For the second successive year,

WHO

proudly acknowledges its selection for

The Highest Award of the National Safety Council

In making the Award, the Judges said:

"WHO's continuous program of farm safety throughout the year is proof of the splendid public service attitude of the station."

WHO

DES MOINES . . 50,000 WATTS

B. J. Palmer, President • P. A. Loyet, Resident Manager
All types of WCOP local programs pay off for advertisers, because WCOP combines careful programming with vigorous promotion and merchandising. Here's the evidence from three different types of programs:

**The M. Abbott Frazar Co.**, leading Boston furriers, wrote to Ed as follows: "By keeping a careful check on our business during the past year we have come to the conclusion that our radio announcement over WCOP has helped us tremendously in not only maintaining our volume on an even keel during the period when the fur business generally took a temporary slump, but actually we noted an increase in our fur storage business."

**T. N. Tracy**, Advertising Manager of the Washington Cooperative Farmers Association, praises Mildred’s sales-making commercials for Lynden Boned Turkey in this letter: "It may interest you to know that our New England brokers are thoroughly sold on our radio advertising in their territory, and that radio has been carrying the full load all during the current year. Sales in New England certainly justify our advertising program, and we have been consistently pleased with the results."

**Says Joseph Pellegrino**, President of Prince Macaroni Mfg. Co., "We take great pleasure in informing you of the gratifying results we have had with the Abbott & Costello Show. After the very first two programs, we noticed a marked improvement in consumer and trade acceptance. In fact, several clients which for years we had considered 'tough' are now buying large quantities of our products."

It's the same story across the board. If you want attention from Greater Boston, ask any Katz office for rates and availabilities on WCOP local programs.
Get the Cream

WCAU, Philadelphia's Number One Station, gives Advertisers the Cream of Philadelphia's listening audience.

WCAU
50,000 WATTS * CBS AFFILIATE

"Umbrella Coverage"

PHILADELPHIA'S LEADING RADIO INSTITUTION
Closed Circuit

WHAT MAY BE biggest television equipment transaction yet was tentatively closed last week whereby James M. Cox stations (WSB Atlanta, WIOD Miami, both NBC; WHIO Dayton, CBS) will acquire RCA equipment aggregating in excess of $1,000,000 for three complete units. Applications for video outlets will be filed with FCC this week.

INQUIRY by Tracy-Loeke Co., Dallas agency, as to legality under lottery laws of proposed Dr. Pepper sponsorship of Buried Treasure program brought thumbs down ruling from Postmaster General's office. Program idea was abandoned.

COURTS almost certainly will be asked to interpret lottery law, via appeal, if FCC rules adversely to WARL Arlington, Va. in current "guinea pig" case involving WARL giveaway program (see story page 31).

REPORT CURRENT that KWBC Fort Worth, which began operation last year as 1,000-watt timer, will be sold for $300,000 to Howard W. Davis, owner of KFAC San Antonio and KPAB Laredo. KWBC is owned by Judge P. W. Seward, former FCC attorney, W. D. Phillips, Joe S. Davies, all of Washington; W. L. Gleeson, KPRO Riverside, Calif.; Harry T. Benson, Sherman, Tex., and Victor B. Acers and Ben G. Smith, Fort Worth. Blackburn-Hamilton Co., are brokers.

CONSTANTLY recurring reports have M-G-M bidding for KLAC Hollywood and KYA San Francisco, regional independents owned by Dorothy S. Thackrey, publisher of New York Post and owner also of WLIB New York. Howard Stark, radio sales manager of Smith Davis Corp., newspaper and station investment counsellors, was in L. A. last week on transaction, but neither side had comment. Transaction if concluded would be in near million class.

BMB executive committee expected to name tax counsel at its Dec. 2 meeting to handle organization's fight against ruling of Treasury Dept. that BMB is not entitled to tax exemption [Broadcasting, Nov. 17, 24].

FIRST factual study of daytime serials, slated for early release, will provide scientific answer to emotional criticism of daytime series. Based on year of research, it will show serials are benefit to public and that listeners like them just as they are.

TOP representatives of four networks plus KFAC KFWB KLAC KMPC will meet with Southern California Adv. Agency Assn. in Los Angeles today (Dec. 1) to discuss recognition of "house agencies."

DESPITE reports of peace involving client and talent, Bob Stephenson, producer of NBC (Continued on page 90)

Upcoming

Dec. 6: Florida Assn. of Broadcasters meeting, Soreno Hotel, St. Petersburg.
Dec. 8; General Mobile Hearing, FCC Hqtrs., Washington.

(Other Upcomings on page 79)

Bulletins

IMPROVEMENT in co-op programming predicted by Mark Woods, ABC president, as result of lifting of ban on musicians performing on such broadcasts (early story page 13). Mr. Woods said action also will lead to more work for musicians.

FULL Executive Committee of FM Assn. called to first meeting since FMA September convention. Session will be held Wednesday in new offices of FMA in Munsey Bldg., Washington, D.C. FMA formerly at 921 12th St., Washington. Telephone remains Republic 8532. FMA moved over weekend.

144,708,000 IN U. S. U. S. POPULATION, including armed forces overseas, on Oct. 1 reached new all-time high of 144,708,000, according to Census Bureau. Subtracting forces overseas, total figure is 144,121,000, while civilian population estimated at 143,273,000. This is gain of 13,000-00 or 9.9% over 1940 figure of 131,669,275. 1930 population 122,775,046.

NEW PROMOTION CAMPAIGN

NEW PROMOTION campaign to spotlight NBC programs by "block-plugging" announced by James N. Nelson, NBC director advertising and promotion. Network's "Parade of Stars" cartoon kit to be sent NBC affiliates to increase evening audience, and supplement NBC's past efforts based on kits for individual program promotion.

CBS SIGNS MICKEY ROONEY

CBS has signed term contract with Mickey Rooney which would make him movie star as package deal.

'BUNION FCC'

THEY'RE KIDDING about "Junior FCC" being set up by Charles R. Denny at NBC. Eirstwhile FCC chairman, who today takes NBC over as vice president and general counsel, has as his right-hand boy David Adams, ex-FCC counsel and his chief aide at International Telecommunications Conferences. Mrs. Thais (Billie) O'Brien, his secretary at FCC, is joining him at NBC.

Business Briefly

ACKERMAN SPONSORS • Simon Ackerman (men's clothing), New York, effective Dec.; 11 sponsors Jack Leach's All Night Record Show, seven times weekly, on WOR New York, 52 weeks. Agency, Erich Neuwirth, New York.


PROPRIETARY PLAN • Taylor-Reed Corp., Glenbrook, Conn., names St. Georges & Keyes to handle new product, Vichy antacid pastilles. Radio will be used after first of year.

NAMES AGENCY • Face Contour Cosmetics, New York, names William Warren Agency, New York. Radio will be used.

SPOT SERIES • Paris & Pearl, New York, placing spot campaign for Atlantic Commission Co. (fruits and vegetables), New York.

SEVEN MBS SHOWS RENewed


NETWORK CODE UNCERTAIN

IMMEDIATE adoption of interim code by four major networks appeared doubtful last week. Meeting scheduled by executives of networks was postponed to undetermined date, and indications were proposal—put forth by NBC—for inter-network code was losing ground. NBC executive refused to comment on prospects for inter-network action beyond saying "We are hopeful." Niles Trammell, NBC president, originally proposed such code after NAB board postponed action on industry code.

NAME REPRESENTATIVE

HOMER GRIFFITH Co. named national representative of KPUP Ogden, Utah; WMJQ Iron Mountain, Mich.; KPRK Livingston, Mont.; KAMQ Amarillo, Tex.; WHBY Appleton, Wis. Among recent additions to firm's representative list was KOJM Havre, Mont.
TAKE A

"New Look!"

AT NASHVILLE'S MARKET AREA

Nashville’s style and quality conscious women are taking to fashion’s “new look!” But, as always, they buy by brand and for top value. Take a new look yourself—at retail sales in the Nashville market area: Over $357,000,000 dollars yearly out of a buying income totaling $800,477,000 dollars. Why not make sure this rich territory is sold on the value and quality of your products? . . . Sell effectively—and at reasonable cost—through the great audience that listens regularly to WSIX.

5,000 WATTS 980 KILOCYCLES
AMERICAN • MUTUAL

WSIX
The Voice of Tennessee’s Capital City

NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy
Hey and the audience for twenty-two Indianapolis people advertisers station. No, 1, -1947 state. And building It's prestige doesn't show as ever since!

Looking audience rated first ing, "Hooperoot- ing," you'll notice that WFBM is consistently looking up in media data, but its prestige does influence many advertisers in choosing WFBM. Around Indianapolis people are looking up to WFBM—have been for twenty-two years! WFBM won itself a faithful audience as a radio pioneer—the first station in the state. And WFBM's been building its audience and building its prestige with both listeners and advertisers ever since!

Incidentally, WFBM's audience is faithful (as we said). If you'll do a little "Hooperoot- ing," you'll notice that WFBM is consistently rated first in Indianapolis in over-all listening audience—day and night the year 'round.
Kupono...

(PERFECT BALANCE IN HAWAII)

TOP-NOTCH PROGRAMMING PLUS POWER BRINGS RESULTS IN HAWAII!

Star-studded ABC shows and outstanding local productions on one hand, plus power on the other gives KULA the perfect balance that sells Hawaii! Bing Crosby, Walter Winchell, Abbott and Costello, Paul Whiteman, America's Town Meeting, Theatre Guild On The Air and many other ABC shows have made KULA..."Hawaii's Listening Habit." And all Hawaii, from Kapaa to Kealakekua enjoys this fine entertainment, thanks to KULA'S proven coverage! Yes... KULA is the clear channel, full time station that really sells Hawaii... the New West of America.

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

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

FOR INFORMATION ON THE HAWAIIAN MARKET—FOR RATES FOR "ONE STATION COVERAGE" OF HAWAII SEE

ABC or AVERY KNODEL, Inc., National Representatives
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
What is a market-place?

Only at its simplest is it “a place to buy and sell goods”.

When many people gather, so much more than that happens! They come for the latest news and laughter, music and drama ... for pleasures as much as purchases.

It is their market-place for ideas as much as goods.

From the kaleidoscope of any Mexican village market ... to as far back as the Agora of ancient Greece ... the people have always made their market-place a rich and vivid center of their life.

CBS is a market-place ... of fabulous dimensions.

CBS gathers 99,000,000 Americans each week to hear the latest news and laughter, music and drama. And among these millions in every corner of our nation, CBS circulates both ideas and goods.

Ideas and goods. Clearly, both must circulate among all Americans swiftly and freely if we are to keep the nation strong.

That is why Radio ... and CBS ... have so much meaning to the American people today.

The almost explosive rise of CBS in twenty years is testimony to how swiftly CBS moves both ideas and goods; how much CBS has become a rich center in the lives of our people for pleasures and purchases and ideas.

Today, 93% of all American families have radios — owning over 60,000,000 sets.
They spend more time listening to Radio than doing anything else except sleeping and working; more time listening this year than ever before!

And CBS leads all Radio in reaching them effectively.

Wholly independent, impartial data show that CBS reaches listeners at less cost than any other network.

This is confirmed in two different ways:

1. By counting the actual cost of reaching listeners on all networks throughout the broadcasting day. The second, third and fourth most effective networks average only 82% of the efficiency of CBS - in delivering audiences for each advertising dollar expended in the evening - and only 77% of CBS' efficiency in the daytime.

2. In the judgment of the great companies who use Radio most and know it best: the 100 largest Radio advertisers. More of these advertisers use CBS - and more of them choose CBS exclusively - than any other network. They have done so consistently for the past 10 years.

They come to the vast market-place created by CBS programs, carried to the nation 17 hours a day every day of the year by the coast-to-coast network of CBS stations. And they find waiting for them there 99,000,000 men, women and children (over 10 years old) listening each week - more listeners than ever before in CBS history - ranging the complete scale of America.

The detailed, factual data which support all the statistical summaries in this message are available on your request.

COLUMBIA BROADCASTING SYSTEM -where 99,000,000 people gather every week
Feature of the Week

A RADIO SANTA CLAUS for the last 16 years, Harry Mayn, Canton, Ohio, department store executive, again donned whiskers Thanksgiving Day for the beginning of WHBC Canton's 1947 Christmas broadcast series.

Genial Harry, one of radio's oldest Santas in point of service, has received nearly a million letters since his first Christmas broadcast in 1930. Parents of some of the children who have composed letters to him in recent years once penned notes to him themselves, he says.

Featured on WHBC's Christmas series are characters portraying Mary Mistletoe, Little Jack Horner, Simple Simon and other fairy-tale folk. Each year new juvenile actors take these roles, but Mr. Mayn always plays St. Nick.

In all the 16 years of his portrayal of Santa Claus, however, Harry never has revealed his identity on the air. He is just Santa to all the youngsters and adults who hear him each year.

The following he has built up through the years has netted big results for the advertisers who use the show as a holiday season medium and for the station in the goodwill it builds with listeners.

Sellers of Sales

A FAVORITE assignment of station representatives when on the road is Olian Advertising in St. Louis. It is no coincidence that Olian's radio timebuyer is pretty, blue-eyed Dorothy Ayres. But roses and candy have little effect on Dorothy. She is just as adamant for choice availability, detailed market data and station information as any hard-bitten masculine timebuyer in New York or Chicago. Dorothy knows her market and her file of information on every station in the country is frequently more complete than the station representative's.

Miss Ayres, 25, has had a sound background in radio timebuying. Since entering radio as secretary to Wendell Campbell at KMOX, St. Louis in 1943 she has absorbed an amazing store of knowledge about radio. For the benefit of time salesmen so unfortunate as not to know Miss Ayres, her choice of stations is usually determined by product distribution, adjacencies and the job the station does in its community.

Since the Olian agency is one of the largest and most successful users of spot radio in the country, information on individual stations cannot be too complete, she believes.

Dorothy is a graduate of Loretto Academy, St. Louis, and took graduate work at Washington U. in languages. She speaks Spanish, French and Portuguese fluently, but has had little opportunity to make use of her linguistic talent since abandoning an ambition to be a concert pianist. Dorothy is single, and her hobbies are music (Tchaikovsky) and riding horses. During the war she served as confidential secretary to the CO of the St. Louis Medical Depot. One of her duties was to record the minutes of the highly confidential security conferences of all commanding officers of army installations in the 7th Service Command.

She joined Olian as secretary to the agency's president, Irving Olian, in 1946 and last August was rewarded with the job of timebuyer. She says "I have been fascinated by radio since my initiation at KMOX, still am, and always will be!"
RALPH GREER
Traffic Manager

There aren't any "STOP" and "GO" lights, there aren't even any bells, gongs or buzzers, but still traffic flows smoothly and with nary a tangle across Ralph Greer's desk at KGW. It flows smoothly, because that's the kind of fellow Ralph is... quiet, efficient, calm and capable — and he's been on his present job since 1939, with the exception of four years out for army duty. Ralph came to the station in May, 1936, as assistant to "Q" Cox, then traffic and sales promotion manager. Three years later Ralph became traffic manager, and has been doing a bang-up job of steering KGW's traffic ever since. He's caretaker and correlator, a clearing house for the sales and program departments, and an information bureau for technicians and announcers. Ralph's job is an important one — important to KGW and important to you as an advertisers and time buyer.

Next
DON KNEASS,
News Editor

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KGW
PORTLAND, OREGON
AFFILIATED WITH
Everybody knows that a really good Musical Clock is a very, very effective means of getting a big audience at exceedingly low costs.

Buffalo’s popular WGR has just such a Musical Clock, from 7:00 to 10:00 a.m., six days per week. In the past twelve months its audience has increased approximately 300%, and this terrific showing has attracted some of the biggest and most successful names in American industry, as sponsors.

That’s the kind of job spot broadcasting is doing, all over the Nation, for advertisers who know the economy and effectiveness of “Bull’s-Eye Radio”. How about letting us prepare a recommendation for you?

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932
Boom for Network Co-ops Forecast

Action by Pettrillo Ends Long Ban On Programs

CHANCE for vast expansion of network co-op programs is foreseen as a result of the action last week by James C. Pettrillo, AFM president, in lifting the ban on performance by members on such programming.

The action, announced Wednesday by Mr. Pettrillo, marked his second concession to broadcasters in a fortnight. First was his willingness to negotiate on a friendly basis with networks after he had threatened a threat last summer never to let a musician play on more than one station at a time. He had made an offer in the House probe into his activities [BROADCASTING, July 14] and had aroused indignation in Congress.

In calling off the co-op ban Mr. Pettrillo told BROADCASTING that the single engagement rate for network programs will apply for musicians working on co-op programs. Explaining that the ban is being removed during AFM’s negotiations with broadcasters to give it a “trial,” he added that AFM members were now free to work on these shows.

Robinson Comment

Hubbell Robinson, CBS vice president in charge of programs, said lifting of the ban “looks like a healthy move which ought to raise the entertainment values of co-op shows and open a new field for co-op programming. We at CBS are reviewing the situation with respect to our present co-ops to determine on which one lives music can be used to advantage.”

Phillips Carlin, MBS program vice president, said Friday: “We will have music on Information Please, starting tonight and also on Meet Me at Parky’s on Sunday.” It is possible that music will be inserted into other Mutual cooperative programs, such as A. L. Alexander’s Meditation Board, which used an organ for musical bridges before it came under the AFM ban.

Network spokesmen pointed out that lifting of the ban by the union does not mean that all co-op shows on which music may be desired will get it right away. In many cases program formats must be revamped, contracts overhauled and other details straightened out before changes can be made, they said, and it may be a matter of weeks before the full effects of the union’s action are realized.

‘One Piano Player’

Asked about the suit brought against AFM by Dan Golenpaul, owner of Information Please [BROADCASTING, Nov. 10] charging the union with illegally preventing the use of musical questions on that program, which is now a co-op on Mutual, Mr. Pettrillo said, “He is a lucky guy. He never really entered into the picture. After all, he only hires one piano player.”

Mr. Golenpaul said that “maybe I had nothing to do with it, as Mr. Pettrillo says, but I claim a victory.”

“We’ll have musical questions and music all over the place when we go on the air Friday night. We accept the decision in the proper holiday spirit of Thanksgiving,” Mr. Golenpaul said.

Cites His NBC Connection Beforehand in FM Denial Petition

THEN-CHAIRMAN Charles R. Denny’s participation in the final FCC decision on the New York FM case after accepting a job with NBC was “unfavorable” and invalidated the entire decision, the New York Daily News charged last week in a petition asking the Commission for rehearing.

The News, which won in the proposed decision but lost out in the final [BROADCASTING, Nov. 10], attacked FCC’s “non-newspaper” policy as an abridgment of freedom of speech, and contended that the votes of at least three of the four Commissioners who opposed the News were “invalid.” Actually, the newspaper contended, its own showing was superior to that of any of the five successful applicants.

The petition charged that newspaper ownership has been used “more often than not” as a “mere makeweight.” To apply such a policy would “open the door wide to decisions actually based on grounds or reasons not appearing in the record or decision,” the News declared. Parenthetically it added: “i.e., a decision in which all members of the Commission belonging to one political party vote in opposition to a newspaper applicant who has opposed the administration in power belonging to that party.” A news release announcing the petition gave the political makeup of the FCC, showing that all Democratic members voted against the News.

With respect to Mr. Denny’s participation, the petition cited Sec. 4(b) of the Communications Act restricting the outside business interests of FCC members and employees (see story page 82). It pointed out that NBC announced on Oct. 10, for release Oct. 13, that Mr. Denny would become its vice president and general counsel (his resignation was effective Oct. 31), and that the New York FM decision was adopted Oct. 21. The petition asserted:

NBC is, and has been throughout the proceedings in this case, the Class B FM station in the New York area, and as such is and has been directly interested in the outcome of the decision. In that area, NBC also is, and has been for many years, the licensee of six standard AM broadcast stations, one of which is located in the New York area, and as such has a direct interest in the quantity and quality of competition to be provided by FM broadcasting in general.

NBC is a wholly owned subsidiary of the Radio Corp. of America which is engaged in the manufacture and sale of equipment used by both AM and FM broadcast transmitters and receivers, and, through other subsidiaries, in the operation of many other radio stations.

Commissioner Denny was disqualified to vote on any matter coming before the Commission and, more particularly, he was disqualified to vote in this proceeding. His participation therein, and in the deliberations and executive sessions preceding the decision, invalidated not only his vote but the entire decision.

The petition, encompassing 43 pages, was prepared by Louis G. Caldwell and Percy H. Russell Jr. of the Washington law office of Kirkland, Fleming, Green, Martin & Ellis. It was filed in apparent preparation for a court test of the issues it raises, if unsuccessful before the FCC.

The News charged that the votes of three of the four members against the News were invalid for other reasons: Comr. Denny and E. M. Williams voted on grounds that they read only the transcript of oral arguments and the exceptions filed to the proposed decision; and (Continued on page 88)
Stanback Contracts Donald for Show

$1,000,000 Budget is Radical Change From Spot Policy

DEPARTING FROM a 17-year policy of using spot announcements exclusively, Stanback Co. Ltd., Salisbury, N. C., makers of headache powders, will air a new quarter-hour program, The Peter Donald Show beginning Dec. 15.

According to John Larmer, president of Piedmont Adv. Agency Inc., Salisbury, budget for Stanback campaign exceeds $1,000,000 and calls for five-night-time broadcasts weekly on regional type stations in market's 60 major markets. Contracts are being placed on a 52-week basis.

The show stars Peter Donald, young storyteller-dialectician now heard on Cow You Top This (NBC 8:30 p.m., Friday) and also the Ajax Cassidy of "Allen's Alley." It will introduce to the radio the "Three Flames," Negro instrumental and singing trio now appearing at New York night clubs. Dennis James is announcer.

Program, to be transcribed, will be produced and directed by Charles Stahl, veteran network announcer. Scripts will be written by the agency.

In announcing the policy change, Mr. Larmer said: "Stanback has had outstanding success with radio spot announcementsSales have increased every year since the company began to use radio exclusively seventeen years ago. But a six-month's study indicates that the influx of new stations combined with a substantial increase has completely changed the radio picture, especially for the company using spot announcements on a major network.

With a 50% increase in AM stations, plus the rapid development of FM and TV facilities, the advertiser sees the listening audience being "split up" many more ways while announcement rates go steadily higher.

"Even with substantial increases in annual budget it has been virtually impossible to maintain the same impact on the buying public. Also, the trend is to limit time for commercials to a very minimum. Under these conditions new plans, new strategy are necessary to keep radio advertising costs within bounds and continue the selling effectiveness of radio for packaged goods products."

Nut-Selling Drive

GENERAL FOODS, New York (Kernél-Fresh Salted Nuts) has started a spot announcement campaign using 10 one-minute transcriptions weekly for 52 weeks. The agency, Young & Rubicam, New York, placed the campaign on WDKJ WIGA WGBF WMAN WALA and WMOB.

"Shoon's they get the foot thing in focueh... I'm for it, hummert perehent!"

NETWORK BOXSCORE

| Number of commercials on the four nationwide networks, Oct. 31 | 289 |
| Number of network commercials starting during November | 7 |
| Number of network commercials ending during November | 5 |
| Number of commercials on the four nationwide networks, Nov. 30 | 591 |

November Additions

<table>
<thead>
<tr>
<th>SPONSOR</th>
<th>PROGRAM</th>
<th>NETWORK</th>
<th>TIME</th>
<th>AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brother-in-law of Railroad Trainmen</td>
<td>Dorothy Feldheim</td>
<td>ABC</td>
<td>Sat., 5:45-6 p.m.</td>
<td>William Von Zehle &amp; Co.</td>
</tr>
<tr>
<td>Kaiser-Frazer</td>
<td>Newscope</td>
<td>MBS</td>
<td>7:30-7:45 p.m.</td>
<td>Swenney, Drake &amp; Co.</td>
</tr>
<tr>
<td>Sun.</td>
<td>7:45-8 p.m.</td>
<td>Bement Inc.</td>
<td></td>
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</tr>
<tr>
<td>Ludens Inc.</td>
<td>Strike It Rich</td>
<td>CBS</td>
<td>Sun., 10:00-11:15 p.m.</td>
<td>M. M. Mathes</td>
</tr>
<tr>
<td>Musical Digest</td>
<td>Symphony</td>
<td>MBS</td>
<td>Sun., 8 - 9 p.m.</td>
<td>Kenyon &amp; Eckhardt</td>
</tr>
<tr>
<td>Peter Paul Inc.</td>
<td>O'Clock News</td>
<td>MBS</td>
<td>M-F, 8:15 a.m.</td>
<td>Plaut-Forbes</td>
</tr>
<tr>
<td>Swift &amp; Co.</td>
<td>Meet the Meeks</td>
<td>ABC</td>
<td>Sat., 11:15-12:15 a.m.</td>
<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td>Texas Co.</td>
<td>Metropolitan Opera</td>
<td>ABC</td>
<td>Sat., 2 p.m. to end</td>
<td>Buchanan &amp; Co.</td>
</tr>
</tbody>
</table>

November Deletions

| Raymond Laboratories | Sunday Serenade | ABC | Sun., 1:15-2:15 p.m. | Roche, Williams & Cleary |
| Roma Wine Co. | Suspense | CBS | Thu., 8-9:30 p.m. | Birow Co. |
| U. S. Army & Air Force Recruiting | Force Recruiting | ABC | Sat., 2 p.m. to end | N. W. Ayer & Son of game |
| William R. Werner | Jean Sablon | CBS | Sun., 5:20-6:45 p.m. | Kenyon & Eckhardt |

MBS Co-op Sales Up 123% In Past Year

VOLUME of MBS co-op sales has increased 123% during the past year, according to Bert Houser, director of the network's co-op sales. Tabulation indicates 1,501 current program sales over Mutual co-op programs, compared with 1,088 on Oct. 15, and 584 a year ago. Also, 118 local sponsors have been added since Oct. 15, making a total of 1,600.

Local sales during the past several weeks added the following to MBS shows: 10 to Information Please, 13 to Meet Me At Parky's, 9 to Kate Smith Speaks, 9 to Fulton Lewis Jr. 6 to Alexander's Meditation Board, 5 to American Forum of the Air.

Capitol Starts Campaign

WITH the inauguration of its air service in Charleston, W. Va., and Charlotte, N. C., Capitol Airlines, New York, effective Nov. 26, initiated a two-week intensive spot announcement campaign using approximately three and four spots daily on each station. Contract was placed by French and Preston, New York, on the following stations: WCOO WDDY WTGZ WSOC, WAYS WMIN WCBS WKNA WOGU WTP WCAP WWVA.

Conti Shampoo Signs

CONTI PRODUCTS, New York (Conti Castle Shampoo) on Dec. 8 starts a spot announcement campaign on 20 stations in seven markets. The contract for 13 weeks was placed through Bermingham, Castleman and Pierce, New York.

Talks on Plan for ABC To Buy Capitol Delayed

NEGOTIATIONS between ABC and Capitol Records concerning the acquisition of the recording company by the network [BROADCASTING, Nov. 24] probably will not reach their culmination until late in December, it was learned, since Capitol's president, Glenn Wallich, conferred with ABC executives during his brief stay in New York early last week, but no major decisions were reached before his return to Hollywood.

The price ABC might have to pay to acquire the recording firm was still a matter of conjecture. Although spokesmen for the network and Capitol were noncommital on this point, it was understood that a transfer of ABC stock to Mr. Wallich and other owners of the recording company had been discussed.

Ban on Liquor Advertising Asked by Senator Capper

SEN. ARTHUR CAPPER (R-Kan.) last week began his yearly campaign for passage of S-265, which would forbid the advertising of intoxicating liquors.

Senator Capper presented a petition signed by 250 residents of Sterling, Kan., which called for passage of the bill. He said he had also received "a good many letters from all over the U. S. appealing to Congress to enact this legislation as soon as possible."

The petition was referred to the Senate Interstate & Foreign Commerce Committee, which has jurisdiction over Senator Capper's bill.
FBI Complaint Gives FCC Big Headache

Durr Hits Hornet Nest in Hoover Criticism

FCC WAS openly uneasy last week, seized apparently with the "FBI jitters," plus complications.

The symptoms — starting with a sudden and continuing telecasting crisis which ended when FBI Chief J. Edgar Hoover took exception to a speech in which Comr. Clifford J. Durr took the FBI to task for submitting "unsolicited reports on individuals connected with radio." 

Chain Reaction

A special executive session was convened last Monday after Mr. Hoover reportedly notified the Commission that, since it had not seen fit to repudiate Mr. Durr, the FCC could consider the statement an expression of FCC opinion and therefore would submit no further reports on applicants for FCC licenses.

A special meeting was understood to have developed several points, in addition to a near-shaming on the entire question:

One was that several Commissioners professed never to have seen such reports. Another was that Mr. Durr's statement was meant to reflect only his personal opinion. Another was that while some members apparently were not disposed to repudiate Mr. Durr, others regarded such reports as "very important" and felt FCC should tell FBI that the Commission wished to receive them.

The immediate outcome: Acting Chairman Paul A. Walker reportedly designated Comr. Rosel H. Hyde to assist him in drafting a proposed reply to the FBI for further consideration by the Commission at a later meeting. Mr. Hyde and Comr. E. H. Webster form the Commission's "loyalty committee."

Faced With Other Problems

Meanwhile, the Commission had other problems to contribute to its uneasiness. One was a problem with which it had struggled intermittently during the last few years — lack of full strength on the Commission. The seventh seat (and the regular chairmanship) was still unfilled since the late Robert R. Denny's departure on Oct. 31.

Another was the New York Daily News' charge that Mr. Denny improperly participated in the New York case at the time he was negotiating his new job with NBC (see story page 13). It seemed unlikely that other applicants might raise the same protest in other cases, particularly in the case where the news should prove successful in its argument.

The speech which touched off the FCC-FBI episode was delivered by Comr. Durr in Chicago [Broadcasting, Nov. 3], when, condemning the House Un-American Activities Committee's tactics in its Hollywood investigation, he predicted radio would be the next "victim" and declared:

"Already the FBI is furnishing to the Commission unsolicited reports on individuals connected with radio, and I can assure you that if you should be told the kind of things contained in many of these reports you would dismiss the information as baseless gossip."

Columnist Marquis Childs excerpted the speech in a Nov. 18 column. "Durr must have made [the statement] out of a deep sense of conscience after much soul-searching," he declared, adding: "It indicates that the FBI initiated investigations and sought to influence decisions by sending reports on certain individuals to the Commissioners."

The FBI came back with a release, signed by Mr. Hoover, which asserted:

"The FBI from time to time receives information that appears to be of interest to other federal agencies. In each case, the FBI would be subject to criticism if it could not protect the information in question by calling it to the attention of the interested federal agencies. The FBI does not evaluate this information, nor does it make recommendations. If, however, the action to be taken is to be determined in the interest to other federal agencies the FBI will seek to determine whether the FBI's information has the value of the information to other agencies, and accordingly when such instances arise, it does furnish data to other agency for its evaluation and information."

Wherever possible the FBI does endeavor to determine the source of the information. As an illustration the FBI forwarded a letter to the War Dept. containing allegations improper actions on the part of one of its officers who is now the subject of investigation by a Senate investigating committee."

Waldrop's Findings

Frank C. Waldrop, Washington Times-Herald columnist, picked up the episode in a Nov. 22 column headed: "Tripie from the FCC." Opening with a charge that "the worst run outfit in the government is the FCC," he contended that with respect to the reports received by FBI, FBI "has been doing what it should do, sending them to the FCC."

"The Commission have started a drift to get radio frequencies," he charged, asserting that FBI has found "plenty of evidence. He asked: What was it supposed to do with such information? Burn it? Hide it? Deny its existence?"

Asks Question

Alluding to Mr. Durr's reference to reports on "individuals connected with radio," Mr. Waldrop asked: "Why didn't he come out and say the FBI has never sent unsolicited reports on applicants for FCC radio license?"

He said he had talked with Acting Chairman Walker, and that Mr. Walker: "(1) denied that he, acting chairman of the FCC, had ever seen any unsolicited FBI reports; (2) denied that he knew anything about; (3) denied that Durr spoke for the Communications Commission in any respect whatsoever; (4) denied the FCC'sDefs claim that he was ever even up for Commission consideration; (5) said he had 'no comment' anywhere, because 'you newspaper fellows take a thing and twist it.'"

The columnist insisted that the matter might be "untwisted" if FCC would call a public hearing and examine Mr. Hoover.

Mr. Walker told BROADCASTING that Mr. Durr's accusations came after a day of FCC hearings, that he had had no opportunity to see the FBI statement, and that he did not mean the phrase reporters generally "twisted" facts.

Post Comments

The incident was brought up again on Nov. 27, in a Washington Post editorial titled "FBI vs. FCC." Concluding that there is no inconsistency between Durr's "unsolicited" reports and an earlier statement by Mr. Hoover that the FBI does not initiate investigations, the Post said:

"We do consider it most unfortunate, however, that Mr. Durr has made charges against the FBI that are susceptible to misinterpretation. We understand Mr. Hoover has been much as much angered by the attack that he has information which he will make known should sending it information, since the Commission has not seen fit to repudiate Mr. Durr's statements."

Because one member of the Commission made derogatory remarks about the FBI's policy, it does not mean that matter has not as a form of reprisal, is justified in withholding from the public the information that the Board will prove to be highly useful. The role of the FCC is to protect the public. Consumer agencies against situation, but approval of the situation, which is not determined to be of public interest to conduct proceedings in policy reasons.

Mr. Durr meanwhile kept silent, declining to elaborate on his Chicago statement. He had been scheduled to deliver an address at Releigh, N.C., but last-minute transportation problems prevented his attendance. He assured newsmen that the speech he had prepared contained no reference to the FBI incident.

RUMORS were a dime a dozen again last week on the FCC chairmanship vacancy, but there were no concrete developments to indicate (1) that President Truman had changed his mind about appointing Wayne Coy, Washington Post director of radio, to the post next Jan. 6, and (2) that Mr. Coy would win ultimate confirmation.

One new name was announced, via masquerade handler from the Chicago office of John H. Bickley, public utilities consultant, and former accountant of the FCC enroute to become chairman of the special tele- phone investigation of 1935-1937. This news release, accompanied by a picture and a biography, said that "outstanding industry spokesmen in the radio and communications field" had recommended Mr. Bickley to President Truman for the chairmanship, but there was no identification of the "spokesmen," nor confirmation in any official quarter.

