52,817 kids wrote

"DEAR AUNT RITA"

Every Sunday morning from 8:05 to 9:00 A.M., WLS entertains the kiddies with "Aunt Rita's Children's Hour." This program, designed especially for the youngest set,* offers a pencil box for every riddle the kids submit which is used on the air.

During the past eight months, 52,817 youngsters have written to Aunt Rita—an average of 1,553 letters per program.

This program is available to sell your products—available the full 55 minutes, half-hour, or 25 minutes.

For rates and further details about "Aunt Rita's Children's Hour" call your John Blair man—today.

* Aunt Rita's Children Hour each week contains birthday announcements, a story, songs, and riddles submitted by the audience.

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas
Boston's most progressive station builds listenership with personalities. Top local talent plus intensive promotion in newspapers and other media have established WCOP names as household words in Greater Boston. Here are two leading WCOPPersonalities:

**BOSTON'S BEST WEATHER COMMENTATOR:**

"THE OLD SALT" (RALPH BARKER) BROADCASTS TWICE DAILY DIRECTLY FROM HIS HOME ON CAPE ANN FROM 7:40 TO 7:45 A.M. AND FROM 6:10 TO 6:15 P.M., WITH AN EXTRA WEEK-END TALK SATURDAY FROM 12:40 TO 12:45 P.M.

Says G. Harold Noyes, retired Senior Meteorologist in charge of the U.S. Weather Bureau Station in Boston: "I want to express our appreciation for your excellent public service in your weather broadcasts; and likewise to Mr. Barker for the highly competent work he is doing. I have listened to several in different parts of the country, and there are not any to equal Mr. Barker's and your service."

Says Charles H. Bemis, writer of the widely read column, "Our Wonderful Weather" in the BOSTON GLOBE: "Regards to my favorite weather commentator. I hear you on my radio whenever possible — and that is very often. Wish there were more like you."

**WCOP'S STAFF SPORTS ANALYST:**

CHUCK CROSBY GIVES HIS "SPORTS SCRAPBOOK" FROM 6:00 TO 6:10 P.M. DAILY

Crosby joined WCOP less than one year ago, just in time to do an outstanding job on basketball. Since then he's acquired a tremendous Boston following with his two baseball broadcasts nightly. Now he turns to a busy football schedule, with resumes and nightly broadcasts featuring scores, forecasts and interviews with big names on such famous teams as Boston College, Harvard, Boston University and Holy Cross.

**WCOP Boston**

1150 Kc. RATES AND AVAILABILITIES ON THESE TWO TOP PERSONALITIES FROM ANY KATZ OFFICE

Boston's Exclusive ABC Basic Outlet
Receiving Sets Change...  
Yesterday's Boy  
Becomes Today's Man  
But he Still Stays Tuned to WCAU

Ever since the establishment of audience-measurement surveys WCAU has been first among Philadelphia stations.

WCAU  
50,000 Watts * CBS Affiliate  
PHILADELPHIA'S LEADING RADIO INSTITUTION
Networks Applaud Adoption of Code

(See pages 13-15)

ENTHUSIASTIC endorsement of action of the NAB board in adopting new standards of practice effective Feb. 1, came from Network Presidents Niles Trammell, NBC, and Frank Stanton, CBS, last Friday, within hour of board's action at post-convention meeting in Atlantic City.

Edgar Kobak, president of MBS, said laconically: "The industry is making progress."

Mark Woods, ABC president, said Friday: "We have always been in favor of a code. We are studying in detail the ramifications of the present code, and we will consult with our affiliated stations and make a detailed report on our position at a later time."

Mr. Trammell said: "I am naturally delighted over the action of the board of directors of the NAB in adopting a code of standards of practice for the radio industry. The National Broadcasting Co. and its affiliated stations at their convention in Atlantic City last Saturday, Sept. 13, unanimously urged the adoption of a code by the NAB."

"It is my hope and feeling that this new code will be a living document which from time to time can be enlarged to meet new situations in our industry and modified as the occasion may demand. It is also my feeling that this new code will rid our industry of many of the abuses for which broadcasters have been criticized and will enable us to further improve our service to both the listener and the advertiser."

"The board of directors of the NAB, its president, Judge Justin A. Miller, and all broadcasters who are members of the association are to be heartily congratulated on this great forward step."

Dr. Stanton said: "CBS fully endorses the standards of practice adopted by NAB and pledges its unqualified support of this forward step in the improvement of radio programs throughout the country. It is heartening to see this general industry-wide acceptance of the proposal outlined by Wm. S. Paley, chairman of the board of CBS, at the NAB convention last October."

Dr. Stanton emphasized fact that so far as CBS was concerned standards would constitute minimums, and that in many areas where CBS acceptance standards are higher than those adopted for the industry as a whole, higher standards would continue to apply to all programs broadcast over CBS and its owned and operated stations.

"We believe that the new NAB code of standards will be a blueprint for the further improvement of American radio, he concluded."
We Put the Slide Rule to the Memphis Market and Look What It Showed!

MEMPHIS LISTENING FAMILIES PER DOLLAR

<table>
<thead>
<tr>
<th>TIME</th>
<th>WHHM</th>
<th>NETWORK STATION B</th>
<th>NETWORK STATION C</th>
<th>NETWORK STATION D</th>
<th>NETWORK STATION E</th>
<th>STATION F</th>
<th>STATION G</th>
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</thead>
<tbody>
<tr>
<td>WEEKDAY MORNING Mon. thru Fri. 8:00 A.M. - 12:00 NOON</td>
<td>438</td>
<td>219</td>
<td>222</td>
<td>198</td>
<td>227</td>
<td>78</td>
<td>40</td>
</tr>
<tr>
<td>WEEKDAY AFTERNOON Mon. thru Fri. 12:00 NOON - 6:00 P.M.</td>
<td>507</td>
<td>293</td>
<td>342</td>
<td>165</td>
<td>114</td>
<td>94</td>
<td>58</td>
</tr>
<tr>
<td>EVENING Sun. thru Sat. 6:00 P.M. - 10:00 P.M.</td>
<td>380</td>
<td>207</td>
<td>214</td>
<td>182</td>
<td>146</td>
<td></td>
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</tr>
<tr>
<td>SUNDAY AFTERNOON 12:00 NOON - 6:00 P.M.</td>
<td>527</td>
<td>282</td>
<td>167</td>
<td>91</td>
<td>137</td>
<td>109</td>
<td>20</td>
</tr>
<tr>
<td>SATURDAY DAYTIME 8:00 A.M. - 6:00 P.M.</td>
<td>468</td>
<td>247</td>
<td>133</td>
<td>187</td>
<td>117</td>
<td>117</td>
<td>154</td>
</tr>
</tbody>
</table>

The above shows only "listening homes" and does NOT include radios in drug stores, automobiles, restaurants, service stations, and other commercial establishments, nor radios outside Memphis!

Latest Memphis population figures—the June-July Hooper report—and the lowest rate for chain break announcement on current printed national rate cards used to compile above figures!

Measure Memphis Anyway You Want, You Get MORE LISTENERS PER DOLLAR IN MEMPHIS and More Results... on WHHM

Represented by FORJOE & CO.

BROADCASTING • Telecasting

MEMPHIS, TENNESSEE

September 22, 1947 • Page 7
Fulton Lewis, jr.

"Voice with a Snarl"
SAYS THE SATURDAY EVE. POST (8/30/47)
but it gets results!

...results that pay off at the cash register for the Fulton Lewis, jr., sponsors on 288 stations of the Mutual network.

For whether his audience likes him or not (the ratio is about 30 for to 1 against, judging by his average weekly mail totalling 1100 letters and wires) his program commands listeners.

And listeners command sponsors ... an ever-growing number! Wire or write immediately for information as to availabilities for this outstanding co-op program.
73 percent of KSFO time is MUSIC!

Long time advertisers and new users of KSFO time are cheering our music and mood programming policy . . . because it's paying off in increasing advertising results.

We know “Everyone Likes Music” and our carefully prepared programs are planned for people who are particular about their music whether popular or classical. But equally important is KSFO “Mood Programming” . . . music programs skillfully time-blocked to preserve the mood; keeping dials tuned to 560 for long periods of listening time.

To sell the San Francisco-Oakland Bay Area remember, KSFO music (and mood programming) Pay Off, economically, effectively and constantly. Write KSFO or ask your Universal Radio Sales representative for the “Music Story.”

Shaded areas indicate music programs
Thanks, Mr. Raymer . . .

for publishing the essence of our discussions in your advertisement, “Let’s Get Together,” in Radio Daily Wednesday, September 17. You are right! The Spot Radio Industry should get together—and do it now. The Spot Radio Industry does need an organization—and needs it now. For all the reasons you mentioned and more.

So let’s start the ball rolling. We
suggest, as a preliminary step, that you confine the first effort to radio station representatives. And that you call the first meeting in New York (or Chicago) in the very near future. We further suggest that attendance by principals of the interested companies is imperative to expedite action on pertinent suggestions.

Again, thanks, Mr. Raymer. And let's go.

Edward Petry

Edward Petry & Co., Inc.
Feature of the Week

TELEVISION was hailed as a teaching medium surpassing anything in past medical history by doctors attending the 53rd Annual Clinical Congress of the American College of Surgeons at New York's Waldorf Astoria Hotel. The physicians took this view after watching on a closed-circuit television the actual surgery of a patient's appendectomy operation performed at New York Hospital-Cornell Medical Center some two miles distant.

First by Radio

Although operations had been televised and sent by cable to other rooms in a hospital last February at Johns Hopkins U. in Baltimore, the New York demonstrations marked the first time that they had been transmitted by radio. Transmission was by microwave radio beam, at a frequency of 7,000 mc, insuring that no curious video set owner could tune in these programs designed exclusively for the medical profession.

RCA engineers installed and operated the video equipment, including the camera suspended over the operating table, the transmission set-up, the receivers at the hotel and the sound system. Description of the progress of the operation, incidentally, was broadcast not by the surgeon performing the job, but by another doctor stationed at a receiver in another room of the hospital. His running commentary was based on what he saw on the set's viewing tube.

Sellers of Sales

PRETTY enough to be a model, proficient enough to be an executive, Eunice Dickson has combined her gifts to emerge as a model executive in her capacity as timebuyer for Ruthrauff & Ryan, New York.

Born in Pine Bush, N. Y., Miss Dickson, after graduating from high school, entered the American Academy of Dramatic Arts in preparation for a career as actress and producer. But parental insistence on more formal schooling resulted in a transfer to Westminister College, New Wilmington, Pa., where Miss Dickson carried on with her dramatic work while majoring in English.

Graduation came and brought with it no flood of offers from Shuberts or Warners so Miss Dickinson turned to the business world instead. Her progress was steady and in 1941 she entered radio as secretary to the assistant sales manager of NBC Spot Sales.

In 1942 her family moved from New York to Baltimore and Eunice joined WBAL in that city as secretary to Harold Burke, manager. The lure of the Big Town drew her back to New York, however, and eight months later she accepted a position as timebuyer with Morse International where she served for a year until 1944.

BBDO then bid for her services and Miss Dickson joined that firm, again in the capacity of timebuyer.

Romance entered at that stage in the person of Jim McGarry, manager of radio promotion and publicity for the agency. Miss Dickson and Mr. McGarry were married on June 8, 1946.

They have a daughter, Sheila Maureen, 43/4 months old.


Her hobbies are tennis and swimming. She also plays the cello and violin.
STRETCHING from Wheeling to Toledo, from Fort Industry to Fort Industry, and from winner to duffer was this unique eleven-some (1 to r): William Rine, WWVA Wheeling, low net winner with a smashing 65; Ralph Elvin, WJBK Detroit; Neville Miller, former NAB president, Washington; Harry Henshel, WOV New York; Lee Wailles, Fort Industry Co. general manager, Detroit; Pete Kettler, WGBS Miami; Bob Korns, WLOK Lima; Gene Trace, WAKR Akron; Tom McCullough, WMBM Miami; Glenn Jackson and E. Y. Flanigan, WSFID Toledo.


YANKEE Bill Rines (center), WCSH Portland, Me., flanked by Rebels Bob Harrington (1), WSVA Harrisonburg, Va., and George Thomas, KVOL LaFayette, La.

TEEE ARTISTS perform without benefit of that 15% (1 to r): Bud Fantle, KELO Sioux Falls, S. D.; John Crandall, Sherman and Marquette, New York; Bob Tichner, WNAX Yankton, S. D.

HELPING American Chicle Co. increase its gross sales are gummer-golfers (1 to r) Joe Lopez, WICC Bridgeport, Joe Burwell, WMBS Uniontown, Pa., and Frank Zuzulo, MBS New York.

THREE NEW YORK apple knockers who joined forces for some fancying knocking on their own were (1 to r): C. F. Phillips, WPBL Syracuse; E. R. Gamble, WBTA Batavia; Mike Hanna, WHCU Ithaca.

BULLSEYE at the starting post is scored by (1 to r): Ken Carpenter, George Bolling Co., Chicago; Frank Mullen, NBC; George Bolling, New York.

The PRACTICE green got a workout before the match swung under way. Here are J. R. Poppele (1), WOR New York, and Vernon Pribble, WTAM Cleveland, warming up.

EX-CHAMP L. Waters Milbourne (1), WCAO Baltimore, 1942 grand trophy winner, expounds to aspiring champ Hal Meyer, WSTC Stamford.

MRS. E. C. KELLEY gives a free golf lesson to husband “Gene” (second from l), KCRA Sacramento, as (1 to r) Herb Hollister, KBOL Boulder, Jack deRussy, NBC Spot Sales, New York, and W. Purcell, General Electric, Schenectady, follow instructions.

MILLER-DILLER ala Kirkwood. Walter Miller, WGAL Lancaster, doing a tee-totler, with A. Armor, NBC New York, as tee. Ray Gaul (1) WRAW Reading, watches.

Fearsome Foursome figures. Standing: Bob Thompson (1), WBEN Buffalo; Bill Doerr, WEBR Buffalo. Seated: Pete Wasser, ex-KQV Pittsburgh; F. E. Fitzsimonds, KFYR Bismarck, N. D.

September 22, 1947 • Page 11
Maybe you feel that records and transcriptions are the only possibilities for good local music programs, anywhere outside of perhaps New York and a few other largest cities.

Lots of advertisers do think just that—but the facts speak otherwise. In Beaumont, for instance, KFDM broadcasts Cliff Bruner’s six-piece string orchestra, nationally-known for its juke-box records, and which receives a 7.1 daytime Hooperating in Beaumont-Port Arthur.*

With carefully-selected spot-broadcasting programs, any advertiser can do a job of Bull’s-Eye Radio—radio where it’s needed, when it’s needed, and at a cost that the results can easily justify. F&P are pioneers and experts in Bull’s-Eye Radio. Can’t we help you?

* Hooper Report, Fall-Winter, 1946-47.
Self-Regulatory Code Effective Feb. 1

NAB Board Moves Swiftly; AFM Hit, Too

ACTING WITH almost incredible speed, the new NAB board of directors meeting in Atlantic City Friday—a day following adjournment of NAB’s 20th annual convention—adopted new standards of practice to become effective Feb. 1. Action came on the heels of a unanimous convention vote Thursday in favor of a self-improvement code to be promulgated “as expeditiously as possible.”

From the opening gavel, radio’s campaign for self-regulation dominated the convention. And it dominated the board too, because most delegates did not anticipate such speed. (Code roundup on page 16.)

The convention, with 1,700 delegates attending, and with a record gross attendance of 2,500, concentrated time and attention on the code but with equal vigor defended radio’s right of free speech, resolved to work in unison to remove the barriers placed in the way by AFM, spoke out against governmental encroachments, and heard with trepidation that even a code may be used against them.

Developments

The week’s stand-out developments included:

1. After two sessions of extended discussion, the convention adopted without dissent a resolution urging expeditious adoption of a code which will be satisfactory throughout the industry, giving “immediate consideration” to objections to the proposed code as voiced in the discussions (see story page 15).

2. NBC and its affiliates not only plumped for adoption of a code but led the way by adopting a stringent policy of their own respectingcrime programs (page 16). CBS Affiliates Advisory Board and the Mutual management, without committing its affiliates, followed suit (page 88). ABC recommended no action on the code at this convention (page 89).

3. NAB President Justin Miller warned broadcasters in the convention’s opening address that without an “intelligent and unrelenting battle” American broadcasting will gradually be taken over by government (page 17).

4. FCC Chairman Charles R. Denny told the convention that a station’s code observance or non-observance may be considered by FCC in acting on renewals (page 15).

5. NAB issued its preliminary draft of proposed model legislation designed to incorporate FCC out of the program and business fields and protect radio against other governmental encroachments on constitutional rights (page 19).

6. Without dissent the convention adopted resolutions authorizing that “all things necessary and proper” have been done to solve problems posed by the demands of American Federation of Musicians and inviting other interested organizations to join this effort (page 20).

7. A resolution was adopted recommending “appropriate” NAB action to secure reversal of FCC’s Mayflower decision, which withheld from broadcasters the right to present their own opinions and which will be subject of an FCC review Jan. 12 (page 20).

Both in and out of the convention there were many developments to capture broadcasters’ attention. Even before the NAB proceedings opened, General Manager Neil H. McElroy of Procter & Gamble Co. told the NBC affiliates meeting unqualifiedly that P & G, the nation’s biggest radio spender, would seriously object to new restrictions in advertising practices that would limit commercial flexibility (page 89). NBC nevertheless went on record urging adoption of an NAB code.

Joseph Sedgwick, general counsel of the Canadian Assn. of Broadcasters, told the convention that American Broadasters are largely responsible for the success of the government-owned system of radio in Canada because they furnish their best commercial programs to the government-owned stations.

The need for incessant vigilance against advocates of government-operated radio was pointed out by Goar Mestre, president of the Inter-American Assn. of Broadcasters (page 82). Rep. Clarence F. Lea (D-Calif.), father of the Lea Act, again condemned the restrictive practices of AFM, and Commode E. V. Goer followed him at the speaker’s stand to present to NAB a citation for services rendered by broadcasters in behalf of the Naval Reserve program and to other broadcasters of top-ranking Navy officials (page 16).

Plans for organizing a group of independently owned NBC affiliates coast to coast were announced.

NAB’s Broadcast Advertising Clinic went on record as approving a proposal to conduct an extensive campaign to carry the study of radio’s sales power to all industries, and heard reports on other advertising department projects (page 90). In another clinic, spokesmen for four department stores testified to the effectiveness of broadcast advertising and told how it was done in their stores (page 90). Tentative plans of BMI for a nationwide talent search were discussed (page 90).

But the code was the subject.

Emphasizing its importance, code discussion was shifted early in the week from its original Thursday spot on the agenda to the Tuesday (Continued on page 78)

Petrillo Cracks Whip on Continental

Notifies FM Network That its Live Music Must End

By BRUCE ROBERTSON

IN AN OPEN declaration of war on FM network broadcasting, which many industry leaders saw as the first step in a campaign to achieve his oft-promised abolition of all network musical broadcasts, James C. Petrillo, AFM president, last week notified WHFM Rochester and WASH Washington, originating stations of the Continental (FM) Network, that live musical programs on that network were being ended by union order.

Notice of the prohibition, effective Sept. 18, was received by the network officials on Sept. 17, while they were in Atlantic City attending the NAB convention. Certainly, the message was as unexpected as it was sudden. The amicable meeting of representatives of the four AM networks with Mr. Petrillo and his union’s executive board in Chicago on Sept. 8, and the speech of Rep. Carroll D. Kearns before the FM Assn. convention on Sept. 12 had combined to give most broadcasters the impression that when they next heard from the AFM they would receive word that the union would be against duplication of AM musical programs on FM had been lifted, or at least that the AFM would be amenable to working out terms for such duplication when the present network contracts with the union come up for renewal next January.

Timing of Notice

Perhaps the blow at the 27-station FM network came as a sequence to the debut of its first commercial program on Sept. 12. This was to be a weekly series of half-hour musical broadcasts, titled the Treasury of Music, featuring the Rochester Symphony Orchestra and originating in the studios of WHFM Rochester.

If Mr. Petrillo expected that his uncompromising attack would stun his opponents into helpless rage, he must have himself been stunned at their reaction. First, the Stromberg-Carlson Co. told the Continental Network that it would fulfill the 16-week balance of its contract with a dramatic series, true stories of the New York state police, replacing the projected musical broadcasts. The network suffers no financial loss by the change; the only losers are the 40 members of the orchestra who would have been paid full AM network scale for each broadcast.

The NAB convention, casting aside every vestige of competitive prejudice between the AM and FM (Continued on page 79)
Self-Regulation Means Self-Preservation... An Editorial

AMERICAN RADIO is going to regulate itself.

The mandate for a code, which becomes effective Feb. 1, came from the NAB convention in Atlantic City last week, following healthy soul-searching by some 1,700 broadcaster-delegates. It will be radio's answer to its critics. It will be the vehicle constructed to convey radio on the road to full freedom.

The code must cope in the face of a challenge from the FCC's Chairman, Charles R. Denny, that the "minimum requirements" of those standards of practice may be used against stations on license renewals. It is as if the broadcasters were writing their own Blue Book to be tossed back at them.

The broadcasters accepted the challenge. They accepted it in anger and with some misgiving. But not in fear. They accepted it after all hope of favorable action had vanished two days earlier. They accepted it after Chairman Denny had scolded them and had told them that radio "is still too commercial."

They accepted it because they had confidence in the leadership of President Miller in his unrelenting battle to break the Government's death-grip on commercial radio. They realized that new life may be given the FCC program regulation and business control could come only if radio puts its best foot forward. They made no apologies for giving to the American people the world's best radio.

Mr. Denny, sagacious and skillful word architect, took a new tack in shaking his finger in the faces of the nation's broadcasters. The "public interest, convenience and necessity" ruse was abandoned. He judiciously wove into his address the new line that "under the Commission's interpretation of the law," it had the power to regulate programs. He explained reassuringly that Comr. Robert F. Jones, Ohio Republican, being a newcomer, did not go along with the rest of the commissioners present. Only absentee was Commissioner Hyde. That means the Commission stood 5-1 for a Blue Book crusade and the same way on the upcoming code.

We said the broadcasters were angry. They were angry because they felt Mr. Denny was dictatorial. They were willing to take the gamble if the stakes were freedom against slavery.

We contend it's none of the Commission's business whether radio is commercial, too commercial, quasi-commercial or pseudo-commercial. We contend the Blue Book is a travesty and that and the implied use of any code provisions as a punitive weapon is regulation by innuendo, coercion and intimidation. The Commission then would censor radio by the Blue Book back door and the code side door.

It may have been happenstance that the NAB released during the convention its proposed model radio law. It would strip the Commission of any authority over programs or business operation. It would give radio the freedom it craves. It is legislative Utopia. But it couldn't muster a dozen votes in Congress today.

That's because broadcasters—until last Thursday—had done nothing about self-regulation. Now there will be a code—a code with "teeth"—and one that won't require FCC direction as prescribed by Chairman Denny.

So here's how it should work: You get a code. Most broadcasters will observe it because they can live under it. The FCC attempts to use the code promptly and fairly. You do not. You go to Congress with the model bill. You show Congress that radio is putting its best foot forward and that the FCC is broadening its censorship salient. By sheer weight of right and logic you have a chance to get what you seek. Codeless you wouldn't have a prayer.

Under the board's Friday action, you have until Nov. 1 to propose changes to your district directors. They should not be ignored. Get the licks in. Don't let steamroller talk becloud this progressive and necessary mandate.

The code that will issue effective Feb. 1, 1948, will not emanate from an ivory tower. For on the convention floor, delegates heard the voices of men from Fargo, Ventura, Macon, Fort Dodge, Baltimore, New York. Each voice that spoke in support of or against had equal audience. And each, whether for or against, stated his viewpoint with sincerity, and the conviction that finds root in sincerity. The code will reflect the viewpoints, for the code is being written by men from the metropolis, from the cross-roads and determining in concert, their path together.

Free men remain free by standing to the task at hand. These men, from the 25th annual convention of the NAB recognized their responsibility and met it openly. The sequel to a good code, voluntarily observed, can be a good law emancipating radio.

### Automatic ASCAP Renewals Forseen

<table>
<thead>
<tr>
<th>No Percentage Increase Asked</th>
<th>NAB Committee Reports</th>
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<tbody>
<tr>
<td>VIRTUALLY automatic renewal of all broadcast stations' contracts with ASCAP for use of music was forecast Monday at a meeting of the NAB's Music Advisory Committee in Atlantic City. Chairman Thomas F. Streiberg, WOR New York, told the meeting that ASCAP reaffirmed its intention of asking no increase in percentages, which would mean renewal of such contracts without change.</td>
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Final action in the matter, however, is not quite ready to be taken by ASCAP, none of whose representatives attended the meeting.

But a joint meeting between the committee and ASCAP is scheduled for later this month and details are expected to be ironed out.

At the joint meeting, payment for cooperative programs' use of music also will be discussed, as well as an agreement by ASCAP to allow billing by stations for their use of music under ASCAP's program contract.

The Music Advisory Committee also considered the question of music rights for musical programs. A committee of broadcasters was appointed to consider the question in cooperation with NAB.

Chairman Streiberg also announced that ASCAP had now given broadcasters the right to use program type of license.

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**Coverage of NAB Convention in This Issue**

To facilitate locating the various stories on Atlantic City activities last week, the following page references are given:

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<td>Program Clinic</td>
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<td>NAB Board of Directors</td>
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<td>Golf Tournament Results</td>
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**Monday**

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<th>MONDAY</th>
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<td>Music Advisory Committee</td>
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<td>NAB Public Relations</td>
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<tr>
<td>Georgia Assn. of Broadcasters</td>
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<tr>
<td>Columbia Affiliates Meeting</td>
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<tr>
<td>Mutual Affiliates Meeting</td>
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<td>ABC Affiliates Meeting</td>
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<tr>
<td>Broadcast Advertising Clinic</td>
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<td>Retail Advertising Clinic</td>
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**Tuesday**

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<tr>
<td>Representative Lee's Address</td>
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<td>NAB President Miller's Address</td>
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<td>NAB Research Committee</td>
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<td>Wason Anti-Administration Address</td>
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**Wednesday**

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<th>WEDNESDAY</th>
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<tr>
<td>Delegates React to New AFM Ban</td>
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<td>FCC Chairman Denny's Speech</td>
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<td>NAB Proposed Model Bill</td>
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<td>Major Armstrong's Address on FM</td>
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**Thursday**

<table>
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<th>THURSDAY</th>
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<tbody>
<tr>
<td>Address by NAB's Doherty on AFM</td>
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<tr>
<td>BMB Board Election</td>
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**Friday**

<table>
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<tr>
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<tbody>
<tr>
<td>NAB Board of Directors</td>
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<tr>
<td>Text of Proposed Code 17; NAB Exhibits 15; Model Bill Text 19; Convention Resolution 20; Multiple Shown 35</td>
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</tbody>
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**Text of FMA Resolution on AFM (See story page 13)**

The following resolution was unanimously adopted Thursday by the AFM Association of Directors, meeting in Atlantic City. Whereas, the American Federation of Musicians has, without provocation or demand, offered its agreement to cooperate in the disarming of Continental FM Network, and Whereas, in a discrimination against FM networks, since music simultaneously employed over Continental FM Network facilities designated by the American Federation of Musicians, is based on a decision of the FCC not to authorize Continental FM Network, and Whereas, radio is better suited to the best interests of the public and the radio industry than any controversy be resolved immediately, in order that the public may enjoy superior reception of musical programs over FM networks since AFM is the acknowledged advancement in the art of radio broadcasting, and Whereas it is recognized that this action by the American Federation of Musicians affects all segments of the broadcasting industry and is further at variance with the principles of separation and distinction from the duplication of musical programs over FM and network, Now therefore be it resolved that the AFM Association of Directors hereby asks you, the President and Commissioners of the FM Association to lend its full cooperation and support to other organizations of the music industry in this concerted effort to combat this discrimination and arbitrary action. Be it further resolved that the President of the FM Association hereby authorizes and directs the appropriate committee to carry out the intent of this resolution.

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C. & O. to Sponsor

CHESAPEAKE & OHIO Railroad will start co-operative sponsorship of Information Please Fridays on NBC effective this 26th on four markets—New York, Chicago, Washington and Cleveland. Agency is Kenyon & Eckhardt, New York.
Adopts New Standards To Apply Now On Contracts

By J. FRANK BEATTY

BROADCASTERS will be operating under new standards of program and commercial practices starting Feb. 1, 1948, subject to contracts in existence Sept. 19, 1947. They will be stiff, meeting the cries of critics, yet they will permit adequate time for commercials and keep programming on a high ethical level. (See text of tentative code, page 17, and board resolution on this page.)

At its post-convention meeting Friday in Atlantic City, the NAB Board unanimously ordered that the convention version of the code be sent to the membership and that all criticism and suggestions be given to directors prior to Nov. 1. Then will start the major job of revising the document, with final action to be taken by the board later.

Committee to Be Named

A special committee will be set up to study suggestions prior to the November board meeting.

The new code will be a continuing legislative document, with the board empowered to make changes at any time.

NAB President Justin Miller will check the code with FCC Chairman Charles R. Denny and the Department of Justice.

The board discharged with thanks the special Standards of Practice Committee, which prepared the proposed code. The Program Executive Committee, under which it operated, continues its code functions.

Great care will attend preparation of the preamble, which will contain the salient portions of the code. It will lay down public service obligations and aspirations, as against the "thou shalt nots" of the three sections covering general and specific program rules and commercial practices.

In fact, the preamble will involve careful study of the two code discussion meetings at Atlantic City. The code dominated the general sessions, attracting 2,000 delegates and visitors at the first debate Tuesday afternoon and over 1,000 Thursday morning, when many had left for home.

Originally the code debate had been scheduled Thursday morning but protests that this late scheduling might be deemed as a railroad attempt led to transfer to Tuesday afternoon.

Flaring up at frequent intervals throughout the convention was criticism of the way proposed code was offered to the industry. The document was unveiled Monday morning at a news conference. Almost universal was the feeling that it should have been released a fortnight before the convention.

NAB CODE COMMITTEE in National Radio Week's booth where giant 20-foot rabbit symbolized the RMA-NAB slogan "Multipliy Listeners, Reach More Ears." L to r: C. T. Lucy, WRVA Richmond; Gene Carr, WBHC Canton; E. P. H. James, MBS; John O'Leary, WSB Atlanta; Harold Fellows, WEEI Boston; Robert Sweeney, MBS; Harold Fair, NAB; Henry Slavick, WMC Memphis; Merle Jones, WCCO Minneapolis.

By RUFUS CRATER

FEAR of an era of even more stringent FCC regulation of radio permeated the NAB convention after Commission Chairman Charles R. Denny told the broadcasters in a speech last Wednesday that they may be held accountable for observance of any "good" code they may adopt.

His formal declaration came a day after the convention, noting a New York Times dispatch quoting him as saying code compliance might be a proper subject for FCC inquiry in acting on renewals, voted to wait for his confirmation or denial before proceeding further with code consideration, for fear they might be creating a Franken-stein which the Commission would turn against them.

"I said it," he declared bluntly. "But he insisted that this was a minor issue. The real issue, he declared, is whether broadcasters are willing to undertake self-improvement. "Get the code off the side track to which it was shuttled at the last meeting and get it on the main line," he challenged. American radio is doing a good job but there is room for improvement, he told his audience, asserting his personal view that "a good sound code would be a forward step."

"If you adopt a good code the Commission may, as one element of its review, inquire whether a particular station has lived up to the minimum standards adopted by the industry," he declared.

"There may be some things in your code which we would regard as a helpful guide. On the other hand the code might contain, as your last one did, some provisions which we feel are contrary to the public interest," he added, referring to the WEEI Columbia case, participated in by the UAW-CIO, in which FCC differed from the old code's provisions relating to controversial issues.

Chairman Denny's remarks on the code were injected into his speech at the last minute, after the question of FCC's position was raised on the convention floor. He reviewed the combination's broadcast activities, pointing out

(Continued on page 8?}

Denny Implies Code Use as Yardstick

Code Resolution

WHEREAS the Program Executive Committee has presented a newly proposed Standards of Practice to the annual convention of the NAB,

Now, therefore, be it resolved that the Board of Directors of NAB endorse and adopt the said Standards of Practice effective Feb. 1, 1948, subject to contracts in existence Sept. 19, 1947.

Recognizing that the entire membership of the association has not had full opportunity to discuss and familiarize itself with all sections of said Standards of Practice, the board directs that copies of the said Standards of Practice be sent immediately to all members and that they be urged to contact their directors either personally or by mail prior to Nov. 1, 1947, to present their views and suggestions as to specific sections of said Standards of Practice.

That the board will review and revise the said Standards of Practice at its November meeting.

(Continued on page 91)
Trammell's Stand
Swings Dissenters
To Unanimity

By EDWIN H. JAMES

OPPOSITION that sprang up last week among some independent station members of NBC against a quick adoption of an NAB code would have developed far more formidable proportions if two networks—led by NBC—had not attained unanimous code support among their affiliates before the issue reached the convention floor.

At a two-day convention of their own, preceding the NAB confab, NBC affiliates voted unanimously to urge the adoption of the NAB standards. It was at this meeting that scattered opposition—which in concert with other dissenting members of NAB might have proved powerful enough to wreck the code permanently—collapsed.

Two days later, the CBS affiliates advisory board pledged similar supporting action.

Opposition Too Small

Some of the most influential NBC affiliates were understood to have intended vigorous opposition to the adoption of standards which they regarded as portending commercial hardships, but before the vote was taken on a resolution proposed by Niles Trammell, NBC president, the disidents agreed that their numbers were inadequate to force disapproval.

The vote was unanimous in support of Mr. Trammell's resolution—despite the distracting fact that few if any of the affiliates had seen the proposed code—and thus even those who had formerly opposed the adoption of the standards were committed to support them.

Passage of the NBC resolution was not without other distractions. The day before the affiliates agreed to support the code, Vice President McElroy, Vice president and general manager of Proctor & Gamble Co., radio's biggest spender, had warned that P&G would look with displeasure upon any effort by broadcasters to limit commercial flexibility.

Mr. McElroy made it plain that P&G was in no mood to accede to further tampering with its radio sales talks and pointedly asserted there was "danger" in changing commercial standards.

Other Actions

The adoption of the resolution urging support for the NAB code was but one of several important actions taken during the first annual convention of NBC affiliates. Others were:

(1) The affiliates adopted a new program-contracting policy, limiting such broadcasts to hours when children may be expected to be in bed and establishing

ing principles to minimize the blood and thunder aspects of such programs.

(2) Plans for the formation of an association of independently owned NBC affiliates expired, but enough of the spirit behind them survived to stimulate action looking toward possible strengthening and enlargement of the NBC Stations' Planning and Advisory Committee.

(3) Brig. Gen. David Sarnoff, president and chairman of RCA, and Frank H. Mullen, executive vice president of NBC, urged NBC affiliates to give serious thought to early ventures into television.

Mr. McElroy, addressing the NBC affiliates at the Marlborough-Bienheim Hotel, asserted that "any restriction" imposed on an advertiser's handling of radio commercials "should be looked at very carefully."

In a generally gloomy assessment of the present worth of radio as an advertising medium, Mr. McElroy criticized rising time and talent costs, asserted that he had noted a decline in average listening to radio programs and said that these unfavorable factors were compounded by the present re-

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PERIODICAL

neering by broadcasters of new restrictions "which may reduce seriously the commercial effectiveness of radio.

Another business leader and representa
tive of big radio clients took a sharply contrasting view to Mr. McElroy's in a speech delivered to the NBC affiliates the same morn-

ing. Sigurd S. Larmon, president of Young & Rubicam, urged sup-
port for a code of standards.

Mr. Larmon declared that radio was obliged to take immediate measures in correcting certain program conditions which provoke public criticism."

Advisory Council

He suggested the need for early organization of the Broadcasters Advisory Council, a high-policy committee embracing representa
tives of broadcasting, advertisers and agencies, to address "the broader aspects of radio and its relations with the public."

"The rush days of radio are over," said Mr. Larmon. "The time for self-examination is here."

Mr. Larmon pooh-pooed arguments that a broadcasting code could not be enforced. He pointed to the enforcement of code in other industries. "Periodical publishers have made codes stick," he said.

Among examples of current radio practices offending to the public, Mr. Larmon cited: (1) Lack of program balance, a "sameness of programming over extended time blocks (which) definitely limits or deprives the listener of exercising a reasonable choice in listening"; (2) lack of observance of "those subterfuges of restraint and social decorum which are persistently violated"; (3) advertising excesses.

The action by NBC in adopting a strict policy pertaining to its own crime shows was seen as a step beyond the restrictions on that type of program in the proposed NAB code.

Crime Programs

The NAB code suggested only in a broad outline that crime programs ought not to be broadcast at hours when children would be apt to be listening. NBC went beyond that, however, and specified times at which such shows would be permitted on its air.

NBC will not permit broadcasts of crime programs earlier than 9:30 p.m. in the Eastern time zone, 9 p.m. in Mountain and Pacific zones and 8:30 p.m. in the Central zone.

(Continued on page 89)

Rep. Lea Scores Techniques of AFM

Says Exactions by Union
Are Cold-Blooded
Illegal Abuses

REP. CLARENCE F. LEA (D-Calif.), father of the "Anti-Pettroli Law," again condemned the restrictive techniques of the Ameri
can Federation of Musicians in an address at last Tuesday's luncheon session of the NAB convention, and said recent labor legislation be
speaks the public's "protest against the manifested abuses" by labor.

He said a broadcaster estimated to him, after the Supreme Court upheld the Lea Act in the Pettrillo case, that "we have spent conser-
vatively between one-quarter and one-half million dollars in the last decade for the employment of music-
icians for which we had no produc-
tive use."

Rep. Lea, whose legislation in
ccludes provisions outlawing "feath-
er-bedding," told his audience that such exactions are no less than a "cold-blooded demand" exacted by threat and through fear of greater penalization than would result from failure to comply. They "have no place in the legitimate relations of employer and em-
ployee," he declared.

The California congressman was followed at the speaker's stand by Commodore E. M. Eller, Navy Dept. director of public informa-
tion, who presented to NAB, as representative of the radio indus-
try, a citation "for service rendered to the naval reserve" during the campaign to enlist additional re-
serve officers. The citation was signed by Fleet Admirals Chester W. Nimitz and Thomas B. Moorer. President Forrestal. Commodore Eller praised broadcasters for their as-
sistance to the Navy in both war and peace, calling them "as selfless a group" as any he had ever en-
countered.

The naval officer extended the regrets of Admiral W. H. P. Blandy, Commander-in-Chief of the Atlantic Fleet, who had to break an appointment to address the luncheon in order to be with his fleet during the hurricane threat. He also brought greetings from Navy Secretary John L. Sullivan, Admiral Nimitz and other high-ranking Navy officials. Com-
modore Eller was introduced by T. A. M. Craven, Cowles vice presi-
dent and a former FCC Commis-
sioner.

Rep. Lea, tracing the history of labor legislation from the enact-
ment of the Wagner Act 12 years ago, declared that the Lea Act of 1946 and the Taft-Hartley Act of 1947 are "not out of harmony" but that the radio industry gets broad-
er protection from the 1946 law.
NAB Chief Stresses
World Aspect At
Atlantic City

By BRUCE ROBERTSON

JUDGE JUSTIN MILLER, NAB president, urged 'broadcasters to maintain their united front in international as well as domestic problems as he opened the first general session of the NAB convention. His 90-minute presidential report, delivered with the hard-hitting sincerity which the broadcasters have come to recognize as typical of his president's thinking and speaking, brought the convention to its feet for a thundering ovation at its conclusion.

Beginning with a factual report of the progress of the NAB (whose membership has grown from about 400 ten years ago to 1,450 today, including all four national networks) and its affiliate organizations, AM and BME, Judge Miller urged all broadcasters to take full advantage of the convention to find out all about the operations of all three bodies.

"Satiation of all your doubts; express yourselves fully," he said. "Please do not pull any punches or leave the convention with unanswered questions."

President Miller reported continued improvements in NAB-FCC relations. "There is evident today, under the chairmanship of Mr. Denny, an attitude of friendly helpfulness" at the commission, he said. "Mr. Denny has been highly cooperative in his efforts to understand the problems and points of view of the broadcasters and to administer the law in such a manner as to avoid, so far as possible, any suggestion of harshness or oppression."

While there is still a "reflection of Blue Book philosophy in some Commission pronouncements," Judge Miller stated, "present trends indicate that the enthusiastic younger men in the lower echelons have much less voice in policy determinations than they once had. There is no indication of reliance by the Commission, to-day, upon the advice of foreign-trained proponents of government-owned broadcasting."

Broadcasters were "exceedingly fortunate" when the Supreme Court upheld the constitutionality of the Lea Act, President Miller declared. "This law will be something for Mr. Petrillo and his legal strategists to conjure with for years to come. The Taft-Hartley Act will have profound effects upon the relationships between labor and management in the field of radio broadcasting."

Unexpected Misunderstandings

But, he went on, "we have had misunderstandings with the legislative branch of Government, where we least expected it." During the Senate Subcommittee on Interstate and Foreign Commerce hearings on the White Bill, the fireworks then arose, he declared, "from the false assumption on the part of two members that the First Amendment has no application to broadcasting." Members of the committee were also unaware, he stated, "of the Blue Book pronouncements of the FCC; they were unaware of the lifted eyebrow techniques; of writing sociological dogma into opinions by way of what lawyers call obiter dictum; of off-the-record coercive practices, such as are revealed in the Mayflower case opinion. The Senators assumed that it was as easy to get an appeal to the Supreme Court from a decision of the FCC as from a trial court."

The NAB, Judge Miller reported, "joined issue first, primarily upon the attempt to write not of the present Communications Act all guarantees of free speech by radio. ... We placed before the Senate Subcommittee the platform upon which American broadcasters stand—its foundation stone—complete freedom of speech by radio, within the real meaning of the Constitution. Your enthusiastic support of that platform," he told the broadcasters, "is evidence of your determination to win the fight for its acceptance."

Two facts prove that the broadcasters' fight was not in vain, Judge Miller declared: (1) The White Bill was sent back to Committee and (2) the NAB was asked to draft a bill to meet the needs of AM and FM and to desirable amendments of the present law. NAB has fulfilled this request.

Expressing pride in the united front shown by broadcasters at these hearings, President Miller pointed out that united action must be continued if proper legislation is to be won. "Remember," he declared, "that we have the strength of thousands, scattered from one end of the land to the other. Remember that we stand upon firm ground in protecting the rights of the people to a free medium of communication."

