A Salute to the
RADIO STATIONS
of the
Columbia Broadcasting System
from
CAMEL Cigarettes

We are proud to join you and the Motion Picture Industry in helping to maintain the magnificent work being done by the Motion Picture Relief Fund and its Country House ...through The Screen Guild Players Program.

CAMEL CIGARETTES PRESENT
The Screen Guild Players
FALL PREMIÈRE OCTOBER 6
BING CROSBY • INGRID BERGMAN
"The Bells of St. Mary's"

MONDAY EVENINGS • Columbia Broadcasting System
10:30 P.M., E.T.  9:30 P.M., C.T.  8:30 P.M., M.T.  7:30 P.M., P.T.

NEXT WEEK: BOB HOPE, DOROTHY LAMOUR
"MY FAVORITE BRUNETTE"
Advertisers and Agencies AGAIN

VOTE TOP AWARD TO WCOP

"...for outstanding audience promotion of ABC Programs"

For the second consecutive year WCOP wins one of the three top awards for outstanding audience promotion in Group 1 (for cities of over a half-million population).

These awards are based on an ABC poll of advertisers and advertising agencies. Naturally, we're delighted. But we don't work to win awards for the station; we work to sell merchandise for advertisers. There's no secret to WCOP success. Here are three good reasons for it:

**The market** is America's third richest and it's gathered compactly into the most densely populated area in America. Radio reaches Greater Boston more efficiently than any other medium, because here is America's highest per capita ownership of receiving sets.

**WCOP programs** have won tremendous Greater Boston acceptance, because outstanding local programs are developed to match the high quality of our ABC network shows. Constant advertising through courtesy announcements, outdoor boards, window displays, and newspapers in Greater Boston and in 90 suburban towns keep a great audience constantly alerted to program events.

**WCOP merchandising** combines smart planning with constant leg-work to keep advertisers' products continually in the mind of the retailer at the point of sale. Regular mailings to dealers, window displays, a monthly dealer magazine, "Sales Spotlight" and personal calls keep cash registers jingling for WCOP advertisers. That's the award we work for (and win) every day—increased sales for WCOP clients.
Announcing...

the appointment

of

WEED and Company

as exclusive

national sales representatives for

WCBM, Baltimore affiliate of

the Mutual Broadcasting System

WCBM

John Elmer, President
George H. Roeder, General Manager
EDITOR'S NOTE: Revise item in Closed Circuit Aug. 6 stating FCC Chairman Charles R. Denny would leave FCC by year's end to enter private business or private practice. Make it on or about Dec. 1.

DON'T TAKE too lightly persistent stories about "ripper" bill to dissolve FCC early in next Congressional session. Republican leadership, in high dudgeon over antics of several independent agencies, refurbishing plan to abolish FCC which would terminate tenures of personnel and then promptly enact new bill creating new commission. Thus, President Truman would appoint new members and Senate would get confirmation whack at 'em. Only safe bet from Republican standpoint would be Commissioner Robert F. Jones, for a decade darling of economy-bent leadership.

RUTHRAUFF & RYAN, New York, reportedly readying spot announcement campaign for American Airlines.

MOTION picture industry is going in for editorial films, following lead of radio on editorializing. Plan is to use shorts to sell free American movies on parity with press, radio.

FEDERAL TRADE Commissioner Lowell Mason, who has repeatedly departed from staid FTC procedures, soon will pop plan for enforcement of proposed new NAB code through Trade Conference method under FTC auspices. He is likely to suggest that enforcement be turned over to Trade Commission by NAB.

STRONG opposition to standards by several West Coast independents, who threaten to quit association unless changes are made. They claim code is impractical and threatens financial ruin. President Justin Miller to answer code questions at Oct. 9 luncheon of Southern California Broadcasters Assn.

SURPRISINGLY small number of code comments received at NAB headquarters despite request that membership submit criticisms and suggestions. Since code rewrite committee meeting is only month away, NAB will wire board members asking them to forward letters promptly so preliminary screening can be started. Area of disagreement on vital document at this point affects relatively few paragraphs. Industry standards to become effective next Feb. 1.

CURE will be announced any day for one of television's nagging headaches — apartment house antennas. New type of single antenna will serve all apartments in building. It's simple and won't be architectural eyesore like clothesline installations serving standard band receivers.

AS ANTENNA trouble is cured, though, television must find specific for new ailment—

(Continued on page 80)
The Nashville area isn't a one-crop market. It's a strong, stable buying territory based on a wide range of business and industry, as well as farming. And a net farm income of 121,471,000 dollars yearly, puts plenty of buying power on the farm. So, for a good crop of sales, reach your share of this audience while they are tuned to favorite shows broadcast by WSIX.
Fulton Lewis, jr.

Top Ratings for the “Top of the News from Washington”

Here’s proof that the Fulton Lewis, jr. program commands listeners:

<table>
<thead>
<tr>
<th>STATION</th>
<th>LOCATION</th>
<th>LOCAL RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>WATW</td>
<td>Ashland, Wisconsin</td>
<td>22.5</td>
</tr>
<tr>
<td>WBOC</td>
<td>Salisbury, Maryland</td>
<td>34.0</td>
</tr>
<tr>
<td>WFHR</td>
<td>Wisconsin Rapids, Wis.</td>
<td>20.1</td>
</tr>
<tr>
<td>WFNC</td>
<td>Fayetteville, N. C.</td>
<td>20.8</td>
</tr>
<tr>
<td>WGIL</td>
<td>Galesburg, Illinois</td>
<td>11.1</td>
</tr>
<tr>
<td>WHBC</td>
<td>Canton, Ohio</td>
<td>17.0</td>
</tr>
<tr>
<td>WHIT</td>
<td>New Bern, N. C.</td>
<td>21.5</td>
</tr>
<tr>
<td>WJPA</td>
<td>Washington, Pa.</td>
<td>14.1</td>
</tr>
<tr>
<td>WMBH</td>
<td>Joplin, Missouri</td>
<td>17.0</td>
</tr>
<tr>
<td>WMT</td>
<td>Cedar Rapids, Iowa</td>
<td>13.8</td>
</tr>
</tbody>
</table>

... and so on, throughout the country. Local and national advertisers on 288 stations reach the top-notch Lewis audience. Join up with this outstanding co-op program. Wire for availabilities.

COOPERATIVE PROGRAM
MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

IN THIS ISSUE...
78 Nations Sign Communications Pacts...15
Eiges, Hommond NBC Vice Presidents...15
Economics, Sales Future in ANA List...16
Bron on FM Network Concerts Lifted...17
Roymer Heads Representatives Assn...17
Groceries Contribute Heavily to Radio...18
FCC Plans Record Hearing Schedule...18
Board to Take Up Plans to Expand NAB...20
NAB 1948 Convention Still a Problem...20
Late Subscribers Swell BMB to 455...76
WBAL Baltimore Case Continued...78
FCC Budget Request in Hearing Today...81
Baseball Ban Prompts Anti-Trust Request...82
Radio-TV Draw Huge Series Audience...83

DEPARTMENTS
Agencies...58 Open Mike...80
Allied Arts...52 Our Respects to...50
Commercial...46 Production...56
Editorial...50 Programs...65
FCC Actions...62 Promotion...54
Management...44 Sid Hix...16
News...52 Sponsors...60
Upcoming...81 Technical...60

At Washington Headquarters
SOL TAISHOFF
Editor and Publisher

EDUCATIONAL
ART KING, Managing Editor
J. Frank Balter, Advertising Editor; Fred Fitzgerald, News Editor; Paul Fulcoe, Art to the News Editor; STAFF: Lawrence Christopher, Jo Haxley, Joseph M. Strick, Mary Schuster; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Dinh, Grace Hargrove, Mary McCauley, Doris Sullivan, Eleanor J. Buena, Secretary to the Publisher.

BUSINESS
MAURY LONG, Business Manager
George L. Datt, Ad; Production Manager; Tom Stack, Harry Stevent, Eleanor Schae.
AUDITING: B. T. Taishoff, Irving C. Miller, Voila Sutherland.

CIRCULATION AND READERS’ SERVICE
BERNARD PLATT, Director
Dorothy Young, David Ackerman, Pauline Arnold, Doris Redding, Warren Sheets, Chapalier Hodgson.

PROMOTION
WINFIELD R. LEVY, Manager
Betty Beckastan.

NEW YORK BUREAU
250 Park Ave., Zone 17, PInv. S-8355
EDUCATIONAL: Edwin H. James, New York Editor; Florence Salm, Irving Marder, Helen Spahn, Bruce Robertson, Senior Associate Editor.
AUDITING: E. J. Paul, Advertising Director; Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CENtral 4116
Fred W. Samlin, Manager; John Oehm.

HOLLYWOOD BUREAU
600 Sunset Boulevard, Zone 28, HEmisphere 8181
David Glickman, Manager; Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg., SInv. 0778
James Montagne, Manager.

Broadcasting * Magazine was founded in 1931 by Broadcasting Publications Inc., using the titles Broadcast Service * The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Copyright 1947 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $7.00 PER YEAR. 20¢ PER COPY

BROADCASTING * Telecasting
This is WMPS at your service

MEMPHIS

68 On your Radio

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

REPRESENTED BY

TAYLOR • HOWE • SNOWDEN Radio Sales

19 WEST FORTY-FOURTH STREET, NEW YORK 18, NEW YORK

BROADCASTING • Telecasting
Feature of the Week

TELEVISION coverage of major parties' national conventions in 1948 will introduce a new influence in the American political scene, Paul Mowrey, ABC director of television, told the first class in a new course on television at American U., Washington, a fortnight ago. Mr. Mowrey predicted a million video viewers, comprising some 130 electoral votes, by next June.

Last week, Walter L. Lawrence, television sales engineer of RCA, explained in layman's terms the technical aspect of the new radio art and cited the many applications video may have even apart from commercial broadcasting. He reiterated the belief that video is an advertising medium of unparalleled effectiveness.

