Hugh Felts; D. E. Robinson, LaRoche & Ellis; A. K. Caperton, Dr. Pepper Co.; Carlos Franco, Young & Rubicam; H. M. Beville Jr., NBC; Leonard T. Bush, Compton Adv.; Robert T. Mason, WMNR Marion, Ohio; Linnea Nelson, J. Walter Thompson Co.; June Linton, NAB president; Hugh B. Terry, KLZ Denver; Melvin Broby, Needham, Louis and Broby; C. Burt Oliver, Foote, Cone & Belding; R. E. Davis, Goodyear Tire & Rubber Co.; Albert S. Dempewolf, Celanese Corp. of America; Lowry Crites, General Mills; Roger W. Clipp, WFIL Philadelphia; Joseph M. Allen, Bristol; Myers Co.; Frederic R. Gamble, AAAA president; E. P. H. James, MBS; John Churchill, BMB; Phil Frank, BMB; Kenneth Baker, NAB; Herald Beckjorden, AAAA.

DON’T PUSH PLEASE!
Arrival of M. C. Causes Riot
In Philadelphia

A CROWD of shoving women, estimated at 8,000 and reaching near riot intensity, put on an unqueenly demonstration Nov. 10 in a scramble to get 1,000 tickets to the Queen of the Day show, originating all last week in Philadelphia.

The mob scene took place in the Pennsylvania Railroad’s Broad Street Station and before it was over six women fainted, one lost a fur coat, others lost shoes and handbags, railroad operations were interfered with and an extra platoon of police officers had to be summoned.

Despite the size of the crowd and the comic and tragic implications in the scene, only the Daily News, only Philadelphia daily not affiliated with any radio station, carried any play on the proceedings.

The crowd developed as the result of 18 spot announcements over the weekend by WIP Philadelphia, BRAHMAN CO.

BEN GIMBLE (r), president of WIP, and Jim Morgan (l), producer of the show, tried vainly to protect M.C. Jack Bailey.

MBS outlet which is not affiliated with any local newspaper, to the effect that Jack Bailey would personally give out passes as soon as he detained from the West.

The women were waiting for him when he came in. Crush of the throng made it impossible for Mr. Bailey to hand out the passes through the gates, tickets were just passed out indiscriminately.

REOPENING offered a Day

Don't push please. Arrival of M. C. Causes Riot in Philadelphia.

Action at Regular Session Planned
By Rep. Carroll Kearns

PROBABLE reopening of Congressional hearings into the activities of James C. Petrillo, AFM president, if the union leader goes through with his scheduled ban on recordings, was indicated last week by Rep. Carroll D. Kearns (R-Pa.), in a statement to Broadcasting.

Mr. Kearns, who is chairman of a special subcommittee of the House Labor Committee, said he plans to give the matter priority over other pending matters in an effort to avoid further delays in the coming regular session legislation which would cover the situation.

The congressman said he had discussed the matter with Rep. Fred H. Hult (R-Ill.), chairman of the full House committee, and they felt that with certain elaborations and additions, re-introduction of Title III of the original Taft-Hartley Bill would put a stop to practices such as Mr. Petrillo’s threatened ban on Dec. 31 [Broadcasting, Nov. 10]. Title III makes labor unions re- 

stained as trade.

Mr. Hartley announced, meanwhile, that his committee would begin hearings Jan. 19 on legislation “to guarantee every worker the right to work free of intimidation and threats of physical harm.” He said he considered this among the most important legislation Congress could pass, adding that it was from the standpoint of civil rights, “it transcends all other issues.”

Cecil B. DeMille, Hollywood producer-director, will be the first witness, one time was barred from appearing on a radio show because he wouldn’t pay an assessment to AFRA. He was described by Mr. Hartley as a man who “has suffered from injustice himself and realizes the extortion to which a man can be made to suffer by forces over which he has no control.”

Representatives of labor and industry will follow Mr. DeMille as witnesses.
MUTUAL last week announced it would continue to use its "Listenability" survey "for the benefit of Mutual's advertisers and stations" after the BMB board had deferred decision as to whether to adopt the technique for BMB (see other story page 18).

In a statement released after the BMB board meeting, E. P. H. James, MBS vice president, said that "in view of the urgent need for up-to-date coverage figures, we feel that this decision puts it up to us to go right ahead with 'Listenability' on our own.

"We feel," said Mr. James, "that we have done everything possible to make 'Listenability' available for use or adaptation by BMB, and in view of their inability to foresee any early action, we must now go back to our original plans to develop 'Listenability' for the benefit of Mutual's advertisers and stations."

Edgar Kobak, MBS president, "has always been a strong supporter of the basic principle of tripartite research in the advertising field, and I have been very active in it myself for many years," Mr. James said. "We therefore decided to give BMB an opportunity to take over 'Listenability' as a means of supplying the industry with up-to-date coverage information not obtainable through the mail survey method currently being used by BMB."

Mutual, said Mr. James, would "simultaneously support BMB and proceed without further delay in the development and promulgation of its 'Listenability' studies."

"We already have considerable evidence that even the limited daytime figures so far released by us, he said, "are of considerable interest and potential value to many important radio advertisers and their agencies."

As evidence that Mutual's "Listenability" figures were conservative, Mr. James cited the "amazing ratings achieved by World Series broadcasts this year." These high ratings, he said, "also emphasize the large extent to which the audience is dependent upon the program itself."

"It is programs which convert coverage into audience—but coverage which indicates the ability of a station to reach listeners."

**Retailer Radio Methods Are Urged by Abrahams**

USE of the "beamed" technique in radio advertising for retail stores was urged last week by Howard P. Abrahams, sales promotion manager of the National Retail Dry Goods Assn., in a speech before the Broadcasting Club of Baltimore in the Park Plaza Hotel.

Mr. Abrahams outlined a four-point program for successful retail store radio programs: (1) Study the store, its markets, its strong department; (2) study the local radio stations, their markets and the best time to reach those markets; (3) compare the store and its radio stations with successful operations of similar stores; (4) use all this information to build a program that reflects the store.
Help Wanted

Announcer-operators wanted by new local- clal Florida station. Excellent working conditions, no experience necessary. Must be over 21. Pensions established. Salaries start at $150 per week. No calls. Box 915, BROADCASTING.

Wanted-10 year old, experienced, all-round announcer. Has experience in talking spots and commercials. Must be able to write and deliver. Must be over 21. No experience necessary. Both full and part time positions available. Write box 915, BROADCASTING.

Help Wanted

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.