No Others Announced

Aside from Mr. Bickley, there are no announced candidates for the vacancy created by the resignation of Charles R. Denny in Oct. He has been general counsel of NBC. But supporters of J. Leonard Reinsch, managing director of the James M. Cox stations and prominently identified with Sunday and radio activities; Frank Roberson, Washington attorney and former assistant general counsel of the FCC, and former Sen. D. Worth Clark of Idaho, were still mentioning their names. Until the President adds confirmation to the Senate, it was expected that these campaigns would not subside.

There were reports that a spot check had been made as to sena- torial reaction, presumably as to whether Mr. Coy, if nominated could be confirmed. The results were not divulged, but Coy sup- porters expressed confidence that he would be confirmed overwhelmingly. Mr. Coy was a chief, author of President Roosevelt, and also served in several im- portant capacities with former Gov. Paul V. McNutt of Indiana, in state and Federal posts.

Bickley Background

The Bickley candidacy was hardly expected to win support, largely because his entire back- ground has been in the commu- nity carrier and public utility fields. He was born in Harrisonburg, Va., in 1893; graduated from U. of Pennsyl- vania in 1915; associate profes- sor of Lehigh U. til 1924; Public Service Commission of Pennyl- vania, 1924 and 1925; Public Serv- ice Commission of Maryland the next two years; Federal Trade Commission, 1925-1929; the Senate Committee of Wisconsin, 1931 to 1937, but was on leave from 1935-1937 to take charge of financial, accounting and economic phases of Bell investigation; War Production Board, 1942-1943 as consultant on public utilities; pri- vate practice in Chicago since. He is a CPA.
**Suit Before Court On Boxing Telecast**

Don Lee Is Named as Defendant; Invasion of Privacy Charged

WHETHER Don Lee Broadcasting System's W6XAO can be restrained from televising bouts originating at Hollywood (Calif.) Legion Stadium is up to the Los Angeles County Superior Court as a result of legal action filed by Alejandro Chevez, professional boxer [BROADCASTING, Nov. 24].

The action is aimed at short-circuiting proposed telecast of bout scheduled for Dec. 12 between Mr. Chevez and Buddy Jacklich. Complaint is based on (1) invasion of privacy and (2) "services rendered without payment" in that boxer's original contract called for performance only within confines of Legion Stadium and made no provision for television, according to Mr. Chevez. The court is asked to "restrain and enjoin" the defendant from "engaging in libelous reproducing or exhibiting" the bout by means of television.

Strategy for the legal action was laid by George Parramus, manager of Mr. Chevez, Jules Covey, eng- aged by Mr. Chevez, and Presba, who told BROADCASTING that he is hopeful of a preliminary court test in time to obtain an injunction against Dec. 12. Los Angeles County's trial date has not been set.

A bout between Mr. Chevez and another fighter was telecast Nov. 14, according to Mr. Covey, despite the fact that the fighter plaintiff refused to sign a waiver.

**AP Starts Daily Television Newsreel Service on Dec. 15**

ASSOCIATED Press will start its new daily video newsreel service for television broadcasters by Dec. 15, Hugh Waggon, in charge of this new AP activity, said last week. Subscribers will receive at least five minutes of spot news motion pictures a day, he said, with the possibility that the footage could be expanded to 10 or 15 minutes or even longer whenever the material warrants it.

Move aligns AP with Interna- tional News Service and United Press which had previously announced pictorial news service for television [BROADCASTING, Nov. 24]. Both of these companies provided telecasters with special filmed pro- grams in connection with the mar- riage of Princess Elizabeth to Lt. Philip Mountbatten and each has expressed the intention of begin- ning regular newsgreel service for television in the near future to supplement their present still news photo service.

**ASSOCIATED with**

**Might Mean**

Mr. Waggon, with a background of some 20 years of newspaper experience, was in charge of AP's Philadelphia bureau for the last six years, a post which permitted him to keep abreast of video de- velopments at the neighboring RCA TV outlet. This series, entitled The Television Playhouse, was to start last night (Nov. 30) with "The Last of My Solid Gold Watches" by Tennessee Williams.

Vinton Freedley, president of ANTA, which is chartered by Cong- ress as the official national theatre of the U. S., expressed the belief that television can help ANTA tre- mendously in its major aim of pro- viding more theatre for more people throughout the land. "We wel- come," he said, "this opportunity of working with NBC on a series of dramatic productions and we are confident that together we can present something new and different in television entertainment."

He said that ANTA has appointed an advisory committee to assist in the television productions, including himself, Clarence Der- went, Helen Hayes and Raymond Massey. Richard Harrity, play- right and television writer, will be executive producer for ANTA for the series.

**Ballentine's Stand on AM-TV Announcer Complicating Yankee's 1948 Telecasts**

DESIRE of P. Ballentine & Sons to use on television the same an- nouncers they do on aural broadcast- casts is holding up a quarter-million dollar or more contract for the com- pany and the New York Yankees as well as the broadcasts of the home games of the New York Yankees during 1948.

The New York radio-broadcasting company reportedly is ready to sponsor the Yankee's telecasts on WABD New York, where they were carried sus- taining during 1947 even at the in- creased rate demanded by the Yan- kees since winning the World Series last fall. However, Ballentine wants to have the telecasts an- nounced by Ml Allen and Russ Hodges, who do the play-by-play radio broadcasts of the Yankees' games on WINS New York. The dual radio-video announcing chum could probably be worked out with- out difficulty, however, the trans- mission problem that has not been solved to date is what to do about General

**Bung Spots**

**BUTE BROTHERS, Chicago,**
through Preba, Ferrers and Pres- sa, Chicago, will use minutes and 30-second spots on major market stations effective Dec. 1, agency indicated. No other details were disclosed.

**Florida Campaign**

**IN ADDITION to its reg- ular advertising campaign, Griffin Allwhite Shoe Polish, New York, every year adds a spot announcement campaign in Florida during the vaca- tion season. The firm will start its annual campaign this year on Dec. 15 for 15 weeks on eight stations in the state. Birmingham, Castle- man-Fleming, New York, is the agency.
Set Owners to Aid Tests for Stratovision

Band 6 to Be Used In Westinghouse Study

By J. FRANK BEATTY

HUNDREDS of thousands of television and FM set owners will serve as volunteer monitors in perhaps the most extensive research project in electronic history when Stratovision takes the air again in early 1948.

Westinghouse Electric Corp. will unveil its "skyhook" network-relay system in a new form—television—early in 1948 when it enters Phase 2 of its Stratovision experiments.

Tests conducted by Charles E. Nobles, 29-year-old engineer of Westinghouse Industrial Electronics Division.

The first phase was designed to show that signals in th 100 and 300-mc bands could be transmitted from an airplane flying at 20,000 feet over a wide area. The transmissions were so successful that Westinghouse engineers were convinced they could cover an area 400 or more miles in diameter from a plane flying at 30,000 feet.

The second phase is designed to establish that broadcast service (audio and visual) can be transmitted from planes to provide reliable reception over 400-mile areas.

This phase will include television programs relayed over a conical ground beam from the Westinghouse plant at Baltimore. The signal probably will be in the 500-mc band. The plane will pick up these signals and rebroadcast on conventional TV-FM bands. In addition, it will broadcast its own programs as well as signals from television stations in other cities while flying over the eastern half of the country. It is not known whether the plane will conduct tests in the West during Phase 2.

By transmitting within the range of television receivers in the hands of the public, Westinghouse hopes to obtain data helpful in answering many of the thousands of questions still facing Stratovision engineers.

Mr. Burnside

Mr. Burnside

Mr. Evans

To Study 'Ghost' Effects

Among problems still unanswered are the reflection effects caused by the fact that the signals hit the ground from various angles depending on location of receivers within the reception area. These potential ghost effects will be studied at length, though engineers are hopeful that they will not be serious.

Another aspect is the shadowing influence in the case of receivers located in low points or on the side of hills sloping away from the plane.

Using Television Band 6 (82-88 mc), Westinghouse will be putting out TV signals that all set owners within range can tune. In addition, all FM set owners are potential participants in this widespread research effort. The Stratovision TV signals will be within the range of most FM sets because the audio portion is located 75 kc from the top of the band, just off the first FM band.

The unexpected huddles that have faced experimenters in preparing for the second phase have been overcome by typical engineering persistence. For example, the hinged antennas that retracted into the fuselage of the Stratovision test plane have operated properly on the ground only to develop "bugs" as soon as the craft rose into the air.

Equipment Problems

Problem of developing new equipment of all types capable of being bucked into the relatively small area of the plane has been licked, though engineers have broken a lot of new ground in the process.

The plane itself, a converted B-29 bomber, has developed annoying idiosyncrasies at the Martin plant at Baltimore. When engine troubles had been handled by aeronautics experts, the gasoline tanks and feed lines developed leaks due to age and storage. However, the plane is expected to be in shape soon for the Phase 2 experiments.

Original Stratovision tests were conducted in the only plane obtainable at the end of the war, an obsolete Lockheed bomber. The plane was not designed for high-altitude flying and lacked pressurizing facilities.

The B-29 is expected to be more nearly weatherproof, though still suited for experimental Stratovision service. The Martin plant has plans on the drafting boards for a special all-weather plane designed to stay in the air for a half-day while carrying heavy loads of electronic gear and personnel.

Extent of the Westinghouse faith in its project is shown by the fact that tests will be conducted in mid-winter, when weather hazards are greatest. Experiments will be conducted publicly when the plane is ready for transmission high and after necessary equipment tests.

All Program Types

The Westinghouse Baltimore plant will transmit all types of programming for Stratovision pick-up and rebroadcasting. Test patterns, motion pictures and live programs will be included.

Engineers have carefully studied signal patterns of television stations now on the air and believe that a plane flying 20,000 to 30,000 feet above Washington, for example, can pick up the signals from New York TV stations nearly 200 miles away and retransmit them over an area with a 400-mile diameter.

As in the case of the first Stratovision experiments, FCC engineers are expected to observe the transmissions. The readings of FCC monitoring stations were included in results of the first phase. Complete monitoring data were provided FCC when the phase was closed.

WORL GETS EXTENSION BUT FCC QUALIFIES IT

WORL Boston, appealing from an FCC decision denying its application for license renewal, was assured by the Commission last week that it will continue to get temporary extensions of license "so long as it proceeds "diligently" with its appeal.

The Commission announced that the station's temporary license had been extended from Nov. 30 to Feb. 29, 1948, "provided, however, that WORL may make application for further extension of the temporary license upon a showing that it is proceeding diligently in the prosecution of its appeal."

License renewal was denied on concealed ownership grounds [BROADCASTING, Oct. 27]. WORL countered, shortly, with notice of appeal to the Court of Appeals for the District of Columbia [BROADCASTING, Nov. 10]. Meanwhile, FCC has set for hearing on Dec. 16 six applications for WORL's facilities (950 kc, 1 kw, day).
Orders for BMB Interim Study Lag

Research Organization Announces Schedule Of Deadlines

BMB OFFICIALS would like to know what has become of all the broadcasters who urged the tripartite research organization to make a second nationwide study in 1947 and who protested vehemently when it was announced that the second BMB study had been further postponed from March 1948 to the same month of 1949.

As of last week, with the original announced deadline of Dec. 15 for subscriptions to the 1948 interim study less than three weeks off, only about a dozen of the several hundred broadcasters who have applied to BMB for a chance to get their studies had actually ordered them made.

In addition to those station operators who had protested about the delay in getting new BMB statistics about their listeners, BMB also is wondering about the scores of new stations not on the air at the time of the first study in 1946 but who have since become subscribers to BMB under its new 16-point plan. If they are sold enough on BMB to sign up for the long pull, they would be expected to jump at the chance to get 1948 data and not to wait for the 1949 study to be made, BMB reasons, yet they have not done so.

Time Schedule

Last week BMB announced a time schedule of progressive deadlines for the interim studies, which goes through until late this month. There is another subscription deadline for the 1948 study, Jan. 5 to get their orders in and permit them to expand those orders for new places until Jan. 15 and for places already ordered to March 15. For the March studies.

On Dec. 15 BMB will publish lists of all stations which have ordered interim studies and of all stations which have asked about such studies, plus lists of all places (counties or measured cities) ordered and also those offering them to give broadcasters a chance to see what the overall picture is and to calculate their chances of sharing expenses with one or more other stations for surveying a particular city or country.

Jan. 5 was set as the closing date for stations as BMB can wait no longer to know who will be going to deal for the March studies. Stations ordering surveys by that date will be asked to indicate also places they might be interested in having studied if the costs could be shared. BMB will send immediately to all stations which have ordered studies lists of places ordered and asked about.

Jan. 20 this is the deadline for the receipt of orders for additional places, for which studies were not previously ordered by any broadcaster.

For the remainder of January, BMB will accept orders from stations wishing to share in studies for additional cities ordered by other broadcasters.

Feb. 1 is the final date for accepting any orders for interim studies of any kind.

Prices of Studies

Prices of the interim studies range from $75 for a single part in a parcel of $400 for which participants to a study were for a measured city or county of less than 2,500 radio families to $350 single or $375 shared for a place with more than 50,000 radio families.

Two new station subscribers were reported by BMB last week—WOR New York and WKY Oklahoma City—bringing the total BMB membership to 817, including 653 AM stations, 7 FM stations and 7 networks.

500 OUTLETs To CARRY VFW-SPONSORED SERIES

FIVE HUNDRED stations across the country will carry a new 13-week series to be sponsored by the Veterans of Foreign Wars. Decision to sponsor the program was made at VFW's annual national convention in Cleveland.

The series will be produced and distributed by Robert J. Enders Advertising, Washington, D. C., which produced the similar series for VFW last spring. That series ran on 518 stations and featured 14 top Hollywood stars, in addition to UN Representative Walter R. Langer, Evelyn Keynne, Hugh Gibson and Maj. Alexander de Severcy.

Head of the Enders agency, Robert J. Enders, will leave for Hollywood Jan. 1 to produce the new series.

Subscription Plan Hopes Are Revived

Rolf Kaltenborn May Launch Benton-Fly Project Anew

PLANS FOR REVIVING the subscription project conceived during the war by William Benton, former assistant secretary of state, James Lawrence Fly, ex-FCC chairman, and others were announced last week by Dr. Rolf Kaltenborn, writer, lecturer and son of NBC News Analyst H. V. Kaltenborn.

Dr. Kaltenborn said that if the FCC approves he will launch the project within a month on a test basis over a Chicago AM station to be bought for him by a financial backer. He refused to identify either the station which he proposes to acquire or his backer.

In essence the plan calls for installing in the radio sets of subscribers a device which "clears" the air of a nameless and colorless "national channel" or channels. Radios unequipped with the device, for which a monthly rental fee will be charged, cannot receive these programs.

The original project was submitted to the FCC for approval by Mr. Benton and his associates but later withdrawn before being acted upon. This involved assignment of two Channel FM Channels for "Pig Squeal" service.

According to Dr. Kaltenborn, adoption of such a plan on a general scale will help to free American radio from the control of advertising and to give the networks a chance to determine their own programming apart from the bondage of control by advertisers. If the Chicago test is successful, the plan will be duplicated nationally, he said.

Dr. Kaltenborn, who currently is lecturing on radio in a speaking tour of the west (see editorial page 48), said that the "enthusiasm" with which his audience to the idea has convinced him that the project would prove successful once attempted.


Stock for Sale

THOMASCOLOR Inc., Los Angeles, has received clearance from the Securities and Exchange Commission to sell $10,000,000 worth of stock to the public. While not approving the stock sale, SEC Thursday permitted the company's registration statement covering 1,000,000 shares of $5 par common to become effective—a necessary step before Thomascolor can put the shares on the market. The company, founded by Richard Thomas, 48, was organized to manufacture and develop a color process for television and motion pictures.
From Apples to Ambrosia With Burnett
Agency Billing Has Increased 12 Times Over in 12 Years

By FRED SAMPLE

IN 1935 a group of Chicago admen, armed with a bowl of apples (Jonathans) and a barrel of ideas, signed a lease with the London Guarantee Building for 750 square feet of office space and, for better or worse, notified the world that Leo Burnett Co. was prepared to operate as an advertising agency. Today, surrounded by carpenters, plasterers and electricians, the Leo Burnett agency is slowly recovering from a severe case of growing pains, in 21,000 square feet of space occupying the entire 15th and 16th floors of the building.

In the intervening 12 years the Burnett key group has been joined by scores of ad experts and by a sufficient number of clients to increase its annual billing approximately twelve times.

Most Still There

Of the seven who embarked with Leo Burnett on the do-or-die voyage into the tricky head-waters of the agency business, only two have departed to other fields. One, John Riley, achieved a life-time ambition by buying a Tennessee newspaper, and the other, Joe Ainley, is a well-known Hollywood radio producer.

The original seven included Jack O’Kieffe, now vice president and consumer copy chief; John Olson, the agency’s art director; Margaret Stevens, a copy writer; Mary Keating, Mr. Burnett’s secretary; F. Strother Cary, account executive, and the aforementioned Messrs. Riley and Ainley.

But far from being a “one-man agency,” Mr. Burnett has shrewdly displayed the judgment of a big league manager in recruiting the top men for the specific jobs. In 1939 he brought in as executive vice president, R. N. (Dick) Heath, from the Curtis Publishing Co. When Joe Ainley resigned to free-lance in the radio world he was replaced by Frank Perrin, who now heads his own Hollywood radio production firm.

Other men who have hitched their respective wagons to the Burnett star (all Burnett stationery is embossed with a hand grasping at Ursa Major) are E. Ross Gamble, now media director and treasurer; James E. Weber, who came to Burnett from Armour & Co., and William L. Weddell, who left NBC to become vice president in charge of the agency’s radio division.

There are few men, if any, in the advertising world today with more faith in the power of radio as a means of reaching a mass audience than the bushy-browed, stocky Leo Burnett. From its inception the agency has looked on radio as one of its most formidable weapons in doing a successful selling job for its clients.

Real Silk Success

Of the three accounts with which Burnett set up store, the Real Silk Hosiery Mills was one of radio’s first and biggest customers, sponsoring the famous Silken Strings on NBC.

It is interesting to note in passing, that one of the other two original accounts, Minnesota Valley Canning Co., now sponsors Fred Waring each Friday on NBC, to promote its Green Giant brand peas and its Niblets brand whole kernel corn.

To the three original accounts (Minnesota Valley, Hoover electric cleaners and Real Silk) the Burnett agency has added 17 other national advertisers. Today $3,500,000 of its total billing goes directly into radio.

Other Burnett Clients

In addition to these two accounts, other of Burnett clients which are heavy investors in radio are American Meat Institute, also sponsors of the Waring show on Tuesdays and Thursdays. The Pure Oil Co., sponsors of H. V. Kaltenborn; the Brown Shoe Co., which sponsors Smokin’ Ed McEntire and His Buster Brown Gang, every Saturday morning; and Standard Brands, whose product, Shefford Cheese, last year shared with Tenderleaf Tea (through J. Walter Thompson) sponsorship of the Fred Allen show. This September, Shefford moved from the Allen program to joint sponsorship with Fleischmann’s Yeast of One Man’s Family.

The growth of Burnett’s radio department is one of the most interesting in the history of advertising. As a case in point, Burnett’s new clients. Pure Oil Co., needed radio as itself an outstanding success story. Pure Oil, under Burnett counsel, first employed radio as an addi-

(Continued on page 78)

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Havana Conference Closes
Main Engineering Business

REJECTION last week of Mexico's proposal looking toward shifting of all stations on 630 and 980 kc to 1220 and 1570 kc to provide that country with two frequencies for Class A use served to close main business of the Havana Conference of Engineers, according to Royal V. Howard, NAB Director of Engineering. The conference continued Nov. 1 to discuss engineering matters preliminary to the next NABRA meeting in Montreal next August.

Havana session is to adjourn Dec. 5.

The Mexican plan for technical discussion of its proposals was turned down by Committee B, of which the chairman is Guillermo Moresles, Chief, Radio Licensing Bureau, Cuban Ministry of Communications. The committee ruled the proposal was outside the scope of conference agenda.

Mexico's Position

On behalf of the Mexican delegation, Lazara Barajas stated the country needs two more clear channels in low frequencies to service sparse areas. Regional channels were chosen on the ground that need of other countries for clearas is recognized and the nation desires a study made to determine what changes would be necessary.

In reply to the proposal Mariano Durland, of Cuba, said changes in existing allocations would not be discussed. Cuba is now using the channels desired by Mexico. After long argument, Mexico withdrew all proposals and subjected for discussion.

Though adhering to the withdrawal, Mexico remained to hear the remaining technical data provided by the United States in connection with the propagation and vertical angles of radiation, latitude effects and the U. S. proposal for elimination of the 1800 and 2800-mile rule in the present treaty.

Mexico's topics for discussion, on which the disagreement was based, included:

1—Assignment of Class I-A channels to Mexico of 590, 630, 950 and 980 kc. Mexico would be willing to give up 1220 and 1570 kc.

2—Permissible interfering signals, Mexico contending these channels should be cleared to the Canadian border to permit broadcasting to Mexican residents and subjects in the United States.

3—Elimination of the present 650-mile border rule for location of stations.

Previously Mexico had asked

U. S. Delegation

U. S. Delegate James Barr, head of the AM Division, FCC Engineering Dept., why the U. S. proposed to classify stations of 500 w or less on Class III channels as Class IV-F. Mr. Barr replied that the present treaty permits Class IV stations to operate on Class III channels without protection from Class III stations, and the U. S. desires to maintain this practice.

Mexico answered that it believed the stations should have the same protection as any others on the channel and that stations between the present 500 w minimum for Class III and 250 w for Class IV should be classified Class III.

Cuba is expected to place before the Canadian conference a proposal for use of the term "national" instead of "clear" channels, but it indicates it will not accept the 650-mile rule.

WBAL Case Uncover's Blue Book Issue

Pearson-Allen Analyzes Station's Program Log Record

IS THE BLUE BOOK compilation of WBAL Baltimore programming a just determination?

Counter exhibits seeking respec-tively to deny and affirm this issue were introduced last week by both WBAL and Pearson-Allen at fur-ther FCC hearing of the Hearst-owned station's application for renewal of license and the competi-tive request for its facilities by Pearson-Allen. The clear channel assignment of 50 kw on 1090 kc is at stake.

Public Service Radio Corp., headed by Columnist Drew Pear-son and Robert S. Allen, presented its own "analysis" of the WBAL program logs for periods comparable to those earlier covered by the NBC affiliate's exhibits [Broad-casting, Nov. 10, 17]. One Pearson-Allen exhibit covered the week of April 23, 1944, the period used in the Blue Book discussion of WBAL.

The Baltimore station then-hered an additional exhibit of its own for the same period used in the Blue Book and which it had not previously presented. It was indi-cated the exhibit would show that an accurate or representative compila-tion of station service cannot be drawn from the log alone. WBAL stressed that such a log compilation cannot fairly be com-pared with definitions and stand-ards associated with the Blue Book since FCC's rules do not require all such necessary information be in-cluded in the log.

A full session Tuesday and a half-session Wednesday constituted last week's portion of the proceed-ing. The hearing resumes today (Dec. 1) with current prediction of wind-up set for mid-December.

Further direct testimony of Har-old C. Burke, WBAL manager and newly appointed Hearst Radio vice president in charge of WBAL, was heard Tuesday morning. He reviewed religious program policy and the dropping of commercial religious shows August 1945, when the station's continuity acceptance rules and announcement policy.

Mr. Burke stated that the number of spot announcements did not become a problem until 1945 when the newpaper shortage turned many advertisers to radio. He said a great many spots were offered for this reason during 1944-45 and to the extent they were used "at times, perhaps, the Firms had nothing to sell but their name in association with support of various patriotic ventures for the most part, he explained.

A late 1944 effort to meet the problem by cutting announcements from 75 to 50 words was not success-ful, Mr. Burke related, but a subsequent rate boost in latter 1945 did cut the number and make the remainder more effective, he said.

To another question Mr. Burke stated "we have never double spot-ten" and explained that was the policy to space announcements. Regard-

(Continued on page 78)
Here's that hurricane's eye

You probably have seen a picture like this before in the newspapers, but this seems to be the best we've run across yet. The "eye" appears right in the center of the photo. That's the plane's stabilizer on the top. Incidentally, they say you can see the eye from the ground as well as from above.

The thing that appealed to us, however, was how the Army Air Force found it. They've been looking for that "eye" for a year and the recent hurricane gave them just the weather they wanted.

It made us think of radio time buying. Sometimes you'll look all over the lot for a buy in a market... and if you look long enough and you get the breaks, you'll find the bargain.

It was about six years ago that time buyers found W-I-T-H in Baltimore. Then, as now, it was the successful independent that was the buy. For W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

To get those sales costs down in the 6th largest city... use W-I-T-H.

WITH
AM and FM
BALTIMORE 3, MD.
Tom Tinsley, President  ·  Headley-Reed, National Representatives
Only ONE TYPE TUBE—from 250-watt driver through 10-kw final

Power Amplifier and Drivers of the RCA BTF-10B FM Transmitter

Each cylinder is a grounded external conductor for its respective stage. It houses one RCA-7C24 power triode in a grounded-grid circuit, provides perfect shielding for its inner conductor. No r-f radiation in transmitter room so no r-f pick-up in adjacent off-circuits. Second, third, and final stages are motor-tuned. Circuit similarity makes it practical to use identical tubes, blowers, and components, saves you substantially in stacking spares.
$290.00 buys the two tubes in this 10-KW FM Amplifier

...because it uses high-stability grounded-grid circuits with power feed-through

PLENTY OF REASON why RCA's revolutionary new 10-kw FM transmitter costs less to run... because this grounded-grid final power amplifier and 2-stage grounded-grid driver share the load.

Here, nearly 3200 watts of power from the drivers automatically add to the output of the final power amplifier—because the r-f input and output of each tube is in series... and in phase. Consequently, only four 7C24's are used in the entire transmitter.

In this 2-tube power amplifier and 2-stage driver, the tanks are concentric lines using RCA-7C24's in grounded-grid circuits. All tanks are similar. Each plate circuit is isolated from its grid circuit by perfect shielding. Benefits: neutralizing is unnecessary. Tuning is easier. Fewer parts are needed. The tubes and nearly all the components in all four tanks are directly interchangeable.

For full data on the BTF-10B... the 10-kw FM transmitter that requires only 22.5 kw to operate and uses only 14 basic tube types, and just one high-voltage power supply, see your RCA Broadcast Sales Engineer, or write Dept. 19-L.

The BTF-10B 10-kw FM Transmitter

Handsome to look at. Sweet to listen to. A genuine satisfaction to supervise. Saves you up to $1500 a year in running costs. The final amplifier is housed in the cubicle at the left. The drivers are housed in the cubicle next to it. Automatic cut-back is available as an accessory.
KGO Increases Power to 50 kw Today With Governor Warren Giving Signal

ABC's owned and operated San Francisco station, KGO, today (Dec. 1) increased its power to 50 kw. The signal to turn on the new transmitter was to be given by California's Governor Earl Warren at 9:50 a.m. (PST) from the state capital. The Governor planned to give the signal during a three-way conversation with Tom Breneman in Hollywood and Edward J. Noble, chairman of the board of ABC, who was in the KGO studios in San Francisco.

The event retired the nation's oldest regularly operating transmitter—a 7,500-watt, in use at its present site in Oakland, Calif., since Jan. 8, 1924.

Frank Marx, ABC chief engineer, stated that during the daytime KGO will cover virtually all of Northern California—28,000 square miles, or almost three times its former area. Night coverage, he said, will extend into the state of Washington and into Mexico, an area of 180,000 square miles, twelve times greater than before.

KGO is the second northern California station to receive an FCC grant of 50 kw power. For 14 years KNBC (formerly KPO) was the only station in the area permitted to use the maximum power.

New Transmitter Site

KGO's new transmitter is situated on a man-made island in a salt-water evaporation flat at the southeastern end of San Francisco Bay. The transmitter was built by Westinghouse. It incorporates all the modern features, including air-cooled modulator tubes and improved circuit design.

To protect delicate equipment from salt moisture and dust, the building is sealed and equipped with a Westinghouse development, the “Precipitron,” which electrically removes salt and dust from the air. The cleansed air in turn cools the huge tubes, utilizing generated heat in broadcasting to heat the building.

The 300-foot towers, installed by Truscon Steel, are used to directize power north and south. This avoids interference with WGY Schenectady, which also operates on 10 kw, and 50 kw power. Each tower is anchored in the water with huge sheets of copper spreading out into the brine around each tower, providing an efficient ground system.

CONGRATULATIONS for direction of Denver's Community Chest drive which raised $1,250,691 are extended to Hugh B. Terry (r), KZL manager, by Milton Bernet, Denver Community Chest president. Mr. Terry was campaign chairman for the drive.

4-H PICKUPS
Networks, Sponsors, Stations
Salute Club

ALL FOUR networks, many sponsors and 70 individual stations have scheduled pickups from the 1947 4-H Club Congress Dec. 1-4 in Chicago. First broadcasts were carried Saturday (Nov. 29) by Allis-Chalmers on its NBC National Farm & Home Hour, and ABC's American Farmer and Junior Junction.

Series of salutes was scheduled Nov. 30 by International Harvesters' Harvester of Stars on NBC; Electric Co.'s Electric Hour on CBS; U. S. Steel's Theatre Guild on ABC. Network salutes this week include Kellogg's Superman, MBS, and Westinghouse Electric Co.'s Ted Malone, ABC. CBS Country Journal returns to the air Dec. 6 with a 4-H broadcast from Chicago. Farm & Home Hour will carry another program with 4-H guests next Saturday. CBS planned daily broadcasts all this week.

WKY Oklahoma City, WLW Cincinnati, KLZ Denver and WCCO Minneapolis plan pickups by direct wire. Farm program and extension editors from 70 stations will record special interviews for use on over 100 stations.

Wagner Cites Progress Of FM in Indiana Talk GROWING use of FM by sponsors was claimed by Paul Wagner, manager of WCSI-FM Columbus, Ind., and president of the Indiana FM Broadcasters Assn. (IFMA), in a speech before a joint meeting of his organization and the Indiana FM Assn. of Education by Radio (AER) Nov. 21 in Indianapolis.

Pointing to the fact that his station has 42 newscasts a week, all commercially sponsored, Mr. Wagner said that FM “is now definitely over the hump.” He disclosed that Indiana now has seven FM stations operating with three more soon to take the air. As proof of F M's rapid progress, he cited the fact that 1,144 applications have been filed in three years.

GENERAL ELECTRIC Co. has reduced the price of its combination video and AM radio console model from $420 to $400, plus an installation charge of $65.

You're Talking to 26 Million Dollars!

Farmers and stock raisers of Utah will receive about $26,000,000 for their cattle, sheep and wool this year.

And farmers know that—day and night beginning with two great early morning shows, “The Old Corral” at 6 a.m. and “The Western Farmer” at 6:45 a.m., KDLY brings them radio’s finest entertainment. That's why KDLY is the popular station with them.

If you want to talk to $26,000,000—KDLY knows how.
Big Aggie Land is a MAJOR MARKET THAT "MAJORS" IN FARM PRODUCTION

If you’ve purchased the groceries lately, or have heard the little lady beefin’ about the cost of beef, then you’ll understand why the figures printed here indicate BIG BUYING POWER in Big Aggie Land.

**WNAX BMB AREA (10% & OVER)**

<table>
<thead>
<tr>
<th>STATE</th>
<th>Number All Cattle and Calves</th>
<th>Number Cows and Heifers Milked</th>
<th>Number All Hogs and Pigs</th>
<th>Number Chickens Raised Including Broilers and Fryers</th>
<th>Number Turkeys Raised</th>
<th>Acres Corn For All Purposes</th>
<th>Acres Soybeans</th>
</tr>
</thead>
<tbody>
<tr>
<td>IOWA in WNAX BMB Area</td>
<td>2,762,628</td>
<td>625,764</td>
<td>3,867,997</td>
<td>32,440,961</td>
<td>958,319</td>
<td>6,355,808</td>
<td>1,220,850</td>
</tr>
<tr>
<td>% of Iowa total</td>
<td>56.86%</td>
<td>49.29%</td>
<td>50.55%</td>
<td>55.21%</td>
<td>51.12%</td>
<td>57.64%</td>
<td>61.14%</td>
</tr>
<tr>
<td>MINNESOTA in WNAX BMB Area</td>
<td>2,983,748</td>
<td>1,197,539</td>
<td>2,226,485</td>
<td>37,114,672</td>
<td>2,271,001</td>
<td>4,899,593</td>
<td>271,245</td>
</tr>
<tr>
<td>% of Minn. total</td>
<td>78.73%</td>
<td>73.58%</td>
<td>85.15%</td>
<td>80.71%</td>
<td>81.42%</td>
<td>84.87%</td>
<td>80.86%</td>
</tr>
<tr>
<td>NEBRASKA in WNAX BMB Area</td>
<td>2,852,138</td>
<td>382,510</td>
<td>1,611,528</td>
<td>19,101,852</td>
<td>426,962</td>
<td>6,091,058</td>
<td>13,299</td>
</tr>
<tr>
<td>% of Nebr. total</td>
<td>71.67%</td>
<td>67.36%</td>
<td>75.15%</td>
<td>66.96%</td>
<td>60.81%</td>
<td>70.41%</td>
<td>70.42%</td>
</tr>
<tr>
<td>No. DAKOTA in WNAX BMB Area</td>
<td>1,843,552</td>
<td>447,433</td>
<td>467,300</td>
<td>9,343,979</td>
<td>592,300</td>
<td>1,237,848</td>
<td>4,380</td>
</tr>
<tr>
<td>% of No. D. total</td>
<td>98.19%</td>
<td>98.39%</td>
<td>99.04%</td>
<td>98.64%</td>
<td>98.84%</td>
<td>99.35%</td>
<td>99.91%</td>
</tr>
<tr>
<td>So. DAKOTA in WNAX BMB Area</td>
<td>2,544,020</td>
<td>379,632</td>
<td>1,249,563</td>
<td>15,933,344</td>
<td>353,369</td>
<td>3,939,307</td>
<td>7,657</td>
</tr>
<tr>
<td>% of So. D. total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>12,988,086</td>
<td>3,032,878</td>
<td>9,422,873</td>
<td>113,934,808</td>
<td>4,601,951</td>
<td>22,503,614</td>
<td>1,517,431</td>
</tr>
</tbody>
</table>


This tremendous production of livestock and other farm products is putting a lot of money in the bank for a lot of WNAX listeners. To get your share of this BIG BUYING POWER place a schedule of advertising on Big Aggie Land’s favorite station. Your nearest Katz man will give you the facts.
Facts First Hand

JIM HURLBUT, NBC-WMAQ Chicago commentator, believes in getting the facts first hand for his broadcasts. In preparation for a broadcast which he called A Day in the Life of a Cabbie, Mr. Hurlbut proceeded to spend an afternoon and an evening behind the wheel of one of Chicago's two-way radio-equipped Flash cabs. Previously in preparation for broadcasts depicting the activities of policemen and firemen, he spent a night with a police squad and did a 24-hour turn as a fireman.