The introductory course in television, featuring outstanding people in the field as guest lecturers, is being offered this fall as part of American U.'s four-year accredited radio curriculum in cooperation with WMAL, Washington. The course is conducted by Gordon Hubbel, WMAL-ABC director of program operations, who is radio and television director of the university program.

Among the television names who are conducting the lectures and demonstrations are: Edward Stasheff, author and producer of television shows for CBS and other stations; "Writing for Television"; Bob Emery, program director of WABD New York, DuMont video station, "Acting for Television"; James McNaughton, television designer, "Backgrounds and Sets"; Harvey Marlowe, head of Harvey Marlowe Television Assoc. and former executive director of television for ABC, "Television Studio Production"; A. Burke Crofty, director of field programs for NBC New York television, "Television Production Outside Studio"; Worthington C. Minor, manager of CBS New York television, "Television Directing"; Paul Raibourn, vice president in charge of television for Paramount Pictures, "Film in Television"; Joseph McDonald, vice president and legal counsel for ABC, "Contracts and Legal Aspects"; Judy Dupuy, editor of Television, "Programming Problems"; Dr. Paul F. Douglass, president of American U., "Future of Television."

Series started Sept. 25 and is presented each Thursday 8:30-10:50 p.m. Lectures are held in WMAL-TV's new television quarters in the Commonwealth Bldg., Washington. A number of professional radio and agency people are enrolled in the course in addition to the regular students.

In Horse Racing

1st, 2nd, 3rd means: Win, Place, Show

But in Dallas

means: Win, Place, Show

Sellers of Sales

A NYABELLE MARSHALL New York, N.Y.

WORK

York, Pa.

Established 1932

WGA L

Lancaster, Pa.

Established 1922

WKBO

Harrisburg, Pa.

Established 1922

WRAW

Reading, Pa.

Established 1922

In Horse Racing

1 2 3
Complete FLEXIBILITY! That's what Spot Radio offers you—the adaptability to meet the varied requirements of any advertising plan.

Only with economical, efficient Spot Radio can you select the markets, stations, and the times, to match the size of your budget. No advertising plan is complete without Spot Radio—no campaign's goal, achieved without these stations.

For statistical proof, send for "What Radio Research Forgot."

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

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

THE YANKEE AND TEXAS QUALITY NETWORKS
Feature of the Week

TELEVISION coverage of major parties' national conventions in 1948 will introduce a new influence in the American political scene, Paul Mowrey, ABC director of television, told the first class in a new course on television at American U., Washington, a couple of weeks ago. Mr. Mowrey predicted a million video viewers, comprising some 130 electoral votes, by next June.

Last week, Walter L. Lawrence, television sales engineer of RCA, explained in layman's terms the technical aspect of the new radio art and cited the many applications video may have even apart from commercial broadcasting. He reiterated the belief that video is an advertising medium of unparalleled effectiveness.

The introductory course in television, featuring outstanding people in the field as guest lecturers, is being offered this fall as part of American U.'s four-year accredited radio-curriculum in cooperation with WMAL Washington. The course is conducted by Gordon Hubbel, WMAL-ABC director of program operations, who is radio and television director of the university program.

Among the television names who are conducting the lectures and demonstrations are: Edward Stasheff, author and producer of television shows for CBS and other stations, "Writing for Television"; Bob Emery, program director of WABD New York, DuMont video station, "Acting for Television"; James McNaughton, television designer, "Backgrounds and Sets"; Harvey Marlowe, head of Harvey Marlowe Television Assoc. and former executive director of television for ABC, "Television Studio Production"; A. Burke Crotty, director of field programs for NBC New York television, "Television Production Outside Studio"; Worthington C. Minor, manager of CBS New York television, "Television Directing"; Paul Raibourn, vice president in charge of television for Paramount Pictures, "Film in Television"; Joseph McDonald, vice president and legal counsel for ABC, "Contracts and Legal Aspects"; Judy Dupuy, editor of TV, "Programming Problems"; Dr. Paul P. Douglass, president of American U., "Future of Television."

Series started Sept. 25 and is presented each Thursday 8:30-10:30 p.m. Lectures are held in WMAL-TV's new television quarters in the Commonwealth Bldg., Washington. A number of professional radio and agency people are enrolled in the course in addition to the regular students.

Sellers of Sales

A

NNABELLE d'ARCHE ANDERSEN is one woman who confesses openly that for six months she led a duel life. Nor is the spelling an inaccuracy, for the "duel" in question is the vaunted "Duel In The Sun" for which Miss Andersen purchased a radio spot in her capacity as timebuyer at Robert W. Orr Assoc., New York.

But Miss Andersen had won her own place in the sun long before the David Selznick classic declared its option on that sphere. Starting her professional career as a piano accompanist in Hartford, Conn., in 1929, Miss Andersen switched from orchestral to backstage as a member of the publicity staff for Bushnell Memorial Concert Hall in Hartford. Along with this job she was a feature writer for the Hartford Courant.

In 1942 she moved to New York and into her first advertising job at Federal Advertising Agency as a member of the accounting department on radio billing. From that basic advertising background she rose to join Newell-Emmett as timebuyer on the Beechnut account, then went to Lennen & Mitchell as assistant timebuyer and a year and a half later joined the Robert Orr organization as head timebuyer. The agency handles the Andrew Jergens Co. (Woodbury soap, Jergens lotion) account as well as the David O. Selznick Productions.

Miss Andersen was born on Nov. 22, 1918, in Hartford. She attended the Julius Hart School of Music where she majored in piano. She has perfect pitch and a fine sense of harmony. She still continues to play classical numbers for her friends.

Attractive "Annie" lives in an apartment in New York City. She spends her summer weekends sailing and winter weekends skiing.
Civic Pride and Service

St. Louis is proud of its outstanding civic organizations... The Advertising Club with its world-famous Gridiron Dinner; The progressive Chamber of Commerce; The Rotary, Kiwanis, Lions, Cooperative Club, Optimists and many, many others who expend much time and energy in extra-curricular functions to better serve this area... All civic-minded citizens who are happy to donate their services so that St. Louisans may point with pride to their home town.

KWK is also proud of its accomplishments in twenty years of service to St. Louis and to the people of this area... Service keyed to the needs and desires of a civic-minded people... And KWK programs, planned and directed by local people, will always be devoted to the service and entertainment of the people of St. Louis.
TAKES THE LEAD

bringing you the highest-rated network program ever offered for local sponsorship:

THE JOAN DAVIS SHOW

Never before has a radio headliner with such ratings been available for local sponsorships.

Never before has such proven top comedy been available cooperatively, on such top stations.

It's Joan Davis on CBS...

It's a strong program on strong stations; available in any or all of the markets you want.

Joan averaged a Nielsen rating of 21.6 this past winter season; she had a Nielsen high of 24.7; she ranked in the "top twenty" on nine separate occasions.*

Nielsen data also show her remarkably consistent appeal in every market: in big cities, in small cities, in rural areas. (Let us show you the specific figures.)

Joan is the funniest girl in radio by every count! The country's leading radio critics in poll after poll have voted her "America's No. 1 Comedienne" for four straight years.

And this year she goes higher and funnier. For Joan's terrific personality will be backed by laugh-material from the type-writer of Abe Burrows, America's top radio wit. And the show will be produced by Dick Mack, who has guided Joan to her top-status as America's No. 1 laugh-girl.

Joan becomes available at 9:00-9:30 p.m. EST, October 11—the best cooperative buy ever offered!

Here's top programming on long-established top network stations across the country: the stations of the...

Columbia Broadcasting System

*If you prefer average-minute Hooper ratings to NRF's total audiences, the same story holds. Joan has the highest Hooper ever offered as a co-op: a 17.5 high, a 14.8 average (Oct.-Apr.)

For sponsorship details on Joan Davis or other CBS Cooperative Programs listed below, see the Cooperative Program Division of CBS or your local CBS station.

CBS WORLD NEWS ROUNDPUP
8:00-8:15 a.m. CNYT, 7 days
CBS MORNING NEWS
9:00-9:15 a.m. CNYT, Mon.-Sat.
WINNER TAKE ALL
4:30-5:00 p.m. CNYT, Mon.-Fri.
RED BARBER - SPORTS
6:30-6:45 p.m. CNYT, Mon.-Fri.
HAWK LARABEE
7:00-7:30 p.m. CNYT, Saturday
THE WORLD TONIGHT
11:00-11:15 p.m. CNYT, 7 days
CNYT—Current New York Time
One of the reasons spot-radio does such an enormous job for advertisers is its ability to capitalize on the likes and dislikes, the local and regional differences and preferences, of people in various parts of the nation.

In Syracuse, for instance, WFBL runs an early-morning feature called “RFD”—Robert “The Deacon” Doubleday, aired each weekday from 5:00 to 7:30 a.m. The Deacon really wows the farmers of Central New York, talks their language by living and working with them. The result is a show of better-than-network quality, because no network program could use the local angles...

F&P has its fingers on dozens of such top-notch local programs, here, there and everywhere among the stations at the right. How about letting us build your list for some Bull’s-Eye Radio?