Good announcer with first class license for NBC 2. 14 kw station with good staff and complete facilities. Good salary. Be able to handle morning and afternoon drive. Write Box 915, BROADCASTING.

Commercial manager wanted for ABC affiliated station in the south. Must be experienced in handling a midsouth speaking market. Good salary. Must attend meetings in Chicago and New York. Be sure to clearly state references. Box 915, BROADCASTING.

Announcer—Excellent opportunity for experienced announcer with first class license. Good salary. Be able to handle morning and afternoon drive. Be located in the east. Box 915, BROADCASTING.

Help Wanted

Commercial station in the south, first class license. Must be able to handle all aspects of the station. Must write scripts, operate controls, and assist in management. All details confidential. Box 915, BROADCASTING.

Help Wanted

Commercial station in the south, first class license. Must be able to handle all aspects of the station. Must write scripts, operate controls, and assist in management. All details confidential. Box 915, BROADCASTING.

Ad

Classified Advertisements

Help Wanted

New network affiliate second of group in operation wants three announcers with first class licences. Ideal working conditions, $225.00 per month for first hour. Applications must be received by November 20. Box 926, BROADCASTING.

Commercial station. Must have telephone first class license. Start at sixty five dollars per week, nonunion. Must have experience. Station located in Indiana. Reply stating experience, references and enclosed snapshot. Box 961, BROADCASTING.

Federal Radio Courses

NEW YORK • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free booklet B. Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R.E.O. 356

(Chicago 4, Ill.: 218 S. Wells Avenue)

WANTED

Experienced commercial continuity writer for station in Chicago area. Must be 28 years or older. Married man preferred. Starting salary $100 weekly. Must have good references.

Box 1, BROADCASTING

360 N. Michigan Ave. Chicago 1

$90 to $1000 per week for announcer. Top quality on the air required. Business or personal references, both, will be required. Must have good voice. Address, reference, addi- tion, complete details. Mail to Box 2, BROADCASTING.

Attention

Men Who Want to Be

SALES ENGINEERS

Take advantage of this offer of a good paying job with a leading manufacturer of broadcast advertising equipment. Openings are available for territories in the Pacific Coast and Intermountain areas for aggressive, sales- minded men who want to work hard and receive a good income for it. Requirements are,—a good personality,— thorough knowledge as to the importance and value of equipment for any station from an engineering standpoint. Sales age, education, past employment, income required, marital status, in first letter.

This will be a permanent position for the man that qualifies and pays well. Please send resume to Box 18, BROADCASTING.

Help Wanted (Cont'd)

Announcer-engineer wanted. No experience necessary. Will train. Three day week, eight hours per day. W9ST, St. Louis, Georgia.

Wanted—Farmer with experience in advertising for farm organizations. Willing to operate PM station. Personal interview required. Contact Donald N. Y., N. Y.

Wanted—First class licensed operator. Experience necessary. Write WNFN, Lewiston, Penn.

Continuity. Experienced writer, capable of handling special copy that sells and is able to supervise department. Excellent position at 10 kw network. Salary $6000.00 per year. Box 888, BROADCASTING.

Situations Wanted

Television operator. Experienced RCA TV transmitter, sixteen years extensive radio background, practical knowledge and photography and film processing, acceptable resume for chain station employment. Northeast only. Box 863, BROADCASTING.

Wanted—21 years experience dealing with future, knowledge programming, production, set, college, equipment requirements. Box 874, BROADCASTING.

Time salesman-Proven sales ability. No experience necessary. Independent station with good program. Send details on competition, wages, etc., to Box 875, BROADCASTING.

Send check, cash or money order to Clocks, Box 119, Topeks, Kan.

TOWER CLOCK...

A sellen to beaest!

Three-hour brass clock movements will turn on and off radio, signs, burglar alarms, etc. Unique in every respect. The 24-hour dial 3" in diameter, can be set for future, set to run, or stop, wire or postcard. Excellent living accommodations, potential earning power. Address, telephone number, details of future, etc., of interest, written replies, etc., carefully examined. Address, telephone number, details of future, etc., of interest, written replies, etc., carefully examined.

Address M. H. White, K W N O, Winona, Minn.

STATION MANAGER WANTED

Successful 250 watt network station in southern Minnesota has a real deal for a young, personable, experienced manager. Powerful FM station almost ready for air and enthusiastic attitude preferred. Address M. H. White, K W N O, Winona, Minn.

ANNOUNCER-WANTED!

Good salary—excellent conditions. Full particulars, photo, disc and references. Apply Terry C. Mgr., KNOD-NBC, Monroe, La.
BROADCASTING.

Know solid ideas. College grad. 990, also stations.

Casting.

Seven years' experience desire BROADCASTING.

For city over radio available.

Topflight promotion accounts, plus additional revenue "without cost to you". Would consider suitable position on commercial staff. Box 679, BROADCASTING.

At entire program department I put FM stations into an experimental network system. Topflight background. Immediate opportunity. Graduated, New York. Box 916, BROADCASTING.


Texas station, engineer first class phone, age 27, married. 6 years broadcast experience desired. Desires change from New York.
For Sale (Cont’d)

For sale—3 kw FM transmitter now in operation. May be inspected at anytime. Box 993, BROADCASTING.

For sale—complete Western Electric 50 kw broadcast transmitter with modern recording equipment and plate voltage regulator. Available as is or completely installed and operating in your own shop. Reasonably priced. Box 990, BROADCASTING.

WANTED

Chief Engineer, tables complete with Universal type pickup heads and filter. Tables for sale. One used complete Western Electric Box 8, Minneapolis, Minn. New or used.

WANTED


WANTED

Two RCA type 7C-1 turntables complete with Universal type pickup heads and filter. Tables are in excellent condition and will be sold to highest bidder. Address reply Paul Rex, Chief Engineer, WINS, Butler, Penna.

WANTED

 Wanted—2 RCA type 7C-11, vertical pickup heads. WACO, Waco, Texas. Radio station. Radio executive interested in buying partnership, interest or control of local station. Will assume management. Address W. R. Blackburn, KFRL, Peoria, Ill., Box 839, BROADCASTING.

Selling

Selling up to $40,000 in profit making local or regional. Write Box 826, BROADCASTING with complete details. Brodaster wants purchase whole or part interest in station or chain. Box 6, BROADCASTING.

With Excellent Service as an experienced announcer; good voice for small station. Box 13, BROADCASTING.