Iowa Audience Survey Shows Transcriptions Prove Popular

RESIDENTS OF IOWA have little objection to transcribed programs, according to the 1947 Iowa Radio Audience Survey, just completed by Dr. Forrest L. Whan of the U. of Wichita.

Of 8,682 families questioned, 86.4% of the women and 81.5% of the men answered "No" to the question: "If a program, itself, is good, do you object to having it broadcast from a transcription or a recording?"

The tenth annual sampling of Iowa's radio listening habits was conducted by Dr. Whan in 3,786 homes in cities of more than 2,500 population, 1,872 in villages with fewer than 2,500 inhabitants, and in 3,024 farm houses. Based on the 1940 census, his figures represent one interview for each 82 urban families in the state, one for each 86 village families, and one for each 76 farm families.

The question concerning transcriptions was asked because "much controversy has centered around the acceptability to the listening public of programs broadcast from recordings," Dr. Whan explained.

"Both the words 'transcription' and 'recording' were used in the question because those words are generally used in identifying such a program on the air. However, these words were not defined for the listener," he said. "Interviewers were instructed not to discuss the question with the respondent."

As a result, 7.5% of those questioned said they did not know what was meant by "transcription" or "recording." Nine per cent flatly objected to discs.

Six percent of the Iowans polled like to keep their radios tuned to one station, Dr. Whan discovered. He learned this from a four-hour test period in each home. A total of 36.5% tuned in two stations during the period, 10% listened to three stations, 2.7% to four, and 3% to more than four.

Farmers are the earliest listeners, he found. Eight times as many sets are turned on along the Iowa countryside by 5:45 a.m. than in the cities. And the farm folk keep tuned in, as evidenced by 85% in use by 8 a.m. as compared with 54% in urban areas.

Quiz programs are by far the most popular of the 'educational' broadcasts heard in the "Fall Corn" state, the survey shows. Forty-two per cent of all sets receiving "educational" were tuned to quizzes and 27% to talks and speeches, Dr. Whan found.

His study of "best liked" programs put news broadcasts out in front for both men and women, even though the women voted comedians top place last year.

Here is the Iowa trend in "best liked" programs, with percentages based on all questioned in each classification:

<table>
<thead>
<tr>
<th>Preferences of men:</th>
<th>1946</th>
<th>1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>News broadcasts</td>
<td>46.4%</td>
<td>49.1%</td>
</tr>
<tr>
<td>Featured comedians</td>
<td>62.8%</td>
<td>60.3%</td>
</tr>
<tr>
<td>Audience participation</td>
<td>41.3</td>
<td>47.4%</td>
</tr>
<tr>
<td>Popular music</td>
<td>39.8</td>
<td>44.7%</td>
</tr>
<tr>
<td>Complete drama</td>
<td>48.1</td>
<td>43.1%</td>
</tr>
<tr>
<td>Variety programs</td>
<td>32.2</td>
<td>32.3%</td>
</tr>
<tr>
<td>Preferences of men:</td>
<td>1946</td>
<td>1947</td>
</tr>
<tr>
<td>News broadcasts</td>
<td>75.1%</td>
<td>80.4%</td>
</tr>
<tr>
<td>Featured comedians</td>
<td>72.9%</td>
<td>71.5%</td>
</tr>
<tr>
<td>Audience participation</td>
<td>27.4</td>
<td>41.7%</td>
</tr>
<tr>
<td>Popular music</td>
<td>39.7</td>
<td>39.9%</td>
</tr>
<tr>
<td>Sports broadcasts</td>
<td>45.7</td>
<td>38.5%</td>
</tr>
<tr>
<td>Complete drama</td>
<td>35.4</td>
<td>32.7%</td>
</tr>
</tbody>
</table>

New Policy on Programs Adopted for CBC Network

NEW NETWORK program policy of Canadian Broadcasting Corp. will provide Wednesday evening sustaining programs on the entire Trans-Canada network, composed of CBC-owned and independently owned stations.

Program policy was announced by CBC Chairman Davidson Dunton to start Dec. 3 and run for the winter months. The entire Wednesday evening radio fare from 7:30 o'clock (EST) "will be devoted to programs that are stimulating, substantial, different, and at times more demanding on the attention of the listener," he said.

The CBC planned this type of programming because there are no commercial network programs on the CBC Trans-Canada network that evening. The Dominion network, consisting of independently owned stations and CBC key station CJBC at Toronto, will have an alternative program schedule, consisting mostly of sponsored programs.
NOW... for the first time—

Controlled
Program Publicity!

EARS TO RADIO! is the first syndicated column to bear an editorial format and, at the same time, to be devoted solely to the positive support of radio programs.

Its function is to win new listeners and to build greater continued interest within its present listening audience. It guarantees that you, the advertiser, exercise complete control over what is written about your program. Here's how it works:

1. You or your advertising agency buy space in the EARS TO RADIO! column.

2. You buy the number of inches on a schedule to best fit your needs.

3. EARS TO RADIO! then presents news and comment about your radio shows in the style of the column, with your approval.

EARS TO RADIO! is scheduled initially for Sunday publication only, beginning January, 1948. (This restriction is necessary because of the current newsprint shortage.) As soon as possible publication will be extended to weekdays. Advertisers in the Sunday column will be accorded priority as space is released in the weekday columns.

Now available is a grand total circulation in excess of 14,000,000 readers of 30 of the nation's top market newspapers.

The rate is low. You can reach this vast audience at less than 10c per thousand.

EARS TO RADIO! affords the opportunity to advertisers to take personal advantage of the extremely high readership of radio news—51% among women, 40% among men.*

We shall welcome the opportunity of supplying complete details.

* "The 100 Study Summary of the Continuing Study of Newspaper Reading."

RANDALL & COOPER

50 East 42nd Street NEW YORK CITY 17 MUrray Hill 2-4504
185 N. Wabash Ave., CHICAGO 1, ILL. DEarborn 5272
YOU WON'T SEE US IN AGES (Ky.)!

You won't even hear us there, in all likelihood—no, for ever-so-long! Ages (Ky.) is outside WAVE's listening area—along with quite a number of other great throbbing marts like old Black-joe, and Seventy-six, and Nannie.

But day after day, year after year, WAVE directs its programs at the Louisville Trading Area—with wonderful results! And why not?... when you consider that over half Kentucky's population live in this area, and that they buy more, and sell more, than the rest of the State combined!

WAVE can put your message across to these people at the most economical rates you can hope to find in a coon's age. So don't make it "long time no see". Let's get together now!

LOUISVILLE'S WAVE

5000 WATTS · 970 KC

FREE & PETERS, INC.

NATIONAL REPRESENTATIVES

Page 28 · December 1, 1947

KTMC Sale Granted For $100,000 Sum FCC Approval is Also Given On Four Other Deals

SALE of KTMC McAlester, Okla., for $100,000 to J. Stanley O'Neill, a veteran in the communications field, was one of five transfers and assignments for which FCC announced its approval last week.

Mr. O'Neill of Lake Mohawk, Sparta, N. J., who owned and operated Fire & Police Radio Communications Co. at Hackensack, N. J., for 14 years until he sold it recently, acquires the 250-w McAlester station, an ABC and Oklahoma Network affiliate operating on 1460 kc, from C. E. Wilson and P. D. Jackson [BROADCASTING, Aug. 11]. He plans to direct the operation of the station. Comr. Clifford J. Durr voted for hearing on the case.

The Commission meanwhile approved the assignment of construction permit for WVOS Liberty, N. Y. (1240 kc, 250 w), from Bernard K. Johnpoll to Sullivan County Broadcasting Co. for a sum equal to Mr. Johnpoll's expenses in construction of the station, but not to exceed $26,020.

Sullivan County Broadcasting is headed by David A. Kyle of Monticello, N. Y., writer and illustrator, who has 14% interest. Other stockholders: Donald A. Corgill, medical student, of Monticello, 18%; Donald V. Murray, war veteran of Monticello, and Arthur L. Cooper, commercial manager of WWSC Glens Falls, N. Y., 14% each; Harriet M. Kyle and Max H. Rhulen, 20% each.

Other assignments approved:

2. License for WIMA Anniston, Ala. (1450 kc, 250 w) and permit for WHMA-FM, from Harry M. Ayers individually to Anniston Broadcasting Co., in which he owns 85% interest and his wife 15%, with Malcolm Street and Wilfred Galbraith, business associates and employees of Mr. Ayers, each holding 5%.

3. License for KOCO Salem, Ore. (1490 kc, 250 w) from B. Loring Schmidt to Jennie Schmidt as guardian of his estate.

Catholic College Group Rates Fibber And 'Baby Snooks' as Most Acceptable

TABULATIONS of the Radio Acceptance Poll, announced by its headquarters in Collegeville, Ind., show the Baby Snooks and Fibber McGee and Molly programs to be the most "acceptable" radio commercials for the weeks beginning Oct. 19 and 26.

Jimmy Durante, whose 77.5 rating led the opening week of Oct. 12, dropped to fifth place with 61.5 the following week and edged up to 66.0 for fourth spot during the third week. Bob Hope's show remained in the "barely acceptable" category with ratings of 14.0 and 21.5 for weeks of Oct. 19 and 26, respectively.

Ballots covering each of the two weeks were sent in, respectively, by 298 and 1,010 college students of all creeds. Listening schedules, a spokesman for the student-critics explained, will be rotated every three weeks to include additional radio comedy programs. A maximum of 15 to 20 programs a week, he pointed out, was all that a listener could be expected to judge.

RAP rating scales are set up as follows—100 to 75, highly acceptable, 74 to 25, acceptable, 24 to minus 28, barely acceptable, minus 26 to minus 75, unacceptable, and minus 75 and below, offensive.

Audit for Week

Results audited for week of Oct. 19 in order of ratings were: Highly acceptable—Baby Snooks and Fibber McGee and Molly; acceptable—Henry Morgan, Red Skelton, Jack Benny, Jimmy Durante, Duffy's Tavern, Charlie McCarthy Show, Eddie Cantor, Burns and Allen, Milton Berle, Jack Paar, Jack Carson, Jim Backus, Fitch Bandwagon, It Pays to be Ignorant; barely acceptable—Bob Hope. Poll for week of Oct. 26 revealed approximately the same results, to varying degrees, with the exception that the Baby Snooks Show had dropped from first to 15th and Eddie Cantor from ninth to 14th.

Purpose of the poll, organized for member colleges of the National Federation of Catholic College Students by the Rev. Joseph F. Scheuer, faculty member of St. Joseph's of Indiana, is to credit "wholesome, enjoyable entertainment and to place blame directly on the radio personalities who present programs not in good taste."

Anti—'Voice'

A DEMAND that pictures of "Voice of America" radio announcers be removed from the window of a fashionable cafe in Bucharest, was voiced last week by the Communist newspaper Romania Libera. Declaring that the cafe "displayed German propaganda pictures" during the war, the paper termed the present display "provocative," because it contained the faces of men who "daily insult Romania and instigate war against her."
25th ANNIVERSARY
CONNECTICUT’S FIRST STATION
AM SINCE 1922 • FM SINCE 1939
5000 WATTS • BASIC CBS
WDRC
HARTFORD & CONNECTICUT
WDRC-FM
1947
Planning Pays Off for New WTMJ-TV

Journal Co. Television Begins Commercially Next Wednesday

By WALTER J. DAMM
Vice Pres. and Gen. Mgr. of Radio
The Journal Co.

WHEN WTMJ-TV, The Milwaukee Journal television station, goes on the air Dec. 3, it will start its broadcasting life with the firm knowledge that every preparation has been made in advance to insure the best possible television operation. This is not a boastful statement; it is a factual one.

It means simply that it was planned that way, through months of work, study, experimentation and actual experience, all carried out before T-Day in Milwaukee.

Television is no new venture for The Journal Co. As early as 1930, The Journal began to experiment with television. When Radio City was built five years ago, a television studio, control room, and tower were a part of the original plans.

Careful Preparation

Actual detailed operational planning for WTMJ-TV, however, started at the close of the war, when the green light went on for technical equipment. Early this year, the last chance of equipment delivery had reached a point where The Journal felt it was safe to start actual operational planning. At that time a complete 19-page outline called Developmental Plans for The Milwaukee Journal Television Station, WTMJ-TV was prepared.

This long-range plan was the result of months of extensive study of the entire television picture—a study which included extended visits to television centers and other stations.

Briefly, the plan was a detailed operational schedule of program, technical, and personnel work projects and requirements, leading up to T-Day and following T-Day. The plan set up a goal to work for with deadlines to observe, and with nothing left to haphazard chance that could be foreseen and accomplished in advance. Very little was said in the plan about sales, and now we get to the real subject of this story—the sales record and accomplishments of WTMJ-TV before the station goes on the air.

While the program and mechanical departments worked on schedules before T-Day plans—day by day, the Journal radio sales staff prepared itself, too. WTMJ-TV made commercial plans along the same thorough and comprehensive lines as the program and mechanical departments.

First, the sales staff was called together in regular meetings. It was kept thoroughly informed on all phases of the operational plans.

Second, every Journal radio salesman sold himself as a Journal television. Knowing from the first the complete and detailed plans of the company, members of the sales staff followed with increasing interest each new program and technical development as it was carried through in the months preceding T-Day, according to scheduled plan. The sales department was in on Journal television from the birth. Every salesman watched it grow . . . and watching it, they sold themselves on Journal television months before the television antenna was swung to the top of the tower.

All this was happening in the months before WTMJ-TV broadcast a single program. Much of it happened before television cameras had even arrived and the transmission equipment had been unpacked.

There could be but one result, commercially. By the time WTMJ-TV schedules were opened for sale, six months before T-Day, the sales department was completely sold on Journal television through an intimate, first-hand knowledge of that fact that nothing was being left to chance in the program and technical end—that the detailed plans as laid down months before were being carried through as planned and as scheduled.

The WTMJ-TV sales department started to sell television in Milwaukee T-DAY in Milwaukee has been set for Dec. 3, the day the Journal Co.'s WTMJ-TV launches its commercial schedule. Behind this inaugural is a painstaking pattern of preparation by the licensee, the careful building of a background to insure WTMJ-TV's success.

waukon on Nov. 1. And, because of the firm foundation of their faith in the medium and their knowledge of how Journal television was being developed, they sold time—not one-time novelty shots, but regular contracts at card rates extending over a period of time, most of them 13 weeks or more.

Here's the signed-up, contracted for business the WTMJ-TVS sales department turned in before the station even went on the air.

They sold WRESTLING in Milwaukee—a show every week for 13 weeks to the Geltenson Brewing Co. of Milwaukee—Dec. 3, through Feb. 28, 1948 at a total cost of $279.80 per show per week.

They sold COLLEGE BASKETBALL (Marquette U. home games)—for 13 weeks to WTMJ-TV to the Wadham's Division of Seconot Vacuum—Dec. 13, 1947 through Feb. 6, 1948 at a total cost of $291.50 per game per week.

They sold HIGH SCHOOL BASKETBALL—a game every week for 13 weeks to the TAYLOR Electric Co. (RCA) Dec. 5, 1947 through Feb. 28, 1948 at a total cost of $367 per game per week.

They sold BOXING in Milwaukee—an hourly right basis to The Perma-Stone Corp.—at a total cost of $300 per fight broadcast.

They sold a LITE VIDEOGRAPH—quarter hour shows every week for 13 weeks to Schuster's Department Store in Milwaukee—Dec. 3, 1947 through Feb. 24, 1948 at a total cost of $160 per program per week.

They sold the NBC television newsreel program for 13 weeks to Gimbel's Department Store in Milwaukee—Dec. 3, 1947 through Feb. 25, 1948 at a total cost of $275.80 per week.

They sold a LITE INFORMATIVE—how to do it program—quarter hour program every week for 13 weeks to The Boston Store of Milwaukee —Dec. 3, 1947 through Feb. 25, 1948 at a total cost of $175 per show per week.

They sold TIME SIGNALS, 5 per week for 52 weeks to Bulova—Dec. 3, 1947 through Nov. 28, 1948 at a total cost of $100 per week.

They sold FILM, 1 minute once per week for 13 weeks to Botany Mills—the week of Dec. 3, 1947 through the week of Feb. 26, 1948. at a total cost of $30.00 per week.

All this business was sold, as this is written, before WTMJ-TV starts broadcasting. We think it is an outstanding example of just how planning pays off before a television station goes on the air.

Canada Set Output

PRODUCTION of receivers in Canada for first nine months of 1947 totals 725,000 sets, according to compilation of Radio Manufacturers Assn. of Canada. This represents production of 65,000 for domestic use in Canada by RMAC members and 65,000 sets for export, plus 55,000 sets produced by non-RMAC manufacturers. Total number of sets sold was 635,000. About 2,000 FM receivers were sold this year to end of September, and manufacturers plan to produce another 16,000 FM sets before year-end. Production on FM receivers is now well underway by about 10 companies.
Heardings on WARL Arlington Lottery Citation Concluded

A CASE which may show the trend of thought by FCC with respect to the lottery law was closed Monday by the FCC in briefs.

After a two-day hearing on FCC's lottery order citing WARL Arlington's quiz show Dollars for Answers, Examiner J. B. Bond granted Frank Furrier, attorney-co-owner of WARL and A. Harry Becker, commission counsel, the customary 20 days to prepare written arguments.

FCC had ordered the Virginia station to show cause why Dollars for Answers is not in violation of lottery provisions of the Communications Act. On the spot program, sponsored by Zlotnick the Furniture, for three minutes every half hour, a question is asked and immediately answered by the announcer. Promptly, a name is selected at random from the telephone directory and the person chosen is called and asked the same question. If he answers correctly, he receives a cash prize. If he fails, he receives no prize.

In an effort to show that most of the questions asked are too difficult for even exceptionally well-informed listeners, the FCC attorney asked WARL Manager Raymond W. Baker 50 questions which had been prepared for Dollars for Answers. When the station official failed to supply any correct answers, commission counsel maintained the station is "buying an audience, as few persons could answer the questions without having listened to WARL.

Fletcher Refutation

This was refuted by Co-owner Fletcher, who submitted proof that 45% of those answering correctly were not listening to the station. "Out of 2,730 participants, 2,659 apparently were not listening when called," he said. "Thus the contest clearly is one of skill."

When WARL's co-owner argued that lottery is involved only when a person pays to participate, the FCC attorney observed that some participants pay time, if not money.

"Many persons neglect their work to listen to this type of program," he asserted.

The examiner overruled, however, his objection to the admission of a WARL exhibit showing that postal authorities regard "payment of money for the purchase of merchandise, a chance, or an admission ticket" as one of the cornerstones of a lottery.

Despite the commission counsel's argument that Postal Office, Dept. exhibit has no place in an FCC hearing, Examiner Bond declared: "There is not a great body of law to draw from in this proceeding. No source should be closed off."

In his opening statement, Mr. Fletcher said he was aware prior to beginning Dollars for Answers that Pot O' Gold had been given a light by the Justice Dept. in 1940.

"While admittedly not determinative of the issue of whether this program was a lottery or not, such action by the Justice Dept. certainly did not discourage continuation of programs of that type," he said.

SCHOOL CONFERENCE
Radio Technique Is Discussed

- At Holyoke Session-

SCHOOL officials representing Holyoke and state institutions took part in the Western Mass. Conference on Radio in Education, staged by Holyoke schools in cooperation with WHYN and educational agencies. Theme of the conference was "Radio as an Educational Tool."

PTA groups and other agencies were represented at the meeting. WHYN and Holyoke schools have pioneered in regular school broadcasts combining elements of public relations for general and in-school listening. The city schools have twice weekly 11 a.m. programs on WHYN. Co-chairman of the committee on arrangements was Jay J. Heitin, WHYN program director.

Australian, Canadian Radio Farm Editors Speak at NARFD Meet; TV Show Slated

RADIO FARM EDITORS from Australia and Canada were scheduled to speak at the fourth annual convention of the National Assn. of Radio Farm Directors, opening yesterday at the Stevens Hotel, Chicago. Layne Beatty, farm editor of WBAP Fort Worth and president of NARFD, is presiding at the two-day meeting.

Talks by John Douglass, director of agricultural broadcasts, Australian Broadcasting Commission; Fergus Mutrie, CBC supervisor of farm broadcasts, and A. D. Willard Jr., executive vice president of NAB, highlight the program, expected to attract 150 association members from all parts of the United States. A special feature will be a television farm show demonstration, staged by Robert B. Childs of WRGB Schenectady, N. Y., with equipment furnished by WRBZ Chicago.

A paper on the latest developments in weather information broadcasts will be read by Henry Dowse of the Chicago Mercantile, and one on "Farm Audience Measurement" by Roy C. Park, Ithaca, N. Y.

Besides Mr. Beatty, present officers of NARFD are Charles Z. Rodier, Worcester, WMT Cedar Rapids, Iowa, vice president, and Homer Marts, KDKA Pittsburgh, secretary-treasurer.

Staff of New Kalamazoo Outlet, WFGF, Is Listed

THE STAFF of WFGF, new 1-kw ABC affiliate in Kalamazoo, has been announced by Harold F. Gross, owner-manager. Charles T. Lynch, formerly with WBRY Waterbury, Conn., is program director.

Others on the staff are: Warren Anderson, of WJLM Lansing, musical director; Barbara Donahue, women's director; Irene Ginther, also of WJLM, traffic manager; Hal Bass, the station's disc jockey; and Bill Hebert, advertising manager; John Eldredge, continuity; and Earl Clayton, sales representative.
10% OF U. S. CIVILIAN POPULATION VETERANS

WORLD WAR II veterans comprised 10% of the country’s civilian population as of April 1, 1947, according to estimates released last week by the Census Bureau and the Veterans Administration. About 14,166,000 veterans, of whom some 215,000 were women, are included in the population figures.

Those veterans who changed residence since the time of their induction into service showed a preference for New York, California and Illinois, which reported gains of 104,000, 79,000 and 66,000, respectively.

The above three states, along with ten others and the District of Columbia, now have more GI’s than they furnished for the armed forces. These gains were made at the expense of the remaining states, each of which had fewer veterans on April 1 than had entered the service from that state.

ARRIVING with the Friendship Train in New York, Drew Pearson (third from l), ABC commentator who conceived the food train idea, receives congratulations from William Weintraub, head of William Weintraub & Co., New York, agency for Frank H. Lee Co., which sponsors Mr. Pearson’s ABC broadcasts, Sundays, 6 p.m. Gathered on steps of New York’s City Hall, where Mayor O’Dwyer held the official welcome, are (l to r): Murray Grabhorn, manager of WJZ, New York key station of ABC; Harry Trenner, vice president in charge of radio for Weintraub & Co.; Mr. Pearson; Mr. Weintraub; Thomas Velotta, ABC director of news and special events; and William Weintraub Jr., assistant director of radio for the agency.

COMPLETE FM HOOKUP IN YEAR, SAYS BAILEY

TELEVISION networking on a national basis is at least five years away, whereas eight FM regional networks already are operating and at least one FM hookup will blanket the country within a year, Bill Bailey, FM Assn. executive director, told Akron (Ohio) radio dealers Nov. 25 at a four-county meeting sponsored by WAKR-FM.

Dealers were cautioned by Mr. Bailey to see that sets give good service and urged careful training of servicemen. He said that within 90 days dealers will be selling table model FM sets in the $40 price range. He mentioned a number of FM converters now on the market and said a mail order house will soon offer a $29.50 combination converter and FM set with 3-inch speaker.

Dealers who expect to remain in business will find their future in FM set sales, Mr. Bailey said, advising them to tell every customer who comes into the store about FM. Otherwise, he explained, customers who buy AM sets will soon be back wondering why they hadn’t been told and demanding a high trade-in toward a receiver with FM.

ELECTRONIC RECORDER

WCAU Philadelphia Introduces

Electronic Recorder

ALL PROGRAMS, from sign-on to sign-off, are being recorded by WCAU Philadelphia with an electronic belt recorder, placed in operation at the station’s transmitter tower in Morristown, N. J., a fortnight ago.

Dr. Leon Levy, WCAU general manager, believes the equipment is the first of its kind in a radio station. The new device, a product of Dictaphone Corp., is “the first practical and economical means of keeping a permanent record of what actually goes out over the air and not merely what is in the script,” he says.

Similar to equipment used by the Civil Aeronautics Authority in airport control towers, the electronic belt is about the size of a recording machine. It is self-contained and no processing is needed for playback purposes. Programs are embossed on acetate tape, which is folded into compact packages. Two recording cylinders, each capable of taking a half-hour of programming, allow the station to break down its broadcast day into 30-minute segments.

A full month’s supply of recorded tape programs will occupy a space 6” wide, 12” long and 3” deep. With each day’s programming marked, it would be a matter of seconds to select a particular program for playback. A playback machine is attached to the recorder and an additional one is in the Philadelphia studio.
KLEE

HOUSTON'S NEWEST AND FINEST
5000 WATTS • 610 KC

FIRST ON THE DIAL IN
HOUSTON
THE LARGEST MARKET IN
THE SOUTH AND SOUTHWEST

5000 WATTS
SELLING HOUSTON—THE CENTER OF AMERICA'S
OIL, COTTON, CATTLE, AND CHEMICAL INDUSTRIES—WITH 5000 WATTS PRIMARY COVERAGE!
APPLICATIONS PENDING FOR BOTH F.M. AND TELEVISION

W. Albert Lee, Owner
Ray Bright, Gen. Mgr. • Winthrop Sherman, Prog. Dir.

Watch For The Opening Of

KLEE
MILBY HOTEL
IN THE HEART
OF HOUSTON, TEXAS
HOW

THE NATIONAL BROADCASTING COMPANY - HOLLYWOOD
to Hold a Healthy Hooper

with a Diet of Straight Classics

Long, long ago—radiologically speaking—the Standard Oil Company of California held a conviction: people—lots of people—would enjoy listening regularly to a weekly hour-long broadcast of symphony music. Furthermore, Standard believed, such a program would build good will and create customers for their oil, gasoline and related products. On October 31, 1926, they backed their conviction with the Standard Hour on three California stations. A year later it became the first sponsored program on the newly-formed NBC Western Network. Now, after 21 years, Standard Hour is the oldest hour-long symphonic program on any network.

By 1940 when Hooper surveys for West Coast programs were instituted, Standard Hour had built itself a backlog of many thousands of appreciative listeners, reflected in a 6.7 average Hooper rating for the year. Current listening holds at the highest level in the program’s history,—a 9.3 Hooper rating at the close of 1946 and an average of 7.1 for the first six months of 1947.

Time has proved the soundness of that conviction, held so firmly, so long ago, by Standard Oil of California. People—lots of people—will listen regularly to good music, well played. The success of the Standard Hour is continuing proof that the NBC Western Network gets results year in and year out in the Rocky Mountain and Pacific Coast States. It means that a program on the NBC Western Network will deliver your sales message effectively and efficiently. Ask us for details—today.
When the Mid-South is Concerned

WMC should be on your schedule.

Located in Memphis, the hub of a TWO BILLION DOLLAR MARKET, WMC is first in the homes of 684,460 Mid-South radio families.

Tell them your story through WMC for maximum, effective coverage.

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.

New FM Stations Told to Get Going

FCC Pu’s Teeth in Extensions Of Building Time

FCC demonstrated last week that it will clamp down when it feels an FM grantee is taking too much time getting on the air.

In two separate cases the Commission granted additional time for completion of previously authorized stations—but on condition that they be in interim operation by the time the additional period expires.

The grantees were WPDQ Jacksonville, Fla., and Southern Broadcasting Corp., San Antonio. WPDQ, which received its grant for an FM affiliate in July 1946, was allowed 60 days’ additional time. Southern, granted a CP in December 1946, was given 90 days. In each case the extensions were authorized “on condition that applicant commence interim operation on or before” the extended completion date.

FCC sources said that for some time, in line with previous policy announcements, the Commission has been more carefully screening requests for additional time, and that the conditional clause probably will be used in future extensions where grants have been outstanding for relatively long periods, unless there appears ample justification for the delays.

Capital Case

FCC authorities said the only previous case in which the conditional clause was similarly used was in an extension granted recently for completion of Capital Broadcasting Co.’s WJWD (FM) Annapolis, Md.

Meanwhile, in other FM actions last week the Commission issued a Class B grant, subject to engineering approval, to Harding College’s WHBQ Memphis, and granted the request of KGPF Shawnee, Okla., to have its own FM grant cancelled for want of enough FM receivers in the area.

KOFF, which received its FM construction permit in October 1946, told FCC that there are not more than 150 FM sets in Shawnee and few or none in adjacent rural areas, and therefore it was felt advisable to give up its FM plans. The FM adjunct had been assigned 97.5 mc (Channel 248).

The conditional grant issued to WHBQ was for 96.5 mc (Channel 429).

FCC also reported that it had substituted Class B Channel 290 for No. 289 at Boston, in order that an additional Class A channel—No. 258—might be made available there.

Brenna Stell, former music director of WCLO Janesville, Wis., musical director.

Ted Rockwood is announcer, Art Henning operator and Doris Glos, receptionist at office. Ruane Hill and David Hanaman are part-time announcers and Ralph Van Keuran serves as part-time operator.
ELLWOOD CITY IS 100%. Ellwood City, Pa. (population 16,000; trading area, 25,000) is typical of the Pittsburgh area. It has 29 diversified industries. 83% of the people own their homes. And according to BMB, 100% of Ellwood City's radio listeners tune in KDKA during daylight hours (98% at night). Such listener-loyalty is characteristic of communities in the nation's sixth market.

In the BMB 90-100% class, KDKA has 19 daytime counties and 24 nighttime counties. Altogether, BMB credits 1,159,910 daytime families and 1,303,520 nighttime families to Pittsburgh's favorite station.

KDKA's widespread following is essential to advertisers seeking to sell the Pittsburgh area, an industrial and agricultural market in which two-thirds of the people live outside the city limits. See NBC Spot Sales for costs and availabilities.

KDKA, Pittsburgh. 50,000 watts, NBC affiliate. Westinghouse Radio Stations Inc. (KEX, KYW, WBZ, WBZA, WOWO, KDKA). Represented nationally by NBC Spot Sales—except KEX. KEX represented nationally by Free & Peters.
REVAMPING of its sales personnel staffs, recently separated into national spot and local sales departments of NBC Central Division and O&O station WMAQ Chicago, brings together members under new setup. Seated (1 to r) are: George Hallem, WMAQ sales manager; E. C. Cunningham, ass't sales manager of WMAQ; Oliver Morton, manager of both departments; Robert Ewing, ass't manager of national spot sales, and William Brewer, national spot salesman. Standing (1 to r): George Morris Jr., WMAQ salesman; Frank DeRosa, sales traffic manager of WMAQ; George Creech, spot sales traffic manager; Howard Meyers and Robert Flanigan, national spot salesmen. John McPartlin, also member of national spot sales, is not shown.

The 184 BMB counties comprising the KMA Area in Southwestern Iowa and surrounding territory.

AVERY-KNODEL, INC., National Representative
AMERICAN Broadcasting Co.

960 KC 5000 WATTS

KMA

SHENANDOAH, IOWA

Page 38 • December 1, 1947
WHAT IS KFRM? KFRM is the "long arm" that reaches westward with KMBC programming to enable KMBC to be the first and only Kansas City broadcaster to offer complete coverage of the Kansas City primary trade territory. KFRM is the western half of the KMBC-KFRM Team.

WHO BENEFITS? Listeners and advertisers alike. Now, advertisers can get what they want—complete coverage of the Kansas City trade territory from one broadcaster—The Team of KMBC-KFRM. Listeners can hear programs from their trade capital.

WAS KFRM NEEDED? Because it teams with KMBC to offer central and western Kansas advertisers economical, complete coverage of the Kansas City trade territory. And because the KMBC-KFRM Team features high-quality rural programming heretofore not available to a large section of the trade territory.

WHERE IS KFRM? KFRM is in north-central Kansas and Kansas City, simultaneously. KFRM's transmitter is many miles from Kansas City, but KFRM is programmed direct from KMBC in Kansas City. KFRM's transmitter location insures complete coverage of the Kansas City trade territory.

WHEN IS KFRM? The new half of the KMBC-KFRM Team goes on the air Sunday, December 7, with 5,000 watts on 550 Kc. KFRM will broadcast KMBC programming sunup to sunset, and is available as a team with KMBC, and individually.

KMBC KFRM of Kansas City for Kansas Farm Coverage

Represented Nationally by Free & Peters, Inc.
**QUEENS HOUSEWIFE MATCHES WITS WITH JOHN REED KING IN RADIO QUIZ SHOW**

**The Missus Goes A-Shopping**

Mrs. George J. Barnes of Forest Hills recently realized a five-year ambition. She was selected to be a contestant on WCBS' madhouse quiz, “The Missus Goes A-Shopping”.

Mrs. Barnes was just one of hundreds of hopeful spectators (the program plays to a capacity audience of 5,500 weekly!) enjoying the pre-broadcast clowning of emcee John Reed King and assistant “Uncle” Jim Brown. Then, her ticket stub number was called and she was onstage!

After an enlightening and amusing discussion of the topic, “Would you marry for love or money?”, the question-and-answer session began.

Novice or no, Mrs. Barnes fared extremely well. She answered all her questions correctly. She won the surprise prize of the day. At program’s end, she walked off with a trim hand vacuum and a steam iron for herself plus toys for her children.

Asked how she had enjoyed her radio debut, Mrs. Barnes said, “It was easy. I got so interested in what Mr. King was saying, I forgot the microphone and the audience out front.”

The Missus is easy listening too. That’s why approximately 300,000 families in the New York area hear it daily. Interesting, productive programing—reflected in such shows as: “Arthur Godfrey”, “Phil Cook”, “Margaret Allen”, “This Is New York”, “Hits and Misses”, as well as “The Missus Goes A-Shopping”—is a WCBS specialty. Why not let us or Radio Sales find the right WCBS program for you?

*New York Area Radio Diary, 1947*
TOPIC OF THE DAY. "Would you marry for love or money?", didn't upset Mrs. Barnes' equilibrium a bit! To everyone's delight, she emphatically stated that love was nice...BUT!

CAPTIVATING KING ably assisted by "Uncle Jim" gives this contestant a special "prize" for knowing the correct answer.

THERE'S NO BUSINESS like the monkey business that goes on during a MISSUS warm-up period. This unsuspecting contestant thought she was rubbing noses with her husband, who came along for moral support.

A WOMAN CAN CHANGE HER MIND but not on air-time. John has problems with winners who can't decide which of the wonderful prizes they want. Mrs. Barnes was no trouble...she knew!