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

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE KOB
BEAUMONT KFOM
BOISE KBEB
BUFFALO WBR
CHARLESTON, S. C. WEC
COLUMBIA, S. C. WIS
CORPUS CHRISTI KBB
DAVENPORT WOC
DES MOINES WHO
DENVER KVOD
DULUTH-SUPERIOR WDS
FARGO WDA
FT. WORTH-DALLAS WAP
HONOLULU-HILO KGMB-KHBC
HOUSTON KXYZ
INDIANAPOLIS KISH
KANSAS CITY KMBC
LOUISVILLE WAVE
MINNEAPOLIS-ST. PAUL WTCN
NEW YORK WMCA
OMAHA KFAB
PEORIA-TUSCOLA WMBD-WDZ
PORTLAND, ORE. KEX
RALEIGH WPTF
ROANOKE WDBJ
SAN DIEGO KSD
ST. LOUIS KSD
SEATTLE KIRO
SYRACUSE WFBL
TERRE HAUTE WTHI

TELEVISION:

ALBUQUERQUE KOE
BEAUMONT KFOM
BOISE KBEB
BUFFALO WBR
CHARLESTON, S. C. WEC
COLUMBIA, S. C. WIS
CORPUS CHRISTI KBB
DAVENPORT WOC
DES MOINES WHO
DENVER KVOD
DULUTH-SUPERIOR WDS
FARGO WDA
FT. WORTH-DALLAS WAP
HONOLULU-HILO KGMB-KHBC
HOUSTON KXYZ
INDIANAPOLIS KISH
KANSAS CITY KMBC
LOUISVILLE WAVE
MINNEAPOLIS-ST. PAUL WTCN
NEW YORK WMCA
OMAHA KFAB
PEORIA-TUSCOLA WMBD-WDZ
PORTLAND, ORE. KEX
RALEIGH WPTF
ROANOKE WDBJ
SAN DIEGO KSD
ST. LOUIS KSD
SEATTLE KIRO
SYRACUSE WFBL
TERRE HAUTE WTHI

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

NEW YORK: 444 Madison Ave.
CHICAGO: 180 N. Michigan Ave.
DETROIT: Penobscot Bldg.
FORT WORTH: 406 W. Seventh St.
ATLANTA: Palmer Bldg.
HOLLYWOOD: 6331 Hollywood Blvd.
SAN FRANCISCO: 58 Sutter Street

Page 14 • October 6, 1947
NARBA Explosion: ITC Treaty Signed

Mexico’s Demands Involve Drastic Reallocations

DRASTIC PROPOSALS which would imperil existing U. S. channel rights and require wholesale reallocations and reassignment of virtually all North American stations were revealed Friday as submitted by the nations signatory to the North American Regional Broadcasting Agreement, led by Mexico, in anticipation of the 1948 revision of NARBA.

Mexico proposed that all frequencies from 640 through 1140 kc be reallocated as Class 1 clear channels with a minimum power limitation of 100,000 w and no ceiling; that frequencies from 1180 through 1540 kc be assigned exclusively to regional stations without specified power limitations, and that 1550 through 1600 kc be used for local stations with 100 to 250 w power. The power ceiling in the United States is now 50,000 w.

New ‘Border’ Class

The Mexican proposal also envisioned creation of a new class of station—“border” stations, of the 250-w class, which would be protected to the 4-millivolt interference-free contour both inside and outside the country in which they are located. Regional stations would be required to protect the borders of their own countries by keeping their signals at any point to not more than one-half millivolt.

Mexico offers to give up 1220 and 1570 kc as Mexican clear channels but asks that 590, 630, 950 and 980 kc (currently used as regional channels) be designated for her use as clear in addition to her present 730, 800, 900 and 1050 kc.

The reallocation she proposes would involve extensive shifts ranging in some cases up to 60 channels away from their present assignments. Upwards of 300 stations might be moved. Some regional frequencies would be moved upward and others would be shifted downward.

The Mexican proposals were the most extreme of all those submitted by NARBA signatories. Others came from the Bahamas, Canada, Cuba, Dominican Republic, Haiti, Mexico and Newfoundland. The State Dept. has called a Government-industry meeting for Oct. 17 to consider all the recommendations. The U. S. itself, with clear-channel hearing still uncompleted, has made no specific proposals for channel allocations, but has submitted suggestions relating to the use of 540 kc and the adoption of new technical standards in line with FCC’s own standards as revised a few months ago.

The signatory nations’ proposals were submitted for consideration at the NARBA engineering conference which opens about Nov. 3 in Havana. This meeting of technical experts will be preliminary to the Treaty Revision conference scheduled to start next Aug. 3 in Canada, probably at Montreal.

Delegation Not Named

Members of the U. S. delegation at Havana have not been officially disclosed. It is considered unlikely that Comr. E. K. Jett, who headed the U. S. delegation and was chairman of the NARBA Interim Conference held in Washington in early 1946, will be present in view of plans to serve on the International Provisional Frequency Board which convenes in Geneva in January and will be preceded by preparatory studies. Nor was it considered probable that Chairman Charles R. Denny would participate. Comr. Rosel H. Hyde, who made engineering trips to Mexico and Cuba a few months ago, is generally regarded as a good prospect for one of the FCC’s top representatives.

11 years with Engineering Dept. representatives are expected to include Jamer Barr, chief of the AM division; Neal McNaughton, who has been closely identified with work for RRA in several trips to Havana with the Engineering Dept.; E. F. Vandivere Jr. of the Technical Information Division. and possibly Ralph Renton.

Although Mexico’s NARBA proposals are the most revolutionary, several other nations suggested marked revisions of the present treaty.

Cuba, which won 640 kc as a clear channel from the U. S. in the Interim Conference, insists that there is an “imperative necessity of improving the assignment of the channels which Cuba has been using.” Cuba advocates “complete” revision of the treaty.

Canada proposes that 540 kc, authorized by the International Telecommunications Conferences at (Continued on page 87)
Economics, Sales Future on ANA List

Host of Speakers Set For Atlantic City

Oct. 6-8

REPORTS on the economic situation and outlook at home and abroad and its relationship to advertising and selling; the first showing of "Communications Guides" for improving industry's employee and community relations, and a two-day "working seminar" on "How to Get the Most Out of Your Advertising" are included in the agenda of the 38th annual convention of the Assn. of National Advertisers, opening today (Oct. 6) at Chalfonte-Haddon Hall, Atlantic City.

Monday morning's session deals with the problems of determining the advertising plans and budget and presenting them to top management. Featured speakers are as Robert Beal, advertising director, Prudential directors, Filsbury Mills; W. B. Potter, director of advertising, Eastman Kodak Co.; Marshall Adams, advertising and sales promotion manager, Mullins Mfg. Co.; Alpheus C. Bean, partner, Merrill, Lynch, Pierce, Fenner & Bean.

Afternoon Panel

Bryan Houston, vice president, Coca-Cola Co., will introduce this afternoon's meeting on "Where to Advertise and What to Say," to be discussed by a panel including D. Earle Robinson, LaRoche & Ellis; John Caples, BBDO; William Rickette, N. W. Ayer & Son; Henry Goodfrey, Schenley Distillers Corp.; Mark Wiseman, copy writing courses; D. B. Lucas, Advertising Research Foundation; T. Mills Shepard, McCarroll, will moderate. A roundtable on outdoor advertising with R. M. Gray, Standard Oil Co. of New Jersey, as chairman, will conclude program.

Two concurrent sessions on Tuesday morning will treat the follow-through on advertising down to the point of sale and industrial advertising. First session, on follow-through, will present William Pierce, Northwestern Drug Co.; Ward Patten, Minnesota Valley Cannings Co., and E. L. Morris, Pabst Sales Corp., discussing merchandising and advertising. Alexander Rogers, Libby, McNeill & Libby, will chair the second session, the follow-through at the point of sale and via sales promotion to educate dealers and their sales force.

Industrial Advertising


"How to Get the Most and Best Out of Your Advertising Agency," Tuesday afternoon topic, will be dramatized in skits featuring Gerald Carson, Kenyon & Eckhardt; Sanford Gerard, Lennen & Mitchell; Arno Johnson, J. Walter Thompson Co.; Jack Robinson, Kudner Agency; Allen Wilson, Advertising Council. Phil Kelly, Lennen & Mitchell, is chairman.

The business session of the convention, only session closed to the press, will conclude the Tuesday afternoon meeting. In addition to the election of officers and directors, this session will include brief reports of ANA committee chairmen on radio and other media, educational activities, etc. A report on the status of the ANA radio council will also be given to the membership at this session.

Wednesday sessions, open to agency and media guests as well as ANA members, begin with a meeting on economic conditions that will include an address by Lewis H. Brown, chairman of the board, Johns-Manville Corp., a dramatic presentation by Fortune and a slide-film presentation to be available for individual company use. The luncheon will be addressed by Robert Livingston Garner, vice president and general manager of the World Bank.

Final session Wednesday afternoon will present the new "Communications Guides" on public, consumer and community relations. Speakers include Verne Burnett, Burnett Inc.; Robert M. Creaghhead, public relations counselor; Jean Gordon, public relations assistant, General Foods; Don Patterson, advertising director, Scripps-Howard Newspapers; Ken Patrick, director of public relations, General Electric Co.; Cyrus Ching, director of the Federal Mediation and Conciliation Service; Lewis H. Brown, Johns-Manville. H. H. Shackelford, Johns-Manville, will preside.

ANA anticipated attendance of more than 1,000 at the three-day meeting. Banquet is scheduled for Wednesday evening. On Monday evening the ANA film committee will show films on various advertising topics, with D. B. Hobbs, Aluminum Co. of America, as chairman. Tuesday evening is "Fun Night."

SPECIAL, evening course in radio advertising, starting Oct. 10, will be given by School of Radio Technique, New York. Course will be conducted by Walter King, director of radio for American Cancer Society.

Page 16 • October 6, 1947

NATIONAL NETWORK HOOPERS

EVENING SEPT. 30, 1947

CONFB TRIO during recess in completion of final arrangements for Atlantic Refining Co. 12th football radio season is composed of (1 to r): Warner S. Shelly, vice president of N. W. Ayer & Son Inc., agency which has directed the broadcasts since they were inaugurated; William Bricker, executive of sponsoring firm, and Tom Manning of Cleveland, one of the veterans of Atlantic's announcing staff. Atlantic this season is using 91 stations to air coverage of more than 250 grid contests [BROADCASTING, Sept. 29].
400 Outlets, NBC, CBS Seek Associate Membership in AP

BOARD OF DIRECTORS of the Associated Press, meeting in New York last week, was expected to act on the applications of some 400 radio stations and two networks—NBC and CBS—for associate membership in AP before adjournment on Saturday.

Change in the status of broadcasters from customers buying AP news service to associate members of the new association follows action taken by the AP membership last year but not put into effect until recently when a new formula for payment for news by broadcasters was being worked out.