To those who might ask "Why should we be concerned with freedom of speech, with the Constitution, and with legislation?" Judge Miller asserted that "it should be perfectly obvious from what has happened in England—to say nothing of other European countries and Russia—and from what threats in Canada and Latin America, that unless the broadcasters of America are willing to put up an intelligent and unremitting battle, American radio broadcasting will be taken over, step by step, until it

(Continued on page 81)

Banner Year

GREATEST attendance in NAB history came to the 25th annual convention in Atlantic City, with official figures showing registration of almost 2,500 radio broadcasters and exhibitors. Delegates from radio stations numbered 1,740 while exhibitor personnel staffing 60 exhibits was put at more than 650. Another hundred in attendance were delegates to the International Telecommunications Conference. Although NAB headquarters estimated wives and other guests at only 500 in addition to the 2,500 with official badges, gateen said the number of such other visitors was more than 5,000.

Text of the NAB Proposed Code

The text of the proposed new code of standards of practice for the radio industry, as made public by the National Association of Broadcasters, follows:

SECTION 1—STANDARDS FOR ALL PROGRAMS

The standards enunciated in Section 1 of this code apply to the treatment of all types of programs.

Religion

The subject of religion should invariably be treated with respect. Reverence should mark any mention of the name of God, His attributes or power. Reference to religious faiths, tenets or customs should be responsive and in good taste, free from prejudice and ridicule.

Religious rituals—baptism, marriage, burial and other sacraments—should be portrayed with accuracy. A priest or minister, when portrayed in his calling, should be vested with the dignity of his office.

Race, Creed, Color

No program should be considered acceptable which derides, misrepresents or attacks any person or institution by reason of race, creed, color or national origin.

Profanity and Obscenity

Sacrilegious, blasphemous, profane, salacious, obscene, vulgar or indecent material should not be broadcast. Your enthusiastic support of that platform," he told the broadcasters, "is evidence of your determination to win the fight for its acceptance."

Two facts prove that the broadcasters' fight was not in vain, Judge Miller declared: (1) The White Bill was sent back to Committee and (2) the NAB was asked to draft a bill to meet the needs of AM and FM and to desirable amendments of the present law. NAB has fulfilled this request.

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(Continued on page 81)

the NAB Proposed Code

Divorces should not be casually treated or advanced as the normal solution of marital problems.

No material tending to break down the moral strength for parents, the home, or moral conduct should be broadcast.

Insobriety and Excessive Drinking

Insobriety or excessive drinking should not be portrayed as desirable or prevalent factors in American life, and reference thereto should be kept incidental to the development of plot or character.

Narcotic Addiction

Narcotic addiction should never be presented except as a vicious habit.

Crime and Horror

Crime and punishment should never be presented in a way that will portray the criminal in an attractive light or condone the crime. Criminals should always be punished, either specifically or by implication. The technique and methods of crime should not be presented in enough detail to invite imitation.

Brutal killings, tortures or-phy-

(Continued on page 86)

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New NAB Directors
NAB Directors Elected
Wednesday were:
Large Stations
(For Rugh and Ryan): Paul W. Morency, WTIC Hartford (former District 1 director); Howard Lane, WJJD Chicago.

Medium Stations
(Re-elected)

Small Stations
Clair R. McCollough, WGAL Lancaster, Pa. (re-elected); Robert T. Mason, WMRN Marion, O. (for Coy).

FM (Class A)
Willard Egolf, WBCC-FM Bethesda, Md.

FM (Class B)
John Shepard 3d, WGTG Boston.

Networks Prepare
For Time Change
CBS, NBC to Sign Off Hour
Earlier With Switch
MINOR programming adjustments will be made by the four major networks when the change-over from daylight saving time to standard time occurs on Sunday, Sept. 28.

CBS, which during daylight time transcribed its programs between 9 and 10 p.m., New York time, for West Coast repeats later on in the evening, will terminate that service on Sept. 25 and broadcast the programs to the West Coast live. Both network and WCBS New York will go off the air at 1:05 a.m. each morning instead of 2 a.m., sign-off time during daylight time.

ABC followed a plan during daylight saving time which permitted all affiliates to carry a program during the same time period. The network recorded shows for Hollywood which were broadcast at the same hour they were heard in New York. With the beginning of standard time on Sept. 28, ABC will record shows for Hollywood only and Chicago will carry them live.

The only change to occur at NBC will be in the sign-off time in the network’s Pacific, Mountain and Central zones, from 2 a.m. back to 1 a.m.

Mutual, which like the other networks has been recording many of its programs for repeat in Chicago and on the Don Lee network, will cut its transcribed repeats approximately in half, with most MBS programs being heard live throughout the country during standard time.

NAB Exhibits Hit New High in Quality

MILLIONS of dollars worth of broadcast and electronic equipment, much of it revealed to the public for the first time, featured the most extensive exhibition in NAB convention history.

DOMINATING the displays were four antennas, reaching far into the 150-foot ceiling of Convention Hall. But of equal interest were new developments in television, FM and facsimile—services that now are important operating segments of the industry.

With the vast facilities of the cavernous auditorium available for an exhibition that covered two-thirds of an acre, leading manufacturers were able to show and explain heavy equipment that cannot be set up in the average auditorium.

Some 50 exhibitors occupied booths ranging from 100 to 2,000 square feet. The booths were separated by wide aisles permitting thorough examination of equipment and services. The entire exhibition, one of the largest in American industry, was in charge of Arthur C. Stringer, director, NAB FM Dept.

As usual, gimmicks were popular. They ranged from a standard radio tag-matching wrinkle, with beverage bottles as a reward, to the bags of peanuts offered by Louis G. Cowan Inc. Standard gave away over 50 bottles of beverage.

Delegates spent much of their time wandering around the booths and examining equipment. The exhibitors voiced approval of the way the project was handled, both in the facilities for transcription auditions at future conventions.

Eight manufacturers of receivers displayed their models in the convention lobby at the invitation of NAB. They were Stewart-Warner, RCA, General Electric, Philco, Federal, Stromberg-Carlson, Westinghouse, and Ansley. Besides its sets, Ansley exhibited a combination electric piano, radio set and automatic record player.

Radio Week Display
A feature of the display was the booth promoting National Radio Week, with NAB and Radio Manufacturers Assn. as joint sponsors.

(See picture page 15.)

Among the equipment displays, Federal Telephone and Radio Corp., had a two-bay square loop Blaw-Knox antenna, along with mobile units, transmitter console, turntable, monitoring speaker and FM monitor.

Westinghouse Electric Corp. had a 50-kw AM transmitter, two cabinets, 1 kw and 3 kw FM transmitters, console receiver with FM, tube display and console receiver.

RCA had a towering six-bay television antenna, en route to WBAL Baltimore, atop a pylon tower. It was valued at $22,000. Other items included a WBAL mobile television truck, 5-kw television, 10-kw FM and 5-kw AM transmitters, beer-mug transmitter, 150-kw h-o-r-t wave transmitter, along with other equipment.

General Electric Co. had a 10-kw FM transmitter and audio racks with new limiting amplifier and monitoring amplifier, four-bay doughnut FM antenna 50 feet high, miscellaneous consoles and studio setups, elaborate television pickup and receiver equipment including large-screen projector and watercooled studio light. New studio camera has a hydraulic lift.

Facsimile displays were shown by WFIL Philadelphia and WAAT Newark, which cooperated in programming for Radio Inventions Inc., and its Newspaper Publishers Facsimile Service. Continuous facsimile service was provided for guests.

In the DuMont television display was an acorn package capable of enlargement as desired. It included 600-w TV transmitter, monitoring equipment, playback, batwing antenna and similar items.

Western Electric Co. and its subsidiary, Graybar Electric Co., had a long list of equipment. In the display were 2-kw and 10-kw FM transmitters, miniature model

(Continued on page 80)
But Miller Expects Road to Passage To Be Slow

A PROPOSED model bill designed to protect radio against any specifically forbidding FCC to censor radio or regulate stations' business affairs was presented in tentative form last Wednesday by NAB officials at the convention in Atlantic City.

But not even the association's staunchest crusader for radio's constitutional right of freedom of speech—President Justin Miller—could predict enactment of such rooseate legislation for broadcasters in the near future. It took the American Bar Assn. this week to secure passage of the Administrative Procedure Act, he reminded.

Judge Miller said "maybe 5, maybe 10, maybe 15 years" would be required for the bill to adequately protect the rights of Broadcasters. "When that time will come," he said, "I don't know."

And when the Anticipated passage of any radio legislation before the Congress, which still has the White Bill pending in committees, he said that "the probability is,"

NAB's proposed model bill was drawn up under the direction of Don Petry, general counsel, who emphasized that it was only a tentative draft prepared by and for the attorneys and radio disectors to discuss and suggest improvements. It "does not commit or bind the industry in any way," he pointed out.

The draft was prepared following a suggestion made by Sen. McFarland (D-Ariz.) during last June's Senate Commerce Subcommitte hearings where NAB attacked the White Bill as an aboritive proposal which would shake radio even more than it is now under the antiquated Communication Act of 1934. Mr. McFarland noted that the Senate group is expected to resume hearings on the White Bill when Congress convenes next January.

Provisions of Bill

Under the proposed model bill, FCC would be specifically forbidden to regulate radio beyond the extent necessary "to assure a technologically efficient and orderly system of broadcasting. The Commission would not, however, go completely out of the program field, according to President Miller, who said that, for example, it still would have authorization to grant, regulate, and enforce license authority for programing, and to specify the type of program material to be used in certain experimental operations.

PROPOSED MODEL BILL OF NAB

A BILL

To amend the Communications Act of 1934, as amended, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That this Act may be cited as Communications Act Amendments of 1948.

SEC. 2. Subsection (p) of section 3 of the Communicating Act of 1934, as amended, is hereby amended to read as follows: "(p) The term 'broadcast station', 'broadcasting station', or 'radio broadcast station' means a radio station which is engaged in broadcasting as herein defined."

SEC. 3. Section 3 of such Act is further amended by inserting after the word 'station' the following sentence: "(a) Instrument of authorization herein referred to." "(b) The term 'license', 'station license', or 'broadcasting license' includes any instrument of authorization hereinafter referred to. The term 'license' includes any instrument which contains the grant of permission to the person to whom it is issued to maintain, operate, and use the radio broadcast station or the right to broadcast from the radio broadcast station.

SEC. 4. Section 391 of such Act as amended by inserting, as the first sentence thereof, the following: "The purpose of this Act with respect to radio broadcasting is to promote the public interest, convenience, and necessity by ensuring an adequate number of stations, to conserve the radio spectrum by authorizing only such stations as are necessary to ensure a technically efficient and orderly system of broadcasting, and to assure a technically efficient and orderly system of broadcasting."

The so-called political section of the 1948 FCC reorganization act will be repealed in its entirety. That provision now specifies that equal time shall be given all qualified candidates for public office if the station permits use of its facilities by any candidate.

This is in sharp contrast with the White Bill which would extend the political section to radio and the White Bill contains no provision for equal time for candidates for public office or for other matters in the public eye.

The proposal to repeal this section is premised upon the contention that radio's freedom of speech should be just as free as that of the press, which is not required to publish both sides.

To dismiss with finality the controversy over censorship and freedom of speech, which has been the keynote of President Miller's campaign, the bill proposes a new Sec. 326 as follows:

"Nothing in this act shall be understood or construed to diminish the power of the Federal Communications Commission to require or in any way to abridge, directly or indirectly, the right of free speech, as guaranteed by the Constitution of the United States, by means of radio communication . . ."

To amend said Act by adding a new provision, it shall be unlawful to file a complaint with the Federal Communications Commission, unless such complaint is supported by such statement or report or requirement shall be proferred as evidence in support of such complaint, to abridge, or indirectly, the right of free speech.

The draft also contains appellate provisions, and includes a section providing for issuance of declaratory orders by the FCC.

Urges Sound Plan To Deal With AFM

Doherty of NAB Assoer States Program Should Be Industry-Wide

DEVELOPMENT of a sound, integrated, and irrevocable program to begin to combat the demands of the American Federation of Musicians was urged by Richard P. Doherty, director of NAB's Employee-Employer Relations Dept., in a convention speech last Thursday morning.

He challenged the AFM to "prove that the development of radio has improved the lot of all of us, including musicians." Actually radio has contributed both directly and indirectly to their incomes, he said. "Any decrease in employment of professional musicians would be regarded by me as a failure, and I regard the AFM as a beneficial containment on the abuses of radio which have arisen.

When asked the term was "abused" for individuals to regard their own labor relations as separate and apart from those of the entire industry.

RESOLUTIONS ADOPTED
By 25th Annual Convention, NAB Atlantic City, N.

All resolutions approved unanimously at closing session Sept. 18, 1947


WHEREAS, the members of the NAB, and particularly the members of the Broadcasters Urging Board of Directors and the management of the Association, have heretofore expressed the need and desire for a permanent plan of action by which the management of the NAB can be guided in the future; and

WHEREAS, in accordance with the expressed wishes of the broadcasters, the management of NAB, with the guidance and help of its board of directors, has appointed a Special Standards of Practice Committee to draft such standards of practice for NAB; and

WHEREAS, the Special Standards of Practice Committee, with the assistance of the Special Management and the other committees of NAB, have been successful in bringing before this convention a tentative standards of practice for the considered consideration and adoption by the membership;

NOW, THEREFORE, it is resolved, that the broadcasters, in convention assembled, do commend the work of the Special Standards of Practice Committee and the other committees associated with it, and do hereby express their deep appreciation for the time and effort which their members of these committees have so unselfishly devoted to the preparation of these proposed standards.

BE IT FURTHER RESOLVED, that the Special Standards of Practice Committee, working with the Board of Directors of the NAB and its executive management, endeavor to give immediate consideration to the objections and criticisms of the proposed Standards of Practice which were expressed in the open meetings of the membership during this convention. It is further urged that the broadcasters view every point of view from every segment of the industry be given the most careful consideration and that every effort be made to develop a standard of practice which will be satisfactory to every segment of the industry and that this be done as expediently as possible.

See code story, page 15

WHEREAS, the whole subject of international broadcasting has assumed a most important place in the work of the Association, and in international relations and international broadcasting conferences; and

WHEREAS, the future of the American broadcasting industry, with its democratic way of life, are vitally affected by international broadcasting;

NOW, THEREFORE, the members of the National Association of Broadcasters hereby authorize and direct the NAB board of directors through its president to create such separate office of non-network stations, network affiliations and the like with the association; and

WHEREAS, FM broadcast stations are rapidly assuming a position of importance because of their participation in Frequency Modulation Association's sponsored Broadcasting Association and other interested organizations in the United States and Canada; and

WHEREAS, broadcasting; it is resolved, that the Association extend to its secretary our most sincere welcome and our most cordial invitation to visit our NAB convention, as well as the new NAB headquarters in Washington.

WHEREAS, the National Association of Broadcasters is engaged in the pursuit of promoting the human interest of the world and the public and, at the same time, preventing the broadcast of any broadcast messages that may be detrimental to the public welfare, and is also a member of the National Broadcasting Conference; and

WHEREAS, the National Association of Broadcasters has been singularly fortunate in having at its 25th Annual Convention some of the Western Hemisphere’s outstanding representatives of radio communications from their foreign member stations, represented at the International Telecommunications Conference; and

WHEREAS, the American Association of Broadcasters, through its president, has given and does give full public attention upon the fact that radio must be free; and

WHEREAS, the broadcasters have expressed the need for revision of said doctrine since it now represents a basis for the full and proper exercise of the public interest, the service to the public, and the pleasure and entertainment received by the public; and

WHEREAS, the FCC has given recognition to the need for review and reconsideration of said Mayflower doctrine by establishing a hearing on the general subject of radio editorializing on January 15, 1945;

WHEREAS, the National Association of Broadcasters has been singularly fortunate in having at its 1947 Annual Convention some of the Western Hemisphere’s outstanding representatives of radio communications from their foreign member stations, represented at the International Telecommunications Conference; and

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WHEREAS, the FCC has given recognition to the need for review and reconsideration of said Mayflower doctrine by establishing a hearing on the general subject of radio editorializing on January 15, 1945;
Blowing its top

That's the 4,764-foot Mt. Hekla volcano, some 90 miles northeast of Reykjavik up in Iceland, erupting thousands of tons of lava, rock and ashes high into the air.

It seems it started in March and was believed would continue to pop off for some months to come.

It's a vicious looking thing. And that picture was shot four miles away and at 6,000 feet!

If you think that's ugly... wait until you see the face on your favorite client's sales manager... when the going gets tough. Believe it! Sales! That's what he'll want! Sales at a low cost, too.

To do the proper radio job for him in Baltimore is a cinch. Simply put down the radio station that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

That's W-I-T-H, of course, the successful independent. And don't forget, Baltimore is the 6th largest city in the country!

WITH
AM and FM
Baltimore 3, Md.

Tom Tinsley, President
Represented Nationally by Headley-Reed

September 22, 1947 • Page 21
Jr. C. of C. Promotes Radio Week

Will Direct High School Contest for 'Voice Of Democracy'

NATIONAL contest for high school students, with NAB, Radio Manufacturers’ Assn. and U. S. Junior Chamber of Commerce as joint sponsors, will feature observance of National Radio Week (Oct. 26-Nov. 1). Plans for the week were approved Sept. 9 at a meeting of the RMA Advertising Committee in New York.

Local, regional and national elimination contests will be staged to select “The Voice of Democracy,” with all high school students eligible to participate. Suggested subject for talks is “I Speak for Democracy.”

Endorsement has been given by the U. S. Office of Education. Commissioner John W. Studebaker has agreed to sponsor the contest and to enlist support of national, state and local educational officials. Broadcast stations, radio dealers, civic leaders will join in the project.

Valuable Prizes

Valuable radio receivers will be awarded schools from which winning local contestants participate with personal prizes for winners. Local eliminations will be broadcast as will regional and national contests.

Contestants are to be judged on quality of talk and radio delivery. Local judges will be selected from community leaders. Regional contests are to be followed by boundaries of the 17 NAB districts, under present plans. Regional winners can be judged through use of recordings, with the final national elimination likely to take place in New York or Washington.

Students will be given an opportunity to make a serious study of the meaning of democracy, with reward for special talent in writing and speaking.

National prizes, not yet determined, are expected to consist of scholarships with plans being discussed for sound equipment to be given winning schools.

The junior chamber took an active part in celebration of the first National Radio Week during radio’s 25th anniversary in 1945. With approval by the RMA Advertising Committee of plans drawn up by the National Radio Week Subcommittee, the project assumes nationwide proportions. Packets containing promotional material and instructions will be mailed in a few days to 25,000 radio dealers, 1,600 stations, as well as to a group of cooperating associations and enterprises.

Preceding these packets are three teaser mailings. In the packets are suggested press releases for local use, a complete book of instructions for observance of the week, small streamers and special price tags.

Cooperating Groups


Fred Eldean Organization, New York, special RMA promotion counsel handling RMA’s Radio-in-Every-Room campaign, is cooperating in Radio Week promotion.

Cooperating trade associations have prepared materials for their thousands of members. Combined impact of all groups is expected to lift National Radio Week into an event of outstanding significance that will make the entire nation conscious of the role radio plays in the life of all citizens.

A second contest will be promoted by the Assn. of Women Broadcasters, NAB satellite, which is working with 400 stations in a competition for women listeners.

Prizes will include 17 regional awards consisting of $250 minimum cost console radios and a grand national prize of a $500 receiver. Letters will deal with favor

The instruction books for Radio Week contain letters of greeting to broadcasters from Justin Miller, NAB president, and to distributors and dealers from Max F. Balcom, RMA president.

Participation of the U. S. Junior Chamber of Commerce brings into Radio Week a nationwide organization active in community betterment. The chambers plan active local campaigns to bring millions of high school students into the “I Speak for Democracy” contest.

Cincinnati Project

One of the local promotion events reviewed by the RMA Advertising Committee Sept. 9 was that of Cincinnati Gas & Electric Co. Richard Keller, director of advertising and public relations, showed the committee photo sets of promotion materials for a Radio Week contest. The company will donate $5,000 in prizes and local distributors will add another $6,000, a total of $11,000 to be awarded during Radio Week. Daily prizes of $1,000 plus other cash awards and radio sets will be awarded for letters explaining preference for types of receiving sets. Contestants must visit the store to participate.

John S. Garceau, Farnsworth Radio & Television Corp., retiring chairman of the RMA committee, was presented with an outboard motor at the committee meeting. Presiding was Victor Irvine, Motorola Inc., vice-president. Others present were W. B. McGill, Westinghouse Radio Stations Inc., chairman of the National Radio Week Subcommittee; S. D. Mahan, Crosley Division; Guy Cyr, Nobles-Sparkes Industries; Frank V. Goodman, Andrea Corp.; William Mack, Zenith Radio Corp.; Herbert Guennin, RCA Victor Division; L. B. Pambrum, Majestic Radio & Television Corp.; Joseph Efinger, General Electric Co.; Bond Geddes, RCA executive vice president; James D. Secret, RCA director of publications.

Mr. McGill was in charge of production of the Radio Week packet.

Warner Bros.’ KWBR-FM (97.3 mc) is Dedicated

KWBR-FM San Francisco, owned and operated by Warner Bros., whose for over a quarter of a century has operated KWBR (formerly KLS) in Oakland, Calif., was dedicated Sept. 14.

Studios and transmitter are located on one of the highest points in San Francisco, on the side of Twin Peaks. KWBR-FM’s power is 10 kw. Station operates on 97.3 megacycles, channel 247, on a limited schedule 11-11 p.m. (PST).

F. [Wellington Morse, general manager of KWBR, also has assumed full charge of the FM affiliate. Production manager is Hugh Turner, formerly of KGO and ABC, San Francisco. Paul Gregg, of the engineering staff of KWBR, is in charge of the FM as chief engineer. Edward Smith, formerly of WFAK Charleston, S. C., is in charge of sales. Station is selling 14 and hour and four periods only. No spot announcements are being accepted.

NEW TRANSMITTER building of KFGO Fargo, N. D., as drawn by William F. Kurke & Assoc., Fargo architect firm, is shown above. KFGO plans to take the air next month as an ABC affiliate with 5 kw on 780 kc. Licensee is Northern States Broadcasting Co. RCA equipment will be used.

Page 22 • September 22, 1947

BROADCASTING • Telecasting

$41,940 Surprise

KKXLW St. LOUIS fortnight ago billed City Hall of suburban Clayton for $41,940 in advertising services. Nothing strange about that except that since the city fathers knew nothing about some 5,124 station break plugs tooting Clayton’s horn as "the garden spot of St. Louis County," they were "flabbergasted." No one knows today who ordered the station breaks, and the Board of Aldermen doesn’t know what to do or how to pay.

Hall Quitting FCC Post

To Enter Private Practice

ALBERT M. HALL has resigned as a member of the FCC law department to enter private practice in Marion, Ind. He will specialize in radio law and income taxation. Offices will be at 216 Glass Block, Marion.

Mr. Hall joined the FCC as an attorney in December 1945. Assigned to the FM and New Communities Section of the Broadcast Division, he has served as counsel in a large number of broadcast hearings.

He is a graduate of the Indiana U. Law School, where he was research assistant and received the degree of jurist doctor in 1942. He served 2½ years overseas as a captain in the Army Air Forces and was the first commander of the AMYETS Communications Post, Washington, composed of World War II veterans engaged in radio work [BROADCASTING, Oct. 14, 1946].

WEAR Reorganizes Staff;

Welch Named Manager

WEAR PENASCALA announced last week a complete change of staff, with Irving F. Welch, assuming the duties of manager. Mr. Welch has been in radio for 15 years and has lived in Pensacola for the past seven.

B. C. Spence has been retained as commercial manager. He was previously with the Texas State Network. B. Russell Hirsch, becomes program director, and Roger Nash is added to the announcing staff.

New BMB Members

BMB has added 37 new subscribers bringing total to 261 as of Sept. 11. They are: KOY KXRJ KERN KMJ KFKB KWG KCKS WILM WRUF WRLD KSEI WTUS WHOM WGBF L. WBS WLT WFT WSS WFAU WOCU WOD WTNK KOH WMUR KVER WMSA WHDL WWNY WHHT WCFS KLPF WHIZ KRCB WSPA KRPG WSSA WDBT WOSH.

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COVERS THE MOST PROFITABLE, THE MOST MERCHANDISABLE PORTION OF THE ROCKY MOUNTAIN EMPIRE

KLZ
DENVER

AFFILIATED IN MANAGEMENT WITH WKY, OKLAHOMA CITY

CBS AFFILIATE - 560 KC.

REPRESENTED BY THE KATZ AGENCY
Consent to KWFT Sale Is Requested

AM and FM Outlets and Relay Stations Are Involved

APPLICATION has been tendered for filing at FCC requesting consent to sale of KWFT and KWFT-FM Wichita Falls, Tex., for $600,000 to KWFT Inc., a new firm owned by H. J. Griffith, E. H. Rowley and KWFT Managing Director Kenyon Brown (Broadcasting, July 14). The case involves assignment of licenses for KWFT and relay stations KFPA and KWFR and assignment of conditional grant for KWFT-FM from Wichita Broadcasters to the new firm. A CBS affiliate, KWFT is assigned 5 kw on 620 kc.

Wichita Broadcasters, a partnership, is composed of Joe B. Carrigan, 25%; his wife, Mrs. J. B. Carrigan, 25%; P. K. Smith, trustee for Laura Lu Carrigan, 45%; and Mrs. Claude M. Simpson Jr., 2%. Sale is occasioned by Mr. Carrigan's retirement for health reasons, according to application.

KWFT Inc., a Delaware corporation, is owned 40% by Messrs. Griffith and Rowley and 30% by Mrs. Laura Lu Carrigan, 25% and Mrs. Claude M. Simpson Jr., 2%. The board of directors is composed of Mr. Griffith, Mrs. Carrigan and Mrs. Rowley.

Other Radio Interests

Mr. Griffith is an AM applicant at Parsons, Kan., and Norman, Okla. He also is one-eighth owner of Brazoria County Broadcasting Co., applicant at Freeport, Tex., and has 15% of owner of Metropolitan Houston Broadcasting Co., applicant at Houston, Texas. Mr. Rowley holds 60% interest in Texas Gulf Coast Broadcasting, seeking AM facilities at Corpus Christi, Texas, and is 37.14% owner of Metropolis Houston Broadcasting. Mr. Brown's other radio interests include 11.11% subscription to stock of Miami Broadcasting Co., Miami, Florida, applicant.

Both Messrs. Griffith and Rowley agree to provide any additional sums necessary for completion of construction of KWFT-FM and continuance of operation of the stations.

The assignee proposes to expand the KWFT farm service and to employ a fulltime farm director in addition to other improvements.

The consideration includes initial payment of $165,000, new held in escrow, and five equal annual installments at 4%. The assignee is to bear completion of KWFT-FM but should the cost exceed $25,000 it will be covered by the assignor.

To Promote Fruit Sales

FLORIDA CITRUS COMMISSIONER, Lakeland, Fla., has announced a tentative budget of $1,500,000 for the promotion of citrus fruit sales during the 1947-48 season. Firms began using spot announcements in 43 southern markets and 25 northern markets on Sept. 15 for 52 weeks. Agency is Benton & Bowles, Lakeland, Fla.

AMERICAN SHOWS STILL LEAD CANADA RATINGS

LITTLE CHANGE from previous month is shown in Canadian National ratings of daytime and evening network programs for August, according to the national ratings report issued by Elliott-Haynes Ltd., Toronto, on Sept. 12.

American programs continue to lead with first ten evening English programs being Fred Waring Show, rating 17.8, Tony Martin Show 11.8, Big Town 11.2, Merv Griffin and Wally Dunn 11.1, Take It or Leave It 10.1, and Silver Theatre 9.8.

First five daytime programs were Ma Perkins 12.1, Big Sister 12.0, Pepper Young's Family 12.1, Life Can Be Beautiful 11.7, and Lucy Linton 11.2.

Sponsors Hymn Show

PIERCE'S PROPRIETORIES, Buffalo, is planning to sponsor a transcribed five-minute series entitled Hymn for the Day with Gene Baker and Irma Glor on about 34 stations. Contracts have been signed which vary from 26 to 36 weeks and also have varying starting dates—Sept. 29 in some and Dec. 1 in others. Agency is Duane Jones Co., New York.

AWB Acting Head

RUTH CRANE of WMAL Washington has been named acting president of the Assn. of Women Broadcasters of NAB to fill the vacancy caused by the resignation of Frances Farmer Wilder from the AWB presidency. Mrs. Wilder left CBS recently to enter another field. Selection of Miss Crane was by unanimous action of the AWB executive board.

Rumors of Benton Resigning Parried

Assistant Secretary of State Calls Them 'Perennial'

REPORT that Assistant Secretary of State William Benton is about to resign has been characterized by his office as a "perennial rumor.

Rumors that Mr. Benton would resign have cropped up repeatedly since Congress last spring cut appropriations for his Office of International Educational and Information Exchange. He requested $31,000,000 but got only $12,400,000.

It is considered unlikely that Mr. Benton will resign while under fire. His division of the State Dept. is almost continually under fire, especially when Congress is in session. When the 1st session of the 80th Congress convenes in January Mr. Benton will face not only another debate over next year's appropriation but also returned Congressional investigators who are visiting foreign countries to determine the effectiveness of the controversial "Voice of America."

Another controversy is shaping up over a proposed International Broadcasting Foundation to take over the "Voice of America" and put it under authority of a semi-public corporation. The proposal, written under Mr. Benton's direction, was cold-shouldered by Congress last year and there are indications it is destined for similar treatment next session.

Mr. Benton will be named chairman of the U. S. delegation to the Second Annual Convention of the United Nations Educational, Scientific and Cultural Organization in Mexico City to begin in November.

LONG-TIME friend, Associate Justice Harold H. Burton of U. S. Supreme Court, administers oath of office to ex-Rep. Robert F. Jones (R-Ohio) as the latter becomes newest member of FCC Sept. 5. Commissioner Jones succeeds Ray C. Wakefield.

FIRST PICTURE of the FCC commissioners with their new member, Robert F. Jones (right, back row). Commissioners seated at desk are (1 to r): Paul A. Walker, Chairman Charles R. Denny, Clifford J. Durr. Standing: E. M. Webster, E. F. Jett, Mr. Jones. Rosel Hyde was absent, on a hearing assignment on the West Coast.

Page 24 • September 22, 1947
Pittsburgh has a new “highest point.”

It’s at the top of a new 500-foot steel tower, stretching skyward from a hilltop overlooking the University of Pittsburgh campus.

Here, but a short distance from the spot where Dr. Frank Conrad launched the broadcasting industry 27 years ago, stands the new transmitter of Station KDKA-FM.

FM radio waves, as you may know, travel in straight lines only. They don’t bend with the earth’s surface, as standard waves do. Hence, broad coverage requires great height of transmission. KDKA-FM’s high tower covers a 13,000-square-mile area... bringing the best in FM programs to scores of communities with a population totaling more than three million.

With additional FM stations in other cities—Boston, Springfield, Philadelphia, Fort Wayne, and Portland, Oregon... this achievement marks another chapter in the story of Westinghouse technical leadership in broadcasting—a story that started with Dr. Conrad, and continues today with the steady development of FM, television, and Stratovision.

WESTINGHOUSE RADIO STATIONS Inc
KDCA • KYW • KIX • WBZ • WBZA • WOWO
National Representatives, NBC Spot Sales—Except for KIX. For KEX, Free & Peters.
WERC Challenges FCC Speed-Up Plan; Says Two Federal Acts Were Violated

FCC has been told that its temporary expediting procedure, the 90-day speed-up plan instituted early this year, violated both the Communications Act and the Administrative Procedure Act.

It was the first outright challenge of the expediting plan and was regarded as a step toward a possible court test of the procedure.

The charges were filed by WERC Erie, P.a., whose application for 1330 kc was passed over during the expediting period because it was filed after the deadline, while Community Service Broadcasting Corp., which applied for the same facilities before the deadline, received a grant without a hearing [BROADCASTING, May 5].

The petition contends that WERC was deprived of a "full and fair hearing" as guaranteed by the Communications Act and by the Supreme Court decision in the Ashbacker case, which ruled that mutually exclusive applications must be given comparative consideration.

The petition, asking the Commission to review the action of a three-man FCC board which denied reconsideration of the grant to Community Service, also argues:

Adoption of the temporary expediting procedure by the Commission did not conform with the rule-making requirements of Sec. 4 of the Administrative Procedure Act which provides for general notice of proposed rule-making before adoption of any new rule or regulation affecting substantial as well as procedural rights. Announcement of adoption of the temporary expediting procedure was published in the Federal Register of Jan. 18, 1947, as a "full accomplishment" and not as a proposed rule.

WERC Explains Stand

WERC, now on 1230 kc with 250 w, said its 1330-kc application was motivated by FCC's issuance of a show-cause order, requested by WLEU Erie, involving a possible WERC change to 1450 kc. WLEU requested the order in December 1946 and it was issued on Feb. 5, 1947—two days before the expediting plan went into effect. It was impossible, WERC contends, to find and apply for a frequency of its own choice before the expediting system's Feb. 7 deadline [BROADCASTING, May 11].

Community Service, which received the grant for 1330 kc at Erie, was authorized to operate with 5 kw fulltime. The company is owned by Keith Riggins, former ABC vice president, and Donald W. Reynolds, licensee of KFSA Fort Smith, Ark. The application was filed Feb. 7, the last day before the expediting plan went into effect, and was granted April 5, the last day before normal licensing was resumed.

WERC's application, requesting the same facilities, was filed April 10. The station is represented by Arthur W. Scharfeld of the Washington law firm of Loucks & Scharfeld. Community Service is represented by Andrew G. Haley, also of Washington.

KSLO Starts Operation; First Opelousas Outlet

FIRST Opelousas station went on the air, yesterday (Sept. 21) in the old Louisiana city under the call letters KSLO, owned and operated by Hugh O. Jones and W. Eugene Jones, the 250 w station is on 1230 kc.

KSLO will be a fulltime affiliate of MBS shortly after its debut and will use United Press news service and the transcription service of World Broadcasting Co. Staff includes W. Eugene Jones, general manager; James J. McDonough, formerly with WBGN Brooklyn, WARD Johnstown, Pa. and WBNX New York, program director; Henry V. Gantt, chief engineer, and Sam Tarleton, local sports columnist, sports and news editor.

WPCH Pittsburgh Plans To Go on Air in October

WPCH Pittsburgh's newest station, will begin operations early in October, according to Henry Bergstrom, president of the Pittsburgh Broadcasting Co., owner and operator of the station. With a power of 15 kw on 1080 kc, WPCH's studios are at 220 N. Highland Ave., with the transmitter on Spring Hill, North Side.

The station's manager is George L. Young, formerly public relations and sales promotion director of WKNR Youngstown, Ohio.

KERA Becomes WFAA-FM

KERA, FM station in Dallas, was scheduled to take the air again last week after a week's absence, but with the new call letters, WFAA-FM. KERA first began broadcasting Oct. 5, 1946.
WMPS
Memphis, Tennessee

Now 10,000 WATTS DAY TIME!
5,000 WATTS NIGHT TIME!

At 68

On Your Radio

YOU CAN HEAR THE DIFFERENCE
Twenty-five years ago, Texans tuned to the first 500-watt station in the Southwest. They have benefited from WOAI's swift growth—5,000 watts in 1925, affiliation with NBC in 1928, 50,000 watts in 1930, charter membership in TQN in 1934. They have profited from pioneering advances such as the establishment of the first full staff of paid talent, the first full news coverage in the South.

Today and tomorrow, WOAI will continue to deliver the best programs in radio to its listeners—top selling power to its clients.
Community Service Called Best Bet

Importance of Localizing Emphasized at Small Markets Session

SERVICE to the radio station's local community is a key to a successful station operation, according to panel members who discussed "Radio Management Tomorrow—Problems of Service and Survival" under auspices of the Small Markets Committee in the main arena of Convention Hall.

Speaker after speaker stressed the importance of localizing news, programs, sales activities and public-interest programs. By doing this, it was agreed, a station becomes an asset to the community, which in turn gives it the necessary support to survive.

As each of the eight members of the panel finished speaking, the stage was enlivened by the appearance of bathing-suit-clad Powers models who handed out samples of bill-board-size facsimile of a dollar bill. Each segment ripped from the bill represented a proportionate share of money which the station paid out for the services represented by the names of the bathing girls, who were named respectively, Miss Music, Miss National Representative, Miss Special Events, Miss Petrolino, Miss Supplier, Miss Annual Program, Miss FM, Miss Texas and Miss Net Profits.

Wayne W. Cribb, KHMO Hannibal, Mo., chairman of the Small Market Stations Executive Committee, reviewed the work of his body in behalf of the 1,000 small operators the committee serves—stations of less than 5 kw in cities of less than 50,000 population.

He cited the management studies of typical AM and FM stations conducted by the committee, its part in the campaign to obtain relief under FCC operator requirements and its work to increase the sale of radio to chain stores in small towns.

He told of the efforts of the committee to deal with persons seeking to obtain free radio time under "threat and duress." The committee, he said, has recommended that persons or organizations making such demands be reported to the NAB and to the state associations of broadcasters so the information can be passed on to FCC.

The committee also instructed broadcasters to report excessive rate charges by independent telephone companies to state utility commissions and to NAB headquarters.

Hanna's Views

Michael R. Hanna, general manager, WHCU Ithaca, N. Y., asserted that a station's leadership determines its influence in the community and that leadership in community affairs is the biggest factor in such success—more important even than other assets such as administrative skill, business acumen and programming ability.

"All the country in large and small markets, the most effective stations are those which, by skillful management with a sense of community needs, are getting closer and closer to the folks at home," he said.

His own public service staff costs more than his sales department, he said, and it is his belief that its usefulness was worth the expenditure.

"I enjoy a private chuckle now and then when whether they know it or not, they open many a timebuyer's doors—more in fact than our sales organization cares to admit," he said.

Because listeners are now more discriminating, successful programming is more important than ever before, according to Simon Gold- man, WJTN Jamestown, N. Y. Summarizing the factors of good programming, he said:

"Good programming must be identified with your community. Program your station for local consumption—be part and parcel of your community. Take in every- thing of local nature, including local news, local sports, local special events, local public interest programs local quiz and participation shows and local live talent shows."

Stress Creative

He urged radio executives to install program appreciation in the sales department so that salesmen can sell programs, ideas or campaigns.

Radio can be sold only by selling programs, he said. With competition mounting from outdoor advertising, from newspapers with increased newswire supplies and from new radio stations, radio executives must plan for creative sales programs if their stations are going to survive, John Meagher, KYSM Mankato, Minn., told the meeting.

"Creative selling," he said, "is the method by which you convince your prospective advertiser that through your facilities he can create in the minds of his customers and potential customers a desire for the goods and services he has to sell."

R. Sanford Geyer, WBTM Danville, Va., in speaking on program management, urged a signed contract for every sale, whether it be one announcement or hundreds of programs. He advocated setting up a procedure to check credit of customers.

Mason Talk

Robert T. Mason, WMRN Marion, Ohio, speaking on music, said a survey by the NAB Research Dept. showed that 48% of all station programming is devoted to music.

Musical balance charts he said, enable intelligent programming. He urged that specific types of music be at the exact audience and pointed to the need of keeping ear hungry for reports on request programs in which variety is featured.

Relations with ASCAP are improving, he said. He expressed little concern about Petrillo since small stations use records and transcriptions extensively along with local talent. All stations should have a staff member trained in music, he thought, to help in programming. He opposed assessment of special fees for sponsors using music when no special production is required, contending that music libraries should be available to sponsors without extra charge.

News is one of the most salable items on program schedules. A. E. Spokes, WJOY Burlington, Vt., reminded his audience.

"In almost any fair-sized city you'll find a radio success story on local news," he said. "Your listening audience is hungry for reports of local events and stories on local people... I know of no case where local news failed to deliver audience and failed to get a sponsor. I can't say that about several other types of programs."

He urged radio executives to put the trademark of their station on the news by careful rewriting and editing. Smaller stations can train program directors, announcers or other personnel to double in this job, he said. He also advocated use of a wire recorder to do on-the-spot news special events, and advised building up audience excitement for them by promotional announcements as soon as the wire-recorder crew leaves the station.

McArthur Changes Mind About CBC Resignation

DAV W. McARTHUR, chief news editor of Canadian Broadcasting Corp., has withdrawn his resignation [Broadcasting, Sept. 8], it was announced at Ottawa by Dr. Augustin Frigon, CBC general manager, on Sept. 12.

Following conferences between Mr. McArthur and CBC Chairman A. D. Dunton at Toronto, and another administrative conference at Ottawa difficulties in administrative red tape and creative programming were ironed out, resulting in Mr. McArthur's remaining with CBC.

AUSTRALIAN RADIO PROSPERS

Program Content at Highest Level in History

David Worrall Tells NAB Convention

AUSTRALIAN RADIO has been given an enormous impetus by the war and is now prospering unprecedentedly, according to David Worrall, manager of SDR and of LK, Herald Stations in Melbourne, Australia.

Mr. Worrall, attending the NAB Convention at Atlantic City as the Australian broadcasters' representative, said that the prosperity also has raised program content to highest level in radio history "Down Under."

"We have such a great waiting list for sponsors that we can insist only on the very best program material to be used for the best broadcast time. We can take the attitude that we won't sell a good time unless there is a good program for it." War restrictions on imports helped Australian radio, Mr. Worrall said. Restrictions cut into newsprint supplies with the result that advertisers sought out stations for the privilege of taking radio time.

Mr. Worrall, the director of the Major Network of Australia, which operates both network-owned stations, also is past president of the Federation of Commercial Stations, the NAB counterpart in Australia. He was welcomed by that organization while here on a business trip to represent it at the convention. He will make a full report to the Federation of business conducted at the sessions, setting forth in particular detail all the matters pertaining to the code of standards and practices, which is a matter now coming up for continually increasing discussion by Australian broadcasters.

ROYAL WELCOME to Hawaii is accorded Edward Loveton (1), new account executive for KULA Honolulu, by Frank V. Webb, vice president and general manager of the Pacific Frontier Broadcasting Co., owners and operators of KULA. Mr. Loveton is former vice president and radio director of John Freiburg Co., Los Angeles advertising agency. He also has been a time and space buyer for Benton & Bowles.

September 22, 1947 — Page 28-A

BROADCASTING • Telecasting
"Super colossal" is basic English among Southern Californians. Just as "super colossal" is basic radio at KNX. For at KNX — CBS in Hollywood — every local program gets the same lavish grooming as Columbia's transcontinental Big-Timers.

My Friend Irma and Tom Hanlon's Sports Review prove our point. My Friend Irma is Swan Soap's saga of two girls in blunderland . . . Irma, the gal with the lower case i.q., and Jane, the gal with the upper bracket ambitions. It goes coast to coast.

Tom's Sports Review, sponsored by Rexall Drug Company, is a full-color, fast-action roundup of sportsnews, sparked by Tom's brimful knowledge of sport's facts and fiction. It's a treat aimed at Southern California only.

But the same KNX production skills serve both shows.

If you want your sales message to be invited into Southern California's radio homes — see KNX. Our smoother, surer touch can give your local program network quality at single-station cost. Call us, or Radio Sales for "super colossal" sales results.