Miscellaneous


Royal Wedding

(Continued from page 17)

Schenectady, WBKB Chicago, KSD-TV St. Louis, KGW Los Angeles, WFTL-TV Philadelphia, WMAL-TV Washington and WMAR Baltimore. The DuMont telecast was sponsored by the Norge Refrigerator Dealers of Greater New York and New Jersey. The Chevrolet dealers in Baltimore, Washington, Baltimore and Philadelphia sponsored the telecast through WMAR and WFTL-TV through a special arrangement made with Campbell-Ewald Co. of Detroit, agency in charge of Chevrolet advertising, by Paul Morrey, ABC director of television.

The UP-Acme still photos of the royal wedding were also televised Thursday evening by NBC's video network, following a showing of a third appropriate film feature, Britain's Future Queen, prepared from films in the NBC video archives under the supervision of Paul Alley, director of video film programs for the network.

NBC Air TV Films

First motion picture films of the wedding, made by BBC while they were televising the event live for English televisioners, were flown to this country and put on the air Friday by NBC, which has an exclusive program arrangement with BBC. Thursday evening about 20 minutes was televised twice Friday at 1:30 p.m. and at 5:30 p.m.

Swift & Co., Chicago, sponsored both showings, the first one being integrated with the Friday afternoon telecast of the Swift Home Service Club, extended from 30 to 60 minutes for this occasion. The second program, placed by McCan-Errickson, New York, originated at WNBW New York and was telecast simultaneously by WGB Schenectady, receiving the program by radio relay, and WPTZ Philadelphia and WBNB Washington, receiving it via the coaxial cable.

IMMEDIATELY upon receipt of the film, NBC made copies which were flown to KSD-TV St. Louis and WWJ-TV Detroit for showing at the earliest possible time. Both of these stations also received the Britain's Future Queen program from NBC as part of its regular newsmore service to them.

The UP and INS royal wedding newreels were one-time affairs, but both companies regard them as the beginning of a regular service for both the British Empire by BBC at 1:15 p.m. Nov. 20, immediately after the wedding ceremony.

KSIJ in San Jose, WWXL Peoria Sold $100,000 in WWXL Transaction, $76,000 in KSIJ Deal

SALES of WWXL Peoria, Ill., for approximately $100,000 and KSIJ San Jose for $76,717.15 were reported last week, both subject to FCC approval.

Patrick Healy Peabody, California publisher, is acquiring KSIJ from Messrs. Smullin, Eureka Newspapers, and 22 minority stockholders, while Homer D. Morrow and Myron A. Reck, associated with WCLF Chicago for the last 15 years, are purchasing WWXL from Central Illinois Radio Corp. Both transactions include FM grants as well as AM facilities.

Mr. Peabody, whose application for FCC consent to purchase of KSIJ was filed with FCC last Tuesday, is owner and publisher of several weekly and semi-weekly newspapers in the San Jose area, including Sunnyside Standard, Los Altos Tribune and Santa Clara Observer and Campbell Press.

KSIJ, operating on 1500 kc with 1 kw, daytime only, but authorized to increase its operating time with 500 kw at night, is controlled (90%) by the owners of KIEM Eureka, Calif., with the remaining 10% divided among 22 stockholders. KIEM is owned by Mr. Smullin (51%) and Eureka Newspapers (49%).

Fielding L. Bullock, J. H. Giddan, Mr. Peabody deposited $28,000 in escrow to cover the 40% held by the 22 stockholders, with $3,717.15 to be paid to the KIEM owners upon FCC approval and the remaining $45,000 to be secured by notes maturing $5,000 annually starting in September 1950. Mr. Peabody would receive assets accruing after Aug. 28. KSIJ is also for liability purposes as of Aug. 28, 1947.

The application was handled by Harry J. Ockershausen of the Washington law firm of Dempsey & Koplovits.

In the WWXL transaction, handled by Blackstock Hamilton Co. of Washington, sellers and their approximate interests are President J. H. Giddan, 55%; Max S. Lipkin, 10 1/2%; Sam J. Stone, 13%; Morris Enda, 18 1/2%; Harry Fracter, 3%. The sales plan provides for adjustment of excess of current assets and current liabilities.

Messrs. Morrow and Reck, purchasers, plan to combine Peoria and assume active management of the station upon FCC approval of the sale. Application will be filed with the Commission shortly. WWXL, a daytime station, is on 1580 kc with 1 kw.

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The picture program service provides 30 to 35 pictures for each telecast, according to Robert Reid, manager of the INS-INS television department, who said that the photographs supplied are being standardized for size and specially processed to provide the contrast necessary for the best video results. WRGB Schenectady, phen, last week began broadcasting the INS Page Printer Service, will begin using the INS photo programs this week. Mr. Reid reported.

INS first got into television about a year ago when it started to provide a video tape ticker service for WABD New York, which televised a running strip of INS news bulletin tions across the face of test patterns for a couple of hours each afternoon for a period of several months. For the past six months with this tape news service has been telecast by WPTZ Philadelphia, which now has two sponsors for this service, Mr. Reid said.
Code Operation

(Continued from page 16) an outstanding speaker.

Actual convention meetings will be held Thursday and Friday, with Sunday set aside for entertainment. The meetings will be devoted to problems having a national aspect.

Engineering Need

Engineering conference was decided on because of the national aspect such matters posed. Furthermore, the holding of a program and management could study equipment displays and follow technical progress during the first three days of the week.

The board decided that basic advertising, selling and programming problems were more suited to local district and area meetings where stations have common interests. These subjects may enter the national convention proceedings, but only where a national aspect is involved.

Panel technique is expected to govern convention meetings. Members will be given full chance to take part in discussion through placement of large numbers of microphones around the theatre of the Baltimore Hotel, where sessions will be held.

Already NAB is working on plans for the autumn district and area meetings in 1948. These are in charge of district directors. Because of the Presidential elections, most meetings are likely to be held before November.

The area meetings will be continued, but on a smaller scale. Districts 4 (D.
W.
C.
S.
C.
Va.
W.
Va.) and 7 (Ohio and Ky.) met jointly last spring but may hold separate sessions in 1948 because of the large number of stations involved. District 11 (Minn.
N.
D.
S.
D. in part, Wis. in part, Mich. in part) may decide to hold its own meeting instead. On the West Coast the area idea was especially popular.

The board’s three-day meeting brought approval of a $735,000 budget, compared to a figure below $700,000 for last year. The scale was revised in $25,000 brackets, with $75.00 minimum instead of $5. In general, the increased rate will not seriously change dues of most stations.

Dues Increase

The new dues, based on membership and income last October, would raise about $700,000 from stations, plus perhaps $50,000 or so from associate members. Expansion of some NAB activities, particularly engineering, will be possible under this budget. The Engineering Dept. will need funds for participation in international conferences.