The associate membership status does not carry with it any voting privileges. Some broadcasters have voiced strong objections to accepting a position that would leave them liable to changes in the by-laws that might be voted subsequently by the members.

Publishers who in some cases are news and business rivals of broadcasters. This viewpoint was presented to Mr. Bud Graffam, head of the AP Radio Dept., by E. R. Vadeboncoeur, vice president of WINR Binghamton, explaining that station’s reasons for not applying for associate membership in AP [BROADCASTING, Sept. 1].

The network applications to AP contained certain provisions, notably that their fees are not to be increased for the next year, at least, which the AP board must pass on before the networks change from their present contractual status. However, it was indicated that these provisions would be accepted by the board, subject to future condition on the changes, which it was believed could be accomplished to the satisfaction of the networks.

One change in the membership agreement submitted to them by AP which the networks are requesting is the deletion of the clause giving AP the right to increase the network’s assessment whenever the number of network affiliates increases.

While the details of the contracts have not been divulged, it is understood that the networks are taking out AP associate membership for their owned and operated stations in a blanket agreement that also gives them the right to use AP services on the networks as well as locally on the individual stations.

ABC, whose present AP contract runs until Dec. 31, 1946, also is considering the same form of the proposal and it is expected that this network also will submit an amended application to AP within the next few weeks. ABC attorneys are said to be concerned with the AP by-laws provisions on rate increases as well as that binding the network to any changes in by-laws which may be adopted by an AP membership in which the broadcasters would have no voice. ABC probably will ask AP for waivers on these points.

Status is the only nationwide network without AP service at present, having dropped this news service at the beginning of the year.

Elgin Sponsors

ELGIN AMERICAN Division of the Illinois Watch Co., Elgin, effective Oct. 27, will sponsor You Bet Your Life with Groucho Marx as m.c. on ABC, Mondays 8:30 p.m. (EST). Agency is Weiss & Geller, Chicago.

Ban on FM Network Concerts Lifted

AFM Reverses Its Stand After Talks With FMA in N. Y.

JAMES C. PETRILLO, president of the AFM, has decided to lift the ban he had imposed on airing of a series of concerts by the Rochester Civic Orchestra over the Continental FM Network, sponsored by Stromberg-Carlson Co. As a result of the decision, the network can now broadcast the weekly programs remaining on its schedule, as originally planned.

Mr. Petrillo’s decision was announced following a meeting with FMA representatives at AFM headquarters in New York last Wednesday. He said the original decision to stop the live musical broadcasts over Continental was made when he learned that the contract had been arranged by the Rochester local of the union and the network. He said that although the AFM wants locals to negotiate in their own localities, arrangements with a network come under jurisdiction of the national union.

But since the existing contract had been made in good faith, Mr. Petrillo thought it only fair that it be honored, so he put it, “We don’t break contracts!”

The Friday night series of concerts began Sept. 12 as the first sponsored program on an FM network. When the ban was announced the following week, the network continued the broadcasts, using programs and talent not under AFM jurisdiction.

FMA To Evolve Plan

On the overall matter of music duplication of FM, the FMA asked Mr. Petrillo to allow such duplication until Jan. 31, 1948. In the meantime FMA said it would work on its budget and be ready with a plan for employment of musicians by the FMA. The deadline is Dec. 31.

Mr. Petrillo said he felt the FMA was sincere and would come up with some sort of proposition if he lifted the ban until Jan. 31. He said he realized it was a new organization and hadn’t much capital as yet and that it was necessary for FM to expand in order to attract advertisers. Nevertheless, he said, he would have to consider the proposition for a “few days” before giving the FM Assn. his answer.

Though the union head had notified the networks over the previous weekend that he would not reconsider his duplication ban, he reversed the decision after the FMA meeting had announced he would deal with networks and FMA on the question.

In answer to a question, Mr. Petrillo said he alone would make the decision since he had been empowered by the AFM Executive Board to handle the whole FM situation in any way he deemed advisable. He said no further meetings were planned with FMA on the question.

Mr. Petrillo said the presence of Rep. Carroll Kearns (R-Pa.) at the meeting was “helpful” and appreciated by both sides. Mr. Kearns in turn was optimistic about a new settlement being reached shortly, if both sides continue to get together and work out problems.

Everett L. Dillard, owner of WASH Washington and new president of FMA, said after the meeting that both sides now realized the problems involved for each. He said he hoped the four-month ex-

Station Representative Assn. Elects Raymer, Endorses Code

(See later story page 4)

PAUL H. RAYMER, head of the New York station representative firm of that name, was elected chairman of the newly-formed National Assn. of Radio Station Representatives [BROADCASTING, Sept. 29] at a meeting in New York.

Other officers elected were: H. Preston Peters, of Free & Peters, vice chairman; Joseph Weed, of Weed & Co., secretary; Lewis Avery, of Avery-Knodel, treasurer. The 22 member firms of the association agreed to meet in the near future to approve their by-laws.

The group also approved a resolution endorsing the NAB code and petitioning FCC to relax the two-year network contract period in favor of longer network contracts. Text of the resolution:

Whereas, this Association of Radio Station Representatives has been formed to further the development of spot radio and the attainment of this objective is inseparable from and dependent upon the improvement and progress of the industry as a whole, and whereas such future progress of the broadcasting industry requires higher standards, greater economic stability, more individual station control over programming and commercial policies, therefore be it resolved that the Association recommends that provisions of the code apply equally to individual stations and to the networks, and to this end suggests the inclusion of an individual provision requiring station identification at the conclusion of each programming segment, regardless of its length or sponsorship, and that each such unit be subject to the commercial limitations of the code applicable to the time consumed by the program.

That the resolution recommends that since greater operational stability is necessary for effectively implementing the commercial and programming opportunities and since the current short-term contract between stations and networks contributes to instability and hampers stations in their freedom of operation, that the FCC therefore be respectfully petitioned to relax rule 3.183 currently limiting the term of network-station contracts to a two-year period.

Bar Party Oct. 18

ANNUAL BARBECUE of the Federal Communications Bar Assn. will be held Saturday, Oct. 18, at Twin Oaks, Vienna, Va., it was announced last week by Reed T. Rollo, bar association president. The site, commonly known as Lohnes’ Mule Barn, is the farm of Horace L. Lohnes, former association president. Admission will be $1 for members and $2.00 for their guests. A successful business meeting has not yet been set, but it is expected to be early in 1948 in Washington.

Mr. AVERY Mr. RAYMER Mr. FETERS Mr. WEED

October 6, 1947 • Page 17
**Groceries Contribute Heavily to Radio**

**Lead Commodities; Department Store Income Second**

GROCERIES pay a larger share of the nation’s radio bill than any other commodity group.

Department stores pay the second largest portion of the bill, followed by toiletries, medicine, jewelry and silver, automotive, household equipment and religion (see table).

Analysis of the sources that supplied broadcasting with 1947 net receipts of $226,000,000, computed with program and announcement breakdowns, is based on a study of logs of 85 stations for three days in November 1946, by Dr. Kenneth H. Baker, NAB Director of Research. The stations were selected to represent a typical cross-section of NAB membership.

Dr. Baker last week completed the extensive job of computing income sources by program and commodity groups, providing an important addition to the fund of industry knowledge supplied by his study of station logs [BROADCASTING, Aug. 26].

The groceries commodity group easily dominates the sources of program time sales, the study reveals, amounting to 26.1% of the total sales of the 85 department stores.

It ranks a shade behind department stores in the announcement class, though still dominant in the case of medium and large station announcements.

Actually, department stores provided 15.1% of all announcement revenue as compared to 14.8% for groceries, heavy receipts by local and regional ads in this commodity group putting it in first place.

In analyzing program commercial time, Dr. Baker found that toiletries ranked a poor second behind groceries with 9.3% followed by medicine 8.9%, automotive 7.2%, department stores 7.1% and religion 6.5%. The relatively high percentage of income from religious programs is based on the fact that small stations get 9% of their program income from this source, which is second only to groceries. Medium stations get 6.1%, whereas the figure is negligible for large stations, 0.4%.

In the announcement breakdown religion, groceries, medicine, toiletries, department stores and religion form large stations, groceries, toiletries, medicaine, automotive, department stores and sporting goods.

In the announcement field, small (Continued on page 84)

**Kroger Launching $500,000 Campaign**

Radio to Be Used Extensively by Midwest Grocery Chain

PLANS for a $500,000 advertising campaign, to begin Oct. (6) and using radio, newspapers and magazines were announced in New York last week by officials of the Kroger Co., which owns 2,545 food stores in 18 states.

To promote nationally-advertised brands sold at its stores the firm contracted to buy a total of 1,790 spot announcements on 33 midwest stations, including the following:

- WGST WCBS WBBM
- WTMJ WBNB WTVR
- KFPW WRTW WDAF
- KARK WHAS WMA
- WSM WMBB KOKJ
- KMMX KWTQ WBOW WJWO

Highlight of the firm’s radio promotion, according to Kroger officials, is a novel tie-in system in which network stars including Fred Allen, Alice Faye, Andrews & Andy and others will transmit commercials for their respective sponsors’ products with a closing reminder to buy “at your near-by Kroger store.”

These transmissions will be aired by participating stations, with live tie-ins giving details of their respective Kroger contests. The contest is a further promotional tie-in with the makers of Hudson motor-cars, Westinghouse electric ovens and other products to be given away.

**FCC Plans Record Hearing Schedule**

346 Applications Listed On October to April Agenda

THE HEAVIEST hearings calendar it has ever issued was announced by FCC last Friday, setting dates for hearings on 346 AM, FM and TV applications between late October and mid-April.

The calendar provides for 188 hearings. Generally, officials point-ed out, four will be in progress simultaneously — usually two in Washington and two in the field. The hearings will be conducted by members of FCC’s new Hearing Divisions, which are all to be members of the Commission are designated to preside. Bulk of the list is made up of AM cases, with only a scattering of FM and few television cases.

An alphabetical listing of the cases is shown below. The number in parentheses is the docket number. This is followed by the type of service involved (the frequency, in AM cases), the date of the hearing, and the place it is to be held. Field hearings will be conducted in one or more of the cities involved.