**KNX** Los Angeles • 50,000 Watts
Why Non-Listeners Don't Listen
Is NAB's Next Research Project

WHY DO radio's non-listeners not listen?

NAB's research committee was told by Research Director Kenneth H. Baker last Tuesday in Atlantic City that the answer to that question will be the goal of the department's next major project. A preliminary report on programs will be presented at the committee's next meetings, scheduled this fall.

Hugh M. Beville Jr. of NBC, chairman of the subcommittee preparing the second national study of public opinion, told the committee that his group will submit its report next month, after another pre-test of the interview schedule.

He said the schedule, now in its ninth draft, has been pre-tested twice in the field and reported that some of the applications in the schedule had been eliminated because it had become too long to be practicable.

Several proposals were discussed relating to NAB use of panels of families in various markets to determine the effectiveness of radio as an advertising medium. The assistance of C. E. Hooper of C. E. Hooper Inc., Eugene Katz of the Katz Agency, and Rodger Shearer of A. C. Nielsen Co. in these discussions was recognized by the committee.

Researchers

Research committee members include: Carl J. Burkland, WTOP Washington, chairman; Mr. Beville; Edward Evans, ABC; E. P. H. James, Mutual; Elmo Wilson, CBS; Dietrich Dirks, KTRI Sioux City; Earl Winger, WDDO Chattanooga; J. Harold Ryan, WSPD Toledo, and Mr. Baker. Guests included: Paul Sheatley, NORC; William Zundiech, NABC; Meares Hooper, Katz and Shearer; John Churchill, BMB; Hugh Terry, KLZ Denver; E. P. J. Shurick, Free & Peters.

Exchange of Ideas
Plan Is Introduced
NAB Public Relations Group Urges Quick Adoption

IMMEDIATE launching of an idea-exchange plan to effectuate "better public relations by radio on the community level" was recommended to NAB Public Relations Director Robert K. Richards last Monday by the Assn.'s Public Relations Executive Committee.

The plan was outlined in a meeting of the executive committee at Atlantic City. Initially it will provide for the exchange of advisory messages between Mr. Richards, the 11 executive committee members, and the public relations chairmen in NAB's 17 districts. Designed to keep headquarters in closer touch with the progress of its public relations operations in the field, the plan involves distribution of printed forms, listing current departmental projects to the district chairmen and executive committee members with a request for criticisms, reports on local acceptance, and suggestions for improvements.

The executive committee also adopted a resolution looking toward publication of a booklet of basic information about broadcasting. The booklet, which can be used as a teacher-aid, will be distributed principally among elementary and high schools and public libraries.

Present for the sessions were Gilmore N. Nunn, WLAP Lexington, Ky., who was attending his last session as chairman of the group in view of his elevation to the board on Friday; A. A. Schechter, Mutual; Craig Lawrence, WCOP Boston; Harold Wheelahan, WSBM New Orleans; James Le Gate, WIOD Miami; Richard H. Mason, WPPT Raleigh; Merrill Lindsay, WSYO Decatur, Ill.; George Crandall, CBS; William S. Hedges, NBC; Buryl Lotttridge, WOC Davenport; Joseph Burwell, WMBS Unciont, Pa.; F. Van Konyenburg, WTCN Minneapolis; William Wyse, KWBW Hutchinson, Kan.; Walter E. Waggstaff, KDO Boise; R. B. Williams, KVOA Tucson, and Mr. Richards.

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

For the fourth straight year, authenticated listening surveys conclusively prove that KMLB has more listeners in Monroe and Northeastern Louisiana THAN ALL OTHER STATIONS COMBINED!

Reach this $103,625,000 annual buying power with KMLB—the only radio facility clearly heard in this area!

APPLIED WITH
AMERICAN BROADCASTING COMPANY
REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

J. C. LINER, JR., Gen. Mgr.

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

2000 WATTS DAY • 1000 WATTS NIGHTS

KMLB
MONROE, LOUISIANA

1947 CONLAN SURVEY

<table>
<thead>
<tr>
<th>Basic Calls</th>
<th>Morning Periods</th>
<th>Afternoon Periods</th>
<th>Evening Periods</th>
<th>Entire Survey</th>
</tr>
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<tbody>
<tr>
<td>2,065</td>
<td>3,724</td>
<td>2,647</td>
<td>8,436</td>
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<td>Listening Homes</td>
<td>399</td>
<td>723</td>
<td>855</td>
<td>1,977</td>
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<td>Percent of Potential Audience</td>
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<td>19.4%</td>
<td>32.3%</td>
<td>23.4%</td>
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Distribution of listening homes among stations:

KMLB 72.9% 68.0% 69.5% 65.8%
Station A 22.3% 25.3% 27.8% 26.0%
Station B 2.5% 3.9% 8.2% 5.5%
Other 1.3% 2.8% 3.5% 2.7%

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Program Promotion Needs Stressed

Executive of K & E Urges Local Station Support For Network Shows

By WILLIAM B. LEWIS
Vice President and Director of Radio Kenyon & Eckhardt Inc.

THE FORD MOTOR Co. last week picked up an entertainment check for 500 NBC station managers and promotion men at Atlantic City. It's not unusual for a sponsor to treat station men to anything—usually it's the other way around. What the party demonstrates is that sponsors and agencies recognize the vast amount of good each local station can do on our network programs. What it should mean to stations is that they may have to devote even more time and thought to program promotion just as a dollar-and-cents precaution.

Let us agree that network programs aren't the cream in the coffee to local stations. It's the spot announcements and transcriptions and local time sales which bring the bonuses on a year's operation. Yet, the same agencies which are responsible for network shows are responsible for much of the local timebuying. And when it comes to a loss of the coin between two stations, the agency publicity and promotion department is coming to have a say about the promotional value of a particular station.

Dealer's Interest Vital

This year, as you may have heard, clients are expecting a hard selling job. They are no longer content with having a program on the air. They like and expect the agency to provide a plus with promotion, publicity and merchandising.

When it comes to the latter, local stations are in a position to do their clients an essential favor. It is vitally important that dealers the country over develop an interest in the station which carries their program in their own territory. The station manager who exploits this fact will reap rich dividends both nationally and locally. He makes friends with both agency and sponsor and helps build himself additional business at home.

Letters from dealers to the home office describing details of station promotion on the local level are greeted with glee on the two levels. Not only is the station manager helping merchandise a particular product when he initiates or cooperates in these promotions; he is helping build a local friendliness toward radio which solidly backs the radio policies of his home office. Last station managers accuse me of putting undue emphasis on this portion of a station's operation, I'd like to make clear, without much fear of contradiction, that agencies need stations to back them up all along the line with program promotion. It's part of our job and part of your job to provide that promotion.

More and more stations are coming to us with special plans for promotion of some particular show which we handle. Those stations are going to reap the kind of reward which is most satisfactory in budget balancing—financial support. Stations can no longer sit on a fat wavelength and expect obsequious just for that fact. Any program that goes on the air these days has to pay off in plusses and station promotion is a big factor in the final payoff.

2 MORE OUTLETS SIGN TO PAY FOR LISTINGS
NUMBER OF MIAMI stations paying for daily listing of their programs in The Miami Herald and Miami Daily News was increased to four this month, when WQBS, the CBS outlet, and WBAY (independent) followed the lead of the city's other locally-owned stations, WQAM and WIOD, and entered into contracts with the Herald and the News.

In neighboring Miami Beach, the owner of WKAT, A. Frank Kat- entine, reiterated his opposition to the policy of charging for program listings. Such listings, Mr. Katentine believes, are a necessary public service, and he declared that radio as a whole is faced with a serious problem if the independent stations agree to this new plan.

Policy of charging for publishing program information was inaugurated by the two Miami papers June 1 on the suggestion of Lee Hills, managing editor of The Herald.

PACIFIC NETWORK HOOPERS

EVENING

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Hooper-</th>
<th>Year Ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The Whistler</td>
<td>6</td>
<td>Signal Oil Co.</td>
<td>Barton A. Stebbins Adv.</td>
<td>13.0</td>
<td>13.4 +0.4 2</td>
</tr>
<tr>
<td>2. This Is Your F.B.I.</td>
<td>6</td>
<td>Equitable Life Assurance Soc. of U.S.</td>
<td>Worwick &amp; Legler</td>
<td>9.4</td>
<td>9.1 +0.3 14</td>
</tr>
<tr>
<td>3. Jock Poor Show</td>
<td>6</td>
<td>American Tobacco Co.</td>
<td>Foote, Cone &amp; Belding</td>
<td>9.0</td>
<td>8.6 +0.3 21</td>
</tr>
<tr>
<td>4. Inner Sanctum</td>
<td>6</td>
<td>Emerson Drug Co.</td>
<td>BBDO</td>
<td>8.9</td>
<td>8.6 +0.3 21</td>
</tr>
<tr>
<td>5. Toke It Or Leave It</td>
<td>6</td>
<td>Eversharp</td>
<td>Blow Co.</td>
<td>8.8</td>
<td>8.5 +3.3 66</td>
</tr>
<tr>
<td>6. Big Town</td>
<td>5</td>
<td>Sterling Drug</td>
<td>Pedlar &amp; Ryan</td>
<td>8.8</td>
<td>10.2 -1.4 10</td>
</tr>
<tr>
<td>7. The Saint</td>
<td>6</td>
<td>Lever Bros.</td>
<td>Foote, Cone &amp; Belding</td>
<td>8.6</td>
<td>11.0 -2.4 6</td>
</tr>
<tr>
<td>8. One Man's Family</td>
<td>6</td>
<td>Standard Brands</td>
<td>J. Walter Thompson Co.</td>
<td>8.3</td>
<td>8.9 -0.5 16</td>
</tr>
<tr>
<td>10. Meet Corliss Archer</td>
<td>6</td>
<td>Campbell Soup Co.</td>
<td>Word Wheelock Co.</td>
<td>8.4</td>
<td>4.7 +3.7 87</td>
</tr>
<tr>
<td>11. Mr. District Attorney</td>
<td>6</td>
<td>Bristol-Myers Co.</td>
<td>Doherty, Clifford &amp; Shenfield</td>
<td>8.3</td>
<td>8.7 -0.4 20</td>
</tr>
<tr>
<td>12. Dashiell Hammett's &quot;Fat Man&quot;</td>
<td>6</td>
<td>Norwich Pharmacal Co.</td>
<td>Lawrence C. Gumbiner Adv.</td>
<td>8.2</td>
<td>8.2</td>
</tr>
</tbody>
</table>

Mr. Lewis

BROADCASTING • Telecasting

Mr. LEWIS
KRLD

THE ONLY FULL TIME
50,000-WATT STATION
IN NORTH TEXAS IS THE

Number 1 Station

IN DALLAS

COVERING DALLAS, FORT WORTH AND THE SOUTH'S NO. 1

Radio Market

1 NETWORK (CBS)
1 FREQUENCY (1080 Kc.)
1 RATE
1 REPRESENTATIVE

KRLD

The TIMES HERALD Station

TOTAL BMB DAY
692,670 Radio Families

THE BRANHAM COMPANY, Exclusive Representatives

TOTAL BMB NIGHT
842,560 Radio Families
### JUNE • JULY HOOPER RATINGS FOR DALLAS

**Tell the Story**

<table>
<thead>
<tr>
<th>TIME</th>
<th>Sets in USE</th>
<th>KRLD</th>
<th>STA. A</th>
<th>STA. B</th>
<th>STA. C</th>
<th>STA. D</th>
<th>STA. E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekday Morning</td>
<td>14.1</td>
<td>25.8</td>
<td>22.7</td>
<td>20.8</td>
<td>18.9</td>
<td>5.3</td>
<td>3.8</td>
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<tr>
<td>Mon. thru Fri. 8:00 AM-12:00 Noon</td>
<td>14.2</td>
<td>20.2</td>
<td>26.4</td>
<td>22.2</td>
<td>12.7</td>
<td>10.3</td>
<td>2.9</td>
</tr>
<tr>
<td>Weekday Afternoon</td>
<td>17.2</td>
<td>31.4</td>
<td>23.5</td>
<td>18.3</td>
<td>18.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mon. thru Fri. 12:00 Noon-6:00 PM</td>
<td>18.3</td>
<td>22.9</td>
<td>24.7</td>
<td>13.5</td>
<td>22.4</td>
<td>6.3</td>
<td>3.7</td>
</tr>
<tr>
<td>Evening</td>
<td>11.6</td>
<td>23.9</td>
<td>18.7</td>
<td>14.8</td>
<td>17.0</td>
<td>10.9</td>
<td>6.8</td>
</tr>
<tr>
<td>Sun. thru Sat. 6:00 PM-10:30 PM</td>
<td>18.3</td>
<td>22.9</td>
<td>24.7</td>
<td>13.5</td>
<td>22.4</td>
<td>6.3</td>
<td>3.7</td>
</tr>
<tr>
<td>Sunday Afternoon</td>
<td>12:00 Noon-6:00 PM</td>
<td>11.6</td>
<td>23.9</td>
<td>18.7</td>
<td>14.8</td>
<td>17.0</td>
<td>10.9</td>
</tr>
<tr>
<td>Saturday Daytime</td>
<td>8:00 AM-6:00 PM</td>
<td>11.6</td>
<td>23.9</td>
<td>18.7</td>
<td>14.8</td>
<td>17.0</td>
<td>10.9</td>
</tr>
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</table>

KRLD is unquestionably your Best Buy, Day or Night— with its 50,000 Watts of Power; serving the Dallas-Fort Worth area—the greatest Radio Market in the Entire South!

**KRLD**

The TIMES HERALD Station

**TOTAL BMB DAY**

692,670 Radio Families

**TOTAL BMB NIGHT**

842,560 Radio Families
BMI May Call on State Broadcasters Assns. to Help in Hunt for Talent

A NATION-WIDE search for new talent may be conducted by BMI, probably enlisting the aid of state broadcasters associations. BMI President Carl Haverlin told members of the Louisiana Assn. of Broadcasters at a breakfast meeting last Wednesday morning in Atlantic City.

He said the plans are in the formative stage but that informal discussions with other state associations had brought encouragement for the project. The plan would call for contests for music writers, to be conducted on local and state levels with the winning entries competing in a national contest.

Meanwhile, the LAB, organized last March and chartered Aug. 11, authorized appointment of a committee to confer with the Louisiana Attorney-General in protest against the state's decision to levy a 1% tax on stations purchase of out-of-state equipment and services—including transcription services. President James E. Gordon of WNOE, New Orleans, named Roy Dabadie of WJBO Baton Rouge, T. B. Langford of KBM Shreveport, and Harold Wheelahan of WSM New Orleans to join him on the committee.

The LAB now has 21 member stations, 16 of which were represented at the meeting. Officers besides President Gordon are Mr. Dabadie, vice-president, and Fred Weber of WDSU New Orleans, secretary-treasurer.

WORKING TOGETHER Newspapers Recognize Public Service Intent of WWVW

RADIO HELPS newspaper advertising, maintains J. Patrick Bea- con, president and general manager of Fairmont Broadcasting Co., which plans to go on the air Oct. 25 with a new 250-w fulltime station in Fairmont, W. Va.

WWV, the new station, is carrying extensive advertising in the three local papers. In addition the papers have given considerable "free" publicity to the station, running front page stories about it.

It is news when a station breaks ground for its studio-transmitter on a hill which it intends to turn into a public park. The papers recognized both the public service intent and the news.

Mr. Beacon says: "Working hand in hand, local radio and local press can more profitably to both, build a bigger and better community and at the same time offer greater opportunities for public service and better entertainment."

WWW hopes to go on the air with enough business "signed" to operate from the start in the black.

CCBS MEETS TO PREPARE FOR FINAL HEARING

GETTING READY for the final sessions of FCC's Clear Channel Hearings, members of the Clear Channel Broadcasting Service met last Tuesday at Atlantic City during NAB's annual convention to bring their plans and exhibits up to date.

Hearing, which will decide whether any clear channels shall be broken down and whether power above 50 kw shall be permitted, gets under way Oct. 14 before FCC Comr. Rosel H. Hyde and any other commissioners able to attend.

Following representatives of CCBS members attended the meeting: Ralph Evans and Paul Loyet of WHO Des Moines; James D. Shouse, WLW Cincinnati; John J. De Witt, Jr. and George Reynolds, WSM Nashville; Frank Schreiber and Carl Meyers, WGN Chicago; Leon Levy and George Lewis, WCAU Philadelphia; Fritz Leydorf and R. Morris Pierce, WJR Detroit; George Cranston, WBAP Fort Worth; Steve Conley, Joe Baudino and George Haggerty, KDRA Pittsburgh; William Ray, WHAM Rochester; Victor A. Sholis and Orrin Towner, WHAS Louisville, and Louis G. Cevallos, of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, chief counsel of CCBS.

Lyon Campaign

LYON VAN & STORAGE Co., Los Angeles, concentrating on local programs inselect Pacific Coast markets, on a 13-week basis, in mid-September started participation in Mirandy on KMC Hollywood and Totem Noon News on KJR Seattle. Firm during week of Sept. 22 on a varied schedule starts using participation in Clockwise Carnival on KXL Portland; Chuck Foster on KTMS Santa Barbara; Molly Morse on KSB San Diego; News on KFBK Sacramento; Homemakers Hour on KMJ Fresno, with spot announcements starting Oct. 3 on KHQ Spokane.

Lyon's also uses participation in combined Sunrise Salute and Housewives Protective League on KNX Hollywood and Anne Holden on KGO San Francisco. Clyde & Slim is being utilized four times weekly during Sept. on KXYL Spokane and on Oct. Gifts to This Woman's World on that station. Agency is Smalley, Levitt & Smith Adv., Los Angeles.
To you who HUNT IN the Dakotas!

When you come out to the Dakotas for your pheasant hunting, this Season—if you come within about 100 miles of Fargo, ask the “natives” these questions:

Where do you shop?
(They’ll say in Fargo.)

What’s your favorite station?
(They’ll say WDAY, six to one.)

One big town in the center of a really rich farm area, served by one favorite station—that’s why we’ve grown so tremendously in our 25 years!

FARGO, N. D.  NBC . . 970 Kilocycles . . 5000 Watts

FREE & PETERS, INC.
Exclusive National Representatives
Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Cash. Now, many of you will say, there can’t be much of this, with most of the executives coming up themselves the hard way, but, fellows, it is happening, and from some men you may know, such as one example I personally know of in Chicago. I am not one to be too much in favor of racketeer unions, but don’t you think such narrow minded operation as the above, is one factor which would make them press just a little harder for protection?

I would like to suggest to employers that they use a little common sense before they fire the victim the minute they hear he owns a few shares of stock in some station application, or recording studio, etc. Just remember.... You had to get your start in business, too.

Russ Saltier
Secretary-Treasurer
WAUX Waukesha, Wis.
WBEL Beloit, Wis.

WHMM Manager Praises
Paul Minority Article

EDITOR, BROADCASTING:

I have just read your article in this week’s BROADCASTING, titled “Pleasing the Minority Doesn’t Pay.”

I want you to know that I have never read an article in BROADCASTING or elsewhere that I endorse as wholeheartedly as this.... If there is anything that gives me a pain in the stomach, it’s to read where (of all people) a newspaperman criticizes radio. Next in line, of course, are your college professors, congressmen, etc.

Personally, I think the article is a classic, and I am sorry that there aren’t more like it in all publications every week....

Patt McDonald
Manager
WHMM Broadcasting Co.
Memphis 5, Tenn.

[Editor’s Note: Mr. McDonald refers to the article by Howard M. Paul, assistant continuity director of WLS Chicago, which appeared in BROADCASTING, Sept.]

Clement Says Low-Cost Shows Desired by NAB

EDITOR, BROADCASTING:

We read with interest the letter of Julian F. Skinell of WLHR Lebanon, Pa., in your “Open Mike” column in the Sept. 8th issue of BROADCASTING.

Unfortunately the story which he quotes in the Aug. 25th issue of BROADCASTING concerning the Rush Hughes Song and Dance Parade program which Keystone is presenting, failed to mention that the cost for each show, per sponsor, is $2.65, and that each show provides for five sponsors, thus the rate is five times $2.65 or $13.25 per show. When this matter was called to the attention of Mr. Skinell, he quickly mentioned that this puts an entirely different complexion on the whole matter. No doubt Mr. Skinell will be writing you to this effect.

Mr. Skinell’s reference to this deal constituting a pernicious practice is of course repudiated by the correction of rate. Also, Mr. Skinell’s suggestion that the NAB should abolish this practice if your story were accurate, is indeed difficult. Even were the price $2.65 per show, it is to be recalled that the NAB conducted a vigorous campaign endeavoring to promote the idea of low cost transmission to small market stations in a series of articles last year in the official weekly reports of NAB. Various program companies including Ziv, Kasper Gordon, and individual radio stations carried on considerable correspondence devoted to the subject of low cost, in fact two-dollar transcriptions. Therefore it would appear that the distribution of low cost programming is a matter highly desired by NAB, rather than a question which the NAB should endeavor to challenge and abolish.

It is generally known throughout the industry that the Keystone Network which has been relentless in its effort to adjust small market radio advertising costs to the proper level, and has continuously made available to its affiliates programs of economical cost, is consistently endeavoring to level off these costs commensurate with the proved coverage of the small market radio stations.

The enthusiastic response of small market stations to the Rush Hughes program and the widespread interest among national advertisers, have proved to date ample endorsement of the soundness and timeliness of this program plan originally reported in the Aug. 25th issue of BROADCASTING.

Arthur H. Clement
Station Relations Director
Keystone Broadcasting System
New York

New Figures Change Skinnell’s Opinion

EDITOR, BROADCASTING:

In response to my letter in the Sept. 8 issue of BROADCASTING relative to the Rush Hughes show, Mr. Michel M. Sillerman, president of the Keystone Broadcasting System, has informed me that the article in a previous issue which prompted my letter was erroneously reported.

The article which appeared Aug. 25 reported that the Rush Hughes show would be “offered to prospective stations at a cost of $2.65 per station per program.” This seemed like a fantastically low figure for a program and so, doubting the accuracy of the report, I qualified my letter by asking the question, “Is this figure correct?”

Evidently my doubt was well founded as it is now revealed that

(Continued on page 98)

Page 34 • September 22, 1947

BROADCASTING • Telecasting

AUDIENCE PARTICIPATION show, Cinderella Weekend, will be heard over WBBC Flint, Mich., beginning Sept. 29 under sponsorship of Hamady Bros., owner of ten super food markets in Flint. Executives of station and sponsoring firm completed arrangements for the half-hour five-weekly show (heard at 9:30 a.m.) are (1 to r): Standing—Eric V. Hay, WBBC sales manager; Ralph Brockway, Hamady promotion manager, and Robert L. Balfour, WBBC managing director; seated—John Lord Booth, president of Booth Radio Stations Inc., and Kamol C. Hamady, executive vice president of Hamady Bros. Features of show are daily prizes and presentation each week of a complete outfit to a “Cinderella” for an all-expense weekend in New York.
Your money's worth and MORE!

...in every power range

Through the years, the experience of hundreds of stations from coast to coast has proved that you get the most for your money in Western Electric transmitters.

You get outstanding design by Bell Laboratories—top quality performance—dependability—and rock bottom operating cost.

You will want these things in your new AM transmitter. Get full details from your local Graybar Broadcast Representative or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric
— QUALITY COUNTS —
WCAO
THE VOICE OF BALTIMORE

Announces the opening of its new modern studios

1102 North Charles Street
Baltimore 1, Maryland
Travertine marble, imported directly from Italy, harmonizes perfectly with the decorative color scheme of the new WCAO reception foyer.

Although completely modern, the new WCAO studios retain many touches of the past, as in this graceful stairway with its handsome, carved balustrades.

Like all of WCAO'S new broadcasting studios, Studio B is completely air-conditioned for the comfort of the radio talent and the studio audience.

The new home of WCAO, designed by the famous architect, Stanford White, has long been a Baltimore landmark. Now, completely modernized, it provides the finest type of facilities to bring WCAO listeners the outstanding CBS and topflight local programs that have, in the past, truly made this original Columbia Network station—"The Voice of Baltimore."

The new master console in the control room, from which point engineers channel the daily flow of network and local programs. All new equipment embodies the latest developments in radio engineering.

**CBS Basic Network • 600 kc.—5000 watts**

Represented Nationally by the Paul H. Raymer Company
NAM Chief Urges Anti-Truman Stand

Calls for Vigorous Radio Opposition to Present Policies of U. S.

A FURIOUS political attack against the Truman and Roosevelt administrations and an unabashed solicitation of radio to take as stern an editorial position in opposition to present government policies as has his own organization were made Tuesday before the NAB by Robert R. Wason, chairman of the board of the National Assn. of Manufacturers.

Mr. Wason charged that Communism had pervaded not only the U. S. Government but even U. S. radio. He spoke at the invitation of the NAB.

The chief executive of the NAM had been asked to speak on "Radio, Guard Our Liberties." He departed from that subject, however, early in his talk—after suggesting that radio ought to expand commercials—and launched into a savage condemnation of the government. He asserted that:

1. The nation, in the "14 years of our labor government," had been "conquered by the Marxist ideologies of Europe."

2. Taxes, "an instrument of revolution," were reducing the standard of living.

3. Marxism in the government had forced control of railroads by the Interstate Commerce Commission, control of airways by the Civilian Aeronautics Authority, control of labor by "government demands for wage concessions," control of farmers by parity prices and subsidies and control of radio "by wavelength licenses."

Mr. Wason further charged that America was engaged in a campaign to "rescue the authoritarian states of Europe" and that before spending more in that direction, ought to "return to the American people the right to spend more of their own earned money."

After urging that America abandon government controls, Mr. Wason returned to the subject of radio.

"Alien Corrosion"

Although conceding that "radio in America is more free than elsewhere in the world," Mr. Wason inferred that it was suffering corrosion from alien philosophies.

"Confidence in the radio industry will be renewed and strengthened," he told the broadcasters, "when you make a public statement against Communists and fellow-travelers in your ranks."

Mr. Wason was not certain whether the Marxism which he thought abounded in U. S. radio was "government-inspired," came from radio's "own employees," or originated with the sponsors.

But he offered the reassurance that U. S. business would generously assist radio in expunging the Red menace from its air. "Both industry and commerce," he said, "will join you to restore freedom to the radio industry."

Radio, in turn, ought to ally itself with other industries in the campaign against present government policies, said Mr. Wason.

His solicitation of broadcasters to embark on a course of anti-government action was plain. He said: "Radio should join with all other industries to restore freedom of competitive enterprise, to put an end to needless controls, price fixing, subsidies, government trade corporations, government loans and all other devices which result in restricted production, restricted production output, reduced efficiency, higher costs, allocated markets and other expressions of statism."

Sounds Note of Caution

Appearing on the NAB program preceding discussion of the proposed broadcasters' code, Mr. Wason sounded a note of caution.

He thought it desirable that program regulations be adopted to "protect the morals of children," but he strenuously advised against limitations on advertising practices.

"Defend at all hazards the commercials that you make," Mr. Wason warned. He foresaw that as an alternative to a bitter-end defense of unlimited advertising, radio would become "the servant of the government."

Mr. Wason appeared before the convention at a general session which was under the auspices of the Assn. of Women Broadcasters and in direct charge of Dorothy Lewis, AWB second vice president and coordinator of listener activities of the NAB. Ruth Crane, acting president of the AWB and WMAL Washington, women's commentator and Mary Margaret McBride, WNBC New York commentator, also appeared on the program.

From Death House

A DEATH-CELL message from a condemned prisoner that the profits of crime were poor is believed to have established a precedent for the use of wire-recorder for radio.

The statement was recorded from the prison cell of a 25-year-old condemned prisoner and was broadcast over WMAQ Chicago Sept. 9. The prisoner went to his death Sept. 12. Bud Thorpe, NBC-WMAQ newsmen, obtained permission for the first broadcast of its kind in Chicago from the warden of the Cook County Jail.

WSIX-personal salesman for this market area

WSIX can be your personal salesman in the rich middle Tennessee Market. No need to route this salesman—just set up a regular schedule to sell the radio families in this area—and get your share of the 356 million dollars spent in retail stores. That's a market worth selling and WSIX can give you the effective, economical coverage you need!

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New! UNITIZED amplifier systems for recording

Flexibility is the outstanding advantage of the new Fairchild Unitized Amplifier System. It includes 13 basic components which can be assembled in an endless number of combinations to meet the standard, special and changing recording requirements of schools, broadcasting and the professional recording industry. Related units are simply plugged in or cabled together. It's that easy ... that quick!

Fairchild's Unitized Amplifier System now makes it practical and economical to build highly individualized audio systems to satisfy all of the varied and changing requirements of the individual recording engineer. Further, the flexibility of the Fairchild system permits the units to be rearranged or the system to be expanded at will without obsoleting a single component.

Fairchild's 13 basic components have been especially designed by recording engineers to meet the specific requirements of the various types of recording systems.

- Unit 620 — Power Amplifier
- Unit 621 — Microphone Preamplifier
- Unit 622 — Pickup Preamplifier
- Unit 623 — Line Amplifier
- Unit 624 — Output Switch Panel
- Unit 625 — Input Switch Panel
- Unit 626 — NAB Equalizer
- Unit 627 — Variable Equalizer
- Unit 628 — Diameter Equalizer
- Unit 629 — Mixer
- Unit 630 — V1 Panel
- Unit 631 — Bridging Device
- Unit 632 — Auxiliary Power Supply

Study the typical setups shown on this page. Then set down your own requirements ... select the basic units you'll need ... assemble them for convenient panel board operation ... or let us do it for you. How will your specific amplifier system perform? Professionally! Like all Fairchild Sound Equipment—it keeps the original sound alive. Precisionized mechanical and electronic skill is the precise reason.

Want more details? Address: 88-06 Van Wyck Boulevard, Jamaica 1, New York.

Fairchild CAMERa AND INSTRUMENT CORPORATION

MAKERS OF: TRANSCRIPTION TURNTABLES,UDIO RECORDERS, MAGNETIC CUTTERHEADS, PORTABLE RECORDERS AND LATERAL DYNAMIC PICKUPS

BROADCASTING • Telecasting September 22, 1947 • Page 39
Commissioner Durr Is to Hear Issues On Record of Rev. J. H. Smith's WIBK

TO INVESTIGATE among other things the accuracy of representations made to FCC in the securing of a new standard station (WIBK) at Knoxville, Tenn., by Independent Broadcasting Corp., owned chiefly by Fundamentalist Preacher J. Harold Smith and his wife, the Commission this Thursday (Sept. 25) will hold a hearing in the matter. Comr. Clifford J. Durr has been designated presiding officer.

Now an applicant for FM facilities in Knoxville, Independent Broadcasting was granted construction permit for 1 kw daytime on 800 kc last October. In July of this year it was granted modifications of that CP. FCC stated in its hearing designation that on the basis of information recently obtained that the record is not clear regarding the ownership, financing and proposed operation, therefore a hearing is in order upon the request for an AM license and the FM application.

Ownership Listed

According to the official record Independent Broadcasting is equally owned by Reverend Smith, president; his wife, Myrtie Rhodes Smith, secretary-treasurer, and Marvin L. Thompson, formerly with WGRG and WAVE Louisville. The Knoxville station was resolved as solution to the consistent refusal by outlets to sell time to the Fundamentalist group (Broadcasting, July 29, 1946). Instead time was offered free on rotation basis for religious broadcasts. The complaints of the Fundamentalist in this matter to the FCC, Supreme Court and House Committee on Un-American Activities had been coolly received.

In the original application for WIBK Reverend Smith refused to reply to a routine question concerning his income for the previous two years. He stated that if the information were pertinent a full statement, "which is to be held in confidence, will be furnished to the FCC on request."

The hearing this Thursday will investigate the following issues:

1. To determine the legal, financial, and other qualifications of the applicant, its officers, directors, and stockholders to construct and operate the proposed AM and FM broadcast stations.

2. To determine whether the statements and representations in the various applications, documents, and reports filed with the Commission on behalf of the applicant by its officers, directors, and agents have fully and accurately reflected the facts concerning the ownership, operation, control, and financing of the proposed AM and FM broadcast stations.

3. To determine whether all contracts, obligations, undertakings, and agreements which have been entered into by the applicant or by its officers, directors, and stockholders, with respect to the ownership, operation, control, financing and control of the applicant corporation, have been reported to the Commission as required by its Rules and Regulations.

4. To determine whether the construction permit granted to the applicant corporation, or the rights and responsibilities incident thereto, have been transferred, assigned, or disposed of, directly or indirectly, without the consent of the Commission, under the provisions of the Communications Act of 1934, as amended, particularly Section 301(b) thereof.

5. To determine whether the applicant, its officers, directors or stockholders, in applications filed with the Commission, have misrepresented or failed to make full disclosure of the business, financial or other interests of the said officers, directors and stockholders, particularly with regard to the interest of J. Harold Smith in Station XEBP, Via Guna, Mexico, or any other foreign broadcast station.

6. To determine the type and character of program services proposed to be rendered and whether they would meet the requirements of the populations and areas proposed to be served.
NO MORE TORNADOES  For ages, mankind has dreamed of controlling the weather. And surprisingly enough, contrary to Mark Twain's famous statement, we always have been able to do something about it, at least on a small scale. And now one of the most eminent of scientists, Dr. Vladimir Zworykin of the Radio Corporation of America, believes the day when we will be able to stamp out Tornadoes right at their birth perhaps is close at hand. One method is to spray artificial fog over the area. The sun's rays, reflected back from the fog, generates enough heat to create the desired updraft.

And just as scientists are making America a safer and better land in which to live, so we here at WSPD are looking ahead and seeking additional ways of serving our listeners even more effectively so that we continue to be the most desirable medium of advertising in N. W. Ohio.
Dillard President, AFM Showdown Plans Readied

EVERETT L. DILLARD, founder and president of the Continental (FM) Network, was elected president of the FM Assn. for the coming year by the organization's board of directors at FMA's two-day convention at New York's Hotel Commodore this week.

Mr. Dillard, who was FMA vice president in the last year, is president of the Commercial Radio Equipment Co., owner of WASH-FM Washington and KOZY Kansas City. A pioneer FM broadcaster, Mr. Dillard is a licensed engineer and has been in radio since 1918, despite the fact that he is now only 42.

In accepting the gavel symbolic of the FMA presidency from Roy Hofheinz, owner of KHTI and KFWK-HOUSTON, Mr. Dillard paid warm tribute to his predecessor and to the FMA executive director, Bill Bailey.

Seven new directors were elected to the FMA board. For three-year terms—E. J. Hodel, WABC-BX New York; W. Wa; William Ware, KSWJ-FM Council Bluffs, Iowa; E. R. Jones, WHB-FM Burlington, N. C.; David G. Taft, WCTS Cincinnati; Ben Strouse, WWDC-FM, Washington. For a two-year term—Thomas F. McNulty, WMCP Baltimore. For a one-year term—Morris Novik, Unity Broadcasting Co.

New officers, in addition to President Dillard, are: Mr. Ware, vice president; Mr. Hodel, secretary; Mr. Taft, treasurer; and Mrs. Novik, ex-officio FMA executive director, headed by Mr. Dillard, as members Mr. Taft, Mr. Jones, Mr. Strouse, C. M. Jansky Jr., of Jansky & Bailey, and Bill Bailey. Mr. Bailey was unanimously reelected executive director for another year.

A finance committee, first in the organization's brief history, was appointed, comprising: Mr. Strouse, chairman; Mr. Novik; Ted Leitz, Zenith Radio Corp.; Frank A. Gunther, Radio Engineering Labs.; W. R. David, General Electric Co.; Mr. Ware; Mr. Taft.

Spirited Discussion

Most spirited discussion of the two-day meeting came during Saturday morning's business session following a report from the resolutions committee that the FCC be requested to hold a legislative hearing to determine the desirability of adopting a ruling that would prohibit him from signing contracts with networks forbidding duplication of AM programs on FM stations. Proposal was explained as a way for FM broadcasters to let the networks know that they will not stand for any further agreements with the AFM or other unions, in writing or by oral agreement, prohibiting program duplication.

Mr. McNulty, WMCP, asked if this resolution did not invite the FCC to enter into program regulation, something which the broadcasting industry had fought vigorously. Ray Dady, KWK St. Louis, said the problem is not one of programming but of program distribution. Citing the disagreement among FM broadcasters as to the wisdom of program duplication, Mr. Dady urged them to keep in mind that while AM and FM may be temporary competitors the ultimate goal is the absorption of the AM system of broadcasting into FM.

Resolution Carried

Resolution was carried after an address by President Hofheinz, who left the chair to speak as a representative of "an AM network affiliate and an FM program station independently." Mr. Hofheinz said, if he should want to duplicate AM programs on his FM station under certain conditions, "I don't want to be barred from doing this by a contract between the networks and Petrillo." FM's future, he declared, depends on a "free opportunity to bargain and we don't want that limited by contracts between two parties with neither interested in the progress of FM."

The FCC has no authority over networks, Mr. Hofheinz pointed out, but it does regulate station operation and in that way the Commission can forbid a station from entering into an agreement with a network that would restrict duplication. The dual operator is not exclusively concerned with the problem, he stated, but it also affects the independent FM station which does not want to be barred from getting an AM program because it falls within the coverage zone of an AM affiliate.

Other resolutions approved with little debate, authorized a request to the FCC to assign channels in the 44-50 mc band for wide area relay purposes only; urged set makers to concentrate on low-priced FM sets and FM broadcasters to improve program content and to give more time to live programs; asked broadcasters and manufacturers to urge dealers to install special FM antennas with the sets they sell to insure better reception; authorized a request to the FCC to amend its standards of good engineering practice to protect Class B stations in Area 2 to the 50-microvolt contour.

Convention also officially expressed appreciation for the "patient, efficient and tireless efforts" of Roy Hofheinz and the other FMA officers and directors on behalf of FMA, and adopted a similar resolution of appreciation to Bill Bailey for his "remarkable performance as executive director." Group also voiced appreciation to William L. Barlow for his work as publicity director and expressed regret at the illness which kept him away from the convention.

Increase Directors

A motion to increase the number of FMA directors from 12 to 15 was passed after an extended discussion which resulted in a modification of the motion by eliminating its original requirements that nine directors be FM broadcasters, three be FM set manufacturers, two transmit manufacturers and one engaged in services related to FM broadcasting, and prohibiting the geographical distribution of the broadcaster members.

Membership also authorized the FMA board to fix an annual operating budget. The FMA auditing committee reported that during the period Nov. 20, 1946-Sep. 1, 1947, FMA had total receipts of $4,089.96, total disbursements of $597,750, and cash on hand Sept. 1 of $4,318.50.

At a business session Saturday afternoon, five FMA membership were designated as a committee to meet with James C. Petrillo, at the time and place to be arranged by Rep. Carroll D. Kearns (R-Pa.), to attempt to negotiate a withdrawal of the AFM president's refusal to permit AM-FM music duplication. The committee's membership: FMA president Dillard, a luncheon meeting; Mr. Novik; Raymond F. Kohn, WMPZ Allenstown, Pa.; Marion Clair, WGNB Chicago; Mr. Bailey.

Kearns Offer

The offer to act as middleman between the FMA and the AFM was made by Rep. Kearns at a luncheon meeting the day before opening day of the convention, which was attended by about 300 FM broadcasters. Speaking as chairman of the House Education and Labor Subcommittee, and also as an AFM member and former broadcaster (Rep. Kearns at one time was program director of WHBH Edgewater Beach, N. J., now defunct) the congressman declared: "I don't want any individual or any group of individuals to keep an industry like this from doing business—that's restraint of trade... FM has a future and [Mr. Petrillo] must not obstruct it ..."

Rep. Kearns also went on record as favoring friendly relations between FM broadcasters and Mr. Petrillo's union, and suggested that the AFM president might be amenable to a proposal that he permit duplication on a "probationary" basis of a year or until the infant FM industry was on a firmer footing. Rep. Kearns added parenthetically that he had seen no evidence that AM network broadcasters claim control over FM, and declared, "I hope I will.

(Continued on page 66B)
"Those Wedding Bells Are Ringing Again"
for the
Premiere of
"SECOND HONEYMOON"
on
WAAT
[970 ON YOUR DIAL]
Monday, September 22, 1947
[and every Monday through Friday thereafter
from 10:30 to 11:00 a.m.]

"SECOND HONEYMOON"
is a
CHARLES KING RADIO PRODUCTION
sponsored by
L. BAMBERGER & COMPANY
NEWARK, NEW JERSEY
"One of America's Great Stores"

WAAT, NEW JERSEY'S FIRST STATION
INVITES YOUR LISTENING ATTENTION
Van Culer, Joseph Henry
Protest Proposed
Grant to Rival

EXCEPTIONS were filed last week to FCC's proposed decision for disposal of the 1460-ke facility of WOKO Albany, N. Y., denied a license renewal on hidden ownership grounds. Both Van Culer Broadcasting Corp. and The Joseph Henry Broadcasting Co., Inc. advised the Commission that they object to its proposal to grant the application of Governor Dongan Broadcasting Corp. for a new station at Albany on 1460 ke with 5 kw fulltime [BROADCASTING, Sept. 1].

The Commission's proposed decision was based almost entirely on the hearing examiner's recommendation, the first of its kind since the final phase of the Administrative Procedure Act became effective June II.

Van Culer, which long has contested the legality of FCC's inviting new applications in the proceeding after the initial record had been closed, stated in its brief that the proposed decision failed to give sufficient weight to the fact that Van Culer is a merger of three applicants. Van Culer pointed out that the three applications had been designated and set for hearing over its objections in November 1946 and since then on the consolidated application "it was illegal and inequitable to reopen the record for consideration of newly filed applications." It was stated nothing prevented the new applicants from entering the proceeding before the Commission's specific invitation at the conclusion of the WOKO litigation.

Van Culer had petitioned the Commission for immediate disposal of its request for the WOKO facilities last December, following the U. S. Supreme Court action sustaining FCC's no-renewal decision on WOKO. It was in April of this year that the Commission denied this petition in a memorandum opinion and invited new applications on June 1 [BROADCASTING, April 14].

Others Are Filed
During this period Governor Dongan and Joseph Henry filed requests competitive to Van Culer. Van Culer also claimed that FCC gave no consideration to the fact that two of the original applicants which merged were locally owned and that the present consolidated group contains "substantially more resident than non-resident stockholders." The brief further stated that of the three present applicants Van Culer was the better financed and for over a year has had $650,000 in cash on deposit to support its operations. This was contrasted with the $100,000 available to the proposed grantee, Governor Dongan. Van Culer stated also there was no assurance Governor Dongan would obtain an expected $25,000 bank loan or be able to raise additional funds through stock sale.