Were station income to stay at the October figure, the NAB’s take from the industry as a whole would be up about 9% compared to 1947. A spot survey by the Research Dept. shows station income up 8 or 9% for this year.

The board rejected proposals to set up two new standing committees for network affiliates and for independents.

Next meeting of the board is to be held at the Homestead Hotel, Hot Springs, Va., if accommodations are available in February. Another possible site is the Greenbrier, not far away at White Sulphur Springs, W. Va.

Code topics will dominate this meeting, but routine business will be on the agenda as usual.

The board heard reports on such subjects as the hotel mixup at the Atlantic City Convention and committee activities. The proposal to file suit against several hotels for failure to fulfill contract obligations has been dropped. However, some bills still have not been settled. The board instructed Mr. Arney to send letters of complaint to hotel organizations and the city’s convention bureau.

Activities now centered in New York and Los Angeles offices will be transferred to NAB’s Washington headquarters, to be integrated with the Public Relations Dept. Actual transfer is planned about Jan. 1.

All board members attended the meeting but William B. Ryan, KFI Los Angeles, detained by station business. Present were:


WSID, NEW BALTIMORE DAYTIMER, NOW ON AIR

BALTIMORE'S first daytime station, WSID, took the air last week, operating on 1570 kc with 1 kw.

Sidney H. Tinley Jr., mortgage company executive and station licensee, reports that its range afforded good reception throughout Baltimore County. AP wire service and Capital transcriptions have been obtained.

Albert C. Goldbach, formerly transmitter engineer for WCBM Baltimore, is WSID's general manager; Raymond Kay, previously with WIP Philadelphia, is program director; and Armand Terli, formerly with WASI, is commercial manager.

Time Standards as Adopted by Board

REVISED commercial time standards tentatively adopted Nov. 15 by the NAB Board of Directors, subject to final action, follow:

<table>
<thead>
<tr>
<th>Length of Program</th>
<th>NEW Between 6 p.m. And 11 p.m.</th>
<th>OLD All Other Before</th>
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<tbody>
<tr>
<td>5-minute</td>
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<td>10-minute</td>
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</tr>
<tr>
<td>60-minute</td>
<td>6:00</td>
<td>7:00</td>
</tr>
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</table>

"The time standards allowable to any single advertiser do not affect the established practice of allowance for station breaks between programs.

All multiple sponsorship or announcement programs except as hereinafter provided, which here- tofore, through general practice, exempt from any commercial time limitations, are subject to the limitation of a maximum of three minutes of commercial per 15-minute segment, excluding station breaks, and in the case of such programs of half-hour, three-quarter hour, and hour duration, to appropriate multiples of that limitation.

"Revealing that broadcasters can render a definite service to the listening public by conveying information on the availability of goods and services by programs designed specifically for such purposes, the foregoing Time Standard-ards for Commercials may be waived for a total of one hour a day, provided with programs similar to shopping guides, market information, rural news, and the like, but care should be exercised to preserve proper program balance in their distribution.

"In programs of news, news commentary, and news analysis, which are less than ten minutes in length, only two commercial announcements, to be given at the beginning and end of the program, should be permitted.