In the following table, "RI" represents renewal application; "ML" modification of license; "MP," modification of permit; "BL," license to cover CP; "PCT," television license; "BS," show-case cause.

<table>
<thead>
<tr>
<th>Number</th>
<th>Date</th>
<th>Time</th>
<th>City</th>
<th>Panel</th>
</tr>
</thead>
<tbody>
<tr>
<td>8311</td>
<td>Feb. 5</td>
<td>1 P.M.</td>
<td>Lincoln, Neb.</td>
<td>A</td>
</tr>
<tr>
<td>8083</td>
<td>Dec. 11</td>
<td>1 P.M.</td>
<td>Trenton, N. J.</td>
<td>A</td>
</tr>
<tr>
<td>8237</td>
<td>Mar. 15</td>
<td>1 P.M.</td>
<td>Ashtabula, Ohio</td>
<td>A</td>
</tr>
<tr>
<td>8195</td>
<td>Feb. 26</td>
<td>1 P.M.</td>
<td>Sioux Falls, S. D.</td>
<td>A</td>
</tr>
<tr>
<td>8405</td>
<td>Apr. 5</td>
<td>1 P.M.</td>
<td>Cincinnati, Ohio</td>
<td>A</td>
</tr>
<tr>
<td>8391</td>
<td>Apr. 28</td>
<td>1 P.M.</td>
<td>Chicago, Ill.</td>
<td>B</td>
</tr>
<tr>
<td>8519</td>
<td>May 5</td>
<td>1 P.M.</td>
<td>Columbus, Ohio</td>
<td>B</td>
</tr>
<tr>
<td>8053</td>
<td>Nov. 3</td>
<td>1 P.M.</td>
<td>Cleveland, Ohio</td>
<td>B</td>
</tr>
<tr>
<td>8262</td>
<td>Oct. 26</td>
<td>1 P.M.</td>
<td>New York, N. Y.</td>
<td>B</td>
</tr>
<tr>
<td>8276</td>
<td>Mar. 23</td>
<td>1 P.M.</td>
<td>Kansas City, Mo.</td>
<td>B</td>
</tr>
<tr>
<td>8037</td>
<td>Mar. 11</td>
<td>1 P.M.</td>
<td>Los Angeles, Calif.</td>
<td>B</td>
</tr>
<tr>
<td>8168</td>
<td>Mar. 16</td>
<td>1 P.M.</td>
<td>Las Vegas, Nev.</td>
<td>B</td>
</tr>
<tr>
<td>8054</td>
<td>Mar. 23</td>
<td>1 P.M.</td>
<td>Berkeley, Calif.</td>
<td>B</td>
</tr>
<tr>
<td>8125</td>
<td>Apr. 30</td>
<td>1 P.M.</td>
<td>San Francisco, Calif.</td>
<td>B</td>
</tr>
<tr>
<td>8158</td>
<td>May 14</td>
<td>1 P.M.</td>
<td>Seattle, Wash.</td>
<td>B</td>
</tr>
</tbody>
</table>

**Capital Broadcasting Co.**

- Lincoln, Neb., (8311), 1000 kc, Feb. 5, D. C.
- Trenton, N. J., (8083), 1200 kc, Dec. 11, D. C.
- Ashtabula, Ohio, (8237), 1450 kc, Mar. 15, D. C.
- Sioux Falls, S. D., (8195), 1390 kc, Feb. 26, D. C.
- Columbus, Ohio, (8405), 1450 kc, Apr. 5, D. C.
- Columbus, Ohio, (8391), 1450 kc, Apr. 28, D. C.
- Columbus, Ohio, (8519), 1450 kc, May 5, D. C.
- Cleveland, Ohio, (8053), 1450 kc, Nov. 3, D. C.
- New York, N. Y., (8262), 1450 kc, Oct. 26, D. C.
- Los Angeles, Calif., (8276), 1450 kc, Mar. 23, D. C.
- Kansas City, Mo., (8168), 1450 kc, Mar. 16, D. C.
- Las Vegas, Nev., (8054), 1450 kc, Mar. 23, D. C.
- Berkeley, Calif., (8125), 1450 kc, Apr. 30, D. C.
- San Francisco, Calif., (8158), 1000 kc, May 14, D. C.
- Seattle, Wash., (8125), 1000 kc, Aug. 30, D. C.
- Berkeley, Calif., (8276), 1450 kc, Oct. 26, D. C.
- New York, N. Y., (8262), 1450 kc, Mar. 23, D. C.
- Las Vegas, Nev., (8054), 1450 kc, Mar. 23, D. C.
- Berkeley, Calif., (8125), 1450 kc, Apr. 30, D. C.
- San Francisco, Calif., (8158), 1000 kc, May 14, D. C.
- Seattle, Wash., (8125), 1000 kc, Aug. 30, D. C.
- Berkeley, Calif., (8276), 1450 kc, Oct. 26, D. C.
Attendance Up 110%

The Cavalier is a Richmond skating arena of the highest type. The skating winds up on Friday night at 10 P.M.

Then W-L-E-E takes over with a dance program from 10 to 11. Teen-agers and grown-ups both enter the rhumba, waltz and jitterbug contests.

This 10 to 11 show is endorsed by the Judge of Juvenile and Domestic Relations Course, the City Division of Recreation and the City Attorney.

Before the first Friday night show, we ran some announcements plugging this event. On the first Friday night, paid attendance at the Cavalier Arena was 64% greater than the previous Friday night. On our second Friday night, attendance was 80% greater. On our third Friday night, the show was sold to the Richmond Dairy Company and attendance was 110% greater.

That's action for you. And that's what you get in Richmond when you use W-L-E-E.

W-L-E-E

Mutual ... in Richmond

IRVIN G. ABEOFF, Gen. Mgr.

Represented by Headley-Ree

TOM TINSLEY, President

BROADCASTING • Telecasting
New Stations, Entry Of New Services Boost Demands

COMPLETE program to build up NAB in line with postwar expansion is being planned, and work will be taken up by the association's board at its November meeting.

Entrance into the broadcast scene of new types of stations, including FM, television and facsimile, has created a demand for trade association facilities among newcomers in these categories. Coupled with the expansion is the licensing of hundreds of new AM and FM stations, with consequent corresponding demands on the NAB headquarters staff.

Now operating on a budget just under $700,000 a year, NAB will require a minimum of $850,000 in 1948 if the present type of service is to be provided for the enlarged membership. All down the line, association departments will require larger budgets if present functions are to be continued and if proposed operations are to be undertaken.

New scale of dues will be drawn up by the NAB board at its November meeting [BROADCASTING, Sept. 22], based on the revised membership classification now provided by the By-Laws. This revision is based on $25,000 annual income for the lowest class, ranging upward in $25,000 steps to $750,000. NAB stations pay an average of well under $600 a year, lowest figure since 1940.

Must Raise More

Besides reducing inequities in the present scale, with sudden jumps occurring when paid by some stations, the new scale must raise over $150,000 more than the old one. Further changes will be considered in dues paid by over 100 associate members, including networks, equipment, research and transcription firms. The associates at present provide about a fifth of NAB membership dues.

NAB's pocketbook suffered a jolt last July 1 when networks were shifted from active to associate status, costing the association almost $60,000 a year. At present the four networks are paying $5,000 each annually, compared to a total of nearly $70,000 paid by three networks (NBC, CBS, MBS) prior to the change in By-Laws.

Newest and fastest-growing operation at NAB is the Program Dept., of which Harold Fair is director. The department was organized last April under mandate. Already under way are a number of long-range projects such as a program reference library. This library would serve both as an exchange medium for broadcasting and a working library.

The department is receiving many inquiries in which stations ask for successful programs: First important service in this field has centered around the industry's campaign to combat juvenile delinquency. The department plans educational programming aids and will publish important speeches, articles and other program information of permanent value. A list of low-cost quality transcription programs is being developed. Farm programs and copyright information will be provided.

But most important department job, should the board follow out tentative discussions, would be the administration of the new Standards of Practice which go into effect Feb. 1. Final code action by the board is expected at its November meeting. The job of handling routine interpretation of the code is expected to be a heavy one. The Program Dept. is presently budgeted with a complement of three, plus includes cost of preparatory work on the code.

The General Counsel's office, which services all phases of NAB operations, faces a 1948 schedule far heavier than any in recent times. In the field of new legislation the office will take an active part. It recently completed a proposed revision of the Communications Act [BROADCASTING, Sept. 22].

Music and copyright are requiring more attention, with possibility that NAB will be represented at the Inter-American Bar Assn. meeting next month at Panama. Plans to observe copyright discussions. Requests are multiplying for NAB to join in litigation involving other industries. Don Petty, general counsel, has been given added legislative responsibilities. The NAB's Legislative Digest, which appeared while Congress and Legislatures were in session, will appear in improved form starting Jan. 1.

Broadcast Advertising

Largest NAB unit is the Broadcast Advertising Dept., with divisions handling small market station activities, sales promotion and retail advertising. Each of these divisions is running on a heavier schedule as the association membership increases and as new stations call for advertising and general management assistance.

Two new prospects on the department's slate, each involving extensive research, planning and execution, are in the development stage. In the first instance, a new unit has been set up in the department's trade service, a program of retail advertising studies is planned, aiding various classes of retailing much as the Joske report provided means of testing department store radio techniques. The studies would provide help on the local level.

Second department project is an overall industry presentation to parallel the corporation's efforts among competing media. Last project of this type was the NAB retail promotion film early in the decade, which culminated in the Joske report.

Postwar surge of labor relations problems was met by NAB with a new Employee-Employer Relations Dept., hub of industry activity in that delicate sphere. Under Richard Doherty the department has organized a comprehensive series of labor relations aids to the membership. Contract analyses and publication of bulletins on various topics are typical of activities. Special reports and individual requests for information have been handled in large volume.