Van Culer concluded its brief with the statement that the FCC also failed to consider the "extraordinary entertainment experience of Van Culer and its programming possibilities." FCC's proposed decision placed much "stress on the local character of Governor Dongan stockholders," the brief said, "but it ignores the fact that those Van Culer stockholders not residents of Albany nevertheless have substantial business interests in the Albany-Schenectady community." In the management of these interests the non-residents "have necessarily become as familiar with local needs and desires as most, if not all, Albany residents," the brief continued.

Points to Reports
Requesting oral argument before a full Commission, Joseph Henry in its exception stated that numerous errors committed by the hearing examiner in his report fail to give its application the full and proper consideration to which it is entitled under law. The brief contended that the examiner's report goes to "unnecessary lengths to besmirch the characters of Raymond M. Curtis and Deuel Richardson to their great personal injury and to the detriment of Joseph Henry." Both Messrs. Curtis and Richardson had been associated with WOKO.

The brief said further that the hearing examiner's report does not treat the Governor Dongan testimony in the same manner as Joseph Henry and "fails to make findings
Webster says "quid pro quo" means 'one thing in place of another.'
EXPERIENCE
IS THE BEST TEACHER

With a bow to the cigarette company which is currently using this slogan, we may point to the fact that for 22 years (10 years longer than our next oldest competitor) WDOD has been building programs for Chattanooga listeners. That long experience has taught us what they like and what they don't like and that's why every survey through the years has shown an over-all preference for WDOD programs.

CBS • 5000 WATTS

NATIONAL REPRESENTATIVES—PAUL H. RAYMER

WPOK

300 Attend All-Day NAB Program Clinic

OUTLER SAYS CHIEF STRENGTH IS IN PROGRAMMING

KEYNOTING an all-day program clinic, a pre-NAB convention feature Sept. 14, John M. Outler, manager of WSB Atlanta, told more than 300 broadcasters that the chief strength of stations today is in their programming.

Mr. Outler was one of several broadcasters and programming experts who appeared on panel discussions. Others were: Paul Whiteman, musical director of ABC; Norman Cloutier, musical director of NBC Theatres, and Harrison Kerr, executive secretary American Composers Alliance, speaking on "Using Music."

Sydney M. Kaye, general counsel of Broadcast Music Inc., spoke on copyright laws and their application to broadcasting.

Robert Saudek, director of public affairs for ABC, and Bill Bryan, Eastern Oklahoma Broadcasting Corp., were on a public service program panel moderated by Edgar Bill, WMBD Peoria, Ill.

In the afternoon session, dealing with farm program service, Herb Plamek, WHO Des Moines, was chairman, and participants were John J. Gillin Jr., WOW Omaha; Harold Stafford, WLS Chicago, and Layne Beatty, WBAP Fort Worth.

The subject of selecting time for local programs and spots was covered by Ralph Hardy, KSL Salt Lake City.

WOKO

(Continued from page 44)

and conclusions required by the record to make a fair and impartial determination of the issues in this proceeding."

'Dearth of Facts'

The exception of Joseph Henry contends the examiner, recognizing "the dearth of facts in the record to substantiate" his conclusions, "relied upon unsound principles of law in an attempt to establish personal liability on the part of Curtis and Richardson for actions of WOKO Inc." and thus unjustly to disqualify Joseph Henry as a broadcast licensee.

Joseph Henry pointed out that 24 of its 25 stockholders will devote full time to the station. All of these are radio experienced (many now employed at WOKO and affiliated WABY-Albany), are local residents and together own 55% of the applicant. These facts were compared to Governor Donovan with the statement that not a single stockholder of the proposed grantee, Mr. Lowen, has managerial experience in radio, and not one of the Governor Donovan stockholders will devote his time exclusively to the affairs of the proposed station."

Says Report Erred

Joseph Henry further said the examiner's report erred in concluding that irrespective of the finding that the applicant was not qualified the same result would have been reached in a comparative consideration. Citing its considerable ownership-operation integration, Joseph Henry said it should be preferred in view of Commission precedent in such actions.

WOKO was to go off the air Aug. 31 but received extension to Sept. 80.

Twenty Years Later

IT'S BEEN said that history often repeats itself and Charles G. Burke is glad it did in his case. Mr. Burke, general manager of KFGO, which was sold under way soon in Fargo, N. D., started out in 1928 as a salesman for WDAY Fargo. His first contract was with W. M. Swanston, who had just started in the auto painting business and was placing his first advertising. Now, nearly 20 years later, Mr. Swanston has become KFGO's first local advertiser and Mr. Burke is the salesman again. In the intervening years, Mr. Burke was with Free & Peters and was sales manager and director of operations at WJR Detroit, while Mr. Swanston now has a full-fledged garage business and is Nash distributor.

POSTWAR EXPERIENCE already has proved to advertisers that the domestic and export aspects of their sales problem are more closely interwoven than at any time in the past," Atherton Pettingell, president of Dorland Inc., said recently upon his return from a trip abroad. Arrangements were made during Mr. Pettingell's trip to set up an international plan board in the agency's London, Paris, Brussels and New York offices.

"There is a distinct trend today to the advertising agency that serves both domestic and export accounts," Mr. Pettingell continued. With overnight, air transportation to offices abroad, it is at least possible for an international plan board, working in all offices at the same time, to move at once to the solution of a client's problem.

Road to Prosperity

"It appears to me that all important advertising agencies will have to be global agencies in the not too distant future. We hope that all the big ones will follow our lead, and that is not pure altruism," he said. "The more good agencies that do so, the better chance for a well-founded international prosperity."

N. Y. Ad Club Announces Directors of Copy Clinic

COPY CLINIC of the advertising & selling course sponsored by the Advertising Club of New York will be directed by Walter A. Lowen, Walter A. Lowen placement agency.

The following agency men will be in charge at the various meetings: George L. Miller, vice president, Williams & Saylor; Alfred Eichler, copy director, Dancer-Fitzgerald-Sample; Vernon Welch, vice president and copy director of Geyer, Newell & Ganger; Henry O. Pattison, vice president and copy director, Benton & Bowles; Crane Haussamen, vice president and McCann-Erickson.

Model Planes Televised

FOUR MODEL airplane builders exhibited their handiwork before the WFIL-TV Philadelphia television cameras Sept. 12 at 8:30 p.m., as a climax to the model airplane contest conducted by the local Warner Brothers and RKO television theatres, which served as a test of the station's facilities, which inaugurated its first regular program service Sept. 12. Under construction for KOAD (FM) Omaha is this $80,000 building which will house station's 50-kw transmitter. KOAD, owned by World Publishing Co., has been operating since July 1 with temporary equipment. Station's high efficiency transmitter plant, costing approximately $250,000, is completed KOAD will radiate 380 kw.
WHYN Aids

FACILITIES of WHYN Holyoke, Mass., were made available Sept. 3 to the 500-man posse and searching party for a two-and-one-half year old boy missing in the area. WHYN aired a mobile unit quarter-hour description from the general area of the search, interviewing many of the police, Boy Scouts and others aiding in the work. Shortly after the broadcast, word was received that the boy had been found and returned to his home. Station reports that the broadcast was well received, to the point of the local Army-Navy Store calling WHYI and offering free over-all to all searchers.

HONORING QUEEN of Wisconsin State Fair at start of new NBC Village Store program for Sealtest is Jack Carson (second from left). Mr. Carson had previously crowned Joanne Rutten, 17, at the fair. Gathered for initial broadcast are (1 to r): James A. McFadden, radio director of McKe & Albright Inc., Philadelphia; Mr. Carson; Miss Rutten; A. R. Stevens, sales manager of National Dairy Products Co.; Robert Redd, director of program.

THE CRUSADERS’

Youth Movement on KTOK
Showing Results

THE INSPIRING youth movement afoot in Oklahoma City under the auspices of Rev. Walter Gilliam and Robert D. Enoch, KTOK manager, is already showing tangible results in the lowering of juvenile delinquency figures. There is also evidence of an immeasurable uplift in the children’s outlook, witnessed by letters from civic, racial, religious and educational leaders throughout Oklahoma City.

From the seeds of an idea planted by Rev. Gilliam—a challenge to “Give boys and girls a worthy cause to arouse their loyalty and enthusiasm and you will have a finer, sturdier and cleaner generation”—Mr. Enoch began developing plans for a series of programs. The Crusaders emerged Jan. 5, 1946, as a radio vehicle which would bring together children of all religions, color and background.

Drawn from homes where there is every advantage, orphanages, juvenile delinquency areas, the children meet once weekly for the character-building program on which they sing, read passages from the Bible, enact plays, etc.

In addition to the program children attend Bible class one day a week during the school year, and also have softball, basketball and hardball teams. The singing groups among “The Crusaders” are invited to entertain at many civic organization meetings.

Before the program started, juvenile delinquency figures in Oklahoma City for 1944-45 were 444 truancy cases, 111 juvenile pick-ups and investigations, 735 juvenile court cases. Figures for 1946-47 show 256 truancy cases, 89 juvenile pick-ups and investigations and 591 juvenile court cases.

KTOK has just issued a booklet on “The Crusaders” to publicize the movement.

Shortwave-FM?

LINE-OF-SIGHT? theory of FM broadcasting doesn’t mean a thing to Ken Wright, organist at WKY-FM Oklahoma City. He’s an artist and to him the mail is what counts. Mr. Wright has received a letter from a listener in Manila, P. I.—8,654 air miles away—who reports excellent reception of the daily organ show on WKY-FM, 3:30 to 4 p.m. The listener wrote, “Enjoy your program very much. Will you please play ‘The Things We Did Last Summer’. I’ll be listening for it.” Mr. Wright has played the request and is betting two-to-one that he will hear from his Manila listener.

For Audience and BONUS Audience... it’s WTAG!

When Billboard reviewed the Bonus Audience Ratings for the Top Ten Daytime Shows, CBS had five of them—including the first three. In every one of these five, WTAG was the top audience delivering station!

They Say...

“Today 55 nations are beaming across their borders to foreign listeners a total of 4,276 radio programs a week. This is 35 to 40 times the combined domestic output of our four national networks. Yet UNESCO so far has failed to grasp the importance of this key to the minds of men. During the last year, its action in the field of mass media has been hesitant and halting.”

—William Benton, Aet State Secretary, in an introductory address before Chicago Council on Foreign Relations Sept. 18.

BOSTON SYMPHONY ORCHESTRA returns to ABC this season on Oct. 14, at a new time, Tuesdays, 9:30-10:30 p.m. Dr. Serge Koussevitsky, musical director, will preside over most of the Boston Symphony broadcasts.
The "Air Theatre" ONE OF WBAL'S "NEW WORLD OF TOMORROW" STUDIOS
THE VERY BEST IN BROADCASTING SERVICE IS BALTIMORE'S RIGHT!

WBAL's

"New World of Tomorrow" Studios are now serving Baltimore with the greatest enlightening and entertaining programs in our history!

WBAL - 50,000 WATTS - NBC AFFILIATE
"One of America's Great Radio Stations"
2610 N. Charles Street, Baltimore 18, Md.
NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY
Editorial

Thought Food

THE SELF-REGULATION code was the all-consuming issue at the NAB convention in Atlantic City last week—on paper anyway. Almost lost in the node's red heat were a succession of events and appraisals that are destined to have profound effect upon radio and where it goes from here. Two men who spend full time guiding radio's destinies from Washington vanished not quite out of sight from opposite sides of the street provided the thought food. Two others, from neighboring nations, pointed to international complexities that could engulf our radio if not checked.

From left to right, these men were FCC Chairman Charles R. Denny, NAB President Justin Miller, Goar Mestre, vice president of the Inter-American Assn. of Broadcasters, and Joseph Sedgwick, general counsel of the Canadian Assn. of Broadcasters. Their remarks are detailed elsewhere in this issue.

Mr. Denny, chairman of the three international telecommunications conferences in Atlantic City as of the FCC, packed his expected thunderous wallop, not entirely to the liking of his auditor. His code and Blue Book thrusts are the subject of an editorial on another page.

Mr. Denny traversed the broadcast spectrum for the 2,000 broadcasters. He warned newcomers of high costs of station construction. He cited survey figures showing that the 249 postwar stations only half were breaking even or making only a small percentage of their start-up costs. Most stations were still losing money. He reviewed their situations carefully lest they become ensnared in red ink. He enjoined AM broadcasters again on FM, and predicted again that FM would replace AM. He painted a rosy picture of the coming multiplicity of services on a single push-button set—10 programs perhaps in each city, giving the listener anything he wants anytime. He deplored the paucity of television stations but predicted wild-fire development if video is nursed through its expensive infancy. He sounded a clarion call to strengthen "The Voice of America"—international broadcasting—because of our position in world affairs.

Mr. Denny, a good hard-sell exponent when he spoke of the code and the Blue Book. He gave broadcasters something to ponder. His speech, most of it reprinted in this issue, is MUST reading.

Judge Miller, whose staunch and intelligent defense of radio in his two years at the NAB helm has won him unswerving and solid support, told his members in unvarnished words of their fight for survival. He said their fight for freedom is long, tedious one. He rapped the FCC's abrogations of power, but lauded the greater harmony in relations with radio's regulators. He girded no lilies in recounting the facts of radio life in our democracy in which insidious forces are fighting to gag our half-free radio through government domination, European style.

Mr. Sedgwick bespoke the ludicrous situation which obtains in his country, with the government-owned, British Broadcasting Corp. thriving by virtue of American network programs sent across the border. CBC, competing with private stations, gets needed revenue, and gets the ratings from the U. S.-originated shows. Food for thought in the fight for radio by the American Plan universally? We'll say so.

Mr. Mestre cited the pernicious proselytizing of BBC in Latin America, where BBC seeks ingratiation and favor to introduce state-owned systems by the European plan. He welcomed the full-fledged active participation of NAB and the CAB in the fight for free radio in our hemisphere. He evoked an awareness of the problem which probably heretofore had not been put over.

That is just a smattering of what transpired in Atlantic City, aside from the code. Every broadcaster has a lot of home work stemming from the convention. The code isn't the only issue. Nor is Petrillo. Both are lethal and immediate. But they are merely chapters in radio's book of progress, the conclusion to which won't be written until radio wins its fight for freedom.

What Now, Little Man?

WITHOUT fanfare or emotion the NAB Convention last Thursday signaled for a finish fight with James Caesar Petrillo, if that becomes necessary. A resolution was adopted unanimously which held out the olive branch, but it was matched in this case.

The resolution bids for constructive and amicable settlement by collective bargaining prior to the Dec. 31 and Feb. 1 deadlines set by Jimmy for cessation of recording and of network production. It calls for withdrawal of the ban on AM-FM duplication and for use of music via television.

Then, recognizing that such a solution may not be forthcoming, the NAB resolved that the NAB could create an all-inclusive joint committee, embracing FM Assn., Television Broadcasters Assn., transcribers and other interested organizations to take steps to "achieve a lasting solution of this problem." FMA board already has accepted the invitation.

That means all-out war, if need be. It means steps will be taken now to build and stow away a backlog of transcribed music to carry through any impending Petrillo "strike." It means that all radio proposes to stand up and fight.

In our Aug. 25 issue, we suggested such a course of action in somewhat more tranquil fashion. The stakes are great. The time is short. Radio's spirit is right. Broadcasters have had enough.

Wason Oil

THE NAB last week engaged—perhaps unwittingly—in a kind of programming which conscientious stations would never permit. The NAB regrettably violated an accepted ethical principle—the airing of two sides of any two-sided issue.

The NAB not only confined itself to one side, but also reinforced that minimum view was clutched in a mailed fist.

Robert R. Wason, chairman of the board of the National Assn. of Manufacturers, addressed the convention Tuesday, and, as reported elsewhere in this magazine, his remarks were heady to the attitudes of one of the biggest and most conservative business associations in the country.

James F. O'Neil, National Commander of the American Legion, spoke Thursday. The Legionnaire, addressing NAB, told Mr. O'Neil, that his views on political questions would be at loggerheads with Mr. Wason's.

The imposition of any purely political discussion upon the already crowded agenda of the NAB was at best a piece of questionable programming. If indeed political talk is to be presented, it ought to encompass all shades.

Our Respects To—

GEORGE COFFIN JOHNSTON

WHEN Col. George Johnston entered radio over 20 years ago, with the purchase of WDBO Orlando, Fla., he brought with him a distinguished reputation in three careers—medicine, teaching and Army service—plus great charm, and a vision that the years have never dimmed.

His prestige is still increasing in radio. Just recently he completed construction of an elaborate set of studios in a modern building on Lake Ivanhoe in Orlando (see story on page 61). In addition he is also planning a powerful FM station that will almost equal the coverage of WDBO.

Col. Johnston was born in New Lisbon, Ohio, April 4, 1872, the son of a Presbyterian minister, a graduate of Princeton Theological Seminary. Col. Johnston's mother was among the early advocates of higher education for women, graduating from Oberlin College in 1859.

For two years George Johnston attended Washington & Jefferson College, and then went to Western U. at Pittsburgh. He was graduated from the Western Pennsylvania Medical College in 1895.

He practiced medicine in Pittsburgh for 28 years, taking an early interest in Roentgenology, the science of X-rays. In 1909 he was named president of the American Roentgen Ray Society. He was the first professor of Roentgenology in the U. of Pittsburgh, and was on the staff of seven hospitals in Pittsburgh.

With the outbreak of World War I, he was commissioned a major and was set to work conducting a school which trained many physicians in the war usage of the X-ray. After a tour of duty in Washington he was later given charge of the training of men, obtaining of supplies, as colonel in charge of the division. He served under three surgeons general of the U. S. Army, Generals Gorgas, Ireland and Patterson.

At the close of the first World War he went to Florida, abandoning his practice and all his professional connections in Pittsburgh to take up residence in Orlando.

At that time WDBO was being operated by Rollins College. Col. Johnston bought out the station and has been running it ever since.

The colonel never misses an opportunity to put in a good word for the four men he refers to as "the boys that are running the operation." The boys are James Yarbrough, chief of WDBO, L. C. Johnson, Executive Engineer, and F. W. Landau, News Director (Continued on page 52).
fifty thousand people pay fifty thousand dollars for this

Pretty amazing and hard to believe... fifty thousand listeners each paying a dollar a year to find out what we're going to play on our programs of fine music.

Out of the WQXR-WQXQ audience of more than half a million music-loving families there is a nucleus of fifty thousand devoted listeners who reach into their pockets and pull out a dollar for this monthly 48-page listing of our programs.

A person's got to love good music to do that... got to be pretty devoted to the station that gives him such good music. When fifty thousand people feel that way about WQXR-WQXQ it really means something—particularly to an advertiser who knows that listener interest pays off in sales.

So when you want evidence of audience loyalty to a station, audience interest in fine music and, of course, audience purchasing power, think of the WQXR-WQXQ Monthly Program Guide and its 50,000 circulation. All the evidence is right there.

And it's a piece of evidence no other radio station in the United States can offer.
Canadian Music Copyright Fees Raised; CAPAC, BMI Canada to Get $294,424

CAPAC will pay $294,424.62 in music copyright fees to Composers, Authors and Publishers Assn. of Canada (CAPAC) and BMI Canada Ltd. under new agreements authorized by the Canadian Copyright Appeal Board, Ottawa.

CAPAC will receive an equal sum from both the independent broadcasters and the Canadian Broadcasting Corp., each paying for calendar year 1947 a total of $122,804.45, making a total for CAPAC of $245,608.80, an increase of $104,880. In addition, CBC pays $5,000 for use of CAPAC music for international shortwave broadcasting, an increase from CBC and independent broadcasters combined.

Fees work out to 14 cents a licensed set for CAPAC and about 2½ cents a licensed set for BMI Canada Ltd., as compared to 8 cents a set for CAPAC last year and 1 cent a set for BMI Canada.

Copyright Appeal Board ruling is for one year only, but independent stations through a combined five-year agreement with both CAPAC and BMI Canada Ltd., so that fees are set for a definite term, CBC did not make a long-term agreement with either organization, but unsuccessfully fought increase in CAPAC rates before Copyright Appeal Board.

This is the first time that CBC pays a sum equal to that of all independent stations.

Canadian broadcasters have been paying at the rate of 8 cents a licensed receiver to CAPAC and 1 cent to BMI Canada Ltd. since early in the war when Copyright Appeal Board set rates for the duration. Broadcasters are said to have felt that they would have to pay an increased rate in view of higher rates charged by CAPAC's affiliates in United States.

Great British stations, through the Canadian Assn. of Broadcasters have made a five-year agreement with both CAPAC and BMI Canada Ltd., which compares to CAPAC's affiliate in United States.

Canadian broadcasters have made a fair agreement at new rate, which works out so that independent stations and CBC each pay at rate of 7 cents a licence to CAPAC, as compared to 8 cents a set for CAPAC and 1 cent a set for BMI Canada Ltd.

Respects

(Continued from page 50)

engineer, who has served WBDO continuously since 1926; Jack Pedrick, local sales manager, with the firm since 1935; Bill McBride, director of national sales who started off with the company as an announcer in 1929 and Harold Danforth, vice president, who was— as he terms it— "left over from the old Rollins College deal." Mr. Danforth has remained as engineer, announcer since the station's opening.

When Mr. Danforth left for the service, Mr. Johnston assumed management of the station and has held the detail ever since, with Mr. Danforth as vice president. He is tremendously active in local affairs, and has twice been Spanish commander of the American Legion, was president of the Orlando Chamber of Commerce and was first president of the University Club of Orlando.

Col. Johnson was also ordered to active duty in World War II, but age and physical condition precluded his service. In February 1947 he was placed on the honorary retired list, with rank of colonel.

His most pleasing relaxation is reading his beautiful yacht, "Sunshine III," a 65-foot, on the St. John's River and the inland waterways.

CAPAC was founded by a widower, whose wife was the former Ida Davis of Pittsburgh. She died in July 1946. They have a daughter, Dorothy.

Gerald A. Barteell, for ten years production director of WRA, non-commercial station, Madison, Wis., has been named president and executive director of WEXF, new station in Madison, under agreements announced.

John Printup, owner of Memorial Theatre, has been named general manager and executive director of WEXF.

Robert C. Wolfenden, former general manager of WPTU, Panama City, with WDBM-Radio, has been appointed general manager and executive producer of WDBM.

ED HYDE, formerly with KRIS Beaumont, Tex., has been named assistant manager and program director of KTRE, Lufkin, Tex., new 1000-watt station, soon to take the air on 1420 kc.


BERT H. SILEN, president of Manila Broadcasting Co. and general manager of KZRH Manila is in New York conferring with executives of NBC Spot Sales, U. S. representative of KZRH. Mr. Silen who attended NBC and NAB Conventions in Atlantic City, is a charter member of the NBC Ski Club.

AMON CARTER, president of the Fort Worth Star-Telegram, Fort Worth, Tex., is among the "best hatted men in 1947" on a Dallas hat designer's list.

FRANK BISHOP, director of KFEL Denver, an employee of NBC, is representing the radio broadcasting industry on the board of directors of an advertising club.

GENE O'FALLON, general manager of KZTH Denver, has been appointed by Col. Lee H. Collier, to serve as a member of the Board of Directors.

The state's new home was spic and span when the first visitors arrived on the morning of Sept. 1. Only a few hours before, however, doors remained to be hung, venetian blinds were yet to be installed, monitors hadn't been wired, new stair steps and floor tiles yet to be put in, and the piles of debris were waiting to be cleaned up. The staff—and even guests invited from the Pueblo and Farmington—joined the workmen to get the job completed on time.

KSF is in ABC affiliation operating on 1230 kc with 1 kw day and 500 w night.

HONOLULU

Affiliated with the HONOLULU ADVERTISER, Represented by the KATZ AGENCY, INC.
PLANS FOR RADIO'S participation in the 1947 Community Chests of America campaign were laid at a luncheon meeting at New York's New Weston Hotel called by M. J. Roche (center), radio chairman for the drive and advertising manager of Lever Bros. Co. Among those present were (1 to r): Bent Taylor, director of public relations for Community Chests of America; A. E. Foster, radio director of Lever Bros.; Eloise Walton, director of radio for Community Chests; Mr. Roche; Charles Ayres, Buthrauff & Ryan; Miss Linnex Nelson, J. Walter Thompson Co., and Philip Cohen, of Sullivan, Stauffer, Colwell & Bayles. All are members of the Chest organization's 1947 campaign radio committee. All-network opening broadcast for the campaign is scheduled for Sept. 26.

**WNBC LOOKS BACK TO 1922**

Station's First Commercial Described Advantages

Of Suburban Living, Lasted 10 Minutes

WNBC New York this month looked back 25 years—an eon in radio—to its first commercial broadcast and what it believed was the first commercial ever heard on the air. The date was Aug. 25, 1922, and the station was then known as WEAF.

The pioneer sponsor was the Queensboro Corp. and its message concerned the delights of suburban living, specifically those available at the realty firm's Jackson Heights, L. I., apartment development. The "program," according to entries in the WEAF log for that date, was an unbroken 10-minute sales talk with no attempt at entertainment. WEAF's price for the 10-minutes was $100.

James Gaines, WNBC general manager, pointed out that in those pre-Hoover days there was no way of gauging audiences, but he guesses that the sheer novelty of airborne salesmanship may have drawn "five or six" listeners, at least for the first minute or two.

The Queensboro Corp., however, reported sales totaling several thousand dollars as a result of the experiment, and presently the Tidewater Oil Co. and the American Express Co. took similar plunges.

At current WNBC rates ten minutes of commercial time would entail the purchase of two hours of air time at about $1,000 an hour, according to Mr. Gaines. And the commercials, of course, could not run continuously.

But, he adds, today's WNBC sponsor could reach for his $2,400 a potential audience of 4,144,170 radio families, based on the latest BMB survey. And, unlike the Queensboro Corp. in 1922, he could give not only the price of his product on the air but a full description as well, with the assurance that more than 15,000,000 potential customers would be around to hear it.

Lorenzen & Thompson Inc.

Entering Radio on Nov. 1

LORENZEN & THOMPSON Inc., New York and Chicago national advertising representative, effective Nov. 1 will enter the radio field, C. G. Shannon, vice president, announced last week.

James J. Devine, vice president of the firm, which maintains offices in nine cities, will head the new radio division in the New York office and Carlin S. French will be manager of radio operations in Chicago. Mr. French formerly owned and operated WTMV East St. Louis, Ill., and before that was an advertising executive of the Hearst newspapers in Chicago and New York for 15 years. On Oct. 1 the firm will announce stations it will represent.

**Power Reduction**

CONFORMING with initial grant conditions, modification of construction permit has been granted by FCC to KJAY Topeka, Kan., for reduction of nighttime power from 5 kw to 1 kw, operating on 1440 kc. Approval of directional array, installation of new transmitter and change of transmitter site was included. S. H. Patterson, permittee, had received Topeka grant on condition that he also divest himself of KVAK Atchison, Kan., which he has sold to Albert Alvin Alamada subject to FCC consent. Mr. Patterson also is owner of KSAN San Francisco. He originally asked 5 kw fulltime at Topeka.
Sullivan in Amsterdam has joined Young & Rubicam, Inc., San Francisco, Sept. 22, as copy director. Mr. Sullivan, formerly with the agency, has been named chief accounts executive for the account, with headquarters in Pittsburgh.

COIT O. COLBURN, former promotion writer for the Christian Science Monitor, has joined the staff of Daniel P. Sullivan Co., Boston.

CHARLOTTE PETERSON, formerly with promotion department of KPAB Omaha, has joined Harold E. Rati Adv., Omaha, as copy writer and secretary.

WILLIAM A. STUTTS, former assistant promotion director for KCPW, Seattle, has resigned to take his position as media director at Wheaton-Warrenville High School, Wheaton, Ill.

ELAINE NELSON, formerly with Franklin Savings Bank & Trust New York and Arthur Meyerhoff & Co., Chicago, has rejoined Arthur Meyerhoff & Co., as administrator of the agency's New York office, which will open in January.

MANNING, RUSSELL & WOOD Inc., San Francisco, has moved to larger quarters at 143 California St. Telephone: Ritzrock 2-7938.

HELEN BLAKE, former media director of Walter Swertfager Adv., New York, has joined Redfield-Johnstone production departments.

JAN MILLER, New York, has been with J. M. Mathes Inc., New York, since 1944. He has been elected a vice president of the firm. He is also a senior account executive.

SELMA LEE is taking a year's leave of absence from the television department of William Morris Agency, New York. In Miss LEE's absence video assignments at the Morris Agency will be handled by BILL KERBY and ROL RADAM.


L. J. SHARER, producer-director with Young & Rubicam, New York, has resigned to join Daner-Daflehart-Samp. New York, as head of daytime radio effective Sept. 29.

JAMES F. NEWTON, merchandising technician of S. Earl Bothwell Adv., Hollywood, has resigned to re-join Western Family magazine.

RAYMOND L. SINES Adv. Agency, San Francisco, has moved to larger offices at 291 Geary St. and changed firm name to RAYMOND L. SINES & Assoc.

HARRY RAUCH, radio publicity director of Young & Rubicam, New York, is on West Coast to line up publicity on the General Electric "House Party" show and other West Coast agency properties.

HARRY ACKERMAN, vice president in charge of radio production for Young & Rubicam, New York, accepted chairmanship of radio activities for New York U. Bellevue Medical Center Fund. He will supervise all radio activities of the $15,375,000 appeal.


JAMES W. STAPLES, former head of Young & Rubicam's Los Angeles office, has resigned to join W. E. Bothwell Adv., Hollywood, as director of KFTR TUF, Western region.

W. B. HUNTER, having acquired interests of his partner, J. W. MILLIORM, formerly with Young & Rubicam, Los Angeles, has resigned, and has been elected Hunter Adv., Los Angeles. The agency, has shifted to Hunter Adv., in similar capacity.

ROBERT J. MANNERS, audience promotion director of Young & Rubicam, Inc., Hollywood, for fourth consecutive season, on Sept. 16 started work on in radio advertising for CBS of California Extension Div.

FRANK A. WOOD, media director and publisher of B. W. Webster Adv., Los Angeles, has resigned to join W. B. Cotton, Long Beach, Calif., furniture company, as sales promotion and advertising manager.

ZEPHA SAMOLOFF ROGERS, accounts executive of Beaumont & Hohman Inc., Los Angeles, has shifted to Edward B. Kellogg Co., that city, in similar capacity.

WATSON BUEHLER, former of Western Adv., Los Angeles, and prior to that on copy staff of J. Walter Thompson Co. New York, has joined William Ketzer & Co., Hollywood, as copy chief.

MARIAN FAYE, formerly of Rodgers & Smith Adv., Hollywood, has been hired as Irwin-McHugh Adv., that city, as copy chief.

DONALD BREYER, advertising executive of Brissacher, Van Norden & Stad., Los Angeles, is the father of a girl born Sept. 7.

J. RAYMOND BELL, former director of advertising and public relations for Capital Airlines, has joined executive staff of Donahue & Co. Inc., New York.

FRANK DELANO, who has been with Young & Rubicam since 1938, has resigned to join Fonter, Cone & Bedding, New York, as an account executive.

MARC H. SEIKAS, director of media of Owen & Chappell, New York, has been elected a vice president of that agency.

TO FAMILARIZE themselves with operations of WRVA Richmond, Va., which CBS Radio Sales begins representing effective Oct. 1, 28 Radio Sales employees, from all over the country traveled a total of 22,000 miles recently in order to spend two days at the station.

Both station and Radio Sales staffers got together in a series of prepared lectures, exhibits, and subjects for open discussion. The Radio Sales account executives, research, promotion and availability specialists listened to and attended each WRVA program in order to be familiar with the station's programming.

A Radio Sales photographer covered the two days activities and the pictures were flown down to New York. The following weekend a promotion piece was prepared, using these pictures, and distributed by Radio Sales to prospective clients for WRVA from Chicago east.

Meyerhoff Plans to Open N. Y. Servicing Office

ARTHUR MEYERHOFF & CO., advertising agency with offices in Chicago and Milwaukee, will open a servicing office in New York. The agency, January of 1948, has been announced by Arthur Meyerhoff, managing director, of the agency. Purpose of the new office said Mr. Meyerhoff, would be to expand business in the New York area, to serve the growing need for a contact point on behalf of the advertising manager.

Concurrently it was announced that Elaine Nelson, formerly with the agency, would serve as administrator of the New York office with office opened until Sept. Mrs. Nelson will work in the New York office in connection with accounts and also on copy duties.

BOSTON U. has created a Div. of Radio and Speech Education in its School of Speech & Drama and training is being given in radio conditions. A new division is being run by Prof. H. Gould, director, and staff members of various local stations have been employed as part-time instructors.

TOUR of the Richmond tobacco plant of Larus and Bro. (Edgeworth tobacco) was one activity of the two-day visit. WRVA is owned by Larus and Bro. W. T. Reed Jr. (r), president of Larus and Bro., explains points of interest to J. L. Van Volkenberg (center), general sales manager of Radio Sales and, C. T. Luco, WRVA station manager.

TBA Problem Solved

ERNEST A. MARX, chairman of the executive committee of the Television Broadcasters Assn., last week announced the dissolution of the TBA's subcommittee on apartment house television advertising. "As a result of the subcommittee's efforts . . . the problem [of providing master video antennas for apartment houses in New York] has now been solved . . . Some of the largest real estate organizations in New York City are advertising apartment houses with television master antennas, a feature which will be ready later this year," Mr. Marx said.
NOT JUST A PROGRAM—AN INSTITUTION.

"The Light Crust Doughboys" are on the air.

For the last 15 years of WBAP's quarter century of broadcasting, this phrase has meant fun and entertainment for many thousands of Texans.

For the sponsor, Burris Mills, Fort Worth-Dallas, this program has played an important part in building the largest flour business in the Southwest.

For you, there is a program with this same kind of lasting production, coverage and loyal listeners... in this same, rich Fort Worth-Dallas market... on this same WBAP-820. Ask Free and Peters.

*Broadcast Monday thru Friday 12:30-12:45 PM, fed to the Texas Quality Network.

Placed with WBAP-820 by Tracy-Locke Co., Inc., Dallas.
The Swing is to WAB in Kansas City

The Swing is to WAB in Kansas City

COMMERCIAL

WINSTON KIRBY, formerly in charge of promotion for ABC spot sales, has been appointed sales and promotion executive in that department and will assume duties of exploitation for WJZ New York. In addition, he will be appointed promotion manager for ABC spot sales. Mr. Dunn will be assisted by THELMA SIMON, who has been named assistant promotion manager for ABC spot sales. Mr. Kirby succeeds ROY HALL, who resigned to join staff of CBS radio sales division.

JANET L. JOHNSON, formerly a saleswoman at WBBM Chicago and recently with WKXL Lexington, has joined sales staff of WIND Chicago.

HOWARD L. BROOKS, former general manager of WJBH-Binghamton, N. Y., has been appointed sales representative for WCON, new 5-kw station on 550 kc under construction at Atlantic, N. J. Mr. Brooks also has had five years experience in sales capacity.

HELEN K. MUMBER, national sales manager of WDWC Washington, has been named editor of the "Ad Clubber." Washington, D.C., publication with HERMAN PARIS, WDWC sales manager, is an associate editor.

WHIZ Zanesville, Ohio, has appointed The John E. Pearson Co. as national representative.

WMLO Milwaukee, has appointed Forbes & Co. as national representative.

REXALL Drug, Ayer Sued

On Charge of Plagiarism

REXALL DRUG Co. and N. W. Ayer & Son, agency servicing account, have been named co-defendants in a $200,000 plagiarism suit filed in Los Angeles Superior Court by Jack Rourke Productions, Hollywood.

Suit charges that Dan Carson, Corner Druggist, summer replacement of Rexall, is copying Christopher Strong, Corner Druggist, submitted by Rourke to the agency and client several months before production of program was made. Complaint further declares that Pat O’Brien, star of the summer series also had been stipulated as male lead in the Rourke presentation.

United States Delegates

Heard From UN on ABC

U. S. DELEGATES to the UN General Assembly began three-weekly personal reports on the assembly sessions on ABC's Headline Edition program on Sept. 17, 7 p.m. These reports will be heard every Monday, Wednesday and Friday throughout the assembly sessions.

WMCA New York, in cooperation with the UN, is now giving UN General Assembly a series of programs heard Mondays through Fridays, 10:45-11 p.m., reconstructing the day's important events on the floor of the assembly chambers. The broadcasts are assembled from recordings of the debates.

GRANT POLLOCK, former sales manager of KSFO San Mateo, Calif., and previously with WING Winchendon, KAFG KPFR and KPO San Francisco, has joined KGBK local sales and ABC Spot Sales in San Francisco. He replaces VINCE FRANCIS, recently appointed ABC network sales representative in San Francisco (BROADCASTING, Sept. 8).

EDITH E. ALEXANDER, assistant auditor, has taken on additional duties of commercial traffic manager for KEMP Hollywood.

RALPH NARDIELLO, former commercial manager of WOV New York, has joined WHOM New York, as executive assistant in charge of sales.

ALLEN LA Vision has been appointed commercial manager of KCVX, new 1-kw station on 1560 kc which expects to begin operations at Ventura, Calif. Oct. 1.

AL K. KLENNERMAN, of the engineering staff of CKWX Vancouver, has been transferred to the sales staff of CKWX.

ALEX JOHNSTONE has joined commercial department of CKY Toronto.

DOROTHY RUEGG has joined KOMJ Palm Springs, Calif., as traffic manager. She succeeds FRANCES NUNAN, resigned.

McGEHEAN and O'HARA Inc., has been appointed national representative for WLEN Laconia, N. H., and KETTLE CARVER has been appointed by WHLC station, representative for New England and New York state.

DONALD COORE Inc., New York, has been appointed radio representative for WIND Federation, W. Va., WOR, WABC, WOC and WGBH, Boston. ALEX G. JOHNSON, former promotion and merchandising manager of KTSK San Antonio, has been transferred to the sales department of that station.

WREDE, BRAKEFIELD, former national representative of WLMF Milwaukee, has joined the accounting staff.

MOMLINE, account executive of WZAM Arkansas, has been named producer-director of the Fairfield County (Va.) Community Chest.

K. CASTLE, formerly with WSM Nashville, has joined Breen and Kasting Co., Atlanta. Previously with WMMC and WRC Washington, D.C.

WILLIAM NICHOLS has joined KFBK San Francisco, as account executive.

Radio receiving of sets sales have nearly doubled in Canada for the first half of 1946 over first half of 1946, according to a report of Dominion Bureau of Statistics, Ottawa. Sales in period in 1947 were 370,991 sets compared to 275,996 sets in first half of 1946.

Two-Market Test Show

J ohn Hancock Mutual Life Insurance Co., Boston, on Oct. 6 begins sponsorship of Point Sublime on 12 ABC stations in California and Texas. Program, originating from WDDO Waco, will be heard on ABC Texas stations Mondays, 7-7:30 p.m., and in California from 8-8:30 p.m. Firm announced that the object of the two-market study is that it permit it to analyze carefully the most effective way to use radio as a means of aiding its salesmen. Point Sublime is the name of an American town in which Cliff Arquette is the owner of the village store. Mr. Arquette will be assisted by Mel Blanc, radio comedian. Program may be extended to full network after the 13-week test. Agency is McCann-Erickson, New York.
World Information Proposal Is Drafted
U.S. Plan Is Aimed at Assuring Free News Flow Everywhere

FREE FLOW of information for the peoples of the world is written into the text of a proposed treaty made public by the State Department.
Draft of the treaty, which would set up an international information commission, was prepared by Richard J. FinneGAN, publisher of the Chicago Times, and grew out of a request made by Assistant Secretary of State William Benton.

Although the treaty is intended "to cover the earth with truth" by guaranteeing correspondents of all nations free access to news and free use of communication facilities in every country, the difficulties that confront its adoption are admittedly so great as to put the proposal in a "future" category.

Treaty would guarantee two basic freedoms: Freedom of travel in and out of foreign nations; freedom to send "copy" without censorship.

The international information commission would investigate and report any charges of treaty violations. If ordinary diplomatic pressure failed to bring compliance, complaints would then go to the International Court of Justice, the United Nations judicial arm.

Totalitarian governments such as Spain and Russia give proponents none of the freedoms mentioned in the treaty. In Russia, particularly, reporters are not free to travel and their "copy" is strictly censored. Hard hit by such censorship are radio correspondents, who have found that it is increasingly difficult to get time on foreign transmitters.

NEW SCHOOL OF SOCIAL RESEARCH. New York, this fall will offer a course titled "Publication and Production in Radio" and also a course in "International Broadcasting."

WQXR New York, WQXR New York's FM station, added on Saturdays and one hour on Sundays to its operating schedule. WQXR is now on air on Sundays from 8 a.m. to 12:30 a.m. and on weekdays from 7 a.m. to 12:30 a.m.

WIBW The Voice of Kansas in OPEKA

SERVICE
Twenty years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

SEEGAR HAVILIN, former make-up editor of Paramount News, has been appointed executive producer of Paramount Productions. New York (television films, transcriptions). H. A. STETTER, also previously with Paramount, has joined Mannon as general sales manager.

Families Productions, Chicago, which packages CBS "Hunt Hunt, ABC series "Is There A Man on The Farm" (RT), will shortly open Hollywood office, with TOM HABUS, former program director of KNX Hollywood, in charge.

ROBERT T. PECK has been appointed Cleveland sales representative for U. S. Television Mfg. Corp., New York, and EUGENE ANDREASSI as AST sales representative for East Side of Manhattan in New York.

G. P. SHANDY has been named superintendent of newly-established Central Div. of Radiomarine Corp. of America, with headquarters at Cleveland. G. I. MARTIN, former superintendent of Midwest, has been appointed superintendent of new division, with offices in St. Louis. New division replaces corporation's former Great Lakes and Midwest Div. and covers same combined territory.

GRENVILLE H. HOLDEN, vice president of Sylvania Electric Products Inc., has been elected to board of directors of Blenkinsop Ltd., of London. British radio tube manufacturing Rate of Sylvania. In addition, he will continue to carry on his general corporate duties at Sylvania's executive headquarters in New York.

U. S. TELEVISION MFG. Corp. New York, has announced sale of a projection video set for installation in Cincinnati by the Air Products Div. of Union Carbide. Sales manager in Cincinnati, CLEVELAND HICKS, will place installation.

MARTIN SEIFERT, freelance writer and director, has been signed by Golan Radio Production Inc., New York, to write its latest package adventure show, "The Women Like." FRANK KIRKPATRICK, formerly with advertising department of Paramount, has been appointed copy chief of O'Brien Dorrance, New York promotion firm.

AUDIO DEVICES Inc., N.Y., manufacturer of reproduction and recording equipment, has joined Scholastic Ltd. in New York, as co-sponsor of 1948 "Scholastic Writing Awards," in five subject classifications, open to all students in grades 10, 11 and 12 in high schools in U. S., its provinces of Hawaii and Canada.

N. CHARLES BORABAUGH, publisher of the Borabaugh Report on Spot Radio Stations, and Gertrude Isabel Thompson have announced their marriage.

ROBERT COLLYER has resigned as director of television of Television-Broadcasting Co., New York. He has not announced his future plans.