ON THE AIR! At home 2 days later, our contestant and her friends hear the transcribed broadcast of program.
Strike of Musicians Delayed at WKRC
Walkout Scheduled for Nov. 22 Postponed to Jan. 20

The WKRC-AM contract expired Sept. 15 and the strike was set to begin Nov. 22, but was postponed to Jan. 20, unless an agreement is reached on points still in dispute, according to station.

Surprise Strike
Station said a stalemate had developed when WKRC refused to accede to the union’s demand that it continue in written contract form a quota of musicians. A strike threat based on this point is illegal under new laws, WKRC contended.

The WKRC management informed the union that there was no present policy of laying off men, but that it refused to accept the principle of forced employment.

Commenting on Mr. Hild’s notice that a strike would be called Jan. 20 unless the issue is decided satisfactorily from the union’s standpoint, Hubert Taft Jr., managing director of WKRC, said: “We will be very glad to continue negotiations with Mr. Hild.”

Sure KDAL listeners are loyal. They like that clear as the winter air reception they get on that far-reaching 610 frequency.

If you want to sell the north country market, KDAL can do the job for you. Contact Avery-Knodel Inc. and learn why.

Chicago Has Problem
PROBLEMS involved in printing Chicago’s daily newspapers by varitype (electrical typewriter machine) during the current typesetters’ strike almost forced the familiar radio program logs off the page. Last minute agreement between Chicago’s six metropolitan dailies and the Central News Bureau (centralized news-gathering organization owned jointly by Chicago papers) resulted in logs being varityped and distributed to all Chicago papers. After logs are varityped they must be reduced to fit individual paper columns and then photographed before being cast. While this itself is quicker than linotype operation, according to Chicago news desks, scarcity of varitype machines and operators is biggest bottleneck in publishing standard features.

Television Will Follow Same Pattern As Broadcast Medium, Says Gamble

AMERICAN television is practically certain to follow the same system of advertising support as American radio, Frederic R. Gamble, president, American Assn. of Advertising Agencies, said last Monday in a paper given before the November luncheon session of the American Television Society at the Hotel Commodore, New York.

Pointing out that the plan of permitting advertisers to sponsor programs has been produced by the American listening public the best radio fare in the world, far superior to that of the tax-supported government-controlled radio systems of other lands, Mr. Gamble said that the big question is not whether television will be commercial but whether the advertiser on television should be responsible for the whole program as he is in radio or only for the commercials.

There is something to be said for the latter choice, Mr. Gamble declared, inasmuch as it would permit the advertising man to concentrate on advertising and might even result in the improvement of video commercials. But, he said, television will probably follow the course of radio here, too, and probably for the best, as the competition of all the creative minds of advertisers and agencies as well as broadcasters to develop the best and most attractive forms of video programming may be expected to put American television ahead of the rest of the world in exactly the same way as this formula has worked out in sound broadcasting.

Agencies are sincerely interested in television as a new potentially great advertising medium, Mr. Gamble said, and they need information as to who has television sets, who looks at them, how many men, women and children, and similar data. They need better transmitting equipment to produce better pictures with fewer ghosts, better production techniques, such as the use of varied backgrounds so the audience will not be constantly reminded that all the programs on a station are emanating from a single studio.

He also asked for better coordination between cameras and actors, mentioning the chorus of programs grouped before a poster appealing for funds for “hospitala” as obiter several letters of that word, exposing to the televiewers the only four letters which the late George Washington Hill once loudly proclaimed as a “nasty word.”

Dr. Philip McClure, television director of N. W. Ayer & Son, New York, and ATS president, announced that a Russian television expert, Gen. Dr. Fedor Tanieff, will discuss video progress in the USSR at the next ATS luncheon, to be held Dec. 22, at the Commodore.

WAA Sales

SALES of war surplus electronic equipment through distributors to educational institutions by the War Assets Administration has been announced. What’s left will be donated to educational institutions. WAA indicated that no more surplus electronic items will be available from the Government after that date.

They call it “CRUDE”!

A 38.7% increase in crude petroleum this year over August ’46 isn’t crude! This was the largest month’s production in the history of Mississippi’s growing petroleum industry.

There’s more, though, either about WSLL’s coverage or that it’s Mississippi’s most powerful station. For a day of returns—night and day—buy WSLL!

American Broadcasting Co.

Page 42 • December 1, 1947

Broadcasting • Telecasting
ACE DETECTIVE
One of radio's slickest sleuths. He's wise-cracking, hard-hitting Ross Dolan, Detective, played by William Gargan, popular Hollywood tough guy. His adventures are packed with action, suspense and thrills!

GOOD ON THE DRAW
The man's got terrific drawing power! Formerly known as "I Deal in Crime," Ross Dolan, Detective, snagged an 8.6 as a sustainer... later brought in a wallopin' 10.3 for his client!

HAS TIME ON HIS HANDS
... And not just ordinary time either! It's outstanding network time. Ross Dolan, Detective, broadcasts on Saturdays at 8:00 pm EST... immediately followed on ABC by Famous Jury Trials, Gangbusters, Murder and Mr. Malone, and Professor Quiz. Somebody smart is going to grab this quick. Why not you?

Ross Dolan, Detective
Saturdays, 8:00 pm, EST
ABC Program Department
Circle 7-5700

Also Available:

SO YOU WANT TO LEAD A BAND
Mondays, 8:30 pm, EST. Sammy Kaye and his orchestra in a sophisticated, top-in-cost variety show.

THE OPIE CATES SHOW
Mondays, 8:30 pm, EST. Hilarious situation comedy about a small town boy in the big city. New story, new show.

The Adventures of Bill Lance
Sundays, 5:00 pm, EST. A sure-fire adventure series with a newswise, relentless, multi-talented sleuth! Fascinating, thrilling.

Candid Microphone
Thursdays, 8:00 pm, EST. A centered mike listens in on fascinating, unheated conversations of people in all walks of life.
TV's Future Depends on Cost Factor

N. Y. Retailer Compares Other Media, Offers Suggestions

By MURRAY M. SPITZER
Assistant Advertising Manager, Revion Products Corp.

WHEN Thomas F. Joyce was manager of RCA television department, he predicted that within 10 years television would be fully commercialized, and a "billion dollar industry." Comparing radio and television on a basis of retailer's expenditures, he pointed out that only a small fraction of department store advertising monies go into radio advertising.

It is apparent today that the retailer is becoming more and more interested in television. He reads and hears about television's readiness to capture the market; about color television; about approximate costs of sets to consumers. And he is exposed to the theories of enthusiasts who are inclined to view optimistically the potentialities of television, without considering the enormous production costs that lie ahead.

Advertiser's Questions

The potential television advertiser of the future will want the answers to these pertinent questions:

1. How much will it cost to produce a television show?
2. How can advertising costs be kept low when using this new medium?
3. Will tele-advertising exclude other media from the advertising budget?

To throw some light on these questions, let us compare production costs between media.

For instance, take newspapers, which receive approximately 58% of the retail advertising dollar. In New York, the open rate for a full page in The New York Times costs $3,380 on weekdays, or $1.40 per line. On Sundays, the open rate for the main section is $2.10 per line, and $1.80 for the balance of the paper. The Times's contract rate for 100 thousand lines is slightly lower. But these figures do not include art and production expenses.

A little more than 1.5% of the retail advertising budget is spent on magazine advertising. When a department store advertizes in Harper's Bazaar or Vogue, cost of space for a full page in black and white is approximately $1,900. Other cost, such as art, type, engraving, and so on might come to another $300. Total: $2,200. For a four-color job, it would be safe to estimate double the expenditure of a black and white ad. Cost: About $5,000.

However, the medium most often compared to television is radio. According to the National Retail Dry Goods Assn., 4% of the ad budget of the medium to large size retailer is assigned to broadcasting. For specific example of how these dollars are spent, look at the half-hour radio show.

Production Costs

You can assume that this type of production consists of a five-piece orchestra, three actors, an announcer, a writer and a director. According to the Standard Rate and Data Book, the announcer is paid approximately $25, and musicians receive $18 per man, with, let us say, $30 extra for the leader of the band. So far, the total is $145.

AFRA scale for the three actors is, roughly, $24 per person, including one hour of rehearsal time. Pay checks for writer and director add up to another $100. Exclusive of time charges which vary according to hour and area coverage, the grand total is $310.

Now we examine a video show on a similar basis. In addition to the musicians, actor, announcer, etc., so necessary for radio production, a television show would also require at least two cameramen and their assistants, an assistant director to watch for and hand out cues, a stage manager, costumer, scene designer, make-up man, and a stage hand or two. Moreover, in television, actors will require more time to memorize their parts. It will not be possible for the cast to take their scripts directly to the microphones, as is done in radio today.

So, without even considering air time or line charges, the retailer will have a juicy bill to ponder over! How can he possibly meet the cost of all these artists and technicians, presuming he wishes to produce such a television show?

The first probable means lies in the cooperation of national manufacturers. Now, as during the war,

(Continued on page 52)
IF IT'S LIONS YOU WANT...
Use a .416 Rigby in Kenya Colony!

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

By every measurement, station WTIC, Hartford, dominates the prosperous Southern New England Market.

WTIC

DIRECT ROUTE TO SALES IN Southern New England
The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network
Represented by WEED & COMPANY in New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood
Public service...

Actions are louder than words at the seven Fort Industry stations. Quietly, conscientiously, day after day, they have served the interests of more than 350 public service organizations during 1947...bringing their messages to giant audiences in seven leading markets.

Here, in their respective areas—stretching from Michigan to Florida—are only a few of the many 1947 public service records of the Fort Industry stations:

**WGBS, Florida's most powerful station ★ CBS—Miami**

Miami Weather Bureau and Hurricane Advisory Center
Miami Junior Chamber of Commerce
American Legion Posts of Dade County
AMVETS
Greater Miami Airport Association
North Dade County Chamber of Commerce
Military Order of The Purple Heart
B'nai B'rith
American Red Cross
Community Chest of Dade County
Florida State Board of Health
Dade County Health Department
Lighthouse for the Blind (Miami)
American Cancer Society, Dade County Chapter
American Tuberculosis Association, Dade County Chapter
Blood Bank of Dade County
C. A. R. E.
Florida Ass'n for Crippled Children & Adults
Florida Children's Committee
Mental Health Society of South Florida
Florida State Vocational Rehabilitation Service
Safety Education Division, City of Miami
Maternal & Child Welfare Department, City of Miami
South Florida Humane Society
Family Service Bureau of Dade County
Dade County Board of Education
University of Miami
University of Florida
Dade County Classroom Teachers Association
Florida State College
Adult Education Division (Dade County)
Barry College for Women (Miami)
Miami Senior High School
4-H Clubs of Dade County
Future Farmers of America
(Dade County Chapters)
Future Homemakers of America
(Dade County & Florida Chapters)
Florida State Fair
Florida State Department of Agriculture
United States Department of Agriculture
Florida State Horticultural Society
Florida Farm Bureau
Florida State Extension Service
Florida State Market Bureau
Dade County Junior Red Cross
Dade County Girl Scout Council
Miami Children's Theater
Local Youth Centers
Dade County Board of Commissioners
Miami Police Department
Coral Gables Police Department
City of Miami Beach
City of Miami Springs
United States Air Forces (Miami Air Depot)
United States Navy (Miami Recruiting Office)
United States Army (Miami Recruiting Office)
United States Marines (Miami Recruiting Office)
Veterans Administration
(states)(Florida district)
United States Treasury Department
United States Postoffice Department (Miami)
United Council of Church Women
Dade County Citizens Food Committee

**WMMN, Fairmont, W.Va. — 5,000 Watts, CBS in Monongahela Valley**

Community Chest
Marion County Red Cross
Marion County Ministerial Association
Union Rescue Mission
Veteran's Administration
United States Army
United States Navy
United States Marines
Fairmont State College
West Virginia University
Marion County Tuberculosis Association
American Legion
Veterans of Foreign Wars
C.A.R.E.
Marion County Social Hygiene
Marion County Cancer Society
United States Treasury
Fairmont Children's Theatre
Church World Service
N.A.A.C.P
Disabled American Veterans
Alcoholics Anonymous
Junior Chamber of Commerce
Lions Club
Kiwanis Club
Exchange Club
National Guard
F. H. A.
Safety Council
West Virginia State Police
Student Nurses
West Virginia Veterans
American Legion Auxiliary

**WSPD, the voice of Toledo, NBC**

Toledo Board of Education
Y. M. C. A.
Toledo Community Chest
Toledo Chapter Red Cross
Toledo Citizens Food Committee
Toledo Museum of Art
Toledo Council of P. T. A.
U. S. Army Recruiting
U. S. Marine Recruiting
U. S. Navy Recruiting
U. S. Coast Guard Recruiting
Daughters of American Revolution
Friends of Music
War Assets Administration
Boy Scouts of America
United States Treasury Department
Catholic Youth Organization
Toledo Chamber of Commerce
Old Newsboys Association
Ohio State Safety Council
United States Employment Service
Toledo Chapter American Cancer Society
Public Library
Veterans Administration
Zonta Club
Town Hall
"Friendship Train"
Findlay High School
Toledo Union Station
Business and Professional Women's Club
Employ The Handicapped Week
International Institute
Knights of Columbus
Community Chest
Veterans Administration, Atlanta Office
U. S. Army, (Atlanta recruiting)
American Legion, Atlanta Post #1
Department of Commerce, Atlanta Office
11 Local High Schools
Atlanta Area Council, Boy Scouts of America
Rehabilitation Division, Ga. Dept. of Education
Atlanta Chamber of Commerce
United Daughters of the Confederacy

American Cancer Society, Atlanta Chapter
Baptist Training Union
Junior Achievement
Boy’s Estate
Georgia State Forestry Division, Department of Conservation
Atlanta Police Department, Traffic Division
University of Georgia, College of Agriculture
Atlanta Youth Council
Fulton County Health Department
Yaarab Temple, Mystic Shrine
4-H Clubs

Optimist Club
Jolly Homes for Children
Parks Division, Department of Conservation
Atlanta Civic Theatre
Agnes Scott College
State Department, State of Georgia
Atlanta Retail Credit Association
Y.M.C.A.
Alcoholics Anonymous
American Red Cross, Atlanta Chapter
Atlanta Women’s Chamber of Commerce
Southeastern Fair Association
Georgia Agriculture

WLOK, Lima’s NBC voice in a great test market

American Legion
Better Business Bureau
Boy Scouts
Business and Professional Women’s Club
Daughters of the American Revolution

Lima Fire Department
Local High Schools
Junior Chamber of Commerce of Lima
Junior Service League of Lima
Lima Community Players
Lima Friends of Music

Lima Public Library
Ministerial Association
National Guard
American Red Cross
Social Service
Soroptomist Club
Tuberculosis Association

WJBK, Detroit—the new WJBK now broadcasting only in English

American Cancer Society
Mercy Hall Hospital
Naval Air Station
National Safety Council
Boy Scouts of America
National Foundation of Infantile Paralysis
University of Michigan
Michigan National Guard
League of the Handicapped

United States Air Force
United States Navy
United States Marine Corps
Automobile Manufacturers Association
Detroit Federation of Women’s Clubs
Detroit Public Schools

Highland Park Board of Education
Detroit Public Library
Michigan Unemployment Commission
Detroit Community Chest
Old Newsboys Goodfellow Fund
Michigan Department of Conservation

Wayne University
University of Detroit
Damon Runyon Cancer Fund
United States Treasury Department
AMVETS
Disabled American Veterans
V. F. W.
American Legion

WWVA, Wheeling, W. Va., 50,000 watts covering the golden triangle... Ohio, Pennsylvania, West Virginia—CBS

Wheeling Ministerial Association
St. Joseph Cathedral
St. James Lutheran Church
United Presbyterian Church
Holy Name Society
(Seubenville, Ohio Diocese)
Fourth Street Methodist Church, on “WWVA
Church Time”
Salvation Army
YMCA and YWCA
Bethany College
West Liberty College
West Virginia State University
Ohio County Board of Education
28 Local High Schools

participating in “Junior Town Meeting of the Air”
Oglebay Institute
U. S. Army, Navy, Marine & Coast Guard Recruiting Service
Boy Scouts
Girl Scouts
American Red Cross
Community Chest Fund
Wheeling Symphony Society
Greater Wheeling Celebration Committee
Veterans Administration
Department of Public Safety, State of West Virginia
Office of Governor of State of West Virginia
Office of Governor of State of Ohio
Health Department, State of West Virginia
National Safety Council
C.A.R.E.
United States Treasury Bonds (West Virginia Division)
Wheeling Fire Department
West Virginia Conservation Commission
Department of Unemployment Compensation
United States Department of Labor
Jefferson County Farm Bureau
Cooperative Association
War Assets Administration

Office of Governor of State of Ohio
Health Department, State of West Virginia
National Safety Council
C.A.R.E.
United States Treasury Bonds (West Virginia Division)
Wheeling Fire Department
West Virginia Conservation Commission
Department of Unemployment Compensation
United States Department of Labor
Jefferson County Farm Bureau
Cooperative Association
War Assets Administration

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. · WWVA, Wheeling, W. Va. · WMNN, Fairmont, W. Va.
WLOK, Lima, O. · WJBK, Detroit, Mich. · WAGA, Atlanta, Ga. · WGBS, Miami, Fla.
Editorial

Greatest Story: Untold

CONGRESS is in special session. Consideration of matters other than the emergency relief crisis is unlikely. But Congress can scan other legislation preparatory to the regular session in January.

Radio may fall in that latter category. Chairman White of the Senate Interstate Commerce Committee hasn't forsaken his bill to rewrite the Communications Act of 1934 on which hearings were held last June. S. 1333 is being re-drafted. Senator White hopes to get it out of committee, fully approved, before the session ends. Then he will press for Senate passage at the regular session—which he says will be his last before he retires from public life.

Senator White's original bill exploded in radio ranks with atomic force—this despite the fact that for years he had been regarded as radio's best legislative friend. Except for its capellate provisions, few words were spoken in its favor. NAB President Miller led radio's virtually solid front in opposition. The gist was that the White Bill made a shambles of the Bill of Rights as it applies to radio; that by legislative fiat it would make the FCC responsible for over-all program and business regulation of radio.

Radio cannot afford to turn a deaf ear to Senate Committee reactions. Senator White is embittered. Woe betide the radio industry as his legislative legacy. It would be trifling with fact to say that a majority of his committee would not go along with any reasonable measure proposed by Senator White. Most of the Senate would follow him on radio.

We doubt whether Senator White's rewritten bill will be regarded as satisfactory. Anything short of a reversal of approach, which would place radio on equal footing under the First Amendment with other media of free expression, would be objectionable. Judge Miller asserts it may take 100 years to achieve for radio its rightful heritage of freedom. But only one determinant of the facts would issue. But, by the same token, it is evident that radio has fumbled the ball. Too many broadcasters are content to pay their NAB dues and forget that it is their license that is at stake, a responsibility that must be shared with the trade association or a network. It is their freedom and the freedom of their listeners.

The story of radio hasn't been told to Congress or to the public. It is a story that must be told incessantly. The vocal minorities are needed because they're at it all the time. That's why there's a Securities & Exchange Commission; why the motion pictures are subject to review boards, which are tantamount to censorship.

If the NAB has fallen down, broadcasters are responsible, for the NAB is a voluntary association, set up to do the bidding of organized radio.

Radio's worst shortcoming is its failure to indoctrinate Congress with the great story that is radio and what a reasonably free radio has achieved. Call it by its name, "lobbying," if you will. Is it improper to American concepts to plead one's case in Congress or with members of Congress? Have not the anti-radio minorities been doing just that? Some in radio feel there's a sinister connotation to registration under the law. It isn't. The FCC bears some of the connotation of the Congressional Record—the first of the new session—carries literally hundreds of names of men high in trade association, legal and other pursuits who are so registered. They represent newspaper, magazine, motion picture, and other interests. But the name of radio appears nowhere on those rolls.

To argue in behalf of one's freedom (or to lobby) is the very essence of democratic government. Through radio's microphones (and now its iconoscopy) radio lobbies in behalf of the interests of all—call save itself.

The public hasn't the slightest notion of what will happen to their radio if the grip of Government tightens. Radio's story telling has been too high-sounding, too ethereal, too intermittent—just words.

You can argue codes, creeds, allocations and music until you're blue in the face. It doesn't mean a thing if this greatest story remains untold. A Government-kept radio would be a sign of decadent democracy. But so few seem to recognize that.

FCC Fiscal Farce

WHOLLY apart from any consideration of the White Bill, how about that Master Leader White, or some other considerate legislator, will do something about the pay plights on the FCC. Commissioners receive $10,000 per annum, which represents no increase over the stipend fixed in 1927 when the Radio Commission was created. Department heads and their assistants get nearly as much under the war-revised schedules.

For better or worse, Chairman Denny quitted because of the pay. There are well-founded reports that others are considering the same course (and we wouldn't shed too many tears if the lighting struck once). A number of good men would be interested in getting on the FCC, or sticking with it, if they could make ends meet.

A simple amendment to the existing law would do it. We think the pay increase should be to $15,000 a year. If Congress waits for the legislative mills to grind out an entire controversial bill, the FCC may have on its rolls a flock of third-raters who couldn't earn $10,000 elsewhere.

"My Son, My Son!"

H. V. KALtenborn, a timeless monolith on the commercial broadcasting scene, last week may well have mused, with King Lear: "How sharper than a serpent's tooth it is to have a thankless child." Mr. Kaltenborn's son, Rolf, was busy at a project which, if successful, would do the old man out of a job.

Rolf, sometime instructor at Yale U., writer, lecturer and, for his years, a veteran critic of U. S. broadcasting, and reviled the old subscription radio plan (see story this issue). Rolf was promoting his plan in a series of lectures which left no doubt as to his determination not only to bite the hand that fed him (and handsomely) but perhaps chew it off to the wrist.

The title of one of his recent lectures, at Bradley U., Peoria, Ill., was "Radio—Paw of Politicians and Hucksters." American broadcasting, Rolf pronounced on this occasion, "is nothing but a gigantic billboard which we introduce into our homes."

Rolf's revelation probably came as a surprise to some of his audience who earlier that very night had doubtless heard one of the most familiar voices in radio. It was H. V. Kaltenborn broadcasting his nightly news analysis on behalf of—whisper the hated word—a sponsor, Pure Oil.

Charles Howard Lane

Our Respects To—

Charles Howard Lane, son of a small town banker, chose journalism as a career that would be far removed from the formal and unexciting world of high finance. In 1927 he decided to become a member of the Fourth Estate and his present occupation as director of broadcasting for Field Enterprises Inc., Mr. Lane has had a good cause to appreciate his father's early guidance. For, as director of Marshall Field's radio empire, encompassing WJJD Chicago, WSAI Cincinnati, KOIN Portland Ore., and KJR Seattle, he has far more use for sound business judgment than the flair for colorful copy that marked his brief newspaper career as a reporter for the Fresno (Calif.) Bee.

Howard (his first name has long since been dropped) Lane was born May 30, 1908, in Cameron, Ill., and remained in that vicinity until he was 10 years old. When the Lane family moved to Fresno, Howard felt the same pioneering thrill that made the early 40sers brave Indian attack on the trail of an uncertain future. He was mildly disappointed when Fresno turned out to be a prosperous city, complete with electric lights and running water.

But at the time he was old enough to enroll at Fresno State College he was also old enough to work in his spare time as a cub reporter on the local newspaper. In his second year at Fresno College he was transferred to Stanford U.

It was while at Stanford that an automobile accident narrowly missed putting an end to both his life and his career. When he came out of the coma, doctors told him the grim news. A broken back, a dozen or more cuts of the arms, legs and ribs. For two and a half years Mr. Lane spent most of his time in hospitals and doctors' offices learning to walk. He not only recovered completely but in the interim got his education reading back numbers of Literary Digest, Colliers and The American Journal of Digestive Diseases.

Because his treatment required him to go to hospitals in San Francisco, Howard transferred to the U. of California where he stayed for two semesters. Once he was able to walk without crutches he returned to Stanford where he graduated in 1930 with a B. A.

Fortified with a diploma he entered a brave new world that was coming to grips with a new economic malady diagnosed as a "depression," and the offer from his old boss at the Fresno Bee of a $25-a-week job on the sports desk was eagerly accepted. He might still be (Continued on page 50)

Page 48 • December 1, 1947
Better Service, more of it

...FOR 1948

A Christmas gift for America... better service, more of it, at economical cost! That is what the Scheduled Airlines of the United States are hanging on the nation's Yule tree... for everyone's use and benefit today and in the months to come. The Airlines have more than doubled their early post-war seating and freight capacity—an all-time high in number of planes, number of seats, number of daily flights. There is new operating efficiency, new comfort and convenience, new streamlined methods of serving you on the ground. No matter where you live or where you're going—first-time passenger or old-timer—more than ever... it pays to fly!

Air freight rates are now so low that hundreds of new commodities now go by air at a saving. Air mail is only 5¢. Passenger fares can save you money too! So travel, ship and mail... by air! Call the nearest Scheduled Airline office or your travel agent for reservations. This advertisement is sponsored by the nation's scheduled Airlines and leading aviation manufacturers.

Air Transportation Strengthens America
THE SCHEDULED AIRLINES OF THE UNITED STATES
pounding out a sports column if a newscaster on KJMJ had cared to heed the advice against imbibing of the cup that cheers. When the newscaster was dismissed, Mr. Lane stepped into the breach and became, overnight, a commentator. Since the station was owned by the paper his only reward was the start of a career that has paid off handsomely.

Mr. Lane's ability as a news commentator soon brought on added duties until, in 1932, he was appointed station manager. Three years later he transferred to Sacramento as business manager of the five McClatchy-owned stations. The next seven years he not only learned the fundamentals of successful radio management but established an enviable record for the stations that were part of his territory.

In 1943 Lane went to Columbus, Ohio, where WLCB, a CBS affiliate, was trying to establish a local talent pool for the station. He had been in the sportswriting field during the war and had seen the value of local radio. As managing editor of the Athletic Department of the Columbus Dispatch, he had managed the sports columns of several major newspapers in the area, including the Columbus Dispatch. He had been a sportswriter for several years and was familiar with the business of radio.

In 1944 Mr. Lane resigned from CBS to become general manager of WFMS, the first FM station in the United States. He had been a part-time announcer for WFMS since 1937 and had worked his way up to the position of general manager. He had been responsible for the station's success in attracting local advertising and for developing a strong listener base.

Mr. Lane was married in 1937 to Mary Alice Smith, who had worked as a receptionist for WFMS. They had one daughter, Barbara, who was born in 1938.

Lane was an avid golfer and enjoyed walking his dog, Max, who often accompanied him on his rounds. He was a member of the Columbus Country Club and was a Democrat.

In 1948 he was named president of the National Association of Broadcasters, a post he held for five years. He was also a member of the Board of Directors of the American Radio Manufacturers Association and served on the Board of Trustees of the Radio Institute for Broadcasters.

Mr. Lane wrote two books on the history of radio, "The Golden Age of Radio" and "The History of AM and FM Radio." He was a frequent contributor to industry trade publications and was a regular speaker at industry conferences.

Mr. Lane was a strong advocate of local radio stations and believed that they were essential to the health of the community. He was an active member of the Columbus Chamber of Commerce and was a board member of the Columbus Foundation.

Mr. Lane passed away in 1970 while on vacation in Florida.

COMMERCIAL

Harry T. Floyd, former eastern sales manager for West Disney Commercial and educational departments and division and more recently sales manager of PRM and WAII, has joined NBC’s television sales department as an account executive.

Donald A. Donahue has been appointed eastern manager of radio station WLSA in the Division of Collins, Inc., New York. Effective immediately, Donahue formerly was account executive with George P. Holmberg Co., New York.

George Mosko, C.B.S. commercial manager, CBS television department, will discuss on-the-air topics and their relation to studio productions as compared with studio productions Dec. 11 at monthly evening meeting of American Television Station at Adv. Club of New York.

Mr. Donahue

Robert E. Miller, former announcer on several Ohio stations, has joined sales and promotion staff of Pan American Broadcasting Co., international radio division.

Robert E. Miller, formerly with WLCA Del Rio, Tex., has joined sales staff of KTXA San Antonio, Tex.

Fred G. Schwarz, station representative, has announced opening of Chicago office for West Coast Management, with Peterson Kurtz as manager.

Robert J. Meckan, sales manager of WCAQ Pittsburgh, has been elected president of Tech Alumni Federation.

William A. Bland, has been appointed national representative for CJCH Ottawa, Ont.

C. B. Cullen, has appointed John Hunt Assoc. as Vancouver representative.

Adam J. Young Jr., head of station representation firm of that name, is now in Washington.

Ann Ward has joined traffic department of WPCE North Bay.

WSPR Springfield, Mass., has received plaque from Military Personnel Procurement Service of the Army in "recognition of the patriotic co-operation of WPSPR, whose facilities and transmission facilities have contributed generously to the operation and recruiting campaign by publicizing the need for an adequate Army.

QUARTERLY dividend of $2.35 per share has been declared by Directors of ATC. Dividends payable Thursday, Jan. 15 to stockholders of record at close of business Monday, Dec. 15.

"Reach The Rich Inland Empire" surrounding

SPOKANE, WASHINGTON With

K N E W

5000 WATTS

Cleared Regional Channel

Mutual-Don Lee Network

*Latest Equipment

*Modern Building

"The Voice of KNEW Selling"

HARRY LANTY, Manager

Gibson, Noll and Rutherford

National Representatives

BROADCASTING • Telecasting
WORL

ORIGINATORS OF THE FAMOUS 920 CLUB

does it AGAIN!

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

YOU CAN'T MISS

...ON THIS!

"THE

MILLION

DOLLAR

BALLROOM"

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

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

WORL

BOSTON'S
BEST BUY!

BOSTON 16, MASS.

FORJEE & CO. • NATIONAL REPRESENTATIVES
TV’s Future

yearbook

many manufacturers’ plan to give advertising allowances and direct promotional aid to the sellers of their products. Radio, direct mail, and newspaper advertising will benefit. Television too will be used, on a share-cost basis.

Teletropes

The sales-minded manufacturer will sponsor “teletropes.” As compact performing units, they will travel from city to city, appearing in department stores. Promoters representing the company. Visualize this setup. A company such as Westinghouse prepares a line of home appliances. It then builds a musical video show that ties in, directly or indirectly with the line of appliances. After the script is written, a troupe (to which Broadway and Hollywood will most likely contribute talent) is formed. It becomes known as the Westinghouse Video Players. After a presentation is whipped into shape, an itinerary is planned and a local promotion department is set up. This trip can be arranged so that the company and its retailers share expenses; perhaps 70-30, 60-40, or 50-50.

Upon receiving notice that the Westinghouse Video Players will arrive in his city, the department store manager sets aside a section of the store for the purpose. Westinghouse products are given promotional prominence and display. The store’s publicity department launches a well-planned campaign. All advertising carries announcements of the players’ arrival and the date of the telecast.

Finally, the production is televised. With full cooperation between the retailer and Westinghouse Co. and a thorough sales promotion job, resultant sales of appliances and kindred lines should soar.

New York Total

Incidentally, according to an article in Life magazine of May 27, 1946, there were approximately 3,500 television sets in New York, with total audience of 29,000. This audience viewed Standard Brand’s telecast, The Hour Glass, which cost the company $4,000. Life reported that Standard Brands received from the public only two fan letters. Both, it was noted, liked the show.

The same sponsor broadcasts a Sunday night show to reach 20 million people, at $20,000 per broadcast. Obviously, wealthy Standard Brands can afford to pioneer and experiment, in order to get on the ground floor with the tremendous television audience.

On the other hand, is deep concern regarding immediate sales. On this premise, Gimbel’s of Philadelphia promoted a television show in cooperation with Philco, in the fall of 1945. It featured “store-to-store telecasting. Publicity value and direct response in consumer traffic succeeded all expectations.

After that time, Gimbel’s telecast a show once a week on WPTZ, for 13 week periods. Results, based on 752 set owners, ranged from 0.7% to 7.1%. Considering limitations, these figures seem to indicate the tremendous role this powerful medium will play in merchandising.

Another means whereby the retailer will be able to keep advertising costs low is video films. These will be produced by professional movie makers, with featured players and stars. (RKO, Paramount, 20th Century Fox and other major studios have already formulated plans and some are now making such films.)

Like Mat Services

Manufacturers, resident buying offices and retail syndicates will prepare films directly for telecasting. Actually, they will perform the home function in advertising as present mat services do. It will only be necessary for the retailer to drop his “sign” on the screen and, of course, to pay for the traveling costs.

A great mail order house or a chain of stores, such as Sears Roebuck or J. C. Penney might use television films as direct aid to mail order buying. Identical reels can be shipped to all stores in the chain for coordinated inter-store or intra-store telecasting promotions or for showing over the local television station.

A third method of cropping costs will be “tele-spots,” an idea borrowed from radio and especially adaptable to television. (R. H. Macy used them successfully some time on WABD-Dumont.) Retailers of the future will take five minutes of each day, at certain hours, to bring featured sales values or special promotions to the public. Fashion shows can be presented by lovely models who display the clothes to best advantage. These models may become star members of the store staff, later to be used in “intra-store” television.

WINX Washington’s Two Boosters to Start Jan. 1

WINX Washington’s two new booster stations [Broadcasting, Nov. 17], making WINX only “750-w station” in the U. S., are slated to go into operation around Jan. 1, officials of the Washington Post outlet said last week. The station, assigned 1340 kc with 250 w, is also the nation’s only two-booster operation, FCC officials reported.

The boosters are in the experimental category, however, authorized for use in connection with a developmental FM station operating on 386 mc as a link between the main transmitter and the boosters. The present main transmitter site at the WINX studios will be used for one of the two new synchronous amplifiers while a new main transmitter will be set up in nearby Arlington, Va.

MANAGEMENT

S. M. ("SII") ASTON has been appointed general manager of WATT, Chicago, according to an announcement made by R. H. Riple, owner. Mr. Aston formerly was Chicago manager for national representative firms of Howard Wilson Co. and Paul L. Rauen Co.

ARNOLD F. SCHOEN JR., has been appointed general manager of WPRO Providence, R. I. Dec. 1, Mr. Schoen, former local sales manager for WPRO, succeeds FRED R. KIPLER.

ED W. JENKINS, Navy veteran, formerly with WSUI Iowa City, and WATT Cedar Rapids, has been named station manager of WVPQ, new AP station at Valley Forge General Hospital, Phoenixville, Pa.