Besides expanding these services the department plans additional studies and new editorial features. The Joske book's $50,000 budget is a one-sixth that of the ANPA but a more comprehensive program of employment aids is supplied. Its plans for more activities include provision of availabilities of additional funds, which would permit employing an additional economist and analyst.

The department has just concluded the first complete study ever made of the industry's program

NAB '48 Convention Still a Problem

Los Angeles, Cleveland, San Francisco Sites Are Considered

NAB will hold an annual convention some time prior to December 23, 1948, but where, when and how is anybody's guess.

As a preliminary step, letters from Atlantic City's efficient Convention Hall and inefficient hoteliers continue to haunt NAB headquarters, the only thing certain at this point is that the 1948 meeting will be held somewhere else [CLOSED CIRCUIT, Sept. 22].

Because the West Coast is most often mentioned as a probable site, the location has been taken for granted.

And because the board last May voted in favor of a spring convention, this timing also has been taken for granted.

NAB directors and the membership have leaned favorably toward a West Coast meeting because that area has not had the convention since 1940 when San Francisco was host. Convention bureaus of that city and Los Angeles have discussed the subject with C. E. Arney Jr., NAB secretary-treasurer, but no definite offer has been submitted.

Very much in the running is Cleveland, where the Convention Visitors Bureau is active. The bureau was represented at Atlantic City. A meeting of Cleveland broadcasters and civic leaders is anticipated later this month, in advance of the November meeting of the NAB board. John F. Patt, vice president and general manager of WGAR Cleveland, is vice president of the Convention Bureau.

Faces Committee in November

The whole problem will come up in early November at the first meeting of the NAB board's New Convention Site & Policy Committee, named by the board at its Sept. 19 meeting [BROADCASTING, Sept. 22]. Chairman of the committee is a new director, Howard Lane, director of radio, Field Enterprises. Other members: Harold Fellows, WEEL Boston; William B. Way, KVVO Tulsa; William B. Smulinn, KIEM Eureka, Calif.; Robert T. Mason, WMRN Marion, O.

A. D. Willard Jr., NAB executive vice president, has been given general top-level authority over supervise convention program planning, working directly with the committee. Mr. Arney, who is widely recognized as an expert at booking business meetings, continues in charge of arrangements.

The new committee faces a serious time problem when it meets in November. Since most industries book their meetings well in advance, and since NAB's convention is so large that few sites are adequate, the final decision rests on the joint problems of availability and information, coupled with the nature of bids received.

Main objection to the West Coast is the travel problem, with some board members feeling many small members would not attend a meeting that could not afford the trip. Los Angeles can offer the Biltmore Hotel as a site, the hotel having large display space, a play space and adjoining parking lot for general meetings. Delegates would be scattered over a wide area, however, because of a shortage of downtown rooms.

In San Francisco the municipal center provides palatial facilities for meetings, with possibility that equipment could be shown in the adjoining underground parking center. Hotel facilities probably are adequate, though again delegates would be scattered around the city.

Cleveland's Facilities

Cleveland has modern auditorium facilities and its hotels are able to handle the room problem, the Visitors Bureau says. The NAB convention was held there in 1942, but it has grown enormously in size since that time.

If all three cities can produce attractive offers next month, the special committee may be able to recommend site and date to the board.

That date matter isn't entirely certain.
LET'S GO AMERICA

MICHIGAN'S GREATEST ADVERTISING MEDIUM

WJR

50,000 WATTS

THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

G. A. Richards
Pres.

Harry Wisher
Asst. to the Pres.

Owen F. Urike
V. P. and Gen. Mgr.

October 6, 1947 • Page 21
Future Television Aids Are Discussed During West Coast IRE-EMA Convention

The proposed New York-Boston radio relay experiment testing microwave radio as a broad band transmission vehicle was held as an important contribution to television of the future at the West Coast convention of the Institute of Radio Engineers combined with the West Coast Electronic Manufacturers' Assn., held at San Francisco, Sept. 24, 25, 26.

In a paper on the radio relay experiment, H. W. McCrae, Bell Telephone Labs, New York, stated that the relay, scheduled for experimental operation this fall, will operate in the 3700-4200 mc band and will comprise seven repeater stations spaced about 30 miles apart. Two two-way channels will be provided, each about 10 mc wide, capable of accommodating several hundred telephone conversations or a transmission in each direction.

FM, with a total deviation of 4 mc, will be used for television transmission, and several alternate methods for handling telephone multiplex signals are under investigation.

Lester M. Field of Stanford U. discussed the traveling wave tube, a new kind of amplifier tube capable of handling 250,000 telephone conversations simultaneously. This ability to amplify a wide frequency band without amplifying one part more than another is just what will be needed to make television networks possible, he said.

The resonation tube, developed during the war to generate tremendous power at frequencies high enough to use in jamming radar, was discussed by W. W. Salisbury of Collins Radio, Cedar Rapids, Iowa. The tube now gives promise of generating the kinds and amounts of power needed for television transmitters.
"ON TARGET"

MEANS INTELLIGENT AND PROMPT SERVICE TO THE WORLD'S LARGEST ADVERTISING AGENCY

"I am sure that you know I have always enjoyed working with you and have considered your service to be given intelligently and promptly. Our relationship with you has always been of the kind that we like."

-Lowell E. Mainland
J. Walter Thompson Company

The harmonious relationship which exists between Weed men and agency contacts is based upon a record of consistently satisfactory service.
COULTER, THOMPSON GET MBS PROMOTIONS

HAROLD COULTER, formerly director of promotion of MBS, on Oct. 1 was made executive assistant to Jesse Barnes, Mutual vice president in charge of sales. On the same date Jesse Thompson, who has been responsible for the writing and production of the network's trade paper and direct mail advertising, was named director of advertising and promotion.

Mr. Coulter had served as advertising and promotion director of KYW Philadelphia and WKRC Cincinnati before joining Mutual in September 1948 as manager of audience promotion. In April 1946 he became assistant director of promotion and research, and in May of 1947 was appointed director of promotion.

Mr. Thompson entered radio in 1941, after wide experience with agencies and client advertising departments. He was with NBC first, transferred to the Blue Network when it became an independent operation, and left there to join Mutual shortly after Edgar Kobak left the Blue to become president of MBS. Mr. Thompson frequently writes articles on advertising for the trade press.

WAVER Is Given Citation For 'Report Uncensored'

WBBM Chicago received a special award Oct. 1 in recognition of its radio series, Report Uncensored, which dealt with study of juvenile delinquency in Chicago and Cook County. The award, in the form of a gold scroll, was presented by the John Howard Assn., organization dedicated to rehabilitation of persons after penal confinement.

Barnett Farol, association president, made the presentation concurrent with conclusion of 13-week series, which was written and produced by Ben Park of WBBM staff.

WNMP Started

WNMP Evanston, Ill., new 1-kw daytime station on 1590 kc, began Sept. 29. The owners are Fred S. Newton, Michigan business man, president; Angus D. Pfaff, last associated with WHLS Port Huron, Mich., as general manager, vice president and general manager, and James M. MacTaggart, secretary-treasurer. Station will operate totally on sustaining basis. Commercials, when added later, will be held to strict minimum, station reported. Studio and transmitter are at 2301 Olson St., Evanston. Licensee is Evanston Broadcasting Co.

MAN OF DISTINCTION

WIP's Gray Uses Initial "R" To Avoid Confusion

GORDON GRAY, assistant general manager of WIP Philadelphia, has decided to adopt a middle initial “R” to avoid further confusion between himself and his friend, Gordon Gray, North Carolina publisher newly sworn in Wednesday as Assistant Secretary of the Army.

The two Grays have known each other since 1929 and for years have been getting each other’s mail by mistake. First confusion started shortly after they met in Atlanta, Ga. When the WIP Gray met a girl at a party and asked her for a date, the girl, confusing him with the other Gray, indignantly refused, saying, “You brute. You’re engaged to my best friend.” Last year at Chicago NAB Convention, there was further confusion when both were nominated but not elected to the board.

The “R,” by the way, stands for a middle name which WIP’s Gray used as a boy, but is now keeping secret.

VA Radio Advisory Group Lays Information Plans

FUTURE radio activities of the Veterans Administration in connection with its efforts to inform veterans and their families of the benefits provided by Congress were discussed at a meeting of VA’s National Radio Advisory Council Sept. 26 in Washington, D.C.

Members of the council in attendance included: George Ludlam, vice president of the Advertising Council; Bryson Rash, Washington executive of ABC; Edward E. Scovill, CBS Washington director of talks and special events; Sidney Alpert, FM Assn.; Charter Heslep, MBS Washington representative; Charles Batson, director of information, NAB; William McAndrew, assistant to the vice president of NBC in Washington, and Thad Brown Jr., Television Broadcasters Assn.

School Broadcasters Hold October Chicago Meeting

THREE-DAY meeting on the problems of school broadcasting, the 11th annual School Broadcast Conference, will be held Oct. 27, 28, 29 at the Hotel Sheraton, Chicago. On Sunday, Oct. 26, the National Assn. of Educational Broadcasters and the Assn. for Education by Radio will open their sessions in Chicago, also. There will be a joint luncheon of the three groups Oct. 28.

Numerous educators and broadcast teachers have been invited to attend. WBBM is offering its studios for productions of four visiting workshop groups. Advance registration of $2 may be made with George Jennings, director, School Broadcast Conference, 229 N. LaSalle St., Chicago.
More than 150 radio stations have taken advantage of the Gates system of engineered proposals that give you ALL the information on the complete equipment you need for your new radio station.

Everything you need, even down to the smallest items of wire and hardware are included. Special provisions for your particular station are also taken into consideration. Whatever your requirements are,—let us know.

The transmitter shown at the right is the Model BF-250A for broadcasting FM. This model is the basic unit for all higher powers. Your inquiry concerning the complete line of Gates FM equipment will be promptly answered, giving complete information.