PIPER AND ELIZABETH KIRK LITTLE Co. of Radio Writers, Brandon, Vt., has announced expansion of its staff and repertoire of religious radio dramas.

STRAUSBERG, noted cartoonist, has entered radio program field with his own company to distribute 15-minute scripts of his newspaper feature "Tell Me One." Firm will place them at 225 N. Michigan Ave., Chicago, and offers scripts based on experiences of famous sports figures.

J. A. M. GALilee, former assistant advertising manager of Canadian Broadcasting Co., Hamilton, Ont., has been appointed executive secretary of the Assn. of Canadian Advertisers, with headquarters in Toronto.

LT. COL. ROBERT E. KEARNEY, commander of APFR Los Angeles, is on a tour of the Pacific Coast to personally inspect all Armed Forces Service Bureau radio stations and operations in that area. He will survey present and future needs as well as existing facilities of these stations in order to set them up as permanent overseas APFR units.

BIL ANSON, disc m.c. of KFWB Los Angeles, KIRK LITTLE and LAKE DIVISIONS, Branden, Vt., has announced expansion of its staff and repertoire of religious radio dramas.

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SELLING NOVEL rights to "Static" for radio use by General Mills on NBC's The Story of Holly Sloan is Rupert Hughes (center), author Gale Page, program star, is at Mr. Hughes' right. Standing (1 to r): Carl Wester, head of packaging firm bearing his name; Ted Maxwell, writer-director of program; Russ Neff, director of radio for Knox-Reeves Adv., agency handling General Mills account.

Stop Pursuit of Movies and Capitalize On Video, Hoge Advises N. Y. Mayor

A WARNING to Mayor William F. O'Dwyer of New York that in his efforts to attract the motion picture producers to New York he should not overlook "an industry that will eventually take over motion pictures—the television industry with its great potential," has been delivered by Hamilton Hoge, president, U. S. Television Mfg. Corp.

Although Mr. Hoge in an open letter to the mayor describes any effort to attract further industry to the city as "commendable," he declares that instead of pursuing the movies "it would seem far better to concentrate on maintaining New York's leadership in television than to lure here an industry that it will supplant."

"New York is a natural for television," Mr. Hoge continued. "The new industry's growth has been centered around New York and about 85% of the industry's activity is right here now. It presents a case of capitalizing upon what is here already instead of luring an industry."

Different Technique

"The television art requires a different approach than the Hollywood technique. Television programs must present more variety and pace and must be capitalized into the hour and part of hour time limitations as in radio. New York has a great abundance of experts in the necessities of this type of art and the facilities to make here the films that are required. The Metropolitan area has always remained the capital of the legitimate theater and for artists suitable for television such as vaudeville."

"Even the motion picture firms recognize the great potential of television and the great inroads it may make in their industry. Many Hollywood companies are financially behind television concerns. The use of this city for location purposes by Hollywood is a result of high construction costs for movie sets, a condition that intensified during the war. However, the film outfits are very solidly based on the West Coast and some are increasing their studio space there at present. Other factors beside their heavy financial investment in studios and equipment tie motion picture firms fast to Hollywood."

"Television networks will eventually link the entire country as radio does today. The originating point will be New York if the head start gained in this great industry is maintained by this city. It could shift to another center if proper support and encouragement are not actively furnished by this great metropolis. If New York is interested in its industrial future it should make every effort to be the Mecca of the industry with the greatest future potential—television."

WOR to Resume FM

WOR New York resumes its FM operations on Oct. 20, when its FM outlet, WBAM New York, returns to the air operating for the first time on the new FM band, Channel 254 at 97.1 mc. Programming will be devoted principally to simultaneous broadcast of non-musical WOR and MBS programs, particularly those Mutual programs not now heard in New York. There will also be musical transcriptions and frequent news periods.
CARLYLE STEVENS, for past year freelance Haymarket, and prior to that on staff of Ruthie's & Ryle, Inc., Chicago, has appointed program director and chief announcer of WOCT. Los Angeles, DON CRANE has joined WFCF as relief night announcer.

DON BALL, former assistant director of CBS Editing Division, has been appointed managing editor of Editing Div. for WOR New York. Mr. Ball joined CBS as an announcer in 1927, and has been with the network's producer-director staff.

ROBERT J. MANN, former Ruthrauff & Ryan radio director, has been named CBS director of commercial programs, development, effective Sept. 22.

WALTER J. PRESTON, program director of WBBM Chicago, has been appointed to supervise production on transmitted Ted Lewis Shows. Mr. Preston is a veteran of Colcom Productions, Chicago, in whose fold he has served since 1928. Mr. Preston is also VAL SHARPE, who has been WBBM (1300) sales director of station operations. No replacement for Mr. Sharpe will be made.

RAY DIMITRICH, former salesman with WGBS Ulster, has been named production manager in charge of foreign languages and foreign editorial, RICHARD L. MOORE, formerly with WSYR Syracuse, and HARRY WEEB, former WNEP producer, has joined WQAT as a recording record. and also will be affiliated with sales department.

WALLACE O'HARA, formerly with WGBS Penn Yan, N. Y., and WKBW Brockton, Mass., has joined staff of WERE Boston. Mr. O'Hara is a graduate of WERK's school for announcers.

ED SCOTT, formerly with KDKA and WPB/ROU San Antonio has joined WBBW Dallas, Tex., as vacation as well as football and relief football announcer.

WALTER A. SHEEHAN has joined announcing staffs of WDAR Savannah, Ga.

BILL WALTHS, and SYDNEY, to announce with WQNE, will be the new morning announcers. MARK PAINE, formerly newscaster at WSVB Springfield, Mass., has joined WMBR. Mr. Pal is director of public service.

ALLEN CREWE, announcer of CKY Cleveland, has been named director of the Sun Country Broadcasting Co. of Arizona.

STEVE JARRETT, formerly with WPEN Philadelphia, and WURL Erie, Pa., has joined WOWO Ft. Wayne, Ind., as announcer.

BOB BATES, formerly at WJBK Detroit, has joined WBBW. Mr. Bates also was with WMMX Columbus, Ohio, as chief announcer.

CARL NELSON, announcer on WTMJ and WMJ-FM Milwaukee, is the father of a boy, John Robert.

FRANK L. ORTH, former film actor and stunt man, has been named chief as- signment director of the Sun Country Broadcasting Co. of Arizona.

JIM CHAPMAN, former master of WYTAM Cleveland, has been named broadcasting leader of Northeast Community Institute at the College, Oct. 1. Mr. CHAPMAN, has been a veteran of the World War II veteran and was a speaker at the university's "Breakfast Club" program.

VAN DOUGLAS, black record m.c., has joined WJIB Detroit.

CARL KIPLER, advertising manager of WVTM, has been named director of time and space advertising. WVTM, and KXK Lexington, Ky., has joined an advertising development agency.

DONALD G. TENTANN, former theatrical producer, has joined production staffs of KJTV, WMT, and WTXA Lexington, Ky., has joined an advertising development agency.

Mr. TENTANN, who is a graduate of Southwestern University, has been with the network's production staff.

NORMAN BLACK, WPFL Philadelphia music director, has been named at the flagship of the network's music department.

JACK RAYMOND, staff announcer of WIZN Milwaukee, has been appointed production manager that station, succeeding WOOD WOODFUS, resigned. WIZN has been associated with WINS for six years.

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MASON, AU & MAGEHNER Conf. MFG. Co., Brooklyn, New York (candy), has bought ten spots and chairs breaks weekly in 12 markets located in four states. Jingle spot announcements were placed in North Carolina, Georgia, South Carolina, and Florida. Contract for 13 weeks started Sept. 1 and was placed by Moore & Hannad Adv., New York.

SEABOARD MILLS, Santa Barbara, Calif. (96% of its business is done in third-party country), has appointed McCain-Brickson Inc., Los Angeles, to handle national advertising. Firm is currently using participation in combined "Sunrise Salute" and "Housewives Protective League" on KNX Hollywood.

GENERAL BATTERIES of Canada Ltd., Toronto, has started dramatized hockey features program three weekly on 28 Canadian stations. Agency: McKeim Adv., Toronto.


GILLETTE SAFETY RAZOR Co. of Canada Ltd., Montreal (blade). Sept. 20 or Oct. 1, started World Series Baseball Games on 49 Canadian stations, 1:15 p.m. in New York, 2:15 p.m. in Montreal. Agency: Maxon Inc., New York.

BROOKS CLOTHING Co. and HARRIS & FRANK, Los Angeles (California chain), to announce consolidation of the two firms and change of name to Harris & Frank & Brooks, periodically for next ten weeks, is using a heavy schedule of spot announcements and newspaper advertising in programs of various forms. Stations: List includes KLOK Vancouver, WJCC Edmonton, KFXN Minneapolis, KKCX Kansas City, KCAE Kansas City, KLAC KPVW KPKP KFBS KTHR Los Angeles. In addition, five-weekly morning news on KCAE, with Harry O. Miller, and 12:30 thru 1 p.m. on KFI. Agency: Stodel Adv., Los Angeles.

LEVER Bros., Ltd., Toronto (soap). Sept. 1. "Procter & Gamble" Canadian advertising campaign, has appointed McCann-Brook & Gambrell, Montreal, to handle advertising. Mr. Bright, who became advertising manager of the Lever Bros. company's Great Lakes division, with headquarters in Detroit, will become advertising manager of the new firm. Three years later, he was appointed first director of advertising of U. S. Steel, continuing in that capacity until recent time.

CITIES SERVICE, New York, has appointed Eillington & Co., New York, as advertising agency effective immediately. Advertiser will continue to sponsor "Highways and Melodies," Fri., 8-8:30 p.m. on NBC Foot, Cone & Belding, New York formerly handled the account but resigned it a few months ago.

GENERAL FOODS, New York (Certo), is advertising via television for the first time with the commercials featured on "Leave It To The Girls," Thurs. and Fri., 8-8:15 p.m. on WNYW-NBC New York. Borge Cropan- nest is in a dramatized commercial showing Cropan esty with long-bolt method and the easy short roll way of making jams and jellies with Certo.

LAWRENCE H. MacDOUGALL, director of the surgical dressings division of Johnson and Johnson, New Brunswick, will become division sales manager of that company's Great Lakes division, with headquarters in Des Moines, Iowa. He succeeds Mr. Maxon, who moved to New York.

PHILCO DEMONSTRATES LARGER SCREEN VIDEO
NEW enlarged type of television receiver, which features projection of 15x20" picture upon a screen from the front instead of through the screen from the rear, was displayed by Philco Corp. in a demonstration previewed at the Palmer House in Chicago Sept. 10.

Picture is initially received on face of a four-inch tube and then thrown upon a reflecting lens, spherical in contour. From there, it passes through a correcting lens upon a well-polished front-surface mirror, which reflects the picture from the front up through the cabinet to a tilted steel-made screen.

The screen, company announced, is covered with myriad tiny lenses, with light generated by receiver concentrated into essential area. Outside light is repelled, eliminating possibility of impairing contrast of the picture.

Philco Corp. is manufacturing approximately 2,000 television receivers a week, with an increase to 3,000 expected for holiday trade. Company spent, according to John H. Carmine, vice-president in charge of merchandising, about $3,000,000 building and equipping its new television plant, as well as approximately $4,000,000 in research and development before it had placed a set on the market.

CAB Discusses Standards For Operator Personnel
STANDARDS FOR various types of operators' certificates are under discussion by Canadian broadcasters. The Canadian Assn. of Broadcasters has queried its members stations on the use by the stations of such standard qualifications for various types of operators.

Topic was discussed last spring at CAB regional meetings, following initiation of Radio Branch, Department of Transport, Ottawa, that operator's certificates may be required for all operating work in stations, including studio control operations. Present operator's certificates of the Department of Transport are for radio operators requiring knowledge of code and marine equipment, these CAB members felt that they should line up some standards, in conjunction with CBC, if necessary, rather than have the Transport Dept. require press radio operator's certificates for all operating personnel.

DA Changes Approved
ORDER was adopted by FCC last week granting application of KCMO Kansas City to make changes in its directional antenna system, using 10 kw night and 80 kw day on 810 kc. Interference from the proposed operation to the 500 mw/m 60% daytime skywave contour of WGY Schenectady, N. Y., was found minor in the FCC report.

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WDBO's dream house come true.

WDBO's New Home Is Becoming Orlando Showplace; Latest in Modern Design
THERE'S A NEW showplace in the already lovely city of Orlando, Fla. It's WDBO's new home at 30 South Ivanhoe Blvd., across the street from the municipal park that borders on Lake Ivanhoe.

The building is a one-story white structure built of cement block with steel reinforcement. Every working circuit in the plant is duplicated by an extra pair of spare wires for emergency and expansion. The studios represent an investment of $175,000.

The lobby allows full view into all three studios through glass partitions. There is a full-size television room, eight large offices, a transcription room, transcription library, news room, powder room, announcer's lounge, kitchen and storage rooms. All woodwork is in natural finish ash.

Studios are constructed with separate walls, and ceilings out of parallel. All are treated with acoustic board. The control room has a work shop attached, and next to it is another room to be used for FM broadcasting. Under the control room is a cellar deep enough to permit ready access to conduits and wiring. Control room and studio unit is "floating."

AM control room houses Western Electric 85B consoles in duplicate, also four Gates turntables. Overall technical construction was designed by James E. Yarbrough, chief engineer with supervision by Studio Engineer Ray Campbell.

Staff now includes 36, headed by Col. George C. Johnston, president. Vice president and executive officer is Harold F. Danforth. William G. McBride is program and national sales director.

WTMJ-TV Using Exhibits To Explain Video Medium
WTMJ-TV Milwaukee, proposed television station of the Milwaukee Journal, scheduled to begin operation about Dec. 1, has launched campaign to acquaint people of the Wisconsin metropolis with television through exhibits and demonstrations.

New 69x4 ft. RCA 3-element superturnstile antenna has been assembled and given final tests by R. G. Beerbauer, RCA field engineer from Camden, N. J. When antenna was on public display for two days before it was raised to its position on the tower at WTMJ's Radio City, engineers were on hand to explain the medium.

CBS to Offer Joan Davis Series on a Co-op Basis
THE JOAN DAVIS SHOW on CBS will be offered to sponsors on a co-operative basis in a new Saturday night series beginning Oct. 11. 9-9:30 p.m., the network announced last week.

Originating in Hollywood, the show will be written by Abe Burrows, star of his own Saturday CBS show, and produced by Dick Mack. Time and talent have been guaranteed by CBS for a minimum of 39 weeks.

CHILD SAFETY WEEK
Illinois, Chicago Officials Aid WGN-MBS Campaign
GOV. DWIGHT H. GREEN of Illinois and Mayor Martin H. Kenny of Chicago have issued official proclamations setting aside this week (Sept. 21-27) as "Tom Mix Child Safety Campaign Week" throughout the state and city. WGN-MBS program Tom Mix & His Straight Shooters will feature special series of safety shows 5:45-6 p.m. (CDST) Sept. 22-26. National Safety Council is cooperating in the week-long observance.

Programs will feature recorded interviews with Chicagoland boys and girls who were injured in accidents. Carelessness will be stressed as cause of majority of accidents suffered by school-age children.

Special safety messages will replace customary commercial announcements, with government and civic representatives delivering personal appeals in behalf of greater safety precautions.

NEW RADIO receiver based on construction principle eliminating many small parts by building them into six sub-assemblies and called the Cosmos Compo, will be on the market this month. It was announced last week by M. Michaels, executive head of Cosmos Electronic Corp., New York. First sets to be manufactured will sell for $99.95.

MORE!
MORE . . . yes, KLAC has MORE listeners than any other independent station in greater Los Angeles*

23% more than stn. A
42% more than stn. B
58% more than stn. C
76% more than stn. D
85% more than stn. E
34% more than the TOTAL of the remaining SEVEN stations COMBINED.

*C. E. Hooper total rated periods June-July, 1947.

KLAC Los Angeles
National representative: Adam J. Young Jr., Inc.
New York & Chicago

September 22, 1947 • Page 61
Open Mike
(Continued from page 3)

the program is a participating feature and the $2.60 covers the cost of only one announcement on the show. As each show will permit five such announcements, the price is multiplied just that much. I deeply regret ... this ... so I am glad of the opportunity to enlighten readers of Broadcasting Magazine as to the true facts.

Best wishes to Mr. Sillerman and the Keystone Broadcasting System and all success to the Rush Hughes show.


Believes 'Hams' Best Fitted to Sell America

EDITOR, Broadcasting: I have been reading your magazine for many years, and have never commented on your editorial column. However, there was an article in your Sept. 1 issue which hit me like a ton of bricks, the last paragraph of "Falsetto Whisper," and I would like to add that it should be engineers instead of "engineers." Having been an amateur radio operator since 1928, I think that this medium is the world's greatest means of projecting the American story on the air today. Why not turn the international frequencies over to the "hams" and let them tell it in true American style, the man from Idaho, Texas, the farm, the city, the office worker, pure and unadulterated?


Admits That FM Figure Is Low

EDITOR, Broadcasting: Henry E. Stabile's letter of Aug. 15, 1947 (printed in the Sept. 1, 1947 issue of Broadcasting) was quite an eye opener. I do not believe that an FM station can get on the air satisfactorily for under $18,000. I am not quite sure where the $10,000 figure, that was used in our article originated but needless to say it is much too low.

Edward A. Wheeler President WEAW-FM Evanston, Ill.

Asks If Radio Confabs Are Rated by Agencies

EDITOR, Broadcasting: On page 13 of the Sept. 1 issue of Broadcasting, you carry a very interesting report on a survey made among station managers regarding their attitudes toward conventions.

In that article no mention is made of the opinion of agencies toward radio confabs and sponsored meetings and we are wondering if such information has been compiled and is available.

In other words, we are wondering if it has been indicated whether agencies feel that conventions devoted entirely to radio are of great value or whether they find sufficient information is received from radio meetings at conventions which deal with all types of advertising.

Laura B. Many Manager of Media Dept. Moser & Coit Inc. Utica 3, N. Y.

Reader Takes Issue With Stand on Critics

EDITOR, Broadcasting: I have been in radio only a short time, having recently graduated from the U. of California, I have been enjoying your magazine very much, especially in your reporting of new trends in radio and latest developments.

However, I take issue with your method of dealing with criticisms of the radio industry. On page 44 of your September 1 issue, you write of "Luce, Time and Radio." You qualify this with the "old, white-haired" "frequent lack of taste, over-commercialization, poor quality daytime serials." Gentlemen, let's face it! Those charges are vital, living criticisms of radio by many people today. In a recent project survey I made for an NBC Institute class project, those were the very criticisms that were most frequently made. You did not deal with the criticisms intelligently ... you only attacked the person making the criticism. We all want to keep American radio out of government hands ... but as long as you continue to do nothing but attack the radio, then dito radio's critics as you clearly have done here, the American system may be in danger. Many people are laughing at radio today ... or just not tuning in. If radio seeks to correct itself, the freedom we cherish may be taken from us. And the first step in doing that is to recognize our faults ... the faults of the industry today ... without excuses and personal attacks on those outside the industry who make them.

Keep up the good work. Your editorial, but please, realize that a positive attitude toward the future of radio in your editorials will aid the industry and help keep it free.

Robert L. Davy 1107 North Touner Santa Ana, Calif.

I doubt that you will use this article and "Open Mike" section because it does not agree with the general tone expressed therein. But please accept the enclosed as constructive criticism.

EDITOR, Broadcasting: Thx Bob Davis for crediting us with comprehensive reporting. We disagree with your theme that we feel radio can do no wrong.

Kraemer Sends Praise For Network Charts

EDITOR, Broadcasting: In a brief talk with Bruce Robertson and Sol Paul in your New York office this morning, they gave me a copy of your new comparative network pie charts, and I was so delighted to see that I thought I'd write to say congratulations. I am absolutely positive that the regular issuance of this kind of comparative chart will be happily accepted in New York and throughout the nation by broadcasters.

I recall that when Mrs. Baupre of NBC, who formerly made up this chart, told me a little over a year ago that it was to be discontinued, she actually had tears in her eyes, and shortly after she had hundreds of requests for this informative pie chart. But of course, it was no longer available. BROADCASTING Magazine is certainly a marvelous promotion piece.

Gene Kraemer Arkansas Dailies Inc. New York

Plough Executive Tosses a Bouquet

EDITOR, Broadcasting: ... we couldn't run this end of the business without BROADCASTING! M. H. Straight Sales and Promotion Manager Plough Sales Corp. Memphis, Tenn.
CELEBRANTS following debut of My Friend Irma on CBS under sponsorship of Lever Bros. (Swan Soap), Mon., 10:10-30 p.m. (EDT) were (1 to r): Ernie Martin, CBS Hollywood director of network programs; Ted Bliss, Young &Rubicam Hollywood program supervisor; Marie Wilson, co-star; Cy Howard, program writer-producer; Cathy Lewis, co-star; Al Scalpione, Young & Rubicam Hollywood radio program development manager; Parke Levy, writer; Innes Harris, agency's L.A. commercial supervisor.

Five Class B FM Conditional Grants And 8 New CPs Authorized by FCC

CONDITIONAL grants for five new Class B FM outlets were authorized last week by FCC. Requests for cancellation of two Class B construction permits were granted by the Commission while eight new CPs were issued. Three of these were in lieu of previous conditions.

Part owner of a Class B conditional grantee at Decatur, Ga., DeKalb Broadcasting Co., is Scott Candler, Commissioner of Roads and Revenue for the state of Georgia. He holds 11%.

In allocation plan changes for FM the Commission announced it had deleted Channel 225, 92.9 mc, from Atlanta, Ga., adding it to Decatur, Ga., and deleted Channel 205, 105.5 mc, from Vincennes, Ind., adding it to Washington, Ind. The Patriot Co., Harrisburg, Pa., was granted cancellation of its Class B FM CP since the newspaper publishing firm has been sold for a reported $2,800,000 by the widow of Vance C. McCormick to Edwin F. Russell and the agreement contained no condition relating to FM approval of the FM interest transfer. Midwest Broadcasting Co., Mt. Vernon, Ill., AM applicant, also was granted cancellation of its Class B FM CP. No reason was given.

The conditional Class B FM grants are:

Niagara Falls, N. Y.—John J. Laux, Channel 241, 96.1 mc. Mr. Laux is permit-tee of WJL, Niagara Falls and holds minor interests in WYTV Bradfordsville, Ohio; WFFO Atlantic City, WKNY Kingston, N. Y., and WYTV Pottstown, Decatur, Ga.—DeKalb Broadcasting Co., Channel 225, 92.9 mc. Principals: Frank O. Thomas, in wholesale gas and oil business, president and 12% owner; J. R. Gurtlet, inspector in city public school system, secretary 11%; W. C. Huchins, half-owner of furniture manu-facturing company, treasurer 11%; Scott Candler, Georgia Commissioner of Roads and Revenues, and five others each with 1% interest.


New Java Station

A radio transmitter with 100 kw power will be erected in Java within the next year, according to Dutch officials.

The transmitter, which will be double the strength of any station now sending from Asia, will be set up by U. S. experts, it is understood. Location will be about five miles from Batavia.

Three Advertisers Renew NBC Network Programs

NBC last week announced three full network renewals, two for 62 weeks and one for 13.


American Tobacco Co., New York, effective Sept. 28 for 13 weeks renews The Jack Benny Show, Sun. 7-7:30 p.m. Agency is Foote, Cone & Belding, New York.

International Harvester Co., Chicago, effective Oct. 5 for 52 weeks renews Harvest of Stars, Sun. 2:30-3 p.m. McCann-Erickson, New York, is agency.

Video Set Prices Reduced

By U. S. Television Corp.

PRICE reductions up to $480 for television sets have been announced by U. S. Television Mfg. Corp., New York. The reduction was due to greater mass production and the absorption of development costs by heavy nationwide sales, the firm reported.

The $480 price drop was on the home projection television console which includes FM and AM, two shortwave bands and automatic record-changing phonograph. This model, which has a 21 by 16-inch screen, previously sold for $2275 and is now listed at $1795. The public place model has been re-duced from $1995 to $1595 and the set with the 30 by 22½ inch screen has been reduced from $2245 to $1795.

Pet Milk Renews

PET MILK Co., St. Louis, effective Oct. 4 renews for 52 weeks Saturday Night Serenade on CBS, Saturdays, 10-10:30 p.m. Pet Milk has sponsored the program on CBS since 1956 and since 1957 all of its consumer budget has been spent for advertising on CBS exclusively. Company has also sponsored the Mary Lee Taylor program on CBS, Saturdays, 10-10:30 a.m. for the past 14 years

Agency is Gardner Adv., St. Louis.

TRAPPED!

DULUTH, MINN.—"I'm sunk," means Otto Mattick, "My survey of KDAL's 5000 watt, 3-state coverage will be a failure if I can't find the limits of KDAL's signal. Even with my oscillating pedalettes I can't seem, to get to the borders of KDAL-land!"
Delay 'Show of Year' Starting Date: 9 More Sponsors Needed

NINE program hurdles still bar the way to scheduling of Show of the Year, a series of 39 rebroadcasts of top quality shows originally slated by Sullivan, Stauffer, Colwell and Bayles to take to the air on Oct. 1 under the sponsorship of American Cigarette & Cigar Co. (Pall Mall Cigarettes). The program is a joint venture of the agency and AFRA, the latter standing to gain a $2,500 a week bonus for its cooperation in the deal. This money is to go to a special "Accident, Sickness and Unemployment Benefit Fund" for union members.

Revised starting plans now look to a Jan. 1 opening, by which time the agency and the union hope to be able to persuade sponsors of the necessary nine more shows to fall into line on program format. Among those who declined to go along with the project were such advertisers as Standard Brands, General Foods and Kraft Cheese. A Standard Brands executive pointed out that radio advertising was built for product association and that the company wanted to maintain its program with its own sponsor identifications.

"Muddy" Call Deal

Mrs. E. B. Myers, vice president of General Foods, said that the "deal" as presented to G. F. "was rather tricky." She also explained that the company does allow its stars to make guest appearances but that if the entire show and format were to appear under another sponsor the product association would not be clear to the audience. Although AFRA and SSC&B are planning to go ahead with the Show of the Year, the interested advertiser, Pall Mall, has notified its agency, Foote, Cone & Belding, New York, to renew its program.

Viking Disc Jockey

SOMETHING new has been added—in the fast-moving disc jockey world, that is. Beginning Sept. 27 Thor Krog, formerly on the New York editorial staff of Broadcasting Magazine and a native of Norway, makes his debut as a Scandinavian platter-turner on WEVD New York, Saturdays, 8:30-9 p.m. Titled Viking Melodies, the new program will consist of continuity in both Norwegian and English and will present Scandinavian music. Mr. Krog, whose new show already has six sponsors, including Scandinavian Airlines, soon will be joined on the program by his wife, Irene Krog, who is currently studying Norwegian.

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September 10 Decisions...

BY THE COMMISSION

Petition Granted

Radio Bestg. Corp., Fort Wayne, Ind. — Announcement of order granting petition insofar as it requests that Commission decide: on July 28 (granting application of Radio Fort Wayne Inc. for CP at new station at Fort Wayne and denying applications of Homer Rodeweaver and Community Bestg. Corp.) be set aside; set aside and vacated said decision; further ordered that oral argument be held Oct. 4, 1947, on Commission’s proposed decision and exceptions thereto.

AM—680 kc


AM—1340 kc

Announced order making final proposed decision to grant application of Standard Tobacco Co., Inc., Deming, Washington, Maysville, Ky., 1240 kc 250 w un.; cond. un. AM—1240 kc

Announced order making final proposed decision to grant application of Brook- haven Bestg. Co., Portland, Oreg., 1240 kc 250 w un.; cond. un. AM—1490 kc

Announced order making final proposed decision to deny application of Radio Springfield Inc. for new station at Springfield, Ill., 1490 kc 250 w. Petition Granted

Announced order granting petition filed by Scripps-Howard Radio Inc. Cleveland, for reconsideration of Com- mission’s decision denying applications of Scripps-Howard for new station at Youngtown, Ohio, and competing application of Cleveland Bestg. Inc. set aside and vacated said decision and designated these applications for further hearing upon issues set forth in notices of hearing dated December 17, 1945, par- ticularly (a) and (b) thereof.

September 10 Applications

ACCEPTED FOR FILING

Modification of CP

KGVW Vallejo, Calif.—Mod. CP, 95 w., which authorized new standard station to make changes in vertical ant.

AM—1010 kc

Guilford Bestg. Co., Crewe, Va. — CP new standard station 1010 kc 1 kw D.

Modification of CP

WMBR Jacksonvile, Fla.—Mod. CP, which authorized change to make changes in power, new trans. and DA—N change in station location, and make changes in DA—N.

AM—1450 kc

Bower Implement Co., Breckenridge, Minn.—CP new standard station 1450 kc 250 w un.

AM—1240 kc

Continental Bestg. Corp., Alabama, to change KPWB from 1450 kc 250 w un. AM—900 kc

Moore County Bestg. Co., Dumas, Tex.—CP new standard station 900 kc 250 w D.

AM—1240 kc


Modification of CP

KOWB Laramie, Wyo.—Mod. CP which authorized new standard station to make changes in vertical ant. and for approval of ant., trans., and radio location.

AM—1140 kc

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

Transfer of Control

WAAB Newark, N. J.—Involuntary transfer of control to Yetta Pollack, ex- ecutor, of Estate of Albert H. Pollack, deceased.

License Renewal

Applications for renewal of standard broadcast stations licenses filed by: WARM—KELG WFMN WSWH WPNI WNIB WYQW.

CP Deleted

Radio Corp. of America, Portable Mobile, to be used within Continental U. S. CP deleted new experimental television relay station WIXLY on 1210 kc, 50 kw, 450—920 mc, and 6830—7500 mc, power vis 20 kw, aur 20 kw, emis- sion via A5; aur A5 and special FM un. and un. hours.

Modification of CP

KRKK—Los Angeles—Mod. License change power from 2.5 kw—D 1 kw to 2.5 kw. AMENDED to change to CP to change power from 2.5 kw—D 1 kw—N to 2.5 kw—D 1 kw—N 5 kw—D change type trans., make changes in ant. and trans. and change station location.

AM—1250 kc

KGHF Pueblo, Colo.—CP Increase power from 500—N 1 kw to 1.2 kw—N and install and DA—N and change trans. location.

AM—920 kc

Springtime City Bestg. Co., Clearwater, Fla.—CP new standard station 920 w. D. AMENDED to change type trans. Modification of CP

WLOF Orlando, Fla.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA—D and change in trans. and location, for extension of completion date.

WBAV Savannah, Ga.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA—D and mount FM ant. on AM tower, and for change in trans. location, change with change of vertical ant. and auxiliary operation use to permit change-over to be made fifteen minutes earlier or fifteen minutes later when regular change-over time falls within con- tinuous program.

AM—1490 kc

WOMI Owensboro, Ky.—CP install new vertical ant. and mount FM ant. on AM tower.

License for CP

W EOF Laurinburg, N. C.—License to cover CP, as mod., which authorized new standard station and for change of studio location and authority to de- termine operating power by direct measurement of ant. power.

(Continued on page 59)
**WJR uses the**

**DYNAMIC NOISE SUPPRESSOR!**

Recorded musical programs emanating from WJR Detroit make grand listening thanks to wise programming—and the *DYNAMIC Noise Suppressor. The Dynamic Noise Suppressor helps eliminate needle scratch and bass rumble in musical recordings.

The product of more than 15 years of research and testing by its inventor, Hermom Hosmer Scott, the *Dynamic Noise Suppressor is now used in more than 60 U.S. radio stations. If your station is not equipped with a *Dynamic Noise Suppressor, send for descriptive folder and prices today.

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**'VOICE'S NEW FAR EAST BEAM STARTS IN MANILA**

NEW BEAM to Far East has gone into operation carrying the "Voice of America" from a 50-kw transmitter in Manila, relaying programs originating in Honolulu.

State Dept. officials claimed the new station in effect moves listening posts in Asia, 6,000 miles closer to the point of origination, and delivers a signal with no fading or interference. The new transmitter will broadcast on a six-hour daily schedule to Japan, Korea, China, Siam, Thailand, Michoacan, and the Netherlands East Indies.

In a broadcast to the "Voice's" listeners in Asia, Assistant Secretary of State William Benton pointed out that not more than 3 or 4% of all the world's receivers are in the Far East where a large proportion of the world's population resides. He expressed the hope that there will be mass production and distribution of "millions of rock-bottom-cost receiving sets for the homes of the Far East."

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**CCNY OFFERS COURSES IN RADIO AND VIDEO**

Radio and Television courses are being offered by the Evening and Extension Division of the City College School of Business, New York, beginning Sept. 22.

CCNY offers courses in Radio, TV installation and background, Practical Radio Engineering, TV installation and operation, types of tubes and their applications, Grounding and Frequency Amplifiers, Radio Terms and Kinds of Signals, and TV Terms and Kinds of Signals. The courses are also open to correspondence students.

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**NBC to Sign For BMB's 1949 Study; MBS Silent**

NBC on Sept. 13 announced its intention of subscribing to the proposed 1949 study of Broadcast Management Bureau, and stated that it had reported that CBS and ABC had made similar decisions.

Hugh M. Beville Jr., NBC director of research, made the announcement at the NBC affiliated convention and said he understood that CBS and ABC had decided to join.

Mr. Beville reported that MBS was still noncommittal on the subject.

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**Drax Spot Drive**

S. C. JOHNSON and Sons Inc., Racine, Wis. (wax products) will launch spot campaign in West Coast markets to introduce new spot product, Drax. Needham, Louis and Brorby, Chicago, has ordered five-week participating spots for 13-week contract, with following stations—KIEK Eureka, Calif., KFI Los Angeles, KFRC San Francisco, KFJF Klamath Falls, Ore., KMED Medford, Ore., KGW Portland, Ore., and KIRO Seattle.
**HALL E \WINNER ON TV**

**WBKB Audience See Aviatrix**

Who Won Race Award

TELEVIEWERS received a first-hand report from Ruth Carter Johnson, who won the Halle Trophy—top award to women flyers—when the aviatrix, using model planes, re-enacted her feat recently on WBKB Chicago. New champion had come to Chicago to deliver huge trophy to station skipper, Capt. Bill Eddy, who owns the North American Texan which she flew in the race.

In the re-enactment, Maurice Roddy, aviation editor of a Chicago newspaper, described the action while the aviatrix and her interviewer, Don Ward, maneuvered the model planes around miniature pylon. Capt. Eddy then related how plane was rebuilt, enabling it to establish a new record for its 1350-cubic-inch displacement class of 223.3 m.p.h.

Mrs. Johnson will continue to fly Capt. Eddy's plane in forthcoming air races under sponsorship of Television Assn.

The largest FM contract on KBUR Burlington, Iowa, so it's an event as the station arranges for broadcast of local high school and junior college football games. Taking part are (1 to 7): seated—Glenn 1. Bennett, vice president of Bennett's Car and Home Supply, Burlington, sponsor, and Gerard B. McDermott, KBUR general manager; standing—Paul V. Hudgel, of Bennett's sales department; Robert W. Frudge, KBUR sales manager; Joe A. Dwarsack, of Bennett's sales department; I. G. Haugen, of Bennett's sales department.

**Install Master TV In Two New York Apartment Buildings**

MASTER television reception systems are being installed in apartment buildings under construction at 47 E. 87th St. and 15 E. 91st St., New York, So Sagalli, president, Intra-Video Corp., and Robert Dowling, president, City Investing Co., which is erecting the apartment houses, announced jointly a fortnight ago. The installations are the first of their kind.

The Intra-Video system, providing for video programs in each apartment through individual antennas for each video station in New York plus one for FM reception, was approved by the technical committee of Television Broadcasters Assn. earlier this year after the committee had witnessed a demonstration of simultaneous reception on a score of receivers of various makes and types at the company's headquarters.

John Wanamaker, New York department store, is also installing an Intra-Video system for use in demonstrating its model video receivers to the public, it was announced. The store will act as sales representative for the Intra-Video reception system in the Manhattan area.

L. Bamberger Co. is the outlet for the antenna systems in Northern New Jersey and arrangements are under way with stores in Brooklyn and Queens for similar demonstration and dealer set-ups, it was said.

Cost of the Intra-Video installations in the new apartment buildings was put at approximately $80 an apartment in the 60-apartment structure on 87th St. and about $10 an apartment in the 60-apartment structure on 91st St.
Covers Boat Explosion

ALMOST simultaneously with the explosion of the big river steamer, Ielson, on the Pittsburgh water front Sept. 9, WWSW in Pitts-
burgh interrupted its regular broadcast and broke the news to the city. Within five seconds after the explosion, members of the WWSW began broadcasting the story. Located in the Keystone Hotel, WWSW is only two blocks from the river front, the WWSW studios made an ideal vantage point for the recording of the tragedy. In addition to the coverage from the studios, a crew of WWSW engineers and an-
nouncers took a recorder to the scene and interviewed survivors as they were brought off the boat. Complete report of the story was fed to WHP Harrisburg and a cas-
uity list and story was fed to WCKY Cincinnati. Survivors were brought to the WWSW studios and interviewed, and reports from the scene were carried by WWSW throughout the afternoon.

N. Y. Video Workshop

FALL TERM of the Television Workshop of New York began last week, with the largest number of out-of-town students in its history, the school announced. Instructors include Rudy Bretz of CBS television; Max Fleischner, producer of animated films; Chet Kulesza, television production supervisor at BBD; Edward Shalster, super-
visor at WNYE; Peter Strand, Television Workshop writer-produ-
cer; Vance Hallack, program manager and script editor; Tom Wright, research coordinator at BBD; Judy Dupuy, editor, and Irwin A. Shane, publisher of Televi-
ser. Guest lecturers include Lee Cooley, Charles Durban, Jose Di Donato, Bud Gamble, John Reed King, Harvey Marlowe, James Mc-
Naughton and Richard Rawis.

Triple Trouble

IT NEVER rains but that it pours and it really appeared to be for WINK Fort Myers, Fla., within an eight hour period on Sept. 10. First, General Manager George V. Wells took a foot injury inflicted by a power lawn mower. Later, the station's traffic manager, Loyce Wells, ter-
nik; Television Workshop

Georgia Broadcasters Favor

Cautious Study of Any Code

ANY CODE OF STANDARDS should be given the most careful study by each individual station owner and then voted on affirmatively by him only if he feels he can operate under it. That was the sentiment of 37 members of the Georgia Assn. of Broadcasters at a breakfast meet-
ing last Monday at the Shelburne Hotel, Atlantic City, attended by network executives just before the NAB Convention got down to con-
ideration of a code.

Frank ("Red Cross") Crowther, WMAZ Macon, who sounded the keynote for the Georgians, warned against voting for a code "with tongue in cheek" and just as "pap for Congress" to head off greater regulatory legislation.

Ed Kobak, president of Mutual, questioned whether the radio in-
dustry could afford not to have a code. "It is apparent that whether justified or not there is great pres-
ure on the industry. Radio must be improved," he said.

Leonard Reinsch, Cox Radio Stan-
tions and radio advisor to President Thomas, urged that if a code is

adopted, it should incorporate a provision for review.

Among other speakers were: Easton Wooley, NBC station rela-
tions chief; Lee Jahmke, ABC; Ed A. Buckalew, CBS; Charles Godwin, MBS; Hugh Verla, BME; Ed Min-
linax, WLAG LaGrange, Ga., and secretary-treasurer of the associa-
tion; Wilton Cobb, WMAZ Macon; George Storer, WAGA Atlanta, and Sol Taishoff, editor, Broadcasting. Allen M. Woodall, WDKA Colum-
bus, president of the association, introduced the speakers.

The Georgia group arrived at the convention Sunday in a chartered Pullman. Thirty-seven members representing 30 stations in the state made the trip.

Radios Should Harmonize

With Home, Masters Say

RADIO SETS, as integral parts of home furnishings, should be modern and functional, Floyd D. Masters, sales manager of the radio division of Stewart-Warner Corp., told Midwest distributors and dealers meeting at Chicago's Drake Hotel, Sept. 15.

"Cabinets which mar the appearance of any room are a thing of the past," he said.

Stewart-Warner expects to manufac-
turers in excess of 350,000 receivers this year, Sam Insull Jr., manager of the radio division, de-
clared at a luncheon for the dis-
tributors. Approximately 17% are expected to be combination AM-
FM and record player sets, he said. The company will manufac-
ture receiver-receiver sets in 1947 and expects this amount to be increased "considerably" in 1948 according to Mr. Insull.

1-KW WARC ROCHESTER ON 950 KC JOINS ABC

WARC, 1-kw fulltime outlet on 950 kc at Rochester, N. Y., plans to start operations Nov. 1, will become an affiliate of ABC, accord-
ing to Samuel W. Townsend, presi-
dent of the licensee, WARC Inc., and man-
ger of the station. Mr. Town-
send, a Navy vet-
ner with 22 years con-
tinu-
ous service as a radioman in the U. S. Naval Re-
serve and naval se-
teral of 26 years' ex-
perience in ra-
dio, said WARC
is taking over the studio and of-
nespace in Rochester's Hotel She-
raton formerly occupied by WHAM. WHAM is moving to its Ra-
dio City building on the Strom-
berg-Carlson Co. grounds. The WARC station is located on a farm at Brighton, N. Y.

Key men on the WARC staff, in addition to Mr. Townsend, are: Frederick S. Ryan, former radio talent buyer with Ruthrauff and Ryan, program director and pro-
duction manager; Robert Emech, associated with Mr. Townsend for nine years, is engineer, and Harland M. Evans, of Pittsford, N. Y., commercial manager. Stock-
holders and officers include Mr. Townsend, president and treasur-
er; Mrs. W. Clipp, wife of Roger W. Clipp, general manager of WFIL Philadelphia, vice presi-
dent; Stuart M. Frame, Rochester busi-
ness man, vice president, and Wanda E. Townsend, secretary.

WARC will be represented na-
tionally by the Katz Agency Inc., New York.

Danger of Drop in U. S. Radio Exports Minimized

THE DANGER of a sharp drop in exports of American-made radio sets was minimized last week by John E. Burke, chairman of the ex-
port committee of the Radio Manufac-
turers Assn. Mr. Burke spoke at a two-day meeting of the RMA export managers at the Hotel Roosevelt in New York.

Mr. Burke explained that the leveling-off of receiver exports in recent months was due to a scarcity of dollar credits in European coun-
tries. The credits were lost by nine South American republics, and also because of monetary ex-
change difficulties.

He disclosed that the RMA plans to institute an "educational pro-
gram" to convince foreign buyers that radio receivers are an essential commodity and therefore should be imported freely. At the same time, he said, the RMA will point out to foreign customers that American radio manufacturers can turn out sets for export that are better made and less expensive than receivers being made abroad.

ARCHITECT'S DRAWING shows transmitter of WRPD, new Worthing-
ton, Ohio, outlet. Known as "Ohio's Rural Radio Station," WRPD began
daytime operation with 5 kw on 880 kc Sept. 14 (BROADCASTING Sept. 15). Building follows early American architecture pattern.