"Except with respect to sponsored segments, whether reports, program or station promotional, identification and location announcements of not to exceed three seconds in length, the placement of more than one commercial announcement between two programs should not be permitted under any circumstances."
Consensus
(Continued from page 15)
board’s action is good news. The matter should go back to stations for consideration. They should have a voice in the final action."
Gustav K. Brandborg, commercial manager, KYO Tulsa—“The postponement is in the best interests of the industry. Realization by broadcasters that there can be no freedom to listen without freedom to present is the first step toward guaranteeing a free radio. A free radio must operate by creed, not by code.”
Harold B. Shaw, manager, WOAY Oak Hill, W. Va.—“The board action will go far toward securing a sincere acceptance of the proposed standards. I am glad the board has seen fit to submit them to the membership. It is difficult to tell whether the appeal to democratic process will wipe out the feeling of coercion caused by the original procedure.”
Edward Breen, president, KVFD Fort Dodge, Iowa—“The NAB board is learning the hard way. And so should you—learn, that is. At the time Ralph Atlass and I were reporting the results of a poll showing 678 stations against and only 47 in favor, you were still saying editorially that it must be obvious that the stations of the country generally were for a code. I’m glad the NAB is finally going to conduct a poll. Let them put the question squarely, ‘Do you want a code and a code authority?’ ‘Do you want this code?’ Let that poll be taken by Price-Waterhouse, Arthur Young & Son, or Ernst & Ernst. This present discussion indicates that the stations as opposed to the networks are finally beginning to make themselves heard.”
Gordon Gray, assistant general manager, WIP Philadelphia—“It was a good idea to postpone action giving the membership more time to think about the problem. A code should be considered by the industry and not just pushed through by the board. Edward C. Obrist, assistant general manager, WPEN Philadelphia—‘It is a disappointment to me that the postponement was not taken. However, the board should be commended in view of the wide disapproval. Now there is a new responsibility. All stations and the networks must now join to adopt a single code generally operable without discrimination.”
Robert E. White, general manager, KKYW Philadelphia—“I think it was a mistake to postpone action on the code after such wide publicity. The board should sit down again, conjure up a compromise to go into effect about the original date. There must be industry self-regulation or we’ll surely have government regulation. I doubt if the code would drive many stations out of business.”
Murray Carpenter, president, WPOR Portland, Me.—“The Atlantic City code was based on the fundamentally fallacious theory that objectionable programming can be measured by the clock. The fact remains to be tested whether this is a matter of treatment more than of time. Why can’t our code admit this most obvious and most important factor?”
Ben Strouse, general manager, WWDC Washington, D. C.—“The new standards should prove acceptable to a majority of stations. However, as an independent we see no reason for a daytime differential. We think the limitation of one minute of commercial in a five-minute program between 6 and 11 p.m. may prove a hardship. The networks must now adopt a one-minute spot for less than a five-minute newscast yet receive the same amount of commercial time.”
Eugene P. Weil, general manager, WGCC Selma, Ala.—“Obviously the NAB board recognized the value of full democratic procedure and their actions, in revising the Standards of Practice to modern form without types of broadcasting problems, will do much to strengthen the industry and NAB. The new proposed code as adopted should please most broadcasters.”
Red Cross, sales manager, WMAZ Macon, Ga.—“WMAZ has consistently held that any form of code or creed employing phraseology ‘should not, must not, etc.’ infringes on this station’s responsibility to the FCC. Judge Miller, who has made an issue of free speech, might study the idea of freedom for stations. The interpretation by the board in softening so-called code has not affected our feelings. We are still unalterably opposed to collective interpretation of individual station licenses.”
William Fabst, general manager, KFRC San Francisco.—“The delay means the board will give more thought and study. That is a healthy sign. The industry should be given a chance to be heard before standards are adopted.”
James Neale, radio director, Dancer-Fitzgerald-Sample, Chicago (nation’s top buyer of spot radio)—“Advertisers hope no serious changes from present broadcast standards would evolve from the new code. As an agency we are perfectly content with nothing to be ashamed of. The question of length of commercial copy was never pertinent, because content, not quantity determines good or bad standards of practice.”
Jerry Sill, general manager, WMLW Milwaukee—“The recommendations as to length of copy seem satisfactory. I believe we should have Standards of Practice, but only if such standards can be lived up to by the industry.”
H. J. H. Kilkeary, radio director, Walter Thompson Co., Chicago—“As relaxed rules on chain breaks are now, the code could be so used as to inflict hardship on network advertisers. Only the good judgment of individual radio stations could prevent chain breaks from becoming one, two, even five minutes long.”
Frank Stubbs, manager, KKNF Shreveport, La.—“At best the one hour permitted special runs for local advertising programming is a gesture toward stations that toss a few programs toward the farm audience while devoting most of their choice time to the networks and the big networks. The new action shows either the board’s complete lack of interest in genuine farm service or their complete lack of understanding of the problem.”
A. L. Yeager, station manager, KMYR Denver—“The board action in working on details reflects earnest effort, and the new code is an improvement, though the 'pattern may not be adaptable for all stations. Redeeming feature is the decision to submit the code to the membership.”
Mr. Obrist
Walter J. Brown, president, WORD Spartanburg, S. C.—“After the NAB board has completed revision of the code it should circulate among members well ahead of the May convention for discussion and ratification. This would follow democratic processes. No code is worthwhile unless supported by the people it involves. After all, this is a code and a long-term proposition.”
Mr. McGrath
William B. McGrath, managing director, WHDH Boston—“The board has no alternative but to allow full consideration to independents as well as affiliates in any code to which the industry as a whole is expected to subscribe. With regard to the proposed revision, advising broadcasters prior to the press is another step forward.”
Ed Yocum, general manager, KGHL Billings, Mont.—“Exceptions for shoppers and agricultural programs are nothing. I still believe it is fallacious that a station’s ethics be measured by any one 15-minute or any set segment of a day. Rather a station should be judged by its records by days, weeks and years. It might be the lesser evils to load certain periods with commercials and showcase certain other periods with none or a minimum of commercial. It is a matter of method and taste, and these cannot be legislated on a national basis.”
Glen Shaw, general manager, KKKW Pasadena, Calif., and president, Southern California Broadcasters Association—“We are happy to see NAB has found the association’s plea for delay valid. Further study will be possible; then the industry can act in convention.”
Harry Mainelis, general manager, KFWB Hollywood—“It is the democratic thing to do. When the NAB convenes this spring ample expression of opinion will be possible. We should not be ruled.”
Norman Ostby, assistant to ABC Western Division vice president—“There is a need for a standard code of practices. Delaying final action is a constructive step since it allows more study by the industry.”
John F. Patt, general manager, WGAR Cleveland—“The board has taken the only action possible in the light of some conflicting views. I favor a strong code which at least 90% of broadcasters would voluntarily live by and if necessary lose a little immediate revenue in order to increase sales as well as respect for our medium. WGAR
VOICE OF DEMOCRACY
State Network Broadcasts Connecticut Finals

Of National Contest; WNHC Gives Trophy

FINAL BROADCAST in connection with Connecticut's participation in the national Voice of Democracy contest was carried by the entire Connecticut state network. On this broadcast the Connecticut state winner, Seth Harris, a senior at William Hall High School in West Hartford, was chosen. He received a trophy donated by WNHC New Haven.

Local contests were conducted by Junior Chamber of Commerce groups working with WNHC, WBRY Waterbury and WTC Hartford. More than $1,000 worth of merchandise prizes were awarded to participating students from Connecticut high schools.

A six-man board of judges listened to the final audition recordings at WNHC when the state winner was selected. WNHC then originated a broadcast to climax the contest. This broadcast also was carried by WSTC Stamford, WNAB Bridgeport, WBRY and WATR Waterbury, WHTK Hartford and WNLC New London. Appearing on the show were representatives of all Jaycee groups in Connecticut who had worked on the project.

Chairman of the state board of judges was Seth Haley, superintendent of West Haven schools, who praised both radio and the Junior Chamber organization for helping to make the contest a success.

Joseph B. Fitzpatrick, president of the Connecticut Junior Chamber, speaking over the regional network, said: "Bouquets are in order to Connecticut radio stations that assisted in carrying out this timely project."

WINNER of Voice of Democracy contest in Connecticut proudly displays trophy. R to L: Gilbert Berry, Hartford Jaycee committee chairman; Lewis Doolittle, WNHC special events chairman; Phillips Stevens, vice president of New Haven Junior Chamber; Seth Harris, contest winner; Seth Haley, chairman of state board of judges; Joseph Fitzpatrick, Connecticut Junior Chamber president; Patrick J. Goode, WNHC president, who donated trophy; Robert Lovett, Lower Naugatuck Valley Jaycees; C. Russell Sumpf, Waterbury Jaycee president.

Everyone's point of view should be heard before you make it up. Want an instrument that will be accepted, approved and not sabotaged? Arthur R. Cobb, vice president and treasurer of Doherty, Clifford & Shenfield—"It is an awfully important issue and if matters are still unsettled I think the postponement is in order." F. B. Ryan Jr., president of Ruthrauff & Ryan—"I am in favor of the code. How they work out the details is something else again."

N. Y. Radio Jobs
THE CIVIL Service Department of the State of New York has posted competition for two appointments in the Radio Bureau, Division of State Publicity, Dept. of Commerce. They are No. 6273, principal state publicity agent, with a salary range of $5,200 to $6,400 and application fee of $5,000, and No. 6274, radio publicity representative, with a salary range of $4,620 to $5,780, and application fee of $4.00.
Radio Newspaper Cooperation Urged at Chicago NEA Advisory Conference

SMALL MARKET radio stations need to serve the community in much the same way as small town newspapers, more than 300 delegates to the Advisory Council session of the National Editorial Assn., were told Nov. 23 by Edward M. Anderson, general manager of WBBO Forest City, N. C.