BRANCHES —
Eastern Sales Office:  
40 Exchange Place, New York 5  
Western Sales Office: 1350 N. Highland Ave., Hollywood 28  
Canadian Sales: Canadian Marconi Co., Montreal  
International distribution overseas by Westinghouse Electric International Company  
40 Wall St., New York 5

Gates Radio Company  
QUINCY, ILLINOIS, U.S.A.
Good Wishes Galore

WHEN OLD OLSEN of the famous Olsen & Johnson team was interviewed on a recent ABC Welcome Travelers broadcast, he told Emcee Tommy Bartlett he was on his way to visit his 84 year-old mother who was ill. Following the interview, Mr. Bartlett asked listeners if they would send "get-well" cards or letters to "Mother Olsen, R. R. No. 6, Ft. Wayne, Ind." Within four days, more than 9,000 pieces of mail were delivered to the comedian's mother. Post office assigned a special postman to handle it, with deliveries being made four times a day. Mrs. Olsen was so pleased she insisted upon getting up from bed and opening each piece of mail sitting up.

Radio-TV Inducement Again Stressed In Philadelphia's Bid to Democrats

PHILADELPHIA is pressing its bid to obtain both national political campaigns in 1948 and is planning to use its radio-televison facilities again as an inducement to bring the Democrats to Philadelphia. It was the city's TV facilities which helped to win the Republican gathering.

Roger W. Clipp, general manager of WFIL, has been appointed chairman of the radio-televison committee of the All Philadelphia Citizens Committee for the Democratic National Convention. He held a similar post on the Philadelphia committee that convinced the GOP the city was the best site for the 1948 convention.

Republican leaders were impressed by the television data laid before them by the Philadelphia committee. It was pointed out that only a Philadelphia convention could be televised on a network hook-up that would cover 13 Eastern States, an area controlling 165 electoral votes. Thus, millions could see and hear convention progress and the ultimate choice for the party's presidential nomination. It also was pointed out that in addition to the 15,000 who could be accommodated in Convention Hall, 25,000 others could view and hear proceedings via large-screen television in adjacent Commercial Museum.

These same factors will be emphasized before the Democratic National Committee. It will be pointed out that the city now has two video outlets—WFIL-TV and WPTZ—and that its central location on the densely-populated Eastern seaboard will make TV hook-ups possible over a 13-state area by existing coaxial cables and microwave relays. Also emphasized will be the fact that the major portion of television receiver distribution has been in the politically-strategic Eastern cities.

The city is offering $200,000 to bring the Democratic Convention to Philadelphia and is stressing its facilities for accommodating large gatherings as well as the TV angle.

TURNER CATLEDGE BUYS 5% INTEREST IN WORD

TURNER CATLEDGE, assistant managing editor of the New York Times, has acquired a 5% interest in WORD Spartanburg, S. C., from Walter J. Brown, president and principal owner, for approximately $5,000.

D. S. Burnside, secretary and treasurer of Spartan Radiocasting Co., WORD licensee, and Mrs. Evelyn C. Wyche, wife of Judge Cecil Wyche, have acquired 25% interests from Mr. Brown. Mr. Burnside was secretary and treasurer of WSFA Spartanburg before Mr. Brown sold his minority interest in that station and acquired WORD.

Mr. Brown now owns 51.6% of WORD, a 250-w ABC affiliate on 1400 kc. Other stockholders are former Secretary of State James F. Byrnes, 5%; General Newspapers Inc., licensee of WGNI Wilmington, N. C., and WGNH Gadsden, Ala., 33.2%; Mr. Catledge, 5%; Mr. Burnside, 2.6%; Mrs. Wyche, 2.5%, and Phil Buchheit, 0.1%. Mr. Brown also owns 30% of WTNT Augusta, Ga. and was general manager as well as minority stockholder of WSPA before the transfer which culminated in the acquisition of WORD by Spartan Radiocasting [Broadcasting, July 14].

Dedactory Show Marks WGL Increase to 1 kw

CHANGEOVER from 250 w to 1,000 w on 1,250 kc was made Sept. 24 by WGL Fort Wayne, Ind., with special honorary program aired following evening. Wide promotion campaign supported switch.

The Farnsworth Television and Radio Corp. station, an NBC affiliate, chose the Wednesday night S:30 as WGL's spot for the power boost. WGL claims 11 additional counties have been added to its primary area. The Thursday night honorary show included messages from Niles Trammell, NBC president, and Kenneth Dyke, network vice president. Guests included E. A. Nicholas, Farnsworth president; E. M. Martin, firm vice president, and Pierre H. Boucheron, head of the Farnsworth broadcasting division and WGL manager.

KONG-FM on Air

KONG-FM, owned and operated by the Alameda Times-Star, Alameda, Calif., went on the air Sept. 19 with 22 sponsors signed. Manager is Hal Altman, formerly associated with radio in the San Francisco Bay area. KONG is on channel 285, 104.9 mc.

WMBD has more Central Illinois listeners than any other station

Peoria's pioneer radio station, WMBD, dominates the Central Illinois market. Survey after survey, year after year, this station with twenty years of leadership continues to pile up Hooper ratings far above the national averages. Write for copy of latest report.

WMBD has more coverage than any other central Illinois station

Recent technical improvements, approved by the FCC, have given WMBD greatly increased day and night-time coverage. Peoria's first radio station now not only has the most Central Illinois listeners but more coverage than any other station in this area.

Only Peoria Station Now Operating Both AM and FM

First in Peoria

CBS AFFILIATE

WMBD

Peoria, Illinois

5000 WATTS

Edgar L. Bill, President • Charles C. Coley, Exec. Vice-Prez. • Free & Peters, National Representatives

Page 26 • October 6, 1947

Broadcasting • Telecasting
When These “Bohemians” Start Whooping It Up

WNAX LISTENERS RESPOND WITH FAN MAIL OR PAID ADMISSIONS

Before the microphone . . . or on the stage . . . with music as vigorous and comedy as robust as that of ol’ Bohemia herself . . . the WNAX Bohemian Band always comes up with the kind of “carrying on” that is welcome entertainment to folks in Big Aggie Land. WNAX listeners show their applause by showering each broadcast with mail.

And when the Band makes a personal appearance, well it’s usually an “SRO” affair.

Note below the mileages from the WNAX transmitter . . . versus population . . . versus paid admissions.

<table>
<thead>
<tr>
<th>TOWNS WHERE WNAX BOHEMIAN BAND RECENTLY MADE PERSONAL APPEARANCES</th>
<th>NO. MILES FROM YANKTON</th>
<th>POPULATION</th>
<th>PAID ADMISSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alta Vista, Iowa</td>
<td>341</td>
<td>333</td>
<td>752</td>
</tr>
<tr>
<td>Sleepy Eye, Minn.</td>
<td>229</td>
<td>292</td>
<td>924</td>
</tr>
<tr>
<td>Jackson, Minn.</td>
<td>180</td>
<td>2840</td>
<td>634</td>
</tr>
<tr>
<td>Silver Lake, Minn.</td>
<td>305</td>
<td>604</td>
<td>1229</td>
</tr>
<tr>
<td>Appleton, Minn.</td>
<td>262</td>
<td>1877</td>
<td>694</td>
</tr>
<tr>
<td>New Ulm, Minn.</td>
<td>232</td>
<td>874</td>
<td>802</td>
</tr>
</tbody>
</table>

* $1 per person at all appearances.

Ask your Katz man about the WNAX Bohemian Band. Or if you prefer one of the other live talent shows produced from the largest group of radio entertainers in this area, he will have one for you.

WNAX is owned and operated by WNMT as the Mid-State Group. Ask the Katz Agency for rates.

A Cowles Station

WNAX

SIoux City - Yankton

AFFILIATED WITH THE AMERICAN BROADCASTING CO.
Media Advisory Council Is Urged by Zacharias

ESTABLISHMENT of a council, composed of leaders from the fields of radio, press and other media, to advise government officials should be formed to extend this country’s information activities, former Rear Admiral Ellis M. Zacharias said in Philadelphia a fortnight ago.

The former naval officer, who made 14 broadcasts to the Japanese calling on them to surrender and who predicted before Pearl Harbor that the Japanese would strike there on a Sunday, called for reorganization of the country’s psychological information services to make greater use of private media of news transmission.

In Philadelphia to address the reserve officers of the naval services at the Sheraton Hotel, he urged that the transmission of psychological information to foreign nations become a “real instrument of national policy.”

FOOTBALL IMMORTAL Harold (Red) Grange (c) has returned to the air as star of Red Grange Predicts over WGN Chicago, Fri. 7:15-7:30 p.m. (CST). Henry Portas (l), president of Portas Style Industries Inc., Chicago sponsor, and Frank Korch, WGN sports editor, hear Mr. Grange explain how he will make predictions on outcome of major football contests during 11-week series. Contract was placed through Olian Advertising Co., Chicago.

Look This Way

THE NEXT page opens into the Comparative Network Program-Sponsor Schedules, a copyrighted BROADCASTING feature, for October 1947. This is the second published by BROADCASTING. It will appear in the first weekly issue of each month henceforth. Suggestions for improvement would be welcomed.

Brockton Decision Flayed by Losers

Two Denied Applicants Attack Final Action by FCC

BOTH losing applicants attacked FCC’s decision in the Brockton, Mass. 1450-kc case last week and requested rehearing.

Plymouth County Broadcasting Co., which won the proposed decision but lost out to Cur-Nan Co. in the final [BROADCASTING, April 7, Sept. 15], argued that the Commission’s reversal of itself involved a “fundamental change” of policy which was invoked by only four of the seven Commissioners, only three of whom had participated in oral argument.

Bay State Beacon Inc., which lost both proposed and final decisions—partly because of program plans—insisted that FCC’s conclusions were not adequately based on the evidence, and that, in part, they exceeded the statutory authority of the Commission.

Bay State asked for rehearing or for “a reasonable articulation of the Commission’s grounds for decision.”

Plymouth County insisted that the final decision erroneously “attempted to minimize the factor of local residence” while emphasizing the importance of integration of ownership in day-to-day operations.

This change, the Plymouth County petition declared, “represents a complete departure from well established and settled principles.” Plymouth County considered it “desirable” that the full Commission consider “this important principle.”