WILLIAM F. MAAG JR., general manager of WMJY Youngstown, Ohio, and editor and publisher of The Vindicator, has been honored by Youngstown Chamber of Commerce through establishment of a William F. Maag Jr. Scholarship in Youngstown College, of which Mr. Maag is a trustee. Check for $1,500 was presented to be used for tuition and books for a worthy person to be selected by Mr. Maag. Chamber of Commerce set up the scholarship in memory of his "outstanding contribution to the city."

JULIAN SCHWARTZ, manager of WJZ and WJBZ, Baltimore, Conn., recently was honored by 300 citizens at testimonial dinner at which he was presented key "to the heart of Stamford" and combination AM, FM and phosphoroscope receiver.

VICTOR A. SHOLES, general manager of WACL Louisville, is the father of a boy, AMON G. CARTER, president of WURL Fort Worth, Tex., has been elected to board of governors of American Petroleum Institute.

KCRK, Gazette Co. FM Station, on Air

KCRK, new FM station on the Cedar Rapids Gazette, began operations Nov. 16 on 96.9 mc, channel 245. Power output will be increased to 48 kw. Station broadcasts from 3 to 9 p.m. daily.

The Gazette Co. will start AM broadcast early this month, with KCGR call letters. Offices, studios and transmitter site will be shared with KCRK.

MORE LISTENERS THAN ANY OTHER PRIVATE CO

20 VITAL stations in the hundred million dollar retail market of Eastern Canada.

B.B.M.

5000 WATTS

630 KC

Ask Joe. Weed & Company

350 Madison Ave., N. Y.

CFCY

The Friendly Voice of the Maritime

CHARLOTTETOWN

Page 52 • December 1, 1947

THE 1948 YEARBOOK

... the best buy (far) in the trade paper field

WRITE, WIRE OR CALL COLLECT FOR RESERVATION

There’s still time all this week to reserve space in the Broadcasting Yearbook.

The Yearbook places your sales story before top radio buyers and keeps it there for a whole year. And at one cost prorated over the sales life of the book—12 full months.

Bills are not rendered until after February 1948 when the 16,000 (guaranteed) Yearbooks reach the nation’s key buyers.

Sell these key buyers through the Yearbook and you sell those who invest 87% of the network and national spot dollar. Better reserve space now. It’s METropolisian 1022 or —

NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.
which comes first....

**the station—or the representative?**

*It all depends.* Under ordinary, usual methods of representation, the station representative is strictly in business for himself. Under The Bolling Plan, conceived and designed from the station viewpoint, we are aggressively in business with and for our stations.

Because of thinking like that, there's bound to be a whale of a difference. And who is it... under The Bolling Plan... that gets the real benefits—the station or the representative?

**the station**—because it enjoys full attention as one of a small list, and has the assurance of knowing the Bolling list will *stay* small. It knows it will never be one of the crowd, fighting for a fair share of its representative's over-loaded facilities.

**the station**—because every Bolling man is an accomplished salesman with years of successful spot radio experience behind him. His talents are shared by only a few, well-managed stations. You will never find a second-stringer on the Bolling team.

**the station**—because Bolling men believe that knowing all about what they sell is imperative before they sell it. Quiz a Bolling man about any Bolling-represented station. He's equipped with the facts and he knows how to present them.

**the station**—because Bolling men are eternally interested in everything that makes radio better, more productive. They offer suggestions, counsel, plans that help both station and advertiser. They realize they can best grow by helping spot radio itself to grow.

**the station**—because The Bolling Plan is built upon the conviction that station representation *can* and *should* be better. Under The Bolling Plan, it is. Bolling-represented stations are enthusiastic in saying so.

In short, the station benefits at every point under this progressive, intensive program for national spot selling. The Bolling Plan is made-to-order for only a few broadcasters. It isn’t altruistic... and it won’t work on a mass production basis. It’s the best answer yet for stations who don’t want to be one of the crowd.

*The Bolling Company*  |  *radio station representatives*

NEW YORK • CHICAGO • HOLLYWOOD
North Carolina is the South's No. 1 State and North Carolina's No. 1 Salesman

REM E. ADAMS, who has been with R. H. Macy & Co., New York, for five years, has been elected vice president. He is an account manager with the agency.

S. A. M. BEETHAM, formerly with Owens-Illinois Glass Co., Toledo, and former advertising manager of Libbey-Owens-Ford Glass and Owens-Illinois Can Co., Owens-Illinois subsidiaries, has joined creative staff of Target - Robin- man Co., Cleveland, as advertising field, Mr. Beetham practiced law for ten years.

EDWARD E. KELLER, president of Mr. Beetham's Western Adv., Los Angeles, has been awarded 6th Degree Key, highest honor bestowed by the Degree, National advertising fraternity. Award was in recognition of his contribution to fraternity, being charter member and past president of Los Angeles Alumni Chapter and having completed five-year term as national treasurer.

HEINTZ & CO., Los Angeles, has been elected to membership in American Assn. of Adv. Agencies.

R. G. MCKOWN, formerly with Campbell-Ewald and D. F. Brother & Co., has been appointed personnel director of Detroit division of Brooke, Smith, French & Dorsch.

BETTE LEONARD, assistant traffic manager of Boston office of James Thomas Chirurg Co., has been appointed traffic manager of agency's New York office. Agency is expanding its Manhattan traffic department.

J. B. TAYLOR, manager of Dallas branch of McCarty Co., Los Angeles, has formed J. B. Taylor, Inc., taking over business of the branch. Other officers are: THOMAS W. GORSWORTHY, vice president; MARIE TEVIS BENNETT, treasurer; and LESLIE SHARFO, secretary and attorney.

DON E. JORDAN has resigned from the Easo copy group at McCann-Erickson, New York, where he was employed six years, to become associate copy director at Young & Rubicam, New York.

WALTON BUTTERFIELD, who has directed the radio program between H. B. Humphreys Co., Boston, and its branch office in New York for almost a year, has been transferred to New York office. Mr. Butterfield, account executive and radio consultant, was producing a 30-week show in Boston for H. B. Stevens Department Store.

CHARLES G. MORTIMER, vice president in charge of advertising, Better Foods, New York, and HARRY HARDING, vice president of Young & Rubicam, arrive in Hollywood Dec. 4 for conference on "Danny Thomas Show."

TEHRAD ADV., subsidiary of Sternfield Godley Inc., both of New York, has been formed to handle television and radio advertising. RALPH S. STERNFIELD is vice president and manager of the agency which is located at 260 Broadway.

GILBERT J. SUPPLE, formerly with Morse International Inc. and Vick Chemical Co., both New York, has joined Badger & Browning & Hersey Inc., New York, as visual and radio copywriter.

Mr. Brew and Mr. Braun are to be married Dec. 28.

Mr. Brew is vice president in charge of media. Mr. Braun is in charge of advertising, Better Foods, New York, and HARRY HARDING, vice president of Young & Rubicam, arrive in Hollywood Dec. 4 for conference on "Danny Thomas Show."

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PAUL VISSER (I), new assistant to William Drips (P), NBC director of agriculture, looks over his new boss' collection of farm "knick-knackery" before getting down to his duties in the network's Central Division office. Mr. Visser joined the division from WBY Boston, where he was agricultural editor.

First National Stores Increase Ziv Schedule

FIRST NATIONAL Stores (fourth largest grocery chain) has added nine markets in New England to its sponsorship of the Frederic W. Ziv package program, the Guy Lombardo Show. The half-hour transmitted program is currently sponsored in 14 other markets. Agency is John C. Dowd, Boston.

Other new sales of the Ziv-Lombardo show with starting dates in November, December, and January, include: Burkaheard Brewing Co., Akron, Ohio, through Fuller & Smith & Ross, WXGI Richmond, Va.; Weller Transfer and Storage, KLZ Denver; WLOS Asheville, N. C.; KTTN Phoenix, Ariz.; KTRE Lufkin, Tex.; KIOA Des Moines, Iowa, and the Bank of Georgia, WGST Atlanta through Liller, Neal & Battle agency.

SCREEN Publicists Guild is currently negotiating with ABC Hollywood seeking changes in existing contract covering wages, hours and job classifications. Agreement signed in December 1943 is effective until 1946, but permiits re-opening.

ON DEC. 1, "Breakfast In Hollywood's" Pacific Coast broadcast will delete three minutes to do alive cut-in to connections with station KGO's increase in power.

IT'S NO SECRET . . .

Time Buyers with vision have discovered that

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

WORCESTER

MASSACHUSETTS

Represented By:

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

BROADCASTING • Telecasting
Radio Station WAIT announces the appointment of
S. M. "Sil" ASTON as General Manager

In the center of the dial in
CHICAGO

WIND WMAQ WGN WBBM WAIT WLS WENR WCFL WJJD WSBC WGES
560 670 720 780 820 890 1000 1160 1240 1390

Chicago 1, ILL.

Gene T. Dyer, Executive Director Represented by Taylor, Howe, Snowden
General Foods, Hat Corp. of America Join Ford as 'Garden' Video Sponsors

which telecast the home football games of Columbia U. under the Knox sponsorship for the fall season; which has just ended. The New Knox schedule starts Dec. 3 with the Rangers-Toronto hockey game. The 79 events on the Garden schedule include, in addition to hockey, college and professional basketball, amateur boxing, track meets, skating contests, the rodeo, the horse show, the Westminster kennel show and the circus.

In announcing the tricccc sponsorship of the Garden's winter schedule, CBS noted that several surveys have shown sports to be favored fare with television viewers. One poll of more than 500 set owners, conducted by the CBS Television Audience Research Institute, found 75% of the men interviewed putting sports in first place, with 44% of the women rating sports first.

\'Welcome Ladies\' UNUSUAL PRIZE—drawing from crate of apples to \"Sparkle Plenty\' doll—are being offered each day by KFEL, Denver on its \"Welcome Ladies\' show, heard Mon.-Fri. 1:15-12 noon. Prizes are awarded for best letters on subject. "What I Like Best About My Own Community." Station awards such prizes as oxen, \$50 checks, gift boxes of apples (during National Apple Week), and 15-pound turkeys for Thanksgiving dinners.

THE 1948 YEARBOOK ... the best buy (far) in the trade paper field

Page 56 • December 1, 1947

MELVIN C. SPRINKLE, former manager of radio sales and service of The Radio Mirror Co., Washington, has joined sales engineer staff of Allco Lamine Corp., New York. New York. He formerly was factory field representative for Radio manufacturers, on Great Lakes, and was senior radio engineer, Bureau of Ships. U. S. Navy. Mr. Sprinkle is member of engineering staff at Capitol Radio Engineering Institute, Washington, and is a Washington representative for Scott for Radio Labs.

CAPT. U. B. BLAYLOCK, U. S. Navy, (ret.) who recently joined Federal Telecasting and Radio Corp. N. J., has been appointed director of radio division of the firm. MAJ. GEN. ROGER H. COLTON (ret.), who has served some 30 years' service with the Army, will now be director of Federal. Prior to joining

WELCOME TELEVISION Assoc. will release two new motion picture series for television, in near future, one featuring Jimmy Griggs, magician-hypnotist, and the other an all-girl comedy series. Both will have integrated commercials. Each film will be one reel and each series will be sold outright for television, with MTA retaining other rights. Estimated price to client per film will average between $4,500 and $6,000.

EDYTHE K. BULL, manager of special job department of C. E. Hooper inc. and a director of company, will spend December at company's Hollywood headquarters. She follows C. E. HOOPER, president of the research organization, who was there through November.

ROBERT ANDERSON, WBCN Hollywood page, has resigned to devote time to a radio syndicator and to use his newly formed firm knows PRIZES FROM HOLLYWOOD specializing in writing and transcribing musical spot announcements.

TUNE-IN TVS Co., nationally-syndicated newspaper column under byline of Ted Husting, has appointed C. L. Miller Co., New York, as its advertising agency, in an effort to offer advertising promotions pack- age.

TELE-RADIO CREATIONS Inc., Chicago production firm, has granted sales franchise in Midwest for un- described programs produced by Kermit Raymond Corp., New York.

BELL TELEVISION Inc., new firm which will specialize in rental and sale of high-street television sets to bars, clubs, hotels and other places where large gatherings have been organized, by MARTIN SUGAR, with headquarters at 11 West 42nd St., New York. Mr. Sugar, former president of Sterling Electric Co., pioneered in rental of video receivers early in 1947, handling U. S. Television large-screen projection sets, specially built for public places.

High Cost of Living Affecting Advertising, Says B & B Head

EFFECT of increased cost of living on advertising budgets was the theme of a talk by Clarence B. Goshorn, president of Benton and Bowles Inc., New York, before the annual management session of the AAAA Central Council at the Dead Rabbit Club, Nov. 21.

Mr. Goshorn and other speakers in the all-day session expressed fear that increased living costs may not only reduce net profits of agencies, but also reduce advertising budgets.

"Salary costs for the majority of B & B employees are up 35 to 50% over 1939," he told council members at their annual banquet.

"As prices of advertised goods increase, advertising budgets increase, but they do not increase in ratio to the price increase." Mr. Goshorn recommended that agencies offset increased salaries by offering employer benefits such as group insurance, profit-sharing, pension and retirement plans.

Five recommended points in modern agency business today, according to Mr. Broby, vice president of Needham, Louis and Broby Inc., Chicago, are: (1) building sound clientele, (2) more efficient utilization of agency personnel, (3) improved relationships with media owners and representatives, (4) better treatment of other suppliers and (5) fair dealing with the public.

Mr. Broby said NLB had recently inaugurated a program for new employees which taught on-the-job advertising techniques and of trips to plants of suppliers. Such a program has proven very successful, Mr. Broby said.

Other discussions were concerned with an increasing demand on the part of advertisers for additional services without increased cost. While agency heads agreed that certain production costs could be absorbed, radio, like other advertising media, would have to prove its results to justify increased rates for time and talent.

FIRE of undetermined origin broke out Nov. 18 in newsroom and record room of WSCN Scranton, Pa. Greatest damage was to records and transcriptions, according to Frank Blair, station manager, who stated there was no damage to technical equipment, and regular broadcasting operations were to be carried on schedule.

WAFM Birmingham, Ala. Begins Operation Today

FOUR veteran staff members of WAFM Birmingham will be in charge of that station's FM sister station, WAFM, when it takes the air today (Dec. 1) on 99.5 mc (channel 258), it was announced by Ed Norton and Thad Holt, owners of the Voice of Alabama Inc., which operates WAFM and WAFM.

Jim Wilson, WAPI program director for the past five years, assumes the station manager spot for WAFM; Clint Blakely, WAPI chief announcer for 10 years, becomes production manager; G. W. P. "Red" Atkins, WAPI local sales representative for 10 years, becomes sales manager; and Norman S. Hurley, WAPI chief engineer for 10 years, holds down the same spot for the new outlet.

Advertised... the basis of KRGV's sustaining leadership...

To attain leadership is one achievement and to hold it is another.

Promotion, KRGV believes, is very important in maintaining its top position in the magic Valley of the Rio Grande.

The award for outstanding achievement for Radio Promotion speaks for itself. We hope you will take advantage of KRGV's strong program support and KRGV's 122 million dollar market.
TELECAST ON CANCER
WFIL-TV Philadelphia Airs

--Educational Program--
GRIM DETAILS OF cancer were televised Nov. 19 by WFIL-TV Philadelphia in a public service program presented jointly by the station and a local hospital, with the approval of the Philadelphia County Medical Society. It was the first time a live TV program has shown how cancer can be detected, station officials say.

Brought before the video cameras were patients with cancer in its various stages. The fact that 180,000 persons die of cancer each year but that the number can be reduced from one-third to one-half through public cooperation was stressed.

A panel of cancer specialists explained how to detect various stages of the affliction. Program was televised at 10:30 p.m. to reach only an adult audience.

KFSA MANAGER KILLED IN FALL DOWN STAIRS

JAY W. ANDERSON, 36, general manager of KFSA Fort Smith, Ark., since March 1947, died Nov. 20, following a freak accident. Funeral services were held Nov. 24 at Fort Smith. He joined KFSA after having served as commercial manager of KTVB Shreveport, La.

Mr. Anderson fell down the stairs in the home of John North, a member of the sales staff of Taylor-Howe-Snowden Radio Sales, Chicago. Mr. Anderson had been an overnight guest in the Kenilworth home of Mr. North.

At a coroner's inquest which returned a verdict of accidental death, Mr. North said Mr. Anderson had been on the rear porch of his home when he lost his balance and fell down the stairs.

He is survived by his wife and one daughter.

Bing Goes Dramatic

ABC played host at a press preview in New York last week of last Wednesday's Bing Crosby show. Those attending heard a transcribed dramatization of Edward Everett Hale's "The Man Without a Country," which occupied the latter half of the program. He was heard as narrator. The program was a radical departure from the Philco show's usual comedy format, and was intended as an experiment, an ABC spokesman said.

TRUSCON RADIO TOWER

AIDS WHWL IN ATTAINING MAXIMUM COVERAGE

WHWL is a Class 1A clear channel station (Mexican) which frequency is controlled jointly by the United States and Mexican governments. The WHWL self-supporting tower is 285 feet high, and is another good example of Truscon skill in engineering and manufacturing radio towers for every need.

There is no limit in height to a Truscon Radio Tower, other than practical, in guyed or self-supporting types, either tapered or uniform cross-section. All AM and FM requirements can be met.

Experienced Truscon radio tower engineers will be glad to help solve your radio tower problems of today and tomorrow.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers... Uniform Cross-Section Guyed Radio Towers... Copper Mesh Ground Screen Tower... Screen Building Products.

Page 58 * December 1, 1947

BROADCASTING * Telecasting
You get all these features ONLY in the Western Electric 5A Monitor for FM Broadcasting

**CENTER FREQUENCY MONITOR:**
- Accuracy: better than ±500 cycles. (= 200 cycles if occasionally adjusted to agree with a primary standard)
- Frequency Range: ±3,000 cycles
- Terminals for connecting remote meter

**MODULATION PERCENTAGE MONITOR:**
- Accuracy: better than 5% for all readings
- Modulation Range Capability: up to 133% (= 100 kc)
- Terminals for connecting remote meter

**QUALITY DESIGN AND MANUFACTURE:**
Designed by Bell Telephone Laboratories. Built by Western Electric to Western Electric standards of quality.

**PROGRAM MONITORING CIRCUIT:**
Output suitable for either aural program monitoring or FM noise and distortion measurements
- Frequency Response: ±0.25 db, 30 to 30,000 cycles, without de-emphasis; with de-emphasis, response is within ±0.5 db of the standard 75 microsecond de-emphasis curve
- Audio Output Power: output level adjustable up to +12 dbm
- Harmonic Distortion: less than 1/4 of 1% from 30 to 15,000 cps
- Output Noise: at least 75 db below signal at 1% modulation

**MODULATION PEAK INDICATOR:**
- Indication Lamp: flashes when a selected level of modulation is exceeded
- Peak Limit Range: continuously adjustable between 40% and 140% modulation

**AM NOISE DETECTOR:**
An exclusive feature in the 5A Monitor. The output of this detector—which may be read directly on an electronic voltmeter or noise meter—is automatically referred to 100% amplitude modulation, thus simplifying measurement of transmitter AM noise.

**POWER SUPPLY:**
- Newly designed 20C Rectifier (furnished as a part of the 5A Monitor) provides electronically regulated dc with less than 1 millivolt ripple from 105-125 volts a-c 60 cycles. May be remotely located if desired.

The 5A Monitor includes numerous other valuable features such as: dual thermostats and dual heaters for each crystal—means for checking the inherent noise level of the monitor from its input to output terminals—requires only a low RF input level (1 watt) which can vary from 0.1 to 3.0 watts; i.e., ±10 to 1 variation without affecting the performance of the monitor. To get the complete story on this outstanding monitor value, call your Graybar Broadcast Representative or mail the coupon below.

Graybar Electric Company
420 Lexington Avenue, New York 17, N. Y.

Please send me Bulletin T-2437, including curves, schematics and block diagram of the 5A Monitor.

NAME
STATION
ADDRESS
CITY
STATE
Mr. Kelly

"All mice can talk... but I'm the only one who's ever had anything to say!"

This is Windfall, lovable, warm-hearted rodent who romps through the delightful Christmas fantasy, "MR. BROMBERG'S MOUSE". Here is a story of Christmas joy that mice and men, alike, can understand!

This half-hour Artrested Christmas Classic is available in a script form for your own local production and sponsorship. You will find "MR. BROMBERG'S MOUSE" highly salable, easily produced, and a welcome addition to your holiday programming.

Send for rates and audition script today!

* Tested by actual broadcast for production details and audience reaction.

CHELF BEHRMAN
Radio-Video Productions
BOX 1094, INDIANAPOLIS 6, INDIANA

Producing Programming...
Announcing a New
PIKE & FISCHER SERVICE
ON
RADIO REGULATION
Under the Sponsorship of the
Federal Communications Bar Association

COMPREHENSIVE

In excess of three thousand pages of initial materials, in three looseleaf volumes, kept up to date with weekly releases.


AUTORITATIVE

All the materials are annotated and documented with official references, citations and notes. Volume Two of the Service is a comprehensive digest of Commission and Court actions since the days of the old Radio Commission affecting all aspects of radio.

Address Inquiries to
PIKE & FISCHER
1728 Massachusetts Avenue, N. W.
WASHINGTON 6, D. C.

FOR PUBLICATION EARLY IN 1948
MORE LISTENERS IN THE
(4 STATES AREA)
THAN ALL OTHER STATIONS
COMBINED

**KCNC**

*Conlan Preference Surveys made in April 1945 and in December 1946 show results below—

**KCNC** percentage of total listeners—

**APRIL 1945, 54.1%; DEC. 1946, 54.4%**

**SUMMARY OF CONLAN SURVEY**

<table>
<thead>
<tr>
<th>MORNING</th>
<th>AFTERNOON</th>
<th>NIGHT</th>
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</thead>
<tbody>
<tr>
<td>Broadcast Station</td>
<td>Apr 1945</td>
<td>Dec 1946</td>
</tr>
<tr>
<td>Tezakena</td>
<td>69.4%</td>
<td>64.3%</td>
</tr>
<tr>
<td>KCNC-ABC</td>
<td>69.4%</td>
<td>64.3%</td>
</tr>
<tr>
<td>90.9%</td>
<td>90.9%</td>
<td>22.4%</td>
</tr>
<tr>
<td>Shreepost</td>
<td>19.5%</td>
<td>8.0%</td>
</tr>
<tr>
<td>Columbia Station</td>
<td>19.5%</td>
<td>8.0%</td>
</tr>
<tr>
<td>Dallas-Ft. Worth-NBC Station</td>
<td>14.0%</td>
<td>4.3%</td>
</tr>
<tr>
<td>All Other Stations</td>
<td>3.0%</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

*Copies of the detailed copyrighted report are available for inspection to interested advertisers.*

**National Representatives**

**Frank O. Myers**, Mr.

**Central Chevrolet Co., Los Angeles (dealers), heavy users of KCMC radio, in addition to current campaign. Nov. 17 started six week, one-half minute transcribed "Hour of Music" with Ethel Rutherford on KEDW XKLX KMCPC. Program also airs once weekly on KGER KFRT.**

**J. Rene Ouiett Ltd., Montreal (Cordon Bleu meat spreads), has started daily spot announcements on number of eastern Canadian stations. Agency: Baker Adv., Toronto.**

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**Dutch Mill Candy Shop, Chicago, thoroughly started scheduled 25 spot announcements in Chicago and adjoining markets within 50-mile radius. Order calls for approximately 70 station breaks and half-minute spots per week on stations which include WON WMAQ WGN WLS WWLS. Campaign marks advertiser's entrance in spot field. Agency: Schwermer & Scott Inc., Chicago.**

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The slide rule has its place but Gates "proven performance" in FM is as valuable, we think, as the equipment itself. In Quincy, Illinois, home of the Gates factory, are a pair of FM stations that are measured, watched, clocked and diagnosed.

W9XLZ, the Gates experimental FM station uses low power, then high power, has been installed to reflect good, fair and poor operating conditions. In short, Gates engineers wanted all the answers whether the transmitter was mounted in a modern copper screened room or the third floor of a barn.

WQDI, the commercial FM broadcasting station of the Quincy Herald-Whig offers superb conditions to screen a Gates 3 Kw. transmitter after a long day of operation. Temperature rises, stability, and wear are continually observed.

This is but a part of Gates “proven performance”. The rest is never ending because every day Gates engineers are actively engaged in proving performance.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Office
National Press Building
Offices and Laboratories
1337 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
904 NATIONAL PRESS BLDG. DI. 1208
WASHINGTON, D. C.

PAUL GODLEY CO.
LABS. GREAT NOTCH, N. J.
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-314 Munsey Bldg. — District 8456
Washington, D. C.

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

RING & CLARK
64 Years' Experience in Radio Engineering
MUSSEY BLDG. REPUBLIC 2547
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
901 NATIONAL PRESS BLDG. NA. 2273
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone National 7797

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1449 CHURCH ST., N.W. DE. 1334
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
WARNER BLDG. WASHINGTON, D. C.
15TH & F STS., N. W.
NATIONAL 6513-6515

LOHNES & CULVER
MUSSEY BUILDING DISTRICT 8218
WASHINGTON 4, D. C.

FRANK H. McINTOSH
718 14th St., N.W.—Metropolitan 427
WASHINGTON, D. C.

Russell P. May
1422 F St., N.W.
Kellogg Bldg.
Washington, D. C. Republic 3984

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Page 64 * December 1, 1947

Broadcasting * Telecasting
Actions of the FCC

November 21 to November 26

For the finest reproduction—

...the GRAY TRANSCRIPTION ARM
is receiving nation-wide acclaim!

The result of exhaustive study, this arm meets the critical requirements of high compliant reproducers and is designed to accommodate all modern cartridges—

General Electric, Pickering, etc.

Featherweight magnification, extreme stiffness, frictionless motion, adjustable stylus pressure, self-centering base, results in low stylus force, low record wear, low surface noise, accurate tracking. Arm less cartridge, $35.00.

DIAMOND G. E. CARTRIDGE!

At last a permanent solution to the quality pick-up problem. We can now supply a Selected G. E. Cartridge with the finest quality Diamond Stylus for mounting in the Gray Transcription Arm.

GRAY EQUALIZER FOR G. E. CARTRIDGE

No. 601, 6-position Equalizer, (Fla., N.A.B., etc., etc.) expertly engineered for use with the G. E. Variables in lastance Cartridge. Matches pick-up to microphone channel. Makes possible finer reproduction at moderate cost. Adopted by radio networks. Complete $42.50.

Above equipment developed in collaboration with the engineering department

of the COLUMBIA BROADCASTING SYSTEM

GRAY RECORDING & TRANSCRIPTION TABLE

New in production. Highly perfected, exclusive design, synchronous direct gear drive. Extreme accuracy of motion, exact speed, finest table made, yet priced within reach of all. Simple, rugged construction for continuous operation.

If you have not obtained your copy, write for BULLETIN A10-810

December 1, 1947 • Page 65

plans for Indiana's first 50-kw station, WIBC Indianapolis, owned by Indianapolis News, are discussed by Richard M. Fairbanks (center), president of the licensee, Indiana Broadcasting Corp.; Harry E. Adams (1), WIBC chief engineer, and Edwin G. Tracy, RCA broadcasting equipment sales representative. RCA Engineering Products Dept. is supplying the 50-kw transmitter and matching phasing equipment to WIBC, now operating with 5 kw on 1070 kc.

For Radio Station Use

No. 601, 6-position Equalizer, (Fla., N.A.B., etc., etc.) expertly engineered for use with the G. E. Variables in lastance Cartridge. Matches pick-up to microphone channel. Makes possible finer reproduction at moderate cost. Adopted by radio networks. Complete $42.50.

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If you have not obtained your copy, write for BULLETIN A10-810

December 1, 1947 • Page 65

BROADCASTING • Telecasting

November 24 Decisions...

By COMMISSION EN BANC

President

Newly appointed Chairman, John W. Schmidt, to preside at hearing. Hearings set for December 7.

Authority Extended

WORL, Boston—Ordered that authority to operate station facilities under temporary license be extended to Feb. 28, 1946. Provided, however, that WORL may make application for further extension of temporary license upon showing that it is proceeding diligently in prosecution of its appeal.

Assignment of License

KTCM, McAlester, Okla.—Granted consent to assignment of license from WMC's. Co., to partnership, to J. Stanley O'Neill for total consideration of $10,000 (Comm. Durr for hearing).

Assignment of CP

WYOS, Liberty, N. Y.—Granted assignment of CP from Bernard K. Johnpohl to Sullivan County Bcstg. Corp., newly formed New York corporation, for sum equal to licensee for renewal license has expended, invested or obligated himself to pay in connection with station, but not to exceed $25,000.

Assignment of License

WHMA and WHMA-FM, Annotton, Ala.—Granted consent to assignment of license for AM station WHMA and FM permit for FM station from Harry M. Ayers, individual, to Annotton Bcstg. Co.

KOCO, Salem, Ore.—Granted consent to assignment of license from B. Loring Schmidt to Jennie C. Schmidt as guardian of his estate.

Assignment of CP

KRCB, Richmond, Calif.—Granted consent to assignment of permit from John P. Galvin Sr., trustee for Independent Pub. Co. to John P. Galvin Jr., for $10,000, representing 104.75 kc.

Call Authorized

Authorized Scripps-Howard Radio Inc. to use call letters of broadcasting station at Cleveland, Ohio (WCMF) for its new FM station in same city—thus WCMF-FM. In so doing, it provided for issuance of six-letter calls (four letters followed by FM or TV) regardless of whether or not applicant has AM station.

FM Conditional Grant

Harding College, Memphis, Tenn.—

CP-construction permit

DA-directional antenna

ERP-effective radiated power

FT-studio-transmitter

sync. amp.-synchronous amplifier

ant.-antenna

D- cond.-conditional

N-night

t-virtual

d-trans.-transmitter

FM-CP Deleted


Extension

Jacksonville Bcstg. Corp., Jacksonville, Fla.—Granted 60 day extension of completion date on condition that applicant commence interim operation on or before that date.

Southern Bcstg. Corp., San Antonio, Tex.—Granted 90 day extension of completion date on condition that applicant commence interim operation on or before that date.

Allocation Change

In order that one additional Class A channel (No. 280) may be made available in Boston area, following change in Class B allocation plan was made: Boston, Mass., assigned Channel 286; added Channel 290.

November 24 Applications...

ACCEPTED FOR FILING

License for CP

KFQD Anchorage, Alaska—License to cover CP, as mod., which authorized installation of new vertical ant., move main trans., increase power, install new trans., and authority to determine operating power by direct measurement of ant. power.

KWPIX Fort Smith, Ark.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KPAS Banning, Calif.—License to cover CP, which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WTRT Torrington, Conn.—Mod. of CP, which authorized new standard station to change type of trans., make changes in vertical ant., and to change trans. and studio locations.

Knotatsu Bcstg. Corp., Warsaw, Ind.—CP for new standard station to be operated on 1250 kc, power of 250 w unlim. AMENDED to change frequency from 1250 to 1220 kc and change hours of operation from unli. to D only.

License for CP

WCAB Portland, Maine—License to cover CP, which authorized to make changes in DA in order to specify DA operation for which it is necessary to determine operating power by direct measurement of ant. power.

Grand Haven Bcstg. Co., Grand Haven, Mich.—CP for new standard station to be operated on 1250 kc, power of 250 w unlim. AMENDED to change frequency from 1250 to 1220 kc and change hours of operation from unli. to D only.

KTRC Santa Fe, N. M.—Authority to determine operating power by direct measurement of ant. power.

WSAY Rochester, N. Y.—Mod. of CP, which authorized to increase power, install new trans., make changes in DA and change from employing DA-DN to DA-N only for extension of completion date.

WRNR Warren, Ohio—Mod. of CP, as mod., which authorized changes in frequency, increase in power, installation of new trans. and DA and change in trans. location for extension of completion date.

KUIN Grants Pass, Ore.—Mod. of CP, which authorized to make changes in vertical ant. and mount FM ant. on top of AM tower for extension of completion date.

KLO Ogden, Utah—Mod. of CP, as mod., which authorized installation of new DA-DN (DA-1) and make changes in DA for extension of completion date.

KCSI Provo, Utah—Mod. of CP which authorized new standard station to change type of trans.

Modification of CP

WJR-FM Detroit, Mich.—Mod. of CP, as mod., which authorized new FM station for extension of completion date.

WNTY-FM New York, N. Y.—Mod. of CP, as mod., which authorized installation in FM station for extension of completion date.

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

WFMZ Allentown, Pa.—Mod. of CP, as mod., which authorized new FM station to change type of station from Class A to Class C, frequency on channel 269b, 107.7 mc, ERP to 25 kw: change type of trans., a high powered vertical antenna to 350 ft.; makes changes in ant. system and changes commencement and completion dates.

FM-50.9 mc

Matta Bcstg. Co., Braddock, Pa.—CP (Continued on page 68)
BROADCAST SERVICE

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Erected, Painted

CONSTRUCTION CO.

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Portland 11, Oregon

C. H. Fisher, Agent Phone TR 7305

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specialists

418 Bond Bldg.

2009 Windemere Ave.

Washington 6, D. C.

District 0237

C. H. Fisher, Agent Phone TR 7305

FCC Actions

(Continued from page 65)

Applications Cont.:

for new FM station (Class B) to be operated on Channel 229, 87.7 mc, ERP of 5,000 watts average above terrain 500 ft. AMENDED to change frequency from Channel 229 to Channel 254, 87.9 mc, change type of transmitter from 5,000 watts average to 10,000 watts average and make changes in antenna system.

Modification of CP

KIKL-FM Dallas, Tex.—Mod. of CP as mod., which authorized new FM station for extension of completion date.

TV—Experimental

WXWZ Passa, Calif.—CP to change type of trans. and make changes in antenna system.

License Renewal

KUBN Bradford and Pihl, Bemidji, Minn.—license renewal.

WCTH Athens Bstg. Co., Athens, Tenn.—Same.

WYBC Tuscaloosa Bstg. Co., Tuscaloosa, Ala.—Same.

RELAY DELETED

KCMB Bstg. Co., Area of Kansas City —Deleted relay station KEDS, Nov. 1

TENDERED FOR FILING

Assignment of License

KEDU Dinuba, Calif.—Consent to assignment of license to Radio Dinuba Co.

AM—1450 kc

The Cornelst Bstg. Co., Storm Lake, Iowa—CP for new standard station to be operated on 1450 kc, power of 250 w ul.

AM—970 kc

WKNX Saginaw, Mich.—CP to change hours of operation of D to ul, frequency from 1100 to 970 kc, power from 1 kw D to 1 kw DN, change trans. location and install DA-DR.