HAYLOFT HOE-DOWN

BMI's Reiter Sweated It Out,
All for Horse's Sake

NAB BANQUETERS at the an-
nual dinner Tuesday evening at Convention Hall, Atlantic City, don't know the trouble it took to put the Palomino horse on the stage for the climax of the WFIL "Hay-
loft Hoe-Down" presentation—but Hy Reiter, BMI publicity director, sweated it out and could tell them about it.

Since BMI arranged the enter-
tainment, Mr. Reiter felt he would be responsible for injury to the fine animal if it slipped on the mosaic tiles in the hallway back-
stage. He personally chiseled off the iron horseshoes so the animal could get a better grip on the floor. When the show was over, the Pal-
omino was led away "barefoot" to his van. Mr. Reiter, who did not study blacksmithing at New York U., breathed a sigh of relief.

CBS Fall Package

FALL PROMOTIONAL package is being distributed by CBS to all affiliated sta-
tions. Bright red all-in-one package, which weighs about 19 pounds, contains full data on all CBS shows and talent, in addition to advertising copy, mates, story points, and biographical mater-
ial. Detachable card index is provided for the convenience of CBS show producers. Package is designed by William Golden, CBS associate director of ad-
vertising and sales promotion.
### Consulting Radio Engineers

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BROADCASTING • Telemarking

September 22, 1947 • Page 58-A
FMA Convention
(Continued from page 42)

never have to believe that..."

The congressman disclosed also that Mr. Petrillo has promised to sign an agreement, effective Sept. 20, permitting school and service musical groups to record and broadcast as they had before the AFM banned such activities by non-union musicians. At the luncheon meeting Maj. E. H. Armstrong, inventor of FM, was presented with a scroll by President R. Hofheinz as the first lifetime member of the FMA.

At the first annual FMA banquet in the Roosevelt's grand ballroom Friday night, Mr. Hofheinz announced the award of FMA scrolls to the following: Jack Gould, "militant radio editor of the New York Times" for his services to the FM industry; Rep. Carroll Kears, for his legislative efforts on behalf of the industry during 1947; Cyril M. Braam, chief, FM Broadcast Division of the FCC; Wisconsin U., for establishing the first non-commercial FM network; Mr. Dillard, for establishing the first commercial FM network; Jerry Rankin, radio editor, Billboard, presented that magazine's prominent awards earlier at Bedford, Mass., W122 Wilkes-Barre, Pa., and WKNB New Britain, Conn.

FM Consciousness

Mr. Dillard later addressed the banqueters in a speech which was carried by the Continental Network. He declared that a tour of New York stores had convinced him that the country's largest city "is now FM conscious," and said that radio-wise New York goes so the nation. He predicted that many regional FM networks soon will be in operation, and disclosed that further expansion of Continental, possibly to Chicago and to Florida, is imminent.

Mr. Dillard's speech was followed by the first commercial broadcast over an FM network, the Stromberg-Carlson Treasury Music, featuring a program by the 50-piece Rochester Civic Orchestra originating in the Continental Network studios of the sponsor's station, WHPM Rochester. Major Armstrong addressed the radio audience in a local cut-in. The FM inventor told of Stromberg-Carlson's pioneering in FM set production, in 1939, and declared: "One thing is certain, nothing can stop FM now!"

Dinner meeting also was addressed by Paul A. Walker, FCC vice chairman, who promised that the Commission will holdholders of FM construction permits either act promptly or forfeit those grants. FM has "no room for the dog in the manger," he declared [Broadcasting, Sept. 15]. Continental Network also carried Commissioner Walker's talk.

Max F. Balcom, president, Radio Manufacturers Assn., told the meeting that the manufacturers have a big stake in FM as well as the FM broadcasters, and gave an encouraging picture of increased production of FM receivers [Broadcasting, Sept. 15].

After the formal meeting Friday night many FMA broadcasters who had expressed interest in affiliation with Continental remained behind while Mr. Dillard and Hudson Eldridge, business manager of the network, explained their organization's operation and distributed affiliate application forms.

Clinic on Selling FM

At a Saturday morning clinic on "Selling FM—Here's How," Mr. McNulty, WMCP Baltimore, pointed out that while FM sets are not so numerous as AM, the FM receiver is usually in the living room and therefore the most important set in the house. He said today's FM owners are the most discerning members of the upper income group, preferring a good market for quality merchandise with a minimum of waste coverage.

E. Z. Jones, WBBB-FM Burlington, N. C., described the success his station has had by using novelty advertising, such as paying the call letters on girls' legs, paying parking meter fees for motorists, etc.

Joe Stovall, WKRC Cincinnati, described the overall merchandising operation in which that station offers its advertisers, including two daily broadcasts, newspaper ads, car cards and outside car posters, point-of-sale reminders, a fan magazine distributed by 2,500 retail grocery and drug stores, plus special merchandising to dealers. WKRC's new FM station, WCTS, will follow the same plan of client cooperation, he said.

Bill Bryan, KMUS Muskogee, Okla., stressed the importance of good programming if FM set owners are also to be regular FM listeners, stating that good local sports and news coverage are putting FM over in many localities.

George Arnold Jr., WTAD-FM Quincy, Ill, urged FM broadcasters to avoid duplication of AM programs, explaining that his station is scheduled competitively to its AM affiliate. "They don't listen to WTAD we want them to listen to WTAD-FM," he said.

Saturday afternoon, closing day of the convention, more than 100 FM broadcasters were taken in buses from convention headquarters at the Roosevelt to Alpine, N. J., site of Major Armstrong's pioneer FM station and research laboratory, for a tour of inspection.
IN THE PUBLIC INTEREST

Fund for Playground

DOOR-TO-DOOR campaign has been conducted by citizens of Midwood, N.C., suburb of Charlotte, in an effort to raise money for a much needed playground for the community. This campaign resulted in about one-fifth of the needed amount and the playground seemed doomed to failure until officials of WBT Charlotte stepped in and offered assistance. WBT began its part of the drive Sept. 10 with a discussion of the project on What's On Your Mind, a weekly half-hour broadcast devoted to civic problems. Further plans include scheduled five-minute talks by local ministers, school leaders and parents; spot announcements of the needed amount, and various appeals by WBT talent groups. Charles H. Crutchfield, WBT general manager, says “If we can assist one community in reaching this goal—and I'm sure we can—our efforts will in all probability encourage other communities to embark on similar projects.”

Friends for Irish Bride

DURING a recent broadcast of the CBS Hint Hunt program, Chuck Acree, m.c., interviewed Mrs. Julie Searles of Ireland, who had been in this country less than two months. She was invited to participate as the “newest bride” contestant, and told the audience that, though she was happy to be in this country with her new husband, she was homesick and lonesome for friendship with other Irish girls. Four other Irish war brides who were listening, telephoned WBBM Chicago, CBS outlet, and left their phone numbers for Mrs. Searles. Thanks to Hint Hunt, the Irish War Brides’ Club of Chicago is now being organized.

Citizenship Awards

OUTSTANDING contributions made by Maryland citizens to the progress and welfare of their state and nation will be recognized by WBAL Baltimore, in a series of “awards for outstanding achievement.” Awards will be in the form of plaques and will be presented to those citizens who have contributed to the health, happiness and progress of mankind, by the judgement of a committee who will pass on those deserving the honor. Awards will be presented for progress in realms of activity including education, government, civic activities, social welfare, agriculture, science, medicine, arts, music, drama, literature, women's activities, business and industry. Presentation of the awards will be made with appropriate ceremonies on dates to be announced.

Aids ‘Parade of Dimes’

CAMPAIGN of the Canadian Legion “Parade of Dimes” was promoted by CKVL Verdun with the staging of a Housewives Holiday program from a stage on the local square. Members of the staff interviewed persons in the crowd, and Corey Thomson, CKVL station manager, in a complete chef’s outfit, made and sold pancakes to the highest bidders. Over $150 was raised by the station for the fund.

Fire Prevention Drive

IN AN EFFORT to forcibly demonstrate the great cost of fires to the city alone, WLOW Norfolk, Va., with the cooperation of the director of public safety and the Norfolk Fire Dept., Sept. 1 taped over all speedometers of the Fire Dept. vehicles so that the mileage could not be determined. Tape will be removed at midnight on Sept. 30, and the people will be advised of the total number of miles the Norfolk Fire Dept. has travelled in the city during the month. Each day false alarms and fires of carelessness are broadcast in a report which also gives the cost of such unnecessary trips. To further interest, WLOW is awarding a 1947 Majestic radio-phonograph to the listener who guesses closest to the total number of miles the Fire Dept. travelled during the month.

Recruits Blood Donors

AID OF radio in obtaining blood donors at times of crises was again demonstrated recently by WIP Philadelphia and WPIK-WPIK-FM Alexandria, Va. Officials of Cooper Hospital, Camden, N. J., needing blood for a patient, contacted Camden police, who in turn called Philadelphia police to send a squad car to WIP at 3:53 a.m. to ask Joe McCauley of the station’s all-night Dawn Patrol show to air the story. Mr. McCauley had broadcast three announcements when the hospital called and asked him to discontinue the appeal as innumerable offers had been received. On Sept. 9 the Circle Terrace Hospital in Alexandria called WPIK and WPIK-FM with a similar problem. An announcement was put on the air immediately and repeated a few minutes later. The response was so great there, that a third announcement was aired asking that no more calls be made to the hospital as sufficient donors had responded.
RWG AND 3 NETWORKS DELAY CHICAGO TALKS

CONFERENCES between Chicago Radio Writers Guild and ABC, NBC and CBS have been postponed several weeks, Ben Meyers, Chicago RWG counsel, has announced.

The attorney took issue with network stand that the Guild does not represent a majority of continuity writers at NBC, declaring that it represents a majority at each of the networks involved and that they (the networks) "had been stalling" pending effectiveness of Taft-Hartley Act. An NBC spokesman had indicated earlier that the network would be willing to consider any RWG proposals when the union was able to comply with Taft-Hartley majority provisions. Guild has been able in the past to effect contracts without recourse to elections to prove its representation.

Mr. Meyers declared that the Guild has been attempting to negotiate contracts for more than a month now and that its inability for continual postponement lies with the networks who apparently, he said, want to bring the matter before the NLRB. Approximately a dozen continuity writers are employed by the three networks in Chicago.

FCC'S ORDER calling a hearing on radio's right to editorialize brought prompt reaction from two Washington, D. C., newspapers.

The Post, affiliated with WINX Washington, saw editorial opinion on the air as "already far advanced" and cautioned broadcasters to use their freedom well.

Frank C. Waldrop, Times-Herald columnist, was more militant. Quoting from FCC's order on the hearing, he declared: "That, for unmitigated gall, just about surpasses any censorship project the government has ever undertaken in war or peace. If radio doesn't spin in the FCC's eye for that one it will deserve exactly what will then happen to it."

The Post ascribed the Mayflower doctrine to scarcity of frequencies, but foresaw the time—"no doubt soon"—when supply will exceed demand. The editorial added:

"Of course when every applicant for a radio license can be granted one, the role of the FCC will be greatly simplified. . . . Licenses, like second-class mailing privileges, can be extended automatically to all who meet certain simple standards of decency in their programs. At that time, broadcasters, we think, should be quoted as free as publishers to advocate any cause or candidate they favor. Radio stations are already nearly as numerous as newspapers. Their numbers ought to assure that diversity which is the best possible protection of the public interest."

We fancy in any case the development of editorial opinion on the air will be gradual—though it has been coming gradually for a long time and is already far advanced. Broadcasters need not be too impatient for complete freedom. Their concern must be to use it well."

Mr. Waldrop queried pointedly in his Times-Herald column: "Wherein does it violate the public interest, necessity or convenience for a radio station to try to influence people's mind? Members of the FCC do it. Presidents do it. Senators do it. Members of the House do it. Brigham Young, cowboys and cracker-barrel philosophers do it."

"We have a political country here and a national habit of chewing the fat on any and all occasions. Why is it all right for a Roosevelt or a Truman or a Taft or a Dewey to take a national hopscotch and be advocates of political parties, but not all right for a radio station operator to have his own little try at the game? . . . If radio will only shoot a little fighting blood into its veins and take on the FCC in a knockdown dragout battle to the death for freedom of speech, it will win."

NEW SPONSOR for Vox Pop, which opens its 16th year Oct. 1, is American Express Co., whose vice president in charge of financial sales, Harry Stetser (seated, 1) explains to principals and staff members of show to sponsor and agency representatives how company plans to use Vox Pop as first coast-to-coast radio promotion of Travelers Cheques. Show heard Wed., 8:30 p.m. (EST), will be carried by 167 ABC stations, and first program will be aired from WCAE Pittsburgh. Seated (1 to r): Mr. Stetser; Parks Johnson and Warren Hull, Vox Pop stars; Bryan Warman, account executive of J. M. Mathes, agency which arranged sponsorship deal. Standing (1 to r): Buzz Willis, of Vox Pop staff; Harry Ommerle, of A. S. Lyons, Vox Pop agents; John Bates, Mathes radio director; Robert R. Mathews, general manager, American Express advertising department; Wilfred S. King, vice president and general manager of Mathes.

CAB Board Meet

BOARD OF DIRECTORS of Canadian Assn. of Broadcasters is to meet at Toronto on Oct. 27 and 28. Agenda will include picking 1948 national convention dates and place. It is understood that board will discuss holding convention at Manoir Richelieu, Murray Bay, Que., early in June. Other questions to come up will be results of CBC board of governors meeting at Calgary, Sept. 17, and recommendations made by Parliamentary Committee regarding three year licenses and increased license fees.

THE FOUR staff writers of the Jack Benny program, sponsored by American Tobacco Corp., Sundays on NBC, have signed up for their fifth successive year on the show, which returns to the air Oct. 5. Writers are Sam Perl, Milt Josefseiberg, George Balzer and John Tuckaberry.

ON RADIO EDITORIALIZING

'Post' Cautions Broadcasters To Use Their Freedom

Well; Waldrop Suggests Splitting at FCC

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Stevens Music
FCC Actions (Continued from page 65)

AM—1430 kw

KGGF Shrock, Pa.—CF for reinstallation of CF which authorized in- terception of radio signals to make changes in vertical and antenna FM. AM on tower.

AM—1690 kw

The Patriot Co., Harrisburg, Pa.—CF new standard station—5 kw in Da- na. AMEND. to make changes in DA and change usually at 7 AM (CST). AM. TENDERED for FILING

AM—1340 kw

Shelley Radio Co., Neodesa, Calif.—CP—new standard station 1340 kw in 250 foot tower. TENDERED for FILING

Assignment of License

WJM A Condesa, Ga.— to assign- ment of license of KEJN and CP station.” 

WBEN San Juan, P.R.—to assignment of license of WEMO and CP station. AUTHORITY to determine operating power by direct measurement of ant. power.

License Renewal

Applications for renewal of remote pickup broadcast licenses station license filed for KACH WAD WKLX WBF. Authorization for renewal of standard broadcast license station license filed by KECD for station WAFW WYO.

September 11 Applications

ACCEPTED for FILING

License Renewal

Modification of CF

KNOX studios, Calif.—CF, as mod., which authorized installation of new FM station for extension of completion date.

License for CO

WKLY Hartwell, Ga.—License to cover CP mod., which authorized installation of new FM station and specify studio location and use to determine operating power by direct measurement of ant. power.

Modification of CP

WHRF Rock Island, Ill.—CP, which authorized installation of new FM station on top of AM tower, for extension of completion date.

License for CP

WSCL Cobshester, Va.—License to cover CP, as mod., which authorized installation of an FM station and specify studio location and use to determine operating power by direct measurement of ant. power.

License for CP

WSSO Chicago, Ill.—License to cover CP, as mod., which authorized installation of new FM station and specify studio location and use to determine operating power by direct measurement of ant. power.

Modification of CP

KXLL Missoula, Mont.—CP, as mod., which authorized installation of an FM station and specify studio location and use to determine operating power by direct measurement of ant. power.

September 11 Decisions . . . DOCKET CASE ACTIONS

AM—1230 kw

The Commission announced proposed decision looking toward denial of application of CP for new station at 2900 am. AM on tower.

AM—1330 kw

Announced proposed decision looking toward grant of application of WYIA-AM, Muncie, Ind., for new station at 1580 am. AM on tower.

Assignment of License

KKXL El Segundo, Wash.—Grant- ed license to transfer control of Central Washington Beltsco, Inc. from R. L. Foundations, Sr., to sale of his 75 shares for $10,751.

Licenses

WCOI Columbus, Ohio.—Grant- ed license to assign license of WCOI and KPAK-FM station to L. G. A., for lease of his 75 shares for $10,751.

Modification of CP

KJAY San Jose, Calif.— Grant- ed mod. CP (in accordance with conditions of grant). AM on tower.

KJYJ, San Jose, Calif.—Grant- ed mod. CP (in accordance with conditions of grant). AM on tower.

Conditional FM Grants

Authorized conditional grants for five Class B FM stations. Authorized CPs for one new station and for Class B CPs in lieu of previous cond. for four Class B stations. See story BROADCASTING, Sept. 15.

Cancellation of FM CPs

Midwest Communications, Co., Mount Vernon, Ill.—Granted request for cancellation of FM CP for Class B station; application dismissed.

Patriot Co., Harrisburg, Pa.—Granted request for cancellation of FM CP for Class B station; application dismissed.

Lacy-Poter Television Bstg. Co., Dal- las, Tex.—Granted request for extension of FM CP for Class B station; application dismisses.

License for FM

KBOO Portland, Ore.—License to cover CP as mod., which authorized installation of new FM station and specify studio location and use to determine operating power by direct measurement of ant. power.

September 11 Decisions

ACCEPTED for FILING

Modification of CP

KROK studios, Calif.—CF, as mod., which authorized installation of new FM station and specify studio location and use to determine operating power by direct measurement of ant. power.

License for CP

WKLX Missoula, Mont.—License to cover CP, as mod., which authorized installation of new FM station and specify studio location and use to determine operating power by direct measurement of ant. power.

AM—1240 kw

The Chesapeake Bstg. Corp., Havre de Grace, Md.—License to cover new standard station 1600 kw in 500 foot tower.

Modification of CP

WHOM Hawkeye, Iowa.—CP, as mod., which authorized installation of an FM station to make changes in DA and change usually at 7 AM (CST). AM. TENDERED for FILING

Modification of CP

WQQQ Lima, Ohio.—CP, as mod., which authorized changes in FM station to make changes in DA and change usually at 7 AM (CST). AM. TENDERED for FILING

Assignment of License

KKEA Long Beach, Calif.—License to assignment of license of KSEG and CP station, for correction of ant. height above average terrain to 1072 feet and make changes in DA and change usually at 7 AM (CST). AM. TENDERED for FILING

Assignment of License

KWFT Wichita Falls, Tex.—License to assignment of license and CP of KWPT-AM, CP of KWPT-FM and licenses of relay stations KFKX KWKS to WKSX Inc.

September 11 Decisions . . . DOCKET CASE ACTIONS

AM—1230 kw

The Commission announced proposed decision looking toward denial of application of KNOB Monroe, La., to change power by 1 kw, and change antenna 300 kw to 250 kw on tower.

AM—1330 kw

Announced proposed decision looking toward denial of application of WYIA-AM, Muncie, Ind., for new station at 1580 am. AM on tower.

Assignment of License

KKXL El Segundo, Wash.—Grant- ed license to transfer control of Central Washington Beltsco, Inc. from R. L. Foundations, Sr., to sale of his 75 shares for $10,751.

Assignment of License

WCOI Columbus, Ohio.—Grant- ed license to assign license of WCOI and KPAK-FM station to L. G. A., for sale of his 75 shares for $10,751.

Modification of CP

KKJY San Jose, Calif.—Grant- ed mod. CP (in accordance with conditions of grant). AM on tower.

KJYJ, San Jose, Calif.—Grant- ed mod. CP (in accordance with conditions of grant). AM on tower.

Conditional FM Grants

Authorized conditional grants for five Class B FM stations. Authorized CPs for one new station and for Class B CPs in lieu of previous cond. for four Class B stations. See story BROADCASTING, Sept. 15.

Cancellation of FM CPs

Midwest Communications, Co., Mount Vernon, Ill.—Granted request for cancellation of FM CP for Class B station; application dismissed.

Patriot Co., Harrisburg, Pa.—Granted request for cancellation of FM CP for Class B station; application dismissed.

Lacy-Poter Television Bstg. Co., Dal- las, Tex.—Granted request for extension of FM CP for Class B station; application dismisses.

License for FM

KBOO Portland, Ore.—License to cover CP as mod., which authorized installation of new FM station and specify studio location and use to determine operating power by direct measurement of ant. power.

September 11 Decisions

ACCEPTED for FILING

Modification of CP

KROK studios, Calif.—CF, as mod., which authorized installation of new FM station and specify studio location and use to determine operating power by direct measurement of ant. power.

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Assignment of License

KKEA Long Beach, Calif.—License to assignment of license of KSEG and CP station, for correction of ant. height above average terrain to 1072 feet and make changes in DA and change usually at 7 AM (CST). AM. TENDERED for FILING

Assignment of License

KWFT Wichita Falls, Tex.—License to assignment of license and CP of KWPT-AM, CP of KWPT-FM and licenses of relay stations KFKX KWKS to WKSX Inc.
The number of units depends upon the size of your station.

Camera Monitor Section (one for each studio and film camera)

Program Monitor Section

Preview Monitor Section

Housing End Section (left end)

Camera Control Unit

Camera Switching Unit

On-The-Air Camera Switch

Housing End Section (right end)
HERE'S THE CONSOLE that puts all electronic aspects of television programming "under control." It is already in production at RCA.

It contains everything needed to monitor, control, and switch the outputs of several studio cameras, film cameras, and network lines. Ten-inch Kinescopes provide for direct picture monitoring; five-inch oscilloscopes for checking video signal components. It's easy to increase picture brilliance, adjust contrast and focus, and provide proper shading.

Complete switching facilities centralize the selection of all video program material . . . permit push-button control of closeups, long shots, film commercials, station breaks, fades out, dissolves, wipes, special effects, and network programs.

Engineered with an eye to the future:
The number of units in the video console depends upon the size of your station. RCA's "add-a-unit" design gives you a compact, unified console, whatever your requirements . . . permits easy and economical addition of extra units as your station expands . . . without discard of any original equipment.

To co-ordinate all programming directions, provision has been made for telephone communication between key studio personnel and console operators.

This console, we believe, is a real contribution to convenient video control . . . another step by RCA to assure smoother studio programming . . . more interesting, more dramatic telecasting. We'll be glad to make specific recommendations for your station. Write Dept. 18-I.

Normally, two operators handle a 5-monitor console . . . one selects the "on-the-air" signal at the request of the program director; the other has technical control of the individual cameras.

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

In Canada: RCA VICTOR Company Limited, Montreal
PIONEERING IN KANSAS CITY

SINCE 1942

NOW AN ESTABLISHED CLAIM ON THE KANSAS CITY MARKET

O. R. WRIGHT
SALES MGR.

PORTER BLDG., K. C., MO.

E. L. DILLARD, GEN. MGR.

49.5% of all Iowa radio families "LISTEN MOST" to WHO

(during daytime)

11.4% to Station B!

50,000 Watts

DES MOINES

Free & Peters, Inc., Representatives

BIL LAMAR, former assistant public relations manager for San Antonio Transit Co., has joined KTKA San Antonio promotion and merchandising manager.

JESSIE STEARNS, director of press information at WAM, Arlington, had attended United Nations meetings at La Havre prior to gathering material used last week, in conjunction with UN Week celebrations, on WAM General Wood's program Sept. 15 on WAM.

LEROY EDWIN STRUBER Jr., promotion director of KOY Phoenix, is the father of a boy, Leroy Edwin III.

JOHN MECKEY, staff announcer of WQW, has resigned to promote and continuity department.

BERT BRILLER, member of WOR New York publicity staff, beginning in October, will join Radio City as a "Radio Roundup" department for Reader's Scope magazine.

ELL HENRY, publicity manager of ABC Oklahoma City, has transferred from his desk a month's absence during which he performed an emergency repair an ankle injury incurred several

WFL-TV Welcomed

FULL-PAGE advertisements in Philadelphia newspapers were placed by Philadelphia television station, WFTZ, to welcome WFL-TV Philadelphia to the television family when WFLT started regular program service Sept. 13. Said the advertisements: "WFTZ thanks you...it is your decision to become an an important part of this great new industry. We are looking forward to the time when other stations will join with WFTZ in bringing you a marvelous new type of entertainment into the homes of cities.

Knitting Contest

CONTEST for the best knitted children's garments being conducted under the "Guiding Light" on CBS and co-sponsored by The Magazine, Newsweek and magazines sent in will be sent to Europe's destitute children. Value prize, including an engagement at the Stars of Russia's New York Radio Telecasting show as an example, is presented to winners. Following organiza- tion, established with the contest: American Red Cross, Salvation Army, American Red Cross, World Service, Wom- en's International League of American Jewish Congress, American Women's Voluntary Services, and United Service to China.

SPORTSMAN'S TROPHIES

were presented to two outstanding baseball players of the Charlotte Rebel Club, by WFAK Charlotte, S. C., before 500 fans at a game this year. Pool was conducted by Alan W. Sandler, station's ad sales director, several weeks before season ended, to pick the outstanding all-star baseball player of the team. Awards were made as special feature on daily sportscast.

SLOGAN contest, grand prize of which is completely equipped kitchen unit up to $100 was entered Sept. 24 by SW, and by WCIU, 6:30 a.m. segment of "Big Air Forces" recording program to be published by La Presse on Sept. 27. Editions will contain congratulatory advertisements, various articles dealing with the service, and minutes of broadcasting and photos concerning radio that have been ac- cumulated from paper's morgue going back to 1932. Specials will also contain documentary mate- rial, including check on radio's influence on mail usage, with radio's future and recent developments. Sta- tion has engaged an artist and green stick for bearing its call letters, on all outgoing mail.

Bugle Bombs

ARMY BOMBING stunt by WCAC Philadelphia boldly promoted the station's radio drama, "The Bugle Call," and the Philadelphia Army and Navy Exchange. Bombing took place early this month when 40,000 eye-cut paper bugs were dropped from two single-engine planes. Copy on side one of the bugs carried the station's message while the reverse side plugged the "Bugle" program. Bugs were dropped over seven key areas in the city.

KYOA Radio Course

DURING October, KYOA Tucson will conduct a radio course, with class sessions for teachers. Conveying Tuesday and Thursday evening classes, the seminar will stress programming and technical aspects of the radio program. In addition, key personnel of NBC and Arizona Broadcasting system, are due to discuss the most effective ways to use medium in classrooms, according to John Rhodes of station's news staff.

Aliens in Aid of Promotion

For MBS' new co-op show, "Information Please," was sent Sept. 13 by WBTA Batavia, N. Y., with a story telling how Ledelle Allen was to be guest on the show Sept. 25. Mr. Allen was spending a farewell from Danville, 30 miles from Batavia, and was contacted by Bernie Sandler of WBTA. After announcement that Mr. Allen would be guest, television, local, reaction was so good that it was decided to make the story into an ad, radio spot and an ad for recording for presentation after extensive build-up of the feature. Show plugging family's enjoying dinner-W. E. Allen's own NIO show, and the city of Batavia will appear in Friday's copy of the show, Mr. Allen returned with police escort to Batavia.

Mailman Contest

CONTEST to pick the "Most Popular Mailman" in North Jersey was staged recently by WPAT Paterson, N. J., on behalf of one of its clients, Presidio Clothing. Mailman of contest was a Block 561 Mailer Sept. 4, who reported to station. Report states that contest re- sulted in receipt of 31,000 votes within four weeks.

The 8-Ten Spot

TRADER campaign built around the phrase "Finding Out At The 8-Ten Spot," has been set up by KCMO Kan- sas City, Mo., Sta., named after green and white folder describing the entire three-leaf advertisement campaign to otter the world addressed to people showing people looking for the "8-Ten Spot" and car- ing out the trade. Back cover has a green background and fails where the "8-Ten Spot" sign is found—when KCMO takes its new frequency, the 8-Ten Spot carries on the slogan. The shape is round—when KCMO takes its new frequency, the 8-Ten Spot carries on the slogan. The shape is round—when KCMO takes its new frequency, the 8-Ten Spot carries on the slogan. The shape is round—when KCMO takes its new frequency, the 8-Ten Spot carries on the slogan. The shape is round—when KCMO takes its new frequency, the 8-Ten Spot carries on the slogan. The shape is round—when KCMO takes its new frequency, the 8-Ten Spot carries on the slogan. The shape is round—when KCMO takes its new frequency, the 8-Ten Spot carries on the slogan. The shape is round—when KCMO takes its new frequency, the 8-Ten Spot carries on the slogan. The shape is round—when KCMO takes its new frequency, the 8-Ten Spot carries on the slogan. The shape is round—when KCMO takes its new frequency, the 8-Ten Spot carries on the slogan. The shape is round. Postcards are being sent to entrants. Grand prize was $1200 and "Farewell Show" in Chicago. Contest is part of the fall campaign for promotion of KCMO.

Score Cards

FOOTBALL SCORE CARDS are being used by San Francisco Golden Bears radio, KFOO, to promote its new radio show. "Touchdown Chicago," is given free at all sporting events, while the other side is set up for the "Pick a Score" contest for Saturday's games which Mr. Hayes announced. The score card is very popular. Last column is used for actual score of games.

NOW 5000 WATTS

TO GET RESULTS FROM THE MAGIC VALLEY
**FCC Actions**
(Continued from page 69)

**Applications:**

Channel 24, 96.7 mc, ERP 1 kw and height above average terrain 125.5 ft.

MODIFIED

WEIM-FM Flushing, Mass.~Mod.~CP, as mod., which authorized new FM station for extension of completion date.

WOPM-FM Owings, Mich.~Mod.~CP, which authorized new FM station to change studio location.

DIVERTED

VO-7, St. Louis.~Mod.~CP, as mod., which authorized new FM station to change tower site and change location.

KPM-FM Tulsa, Okla.~Mod.~CP, which authorized new FM station for extension of commencement and completion dates.

FM-94.3 mc McMartinville Bestco, Inc., McMartinville, Ore.~New CP on Channel 223, 94.3 mc, ERP 396 w.

FM-85.7 mc Chambershrub Bestco, Inc., Chambersburg, Pa.~CP new FM station on Channel 239, 85.7 mc, ERP 2.6 kw.

MODIFICATION OF CP

KDVL-FM Davis, Calif.~Mod.~CP, which authorized new FM station for extension of completion date.

AM-580 mc

WGTI Wilkesboro, N. C.~Final notice for assignment of 1340 kw to 590 kw w. unli., subject to full Commission approval.

90.9 mc

WSLS Roanoke, Va.~Announced final hearing, relocation, and change of station.

AM-910 mc

WLVA Lynchburg, Va.~Announced final grant of station to WJZP, subject to conformity with CP.

KDUL-Davenport, Iowa.~Announced final grant of station.

AM-670 mc

WFCT Clinton, N. C.~Denied application to change operating assignment from 1230 kw to 590 kw.

AM-610 mc

Virginia Bestco, Corp., Roanoke, Va.~Denied application for new location.

PETITION DENIED

WARM, Inc., Motion by petitioner to deny motion to reopen application and designate said application for further hearing in connection with proceeding with petitioner's application.

PETITION GRANTED

Radio Roanoke Inc., Roanoke, Va.~Grant of petition for reconsideration of Virginia Bestco, Corp., to specify 150 kw and grant permission to file said petition was granted, subject to concurrence of Commission.

AM-570 mc

Absegami Radio Coop, Inc., Absegami, N. J.~Denied petition to file application for additional hours.

GROUP LICENSE

Richland Bestco, Corp., Richland Center, Wis.~Denied petition for reconsideration (as it affects petitioner) of "Channels 1050, 1320 and 1490 mc, as mod.", participation by petitioner's affiliate in Commission's group license.

BY A BOARD

License Renewal

Applications for renewal of standard broadcast stations license filed by:

1. KCHT.~KQW, WQHK, WQPL, WQW, WQWK.

TENDERED FOR FILING

WMPK Madison, Mich.~License change from specified hours to unli.

SASA-1120 kc

KCLE Chippewa Falls, Wis.~Request to operate after regular sign-off time to broadcast special events, period beginning Sept. 12, 1947, 28 with power of 250 kw on 1120 kc.

TENANT CHANGES

KTXL San Angelo, Tex.~Location on regular day license to and change from San Angelo, Tex., instead of Texas City, Tex.

September 12 Decisions...

**DOCKET CASE ACTIONS**

Assignment of License

Announced proposed decision looking toward denial of application of Evansville on the Air Inc. for assignment of change of FM station WBBW and CP of AM station WBBW Indiana-polls. Motion to grant application for assignment proposed to grant assignment of station to WBBW Indiana-polls Inc. provided parties file with Commission within 20 days of mailing of final decision contract for assignment of such license and permit in accordance with FCC rules.

AM-500 mc

WGTI Wilkesboro, N. C.~Announced final decision granting application for change of station from 1340 kw to 250 kw w. unli. to 600 kw 5 kw w., subject to full Commission approval.

PC-230

WSLS Roanoke, Va.~Announced final decision granting application for change of station from 1400 kw to 250 kw w. unli. to 610 kw to 1 kw w., subject to filing within 30 days of approval of application for mod. CP setting forth proposal for 610 kw to 1 kw w. DA as such that made at hearing.

AM-590 mc

WLVA Lynchburg, Va.~Announced final decision granting application for change of station from 1230 kw 250 kw w. unli. to 390 kw 1 kw w., subject to any condition or limitation which may be imposed by Commission in accordance with CP.

September 14

AM-590 mc

WJZP Des Moines, Iowa.~Announced final decision granting application for change of station from 1340 kw to 250 kw w. unli. to 590 kw 5 kw w., subject to any condition or limitation which may be imposed by Commission in accordance with CP.

AM-570 mc

 Washer Dryer, Inc., Chicago.~Denied application to change station.

AM-570 mc

WFCT Clinton, N. C.~Denied application to change operating assignment from 1230 kw 250 kw w. unli. to 590 kw 5 kw w.

IT ALL BOILS DOWN TO THIS,

KDYL is the station most Utahans listen to most.

**National Representative**

JOHN BLAIR & CO.

**TRANSMITTED AND AVAILABLE**

*27.4* Hooper

That's a whaile of a rating. But what's that the Texas Rangers get here at WGBI, Scranton, Pa. They get it with their famous transcription service—which features the western and folk songs that never grew old. And they get the tall Hooper at 6:30 p.m. o'clock, too, when there is a winner in every cent per set. Figure it out. You can do the same for you. Wire, write or telephone.

**The Texas Rangers**

AN ARTHUR B. CHURCH PRODUCTION

George Helly, Mgr., Syndicated Features

Pickwick Hotel ~ Kansas City 6, Mo.

September 22, 1947 ~ Page 73
JOHN GILLIN was a commentator, interviewed by BLAIR, veteran of ten years' radio reporting. The recently inaugurating Television News program is made up of both local and national shows. Newsreel offers a daily view of Philadelphia and vicinity are set up to snap spot news and rush it through development for presentation on evening telecast. Films from other parts of the nation are brought to Philadelphia by air to be included in the round-up.

Economic Discussions
DEFINITIONS and explanations of economic phrases are presented on new series of stories, "Market Bulletin," Serles, an economics editor of the Evening Bulletin, and Amos Kirby, WTTO editor. Mis Black gives menu suggestions and methods of preparation. Mr. Kirby reports garnered daily on fruit, vegetable, and dairy markets, from his canvas of the waterfront markets before dawn each day. This data sent to all Philadelphia drivers so that retailers will be prepared to handle features of the broadcast.

Video News Show
NEWS FILM show is featured on WPTL-TV Philadelphia, nightly at 8 p.m., under supervision of J. Ehrlich, veteran of ten years' radio reporting. The recently inaugurating Television News program is made up of both local and national shows. Newsreel offers a daily view of Philadelphia and vicinity are set up to snap spot news and rush it through development for presentation on evening telecast. Films from other parts of the nation are brought to Philadelphia by air to be included in the round-up.

Television Demonstration
CONTINUOUS television demonstration was staged Sept. 15 by WTTO, DuMont video engineers, and Robert Hecht Co., Washington department stores from 11 a.m. to 5:30 p.m. Two half-hour programs were telecast over WTTO. Walter Compton, DuMont news commentator, interviewed people from the show's television department, in front of the stand and local communities. A television set in the program featured a fashion show conducted by Footwear interests of Madamelle Magazine, with three of the board members as judges. Soldiers and Wives were "Contestants in Fashions" and judges chose fashions that combine with men's suits worn during the war. HALL Stoddard, star of "The Voice of the Turtle," gave her views on new fashion trends and conducted a tie-tieing test for judges of the fashion show. Show was handled by Harwood Martin Agency, Washington.

High School Rally
BANDS of all Philadelphia high schools are featured on "High School Pep Rally" show over WIP. High school students are guests and participants of the show, cheering for their teams, and singing with the bands.

Purina Realigns
PURINA MILLS, St. Louis (Ralston) thru Gardner Advertising Co. is dropping its magazine schedules to concentrate exclusively on Sunday comics and radio. Company sponsored "Tom Mix" (CST) and Checkerboard Jamboree (Feed Div.), 12:45 p.m. (CST) both on MBS.

Jingles on VIDEO
ONE OF TELEVISION's first singing commercials was presented fortnight ago on NBC's WNW in Washington. It was telecast on "Illustrated News" using slides keyed to the singing commercial. The program, featuring Ray Michaels and heard Wednesdays, 7:20-7:30 p.m., is sponsored by Studebaker-Packard, Washington. Kal, Ehrlich & Merrick, of Washington, is agency.

Jack Commins, m.c., interviews players and coaches and talks about the week's events on NBC's "Friday Night Pre-game Football".

Safety for Children
TEACHING boys and girls safety in the beginning is KLS Denver's idea of promoting community safety from various types of accidents. Term "KIDS Live" or "Kids Live" is originating at different grade levels through programs which deal with such specific subjects as swimming, crossing heavy-traffic streets, safety in the home, and fire prevention and control. It also features boys and girls taking active part in demonstrating safety for all youngsters. Program is recorded and telecast on Sat. 3:30 p.m. when children are home from school and can listen.

Boy's Club Drive
INTERVIEWS with boys of the Trinidad Boys' Club will be conducted by Mme. Hinnicum on WOL Washington. Mr. Hinnicum is directing the entire month of September to campaigns to help the club reach its $10,000 fund quota. In addition to the morning interviews with the boys, the entire Redskin football team is scheduled to appear on Sept. 25, to perform for listeners who contribute certain sums of money for the club. Boys star Sammy Baugh has promised to sing "Deep in the Heart of Texas." In an 8:30 p.m. on children at home and school can listen.

Penny For Your Thoughts
LISTENERS are invited to "hear them- selves on the air. All afternoon feature was a fashion show conducted by Footwear interests of Madamelle Magazine, with three of the board members as judges. Soldiers and Wives were "Contestants in Fashions" and judges chose fashions that combine with men's suits worn during the war. HALL Stoddard, star of "The Voice of the Turtle," gave her views on new fashion trends and conducted a tie-tieing test for judges of the fashion show. Show was handled by Harwood Martin Agency, Washington.

Religious Series
SERIES of Sunday afternoon religious programs is being offered, "Puppy Day." It is to start on Canadian Corp., station WRB, Sunday of each broadcast day. The programs will be heard in the national program, and about its writers. Second part will be devoted to Jesus and the Kingdom, and third part to the adventure of the Gospel.

From Helicopter
PACIFIC NATION EXHIBITION at Vancouver was first tryout in western Canada regional broadcast. CBC Vancouver recorded a program of that afternoon Marine Band saw from a helicopter and flew over the fair. CBC mobile unit recorded the program, the aircraft being connected with 600 feet of cable to the helicopter car.

'Puppy Day'
STARTING out with a "Puppy Day" gimmick on four-week Western regional "What'S Doins' Ladies" (Hunt), listener interest has resulted in creation of "Caring House" for puppies on that show. It started when one youngster, offering best reason for wanting one, received a dog. This program will offer surplus pups to all youngsters within limits of availability.

Visit to Minister
QUIET inspirational talks are featured on a new daily religious program heard over "WLOW Number One," something that was picked up direct from parsonage study of a local minister who offers services to personal problems through religious application. Titled "Let's Wait the Minute," program is done without music, concentrating on inspirational message, and is aired daily for 15 minutes.

Student Cub Reporters
PROMOTION letters have been sent to all high school principals in the United States and Indians by WSCI (FM) Columbus, asking for the name of one of their students to act as Cub Reporter for the station. Reporters will supply WSCI with information about the athletes, games, and events. Information pertaining to his or her school. Information regarding athletics will be turned over to the WSCI sportscaster, who will be able to give a more accurate description of the team on his program. Reporters also will be asked to supply a specially constructed sound-proof booth in the lounge of the Cabin. In addition to featuring the recent records, Mr. Jack Commins interviews persons of interest at the Cabin and indulges in some local gossip.

Campaign Against Prices
VIGOROUS campaign against rising prices in food is being conducted by Mrs. Neille Strong of Springfield, Ohio, via her telephone. Mrs. Strong was interviewed Sept. 12 on ABC "Redline Edition," broadcast, where she had been confined with rheumatic fever. The program of 26 names at random from telephone directory will have their meals at local dining rooms. Names are then to be asked personally, urging them to call five more persons in the area. Beginning phone calls were so successful that Mrs. Strong and her husband and several wives. Plans are being made for a mass meeting of the Philadelphia women to combat rising prices.

'Have You Read This'
AMERICAN LITERATURES since the Civil War is being discussed on a new series presented by the Lowell Institute and aired on WGBH. Discussion panel includes members of English Dept. of Boston U., who talk about classics written in America in the past 75 years in terms of today. Series is being offered to ABC stations at Boston, U., with professors using the discussion panel as their author who will be subject of following week's program. Show is aired Sat. 7:45-8 p.m."

WOR News Show
INSIDES STORIES of Broadway, Hollywood and New York are presented on "Twin Views of the News" over WOR New York. The half-hour show, 11:30-11:45 p.m., show is conducted by Dayton Walker, columnist of the New York Daily News, and Hy Gardner, columnist of the New York Post who also handles the lighter side of the news.

CHNS
HALIFAX NOVA SCOTIA
A CAPITAL Station
In A CAPITAL City goes
Your CAPITAL Results!
Ask
JOS. WEE & CO.
350 Madison Ave., New York.
P.S. We'll soon have our 5000 Watt Transmitter in operation!
CHRISTENED "CLEVELAND'S CHIEF STATION" ---

---- HE GOT AROUND PLENTY WITH THE HELP OF 9 MAGAZINES BUT ---

HAVE YOU EVER SEEN THIS CHARACTER BEFORE?
WHERE?
WHAT DOES HE SYMBOLIZE?