The NEA is comprised of 5,600 weekly and semi-weekly newspaper publishers, comparable to the ANPA, trade association of newspaper daily editors.

Mr. Anderson, who is also Legislative Committee chairman of the NEA, said in his opinion radio station ownership by newspapers is essential to good community public service.

“I have found,” he said, “that the success of a radio station in a small town is dependent, in large measure, upon employment of the same basic principles used in the establishment of a successful newspaper.”

Mr. Anderson said that since WBBO went on the air two months ago it has become a reality in the newspaper (The Forest City Courier) have shown an increased volume of business. In his two months of station operation he said he had learned that radio reaches mass people to a greater extent than newspapers but that newspapers exert a stronger influence on public opinion.

“Local radio stations give the community a single voice and provide a valuable service to small-town America,” he said. “Because of their value to communities, there should be more and more of a marriage between these two great indispensable mediums of mass communication and public service.”

Rev. Smith’s Donors Generous, WIBK Case Testimony Reveals

A PARADE of witnesses who testified in the case of Dr. Roderic Lovell, J. Harold Smith large sums of money but would not have minded were it never repaid was presented in Knoxville last week as the FCC inquired further into Rev. Smith’s WIBK there. Begun in Washington last month, the hearing concerns alleged misrepresentation in obtaining a construction permit for WIBK, a 1-kw daytime outlet on 800 kc [Broadcasting, Oct. 27].

Rev. Smith, who with his associates built WIBK after being denied commercial religious time on existing stations, is president of Independent Broadcasting Corp., WIBK permittee and FM applicant. His wife, Myrtle Rhodes Smith, is secretary-treasurer and Marvin I. Thompson, formerly with WGRC and WAVE Louisville, is vice president.

Each of his associates has an interest. Rev. Smith in addition holds all the nonvoting preferred stock.

Other Testimony

Of the witnesses who testified in Knoxville that they had loaned the 37-year-old evangelist sums ranging from $500 to $3,000, almost all reported that they are presently receiving low incomes. Most of the loans have been repaid, according to the testimony.

Charles J. Smith, father of the minister, told the Commission he had loaned his son $33,000 to buy time on a Mexican station and had loaned another $9,386 to Independent Broadcasting for construction of WIBK. The elder Mr. Smith, who testified he distrusted banks, was reluctant to divulge the source and composition of his income in reporting that he was giving but offered to present a financial statement to Comr. Durr and to counsel.

Reason for Request

Counsel for Rev. Smith wished to have the evangelist give his reasons for labeling the Federal Council of Churches as “anti-God, anti-Bible, anti-Christ and anti-church” and said Rev. Smith was ready for making such statements would reveal whether or not he is a responsible person.

Testifying about his radio program, Rev. Smith told of a association with WNOX Knoxville for five years and subsequent cancellation of his program. “They told me I was put off the air because of a change of policy by the Scripps-Howard radio syndicate which dropped all religious programs,” he said.

“I had invested $47,000 in program time at the station and had received full value in return,” he continued, “but I felt that I had sustained a loss in that I would no longer be able to reach the huge audience I had built up. My primary business was to win souls to Christ and the station would not agree to allow me to continue because they wanted the station for winning them had been denied me.”

In answer to questions by FCC counsel, Rev. Smith admitted that he had been offered free time on the station following the cancellation of paid time. The minister said he turned down the offer because WNOX would not agree to free time also for the other ministers who had been heard on Mr. Smith’s programs.

No Knowledge of Threats

Rev. Smith also denied knowledge of reported threats against Richard Westegaard, WNOX manager and other ministers in Washington that he had been threatened was the first I knew about it,” he declared.

Rev. Smith stated that earlier programs on Mr. R. R. Gramling and WSPA Spartanburg, S. C., were cancelled because he preached against the liquor interests of that area.

Arthur C. Gonzales, part owner of the Mexican station XERF Villa Acuna, testified that he and his partners put up $30,000 for erection of the station and Rev. Smith
Radio’s Partnership With Press Is Cited

THE BUSINESS of getting news was described as having become "a real partnership between the radio and newspapers," by NBC's Ray Henle, editor of Sun Oil Co.'s Three Star Extra, in a radio news panel discussion before the Faribault, Minn. convention held in Washington Nov. 11-14 [BROADCASTING, Nov. 17].

Mr. Henle, along with four other radio newsmen, appeared on the last day of the convention and described to the delegates radio's part in the news picture. Radio, said Mr. Henle, like newspapers, has what is uniquely its own to the public’s understanding of the day's events. He said that as radio news coverage has striven to become more complete, regional coverage has become more important and will continue to be so in the future.

Macom Reed of MBS and Francis Tully of Yankee Network demonstrated operation of the wire recorder and described its usage at recent Congressional committee hearings. Mr. Reed predicted that within two years regular meetings of the House will be aired by means of the new recording device.

A warning that use of the recorder might prove difficult was voiced by Bill Henry, CBS newsmen, who pointed out the possibility of cutting and adding to the recording tapes in such a way as to alter the entire meaning of the original recording. Referring to the differences of opinion expressed between the approach of radio and newspapers, Mr. Henry said they are not so numerous as are the similarities.

Students' Opportunity

In the open discussion period, William Clearman, station manager, WMAZ Macon, Ga., told of the work his station is doing with local news and pointed out that the news field offers a great opportunity for journalism graduates. He suggested that schools should increase their training in voice.

Claude A. Mahoney, CBS commentator, was moderator of the panel.

In the final business session that afternoon, the fraternity elected the following slate of officers for the coming year:


Apostles of Gloom?

Here's Man Who Isn't

EDITOR, BROADCASTING:

In all the talk about listener expansion, through licensing new stations, the current and general opinion seems to be:

—that progress in this country has suddenly come to a complete stop;

—that populations will not increase;

—that broadcasting has reached its peak; and

—that new businesses will be established or new accounts uncovered;

—that radio advertising appropriations have reached their peak;

—that revenues allocated to radio will be sliced so many ways all will starve.

Will just one man rise and say that he knows all these things to be absolutely true?

Surveys, charts and pronosticators to the contrary, current opinion in the past has always been: Elliott "Yankee" Henle, in accord with the future. If the facts be not true, we would have no America as we know it today.

America has been built upon the spirit of progress and never-ending expansion—upon the simple philosophy of honesty, sincerity and hard work.

Before our apostles of gloom bring us our heritage of progressive thinking to a timorous, halting and failing stop—why not renew our spirit of the past by hitting the line hard.