AM—1380 kc

WTOB Winston-Salem, N. C.—CP to change hours from D to ul, frequency from 1560 to 1400 kc, power from 1 kw D to 1 kw DN and install DA-DR and change trans. location.

Modification of License

KBPQ Portland, Ore.—Mod. of license to increase hours of operation Monday through Friday each week from 10 a.m. to 10 p.m.

(Continued on page 74)

OPINIONS ACROSS THE SEA

World Wide to Shortwave 'Average Man' Interviews to Europe

BROADCASTERS throughout the country are being invited to participate in a plan for a series of man-in-the-street broadcasts to be shortwaved to Europe, carrying the opinions of ordinary American citizens to their counterparts abroad.

Conceived by Walter S. Lemmon, founder and president of World Wide Broadcasting, owner of WRUL, international station with transmitters at Scituate, Mass., details of the idea were outlined in a letter which was sent to about 20 stations to get their reactions. Stations were selected from a list of those cooperating with the Foundation by broadcasting the idea of Victory programs developed by World Wide toward the close of the war to help inform the American public on international affairs.

"Our plan is, briefly, as follows," Mr. Lemmon wrote. "Through announcements over your station will you stage an Idea Contest in your community?"..."
WILLIAM F. HANLEY

BROADCASTING

December 1, 1947 • Page 67
Help Wanted

Classified Advertisements

PATABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Envelope Numbered 10c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Blvd., Washington 4, D. C. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted (Cont'd)

Good announcer with first class license for NBC 5 kw 18-year-old station with good continuity, plus qualifications and salary requirements. rewrite.stable. Announcers, experienced, who can write continuity, WANE, P. O. Box 928, Fort Wayne, Ind. Sales manager for new 250 watt full-time station, WANE, P. O. Box 928, Fort Wayne, Ind.

Help Wanted (Cont'd)

Dependable young man, experienced all phases, wanted to manage remote studio to receive and entertain, answering ability prerequisite. Send qualifications, data, etc., to Box 34, BROADCASTING.

Construction AM-FM engineers, hill—billy "personality announcers, network traffic manager (male), home experience, HER, Employment Service, Box 415, Philadelphia.

Situations Wanted

Topflight promotion man available, years of experience, gives excellent rate on any station. Interested in promoting new accounts, plus additional revenue (which means "more to you"), Would consider potential situation on commercial or suburban station.

Topflight announcer, immediate availability. New York, Box 29, BROADCASTING.

Continuity, commercial copywriter—also capable, experienced in news and announcing, WANE, Box 415, Fort Wayne, Ind.

Studio engineer, thoroughly experienced in turntables, recordings, console, etc. Presently employed, Box 960, BROADCASTING.

Engineer, formerly staff engineer at WPLJ, New York City, now looking for position in Chicago area. Excellent knowledge of continuity. Box 10, BROADCASTING.

We want a good announcer. Send resume, program director. Need a man with good voice, can handle news, sports, remote, etc., $50.00 week. WBZY, Lexington, North Carolina.

City engineer—For Class B three kilowatt FM broadcasting station located near New York. State qualifications and background. Box 27, BROADCASTING.

10,000 watt midwest AM station accepting applications for announcing position. Applicant must have minimum of 2 years commercial experience. Send introductory letter and request for application to Box 44, BROADCASTING.

Announcer wanted immediately. Experience preferred. Standards are high, but good potentialities are considered. Contact Alan Bautzer, Producers League, 12th and Frankfort, Pennsylvania for interview and audition.

Engineer—First phone and car, no experience, announcing or control work. College and personal references. Salary $45.00. box 247, C. Chandler, WCPS, Terre Haute, Ind.


Write with smooth, pleasant voice and conversational ability. Should be able to write, not essential. Write, wire or phone and forward audition disc for consideration. Box 14, BROADCASTING.

 Combination announcer-engineer with first class license. Finest equipment, excellent location. Assistant in charge of station. Salary dependent upon experience. Send complete qualifications including picture, salary and recording. KDFN, Casper, Wyoming.

Attention Men Who Want to Be
SALES ENGINEERS

Take advantage of this offer of a good paying job with a leading manufacturer of broadcast transmitting 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 salary. All men must have some broadcasting experience. A thorough knowledge of broadcasting as a business, knowledge of equipment requirements for any station from an engineering standpoint.

State age, education, past employment, income, required qualifications.

This will be a permanent position for the man that qualifies and produces. Reply to Box 18, BROADCASTING.

BROADCASTING + Telecasting

Situations Wanted (Cont’d)

Experienced engineer, present chief engineer of a 50 kw FM station. Over 20 years experience. Married. Living. Looking for stop in the West, or if that is not possible, Box 31, BROADCASTING.

Technician, first phone, RCA grad. Vet., 27, Box 10, BROADCASTING.

Technician, 1st phone, Grad RCA. Vet., 25, Box 33, BROADCASTING.

Announcer—26, married, now employed at AM-FM station near Kansas City. Desires news and general announcing. Can operate control board. Prefer small station, opportunity for growth. Box 36, BROADCASTING.

Technician, 27, RCA grad. 1st phone. Box 35, BROADCASTING.

FM or AM announcer, single, 24. Very pleasant voice. Have had experience with radio, prefer single station. Desire spot near Chicago. Personal interview or disc and photo. Box 38, BROADCASTING.

Announcer, experienced, 25, married. Also connection with control board. Prefer west. Disc, photo. Box 37, BROADCASTING.

Experience is the best teacher! Eleven years radio programming. Top-flight promotion for five months experience as staff announcer in small southern station. Desires area west of Chicago. Box 95, BROADCASTING.

Engineer, board experience, employed. Also desire a position anywhere to get more complete educational background. Box 18, BROADCASTING.

Wanted—1 and a half hour AM-FM radio station in Chicago area. Five months experience as staff announcer in small southern station. Desires area west of Chicago. Box 95, BROADCASTING.

Board experience, now employed. Desires a position in a larger market anywhere to get more complete educational background. Box 18, BROADCASTING.

In search of a topflight technician. Would consider, topflight announcer, veteran, married, 38, Box 39, BROADCASTING.

Announcer, 21, and one and a half years radio background. Located in Chicago area. Five months experience as staff announcer. Desires a position in large market. Box 85, BROADCASTING.

Board experience, number employed. Desires station anywhere to get more complete experience. Age 32. Box 25, BROADCASTING.

Announcer, 34, years programming, writing, news, commercial, special events. Box 42, BROADCASTING.

Experienced traffic manager, excellent background. Started in 1951, January 1, 1948. Box 45, BROADCASTING.

Announcer—commercial writer, currently employed. Prefer progressive station west of Missouri. Box 50, BROADCASTING.

Wanted—1 and a half hour AM-FM radio station in Chicago area. Five months experience as staff announcer in small southern station. Desires area west of Chicago. Box 95, BROADCASTING.

Witter-producer-engineer, 15 years engineering, key network station, laboratory or AM position southwest or west coast. L. Parkas, RFD 2, Box 274-B, New York, N. Y.

1st phone and telegram, interested announcing. Some control experience. 2 years experience at a radio control station. Merchant Marine, Graduate RCA, 21, single, Box 40, BROADCASTING.

Available immediately, Herbert Zöllner, 1253 Evergreen Ave., Bronx, N. Y. For details, write, or phone: Employment Department, Melville, Long Island, Box 25 West 46th St., N. Y. C. (Wanted 9-508).

General manager available. A genuine young man with eight years experience in all phases of broadcasting: Desires position in a large market area. Box 31, BROADCASTING.

Engineer—First phone, 8 years experience. Desires AM-FM. Ideal: 3 to 5 kilowatt, Transmission, control field, 2 and 3 tower arrays, 250 + kw. Call Crain, Chief Engineer, Box 25, BROADCASTING.

Engineer, married veteran, first class license; Army Signal Corp; experience technical and control. Contact Republic High Fidelity Relay Company, Cleveland, Ohio. Box 41, BROADCASTING.
**Room With A View**

NEW YORK'S Hotel Roosevelt on Nov. 22 began offering television service to guests occupying 40 rooms on its seventh, eighth, or ninth floors (at a charge of $3 a day) through the installation of a multiple reception system produced by Hotelvision Inc., Long Island City, a subsidiary of Olympic Radio & Television which manufactured the equipment. System, previewed Nov. 21 by 300 guests, including a number of other hotel executives, received permission in any equipped room of any video program on the air in the New York area through a central monitoring system. The installation in the Roosevelt was made under leasing contract negotiated by WABF (FM) New York.

From an editorial in the *Washington Post.*

"**A FEW HUNDRED people physically present in the House Chamber and its galleries heard President Truman (Nov. 17) in the old fashioned way. It is not heard, not his actual voice but a fairly faithful reproduction of the speaker as he delivered his message, by the extraordinary instrument of television. The occasion was real to them as it was not to those who merely listened. Television is young. When it grows up an entire nation will see as well as hear great distant figures and events. Democracy will again be a town meeting. May it take strength from this invention."**

From an editorial in the *New York Times.*

"**BROADCASTING Magazine, trade publication of the radio industry, reports that commercial Gebhardt AM-FM network dropped approximately 10% in 1946. Now along comes the FCC and states that only one in nine full-time regional stations with power between 500 and 5,000 watts is breaking even. That is not a healthy average... It is not likely that the drive of various individuals and institutions to satisfy their "microphone fever" will lessen (referring to findings in FCC economic report), therefore, it is important for these venture-some souls to look at impartial economic surveys. If the post-war boom slackers, there are going to be a great number of broadcasting station fatalities. Veterans are tough, unless well-financed, and especially...**

Just before this FM antenna was hoisted atop WMOR Mobile's new tower at Three Mile Creek, Ala., a trio of station officials inspected the equipment. L to r: Al Moss, chief technician; Dewey Long, manager; and Sanford helt, chief engineer of all Nunn Stations, of which WMOR is one. The completed antenna will be 446 feet high, said to be tallest structure in South Alabama.

"The Petrollo action [ban on co-op show music] is another instance of his 'public be damned' attitude which has characterized the dictator since 1942 when he kept a high school orchestra of 160 boys and girls from 40 states off the air. It is another effort on his part to camouflage his personal dictator- ship under the aspect of making work for his musicians. If the NLRB is aware of public sentiment and upholds the law of the land it will quickly and decisively put this man in his place."

Just before this FM antenna was hoisted atop WMOR Mobile's new tower at Three Mile Creek, Ala., a trio of station officials inspected the equipment. L to r: Al Moss, chief technician; Dewey Long, manager; and Sanford Helt, chief engineer of all Nunn Stations, of which WMOR is one. The completed antenna will be 446 feet high, said to be tallest structure in South Alabama.

"The Petrollo action [ban on co-op show music] is another instance of his 'public be damned' attitude which has characterized the dictator since 1942 when he kept a high school orchestra of 160 boys and girls from 40 states off the air. It is another effort on his part to camouflage his personal dictatorship under the aspect of making work for his musicians. If the NLRB is aware of public sentiment and upholds the law of the land it will quickly and decisively put this man in his place."

From an editorial in the *Bridgeport (Conn.) Telegraph.*

BROADCASTING  Telecasting

**Circuit Opened**

NEW high-speed, direct radiotelegraph circuit handling all classifications of traffic has been opened between U. S. and Surinam (Dutch Guiana) by Mackay Radio and Telegraph Co., operating subsidiary of American Cable & Radio Corp.
HUMAN INTEREST stories which have a religious moral applicable to daily living have been transcribed in a series of programs titled "This Our Life." Sponsored by Joint Committee on Radio and Pennsylvania Council of Churches and Pennsylvania State Council of Christian Education, Programs will be aired in Pennsylvania communities beginning Dec. 1. "This Our Life" is produced by David Bennett, program director of WKBO Harrisburg, who will serve as moderator on show. Joint Committee is offering series to local interdenominational organizations for sponsorship on local stations. Each story on show will stress some basic Christian truth or principle at work in real life situations. Address of Joint Committee is 3rd and Kelly Streets, Harrisburg, Pa.

Santa Claus Letters

LETTERS TO SANTA CLAUS and original Christmas stories from halls of "Chimney Chats With Mrs. Santa Claus" are heard by WCHM Minneapolis, under sponsorship of The Emporium, St. Paul department stores. Marking third year of sponsorship by Emporium, the program features Marie Ford in title role. Format includes telephone calls to winners of best letters to Santa, with prizes for winners and presentation of original Christmas stories.

WCOA Roundtable

CIVIC PROBLEMS are discussed weekly on WCOA Peoria, Ill., during its four-hour roundtable program aired Mon. 7:00 p.m. Leading business men of the Peoria area are invited to participate in informal discussions of various problems on ways to improve conditions in Peoria. Program is incorporated as part of business meeting of civic group with Jimmie Larkin, local citizen, as moderator.

Open Forum

OPPORTUNITY for "Mr. and Mrs. Average Citizen" to air questions or stories on a variety of public and social issues is provided on "Something Ought To Be Done," new program heard on WMCA New York, under sponsorship of Esquire Quality Stores, New York. Moderator of forum is J. Raymond Wales. Experts in related fields are called to answer queries in person or by letters. Listeners may participate in similar problems in person or by letter. "Something Ought To Be Done" is heard Sat. 12-2 p.m. and is produced by Harold Schaffel and directed by Howard Rehearsal.

REHEARSAL of shows is basis of new video roundtable program aired Mon. 7:00 p.m. on NBC television station in New York. Using no sets or costumes, rehearsal periods of various show are to be included in weekly show titled "Rehearsal III." Program is taped from NBC television studio 3H and is viewed Sun. 8:30 p.m.

TV Amateur Show

FEATURING local, non-professional talent, amateur show was televised Nov. 30 by WTVG Washington, DuMont television station, under auspices of St. C. Cohen Adv. Washington. Designed both to make addition on prospective video sponsors and to create interest in television, program presented a tape of all ages in wide variety of acts. Prizes were awarded for first, second and third place winners. Joe Dosh was master of show and judges of contest included Arnold Guerre, night club editor of Washington Daily News, May M. Schenker, talent scout; and Jim Yoyel of Washington Redskins football team. Similar programs are planned for future presentation.

"Tomorrow's Announcer"

YOUNG ASPIRANTS to a radio announcing career are getting opportunity to compete in public auditions on actual broadcast auditions on WJIM Lansing, Mich. Contestants ranging from 12 to 16 years of age were presented opportunity on "Tomorrow's Announcer," sponsored by local jewelers. Local boys and girls were selected from letters of application and personal interviews. Young would-be announcers were to record music on the show and winners are selected by audience mail. Weekly winner receives prize, plus opportunity to compete in the Grand prize is annual half-hour show on Dec. 21.

BROKEN LEG hasn't stopped George Westby, (1) star of "Market Quiz," (2) around the Midwest, since "This Our Life." He is still carrying the baton for news is flying from his post high above the field in the radio booth of WJIM Lansing, Mich. He is sharing broadcasting duties with WJIM Sportscomment Howard Pitcher and will also assist Coach "Bipie" Muir of "Monday Night Football" during the season while he recovers from the injury received in the NCAA-Kansas game.

Disc M. C. Forum

INVITATIONS have been extended to all Midwest disc jocks by WCHM (FM) Columbus, Ind., to appear on roundtable discussion Nov. 29 on WCHM's "This Music Makers Club," airs Mon.-Sat., 4-5:30 p.m. Graeme Zimmer, WCHM promotion director, and director of the show, sent out notice inviting jocks to discuss different phases of the record industry, station reports that the following will attend the special program: Paul Roberts, WFBM Indianapolis, Bud Abbott, WHAS Louisville, and Bill Nimon, WLW Cincinnati.

Canadian Amateur

AFTER ABSENCE of some years, Ken Sobie, owner of CHMI, Hamilton, Ont., again has started weekly half-hour Sunday afternoon talent hunting programs known as "Ken Sobie's Amateur Show." Program is being aired on network of four major market stations where amateurs can enter for cash prizes. Show will originate from each of these stations, will be recorded in Montreal, Ottawa, CKEY Toronto, and CHML Hamilton.

Indus Guests

SPECIAL GUESTS on nightly program "This Music Makers Club" are "Indus," and "Ariz." are not unusual, but guests he entertained one night during state fair were top all he had before, he reports. Mr. Andrews invited a group of Indians to studio to be interviewed on his show. Principal speaker was Lloyd Kiva, famous Cherokee artist, who described the other colorful guests, their costumes and jewelry. Others interviewed in

IMPACT of radio educational techniques of KYW Philadelphia soon will be felt on two continents, according to William C. Galleeher, education director of the Philadelphia Westinghouse Station.

Letters from the Reorganization Branch of the Civil Affairs Division, Dept. of Defense, and from a broadcasting service in Wellington, New Zealand, have been received during the past month requesting educational material used by the station.

The Dept. of Defense plans to utilize KYW's current course in radio techniques for Philadelphia recreational center supervisors through military governments in occupied areas in Europe. It also has requested school broadcasting material which will be provided from all Westinghouse radio stations, according to Gordon Hawkins, education director of WBS Inc.

Ian K. MacKay, supervisor of commercial programs for National Commercial Broadcasting Service, has requested use of Station's Safe Driving Campaign spot announcements used during the long Labor Day week-end. Mr. MacKay said he regulated the campaign in "Broadcasting" (September 1). The KYW drive featured 102 spot announcements commencing with the words: "Confucius Say." The New Zealand company plans to use the announcements in a road safety campaign.

The Market Quiz"

BROADCAST from Home Public Markets in Anchorage, is KPFA's Denver's newest audience-participation program "Market Quiz," which features KPFK western entertainers, under direction of Morey Shor. Merchandise prizes are awarded to all participants who win by identifying musical numbers. Program, heard Sat. 11-11:30 p.m. is cooperatively sponsored by various stores located in Home Public Markets and is broadcast from a different store each week.

KYSF FAME SPREADS

Educational Material Sought

For Use Abroad

Top-name advertisers are cashing-in on KSFO's planned music because it pays off ... moves merchandise. Ask your Bolling Company representative.
Now, before you're rushed for Christmas, is just the time to give the gift you'd like to get—a subscription to Broadcasting and the 1948 Yearbook Number. By mailing the thrifty order form bound in this issue, you'll save money, too. Note that five gift subscriptions save you $5.00... with greater savings for additional orders. To make your busy client more radio-minded, give him Broadcasting. Or give it to business associates. They'll be more keenly aware of every event in radio's unpredictable and news-packed future. Your name will be hand-written on the colorful card announcing your good gift judgment.

Save time... save money... send the order form bound in this issue
**Promotion**

**Radio Station WGH requests the honour of your presence at the marriage of Her Royal Highness the Princess Elizabeth of England**

**Lieutenant Philip Mountbatten**

Thursday, the twentieth of November
from six to eight o'clock in the evening
Wesminster Abbey
London, England

**rebroadcast of wedding highlights at half after seven in the evening**

**How to ride with Santa**

You don't have to be wealthy to be a philanthropist. When you give even a dollar or two for Christmas Seals, you give the greatest gift of all — health, even life itself.

Christmas Seal funds make possible year-round help against tuberculosis — the dread TB that threatens more people between 15 and 44 than any other disease.

Add Christmas Seals to your Christmas giving. Let Santa's every letter, every package carry the Seal that saves lives. Send in your contribution today.

**BUY CHRISTMAS SEALS**

Because of the importance of the above service, this space has been contributed by...

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**Promotion Personnel**

MAURY BAKER, who has been in sales promotion department of KQO-AM San Francisco, since 1946, has been appointed the station's advertising, promotion and publicity manager. BAKER, 37, has had same department, replacing ROLPH STOYDARD, who resigned to become advertising and promotion manager for the California Electric Supply Co. Miss Whitney formerly was with San Francisco office of Young & Rubicam, and previously that with KMOX St. Louis.

EDNA A. HERBST, formerly promotion and program director of Tall Corn Network Chicago, has been appointed promotion and advertising manager of WTMJ, Milwaukee. She succeeds MAURY BAKER, who was recently named WTMJ's assistant program manager. MISS HERBST will work with Frank Hayes, station's program director.
WBAL
(Continued from page 20)

ing reward-for-listening shows, the WBAL manager said the station has never carried them as it was believed they were just "not for us." He said this was not a reflection in any way upon that type of programming.

William J. Dempsey, WBAL counsel, introduced a proclamation by Mayor Thomas D'Allesandro Jr. naming September 1947 as "WBAL Month" in Baltimore. Objection was sustained to his introduction of a resolution by the Baltimore City Council dated Jan. 27, 1946, recommending that FCC renew the station's license.

Early in the Tuesday afternoon meeting Leonard Marks, counsel for Pearson-Allen, was permitted to introduce his own analysis of WBAL logs as Paul F. Peter, radio management consultant, had done earlier for WBAL. Mr. Marks said this was necessary before he could cross-examine Mr. Burke. He called Samuel Miller, member of his law firm who compiled the exhibits, to the stand to identify them and explain his work.

Blue Book Analysis

Termed by Mr. Dempsey a tabulation rather than an analysis, the exhibits were termed "typical" weeks during the past several years, including the Blue Book week of April 23, 1944. The compilation included overall commercial and sustaining time, commercial spots, public service announcements for 8 a.m. to 6 p.m. and 6 p.m. to 11 p.m., local sustaining time and commercial and sustaining religious time. Mr. Miller explained his classifications were made solely on classifications given by the logs.

Mr. Dempsey objected strongly to crediting of network hitchhike and cowcatcher announcements to WBAL when they belonged, he said, as part of the network program. After subsequent questioning of the witness, Mr. Dempsey moved that the exhibits be stricken from the record, alleging Mr. Miller was not sufficiently familiar with network policy, FCC logging requirements and other related matters to give worth to the compilation.

Mr. Hyde denied this motion, declaring the tabulations were satisfactory according to the witness' definitions. Mr. Dempsey said this deprived them of all meaning and made the whole tabulation "highly misleading."

Questioning of Mr. Miller by Mr. Dempsey continued Wednesday morning regarding details of his tabulations and his background in statistics. Mr. Miller stated he had considerable experience along this line while with FCC from August 1940 to January 1947.

Exhibit Request

A renewed request by Mr. Dempsey to strike the exhibits was denied by Comr. Hyde who said the argument in support of the motion would be considered by the Commission along with the exhibits.

Mr. Dempsey then asked and was granted permission to recall Mr. Peter to the stand to present WBAL's counter exhibit on the Blue Book week which it had not previously introduced. Mr. Peter said the new exhibit was prepared in the same manner as the earlier WBAL program exhibits, containing "interpreted" commercial classifications among other details.

Mr. Peter reviewed the FCC rules relating to minimum logging requirements and pointed out logs may include additional information for various station purposes. He said, "We must understand what goes into the logs before we can understand the usefulness of those logs."

Asked by Mr. Dempsey if on the basis of FCC requirements any information is given for tabulation under Blue Book form, Mr. Peter replied, "No, there isn't."

Mr. Marks commented in objection that the question was very broad so Mr. Dempsey asked Mr. Peter if in the preparation of his WBAL exhibits the station logs contained enough information for classification according to Blue Book definitions. Mr. Peter said they did not and that he got additional information from the WBAL program personnel.

Mr. Dempsey asked Mr. Peter's opinion if anyone could make such a tabulation analysis from the log alone. Answer was not permitted as result of objection. Mr. Peter questioned if information for classification by FCC definition were missing, replied "Yes, definitely." Further "opinion" testimony concerning such tabulations was denied.

FAIR OF NAB STRESSES DELINQUENCY DECLINE

NOTICEABLE decline in juvenile delinquency has occurred in recent return to normal peacetime life and falling off in population displacements, Harold Fair, NAB program director, told the Baltimore Junior Asm. of Commerce at its luncheon last Wednesday. This decline has occurred during a period of increased mystery and crime programming on the air, in answering the charge that broadcasts lead to delinquency.

Mr. Fair attributed to Charles L. Chute, executive director of the National Probation Asm., the statement that delinquency is centered in sex offenses, whereas sex programming is avoided by broadcasters. He cited language in the proposed NAB code on crime and horror programs. A special study by Paul Lazarsfeld, of Columbia U., for the Attorney General, shows that in only 15% of network mystery and crime programs is major listener identification based on the criminal, Mr. Fair said. He conceded some programs do not comply with NAB code provisions covering respect for legal authorities.

The NAB Program Dept. has sent out some 3,000 scripts and programming ideas as part of the industry's participation in the Dept. of Justice drive against delinquency, Mr. Fair said, with individual networks and stations carrying on extensive programming and community projects.
Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 87 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

FCC Actions

Applications Cont.

Assignment of CP

WABX Harrisburg, Pa.—Consent to assignment of CP of FM station WABX to WBAX Inc.

November 25 Decisions

By the Commission

Hearing Designated

Koscusco Bestg. Corp., Warsaw, Ind.—Granted petition to dismiss without prejudice application.

All-Ohio Bestg. Co., Toledo, Ohio and Texas Star Bestg. Co., Dallas, Tex.—Granted in part joint petition requesting leave to amend application to substitute revised engineering data with respect to D operation.

Eills Country Bestg. Co., Wasahachee, Tex.—Grant for leave to amend application to specify 1390 kc 250 w D in condition of approved proposed license of Logansport Bestg. Corp. 1250 kc 250 w.

ACTIONS ON MOTIONS

(By Commissioner Jones)

Roy G. Kelley, Muskegon, Mich.—Granted petition to dismiss without prejudice application.

United Bestg. Corp., Pittsburgh, Pa.—Granted petition for leave to amend application to change trans. also reduce N power from 5 kw to 1 kw, to alter contemplated station license, etc.

The Montana Network Inc., Butte, Mont.—Motioned as moot petition requesting leave to amend application to change trans. and vertical for new station 1220 kc 250 w D in condition of approved proposed license of Logansport Bestg. Corp. 1250 kc 250 w.


XERO Bakeries, Calif.—Granted petition to accept written appearance in re application.

WGBF Evansville, Ind.—Granted petition for leave to amend application to change trans. location and increase N power from 1 kw to 3 kw.

Grenada Bestg. Co., Grenada, Miss.—Dismissed as moot petition requesting discontinuation of D operation of application and that of Birney Imes, Jr. RPHO Phoenix, Ariz.—Granted authority to take depositions in proceeding on its application.

Southern Idaho Bestg. Co., Preston, Idaho.—Granted petition requesting leave to change station engineer’s name to "Voice of the Rockies Inc."

Southern Idaho Bestg. Co., Preston, Idaho.—Dismissal from hearing application for 1390 kc 250 w D in condition of approved proposed license of Logansport Bestg. Corp.

December 7

FCC Box Score

FCC Box SCORE of actions as of last Friday stands as follows: Standard stations: 1487 licensed, 482 construction permits, 292 applications in pending file, 385 applications in hearing; FM—80 licensed, 251 conditional grants, 700 CFS of which 251 are on air under special (temporary) authority, 64 applications pending, 56 applications in hearing; television—six licensed, 64 CFS (of which 11 are on air), 26 applications pending, 18 applications in hearing.
present licensed trans. to be used as ant.

WKYB Paducah, Ky.—Granted license covering mounting of FM ant. on top AM tower.

WNOW York, Pa.—Granted mod. CP for approval of ant. and trans., location.

KVOG Ogden, Utah—Granted mod. CP to make changes in trans. and for approval of ant., tran., and studio locations.

Following were granted extension of construction dates as shown: WHKY Hemet, Calif., to 2-23-48; KBXK-FM Sioux City, Iowa, to 3-21-48; WBAR Fall River, Mass., to 3-16-48; WIGC Albany, Ga., to 3-1-48; KSDM Aberdeen, S. D., to 4-18-48; WPAQ Mount Airy, N. C., to 1-28-48.

KSTD Breckenridge, Tex.—Granted license for new station 1340 kc 500 w uul.

KWTC Barstow, Calif.—Granted license for new station 550 kc 250 w unl. and completion date.

WHAB Stroudsburg, Pa.—Granted license for new station 880 kc 250 w D and to location.

KXAN Gainesville, Tex.—Granted license for new station 1440 kc 1000 w D.

WKBW Buffalo, N. Y.—Granted license for new station 1700 kc a new trans. and tran. in un.
FCC Actions
(Continued from page 75)

Applications Cont.: trans. and DA-N and mount FM ant. on AM tower and change trans. site, for extension of completion date.

Voldac Best, Co., Voldac, Ga.—CP new standard station 910 kc 5 kw AN. AMENDED to make change in DA.

—1350 kc

Shelbyville Best, Co., Shelbyville, Ill.—CP new standard station 1250 kc 250 w D. AM—1320 kc

WGBF Evansville, Ind.—CP increase power, new vertical ant. and to make changes in DA. AMENDED to change name of applicant from Evansville on the Air Inc. to The Texas Rangers.

AM—1360 kc

KSWI Council Bluffs, Iowa.—Authority to determine operating power by direct measurement of its power. AM—1490 kc

Big Sandy Best, Co., Painsville, Ky.—CP new standard station 1400 kc 250 w unil. AM—900 kc

Northwestern Theological Seminary and Bible Training School, Minneapolis.—CP new vertical ant. 900 kc 1 kw D. AMENDED to officers.

AM—1320 kc

Canisteo Radio Corp., Canisteo, N. Y.—CP new standard station 1320 kc 1 kw D.

Modification of CP

WSOC Charlotte, N. C.—Mod. CP to install trans. DA-N and mount FM ant. on top of AM tower for extension of completion date.

AM—930 kc

WRFB Washington, N. Y.—CP change hours of D to unil. with 1 kw w and 5 kw D and install DA-N. AMENDED re changes in DA.

Modification of CP

WMFD Wilmingon, N. C.—Mod. CP which authorized increase power, install new trans. and DA-DA (DA-2) and change trans. location, for extension of completion date.

WBBR Buffalo, N. Y.—Mod. CP, as mod. which authorized change frequency, increase power, install new trans. and DA-DA and change trans. location, for extension of completion date.

AM—1139 kc

York County Best, Co., Rock Hill, S. C.—CP new standard station 1520 kc 50 kw DA uni. AMENDED to change hours from 10am to 10pm, for exceptional needs. except for Tues. from 5 to 8 wks at Ls at Cincinnati, Ohio, to Ls at Sacramento, Calif.

Modification of CP

WRBC-FM Birmingham, Ala.—Mod. CP for new FM station, which authorized new FM station for completion date.

KHEL-FM Chico, Calif.—License to cover CP, as mod. which authorized new FM station.

KTLK Los Angeles—Mod. CP, as mod. which authorized new FM station for extension of completion date.

KXK-FM Portland, Ore.—Mod. CP which authorized new FM station to change ERP to 51.7 kw, ant. height average terrain to 85 ft; make changes in ant. system and change commencement and completion dates.

WJKT Johnstown, Pa.—Mod. CP, as mod. which authorized new FM station for extension of completion date.

KPRC-FM Houston, Tex.—Same. License for CP United Best, Co., area of Cleveland —License to cover CP which authorized new remote pickup station WHKI WHKT and renewal of com. permit 153.05 mc.

Remote Pickup

WHIE Inc. Portsmouth, N. H.—CP new remote pickup station 162 mc 50 w, emission special for FM and hours in accordance with Sec. 4.403.

ST Station

WHIE Inc., Portsmouth, N. H.—CP new ST station on 940 mc 10 w, emission special for FM and AM.

—1010 kc

Athens Best, Co. Inc., Athens, Ala.—CP new standard station, 1010 kc 250 w D.

—1350 kc

KCSR San Bernardino, Calif.—CP change hours from D to unil., change power from 500 W to 500 W and DN and make changes in trans. equipment.

—1050 kc

Manhasset Best, Co., Inc., Manhasset, Pa.—CP new standard station 1050 kc 1 kw D.

—1460 kc

WMRC Greenvile, S. C.—CP change frequency, change power on new trans. from 1150 kc 1 kw D. increase 25 kw to 1 kw, install new trans. and DA-DA and change trans. location.

—1010 kc

KAMQ Amery, Wis.—CP change hours from D to unil., change power from 3 kw to 500 W-1 kw and install and DA-N.

Modification of License

KPBX-Peninsula, Wash.—License to change from hours of D to unil. with power 50 kw to 3 kw and install DA-N. WTAQ Green Bay, Wis.—Mod. license to change from DA-DA to DA-N.

Modification of CP

WAFM Birmingham, Ala.—Mod. CP, as mod. which authorized new FM station to change trans. site. ERP to 212 kw, ant. height above average terrain to 62 ft, and to make changes in ant. and change commencement and completion dates.

KJH-FM Los Angeles—License to change permit which authorized new FM station to change corporate name to Thomas S. Lee Enterprises Inc. 0/b as Don Lee Best, System.

Modification of CP

WGAA-FM Cedartown, Ga.—Mod. CP, as mod. which authorized new FM station for completion of modification date.

WTXK-FM Springfield, Ill.—Same.

WKJG-FM Ft. Wayne, Ind.—Same.

WAZY Broton, Mass.—Same.

KING-FM Seattle, Wash.—Same.

KED-FM St. Louis.—Same.

Northern Allegheny Best, Co., Warren, Pa.—CP new FM station (Class A) on Channel 221, 92.1 mc, ERP 429 w and average terrain to 288 ft.

Remote Pickup

Isle of Dreams Best, Corp., Miami, Fla.—CP new remote pickup station on 153.15 mc 50 w and special for FM and AM and hours in accordance with Sec. 4.403.

TV—186-192 mc

Boston Metropolitan Television Co., Boston.—CP new FM station on Channel 9, 186-192 mc, ERP 79.31 kw D 4 kw and UNIL. AMENDED to make 50" changes and to request decrease in ERP from 5 kw and sun 21 kw and 18 kw to 27.5 and 14.5 kw respectively.

Remote Pickup

WJR The Goodwill Station Inc., Detroit.—CP new remote pickup station on 153.11 mc 50 w and special for FM emission. hours in accordance with Sec. 4.403.

APPLICATIONS DISMISSED

WGBS Miami, Fla.—Special service authorization to operate unil. non-directional and at 21 kw D 3 kw W for period of 30 days. DISMISSED Nov. 21, 1947.

—1450 kc

KGFF Shavano, Okla.—CP reinstatement of application to make changes in vertical ant. and mount FM ant. on AM tower. DISMISSED Nov. 21, 1947.

APPLICATIONS DELETED


The Fort Industry, Co., area of Toledo, Ohio.—Deleted application for high frequency FM station WRHG.

TV I LEASED

Columbia Best, System Inc. area of New York.—Deleted TV relay WEXCB. Nov. 21, 1947.

TENDEDER FOR FILING

AM—919 kc

KRUX Glendale, Calif.—CP change frequency from 1260 to 910 kc, power from 2 kw to 5 kw. install new trans. and change trans. location, install DA-DA and change trans. location from Glendale to Phoenix.