5000 CARDS LIKE THIS TO THE RIGHT ADVERTISING PEOPLE, 3500 TO THE RIGHT AGENCY PEOPLE...

WHO SEES HIM? WHO GETS HIM IN? LET'S FIND OUT!

WAS HE SEEN BY THE RIGHT PEOPLE?

5000 ADVERTISING PEOPLE
5000 AGENCIES

SO THE BIGWIGS SENT OUT 8500 CARDS.

57% RECOGNIZED THE CHIEF
48% SAW THE CHIEF IN BROADCASTING

THEY FOUND OUT BROADCASTING INTRODUCED THE "CHIEF" MOST PLACES AND TO THE RIGHT PEOPLE

BROADCASTING sc 48.1%
AND THE REMAINING PERCENTAGE WAS SCATTERED AMONG 8 OTHER TRADE PUBLICATIONS... PROVING
THAT IN BROADCASTING BIG CHIEFS FROM LITTLE DOLLARS GROW..... THAT FOR
AA (AGENCY-ADVERTISER) RECOGNITION, IT'S
BROADCASTING 3 TO 1 PLUS.

THE BEST BUY (FAR) IN THE TRADE PAPER FIELD

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

National Press Building • Washington 4, D. C.
FCC Actions
(Continued from page 73)

September 12 Applications
ACCETED FOR FILING

AM—1450 kc
The Enley-Fairfield Bestg. Co., En-
side, Ohio.—New standard station 900 kc 250 w unil. Contingent upon WTBH being assigned change of frequency.

KUSI San Diego, Calif.—Voluntary relinquishment of license of permittee corporation from James K. Edmundson, Charlotte Edmundson, Frank R. Knutti and Clara R. Knutti to Clarence L. Men-

Transfer of Control
WBLW-Lake Wales, Fla.—Voluntary transfer of control of permittee corporation from James K. Edmundson, Franklin B. Knutti and Clara R. Knutti to Clarence L. Men-

License for CP
WKAT Miami Beach, Fla.—License to cover CP, to mod., which authorized increased power and install new trans. and antenna to determine operating power by direct measurement of ant. power.

WCOA Pensacola, Fla.—License to cover CP which authorized increased trans. and install new trans. and DA-N and change trans. location and antenna to determine operating power by direct measurement of ant. power.

WBBQ near Augusta, Ga.—Authority to determine operating power by direct measurement of antenna.

Modification of CP
KSSC Manhattan, Kan.—CP, as mod., which authorized increased power, install new trans. and vertical and trans. and change trans. location for extension of completion date.

The City of Minneapolis—CP, which authorized new standard station to change trans. and install new trans. and vertical, change the approval of trans. and trans. location and to specify vertical of tower AMENDED to change trans. location.


San Jose, Calif.—CP new standard station 1490 kc 250 w unil.

The Southwestern Bestg. Co. of Mississippi, Memphis, Miss.—CP new standard station 960 kc 250 w D. AMENDED to change frequency from 900 to 1010 kc.

Modification of CP
WNYB Kenmore, N. Y.—Mod. CP which authorized new standard station to change type trans. for approval of ant. and trans. location and to specify vertical of tower AMENDED to change trans. and studio locations.

Utica Bestg. Co., Utica, N. Y.—Mod. CP new standard station 1260 kc 250 w unil. Contingent upon WBDX being assigned change of frequency from 1240 to 950 kc. AMENDED to change frequency from 1240 to 1230 kc.

Amendment of CP
WARZ Alhambra, Calif.—Voluntary assignment of mod. CP to WBZ Inc. AMENDED to re-stockholders.

WSSB Durham, N. C.—Mod. CP which authorized new standard station for extension of completion date.

University City Bestg. Co., Norman, Okla.—CP new standard station 1400 kc 250 w unil. Contingent upon KTOC being assigned change of facilities.


Radio Tennessee Inc., Memphis, Tenn.—CP new standard station 1140 kc 10 kw D. AMENDED to change frequency from 1140 to 850 kc and change trans. location.

Modification of CP
KFDM Beaumont, Tex.—Mod. CP which authorized increased power, install new trans. and DA-N and change trans. location for extension of completion date.

KRDF Corpus Christi, Tex.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

KSYC Richfield, Utah—Mod. CP, as mod., which authorized new standard station to make changes in trans. equipment.

KUSI San Diego, Calif.—Voluntary relinquishment of license of permittee corporation from James K. Edmundson, Charlotte Edmundson, Frank R. Knutti and Clara R. Knutti to Clarence L. Men-

KSDO San Diego, Calif.—Voluntary assignment of new standard station to San Diego Bestg. Co.

KKEC-FM Berkeley, Calif.—Mod. CP, as mod., which authorized new FM station for extension of completion and date.

FM—85.5 mc
WDLM Chicago—CP change studio location, specify type trans., ERP 50 kw and FM, and hours in accordance with Sec. 4.463.

FM—85.1 mc
Radio Bestg. Co., Des Moines, Ia.—CP new FM station (Class B) on Channel 136.5 kc 12 kw ERP 8000 w, DA, and make changes in ant. system.

License Renewal
Applications for renewal of remote pickup broadcast station license filed by: KIEM KNED KFXF WWOD.

TENDERED FOR FILING
AM—1460 kc
All Nations Bestg. Co., Boston—CP new standard station 1460 kc 5 kw D. AMENDED to change frequency from 1460 to 1500 kc.

WSSA—1000 kc
WGAT Utica, N. Y.—Request for SSA for extension of time for Sunday only during December and January and February of 1948 in order to make remote pickup broadcast, operating with 100 kw on 1100 kc.

September 15 Applications
ACCETED FOR FILING

AM—740 kc
Southland Bestg. Co., Long Beach, Calif.—CP new standard station 1460 kc 5 kw D.

License for CP
WLBC Munroe, Ind.—License to cover CP, as mod., which authorized changes in vertical and mount FM ant. AM tower and change studio location and authority to determine operating power by direct measurement of ant. power.

William Howard station, Philadelphia, Pa.—CP new standard station 1490 kc 250 w unil.

San Joaquin Bests., Las Vegas, Nev.—CP new standard station 1490 kc 250 w unil.

License for CP
WPMG Memphis, Tenn.—License to cover CP, as mod., which authorized change frequency, increase power, install new trans. and DA-N and change trans. location and authority to de-

AM—1340 kc

AM—800 kc
North Plains Bestg. Corp., Damascus, Ore.—CP new standard station 800 kc 250 w D.

License for CP
WCYB Bristol, Va.—License to cover CP, as mod., which authorized increase power and install new trans. and authority to determine operating power by direct measurement of ant. power.

Modification of CP
KRFM Farmington, N. Y.—Mod. CP, as mod., which authorized new FM station for extension of completion and date.

Assignment of CP
KSDO San Diego, Calif.—Voluntary assignment of new standard station to San Diego Bestg. Co.

Modification of CP
KKEC-FM Berkeley, Calif.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

FM—85.5 mc
WDLM Chicago—CP change studio location, specify type trans., ERP 50 kw and FM, and hours in accordance with Sec. 4.463.

FM—85.1 mc
Radio Bestg. Co., Des Moines, Ia.—CP new FM station (Class B) on Channel 136.5 kc 12 kw ERP 8000 w, DA, and make changes in ant. system.

WFMJ Youngstown, Ohio—CP which authorized new FM station for extension of completion date.

WNRD-FM Syracuse, N. Y.—License for CP

License for CP
WBBM Chicago, Ill.—License to cover CP which authorized new FM station for extension of completion date.

Assignment of CP
WODC-FM Easton, Pa.—Mod. CP which authorized new FM station for extension of completion date.

Modification of CP
KFOR-FM Lincoln, Neb.—Same.

Remote Broadcast
National Bestg. Co., Hollywood, Calif.—CP new remote pickup station on 1530 mc, 4 kw, emission special for FM and unil. hours in accordance with Sec. 4.463.


National Bestg. Co., Inc., Chicago—CP new remote pickup station 1501 mc, 4 kw, emission special for FM and hours in accordance with Sec. 4.463.

National Bestg. Co., Inc., Cleveland—Same.


FM—90.1 mc
Board of Education, Atlanta, Ga.—CP new noncommercial educational station on 42,500 kc, 1 kw, emission not specified. AMENDED to change frequency from 42,500 kc to Channel 211, 96.1 mc, emission special for FM, and make changes in ant. system.

Boon Biblical College, Boone, Iowa.— CP new educational station on Channel 211, 90.1 mc, emission special for FM.

License Renewal
Applications for renewal of remote pickup broadcast station license filed by: WCZY WEMZ WEND WHPA WHPB.

APPLICATIONS DISMISSED
Modification of CP
WHOM Jersey City, N. J.—Mod. CP

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BROADCASTING • Telecasting

Tip:

To double spread this issue, turn to TIP.
FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows:
- Standard stations: 1,381 licensed, 480 construction permits, 706 applications pending (of which 372 are in hearing); FM: 54 licensed, 85 applications, 1,051 grants, 673 CPs (part of CPs come from conditional grants, others from hearing proceedings), 1,051 grants pending (83 in hearing); television — six licensed, 62 CPs, 11 applications pending (three in hearing); noncommercial educational FM — six licensed, 36 CPs, six applications pending.

AM—1290 kHz
Rogers City Bestg. Co., Rogers City, Mich.—CP new standard station 1090 kHz AM. AMENDED to change frequency from 1090 kHz to 1250 kHz; 1250 kHz AM. AMENDED to change frequency from 1250 kHz to 1270 kHz. Complete station relocation; and studio location and change corporate structure.

September 17 Applications...

AM—1260 kHz
Seminole Bestg. Co., Seminole, Okla.—CP new standard station 950 kHz AM. AMENDED to change frequency from 950 kHz to 1000 kHz. Complete station relocation.

September 17 Applications...

AM—1210 kHz
KCCM Knoxville, Tenn.—License to cover CP as mod. Authorized new construction site, new tower, new antenna height, and make changes in ERP to 3 kw; new tower location.

September 17 Applications...

AM—1200 kHz
WJNO West Palm Beach, Fla.—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 2 kw; new tower location.

September 17 Applications...

AM—1200 kHz
KWGJ Oklahoma City, Okla.—CP new standard station 900 kHz AM. AMENDED to change frequency from 900 kHz to 1000 kHz; 1000 kHz AM. AMENDED to change frequency from 1000 kHz to 1100 kHz.

September 17 Applications...

AM—900 kHz
Progressive Pub. Co., Clearfield, Pa.—CP new standard station 600 kHz AM. AMENDED to change frequency from 600 kHz to 800 kHz; 800 kHz AM. AMENDED to change frequency from 800 kHz to 1000 kHz. Complete station relocation.

September 17 Applications...

AM—710 kHz
WWJB Mayaguez, P. R.—CP change frequency from 710 kHz to 720 kHz. AMENDED to change frequency from 720 kHz to 730 kHz; new antenna height, and make changes in ERP to 5 kw.

September 17 Applications...

AM—690 kHz
WING Cambridge, Mass.—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 5 kw; new tower location.

September 17 Applications...

AM—600 kHz
Radio Broadcasting Co., Boston, Mass.—CP new standard station 700 kHz AM. AMENDED to change frequency from 700 kHz to 720 kHz; 720 kHz AM. AMENDED to change frequency from 720 kHz to 740 kHz; 740 kHz AM. AMENDED to change frequency from 740 kHz to 750 kHz. Complete station relocation.

September 17 Applications...

AM—540 kHz
WOFW Fort Worth, Texas—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 2 kw; new tower location.

September 17 Applications...

AM—520 kHz
KKGY Kansas City, Mo.—CP new standard station 610 kHz AM. AMENDED to change frequency from 610 kHz to 630 kHz; 630 kHz AM. AMENDED to change frequency from 630 kHz to 650 kHz; 650 kHz AM. AMENDED to change frequency from 650 kHz to 670 kHz. Complete station relocation.

September 17 Applications...

AM—510 kHz
KPIX San Francisco, Calif.—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 4 kw; new tower location.

September 17 Applications...

AM—490 kHz
KDKA Pittsburgh, Pa.—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 2 kw; new tower location.

September 17 Applications...

AM—470 kHz
KDKA Pittsburgh, Pa.—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 1 kw; new tower location.

September 17 Applications...

AM—460 kHz
KDKA Pittsburgh, Pa.—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 1 kw; new tower location.

September 17 Applications...

AM—450 kHz
KDKA Pittsburgh, Pa.—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 1 kw; new tower location.

September 17 Applications...

AM—440 kHz
KDKA Pittsburgh, Pa.—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 1 kw; new tower location.

September 17 Applications...

AM—430 kHz
KDKA Pittsburgh, Pa.—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 1 kw; new tower location.

September 17 Applications...

AM—420 kHz
KDKA Pittsburgh, Pa.—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 1 kw; new tower location.

September 17 Applications...

AM—410 kHz
KDKA Pittsburgh, Pa.—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 1 kw; new tower location.

September 17 Applications...

AM—400 kHz
KDKA Pittsburgh, Pa.—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 1 kw; new tower location.

September 17 Applications...

AM—390 kHz
KDKA Pittsburgh, Pa.—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 1 kw; new tower location.

September 17 Applications...

AM—380 kHz
KDKA Pittsburgh, Pa.—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 1 kw; new tower location.

September 17 Applications...

AM—370 kHz
KDKA Pittsburgh, Pa.—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 1 kw; new tower location.

September 17 Applications...

AM—360 kHz
KDKA Pittsburgh, Pa.—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 1 kw; new tower location.

September 17 Applications...

AM—350 kHz
KDKA Pittsburgh, Pa.—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 1 kw; new tower location.

September 17 Applications...

AM—340 kHz
KDKA Pittsburgh, Pa.—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 1 kw; new tower location.

September 17 Applications...

AM—330 kHz
KDKA Pittsburgh, Pa.—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 1 kw; new tower location.

September 17 Applications...

AM—320 kHz
KDKA Pittsburgh, Pa.—License to cover CP as mod. Authorized new construction site, tower elevation, new tower location, and make changes in ERP to 1 kw; new tower location.
FCC Actions
(Continued from page 77)
Applications Cont.:  
WHJZ Mount Vernon, N. Y.—Mod. CP to change antenna system.
WKRK Toledo, Ohio.—Mod. CP to change type of transmitter.
WORR New York — Mod. CP to change transmitter system.
MGNF New York — Mod. CP to change type of antenna.
WEZV-AM New York—Mod. CP to change type of antenna.
WHOO Columbus, Ohio.—Mod. CP to change antenna system.
WCVF-FM Chicago.—Mod. CP to change antenna system.
WJEZ-FM Portland, Maine.—Mod. CP to change type of transmitter.
WCCN-FM New Orleans, La.—Mod. CP to change antenna system.
WJYX-XM West Palm Beach, Fla.—Mod. CP to change transmission facilities.
WCHC-FM New Haven, Conn.—Mod. CP to change type of transmitter.
WRB-FM Augusta, Ga.—Mod. CP to change antenna system.
WJGK-FM Territories.—Mod. CP to change antenna system.
WJZ-FM New York.—Mod. CP to change type of transmitter.
WJXL-FM Atlanta.—Mod. CP to change antenna system.
WJIB-FM Panama City, Fla.—Mod. CP to change antenna system.
WJYX-WL West Palm Beach, Fla.—Mod. CP to change transmitter system.
WJZ-AW Fort Wayne, Ind.—Mod. CP to change antenna system.
WJZ-WL Fort Wayne, Ind.—Mod. CP to change antenna system.
WJUL-FM Philadelphia.—Mod. CP to change antenna system.
WJYX-WF West Palm Beach, Fla.—Mod. CP to change antenna system.
WJZ-AF Fort Wayne, Ind.—Mod. CP to change antenna system.
WJZ-AW Fort Wayne, Ind.—Mod. CP to change antenna system.
WJZ-WL Fort Wayne, Ind.—Mod. CP to change antenna system.
WJZ-AW Fort Wayne, Ind.—Mod. CP to change antenna system.
WJZ-AF Fort Wayne, Ind.—Mod. CP to change antenna system.
WJZ-AW Fort Wayne, Ind.—Mod. CP to change antenna system.
WJZ-WL Fort Wayne, Ind.—Mod. CP to change antenna system.
WJZ-AW Fort Wayne, Ind.—Mod. CP to change antenna system.
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WJZ-WL Fort Wayne, Ind.—Mod. CP to change antenna system.
WJZ-AW Fort Wayne, Ind.—Mod. CP to change antenna system.
WJZ-AF Fort Wayne, Ind.—Mod. CP to change antenna system.
PUBLIC RELATIONS problems were discussed by committee headed by Gilmore N. Nunn, WLAP Lexing-
ton, Ky. Clockwise around table: Mr. Nunn; A. A. Schechter, MBS; Robert K. Richards, NAB; James M. LeGate, WIOD Miami; Beryl Lottridge, WOC Daven-
port; Charles Batson, NAB; Harold Wheelahan, WSMB New Orleans; Richard H. Mason, WPTF Raleigh; Craig Lawrence, WCOP Boston; George Cran dall, CBS New York.

Petrillo
(Continued from page 18)

factions, in one of the most strongly worded resolutions ever adopted in its history, unanimously
affirmed the industry's determination to take whatever steps are necessary to maintain full mu-
sical program service.

Citing the musicians' union refus-
al to allow its members to work
for video programs or for FM net-
work programs, and the hints of its spokesman that the musicians may also be forbidden to make recordings or perform on AM network programs when these contracts expire early next year, the NAB resolution expressed the conviction of American broadcasters that "a constructive and amiable solution to the problem created by the AFM, arrived at by the sound and tested democratic processes of collective bargaining would be a major con-
tribution to the welfare of the American public." Expressing ear-
nest determination to make every effort to reach such a solution, but recognizing that AFM actions might easily prevent its achievement, the broadcasters announced their firm resolve, "in such event, to take all necessary and proper steps to continue and extend their full service to the public and will work unitarily toward that end."

Authorizations Given

The convention authorized the creation of special committees to work on this problem, specifying that they include representation of non-network stations, network af-
filates and networks, and that FMA, TBA and other interested groups in this country and Canada be invited to participate in their deliberations.

The NAB also adopted a resolu-
tion that "AM-FM broadcasters should insist on their right to du-
licate music programs. Resolution pointed out that since "such dual broadcasting of identical programs does not increase the amount of work performed by program and production personnel nor the charging of premium wage scales nor the employment of duplicate personnel is economically justified."

Following the NAB action by only a few hours, the FM Assn.
board of directors unanimously
adopted a resolution recognizing that the AFM ban of live music on the Continental FM Network "af-
ffects all segments of the broad-
casting industry" and pledging full FMA "cooperation and support to other organizations of the indus-
try in a concerted effort to combat this discriminatory and arbitrary action."

FMA, like NAB, authorized the appointment of a special commit-
tee to carry out the intent of its resolution.

Meanwhile, the broadcasting or-
ganizations most intimately con-
cerned with the AFM ruling had formed their own voluntary group without waiting for the official ac-
tion of their associations. At a special Thursday breakfast gathering called by Frank E. Mullen, NBC executive vice president, and attended by a dozen broadcasters representing the NAB and FMA as well as the AM and FM networks, a special committee was called by Gilmore Daven-
port; James M. LeGate, WIOD Miami; Beryl Lottridge, WOC Daven-
port; Charles Batson, NAB; Harold Wheelahan, WSMB New Orleans; Richard H. Mason, WPTF Raleigh; Craig Lawrence, WCOP Boston; George Cran dall, CBS New York.

Caperton Elected to Replace Rogers as a BMB Director

BMB BOARD at a meeting Thurs-
day afternoon elected A. K. Caperton, advertising director, Dr. Pepp er Co., a director of BMB repre-
senting the ANA, to replace Wil-
mot Rogers of California Packing Corp, who resigned because of his inability to attend more board meet-
ings.

The board announced a decision that stations who were on the air in March 1946 but who did not subscribe to BMB study No. 1 may get their station data from that study at 33 1/3% discount if they are subscribers to BMB's new 15-
point program.

E. P. H. James gave the board a presentation of the MBS engi-
neering survey. The board adopted a resolution to refer this survey to BMB's technical committee for consideration, with a view to the possible adoption of an engineer-
ning measurement of station and network coverage as a supplement
to the present BMB measurement of station and network audience.

Present at the meeting were the following board members: Lineea Nelson, J. Walter Thompson Co.; Robert Mason, WMRN Marion, O.; Leonard Busch, Compton Adv.
Inc.; Burt Oliver, Foote, Cone and Belding; Lowry Criles, General Mills; Hugh Terry, KLZ Denver; Frederic Gamble, AAAA; Melvin Brorby of Needham, Lewis & Bro rby; Joseph Allen, Bristol-
Myers; Carlos Franco, Young & Rubicam; E. P. H. James, MBS; Roger Clipp, WFIL; J. Harold Ryan, Fort Industry Stations; Paul B. West, ANA.

BMB was represented by Hugh Felts, John Churchill and Philip Frank. Invited guests were: Herald Beckjorden, AAAA; Ed ward P. Evans, ABC; Kenneth Tho mas, NAB; Hugh M. Bevile Jt., NBC; Edgar Kobak, MBS; John Norton, ABC; Eric Haase, ANA.
NAB Exhibits

(Continued from page 18)
of a cloverleaf six-bay antenna, tube display case and microphone display.

Kasper-Gordon had a rifle range, with targets given free shots. Bell-ringers won a transcribed program. Among other awards were a transcription carrier, playback machine and tiny checkerboards.

Standard Radio's display included record souvenirs, an earplug recorded novelty program and the tag novelty.

Alden Products Co. showed multiplexing of facsimile, with cooperation of WPEN Philadelphia. The facsimile scanner was shown, along with low-cost receiver.

Louis G. Cowan Inc. had a balloon display in addition to its offers of peanuts and literature. BMI exhibited its publications and reports, explaining its interim operating setup.

Collins Radio Co. had a 45-foot four-bay FM ring antenna with the pole serving as outer conductor of the coaxial line. Transmitters included 10/6 kW AM 1000/500 FM, pre-set switching consoles and studio items. Teleways Radio Productions displayed programs and donated audition platters.

Gates' Exhibit

Gates Radio Co. booth included modulation monitors, 250-w AM transmitters, remote pickups, FM monitors, speech ranks and 3-kw FM transmitter. C. P. MacGregor Productions displayed its music library with photo of stars.

Langevin Mfg. Corp. booth had a Progar guardian amplifier in operation with graph, as well as its line of selenium rectifiers and amplifiers.

Wincharger Corp. displayed photos of towers and installations. Harry S. Goodman Radio Productions gave away novelty statuettes and weather forecast gadgets and showed exhibits of programs. Rek-O-Kut Co. had recording machines of various types. U. S. Treasury Dept. operated a transulx sign and promoted its current campaign against deaths from firearms.

Lang-Worth Inc. had an enlarger turntable and gave out large quantities of soft drinks. Broadcasters Promotion Service had samples of display pieces and suitcase miniatures with taffy. Artists sketched delegates.

U. S. Recording Co. featured an executive radio recorder with AM-FM tuner, magnetic tape recorder, 16-inch turntable, record changer and two types of speakers. A portable player that operates on both AC and DC, cough box and other items were on display.

Rangertone Inc. had a booth and separate audition room. Frederic W. Ziv Co. showed talent photos in star cutouts, with illuminated map of markets covered. Andrew Co. had an antenna section, with other items including coaxial cables, phase monitors, and folded quad-pole antenna. Magnecord Inc. exhibited its magnetic tape recorder.

Presto Recording Corp. had several types of instantaneous sound equipment, amplifiers, cutting heads and related equipment. The Navy League displayed miniature airplanes and airport. Daven Products on exhibit were mixer circuits, attenuators with built-in cueing equipment, transmission measuring set and electronic frequency meter.


Lehigh Structural Steel Co. booth included its vertical radiators for AM-FM and supporting towers for FM and TV; Allan H. Miller Inc. showed promotional material. SESAC Inc. booth revealed its transcribed library and package shows. Technology Instrument Corp. showed meters, suppressors, amplifiers and resistors.

Transcription Sales featured programs.

WFIL and the Philadelphia Inquirer participated in facsimile programming for Radio Inventions Inc. Wirecorder Corp. had its recording equipment. BMI booth had a novelty background for candid photos.

NAB International Department Suggested; Draws Opposition

NEW DEPARTMENT to handle international problems and frequency allocation issues was suggested at the Sept. 14 pre-convention meeting of the NAB board of directors at Atlantic City. The plan drew opposition, however, from the international viewpoint as a costly activity that would throw the trade association into diplomacy and international relations.

Because of pre-convention interest in the proposed standards of practice (see separate story this issue) the board changed the convention agenda, moving the code discussion from Thursday morning to the choice Tuesday afternoon spot.

Terms End

Four members of the board wound up their service at the meeting. They were: Paul W. Morency, WTIC Hartford, District 1, succeeded by Harold E. Fellows, WEJ Boston; Fred W. Burton, WQAM Miami, District 5, succeeded by Henry P. Johnston, WSGN Birmingham; James D. Shoase, WLV Cincinnati, District 7, succeeded by Gilmore N. Nunn, WLAP Lexington; Leslie C. Johnson, WHBF Rock Island, District 9, succeeded by Charles C. Caley, WBBD Peoria.

Total NAB membership consists of 1,306 active and 129 associate members, the board was told, 150 being admitted at the meeting.

The board adopted a resolution of the engineering executive committee urging that every effort be made to obtain 520 and 530 kc for broadcast use. Some European countries favor classification of 520 and 530 for broadcasting though American engineers have pointed to the danger of interference with nearby international distress frequencies and the demands of governmental agencies.

The board acted to resolve confusion over election of directors at large. Election of Class A and Class B FM directors, as well as television and facsimile require that each group have at least 25 members. This year all members elected on all eligible classes but starting in 1948 directors at large will be elected by members in each class, using referendum balloting. The board adopted a resolution for creation of a permanent sub-committee to work out music copyright problems for television, FM and other new services.
United Front
(Continued from page 17)

becomes a Government operation." He cited as trends in that direction "the operations of the FCC pursuing their philosophy of the Blue Book; the movement for State systems of broadcasting; the arguments for reexamination of the constitutional guarantee of a free press by such groups as the Hutchins Commission; the Murray Bill to establish a Newspaper Administration, similar in character to the FCC, with power to issue certificates of approval upon such showing of need and bona fides as the Administrator may require; efforts to play down the constitutional guarantee of free press by both the Congress and the executive branch, as evidenced by the maneuver to remove certain words from Section 326 of the Communication Act; the sinister Communist doctrine that the Government should decide what is best for the people to hear, which is being more and more boldly preached—all these are words to the wise."

"The great safeguard of radio broadcasting and its protection against such governmentalization," said Judge Miller, "is the fact that it is a medium of communication; that it comes under the protection of the First Amendment. That is the reason which comes closest to our pocketbooks. Even the most mercenary person—least inspired by considerations of our country's welfare—should be able to understand that reason and be willing to go along, if for no other purpose than to insure the financial future of his investment."

"The second reason . . . is that a country cannot continue to be free unless its people are free to express themselves— to exchange ideas—without interference or censorship by government. The issue is just as plain as that."

But, the Judge pointed out, "Government by the people assumes willingness and capacity for self-government, and there is always a considerable percentage of people who lack it. The important question, he asserted, is how the balance in radio swings between the willing and capable and the sniveling, not only among broadcasters but also among those collaterally interested in radio operations—the advertising agencies, writers, composers and talent. If we cannot convince the American people that we are up to the job, they will welcome our trusteeship and support us in our efforts," he stated.

Code Called Compromise

Following this preface, President Miller outlined the NAB's most recent step in proving its fitness for self-regulation in the new standards of practice. Pointing out that the preparation of such a code is as difficult as it is urgent, he asked his audience to recognize that the standards necessarily represent compromise between the ideal and the practical necessities of life, that they affect many different people in many different ways; that because broadcast is a new medium it presents new problems of standardization.

Five steps are involved, he stated: preparation, adoption, acceptance, voluntary observance and enforcement. The first is done; the standards have been prepared and adopted by all the broadcasters. Following the convention, they will go to the NAB board for consideration and adoption, but, the Judge declared, "the board members are keenly desirous of getting your ideas and impressions as to the workability of the proposals. They are anxious to hear from you, both generally and specifically, your ideas as to principles which should underlie the whole body of the standards and as to specific provisions which should be included."

To aid the board in its deliberations, President Miller said, he plans to clear the proposed standards with several representatives of government agencies, to make sure that no standards are adopted which "are in conflict with the law or inconsistent with the functions of government agencies."

After the board has approved the new standards comes an even more important step—their acceptance by the industry, President Miller declared, again urging the membership of NAB to raise any questions or make any objections they may have, now, before the board has acted.

Observance Most Important

But industry observance is even more important than mere acceptance, he warned, urging every broadcaster to consider the choice of self-regulation or of "imposed government regulation and eventual governmentalization of broadcasting itself."

Finally, as to enforcement, he pointed out that any attempt to coerce enforcement might be in violation of the Anti-Trust Act and that the broadcasting industry might well be guided by the practices of law and medicine in this respect.

Turning to the international scene, President Miller reported on the NAB's membership in the Inter-American Assn. of Broad- casters, expressing the belief that "the future of free broadcasting in this country is largely dependent upon what happens during the next few years at the international level and that it is high time for us to take an intelligent participating interest in these happenings."

Considering the allocation of frequencies, Judge Miller warned, "the National Telecommunications Union, to which 78 nations belong, made the first cuts in the "spectrum pie" by treaty arrangements for State broadcasting only 75% of the 10-1600 kc band out of a spectrum running from 10 to 10,000,000 kc, all theoretically usable for broadcasting. These broad allocations are supplemented by regional agreements, in which the North American region received only 66.5% of the available broadcasting frequencies, he stated, these channels less than those allocated to the European region."

NARBA's Work

Third, there follow regional and national conferences like the North American Regional Broadcasting Agreement Conference which divided the North American region of the spectrum among individual countries, cutting the U. S. frequencies down to 58%, of which 42% is shared with all other nations in the region and leaving to the U. S. as exclusive channels only 16% of the original 75% allocated to broadcasting by the international conferences. Fourth, the Interdepartmental Radio Advisory Committee of the U. S. Government makes another cut, taking for Government use more than half of the frequencies heretofore available for use of the nation. And finally, President Miller explained, the FCC "begins to make its allocations of frequencies to the free broadcasters."

"At every stage of the process—and of course most importantly at the top international level—representatives of government broadcasting have a dominant voice. The situation now existing makes it impossible for free broadcasting to have other than a small advisory voice at any stage of the proceedings," Judge Miller asserted, adding that there is "some doubt as to whether the broadcasters' interests have been represented by a State Dept. sympathetic to the importance of free broadcasting."

Reporting on the statement of Assistant Secretary of State Wil-
Our brothers in interest, the free broadcasters of Australia, have urged us to take the lead in forming an international association of free broadcasters. No doubt, the Canadian free broadcasters would join such an enterprise and perhaps the Inter-American group also.

To protect broadcasters in the important field of international copyright, the NAB must also maintain constant working relations with the State Dept. and the Senate Foreign Relations Committee, Judge Miller said, as well as keep abreast of activities of committees of the American Bar Assn., the Patent Bar Assn. and other groups active in this field.

Mestre Speaks

A hearty invitation to all NAB members to attend the next conference of the Inter-American Assn. of Broadcasters, tentatively scheduled for next spring in Buenos Aires, was extended by Goar Mestre, operator of CMQ Havana, Cuba, and IAAB vice president, in a Tuesday morning address.

"Don't fall to attend," he urged. "At that time we want to elect a member of NAB to the board of IAAB and we want to make sure that you take full participation in this formal demonstration of solidarity of the broadcasting industry of this hemisphere."

He warned all broadcasters not to be complacent about the free radio in America countries today, citing the long-range efforts of the British, Italians and Germans to sell their brand of radio in the Western Hemisphere and their success in Argentina.

"Surely we may criticize those Argentinean officials," he said, "but are we not partly to blame for it? Could we not do, or try to do, just as good a selling job as the others have done? . . . I am certain that we possess sufficient argument and that we can produce enough facts to prove to Argentina or anyone else that they are being the wrong way when they are thinking of nationalizing radio."

IAAB Objectives

Mr. Mestre reviewed the formation of IAAB in Mexico last year and gave the objectives as:

1. To raise the standards of broadcasting of all our members in all its phases.
2. To make a sincere effort in establishing liaison with the public and the others.
3. To encourage continental understanding and friendly relations among all our peoples.
4. To believe in the democratic ways of living.
5. To defend freedom of information, freedom of the press, freedom of speech and freedom to listen, and later on to write, we will be defending freedom to look.
6. To want to know more about you and the want to want you to know more about us and us to exchange programs of all types.
7. To make sure that we are playing a part and doing our share in whatever may be the manner in which one helps the others to do the things that the others have to do.
8. To cooperate in every possible way with our respective governments and with the governments of other countries who are our friends.

Cautious

IN HIS POLICY speech to the NAB convention, FCC Chairman Charles R. Denny took pains to point out that, though he might be speaking for the five other members as well as himself, his words did not necessarily represent the view of Comr. Robert F. Jones. Mr. Jones, he pointed out in two departures from his prepared text, is a new member, just seated Sept. 5, and is desirous of "moving slowly" before taking a position on policy matters.
Predicts FM Will Pass AM—And Soon

Armstrong Declares Efforts to Block FM Will Fail

PREDICTING that within three or four years FM will have more listeners than AM and within the next ten years FM will outnumber AM stations, Maj. E. H. Armstrong, inventor of the FM system of broadcasting, declared Wednesday night at a New York broadcast-er who does not apply for an FM license “is on very dangerous ground.” Perhaps more frequent-ly will be made available in some areas, he said, but if they hold off too long, “somebody’s going to get left.”

Speaking at an FM session at the Ambassador Hotel, Atlantic City, in his absence, his representatives, Gen. David Sarnoff, RCA presi-dent, to the NBC affiliates’ meeting last Saturday, Maj. Armstrong declared that “when I see a statement that the major improvement in the technical side of the radio art have come out of the laboratories of the manufacturers, then I say there is such a statement cannot be permitted to be made."

Listing the independent in-ventors whose work, he said, “is being sterilization stories of everything that was done in the radio art up to the advent of FM and television,” Maj. Arm-srong charged that to attempt to Americanize now, the idea that all advancement in the radio art has been made by manu-facturing companies “is the most monstrous and the most pallid historical fact that I have ever seen in 40 years of radio.”

Reviewing the long flight to get FM started, he said that the change in the FM broadcasting law, resulting in the fact that the advocates of FM have been working primarily before the war and the radio manufactur-ers, by tying up all the con-densers for AM sets, made it im-possible to produce FM sets any earlier.

Obstacles to FM

“There have been still are manufactur-ers and organizations that are doing everything within their power to sink the FM system. Perhaps the most serious incident in a long series of obstacles set up in FM’s path. None of these obstacles has been or will be suc-cesful—we have too much momen-tum.”

Three outstanding advantages of FM to the broadcaster were cited by C. M. Jansky Jr., of Jansky & Bailey, who said: “FM broadcasting stations can deliver high grade noise and interference-free service which will be the same day and night, all year, in one size, areas for FM stations or even modest power being greater than those of most AM stations. FM offers the opportunity to cover areas of any size on a network basis by inter-connecting a number of stations by direct reception, with a great saving in line charges.

Because of its selectivity, noise and interference-reducing properties, it is possible with FM to deliver to all listeners within the normal coverage area of a station programs of outstanding high fi-delity, a degree of fidelity possible with AM.”

“It is the duty of the radio engi-neer to see to it that these funda-mental advantages are fully utilized,” Mr. Jansky declared. “It is the duty of every broadcaster, in his own interest if he is to survive, to study and understand FM and its uses. Do not let this progress pass him by, and he will find himself a victim of tech-nological obsolescence.”

Musical FM programs, relayed from Philadelphia as far west as Boston, the programs traveling to Atlantic City by way of Paxton, Meriden, and Alpine, were presented for the delegates. The clear reception of the signal from Alpine, 110 miles from the nearest city, served to illustrate, was cited as proof that FM transmission is not limited to line-of-sight.

Royal V. Howard, NAB director of engineering, presided at the session which was attended by some 550 delegates and guests.

Model Bill

(Continued from page 19)

ward to AM on a schedule similar to the FM Commission’s weekly schedule. The procedure, shall the Commission feel that the requirements of the station license or the provisions of this Act.”

"(b) Any license for the operation of a radio station under this Act shall be renewed for a term of not more than five years, but when renewed may be revoked as provided in section 305 of this Act. Such license, and upon application therefor, or in any proceeding or action, the Commission relating to the particular business of the licensee, or the operation thereof, or the business managem-ent, practices, requirements of such applicant or licensee, and such matters shall be considered in any proceeding or action.

(c) No regulations, condition, opin-ion, report, ruling, order, or procedure, shall be promulgated, issued, or amended, that shall not be in accordance with section 308 of this Act.

SEC. 6 (a). Subsection (f) of Section 303 of such Act is amended to read as follows:

“(f) Makes such regulations not in con-sistent with law, or as it may deem necessary to prevent interference be-tween stations, so to carry out the provisions of this Act: Provided, how-ever, That no change in the classifi-ca-tion of a station authorized by the Commission shall be made without the consent of the station li-censee or without the consent of the public hearing, the Commission shall determine that such change will promote public convenience of interest or welfare.

(b) Section 303 of such Act is further amended by striking therefrom subsection (1).

(c) Subsection (1) of Section 304 of such Act is amended to read as follows:

“I have authority to make general

rule and regulations requiring stations to keep such records of transmissions of the character and nature as may be necessary to enable the Com-mission to perform its function of regulating the operation of such station in accordance with section 305 of the station license and the provisions of this Act.”

SEC. 7. Section 307 of such Act is amended by striking therefrom subsec-tions (b), (d), and (e) thereof and inserting in lieu thereof a new sub-section (b) to read as follows:

“(b) No license for the operation of a radio station under this Act shall be re-newed for a term of more than five years.

SEC. 8. Subsection (a) of section 309 of such Act is amended to read as fol-lows:

“(a) If upon examination of any application for a construction permit or a station license or revoca-tion procedure instituted in accord-ance with section 312 hereof. Such application and such statement of fact shall be signed by the applicant or licensee in such a manner as to establish an actual or apparent violation of the terms of the construction permit or station license. Provided, however, that the applicant or licensee, and such violation be such as to prejudice the public interest, convenience, or necessity of the Commission,

SEC. 10. Subsection (b) of section 312 of such Act is amended to read as follows:

"(b) No instrument of authorization granted by the Commission entitling the holder thereof to construct or to operate a radio station and which is not valid nor shall be deemed to be invalid, shall be transferred to any other person, voluntarily or involuntarily, directly or indirectly, or by operation of law, or any corporation holding such instrument of authorization to any person except upon application by the pro-posed transferee or assignee to the Commission with the consent of the proposed trans-feree or assignee, and such application shall be accompanied by a statement of the kind and purpose of the new corporation and if the Commission shall designate the application for hearing and upon filing by the Com-mission that the proposed transferee or assignee possesses the qualifications re-quired of an original permittee or li-censee. If, upon examination of any application provided for in this sub-section, the Commission shall find that the proposed transferee or assignee possesses the qualifications required of or li-censee, the Commission shall authorize the trans-feree or assignee to operate such radio station and the Commission shall designate the application for hearing.

SEC. 11. Section 311 of such Act is amended to read as follows:

"APPLICATION OF ANTITRUST LAWS. SEC. 111. The granting of a license shall not deny to any person, or those acting in concert with or against such person, any unfair methods of com-petition or for a violation of the law of that the Commission shall not refuse to grant licenses to such persons or any combination of such persons, in violation of the Anti-Trust Laws, and the Commissioners are hereby authorized to consider the effect of such applications and in the event that the Commission shall find that such application would tend to prejudice the public interest, convenience, or necessity of the Commission, to deny such application and to notify the applicant in writing of the grounds for such denial."

SEC. 111. Section 312 of such Act is amended to read as follows:

"(b) The Commission shall determine at the request of the (Continued on page 20)
Help Wanted

Young woman who can write with a punch! 1000 watt midwest, network region station seeks continuity staff with experience. Must have ongoing experience plus ability to communicate with continuity staff. Salary guaranteed. Send $50 in 48 hour period for additional information. Write to Box 505, BROADCASTING.

WANTED--An experienced writer who has a flair for putting material together in a manner that makes sense. Must have good news writing ability. Must have experience writing for the evening show. Write to Box 510, BROADCASTING.

WANTED--A qualified writer who can write and rewrite news copy and other pieces that will sell our product. Must have experience in news writing and have the ability to write under pressure. Salary guaranteed. Send $50 in 48 hour period for additional information. Write to Box 512, BROADCASTING.

WANTED--Topflight writer for news copy and other pieces. Must have experience in news writing and have the ability to write under pressure. Salary guaranteed. Send $50 in 48 hour period for additional information. Write to Box 514, BROADCASTING.

WANTED--A (Continued)

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MULTIPLEXING DEMONSTRATED TO NAB CONVENTION GROUP

MULTIPLEXING sound and facsimile, the simultaneous broadcasting of both, was demonstrated to delegates at the NAB convention in Atlantic City through a combined effort of Alden Products Co., manufacturer of FM equipment, and WPEN-FM Philadelphia.

The dual transmission was accomplished by diverting the upper 2500 cycles of the 15 kc FM band for broadcasting the facsimile signals, leaving the other 12.5 kc free for regular sound transmission. According to Bob Compton, director of radio engineering of the Philadelphia Evening Bulletin, operator of WPEN and WPEN-FM.

Mr. Compton explained that this is ample space for good sound transmission for speech and for music, but adds that the station found it necessary to attempt multiplexing in connection with high fidelity programs, such as symphony concerts. For news or any talk program, however, there are two separate ordinary monophonograph records that the dual transmission is satisfactory, he stated.

"We feel that an multiplex operation for sound and facsimile has definite possibilities for the FM operation in that it offers him a new service without bringing about the possible loss of his listening audience during his facsimile broadcast periods," Mr. Compton said. WPEN-FM, he added, plans on broadcasting a few programs each hour during its daily period of FM sound broadcasting, utilizing this multiplexing process.

Requests for information on either maps, cartoons, and similar pictorial material can be multiplexed satisfactorily as well as columns of type, Mr. Compton said. Photographs of delicate shading are avoided, he explained, as they do not reproduce well in the remote reaches of the station's service area as the noise level is high and WPEN-FM plans to devote much of its facsimile transmission to serving rural areas at some distance from the city.

In demonstrations of multiplexing were chiefly newscasts, the printed words and pictures accompanying the voice newscasts.

NAB EXHIBIT CHANGES ADVANCED THURSDAY

SUGGESTIONS for improvements in the exhibits and exhibition space at the 1948 NAB convention were offered and discussed by exhibitors at this year's convention Thursday morning at a session called for NAB members by Mr. Green, NAB director of special services.