Thousands of new accounts can be developed for local broadcasting which have never used this type of advertising. Here’s the reason: Early broadcasting is now getting only a small share of local advertising expenditures.

In the state of Connecticut there are some 60 fourother dailies and weekly newspapers which have been financially sound for years—counted together with local magazines, pressmen, mailers, billboards and bus advertising spaces, direct mail pieces, ad infinitum.

Twenty AM stations are on the air, and many more, with applications pending for an additional seven or eight.

If Connecticut can, and does, support 60 newspapers and thousands of other forms of printed advertising, does it necessarily follow that these 20 radio stations should operate in the red if this number were to be increased to 50 or 70 or 70?

It is questionable that, with the increasingly licensed of broadcasting stations, the battle of existence is so much between stations for potential business—as it is broadcasting’s battle against other existing forms of advertising expression.


KFNF Is Denied Power Boost to 5 kW;

Faribault Grant for 920 kc Proposed

GRANTS to KFNF Shenandoah, Iowa, for a power boost on 920 kc and to Lee-Smith Broadcasting Co. for a new station on that channel at Faribault, Minn. [BROADCASTING, Aug. 4] were set aside by FCC last week, followed immediately by a proposed decision to grant the Faribault application and deny KFNF’s.

The denial to KFNF, which is seeking authority to operate with 6 kW instead of 1 kW daily, the 500 w night, would be without prejudice to the station’s filing a new application specifying protection to the Faribault operation as provided under FCC standards.

Both Lee-Smith, applying for 920 kc with 1 kw fulltime, and KFNF originally received grants, along with a third applicant in the proceeding: Associated Broadcasters of Wadena, Minn. Lee-Smith was denied that KFNF’s proposed operation would create interference problems beyond the maximum indicated by FCC standards and asked that KFNF be required to protect the Faribault operation. KFNF protested, but asked that further hearing on both applications be held before it is required to install a directional antenna.

In reopening the case and issuing a proposed decision, the Commission did not disturb the grant to the third applicant, Associated Broadcasters, for use of 920 kc with 1 kw fulltime at Wadena. Choosing between Lee-Smith and KFNF, FCC preferred Lee-Smith on the basis of the equitable-distribution provisions of the Communications Act. Shenandoah (1940 population: 6,848) has two stations, it was pointed out, while Faribault (1940 population: 14,527) has none.

“While the proposed operation of KFNF would result in a large gain in that station’s daytime service,” FCC said, “since all of the area to be gained presently receives this station’s service, we consider that no basis has been shown why this gain should be permitted in view of the interference which would be imposed on the Faribault operation in violation of the standards.”

Increase with DA ‘Feasible’

But, adding that the proposed denial to KFNF would not be prejudice, FCC recognized that “it may be feasible for KFNF to operate with increased power daytime with a directional antenna which would afford protection in accordance with our standards to the Faribault operation...”

Lee-Smith had argued that the KFNF grant as originally issued would create objectionable interference involving a loss of 22.5% of the population in Lee-Smith’s service daytime service area, whereas the maximum under the standard is “approximately 10%” [BROADCASTING, Aug. 18].

Lee-Smith is owned in equal shares by Herbert H. Lee, Palmer Drageden, and John E. Hyde Jr., war veterans and engineers.

Comrs. Rosel H. Hyde and E. W. Martin did not take part in the decision.

Canada Bans Importation Of Radio Sets From U. S.

BAN ON IMPORTATION of radio receivers into Canada from the United States was put into effect Nov. 18 as part of a plan to save U. S. dollars. Important was a decided restriction of the list of commodities was restricted temporarily until Canada’s balance of exports to the United States comes more in line with imports.

At the same time, to save importation of components, an excise tax of 25% was placed on radio receivers in Canada. This revives the war time excise tax rate which had been cut to 10%.

WHMA-AM Launched

WHMA-AM Anniston, Ala., which makes the final schedule Nov. 10, is operating on 100.5 mc (Channel 263). Programming for its present schedule of 3-9 p.m. is largely its own, with little duplication of WHMA features, according toWHMA's manager, Malcolm Street, program director and promotion manager. Many programs originate from the recently completed 500 kw A.F.A. station, the Roland Bldg. in Anniston. Station took a full page in the Anniston daily, the Anniston Star, as part of the promotion in connection with its opening. Antron Broadcasting Co. is licensee of WHMA and WHMA-AM.

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BATTLE OF BANDS RE-FOUGHT AT FCC CHANNEL HEARING

SKIRMINISHES of old battle over high vs. low band for FM were re-fought Friday morning as FCC heard final testimony on its plan to delete Television Channel No. 1 (earlier story, page 17).


Mr. Allen cited high and low-band measurements of WBAM New York, saying they showed "the high frequency produced higher service fields out to 68 miles" but produced lower interference fields at 200 miles or more. Dr. Armstrong argued that further analyses must be made.

Mr. Allen replied his conclusions were justified by data on hand. He conceded high-and-low band measurements offered by Dr. Armstrong in Westhampton tests showed low frequency was best "for that period of time." He reaffirmed faith in theoretical curves prepared by Mr. Norton, which were one major factor in FM reslocation. Dr. Armstrong again protested that FCC had accepted "theoretical calculations... rather than my measured results."

When Mr. Norton conceded he erred in one prediction, Dr. Armstrong observed that "that's the type of engineering advice" which has been given to FCC and which, he said, resulted in "chaos." Dr. Armstrong said it's "too late" to move FM back downstairs but urged again that it be given Channel 1 (44-50 mc) for relays.

WARL HEARING RECESSED

HEARINGS on FCC lottery order citing WARL Arlington, Va., quiz show dollars for Answarers [BROADCASTING, Oct. 20] recessed Friday until 2 p.m. Monday. Examiner J. D. Bond presided. WARL President R. Kilbourne Castell and Manager Raymond W. Baker, testifying under protest, denied station was trying to "buy an audience." Frank H. Fletcher, attorney and part owner of WARL, said 45% of those answering quiz questions were not listening to station. "For these persons, clearly the contest was one of skill," he asserted.

WRS SEEKS PITTSBURGH TV

WESTINGHOUSE Radio Stations Inc. application filed at FCC Friday for Pittsburgh video outlet KDKA-TV on Channel 6, company's second television station. WBS-TV Boston scheduled for completion early next year. Station would serve 2,500,000 persons within 40-mile radius. TV antenna would be placed on 500-foot FM tower and extend 1760 feet above sea level.