Assignment of License

KSGN near Centerville, Calif.—Cons. for assignment of license to E. E. Barr, Elmer Rheingans, Jack Rheingans, Easley H. Walton, and Brother P. Walton, as partnership d/b Radio Sanger Co.

Acquisition of Control

WTTM Trenton, N. J.—Acquisition of control 50% stock, all license of WTTM and permittee of WTTM-FM Inc., given to R. C. Smith.

Transfer of Control

Inland Radio Inc., Baker, La Grande

To Network Executives

A TIME PLAN TO ELIMINATE DELAYED ET's of your line shows

A network offering can be accepted by your affiliate with the Mosby Plan of Time Allocation. Because local programs are confined to the 3rd quarter of every hour. Remaining time belongs to the networks. Affiliates can then accept any network offering and yet know their local commercials are safely slotted in their guaranteed 3rd quarter hour. Let's give it a try.
No Time for News
THE CHICAGO typesetters’ strike has been observed by at least one Chicago radio station. Approached by The Chicago Sun for time in which to sponsor several news programs, WCFL, the American Federation of Labor station, at first agreed. Later in the day, following publication of news that a strike was pending, Mel Wolens, commercial manager of the station, notified the Sun that an IBEW engineer had refused to cross a picket line around the building where the paper is printed. The paper said that at the time the salesman arrived, no picket line existed.

and Ontario, Ore.—Consent to transfer of control of licensees KBKR, KLBV, KSJO to Olive B. Cornet, Execut of estate of Marshall E. Cornet, deceased. AM—1230 kc

Edward J. Heeke, Lander, Wyo.—CP new standard station 1230 kw.

Transfer of Control
WIMS Michigan City, Ind.—Consent to transfer of control from O. E. Richardson, E. R. Herpker, W. A. Blank, E. D. Osterkamp, W. J. K. Volk and J. F. Glendisio to O. E. Richardson. AM—1490 kc

WMUS Muskegon, Mich.—CP change frequency from 1080 to 1690 kc, power from 1 kw D to 250 kw W, hours from 10 to unli. (request for change of WMEB). AM—1420 kc

Maple City Bestg. Corp., Hornell, N. Y.—CP new standard station 1450 kc 500 w-N 1-kw D. DA-N.

November 26 Applications
ACCEPTED FOR FILING

KRUX Glendale, Ariz.—CP change frequency from 1490 to 910 kc, increase 250 kw to 5 kw, install new trans. and DA-DN and change trans. and studio locations.

Modification of CP
KLAC Los Angeles—Mod. CP, as mod., which authorized increased power, install new trans. and vertical mt., and change DA-DN and change trans. and studio locations.

KXK Portland, Ore.—Mod. CP, as mod., which authorized increased power, install new trans. and DA-DN and change trans. and studio locations and mak. new equip. for extension of completion date.

WNAF Providence, R. I.—Mod. CP, as mod., which authorized new standard station to change trans. and vertical mt., and spece., DA-N.

KIDO Sioux Falls, S. D.—Mod. CP which authorized change frequency, increase power, install new trans. and DA-DN and change trans. and studio locations for extension of completion date.

License for CP
KGCN Clear Lake, Iowa.—License to cover CP, as mod., which authorized new standard station to change trans. and vertical mt., and spece., DA-N.

KSTB Breckenridge, Tex.—Authority to determine operating power by direct measurement of ant. power.

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

38 Pages for KSCO
TWO DAYS before KSCO, new 1-kw Santa Cruz, Calif., daytime outlet on 1080 kc was launched the Santa Cruz Sentinel-News went all out in announcing the station’s opening. The paper, in its first special edition since the war, devoted 38 of its 46 pages, to articles about the station and its personnel, program plans, sponsors, and other pertinent facts. KSCO took the air earlier this fall. It is licensed to Radio Santa Cruz, a partnership composed of Fred McPherson, Jr. and Dr. Mahlon D. McPherson, brothers, and C. Vernon Berlin, who is station manager. The McPhersons are publishers of the Sentinel-News.

KWFT Wichita Falls, Tex.—Mod. CP, as mod., which authorized increased power, install new trans. and DA-N and change trans. and studio locations and mak. new equip. for extension of completion date.

KOMO Seattle, Wash.—Mod. CP, as mod., which authorized increased power, install new trans. and DA-N and change trans. and studio locations and mak. new equip. for extension of completion date.

KQRS-KWAL-Portland, Ore.—Mod. CP, as mod., which authorized new FM station to change ERP to 2 kw, specify type trans., trans. site, change ant. height above average terrain to 628.6 ft. and specify ant. system.

KWWN-KWAL-Pocatello, Idaho—License to cover CP, as mod., which authorized new standard station to change trans. and vertical mt., and spece., DA-N.

KWFT-KAAT-Dallas, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

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

KWFT—Fort Worth, Tex.—License to cover CP, as mod., which authorized new standard station to change trans. and vertical mt., and spece., DA-N.

KWFT—Fort Worth, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

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KWFT—Fort Worth, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.
Apple to Ambrosia

(Continued from page 10)

national free service to its gas and oil customers when it signed Red Grange as a football sportscaster.

It was shortly before the war when the clipped speech of the comparatively unknown H. V. Kaltenborn was making history by his broadcasts behind haystacks in Spanish battlefields, and his reports of the Munich conference, that Burnett decided the time was ripe for sponsorship of a network commentator. Starting on a limited number of NBC stations, Mr. Kaltenborn began what has now become one of the longest consecutively sponsored newscasts in radio as the official Pure Oil News Time. It also began what has set a record for commercial announcers with Lyle Van delivering the short, factual and to-the-point commercials.

But it remained for Pearl Harbor to convince both Burnett and Pure Oil that in the sometime opinionated but scholarly and much traveled H. V. K., they also had a great public service. On November 8, Burnett instructed NBC that Pure Oil would sponsor Mr. Kaltenborn not three weekly, but five times a week—Monday through Friday.

Sells Oil, Too

Mr. Kaltenborn's interpretation of the news, however much harping critics may minimize, is highly respected by millions of listeners, a sizeable percentage of whom also have formed a habit of refueling at a Pure Oil station. In the face of gas rationing and government restrictions on driving, Pure Oil boldly published over 6,000,000 war maps. The customer gladly paid 10 to 25 cents each for the maps, and Pure Oil research showed that in the process, many of them stayed to buy gas and oil. With the war over, Pure Oil has turned to public service and its new booklets are aimed exclusively at safe driving. One of them teaches children how to drive, an effort that has been highly commended by the National Safety Council, police departments, and school authorities.

In 1939 the American Meat Institute, then a 40-year old association of meat packers and processors, impressed with the success of a new process for manufacturing "skinless" weiners, called on the Burnett agency to do something to maintain the sale of natural casings.

The Burnett answer to this meaty problem was to direct two national campaigns, one to increase the consumption of pork sausage, and the second to do likewise for liver sausage. It was perhaps only incidental that both products required natural casings. The Burnett-conceived campaign inspired an appreciation for the sausages that has never diminished.

At about this time, the late G. F. Swift inspired a sustained, industry-wide campaign to "sell" the American housewife on the essential need for meat in the daily diet. With $5,000,000 provided to add pork chops to the table, independent of private brand labels, the AMI launched a series of ads in leading magazines and newspapers.

Unfortunately, in 1941, no share of the two million went to radio. The reasoning behind this slight (that an educational story could not sell meat under any other guise, its nutritional role in the daily diet, required lengthy copy) was not easily overcome. It was generally believed that broadcasting could not match the power of a four-color page in magazines.

Then the day of radio came and the AMI agreed to the sponsorship, over the ABC network, of The Life of Riley, starring a promising young announcer, William Bendix. After 18 months on ABC, first on Sunday afternoon and later on Sunday night, Riley and AMI parted company. Subsequently, Procter & Gamble began to pay Riley's rent.

Direct Appeal Tried

The AMI's next approach to radio was an appeal direct to housewives. By sponsoring the Fred Waring show ($1,000,000 annually) twice weekly, AMI broke ground in some highly restricted territory; the land of soapsuds prospered and developed to its highest value such advertisers as P&G, Sterling Products, General Mills, and others.

It proved not only that music, as interpreted by Waring, could break down accepted and heretofore sacred tenets that the daytime was story-telling time to the American housewife, but that she was fully capable of picturing in her mind's eye, the luscious color and delightful aroma of a prime rib roast, without assistance from a four-color picture of same. It also showed the meat industry a really flexible medium, enabling it, overnight, to recognize shifting conditions in meat supply and prices, as compared with the 90 day closing dates for magazines.

Minnesota Valley Canning Co., impressed by the success of the Waring program, also signed to sponsor the Friday period to feature its Green Giant brand peas and Niblets brand corn, heretofore advertised almost exclusively in the magazines.

Burnett's sagging confidence in Fred Waring and his type of music as part of the morning radio fare is given credit in the industry for keeping on the air a show which has consistently led the polls of editors and listeners as one of radio's best daytime programs.

The Brown Shoe Co., St. Louis, has its case history to add to the file of Burnett clients willing to explore in unknown radio territory. A company whose "Buster Brown" trade-mark is familiar to thousands of American youngsters, the Brown Shoe Co. had as its number one problem the fact that most children's shoes were bought by Mama on recommendation of the shoe salesman in lead of the child. Seeking for a remedy, the Burnett agency listened to and liked the singing personality of a radio star who had achieved a considerable reputation among oldsters for the rendition of hymns and folk songs. But, whether "Smillin' Ed McConnell" would appeal to the shoe-wearing moppet was another and highly debatable question.

Bill Weddell, who had known "Smillin' Ed" at NBC, and who, on his appointment as radio director of the Burnett agency, had drummed up the AMI's sponsorship of the Waring program, considers Mr. McConnell one of radio's greatest salesman. Starting out in 1944 on a test for 13 weeks over 10 NBC Pacific Coast stations, Smillin' Ed and His Buster Brown Gang quickly brought a Hamlin horde of howling youngsters into the stores of Buster Brown dealers.

Radio Ups Sales

Radio is credited with selling four times as much Buster Brown merchandise as magazines, and the firm's projected five year sales goal, started at the beginning of its sponsorship of "Smillin' Ed," was passed two years later. It is now 100% ahead of its earlier expansion program. Radio now gets nearly 60% of the Brown Shoe Co. budget. And, to add further proof of radio's responsiveness, the Burnett agency cites that after
two mentions on the "Smilin' Ed" program 260,000 pieces of mail were received by a nine year old paralytic on her birthday. The little girl got dozens of dolls, handkerchiefs, toys, an offer of a vacation on a Wyoming ranch, and other gifts by the hundreds. Out of many of the letters came good U. S. currency in various denominations. The St. Louis postoffice thought Christmas had arrived unusually early.

If any one characteristic marks an agency for success, with the Burnett agency it is the field of "creative planning." Not only in radio, but in space as well, the imprint of Leo Burnett's own creative genius is strongly stamped.

Mr. Burnett, who appears at 9 a.m. daily at his office, attired in conservative blue suit, tumultor, and brief-case, is often mistaken for an insurance salesman, or some professional type, who has been moved from the Huckster-influence of advertising.

But, his particular talent is and always has been in the art of copywriting. There is nothing so impervious to Burnett as truth itself and all the Burnett ads reflect this insistence on fact behind the ad-writers' familiar love of advertising. A caller to the Burnett office will most likely see its president in conference with one or more writers, artists, and account executives, and he gives frequently as much time and care to the creation of a small mail-order piece of copy. His special interest lies in trade copy where he thinks a client must stand or fall in the critical light of competition.

Campaign Contributions
His interests, other than creative copy writing, are many and varied. As an original member of the Advertising Council, he contributed many outstanding examples of public service campaigns, of which his "They Are Taking Away the Sandbags" (inspired by the temporary civilian letdown about a year before V-E Day) he and his agency are justifiably proud. His latest effort in the field of public service is the preparation of "Good

four Secretary of State Byrnes (second from l) with Wilton E. Hall, former U. S. Senator, Mrs. Hall (far l) and Mrs. Byrnes.

AVOID THE EMOTIONAL APPEAL, BYRNES URGES
INSIST that men in public office, as well as radio and the press, strive for accuracy and appeal to reason instead of the emotions in speaking of or dealing with events affecting our foreign relations, James E. Byrnes, former Secretary of State, urged more than 200 South Carolina industrialists and civic leaders who attended a dinner meeting in Anderson, S. C., recently.

Arrangements for Mr. Byrnes' appearance were made by Wilton E. Hall, owner of Anderson's WKim and FM station WCAC, publisher of the Anderson Independent and The Daily Mail and former U. S. Senator.

Referring to his book, Speaking Frankly, former Secretary Byrnes, a minority stockholder in WORD Spartanburg, S. C., said, that he disagreed with the head of a national news agency who felt that information such as the book contains should not be made public for at least ten years after the Secretary had left public office. Mr. Byrnes said it was his belief that "it would serve no good purpose for me to suppress the facts for ten years and let the people know the truth only when it is too late for them to do anything about it."

"While I have contributed to the policy of publicity in foreign affairs," Mr. Byrnes continued, "I realize my responsibility." Emphasizing again the need for greater emphasis on accuracy and less emotional appeal, Mr. Byrnes said he felt that his book would be helpful "to those officials of governments throughout the world who are charged with negotiating the peace . . . and I knew it would be helpful to the people of all countries . . . to know what had been done in the effort to make peace."

SPEECHES OF THYTHY Lile, Herbert H. Lehman and Jan Mansury from Amer- can Nobel Anniversary Dinner, Dec. 10 at New York's Hotel Astor [BROAD-CASTING, Nov. 24], will be broadcast 9:30-10 p.m. by WMCA New York. Following morning WCBS New York will use wire-recorded excerpts of some of the talks on its "This is New York" program.

Former Secretary of State Byrnes (second from l) with Wilton E. Hall, former U. S. Senator, Mrs. Hall (far l) and Mrs. Byrnes.

Citizen," a briskly written 72-page manual of citizenship which will be distributed widely during the coming year as a follow-up on the "Freedom Train."

A solid, home-loving man, he is never found at familiar watering holes of the advertising clan, preferring to retire to the peace and quiet of his 110-acre farm where he raises the apples which every space-report finds in a bowl in the Burnett foyer.

Today, with 160 employees, and some of advertising's best ac- counts, the Burnett agency is gearing itself to helping its clients through the tough, competitive selling era ahead.

Milton Cross on An Author ABC Announces that Milton Cross' Complete Stories of the Great Operas has been published by Doubleday & Co., New York. The volume was compiled and edited by the network's veteran announcer-commentator ($3.75).

RESULTS?
THAT'S US! C H N S
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS — NOW!
Interested? Ask
JOS. WEED & CO.,
350 Madison Ave., New York

BROADCASTING • Telecasting

STILL GOING PLACES!

When you lay the yardstick on any station's effectiveness, don't forget to measure old and faithful clients. KQV has been carrying spots for a Pittsburgh furniture outlet for 17 years. The company uses radio exclusively and almost all of its air dollars have been invested in the tremendous value you get in KQV's highly buy-minded audience and far-famed aggressiveness. KQV keeps going places, and so do its advertisers!

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network • Natl. Reps. WEED & CO.
Chicago's Strike-Bound Papers
Take 'Full Advantage' of Radio

RADIO NEWS EDITIONS of Chicago's strike-bound newspapers were on the air within 24 hours of last week's walkout by composing room employees affiliated with Local 16 of the Chicago Typographical Union (APL).

Publishers of the Tribune, Sun, Times, News, Herald-American, and Journal of Commerce by mutual agreement ordered broadcasts over WGN, WJJD, WIND, WENR, and WBBM shortly after the strike began at 9 p.m. (CST) Nov. 24.

Besides ordering their news staffs to take "full advantage" of radio facilities, the publishers took steps to put out daily editions of varitype (photo-engravings of typewritten copy).

By Monday noon Chicago radio stations had, almost without exception, made drastic revisions in their program schedules to give audiences the latest local and national news in addition to regularly scheduled newscasts. WGN, owned and operated by the Daily News, immediately obtained six additional news writers and added news programs on the half-hour until midnight while maintaining its "News on the Hour" schedule.

Howard Miller, WIND program director, said that bulletins and spot news would be included in many recorded and public service programs, with special time periods being given to financial, livestock, grain and poultry market reports.

WIND carries one of the heaviest news and sports schedules of any Chicago station.

Moves Sustainers

WGN, the Tribune station, moved several local sustaining programs to make room for news from the Tribune news department and in addition will make its facilities available to other newspapers on a pool basis, according to Frank Schreiber, general manager.

WMAQ, NBC-owned and operated station, also intensified its coverage of Chicago news for local and network originated programs, but because of commitments to advertisers indicated it would not attempt to make such programs available for sponsorship by regular newspaper advertisers. Bill Ray, NBC Central Division news chief, said WMAQ was the only Chicago station to employ a staff of reporters in addition to news writers.

WBBM, CBS-owned and operated station, notified newspaper publishers it would increase its news with approximately 25 additional newscasts which would be inserted in participating, sustaining and public service programs.

WJJD, owned by the Sun-Times (Marshall Field's morning and evening papers) also juggled its schedule to make room for additional newscasts originating direct from Sun-Times newswrongs, with Ulmer Turner, Sun radio editor, as commentator.

WBBM's sales staff reported virtually all local programs available for sponsorship had been bought up by leading department stores and motion picture chains. Such advertisers as Wieboldt's, The Fair, Marshall Field's, Goldblatt's and Carson, Pirie, Scott, while steady users of local radio, have given major portions of their advertising budgets to newspaper display.

The strike was ordered by the typographers' union following a breakdown of negotiations with publishers over increased wages and new working conditions. The publishers agreed to a blanket 15% wage increase but refused to accept what they termed "an attempt to mandate a wage scale without a contract."

By refusing to sign a contract the union was in violation of the Taft-Hartley law, counsel for the publishers charged.

The publishers called upon the union, through its president, John J. Pileh, to stipulate its wage and working conditions demands in a lawful contract of "reasonable duration."

failure to do this, the newspapers charged, would place the publishers in an arbitrary position with respect to the Taft-Hartley law and endanger the employment of hundreds of news and advertising employees not affiliated with the union.

Decision to initiate an emergency news policy was made late Tuesday, Nov. 25, by the three newspaper-owned radio stations in strike-bound Chicago. The three stations, WJJD (Sun-Times), WGN (The Chicago Tribune) and WIND (The Daily News) will present 29 daily news programs on their respective stations which will now be sponsored by the six Chicago newspapers, including the Herald-American and the Chicago Journal of Commerce on a pool basis.

Policy change was effected in order to permit the papers, now virtually paralyzed by a strike of the typographers union, to serve the public with late news releases.

"Greatest difficulty in providing late news," the Tribune explained, "is in processing it. With this in mind, WGN and other radio stations are preparing to supplement the printed papers. The radio stations will have access to all new material gathered by our own reporters as well as by AP and other wire services."

WFBR Baltimore, Md., has appointed Frank L. Blumberg Adv, that city, to handle its advertising.

Many thanks to:

AGENCIES and ADVERTISERS who already have discovered that the most economical way to blanket North Carolina is on the

NORTH CAROLINA STATE NETWORK
(1 kw Daytimer)

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represented by:

THE FRIEDENBERG AGENCY, Inc.
NEW YORK  CHICAGO  CHARLOTTE
**Broadcast Cost Up 9%, NAB Reports**

Survey Covers 85 Out of 100 Stations Contacted

**OPERATING** expenses of NAB member stations for 1947 are up 9% against increased time sales of 8%, according to a study conducted by Kenneth H. Baker, NAB Director of Research [CLOSED CIRCUIT, Nov. 10].

The survey covers 85 stations of 100 contacted by NAB. The sample is projectable to the entire NAB membership of over 1,200 stations. Income and expense averages are based on the first nine months of 1947. The study was conducted prior to the NAB board's Nov. 13-15 meeting at which a new dues schedule was adopted. A larger study will be conducted at the yearend to provide actual income figures covering the entire industry, including new stations.

Dr. Baker said that if the increase in gross were projected to the entire industry, "it would seem that the 1947 non-network gross revenue would be about $275,000,000 compared to the $241,000,000 reported by the FCC for 1946."

In the large station class NAB found that gross revenue changes in 1947 range from 8% decrease to 35% increase, with an average 7% increase.

Medium stations—14% decrease to 47% increase, with 6% average increase.

Small stations—12% decrease to 45% increase, with 10% average increase.

All types—8% decrease to 47% increase, with 8% average increase.

**More Increases**

More revenue increases than decreases were reported, with increases larger than decreases. Causes of changes included normal advertising revenue increases, intensified sales activities, power increases or frequency changes, network affiliations, shifts in management and changes in sales policies.

Breakdown of operating cost changes follows:

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<th>Category</th>
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<td>Large stations</td>
<td>7%</td>
<td>31%</td>
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<td>Medium stations</td>
<td>3%</td>
<td>66%</td>
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<td>Small stations</td>
<td>5%</td>
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<td>All types</td>
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Dr. Baker said small stations appear least affected by increased operating costs, though enjoying the highest average increase. Reasons cited for higher operating costs range from the fact that the sample included nonprofit FM stations to the higher wages.

"Since the 1947 figure applies to more than 1,400 stations, while in 1946 there were only 952, Dr. Baker said, "these estimates indicate that the trend toward lower profits . . . may be continued into 1947."

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**Boy Scouts' Recordings Released for Broadcasts**

A set of 13 quarter-hour transcriptions has been released by the Boy Scouts of America for use on sustaining basis by radio stations in cooperation with local scout councils. Provision for one-minute local "tie-in" announcements has been made so that councils may feature their own activities.

Talent for the recordings consisted of Emil Velasco, organist, and Vic Rubel of CBS on sound effects. Production was directed by Stephen J. Manookian, formerly publicity and special events chief at WORL Boston.

The series covers all phases of scouting activity. The first record features the unknown British boy scout's "good turn" to an American businessman in London, which resulted in the establishment of the Boy Scouts of America. Others dramatize actual cases of scout heroism and various scouting projects.

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**Carr Identification**

TOM CARR, secretary-treasurer and sales director of the new Georgia Assn. of Local Stations, is not general manager of WGAA Cedarstown and WLBB Carrollton as reported last week [BROADCASTING, Nov. 24]. He formerly served in those capacities, however.
'News' Hits Denny Participation

(Continued from page 18)

Comr. Clifford J. Durr on grounds that he considered American Jewish Congress charges against the News which already had been stricken from the record by other members of the Commission.

Vice Chairman Paul A. Walker was the fourth member voting against the News. The petition contended that neither he nor Comr. Durr had read all the testimony and exhibits in the voluminous case, "or even all the testimony and exhibits (other than the evidence which was stricken) applicable to petitioner and to the five successful applicants." Instead, pressed by a heavy workload, they "relied on summaries or reports prepared for them by members of the Commission's staff," the petition declared.

The case involved 17 applicants for five channels. Winners in the proposed decision were the News, WMCA New York, ABC, Unity Broadcasting Corp., and WPAT Paterson, N. J. In the final decision, the Commission reversed the Board of Missions & Church Extension of the Methodist Church which was substituted for the News. The proposal, declared in the latter decision in eliminating both the News and WLIB New York, which is owned by the New York Post:

We have repeatedly recognized that in comparative hearings, such as this, if all other factors are equal, the public interest is generally better served by preferring non-newspaper applicants over newspaper applicants since this promotes diversity in the ownership of mass communication and competition in the dissemination of news and information.

Comra. E. K. Jett and Rosel. H. Hyde dissented. Comr. Robert F. Jones did not participate. Mr. Jett took the position that the News made a superior showing and that a grant would promote competition between FM stations since the New York Times (WQXR) is now the only New York newspaper with an FM outlet. Mr. Hyde said it was "unrealistic" to argue that grants to other applicants would better promote competition between media than a grant to the News or WLIB.

"Gross Usurpation"
The News contended that the majority's announced policy violates the Communications Act and "is also a gross usurpation of authority not delegated to [FCC] and constitutes an attempt to extend its regulatory functions to a business, i.e., the business of publishing newspapers, over which it has no jurisdiction." The petition continued:

"All newspaper licensees are placed in jeopardy by the Commission's ruling, particularly against applicants for their facilities, in view of the interpretation which may eventually be given by the Commission and the reviewing courts respecting the limits of its present provision that renewals shall be governed by the same considerations affecting original grants.

It was pointed out that 320 of the authorized AM stations on Jan. 1, 1947, were licensed to newspapers; that 204 of 540 FM grants outstanding on Oct. 1, 1946, had gone to newspapers, and that 22 of the present Amendment forbidding television authorizations are held by newspapers.

The petition made a lengthy survey of past FCC decisions with reference to newspaper applicants, concluding:

From the foregoing it is impossible to extract any general, uniform or consistent policy in the treatment of applicants, and from the Commission's decisions involving newspaper applicants it is evident that what factors are considered in granting a license, or in determining the newspaper ownership, or to escape the objections of more than that, newspaper ownership has served as mere machinery to get decisions reached on other grounds or for other reasons.

To maintain and apply such a Procrustean policy is in itself a denial of due process of law. It violates the Fifth Amendment to the Constitution, and to open the door wide to decision-making actually based on grounds or reasons not appearing in the record or decisions (e.g., a decision in which all members of the Commission belonging to one political party vote in opposition to a newspaper applicant, which itself has the administration in power belonging to that party).

A press release announcing the filing of the petition pointed out that Messrs. Denny, Durr and Walker are Democrats; Messrs. Hyde and Jones and former Comr. Bar. C. Wakefield (who voted on the proposed decision, favoring the News are Republicans, and that Messrs. Jett and Webster are Independents.

Argue on Policy

The News' petition argued that FCC's announced policy violates the First Amendment forbidding the abridgment of freedom of speech or press; discriminates against newspaper publishers, and subjects them to "disqualifications, restrictions, handicaps, and penalties to which persons engaged in other businesses are not subject. . ."

Further, the petition asserted, the question of newspaper ownership was not an issue in the case, and actually, in the proposed decision, was excluded "by necessary implication."

It was pointed out that Mr. Denny voted for other newspaper applicants in both the proposed and final decisions and that Messrs. Walker and Webster, though they did not participate in the proposed decision, voted for a newspaper in the final. The fourth member voting against the News, Mr. Durr, "went to the trouble of detailing his reasons . . . in the proposed decision and failed to mention the newspaper ownership factor," the petition asserted.

The News dierted that "all other factors are equal" with respect to the qualifications of the various applicants. It charged that the decision itself makes no finding to that effect and that, even if such a finding had been made, Messrs. Denny and Webster "could not in good conscience have voted therefor" since they had read only the oral argument and the exceptions.

The petition called attention to "the close resemblance in phraseology between the proposed decision and the final decision except for the reshuffling of the names of applicants favored and rejected," and also declared: "The lack of any significant variations in the phraseology in the findings of fact between the proposed and the final decisions, which in any way justify changing to the conclusions about newspaper ownership, further demonstrates the arbitrary and capricious character of the decision."

A News appeal to the courts is regarded as virtually certain, if necessary. The paper could apply for one or more "reserved" channels which are now available to applicants in the New York area but under normal procedure would first have to abandon its present application. The probability that the demand for reserved channels will exceed the supply, again necessitating a hearing, led observers to the belief that the News would attempt to upset FCC's present decision in court, if necessary, rather than start over with a new application.

CLAIM BASIS

Contents Sec. 4 (b) Precluded

Denny Participation

IN SUPPORT of its charge that Charles R. Denny improperly participated in the New York FM case after accepting a vice presidency in the chancellorship of NBC (see story this page), the New York Daily News cited provisions of Sec. 4 (b) of the Communications Act as follows:

"No member of the Commission or person in its employ shall be financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy; in any company furnishing services or such apparatus, in any company employing or owning apparatus used for communication by wire or radio; or in any company owning stocks, bonds, or other securities of any such company; nor be in the employ of or hold any official relation to any person or company..."
RESULTS OF N. Y. AFRA ELECTIONS ANNOUNCED

RESULTS of Nov. 20 election for members of the New York regional board of the American Federation of Radio Artists were announced last week by George Heller, the union's executive secretary. Although the voting crossed "party" lines within AFRA, the independents had somewhat the better of it over the artists committee.

The following 23 AFRA members were elected to the board for a one-year term:


Meanwhile, Mr. Heller confirmed a report that AFRA will ask the networks, when contract negotiations reopen, for a cost-of-living increase commensurate with the cost of living index, shown in the U. S. Department of Labor report to be issued Jan. 1. Under the current AFRA agreement with the networks, wage negotiations may be reopened if the cost of living has risen at least 10% during the past year.

Mr. Heller disclosed that the Associated Actors & Artists of America Television Committee, of which he is chairman, will meet "within two or three weeks" with the video companies for contract parleys. The AAAA is the parent organization of AFRA and other talent unions. Officials of a 4-A subcommittee on wages, hours, and working conditions denied that video wage scales already have been set, as reported elsewhere last week.

SHIRER THANKS MBS FOR SPEECH FREEDOM

WILLIAM L. SHIRER, who yesterday (Nov. 30), began a series of Sunday broadcasts on MBS for the makers of Wings shirts, issued a preliminary statement thanking Mutual for the "opportunity to return to the air on Sunday afternoons—and for the assurance of genuine freedom of speech over this great network...

Mr. Shirer continued: "There has been, I think, a lot of misunderstanding about this matter of a commentator's right to express his honest opinions on the air... I shall not try to make up your minds for you.

"But I shall not be dishonest with you by hiding my own opinions which I recognize are—like everybody's—only human and therefore often wrong...

Mr. Shirer left CBS last spring after a disagreement with the network over what constitutes a commentator's role.

WHBC Telecasting

what wise Time-Buyers see in WHBC's new coverage

THE BEST BALANCED MARKET IN THE UNITED STATES

5000 WATTS

DAY AND NIGHT

ABC

CANTON, OHIO

The Best Balanced Market in the United States

December 1, 1947 • Page 83

Three Mass. FM Stations

Stage Joint Dedication

JOINT DEDICATION of three new FM stations using an identical transmitter site for coverage of substantially the same area is scheduled for today (Monday) at Springfield, Mass. The stations are WMAS-FM Springfield, WHYN-FM Holyoke and WACE-FM Chicopee, all Class B operations and all with AM affiliations. All six stations are scheduled to carry the elaborate dedication program.

The FM stations occupy the same transmitter house atop Mount Tom, vantage point of the western Massachusetts area. WACE-FM and WHYN-FM utilize the same dipole antenna, while WMAS-FM has a separate rig.

Recorders to Take Air

XELAZ TIJUANA, Mexico, will take to the air Dec. 20 with 5 kw on 1270 kc. E. R. Rood, general manager, announces. All programs will be transmitted in the Gold Tone Recording Studios, San Diego, Calif., a subsidiary of the Gold Tone Recording Corp., which operates the station. Mr. Rood claims the recording studios are the only ones along the Pacific Coast affiliated with a broadcasting station. Sanches Ayala is president of the station; Mr. Rood, vice president; C. C. McDonald, Los Angeles district manager, and Elmer Johnson, secretary-treasurer.

what wise Time-Buyers see

in WHBC's new coverage

THE BEST BALANCED MARKET IN THE UNITED STATES

318,440 Radio Families

50,540 Farms

1,791 Manufacturing Firms

21,019 Retail Stores
James Houlahan Named President of Wm. Esty Co.

WILLIAM ESTY, president of William Esty Co., New York, has been elected chairman of the board of the agency, while James J. Houlahan, executive vice-president has been named president.

Three members of the staff were also appointed vice presidents: T. C. Butcher, account executive, Charles F. Junod, account executive and William L. Young, director of merchandising.

Mr. Houlahan  Mr. Esty

Carter Goes Hill-Billy

FOR THE FIRST TIME Carter Products Inc., New York, will start sponsorship of Hill-Billy quarter-hour early morning transmitted programs effective today (Monday). Programs will be sponsored in 11 markets in the South Atlantic and Midwest areas. Contracts were placed for 17 weeks through Ted Bates Inc., New York.

TBA. Clinic to Feature New York-Boston Relay

SEVERAL HUNDRED representatives of organizations affiliated with the Television Broadcasters Assn., Inc., are expected to attend the television clinic to be held by the TBA at the Waldorf-Astoria Hotel, New York, Dec. 10.

Highlights of the clinic will include a demonstration of the Bell System’s new experimental Microwave Relay System between New York and Boston, presentation of the annual TBA awards for outstanding contributions to the development of television as an art, election of TBA officers and directors.

Another Blue Book!

NEW Blue Book was unveiled when Westinghouse Electric Corp. showed its FM promotion package at a cocktail party held Tuesday at the Carlton Hotel, Washington, as J. H. Stickle, Home Set Division sales promotion manager, explained each item in the FM package, he displayed a blue booklet titled "What the FCC Says About FM Programming." "Let me see that Blue Book," FCC Commissioner E. K. Jeff said as the crowd howled. Looking it over, he asked, "Is there a lemon book, too?"

INVEST YOUR AD DOLLAR

WCK Y s-ly

L.B. Wilson

WCKY

50,000 WATTS OF SALES POWER

Page 84  December 1, 1947

In the Public Interest

WCSI School Gift

SCHOOLS in Southern Indiana in need of phonograph records for school programs have been presented records without charge by WCSI (FM) Columbus. Records have been presented to many of the schools for use during lunch hours and for request programs for children. In making this move, WCSI reports that it hopes to help bring entertainments to the young school set and at the same time to help promote better relations among the schools of the area.

WWDG Christmas Party

SECOND ANNUAL "Good Neighbor" Christmas Party will be held this year by WWDG Washington for the 450 persons at the Blue Plains Home for aged and infirm. Party will be held at the home Christmas Eve. Every gift collecting will be started by the station on Thanksgiving Day. As it did last year, WWDG will erect a "Good Neighbor" booth at Connecticut Ave. and K St. and ask the city for gifts of the party. Alice Lane, WWDG women’s program director, is in charge of the project. In order that citizens in surrounding areas of Washington may participate in the collection, the station has arranged with the Police Dept. to have police precincts designated as gift collection depots. In addition to the station’s booth.

KXOK Service

MESSAGES from service men stationed in Japan and Korea have been delivered to their families in St. Louis area through the services of KXOK St. Louis. The men were interviewed by Ray Falk, a special correspondent of the St. Louis Star-Times, on a tour of the armed forces in the Far East. Originally the interviews were wire recorded, but on the way to the U.S. the wire recording fell off a barge into a Korean bay. Recovered from the water, the wire was salvaged and the interviews were transcribed to a disc. Reproduction on the disc was not of broadcast quality, so KXOK invited the families of the servicemen to the studios for a private hearing of the interviews.