One suggestion was that the transcription companies exhibiting at the convention should have a place to play their recordings fairly close to their exhibit booths. Another concern the height of back walls, with some expression of opinion that the Atlantic City hall were about standard height. Richard B. Scott of General Electric Co., named temporary chairman of the group, prepare a memorandum of the proposed changes in exhibition hall conditions and send copies to the ten companies represented at the meeting.

FOR SALE

250 WATT Network Station

Newly established 250 watt network station in Illinois—cleared approximately $1,060.00 in July could be made to operate wholly or in part, or to be annually if carefully managed. Set up with complete market service in a rich area. Transmitter and studio in one unit effective economy of operation. Financing can be arranged for part of the purchase.

Price: $35,000.00.

Write

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D.C. BOSTON, MASS. CHICAGO, ILL. MONTREAL, CAN. COQUITLAM, B.C.

1520 Massachusetts Ave., Washington 5, D. C. 150 Boylston St., Boston 6, Mass. 835 S. Canal St., Chicago 6, Ill. 7505 Galloway Ave., Montreal, Que.

September 22, 1947 — Page 85
**Text of Code**

(Continued from page 17)

Physical agony should never be presented in detail.

Episodes involving the kidnap- ping of children should never be employed.

Sound effects, calculated to mislead, shock, or unduly alarm the listener, should not be used.

**Physical and Mental Afflictions**

Program material which depends upon physical or mental imperfections or deformities should not be used in a way which will tend to offend sufferers from similar defects.

The presentation of insanity or other mental or physical malad- justments for any sort of plot development should be approved only if within the bounds of good taste.

**Simulation of News**

Fictional events and non-news programs should not be presented as authentic news, broadcasts, or news announcements.

Sound effects and expressions characteristically associated with news broadcasts, such as “bulletin,” “flash,” “flash,” “break,” “here’s news,” “attention,” should be reserved for the announcement of news and should not be used for any other purpose except where no possible confusion may result.

**Ligation**

Comment or opinion on pending litigation which could reasonably be construed as an attempt to influence a decision or which might otherwise obstruct the orderly course of justice should not be used.

Simulation of court atmosphere or use of the term “court” in a program title, in such a manner as to create the false impression that the proceedings broadcast are vested with judicial or official authority, should not be employed.

**Professional Advice**

Broadcasting of legal, medical or other professional advice, diagnosis or treatment should be permitted only in conformity with the law, and recognized ethical and professional standards.

**Sports Events**

The regular and recurrent broadcasting of information relating to prevailing odds on any sports event, the effect of which could be expected to encourage gambling, should not be permitted.

**SECTION 2—STANDARDS FOR SPECIFIC PROGRAMS**

**News Broadcasts**

1. News broadcasts should keep the people informed—fairly, accurately and without sensational treatment.

2. News commentary and analysis should be clearly identified as such. The broadcaster’s news service should be fair, balanced and unbiased, representing all significant and pertinent phases of opinion upon issues of public impor-

3. Broadcasters should be at all times responsible for the control of the content and format, and presentation of all news, commentary and news analysis broadcasts.

4. In no circumstance should such responsibility be delegated to a sponsor or other person or agency.

5. Newscasts should be distinctly set apart from the news presentation.

6. News should be broadcast in such a manner as to create alarm or panic.

7. Good taste should always prevail in the selection and handling of that portion of the broadcast which should be handled without morbid, sensational or alarming details.

8. Broadcasters should exercise particular discrimination in the acceptance and placement of commercial announcements on news programs. Special care should be used to avoid those sound effects, singing commercials or other devices which, while acceptable in other programs, would not be appropriate when used in connection with news programming.

9. No middle commercial (announcements preceded and followed by regular or analytical news content) should be included in programs of news, news commentary and news analysis which are less than fifteen minutes (14:30) in length.

10. News programs should be distinctly set apart from the news content.

**Frey, Rine Win Golf Tournament**

Frey has 74 Low Gross; Rine Takes Low Net Honors With 65

GEORGE FREY, NBC New York, shot a two-over-par 74 to win the 12th annual NAB Golf Tournament for the Broadcasting Magazine low gross trophy against a field of 60 broadcasters from 22 states at Atlantic City Country Club on Sept. 14.

Mr. Frey went one over par on each nine to take the title, carding 11 pars and three birdies. He was five strokes ahead of his closest competitor, George Bolling, Bolling Co., New York, who had a 79.

The low net title was taken by William E. Rine, WWVA Wheeling, W. Va., who posted a 93—30—65. Mr. Frey also had a 65 net by virtue of a 9 handicap, but since he won the low gross the net trophy went to Mr. Rine.

Ken Carpenter, Bolling Co., Chi-cago, was runner-up to Southpaw Rines with a 67, while Jack Popple, WOR New York, and Bob Harrington of WSYA Harrisonburg, Va., tied for third with 69.

**Frey has...**

**Rine Takes...**

**Low Gross**

**Low Net**

Mr. Frey...low gross score.

Mr. Rine...low net score.

**Harrington of WSYA Harrisonburg, Va., tied for third with 69.**

**Broadcasting** Magazine awarded

**the silver cups to the winners and played host to a 19th hole cocktail party.**

**Mr. Frey...low gross score.**

**Mr. Rine...low net score.**

**Harrington of WSYA Harrisonburg, Va., tied for third with 69.**

**Broadcasting** Magazine awarded

**the silver cups to the winners and played host to a 19th hole cocktail party.**

**Frey has...**

**Rine Takes...**

**Low Gross**

**Low Net**

Mr. Frey...low gross score.

Mr. Rine...low net score.

**Harrington of WSYA Harrisonburg, Va., tied for third with 69.**

**Broadcasting** Magazine awarded

**the silver cups to the winners and played host to a 19th hole cocktail party.**
should be supplied for such use. No offer (other than free copies of the message presented) should be permitted on religious programs. No appeal for funds should be permitted on such programs.

Crime and Mystery Programs

In determining the acceptability of crime and mystery programs, due consideration should be given to their possible effect on all members of the family and the following should be observed:

1. No program should be accepted which by its nature tends to make the commission of crime attractive.
2. The use of multiple crimes of violence and the use of horror for its own sake should not be permitted.
3. Law enforcement should be upheld and portrayed with respect, characterization of officers of the law as stupid or ridiculous should be avoided.
4. Programs which exalt the criminal or condone the crime should not be presented.
5. Criminals should always be punished either specifically or by implication.
6. The techniques and methods of criminals should never be presented in such detail as to inspire imitation. Blueprints for crime should be avoided.
7. The commission of crime should not be treated in a frivolous, cynical, or callous manner.
8. Murder, or revenge as a motive for murder, should never be justified.
9. Brutal killings, torture or physical agony should not be presented in detail.
10. Episodes involving the kidnapping of children should not be broadcast.

11. Suicide should never be presented as a satisfactory solution of any human problem.

Children's Programs

General

Programs designed for children require the closest supervision of broadcasters, both as to content and method of presentation. Programs should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play and honorable behavior.

Programs for children and young people should be designed to meet the following:

1. They should convey the commonly accepted moral, social and ethical ideals characteristic of American life.
2. They should contribute to healthy personality development. They should contain no material which jeopardizes sound character development.
3. They should provide opportunities not only for entertainment but also cultural growth.
4. Criminals should not be portrayed as heroes. Cruelty, greed and selfishness should not be presented as worthy motivations. Unfair exploitation of others for personal gain should not be made

WIDE OPEN NAB code discussion was led by this group, who took active part in its drafting (seated, l to r): Harold E. Fellows, WEEI Boston; Ken R. Dyke, NBC; Edgar L. Bill, WMBD Peoria; John M. Outler Jr., WSB Atlanta; Harold Fair, NAB program director; Merle Jones, WCCO Minneapolis, Program Committee chairman; Robert D. Swezey, MBS, Special Standards chairman.

Code

(Continued from page 15)

Tuesday, feeling prevailed that the convention was well on the way toward endorsement of the code by the code drafters—the Special Standards of Practice Committees of which Robert D. Swezey, MBS vice president, is chairman, and the Program Executive Committee, headed by Merle S. Jones, WCCO Minneapolis.

Then came the statement by FCC Chairman Charles R. Denny that the association needed a code and that the Commission would take recognition of a station's adherence to its provisions (see separate story). At first many delegates feared their own code would become a second Blue Book, but soon most of them put aside worries about Commission's policies and returned to the serious job of writing a set of standards.

The code had jumped off to a start even before general convention sessions opened Tuesday as a result of approval by NBC, CBS and MBS officials or affiliate groups. ABC affiliates recommended that no code be adopted at the convention, not in itself a mandate against adoption by the board under the authority vested in it by the by-laws.

In the introductory talks by code drafters, Edgar L. Bill, WMBD Peoria, chairman of the subcommittee on general practices, said the group faced a choice between government and self-regulation. The government is getting deeper into the programming field, he said. The answer, he proposed, is to make radio a more useful means of communication.

Mr. Swezey opened reading of the code, inserting remarks on certain provisions.

John M. Outler Jr., WSB Atlanta, chairman of the commercial practices subcommittee, commented briefly on the section governing violence. He said and E. Fellows, WEEI Boston, member of the commercial practices subcommittee and District 1 director, carried the load on the hottest part of the document, Section 3, dealing with commercial practices. He asked frank and open discussion and recalled how hard the committee had worked in the preparation for draft.

Mr. Fellows said the "nutshell" version of the code in the Tuesday daily convention issue published by BROADCASTING graphically summed up the entire document. This version was limited to one hour and 30 minutes commercial time allowed in any quarter-hour program.

Mr. Fellows suggested substitution of "15 minutes" for "quarter-hour."

The committees had encountered most difficulty in the limitation of commercials in participation and multi-sponsor programs, he said, and floor discussion reflected disagreement on the limit.

Red Cross, WMZ Macon, Ga., enlivened the opening discussion by suggesting that Chairman Denny's statements might be construed as "enlarging the capacity of the code."

Anti-trust angles of code enforcement were discussed at length by Judge Miller, who had reviewed this phase of code operation in Tuesday morning keynote address (see separate story).

Members of the Special Standards of Practice Committee, besides Messrs. Swezey, Bill, Fellows and Outler, are George C. Biggar, KRC Cedar Rapids, Ia.; Eugene Carr, WPAY Portsmouth; Roger W. Clipp, WPIL, Philadelphia; Walter J. Damm, WFMJ Milwaukee; Ken R. Dyke, NBC; Gilson Gray, CBS; Gayle V. Grubb, KGO San Francisco; C. T. Lucy, WVR Richmond.

Members of the Program Executive Committee, besides Chairman Jones and Messrs. Bill and Swezey, are Philip Carlin, MBS New York; Arthur B. Church, KMBK Kansas City; Stanley E. Hubbard, KGUI, Peru, Indiana; Louis St. Dis Meines; H. W. Slavick, WMN Memphis; Glenn Snyder, WLS Chicago; Davidson Taylor, CBS; E. Vadeboncoeur, WSYR Syracuse.

Harold Fair, director, NAB program dept., participated actively in preparation of the standards.
NETWORK OFFICIALS, affiliates, and guests at the head table at the CBS dinner for affiliates Sunday night in Atlantic City included: (1 to r.) Ken Brown, KWFT Wichita Falls, Tex.; H. V. Akergar, CBS vice president in charge of station relations; Clyde F. Coombs, KARM Fresno; Frank R. White, network vice president and treasurer; NAB President Justin Miller; CBS President Frank Stanton; FCC Chairman Charles R. Denny; I. R. Lounsberry, WGR Buffalo; Joseph H. Ream, CBS executive vice president and secretary; W. H. (Slim) Summerville, WVL New Orleans; Adrian Murphy, CBS vice president.

CBS Affiliates Endorse New Code
Paley Saw Need Year Ago, Affiliates Are Told By Stanton

Strong endorsement of a standards of practice code for the radio industry was voted Monday night by the Columbia Affiliates Advisory Board at a dinner-meeting at the Hotel Traymore in Atlantic City held in conjunction with the 25th Annual NAB convention.

Frank Stanton, CBS president, in announcing the CAAB's vote, declared that it was William Paley, CBS board chairman, who first noted the need for such a code in a talk before the 1946 NAB convention in Chicago.

At that time Mr. Paley charged radio broadcasting with "advertising excesses" and "too high a percentage of commercial copy or material which is irritating." He also charged that it was not the advertisers who were at fault, but the broadcasters. He then said the "code is an industry-wide code of standards strongly supported and strongly publicized by broadcasters."

Board Members

The nine men who make up the board represent the 161 independently-owned stations affiliated with Columbia. They meet with CBS officials several times a year, usually at Columbia's New York headquarters.


CBS officials attending the meeting, in addition to Mr. Stanton, were: Joseph H. Ream, executive vice president; Frank K. White, vice president and treasurer; Adrian Murphy, vice president; H. V. Akergar, vice president in charge of station relations; Earl H. Gummans, vice president in charge of Washington office; William C. Gittinger, vice president in charge of sales; Edwin Buckalew, director of the Western Division station relations; Ralph Hatcher, manager, co-op division, and William B. Lodge, director general engineering.

CBS opened its convention activities by a dinner at Hotel Traymore for its affiliates, attended by more than 500 broadcasters, government officials and business leaders on Sunday, Sept. 14.

Among those attending were: Chairman Charles R. Denny Jr., and Comrs. E. M. Webster and E. E. Jett of the FCC and the following members of the FCC staff—Benedict P. Cottone, general counsel; David C. Adams, assistant to the general counsel, and William R. Massing, chief of the License Division.

NAB Executives Present

Top NAB executives present included Judge Justin Miller, association president, and A. D. Willard Jr., executive vice president. Also attending were Frederic R. Gamble, president, American Association of Advertising Agencies; C. E. Hooper, W. Ward Dorrell and Fred H. Kenkel, of C. E. Hooper Inc.; John Churchill, director of research, Broadcast Measurement Bureau; Dr. Sydney Roolso, of The Pulse Inc., and Rodney Shearer, vice president of the A. C. Nielsen Co.

The dinner was presided over by Mr. Stanton. Entertainment was under direction of Werner Michel, assistant director of programs for CBS. Charles Collingwood of the CBS news staff was master of ceremonies.

Among CBS executives at the dinner: Mr. Ream, Mr. White, Mr. Murphy, Mr. Akergar, Mr. Gittinger, Mr. Buckalew; L. W. Lowman, vice president in charge of television; Howard S. Meighan, vice president in charge of station administration; David Taylor, vice president and director of public affairs; D. W. Thornburgh, vice president in charge of Western Division.

Julius Braun, secretary and general attorney; Carl Burkland, general manager WTOP Washington; Wendell B. Campbell, general manager WOKX St. Louis; Thomas D. Connolly, director program promotion; George Crandall, director press information; Frank Fulkerson, assistant general manager; WBBM Chicago; Harold E. Fellows, manager of New England operations and general manager, WEEI Boston; Michael J. Foster, trade news editor; Gilson Gray, director of editing; Ralph Hatcher, manager, co-op division; Arthur Hull Hayes, general manager, WCBS New York, Merle Jones, general manager, WCCO-Minneapolis-St. Paul; J. John Karol, sales manager; William B. Lodge, director, general engineering; William A. Schut Jr., Eastern Division manager, station relations; J. K. Smith, director of station relations; J. L. Van Volkenburg, general sales manager, Radio Sales, and Elmo C. Wilson, director of research.

MBS Endorses NAB Proposed Standard
Attitude Toward Code Left Up To Affiliates

Mutual Network management last Monday endorsed the proposed NAB Standards of Practice and committed the network to observance of its provisions should the code be promulgated. The code was taken at a meeting of Mutual affiliates at the Hotel Chelsea, Atlantic City.

The network, however, left to the affiliates themselves the question of code attitude, feeling it was not a matter that could be settled in the brief interlude since announcement of the code Monday morning. MBS felt its affiliates would have ample chance to express their views at the general convention session on the code the next day.

Lewis Allen Weiss, Don Lee Network and chairman of the Mutual board, praised network management under President Edgar Kobak. Robert A. Schmid, station relations vice president, president at the dinner, attended by 350.

Mr. Kobak discussed sales problems, new business and prospects of future accounts.

Robert D. Swezy, MBS vice president and general manager, outlined developments leading up to writing of the proposed NAB Standards, in which he played a leading role. He went into relations with the AFM and told about discussions with SESAC over network performance of that organization's compositions. He told also of problems confronting the network in operating under daylight saving time.

E. P. H. James, manager of sales operations, told the story of the Mutual Listener Study which he said established a Mutual audience, including a listeners' share of U. S. radio homes. Phillips Carlin, program vice president, reviewed the network's plans to capture and hold these listeners with a strengthening program structure, including addition of new personnel. Bert Hauser, in charge of cooperation, explained the network's program scheduling, its branch and its plans for the future.

**ABC Favors New General Code With Station Consideration**

MARK WOODS, ABC president, and Roger Clipp, chairman of the network's stations planning and advertising committee, called for a broad general code for broadcasting at an affiliates' dinner Monday night in the Claridge Hotel, Atlantic City, held coincidentally with the National Association of Broadcasters convention.

Mr. Woods said ABC was in favor of a set of standards which would serve as a guide to the stations. The committee pointed out, however, that individual stations have individual problems and emphasized that no national network, could or should take a definite step on such standards until it had considered the matter thoroughly and had consulted at length with its affiliates. This, he indicated, would be the ABC policy.

Mr. Clipp discussing the same point, said that any code should provide a framework around which local and inter-station cooperation could be given. He stressed that the ultimate responsibility for rendering service rests with individual stations, which must have the means to meet the needs of their particular listeners.

### Station Break

Mr. Clipp, general manager of WFIL Philadelphia, also discussed the importance of station breaks as a source of revenue to individual stations. On this matter he said: "ABC assured your committee this afternoon that it is unwilling—at all times—to make any move which will take station break revenue away from you. As a result of the meeting today, we have assurance that ABC will protect stations against loss of revenue from the use of program material and other similar problems which arise from time to time."

On the matter of business propositions, Mr. Woods was able to give the meeting an optimistic picture. He said current indications, based on billings on hand for the first eight months of 1947, combined with new and renewal business signed to start Sept. 1, are that gross time sales of ABC for 1947 will set a new high and will be at least 6% ahead of the $40,671,130 reported for the previous year.

For the first eight months of 1947 ABC's gross time sales were reported at $27,800,000 as compared with $27,000,000 for the like period a year ago, Mr. Woods said. In addition to the $27,800,000 of billings already on ABC's books, business which continues after Sept. 1 on a non-cancellable basis amounts to about $9,500,000. Commercial announcers resumption of sponsorship on ABC during the remainder of 1947 will bring in an additional approximate $1,800,000 in gross billings, he said.

### ABC's Video Interests

Turning to television and FM, Mr. Woods told the meeting that ABC has taken an option on a TV transmitter location in San Francisco. Locations already have been selected in Los Angeles, Chicago and New York and a site soon will be selected.

In addition, ABC has five television transmitters on order. Assuming the reasonable prompt delivery of engineering equipment, he said, ABC will be on the air with television before another 12 months have passed.

Regarding FM, Mr. Woods said ABC believes that during the next five years the scope of FM will grow to make any more than a preliminary investment, he said, could be ill-advised.

### Enlarge Committee

It was after Mr. Morency's presentation of his resolution to explore the possibilities of SPAC expanding that the committee suggested it might be desirable to enlarge the committee and broaden its scope. He had vigorously opposed the original plan, and several months ago said that the organization of an independent association might result in the dissolution of SPAC.

Although no formal resolution was tabled, the ABC meeting reportedly agreed that SPAC elections would henceforth be conducted by SPAC itself and not by the station relations department of the network which has in the past conducted them.

Committee members present in addition to Mr. Bannister were Walter J. Damm, WTMJ Milwaukee; Niles Trammell, KTBV Los Angeles; Henry Damm, WTMJ Milwaukee; and Milton Greenbaum, WSAM.
All - Industries Radio Drive Is Proposed

Broadcast Adv. Clinic Endorses NAB Plan

PROPOSALS for NAB programs to (1) carry the story of radio's sales effectively to all industries; (2) adapt the principles of the Joske department store radio studies to other retail fields; and (3) do research and promotion on television's sales power were presented to the NAB Broadcast Advertising Clinic at the convention last Monday.

Recommendations for an overall industry presentation, likely to take the form of a sound motion picture and to be directed first to larger and industrial accounts now not using radio, were endorsed without dissent by the approximately 250 station and station sales managers attending the clinic.

Application of Joske Plan

The clinic also authorized the sales managers executive committee, whose subcommittees offered the proposals, to recommend to the NAB board that the television research and promotion project be undertaken under the supervision of the Research Department and the Dept. of Broadcast Advertising. The proposal for application of the Joske plan in other retail fields, which would involve establishment of a retail research bureau, was a recommendation of a subcommittee to the sales managers executive committee.

Meanwhile, the clinic also:
1. Voted a table a recommendation to the industry that incentive commissions on talent charges in program sales be paid to advertising agencies, national representatives, and local salesmen in keeping with station policy respecting commissions on time charges.
2. Approved a report outlining proposed minimum requirements for advertising agency recognition, which envisaged establishment of "community media groups" to review applications and issue or withhold certificates of recognition.
3. Was told that the campaign to increase radio's "tune-in" will bring to radio stations, in October, packages of spot announcements urging listeners to "buy another radio set."

Details of the proposed overall industry presentation of radio's selling power remain to be worked out, and the clinic authorized appointment of a committee for this purpose. NAB board action is necessary to effectuate the project.

Go to the Top

Arthur Hull Hayes of WCBS New York outlined the proposal as a matter for the NAB committee, named last May, in recognition of the growing competition between media, to recommend a plan for presenting radio's story on a parallel with the promotion campaigns of printed media. Mr. Hayes emphasized the need for directing the presentation at top industry levels — the owners and chief executives of companies — as well as at the "working" levels. Pointing the need to gain new advertisers, he suggested that the presentation be made for the whole industry not now using radio, "such as the textile industry."

It was pointed out that a movie would be easy to distribute and might also be edited for showings to civic clubs, schools, advertising clubs and the like. Questions and answers developing during the showings might be compiled into a manual for distribution to members for use in local promotion, Mr. Hayes added. The subcommittee men who worked out the proposal included Chairman Hayes, Lewis Avenue, New York, Robert Gulick of WGAL Lancaster, and Frank E. Pellegrin as NAB Director of Broadcast Advertising.

Only controversy in the clinic centered on the proposal to pay commissions on talent charges in the sale of programs. The recommendation, worked out by a subcommittee and reported by J. W. Kennedy of WFAM Rochester, was designed to improve programming by bringing the incentive to sell programs more nearly in balance with the incentive to sell announcements; the latter, it was pointed out, are commissionable while talent charges for programs in most cases are not.

The plan was challenged from the floor by delegations who felt that it might bring sizeable increases in program costs, that it could work hardship on stations having small financial reserves, and that it might have other undesirable results.

Retail Research Bureau

Mr. Gulick of WGAL submitted the SMEC retail advisory subcommittee's report recommending that the principles of the Joske studies of broadcast advertising's effects in department store sales be applied to other retail advertisers. In effect, authorities said, the plan would involve establishment of a retail research bureau. The studies would cover such retail advertisers as automotive and appliance dealers, specialty stores, theatres, florists, banks, real estate dealers, grocery and drug stores, etc.

The same subcommittee also recommended continued cooperation with National Retail Dry Goods Assn., and said six classifications had been tentatively set up for radio program contests. These are shows for (1) children, (2) teenagers, (3) women, (4) men, and (6) farm programs, and (6) general family and miscellaneous shows.

Eugene S. Thomas of WOR New York, chairman of the television (Continued on page 92)

Advertisers Praise Radio's Selling Power on NAB Clinic

Radio's SELLING power was attested by advertising representatives of four stores at the NAB convention's Retail Advertising Clinic in Atlantic City last Monday.

Approximately 250 station managers heard reports on both the results and techniques of four types of programs presented by L. H. Foster of The Fair, Chicago; Miss Myrtle Green, Wieboldt Stores, Chicago; Richard Bailey, Black's Department Store, Waterloo, Iowa, and Julian Trivers, William Hengerer's Co., Buffalo.

W. T. White, Wieboldt Stores sales manager, who was moderator, said the question of most concern to retailers is not whether radio is effective — they know it is, he said, but what they want to find out is how to make it most effective.

Mr. Foster said that The Fair is now spending $100,000 annually in local radio and that at least 30% of all its commercial copy is institutional. He outlined the use of four daily news programs over two stations, a Saturday children's program, and a Sunday religious broadcast in boosting The Fair's sales volume.

Miss Green said Wieboldt Stores, which entered commercial radio 13 years ago, finds that the musical variety program has gained wider acceptance and a higher rating, she said, is aimed at a definite market. Programs are planned so that instead of being "sponsored" by Wieboldt's, they are "Wieboldt's.

Mr. Bailey said Black's devotes more radio advertising dollars in proportion to newspapers, than any other store, and that "common sense" is the main factor in its radio policy. Local programs, he said, have been highly acceptable, he declared, because they are keyed to "quality, repetition and consistency." The plan is to devote an entire week to the same merchandise in its radio advertising, and links this campaign with the-store promotion of the same products.

Mr. Trivers noted that Hengerer's has broadened its market tremendously and attributed its successful merchandising picture largely to stipulating program broadcast Monday through Friday. He expressed preference for morning hours for department store broadcasts, declaring that the chances for direct sales have been found to be much better during that time.

Joe Dumond, XXL Waterloo, stressed the importance of station management devoting time, effort and money to provide a personalized service job for the retailer.

Miss Lee Hart, NAB assistant director of Broadcast Advertising, told the group that "station retail advertising meetings bring results." She said that if they expect the retailers to do the planning and day to day work that is necessary to develop sound techniques and results in radio advertising, then broadcasters must "lead the way" by doing the same sort of planning and "by selling the how-to-do-it phrases of radio" right along with the selling and servicing of accounts.

STANDING before a convention display are (1 to r): Edward C. Obst, WPEN Philadelphia; Quincy Bracket, WSPR Springfield, Mass.; G. B. McDonal., KBUR Burlington, Iowa; Dietrich Dirks, KTRI Sioux City, Iowa; Mrs. McDonald, and Keith Kiggins, Keith Kiggins Co.
By CHARLES R. DENNY
FCC Chairman

The broadcast work of the FCC

In my Luncheon Speech before the 25th Annual
NAB Convention, Atlantic City, Sept. 17.

(a) Statistics on number of new stations.

Last year's prediction that this industry would outgrow
the facilities of Chicago's Palmer House has proven accurate. Today you hold
your twenty-fourth annual meeting in the largest convention hall in the land.
When I spoke last year there were 1,584 AM stations in operation or under
construction. During the year we brought this total up to 1,861—an increase of 477. Of
these 1,861, about half were prewar stations. The other half have been
established since April 1, 1945, the date when the FCC resumed its normal peace-time
licensing functions.

As a result of these 925 postwar grants, 300 American communities
now for the first time are getting a radio station of their own.

The Commission continues to

Chairman Denny's Luncheon Speech

hold firm to what it considers to be a corner-stone policy of the Communications
Act—that broadcasting is a competitive business. Accordingly, where we have before
us applicants for licenses to use a particular available frequency we shall con-
tinue to make grants. We shall not attempt to fashion an umbrella with which artificially
to shelter this industry from the consequences of free competitive enterprise.

(b) Pending Applications

Having restated our basic policy I should like to address a sentence or two to the applicants whose
cases are still pending before the FCC. Last year when I spoke, there were 659 AM applications
pending. Today, despite the fact that the Commission has disposed of an unprecedented volume of
cases, there are 700 applications pending.

I would like to urge these 700 applicants to make a realistic appraisal of the situation in the light of
all of the available facts. In the light of what I have just said, it is obvious that single
in a competitive business.

A recent survey made by the
Commission shows that in a community under 50,000 it costs an average of $54,000 to build a full-
time station on a local channel. In the larger cities the average cost increased to $56,000. Add to this
the costs of operating a station during the initial period. Then endeavor to make a careful estimate
of whether the new station can be put on a profitable operating basis and how long it will take to do
this. In this connection the recent FCC survey covering 249 new postwar
stations showed that about half the new stations were breaking even or making a profit. Further,
the survey showed that if you are entering a community without radio service at present, your chances of
success are about twice as good as if you were entering a community where you will find competition.

These are business judgments. I have said that the Commission is not going to make them for you.
It does not follow, however, that these business judgments should not be made. It is up to you ap-
pliants to make them.

(c) The Mayflower Doctrine

Last year's convention in Chi-
ago devoted considerable discus-
sion to the question of whether the
broadcasters should editorialize. I
indicated that I believed that the
Commission was open minded in
its decision and would be willing to re-examine its policies on this subject. Now a
hearing having been ordered for August 28th, I shall have
your cooperation in getting all points of view on this question and in arriving at a solution that will be
the best interest of the radio industry. If you are interested in the

(d) The Blue Book

Now let's take a look at the Blue
A WARM SENDOFF was extended by
Dr. Clinton O. Churchill (r), Arthur
Simpson, as the latter's appointment to
the post as manager of WKBW was an-
nounced at the convention.

Book. Its cover is still solid blue. It has not been bleached. The Blue Book stands as fundamental
FCC policy.

Those who have suggested that the color of the Blue Book is fac-
ing point to the fact that the
Commission after hearings has renewed the licenses of six sta-
tions that received prominent men-
tion in the Blue Book. Two things, however, are overlooked.

First, they fail to take into account the real improvement made by the stations in question and their recognition, which we
are convinced is sincere, of their
public service responsibility.

Second, they misconstrue the purpose of the Blue Book. The
Blue Book was issued to make known to the public and the
industry some of the basic questions which we felt should be taken into account in developing
program service in the public interest. It was issued to aid broadcasters in developing a consciousness of
public service responsibility. In addition, the Blue Book indicated the
general outline of our licensing
policy. The Blue Book was never intended to lay down by rigid rule the precise conditions under which
licensing might be proposed. For this reason, improvements in the broadcasting field must come in the first instance from the broadcasters themselves, from their appreciation of their own responsibilities to meet public
requirements. Only when there is a continuance of and a flagrant disregard of these responsibilities does the licensing authority come into play.

In the final analysis the success of this industry and the success of
the governmental licensing au-
thority are not to be measured by the number of licenses issued or
by the number of licenses revoked.

The important thing in broad-
casting is what comes out of the
loud speaker. The renewal appli-
cations and other reports received
since the publication of the Blue Book
give evidence that you are becoming increasingly aware of your responsibilities to the public. Here
in Buffalo, I hope that you are con-
sidering a detailed code by which

(Continued on page 22)
you hope to raise the standards of your industry. In this objective we wish you every success. There is still much to be done. American radio is still too commercial.

However, the discussion seems to have gotten away from the point whether the proposed code is good or bad. Instead, there is a lot of speculation about what is said or what I didn’t say in my article, I am quoted from Jack Gould of the New York Times. Let’s read Jack’s article.

Jack asked me what I thought of the code. Now I quote from the article:

“Charles R. Denny Jr., Chairman of the FCC, said he had not read the code, and, accordingly, was not prepared to express an opinion on its contents.”

Then Jack asked, “Suppose they adopt a code and then a few stations don’t live up to it?”

Now I quote again from his article:

“At the same time expressed the opinion that it would be an appropriate sub-committee, received approval of his group’s recommendation that a “code of basic research procedures in television” be made by research men representing video stations and video advertisers. He said the study would help prevent “unsound promotion” and yet show not only what television advertising can do but what it is already doing.

Lewis H. Avery of Avery-Knodel Inc. outlined a subcommittee’s recommendation for minimum standards for advertising agency recognition. Approval by the clinic cleared the way for preparation of detailed specifications. “Recognition” would be granted to applicant agencies, if they met the requirements, by community media groups. The subcommittee considered it “unfortunate” that an agency recognition bureau could not be set up on a national basis now.

Craig Lawrence of WCPQ Boston reviewed recommendations to change the proposed definition of “retail rate” so that retail chain stores would not be excluded from eligibility to buy time on the “retail rate” basis. Activities of the sales promotion subcommittee were reviewed by John M. Butler Jr. of WSB Atlanta, who emphasized plans for the radio in every room campaign conducted jointly by NBC and the Radio Manufacturers Assoc.

Denny Abstract

(Continued from page 91)

EX-PRESIDENTS of NAB flank Mary Margaret McBride, NBC, William S. Hedges, 1927-28 president of NAB, and vice president of NBC, is at left and J. Harold Ryan, vice president, Ford Industry Co., who served as interim president of NAB two years ago, at right.

All Industries

(Continued from page 90)

ject of inquiry by the FCC if a station sought a renewal of its license. We have a responsibility of our own and we do not intend to abdicate that responsibility. There may be some things in your code which we would regard as a helpful guide. On the other hand the code might contain, as your last one did, some provisions which we feel are contrary to public interest. I refer to the decision in the WHKC case (in which FCC differed from the old code’s provisions respecting controversial issues in a proceeding precipitated by the IAW-CIO).

In the final analysis a code can at most be a guide. The final responsibility is on the individual licensee. He must act according to the judgment of the Commission, for what he does. He cannot shift his responsibility to the NAB. It is not the licensee.

In a sentence—by adopting a code you cannot hope to put the FCC out of business. However, a good code would be a long stride toward the improvement of American radio . . . that is the issue—whether you are willing to undertake it.

Get the code off the side track to which it was shuttled at the last meeting and get it back on the main line.

II. Frequency Modulation

Last year at this time there were 66 FM stations in operation. Today there are 78. 700 additional ones have been authorized.

Friday night the Commission’s Vice Chairman, Commissioner Paul A. Walker, speaking before the FM Association in New York reaffirmed our faith in FM broadcasting. I will not repeat the points which he made there, but there is one thing I would like to emphasize.

There is a spot on the horizon which AM broadcasters will be well advised to note. It is the Continental Network. This is a network of 27 FM stations. For the most part these stations are not tied together by wire. One FM station picks up the air and retransmits it for another station. Then the retrans-
In that during the broadcast, an audience increase is observed, and both results are sure to be achieved—many listeners are bound to switch from the radio to television programs.

"This will reduce the audience of sound-broadcasting stations." "Such an action must continue by standing still," he said. "There is no protection except in progress."

Network Possibilities

As for networks, said General Sarnoff, new facilities for interconnection "will be made available within five years after coast-to-coast transmission is achieved."

Television, said General Sarnoff, "will reach the home by radio as free to the receiver as broadcasting is now.

He denounced as "an idle dream" the system of "so-called wired phone-visions" which was demonstrated to the committee.

Economic Considerations

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As for networks, said General Sarnoff, new facilities for interconnection "will be made available within five years after coast-to-coast transmission is achieved."

Television, said General Sarnoff, "will reach the home by radio as free to the receiver as broadcasting is now.

He denounced as "an idle dream" the system of "so-called wired phone-visions" which was demonstrated to the committee.

Economic Considerations

"The television audience increases and programs improve—and both results are sure to be achieved—many listeners are bound to switch from the radio to television programs.

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Denny Abstract

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monopoly on television? Pictures of television sets are appearing in magazines that circulate throughout the land. Soon the good people of Memphis, Kansas City, Denver, Atlantic City, and a hundred other cities are going to start asking—"When do we get television?"

It is our clear duty—yours and mine—to do everything within our power to see that this new service reaches the maximum number of American communities.

To this end we earnestly solicit your suggestions as to what can be done to bring television to a greater number of American homes. We are anxious to mold our policies so as to facilitate your entry into this field.

What are the barriers that today stand in your way? For the most part they are economic. Many of you while willing to plow into television a reasonable share of your profits and earnings have found that you just cannot afford it. Among other things you would have to provide: a transmitter, an antenna, cameras, a film of original programs, and personnel. Even costly, you would have to arrange for the origination of programs.

Suppose it could be arranged for you to enter television simply by installing a transmitter and an antenna. Suppose instead of building a five-minute segment for your five-minute program and attributing to it that you would build in smaller adjacent communities and link to the key transmitter by radio relay? Several stations in different communities would link with the studio or mobile pickup unit and move it from place to place for the origination of programs. Thus, little clusters of television stations might be spawned in various parts of the country. Then as the coaxials and microwave relays reach across the nation these little networks might be joined together becoming a single television service to emerge.

In this way television might be nursed through the tender period of its infancy. Once there was sufficient economic support, licensees would no doubt install their own cameras and studios as to make possible the origination of television programs in their own communities.

Surely, this would be a radical departure from the present plan as we have known it in aural broadcasting. But perhaps a subscriber to the future will tell us that such a detour is necessary if we are to fulfill our obligation to bring television service to homes throughout this country. At least this plan is worthy of consideration and we would like to have your views as to what can be done.

IV. International Broadcasting

At the Atlantic City Conference we have become acquainted in some detail with the plans of the rest of the world in the field of international broadcasting. With but one exception, the nations of the world are engaged in this field. Unfortunately, the one exception is the United States of America. We have been reducing our international broadcasting rate of speed.

Suppose, with the clear duty of our country's foreign policies placed upon our country a heavy responsibility in world affairs. We must prove equal to the task. The world wants to know what America is thinking. We must make known our way of living, our system of government, and the policies which guide our international affairs.

We have here an obligation to do everything possible to strengthen the "Voice of America." The voice that reaches out from our shores must be firm and clear. It must speak the truth in all the basic languages of the world and be heard throughout the world. The "Voice of America" must play its part in the fulfillment of the prophecy that—"Nation shall speak peace unto nation."

Text of Code

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associated with burial should not be accepted unless both the program and the commercial copy are handled in accordance with the highest standards of good taste and business ethics.

11. Products which are not acceptable conversational topics in mixed social gatherings.

12. Any product or products claiming similar functional service should not be accepted unless both the program and commercial copy are handled in accordance with the highest standards of good taste and business ethics.

13. Any school, educational institution, person, firm or organization offering services of a professional or specialized character to advertisers and broadcasters has satisfied himself that the institution or organization is able to fulfill all claims made and incumbrances offered in its commercial copy.

14. Professions in which it is deemed unprofessional to accept.

Product or Service Claims

Broadcasters should not accept for broadcast:

1. Advertising statements or claims of product, service, or industry that are factually incorrect.

2. Mislating statements of price or sales promotion comparing price or value with that of products with which they are or cannot be described or dramatically describe or morbidity involving ailments.

3. Unfair affronts. ABF: CCFA: competes, competing products, or other industries.

4. Claims that a product will effect

Elimination of commercials

If broadcasters should practice care in the production and presentation of commercials. Disturbing or suggesting songs, effects or devices,


debut from the present plan

in the case of "cow-catcher" commercials, the program should be signed off after the payment for the commercial is made.

2. Suppose we have a "hitch-hike" commercial, you can later begin the war with the coaxials and microwave relays traversed to homes. We will have over 40 transmitters in operation. By 1944 we were broadcasting over 1,000 hours of programs per week. In an international basis should be of considerable interest.

4. "Voice of America" was beaming programs to every corner of the earth. Then began the downward spiral. A year ago our programming had declined to 432 program hours per week in 21 languages. Today our operation has been reduced to 239 program hours per week. The United States now occupies a poor third place in international broadcasting. The "Voice of America" has become:

No longer speaking to you about this situation I am, of course, aware that of the 2,000 broadcasters at this meeting only 7 hold shortwave licenses. Nevertheless, as the international thinking, of what America is thinking. We must make known our way of living, our system of government, and the policies which guide our international affairs.

We have here an obligation to do everything possible to strengthen the "Voice of America." The voice that reaches out from our shores must be firm and clear. It must speak the truth in all the basic languages of the world and be heard throughout the world. The "Voice of America" must play its part in the fulfillment of the prophecy that—"Nation shall speak peace unto nation."
Radio is barely past its twenty-fifth birthday. Relatively few can claim 18 years' experience in the broadcasting industry . . . and darned few can boast of 18 years with the same station.

But that's the history of Eldon A Park, whose only full-time employer during his thirty-eight years has been WLW.

He's in a rut, you say? Then consider: In his 18 years with The Nation's Station, Eldon has come up from part-time office boy to Vice-President in Charge of Programs . . . with administrative responsibility for the million dollars a year WLW spends on programming.

As everyone who knows him will testify, there's no secret behind the success of this "Horatio Alger of Crosley Square" other than conscientious hard work and vigorous enthusiasm for the job.

One tenet Park lives by, however, has served him well . . . "encourage new talent—never give newcomers the brushoff." Because as he looks back over the long roster of radio stars who began their careers at WLW, he's convinced there's plenty more where they came from.

Under Park's supervision, and with the able assistance of Chet Herman and Milton Wiener, the WLW Program Department is a smoothly-functioning organization comprised of scores of writers, producers, directors, musicians, announcers, and talent of all types. It is more than adequately equipped to turn out anything from a spot announcement to a full hour of musical-variety . . . and do it in the professional manner which has won the station many top national awards for program excellence—has built and retained one of the largest, most-loyal audiences in the world.
"INFO. PLS." and "PARKY" JOINING NEON-NAME SWING TO MUTUAL

New Fall Line-up of World's Largest Web
Features More Stars Than Ever Before

The swing started in June. First came Martin Block, the air's No. 1 Disc Jockey (courtesy Warner Brothers) to liven Mutual's afternoon schedule. Next, we welcomed Kate Smith, radio's beloved first lady who, with Ted Collins, occupies her traditional spot at high noon. In August, Jim Backus (sponsored by Pharmaco) got on the bandwagon. Then in September and October, in swift succession, Mutual will have Jimmie Fidler and "Information, Please" and Parkyakarkus and Billy Rose.

MORE BIG NAMES—MORE GOOD SHOWS
But that is not the whole story. For, since the summer, Mutual has added new programs that will attract more and more radio listeners, and welcomed back old favorites which have been on summer vacation. Look for these and many others in our Fall schedule: "Song of the Stranger," "Adventures of Charlie Chan," "Juvenile Jury," "Sherlock Holmes," "Scarlet Queen," "Opinion-Aire," "Quiet Please," "Stop Me If You've Heard This One," "Zane Grey Show," to say nothing of such long-standing favorites as Basil Rathbone in "Scotland Yard," "Chicago Theater of the Air," "The Shadow," "Family Theater" (with top Hollywood stars each week), "Leave It to the Girls" and others too numerous to mention.

MORE NAMES TO COME
Even then, this is not the whole story. For we are negotiating for still more big-name, popular shows. To stations, advertisers and agencies we say: "Watch Mutual—or better yet, listen to Mutual."

P.S. "Information, Please" and "Parky" are co-op programs—the most important recent additions to the fastest moving and most successful Co-op Department in the business. For full details of availabilities on these and other programs including Kate Smith, Fulton Lewis, Mediation Board, Meet the Press, Cedric Foster and Cecil Brown, we suggest you write, wire or telephone the Co-operative Program Department.

Mutual Broadcasting System
WORLD'S LARGEST NETWORK