REORGANIZATION OF WIMS Michigan City, Ind., requested in application reported by FCC Friday. O. E. Richardson, 19.35% owner, increases holding to 51% by acquiring 1,483 of 2,000 shares newly issued. Remaining shares divided among five other stockholders. Stock value $15 per share.

WBAL ASKS REVERSAL IN BLUE BOOK APPEAL

REQUEST for order reversing District Court dismissal of its complaint against Blue Book and FCC made Friday before U. S. Court of Appeals for D. C. by WBAL Baltimore (BROADCASTING, July 7, 14) William J. Dempsey, station's counsel, argued WBAL had been libeled by Blue Book, that FCC twice refused hearing on that matter and that WBAL was entitled to judicial review.

Mr. Dempsey said present renewal hearing, in recess until Tuesday, does not include issue of alleged Blue Book defamation on FCC's own ruling and therefore no redress would evolve. He said WBAL merely seeks declaratory judgment as to whether Blue Book charges were right or wrong, whether or not retraction is obtained.

FCC General Counsel Benedict P. Cottone outlined background of Blue Book, explaining it was part of normal procedure allowed by law and could not embody legal wrong reviewable in court.

When Examiner Burton, Blue Book in hand, asked Mr. Dempsey what specific statements wrongful WBAL Mr. Dempsey said explanation of his 12-page complaint could not be made in a few minutes and indicated that was not specific issue at moment.

INDUSTRY MUSIC COMMITTEE TO NAME EXECUTIVE GROUP

INDUSTRY Music Advisory Committee, at organizational meeting in New York Friday, agreed to appoint executive committee and legal and public relations subcommittees, each composed of one representative from each of seven segments of industry. First meeting was held as networks negotiated with AFM described as "purely coincidental." A. D. Willard Jr., NAB executive vice president, said committee had agreed no one segment would take important action without consulting others.

Legal and public relations subcommittees directed to meet within two weeks and report proposals for joint action to executive committee. All but one of 36 members of advisory committee present.

RMA officially represented on joint committee, following approval by its board of directors.

LOWER MEDIA COSTS SOUGHT

HOW to stop spiraling media production costs discussed at annual AAAA council meeting in Chicago Friday. Demands by advertisers for agencies to absorb script costs of network radio considered one of biggest headaches. Speakers included Frederic R. Gamble, AAAA president; Melvin Brorby, vice president, Needham, Louis & Brorby; Clarence B. Goshorn, president, Benton & Bowles; Fairfax M. Cone, Foote, Cone & Belding.

THREE LOUISVILLE PROMOTIONS

THREE promotions announced by WHAS and WGTJ (FM) Louisville. J. M. Wynn is new director of sales; Neil Dalton named to new post, public relations director, and Douglas Cornette made promotion manager. Latter two positions apply to Louisville Courier-Journal and Times, as well as stations.

At Deadline...

Closed Circuit

ster, himself slated for Europe safety conferences; Dr. J. H. Dellingen, radio chief, Bureau of Standards and first Commission chief engineer, or George Sterling, FCC chief engineer.

CBS SERIES It Pagw To Be Ignorant, Fridays 10-10:30 p.m., for Philip Morris, may go co-op, it was understood last week. Blow Co., New York, is agency.

ANOTHER SIGN of growing business in station sales, transfers and assignments: FCC is considering plan to delegate to staff executives authority to approve in certain cases, presumably those involving reorganizations in which ownership interests remain unchanged.

IT MAY be fortnight before Chairman White (R-Me.) of Senate Interstate Commerce Committee submits his revised draft of S-1333 to seven-man subcommittee, looking toward committee action at special session, and right of way for open-air Broadcasting. Revised bill would modify original measure almost unanimously opposed by radio spokesmen, but hardly to extent of meeting all objections. Sen. White is believed to have been encouraged by President Truman on support of his radio regulatory ideas.

IN CONFUSION over code postponement, NAB board forgot vital commercial point—deadline date, after which contracts come under code provisions. Original action at Atlantic City specified code applicable to contracts signed on and after Sept. 19.

WHILE NOBC door-knockers conduct half-hour interviews on what public thinks of what radio has to offer, NAB Research Dept. plans extensive study to find out just what really is offered. Logs of some 200 stations, presenting typical industry cross-section, will be analyzed for late November week. First such study showed industry well within Blue Book commercial-sustaining limits.

FORMAL TRANSFER OF WKBW Buffalo to Rev. Clinton H. Churchill occurs Tuesday with payment of approximately $375,000 to Buffalo Broadcasting Co. plus termination of pending litigation. Loan of approximately $200,000 negotiated through Smith Davis Corp. of New York to handle all cash transactions. Arthur Simon is new manager of 50 kw ABC outlet under Churchill ownership.

AGENCY CODE COMMENT

THREE prominent New York agency executives took different stands Friday on NAB board's code action (see comment roundup page 16). Leonard T. Bush, vice president and secretary of Compton Adv., said, "It is too bad NAB could not have resolved its differences at the November board meeting. I believe the industry for its own best interest should have a code." H. L. McClintock, vice president of N. W. Ayer & Son, said, "Of course the decision should be postponed. It is vital to radio."

Ben C. Duffy, president, BBDO: "In my opinion, postponement of code in its present form is needed. It is obvious some of the clauses are unworkable and subject to many interpretations."
Back in 1920, WWJ-The Detroit News made its bow as the first commercial AM radio station in the nation. With pioneering instinct, public service policies and aggressive showmanship that always kept a step ahead of the times, WWJ retained its leadership all through the years.

And just 9 months ago, baby made three ... when WWJ-TV, one and only television station in Detroit, first showed its face to thousands of eager eyes. The success of WWJ-TV has surpassed even that of its illustrious forbears ... and has brought additional honor and prestige to the letters WWJ, with increased benefits to all of the advertisers on all three of the great radio stations comprising Detroit's "First" Family.
WKY is on the move again!

Here Comes WKY's New Studio on Wheels.

WKY's home address is Oklahoma City, but the whole state is its bailiwick.

Year after year, WKY’s microphones have roamed Oklahoma for programs of special interest to listeners throughout the state.

Now WKY is on the move, going places in Oklahoma, with its spanking new mobile studio...a complete broadcasting station on wheels.

This unique, custom-built job will, more and more, become a familiar sight all over Oklahoma, and will be ready, in emergencies, to serve as a complete communications center wherever it is needed.

Going places, doing things, being everywhere... these things have established WKY as an integral part of the Oklahoma scene and WKY listening as a statewide habit. WKY is the station more people hear about, think about and listen to.

And that's why a product advertised on WKY is bound to go places in Oklahoma.

WKY OKLAHOMA CITY