Aid for Shut-Ins

ANNUAL CHRISTMAS campaign for veterans confined in 63 New York hospitals was launched Nov. 24 by Phil Cook, staff member of WCBS New York. Mr. Cook calls his drive the "Send A Book To Cook" campaign. Listeners are urged to send in books which will be distributed to the hospital patients.

WHOW Benefit Show

BENEFIT SHOW has been staged by WHOW Clinton, Ill., to collect a Christmas fund for a three-year-old local child who is suffering from lukemia, an incurable disease. Doctors report that the child has only a short time to live, and the citizens of Clinton and surrounding areas want to make this Christmas a big event for her. The entire program staff of WHOW, in addition to many Central Illinois entertainers, contributed their talents to the benefit show, which was held in the local high school gymnasium. All gate receipts from the show were presented to the child’s family to be used in purchasing Christmas gifts.

WOR ‘Operation Happiness’

ALL-OUT DRIVE to raise funds for the annual children’s Christmas party held by WOR New York, for children in the free wards of New York City Hospitals, has been launched by the station and will continue through Dec. 18. Known as “Operation Happiness,” the fund drive has been expanded this year to include 17 city hospitals. Gifts for the youngsters will be Christmas wrapped and tagged according to age, sex and size by a volunteer group of WOR staff members. In preparation for visit’s to the hospitals, round-the-clock appeals for funds are being made on WOR programs.

WTCH Fund Drive

CONTEST to focus listeners’ attention on the Community Chest Fund Drive was conducted for one week on WTCB Flint, Mich. Contest was featured on two daily commercial programs and one daily sustained. Listeners were asked to submit a fourth line for a Community Chest jingle. A radio was awarded to the winner, and another radio was presented to a Community Chest agency named by the winner to receive the gift.

WMZA Business Series

TO CREATE a better public understanding of what industry means to the people of the community, WMZA Macon, Ga., with the cooperation of the local Chamber of Commerce, is presenting a half-hour weekly program titled That’s My Business. The purpose of the series is to educate the public on such subjects as raw materials, wages, etc., infiltrate into everyone’s pockets and to explain the meaning and effect of such terms as “free enterprise,” “profit system,” “dividends,” and similar terms. The series strives to use the “preventative” rather than the “curative” tactics in gaining public favor for industry. WMZA reports that other Chamber of Commerce organizations have shown an interest in the series and have requested transcription for study.

WIP Hunger Fighters

WIP Philadelphia jumped aboard the “Train of Friendship” a few weeks ago, inaugurating the “WIP Hunger Fighters” to collect food for Europe through the setting up of 4,000 food deposit points. Announcement of the WIP campaign was made by Benedict Gimbel Jr., president of WIP and a director of KTEH
GROUP REPRESENTING sponsor, network, agency and program discuss future plans after arrangement had been made for Farnsworth Television & Radio Corp. sponsorship of the ABC Metropolitan Opera Auditions of the Air beginning Jan. 4. Executives included (1 l. to r.): Jack Warwick, vice president of Warwick & Legler, agency; E. A. Nicholas, Farnsworth president; George A. Sloan, chairman of board of directors, Metropolitan Opera; Mark Woods, ABC president, and member of Metropolitan's board of directors; and Edward Johnson, general manager of the Metropolitan.

MBS, who personally went on the air to ask for the cooperation of listeners. The "Train of Friendship," is collecting good-will gifts of food on a transcontinental journey from Los Angeles to New York.

Children's Hospital Aid

ANNUAL Saturday night series of benefit broadcasts for the Pittsburgh Press campaign for Children's Hospital again is being presented by KDKA, Pittsburgh, Nov. 15 through Dec. 20. Top-flight entertainers are presented each Saturday night, starting at 11:15 p.m. and continuing through the early Sunday morning hours as long as pledges for the fund are phoned in. Contributions are tabulated by the Farmers' Deposit National Bank. Talent and services for the broadcasts are donated by Pittsburgh chapters of AGVA, AFRA, AFM and NABET. KDKA department heads, their secretarial staffs and the Central Stenographic Dept. handle the special telephones, an emergency dispatching and detail work in connection with the campaign.

'Lost Sheep'

CASE HISTORIES of juvenile delinquents are being aired in a series of public service programs which started on WRC, Washington, Nov. 19. Program Director George Y. Wheeler reports that the series, titled Lost Sheep, is "to show how basic institutions such as the family, church, courts, may contribute to juvenile delinquency as they are delirict in their responsibilities to youth, thereby turning out potential public enemies." The programs are being pre-tested toward the aim of eventually broadcasting the series over NBC, or making transmissions of the program available to other stations. Case histories being dramatized are taken from those compiled by Dr. Benjamin Karman, chief psychologist at St. Elizabeth's Hospital in Washington. WRC plans to call the program to the attention of local agencies concerned with juvenile welfare and invite them to comment on the series. Lost Sheep is being heard Wednesdays at 11:30 p.m.

WSDU Youth Concerts

CHILDREN of New Orleans are able to hear the Music Appreciation Youth Concert series being conducted by the New Orleans Dept. of Recreation and the New Orleans Symphony, through special arrangements made by WSDU that city. WSDU is cancelling six hours of commercial time in order to carry the concerts at 11 a.m. from November through March. Each of the grades in school from the fifth to the twelfth will attend one of the eight concerts at the Municipal Auditorium. The grades not scheduled to go to the concert will hear it by means of the WDSU broadcasts which are piped into the classrooms. WDSU will carry the first six of the eight concerts.

WPTF Speeds Search

FOLLOWING the lead from WPTF Raleigh, N.C., presented in logbook style, emphasizes the speed with which the station joins any public service activity:

10:30 a.m.—WPTF Raleigh asked to broadcast a bulletin by Albany, N. Y. family, searching for father whose daughter had just died. Father was then located.

11 a.m.—WPTF aired bulletin.

11:17 a.m.—wire sent from Albany advising father had been located and thanking for fine cooperation.

WTAG Athletic Fund

ATHLETIC funds of 27 high schools in Central New England will be increased as a result of the All-Star High School football game to be sponsored by WTAG Worcester, Dec. 6. Under auspices of WTAG, the 27 best high school gridderes from Central New England will be stacked against a similar squad selected from Worcester high schools.

The net proceeds of the game will be divided among the athletic funds of the participating schools, proportioned according to the number of boys named on the All-Star Field. Coaches of the various schools will select the teams, but no coach may vote for his own men. Holy Cross College has donated the use of the Fitton Field, from which WTAG will broadcast the game. Station reports that local newspapers and other organizations are cooperating the promotion of the event.

WIL Unites Family

USING bulletins from the Police Dept. as program insertions, WIL St. Louis has been instrumental in locating many "missing persons." The latest discovery came when WIL broadcast an inquiry received by the Police Dept. from the Austrian Legation, based on a request from Rudolf Zawadil of Hainfeld, Austria, who was trying to locate his sister. According to a story in the St. Louis Post-Dispatch, five minutes after the station aired the query, Mr. Zawadil's sister telephoned the station and identified herself. She had lost track of her brother after she emigrated to this country in 1920.


Preacher for a Day

LON CLARK changed his role from radio's Nick Carter, Master Detective (MBS, Sundays, 6:30-7:00 p.m.) to that of preacher on Saturday (Sunday) when he preached the sermon at the Bronxville Lutheran Church, New York.

Executive Says Ford Co.

Is Proud of New Series

J. R. DAVIS, vice president and director of sales and advertising for the Ford Motor Co., said in a speech last week before the annual meeting of the dealer committee advertising chairman in Dearborn, Mich. that "The Ford Theatre, so far, is exactly what we wanted it to be."

He emphasized Ford's pride in the new dramatic series by stating that "we built The Ford Theatre to be a Ford show and we are looking at it from the long-range point-of-view. Over the long pull we believe it is going to do a big consistent selling job for Ford products."

The Ford Theatre is heard Sundays, 5-6 p.m. on NBC, Kenyon & Eckhardt, New York, is the agency.

Hi-Rating* 6-Day Strip

Show—Only $100 Month

TUNE IN VARIETY FAIR

156 PROGRAMS

with UNCLE DAN ELMIRA and the LIGHTSPOTTERS

The sparkling musical jamboree that follows the sure-fire, vodvill-pop variety pattern. 156 programs (15 min.), already transcribed, open band (Gilbrary), entirely flexible to fit any type station. Already sold out 30 markets. Ratings day-time up to 6th on big network stations.

UNIVERSAL Radio Productions

December 1, 1947  Page 85
Calls for Less Talk, Less Imitation on Air

EDITOR, BROADCASTING:

Lay it to imitation among individual stations and networks, to our natural gift of gab, to our personal infatuation with the sound of our own voice—lay it to whatever cause you will—a shred survey of today’s radio diet brings to light the fact that there is far, far too much talk on the air!...

At the time when some quiet dinner music would provide a pleasant background for an enjoyable meal, there’s the clattering “kids’ show” that works the name of the sponsor’s product right into the dramatic script. About the time when a good dance band or some music for dreaming would send the weary listener off to bed contented and at peace with the world, exploration of the dial brings forth nothing but news—a rash of news covered and covered again earlier in the evening. Then, too, there are the public service forums— with good intentions, to be sure, but presenting speakers with parched, untutored voices, scarcely suited to radio . . .

In planning radio fare today, the importance of the “gimmick” is vastly overrated. People are not quite the babes-in-the-wood they were . . . radio’s kidding of its own commercial message has served to make the listener even more skeptical of the sponsor’s sincerity. The local radio executive should rest his production future in the hands of the new generation—trained to key radio programs to the desires of an entirely new set of listeners, with an entirely different attitude toward what goes into the makeup of good radio entertainment. The sponsor should place his radio budget in the hands of a producer or agency and then go on about his business—resting assured that said producer or agency is sufficiently skilled to turn out a good show without interference based on paramours from stations disliking the air.

And above all, the men and women who build radio shows should resist the urge to imitate. They should restrain themselves from going to the extreme, from creating an idea so novel that it becomes ridiculous. Let’s invite ourselves into the millions of American homes with good entertainment instead of forcing our way into the use of tactics more suitable to the carnival midway or the old-time vaudeville stage!

Sid Hix Cartoon
Tickles Luckman
EDITOR, BROADCASTING:

I was more than pleased to receive the original cartoon which appeared in the Oct. 27 issue of Broadcasting. I certainly got a great kick out of it . . .

Charles Luckman
Chairman
Citizens Food Committee
Executive office of the President
Washington 25, D. C.
(Editor’s Note: Mr. Luckman has since resigned from the chairmanship to resume active direction of Lever Bros. as its president.)

Reception Reports Offered by Club

EDITOR, BROADCASTING:

Many engineers are interested in receiving reports of reception from listeners in various localities which aid materially in establishing general reception contours. It is in this way that the members of the Newark News Radio Club can and will be happy to help.

The Newark News Radio Club on Dec. 8 will celebrate its 20th anniversary, having started with an original membership of 15 local radio enthusiasts. During the period of 20 years the membership has grown to include dial twisters in all states of the U. S., many provinces of Canada, Mexico, Australia, England, and many other countries throughout the world. During this period the club has had more than 2,000 dedicated programs from stations in the U. S. and in foreign countries, all of them interested in seeing how far and how well their signals were reaching out. Indeed, the outcome of some of these programs in the past were the forerunners of the frequency check schedules conducted by the FCC prior to World War II.

I am the assistant broadcast band editor of the organization, and through my hands pass all tips on stations that have been heard by our membership and which are published in our twice-monthly official bulletin. Should the engineering staff of any new station desire to know how far the station signals are reaching, they are invited to send to me information as to when the station will commence testing, date and approximate time preferred, and these will be published in our bulletin. In this manner our members will be constantly alert in checking the particular frequency. Likewise, we have information as to when a particular frequency.

Anyone desiring a copy of the club’s official publication is invited to send a request either to myself or to the Newark News Radio Club, 215 Market St., Newark 1, N. J.

Carroll H. Wegrich
800 Alden Road
Parkville 14, Md.

Football Takes Over

THE INTERNATIONAL Broadcasting Division of the State Department said last week that it lent its facilities to the Armed Forces Radio Service to broadcast the Army-Navy football game last Saturday by shortwave to Latin America. The broadcast was in addition to those previously planned for East and West Coast transmitters to Europe and the Pacific area. The State Department also made available two transmitters on the West Coast and the relay station at Honolulu, to strengthen the AFRS broadcast to the Pacific and Far East.

Excess Insurance Coverage

LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Write us for full details and quotations—or have your Broker do so.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG. KANSAS CITY, MISSOURI
Toni Co. Pleased With Its Scrapbook

EDITOR, BROADCASTING:

Thank you very much for the Broadcasting Scrapbook which you sent me. It was certainly very nice of you to run this story and we do appreciate this work. Thanks again.

R. N. W. Harris
President
The Toni Co.
St. Paul 1, Minn.

* * *

Long Time Reader, Manager Says

EDITOR, BROADCASTING:

Broadcasting has been my favorite for years, and even before taking an active part in radio commercially I read the medium cover to cover.

Robert E. Ingstad
Manager
KOCV Valley City, N. D.

* * *

Dillard TV Testimony
Correction Offered

EDITOR, BROADCASTING:

Knowing your desire in reporting news to keep it factual, I want to call your attention to a serious error in reporting my testimony in the recent TV Hearing given on page 77 of the November 24 issue. The reporting is erroneous in stating that I testified "That Government has 45% of the frequencies between 15 kc and 216 mc." This has proved embarrassing to me since this is not the testimony which I placed in the record. What I did say was this: that if we exclude the frequencies which Government has between 15 kc and 216 mc, then television, occupying 13 channels would have over 45% of the frequencies available for Civilian use.

The fact that the editorial entitled "U. S.— Ether Hog?" appeared on page 48 of your November 28 issue is apparently based upon my testimony, adds to my embarrassment.

Although a mistake has been made in the reporting of the testimony, I feel that the spirit of the BOOM CRANE lifts the 1-kw transmitter for WARC Rochester prior to that station's going on the air Nov. 12. The 200-foot towers were assembled on the ground, then raised to a vertical position and placed upon the base insulators which support them. Samuel W. Townsend is president and general manager of the new fulltime ABC affiliate, on 950 kc.

editorial directed at the United States (Ether Hog) more clearly than ever drives home my point when corrected, namely, that Television with its 78 mcs below 216 mcs comprising only 13 channels, is a waster of kilocycles in this band and is really the "Ether Hog." I am writing this letter to correct my testimony so as to get the Record straight as reported in Broadcasting: Relative to the remaining portions of the article, I think that you did a very fine job of factual reporting.

Everett L. Dillard, President
K. A. M. Assn., Inc.

(EDITOR'S NOTE: While Mr. Dillard correctly clarifies our account of his testimony, a number of witnesses cited the high percentage of frequencies held by Government: We find no reason to modify our contention that Government is "Ether Hog." )

* * *

Procedure for Congress Committees in New Bill

A BILL to prescribe the procedures of congressional investigating committees and protect the rights of parties under investigation was introduced in the House last week by Rep. Helen Gahagan Douglas (D-Calif.).

Rep. Douglas said her bill, known as H. R. 4564, was designed to protect the right of the American press to "comment on Congress or individual congressmen, either favorably or adversely." Under the bill, no reporter, editor or publisher could be forced to appear before a committee in regard to his writings unless a majority of the committee approved.

The bill also provides that "all witnesses at hearings of the committee, whether public or private, shall have the right to have the aid and assistance of counsel and such other aid as may be necessary to protection of their rights and to a full and fair presentation of the matter under investigation."

'Voice'

(Continued from page 18)

newed presentation of his ideas as he reported to the House on his recent overseas trip.

Pointing out that every European country except Luxemburg owns its radio facilities, Mr. Mundt said, "Certainly the least we can ask them in exchange for the economic aid we make available to them is to compensate us with time on their radios, at the best spot on the dial, so that we can broadcast in their own language, over their own radio the true story about American ideals and the American peace program."

Unless the aid program is accompanied by an adequate information program, said the senator, "it is certain to fail regardless of how much we send, how hard we try, or how generously we spend."

The plea that we must "blow our own horn" came also from the Democratic side of the aisle. Rep. Thomas J. Lanus of Massachusetts said that "what is needed now is a more forceful presentation of the American story."

"There must be the same scrupulous regard for truth," he cautioned, "but there must be great emphasis. We must play up what we are doing and what we have done to relieve hunger and hardship in Europe."

Backing of the "Voice" came also from several well-known Americans just returned from foreign travels. John Cowles, prominent broadcaster and newspaper publisher, said that the U. S. has "made a pitiful mistake in not getting its story across in Europe."

Mr. Cowles said the "Voice" is now only the "Whisper of America," and as a result he said dozens of informed persons told him the Russians are taking credit even for American aid. He suggested an immediate appropriation of $50,000,000 for the "Voice" and for "propaganda warfare in Western Europe."

China Need

Back from the Far East, Dr. William M. McGovern, political science professor at Northwestern U., told the House Foreign Affairs Committee that China is "desperately anxious" to receive the American information program. He said that in many cases the State Dept.'s information service was China's only way of knowing what is going on in the world.

A Polish government spokesman, meanwhile, issued a sharp blast at the "Voice" for its "disgusting" attacks on leading Polish statesmen. He said the attacks were contained in material supplied by Rep. Thomas S. Gordon (D-Ill.), who was on a congressional committee which visited Poland last month.
Booz for Co-ops

(Continued from page 18)

considered by Rep. Carroll D. Kearns (R-Pa.), if the union head goes through with his threat of stop all recording by musicians. Reopening of House hearings into Mr. Petrillo’s activities is planned by Rep. Kearns if the threat materializes.

While network officials concede that removal of the ban is effective only to termination date Jan. 31, 1949, of present contracts with AFM, they believe the rapid increase in co-ops will proceed with even greater speed.

Originally co-ops were viewed as a last resort shows which retailers could sponsor on their local stations without spending much money. The idea of sponsoring a big-league musical program on this basis was viewed skeptically until MBS put Kate Smith on the air cooperatively. A few news commentators had been so sponsored at a time when such programs were at their wartime peak.

Precludes Control

Kate Smith had acquired over 300 sponsors by the end of summer, and such programs as Meet Me at Parky’s, Information Please, Abbott & Costello and Alexander’s Meditation Board became co-ops.

By mid-autumn large numbers of top-ranking programs were glad to trade a regular income from a single sponsor for a chance at the much larger potential offered by a network on a percentage basis.

Furthermore, the plan prevents any national advertiser or agency from exercising program control.

Among programs sponsored cooperatively on network or networks by mid-autumn were these:


CBS—Kate Smith, Bob Hope, Fulton Lewis Jr., Cedric Cotter, Bill Cunning- ham, Lulu and Nip, Time, Time, Time, Cecil Brown, Henry Lassaut, The Tilt Tent, Nat King, MBS, Meet the Press, Erskine Johnson, Inside of Sports, John Johnson, Paul Harvey, Information Please, Alexander’s Meditation Board, Meet Me at Parky’s.

CBS-World News Roundup (8 a.m.), morning news (9 a.m.), evening news (11 p.m.), Red Barber (in east), Hawk Harrelson (in west) as Host, Rusty’s (House Party, until Dec. 1), Winner Takes All.

NBC—World News Roundup, Richard Harkness, News of the World, H. V. Katenbren, Robert McCormick, Believe It or Not, Veterans’ Advisor (to Nov. 1).

Radio Manufacturers Assn. announced its representatives on the Industrywide Music Committee would be President Max F. Balcom of Sylvania Electric Products, and Ray C. Cosgrove, past RMA president and chairman of the RMA-NAM Liaison Committee of Crosley Division. RMA General Counsel John W. Van Allen will assist in legal matters with Bond Geddes, executive vice president, serving on the planning committee.

RMA took part in the committee’s Nov. 21 meeting [BROADCASTING, Nov. 24].

A. D. Willard Jr., NAB executive vice president, presided at the committee meeting.

IT’S FUNNY as Charles Collingwood, CBS Hollywood commentator, tells the story. Listening are (1 to r): William D. Shaw, CBS account executive; Al Brooks, Brooks Adv., representing Bekins Van & Storage, Los Angeles; Frank King, CBS Western division assistant sales manager; James Cominos, vice president and radio director of LeValley Inc., Chicago agency servicing Household Finance Corp. account. Occasion was start of Mr. Collingwood’s commentary on Western network.

Harvard Law ‘Record’ Expects Petrillo to Circumvent Laws

SHOULD James Caesar Petrillo actually attempt to carry out his threat of a permanent ban on recordings “it is difficult to see any legal obstacles to such action,” according to the Harvard Law School Record for Nov. 12.

“Neither the Taft-Hartley Act nor the labor law would seem to cover this situation, although Petrillo’s action may well be designed to circumvent both,” says the Record.

The article, which “goes further into the legal issues involved in this current news story than do the daily newspapers,” according to an editor’s note, states that the proposed new Hartley bill compelling the record industry to “obviously raises constitutional questions.”

Observing that Petrillo often is charged with trying to stop the forward march of technology, the Record comments:

“Undoubtedly he realizes that he cannot stop future advances of this kind, but his answer now is that the situation is unique because musicians are putting themselves out of business. To the musicians, the argument about inevitable technological progress is like telling a man that death is inevitable, therefore he might as well commit suicide now and get it over with.”

Scripps-Howard Station Takes Air in Cleveland

DEPARTING from customary deductive fan-fare, the new WEWS-FM Cleveland, made its debut Thanksgiving Day with a 17-hour schedule and its full authorized power of 10.3 kW on channel 27. The station, owned by Scripps-Howard Radio Inc., is the sister of WESF, newly authorized television station which is scheduled to go on the air with its test pattern today (Dec. 1). The stations have no AM affiliate in Cleveland.

Vice president and general manager of Scripps-Howard in charge of Cleveland operations is James C. Hanrahan. J. Harrison (Jack) Hartley, former assistant director of television operations at NBC, is director of the television station.

FOR SALE
NEW 5 KW WESTERN ELECTRIC TRANSMITTER

Emergency power supply, speech input equipment, complete set of operating spare parts, substantial amount of installation wiring materials.

Box 64, BROADCASTING
**STRIKE OF ANNOUNCERS IS SETTLED AT WOOK**

Three-week-old strike of American Federation of Radio Artists employees at WOOK, Silver Spring, Md., was ended with the signing of an agreement on Nov. 22.

The agreement provides for arbitration of all disputes arising under the contract, which runs to Oct. 30, 1948, according to a statement issued by AFRA and station management. The statement said WOOK agreed "(1) to recognize AFRA as the exclusive bargaining agent for announcers and radio announcers and (2) to cooperate, within the law, in steps looking toward the early establishment of a union shop."

"Incidentally," the statement asserted, "as a result of collective bargaining, a partial agreement has also been made covering wages, hours, overtime, vacations, and sick leave. The parties further agreed to meet in January 1949 to negotiate other terms of a more complete agreement."

Jesse B. Messitte, union attorney, attributed the strike, involving four announcers and a disc m.c., to "grossly unfair labor practices committed by the station." Richard Eaton, station manager and president, said the strike was called without notice and solely for economic reasons.

Mr. Messitte was quoted as saying the work week was reduced from 44 to 40 hours with overtime after eight hours, a basic wage scale starting at $46 weekly, a week's vacation after 26 weeks and two weeks vacation after one year.

**New Sonora TV Set**

SONORA Radio & Television Corp. has announced that a new video table model receiver with a 10-inch direct-view screen retailing at $580 will go into production Jan. 2. Company plans to produce 200 video sets in January, 300 in February, 500 in March and 1,000 sets a month thereafter.

**TV Goes European**

A DOCUMENTARY film showing how Warsaw, one of Europe's worst bombed cities, has recovered from the war, was telecast on WCBS-TV New York. The film, which is supplemented by an arrangement between CBS and Film Polski, official Polish newsreel firm, to provide movies to CBS for televising in this country, augment an exclusive contract with A. F. Films, official French newsreel organization, CBS reported, and arrangements with the Atlantic agency for Soviet films and the U.S. Army Civil Affairs Branch for pictures on Germany and Austria.

**99% of Adults Hear News Once Daily According to Latest Study by Whan**

Dr. Forrest L. Whan, chairman, Dept. of Speech, Wichita U., has completed another study of radio listening—the time measuring the number of news broadcasts heard by the adult set-owners around Wichita. The report shows that almost 99% of the men and women in the metropolitan area hear at least one news broadcast daily.

Broken down by farm, village and metropolitan audiences, the survey shows that urban listeners lead the other two classifications. Even in rural areas, only about 6% hear no radio newscasts during the day and over half hear at least two.

The survey results were reported at a seminar during the National Assn. of Radio News Directors Convention in Washington Nov. 12-15 by Dr. Wilbur Schrann of the Dept. of Journalism, U. of Illinois. Dr. Whan based his estimates on 10,000 interviews.

There is little difference by sex in the number of listeners to news broadcasts, although women show slightly less interest in news programs.

The condensed table of results is as follows:

- Village
  - Men: 4.0%
  - Women: 5.8%
- Metropolitan
  - Men: 1.2%
  - Women: 1.5%

**BROADCASTING • Telecasting**

*November 28, 1948 - Page 89*

**LENDING A HAND as work progresses on new studios for WRUN Utica, N. Y., are Thomas E. Martin (1), manager of the ABC affiliate, and Otto F. Brandt, of ABC stations relations. The new headquarters are in Utica's Power and Light Bldg. WRUN studios in neighboring Rome, N. Y., recently were completed.**

**NAVY TAKES OVER W A S L Goes All Out to Give Middles Boost**

Every member of Navy's football team appeared on Wednesday's broadcast and commented on the feelings of the "eleven" as W A S L Annapolis, Md., used its facilities to spurn the Navy for its Saturday clash with Army.

The rally Wednesday evening, as well as the "Thanksgiving Hop" kept W A S L's programs running along with a continuing change of pace.

Throughout Thanksgiving week, Harold Stephens, program director of W A S L, had an early morning broadcast beamed expressly to the midshipmen. Using popular recordings, as requested by the midshipmen, he also broadcast patters, here and there ribbing the various middies in a good-natured vein.

The broadcasts during the week were handled entirely by Mr. Stephens, acting as m.c., with all gags and skits performed by the midshipmen. Mr. Stevens, assisted by the middies, tape-recorded special features in the different gathering places, and played them the following day.

Each morning the commanding officer at Annapolis permitted the W A S L program to be tuned into the mess hall and pumped through more than a thousand speakers located over each mess table.

**Fitch Renewal**

F. W. FITCH Co., Des Moines, Iowa (shampoo, hair tonic) Dec. 28 renewes for 52 weeks Fitch Bandwagon, starring Phil Harris and Alice Faye, on full NBC network of 161 stations, Sunday, 4:30-5 p.m. PCT. Agency is L. W. Ramsey Co., Davenport, Iowa.

**New Michelson Series**

CHARLES MICHELSON Inc., New York, plans to prepare a transcribed package series on the works of Horatio Alger, Jr., with Ruth and Gilbert Braun writing the scripts. Arrangements already have been completed with the estate of Horatio Alger, Jr., the agency said.

**AMA Meeting**

AMERICAN MARKETING Assn. will hold its regular mid-winter meeting at De Paul U. and the Sheraton Hotel, Chicago, Dec. 29-30, place and date selected to coincide with the meetings of the American Economic Assn.
CONDITIONAL GRANTS GIVEN TWO FM OUTLETS

CONDITIONAL grants for two Class B FM stations authorized by FCC Friday. Construction permits and CPs in lieu of previous conditions for four Class B outlets authorized.

W. Albert Lee, permittee KLEE Houston, Tex., received conditional grant for Class B outlet on Channel 300, 567 mc, in lieu of previous Channel A, Channel 277.

Burlington-Graham Broadcasting Co., licen-

see WFNS Burlington, N. C., conditionally granted Class B facilities on Channel 230, 585 mc, in lieu of previous Channel A, Channel 277.

FGC changed tentative allocation and switched Channel 230 from Danville, Va., swapping Channel 277.

Following were authorized CPs; conditions is effective radiated power; antenna height is above average terrain:

- Elms Star-Gazette Inc., Elms, N. Y.-Class B Channel 246, 105.5 mc, 4.4 kw, 975 ft.
- Sky Wave Broadcasting Corp., Columbus, Ohio-Class B Channel 242, 95 mc, 7.2 kw, 795 ft.
- WLOK-FM The Port Industry Co., Lima, Ohio-Class B Channel 246, 95 mc, 3 kw, 360 ft.
- WLWF Crosley Broadcasting Corp., Columbus, Ohio-Class B Channel 246, 95 mc, 3 kw, 360 ft.
- WMC Radio Co., Indianapolis-Class B Channel 246, 95 mc, 3 kw, 360 ft.

SIX NEW AM STATIONS AUTHORIZED BY FCC

SIX new AM stations, four daytime only and two fulltime, granted by FCC Friday. Sarke Tarzian, Bloomington, Ind., TV permittee, and group identified with WESA Charleroi, Pa., among grantees.

The authorities:

- Philadelphia, Miss.—William Howard Cole, 1500 kw, 2 kw daytime, MRC
- Montgomery, Ala.—Sarke Tarzian, 250 kw daytime.
- New Orleans, La.—The Hendryson Company, 1410 kw, 225 kw, daytime, Partnership: E. B. McNutt, J. R. Hendryson and Owen W. Ware, attorneys. To be manager-chief engineer, 75%, and Meri Saxon, ex-
- Cincinnati, Ohio—Class B Channel 238, 95 mc, 30 kw, 360 ft.
- WLCX, Louisville, Ky.-Class B Channel 237, 105 mc, 4.4 kw, 700 ft.

HEARING SCHEDULED JAN. 5
IN PARAMOUNT TV CASE

HEARING on Paramount Pictures’ ownership in six television applicants, including Allen B. DuMont, will be by FCC Friday for Jan. 5.

Under earlier FCC ruling [BROADCASTING, Dec. 23, 1946], Paramount now “controls” five video grantees or licensees—maximum permitted for film content found erring. Jan. 5 hearing will be into Paramount’s “stock ownership and management interests in the following companies among others”: DuMont; New England Theaters, Boston; United Detroit Theaters Corp., Detroit; Balaban & Katz Corp. (WBKB), Chicago; Interstate Circuit, Dallas; Television Productions (KTLA), Los Angeles. Second part of Jan. 5 hearing will be to determine whether “control” by Paramount exists within meaning of FCC rules.

Three contested proceedings in which Du-

Mont, New England Theaters, and United Detroit Theaters are applicants were consol-
ated with Jan. 5 hearing, but testimony with respect to these will be limited to Paramount ownership and “control” question. These pro-
cedings (1) involve tentative applications DuMont, WAGC, and WHK; (2) Detroit case, in which United Detroit Theaters and WJR are seeking video stations, and Fort Industry Co., TV grantees, is seeking new channel assignment and (3) Buffalo case, in which New England Theaters, Empire Coil, Boston Metropolitan Television Co., New England Television Co., and Massachusetts Broadcasting Corp., are all applicants. FCC officials said they wanted to clear up Par-
amount ownership matter before proceeding with competitive phases of these cases.

TEMPORARY EXTENSIONS GRANTED FRIDAY BY FCC

FCC Friday gave temporary license extensions to 14 AM and 4 FM stations and regular renewals to 6 AM and 1 FM. Programming was granted. Temporary extension: KLZ

Brainerd, Minn., extended until Jan. 15, “pending further information regarding program plans.”


FM extensions, all to March 1, 1948, were WMTW Winston-Salem (licensed as Assistant Secretary of Army Gordon Gray, also president of WJS and JS-FM Wins-

ton-Salem), extended “pending receipt of reply to letter regarding ownership”; WAU-FM Philadelphia, pending action on transfer application; WAW-AM Indianapolis, and KA-

FM Los Angeles.

FM stations receiving extensions, all to March 1, 1948:

KLZ Brainerd; KARK Little Rock; KPJZ (and<br>Fort Worth); KHJ (and aux.) Los Angeles; KOB Albuquerque; KVFL-Del.; WPTA Tampa; WSM Charleston, S.C.; WBZ and (aux.) Boston; WNOF New Orleans; WOV (and aux.) New York; WBOC Elizabeth, N. J.

NOW ‘HOMEMAKER’

USE of word “housewife” henceforth taboo at WISN Milwaukee. Instead, an-

ouncers will use “homemaker,” says director and band W. W. Grignon, general manager. Some listeners pointed out many of best housekeepers not wives, so station will place emphasis on talk of creating real American home, regardless of other conditions.
In four weeks, WLW reaches 81.2% of the 3 1/4 Million Radio Homes in this area.

The total impact of The Nation's Station within the WLW Merchandise-Able Area—the exact over-all performance of WLW and leading competing stations—is now available through a special report of the Nielsen Radio Index, based on four measured weeks of listening in February and March, 1947.

As an actual or potential user of radio advertising, you should be vitally interested in these new coverage and circulation data. They provide an accurate picture of WLW's total coverage in terms of homes reached . . . intensity of coverage in terms of minutes listened . . . share of total listening within the area . . . the comparative performance of WLW and its leading competitors.

For example: during the four report weeks, WLW reached 81.2% of all radio homes in the area between 6 AM and midnight, as compared to 29.3% averaged by the next 15 leading stations. And among these homes reached by WLW, the number of minutes of listening during the average week was 550 for The Nation's Station, as compared to 233 minutes of listening per week averaged by the next 15 stations.

Even more remarkable, we believe, is the fact that WLW received one fifth—19.3%—of all listening to all 175 stations heard within the area.

WLW Sales Offices in Cincinnati, New York or Chicago will be glad to show you this new NRI report. On the West Coast, contact the Keenan & Eickelberg office in Los Angeles or San Francisco.

CROSLEY BROADCASTING CORPORATION
Another "first" for RCA Laboratories, undersea television cameras equipped with the sensitive RCA Image Orthicon tube were used to study effects of the atom blast at Bikini . . .

There may come a day when fishermen drop a television eye over the side to locate schools of fish and oyster beds . . . Explorers will scan marine life and look at the ocean floor . . . Undersea wrecks will be observed from the decks of ships without endangering divers.

With the new television camera, long-hidden mysteries of the ocean depths may soon be as easy to observe as a goldfish bowl—in armchair comfort and perfect safety.

Exciting as something out of Jules Verne, this new application of television is typical of research at RCA Laboratories. Advanced scientific thinking is part of any product bearing the name RCA, or RCA Victor.

When in Radio City, New York, be sure to see the radio and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, New York 20.

Through RCA Victor home television you will see not only the best in entertainment and sports, but educational subjects . . . the latest news . . . and "history as it happens." If you are in a television area, ask your dealer to demonstrate the new RCA Victor home television sets.