The decision was adopted by Chairman Charles R. Denny and Comrs. Paul A. Walker, E. K. Jett, and C. J. Durr, Plymouth County pointed out that, although he may have studied the transcript, Comr. Walker did not participate in the oral argument and therefore did not have an opportunity to hear and take part in the questioning.

All three applications are for new stations at Brockton on 1450 kc with 250 w fulltime.

PAUL BRENNER’S “Requestfully Yours” program, heard on WAAT Newark, N. J., was chosen “the outstanding record show of 1947” by the board of judges of New Jersey State Fair.

Nearly 1 Billion Dollars of Spending Money on the Hoof!

KMA Farmers Own
About $1,000,000,000,000
Worth of Livestock

That’s real buying power! It’s one of the reasons why the KMA territory has the largest per capita income group in the world.

Here’s proof that our folks have the money to spend. It helps you answer the question:

Isn’t KMA a must for my advertisers who want to sell merchandise?

Get all the facts. Let us tell you how the loyalty of our listeners makes KMA one of the best mail-pullers in the country . . . how KMA farmers depend on the data from our special weather bureau and our farm department. Write us, or contact your nearest Avery-Knode office. Act now to include KMA in your winter schedule.

AMERICAN
Broadcasting Co.

KMA

AVERY-KNODEL, INC.
National Representative

960 KC
SHENANDOAH, IOWA
5000 WATTS

Page 28 • October 6, 1947

BROADCASTING • Telecasting
A tough-minded examination of 1947 radio values shows that CBS is the most effective network in America, today
<table>
<thead>
<tr>
<th>Time</th>
<th>Program 1</th>
<th>Program 2</th>
<th>Program 3</th>
<th>Program 4</th>
<th>Program 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 P.M.</td>
<td>Lee Roy</td>
<td>Dough Re訪</td>
<td>My Friend</td>
<td>Catholic Hour</td>
<td>Not in Service</td>
</tr>
<tr>
<td>6:15</td>
<td>Samson Bros.,</td>
<td>Harry</td>
<td>In My Opinion</td>
<td></td>
<td>Not in Service</td>
</tr>
<tr>
<td>6:30</td>
<td>Silver</td>
<td>P. G.</td>
<td>Fulton Lewis Jr.</td>
<td></td>
<td>Not in Service</td>
</tr>
<tr>
<td>6:45</td>
<td>8-8:00</td>
<td>E. T.</td>
<td>Blythe Over</td>
<td></td>
<td>Not in Service</td>
</tr>
<tr>
<td>7:00</td>
<td>Rez</td>
<td>E. T.</td>
<td>Blythe Over</td>
<td></td>
<td>Not in Service</td>
</tr>
<tr>
<td>7:15</td>
<td>Exploring the Unknown</td>
<td>E. T.</td>
<td>Blythe Over</td>
<td></td>
<td>Not in Service</td>
</tr>
<tr>
<td>7:30</td>
<td></td>
<td>E. T.</td>
<td>Blythe Over</td>
<td></td>
<td>Not in Service</td>
</tr>
<tr>
<td>7:45</td>
<td></td>
<td>E. T.</td>
<td>Blythe Over</td>
<td></td>
<td>Not in Service</td>
</tr>
<tr>
<td>8:00</td>
<td>Rez</td>
<td>E. T.</td>
<td>Blythe Over</td>
<td></td>
<td>Not in Service</td>
</tr>
</tbody>
</table>

**DAYTIME**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program 1</th>
<th>Program 2</th>
<th>Program 3</th>
<th>Program 4</th>
<th>Program 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00</td>
<td>Rez</td>
<td>E. T.</td>
<td>Blythe Over</td>
<td></td>
<td>Not in Service</td>
</tr>
<tr>
<td>9:15</td>
<td>Exploring the Unknown</td>
<td>E. T.</td>
<td>Blythe Over</td>
<td></td>
<td>Not in Service</td>
</tr>
<tr>
<td>9:30</td>
<td></td>
<td>E. T.</td>
<td>Blythe Over</td>
<td></td>
<td>Not in Service</td>
</tr>
<tr>
<td>9:45</td>
<td></td>
<td>E. T.</td>
<td>Blythe Over</td>
<td></td>
<td>Not in Service</td>
</tr>
<tr>
<td>10:00</td>
<td>Rez</td>
<td>E. T.</td>
<td>Blythe Over</td>
<td></td>
<td>Not in Service</td>
</tr>
<tr>
<td>10:15</td>
<td>Exploring the Unknown</td>
<td>E. T.</td>
<td>Blythe Over</td>
<td></td>
<td>Not in Service</td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td>E. T.</td>
<td>Blythe Over</td>
<td></td>
<td>Not in Service</td>
</tr>
<tr>
<td>10:45</td>
<td></td>
<td>E. T.</td>
<td>Blythe Over</td>
<td></td>
<td>Not in Service</td>
</tr>
</tbody>
</table>
**SUNDAY**

<table>
<thead>
<tr>
<th>CBS</th>
<th>MBIS</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
<th>MBIS</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
<th>MBIS</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
<th>MBIS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**MONDAY - FRIDAY**

<table>
<thead>
<tr>
<th>CBS</th>
<th>MBIS</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
<th>MBIS</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
<th>MBIS</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
<th>MBIS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SATURDAY**

<table>
<thead>
<tr>
<th>CBS</th>
<th>MBIS</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
<th>MBIS</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
<th>MBIS</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
<th>MBIS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**EXEMPLARY NOTES**

LISTINGS IN BOLD TYPE DENOTE SAME STATION AS PRIOR TO PRECEDING DATES, AND IN SOME INSTANCES, STARTING DATE.

---

**ABC**

10:00-11:15 AM: Theme Wally Armstrong sings "Sing a Song of Love" from "Brothers in Arms."

10:15-10:30 AM: Theme Wally Armstrong sings "I Love You."

10:30-10:45 AM: Theme Wally Armstrong sings "You Are My Sunshine."

10:45-11:00 AM: Theme Wally Armstrong sings "Mama, He's Just Like That."

---

**CBS**

10:00-11:00 AM: Theme Wally Armstrong sings "Sweet Georgia Brown."

11:00-11:15 AM: Theme Wally Armstrong sings "Holy Joe."
A tough-minded examination of 1947 radio values shows that CBS is the most effective network in America, today.

There is one yardstick of radio effectiveness the tough-minded advertiser looks at hardest—the actual cost of audiences delivered to his program. And the figures show that:

**CBS leads all other networks in delivering actual audiences at lowest cost to advertisers**

The facts on this have just been summarized in a new CBS study that covers not one week or month, but the entire period of standard time, October 1946—April 1947. And the facts show that for the entire evening schedule on all networks seven nights a week:

The second-best network is only 96% as effective as CBS—until the fourth-best network is only 66% as effective as CBS—in delivering actual audiences for each advertising dollar expended.

To see the complete study...

and to get the utmost in radio values...

**SEE CBS... THE COMPLETE NETWORK**
New Firm Bids for KERO Under Avco; KSDJ, KOLE, WHTB Deals Pending

AN OFFER to match the terms of the proposed $30,000 sale of KERO Bakersfield, Calif. to Manager Paul E. Bartlett has been filed with FCC by Peter K. Onnigan, KERO announcer, and Thomas B. Reese, and is associated with agricultural business interests, under provisions of the Commission's Avco open-bidding rule.

The station, operating with 250 w on 1230 kc, is owned by J. E. Rodman. The application for transfer to Mr. Bartlett was filed several weeks ago, contingent upon approval of an application of California Inland Broadcasting Co. for 50 kw on 940 kc at Fresno, Calif. Mr. Rodman is president and owns 40% of California Inland, which was formed by merger of AM-FM holdings of Mr. Rodman and Tulare-Kings Counties Radio Assoc. [BROADCASTING, July 21].

Mr. Onnigan has a 10% interest in the new partnership, Kern County Broadcasters, while Mr. Reese holds 90%. Mr. Rodman in addition to KERO is licensee of KFRE Fresno and permittee of KRFM Fresno (FM). Under Avco procedure the Commission must determine whether Mr. Bartlett or Messrs. Onnigan and Reese are better qualified to receive assignment of KERO.

KSDJ San Diego, Calif., 5 kw fulltime on 1170 kc, requests assignment of license from Clinton D. McKinnon to McKinnon Publications Inc. The assignee is owned 75% by Mr. McKinnon, president and KSDJ general manager, with remaining interest divided among some 71 employee stockholders. Purpose of the transfer is to permit employees to participate in ownership of the station. The consideration would be Mr. McKinnon's investment in the station at the date of FCC approval of the transfer. KOLE Port Arthur, Tex., seeks assignment of license to a new partnership composed of two of the present owners, Mary A. Petru and Soes N. Vratil. The new partnership would pay $19,000 for the half interest of Gray R. Harrower and Branch C. Todd, the retiring partners.

This sum is to be advanced by Glenn H. McCarthy, Houston, as option on future purchase of a half interest in a new corporation to be formed to take over operation of the station. Mr. McCarthy would pay a total $55,000 for the half interest in the new firm, Port Arthur Broadcasting Corp. A transfer application for this change will be filed when ready. KOLE is assigned 250 w on 1340 kc fulltime.

WHTB Adds

To obtain experienced management and capital to improve existing facilities, WHTB Talladega, Ala., 250 w fulltime on 1230 kc, has applied for Commission consent to enlargement of ownership participation. A 60% interest, from the holdings of Harry Held and D. Hardy Riddle, would be sold to Melvin Hutson, attorney, for $16,500. The agreement provides that B. C. Eddins be retained as general manager. WHTB has 194 shares outstanding and held as follows: Mr. Held, president, 64 shares; Mr. Riddle, secretary-treasurer, 65 shares; and Julius Vessels, vice president, 5 shares.

WHTB reported for the period Jan. 1 to May 31, 1947, that its earned sales totaled $14,339.27 while operating expenses during the period totaled $16,185.60. Mr. Hutson is to advance $4,000 without interest to pay amount due on the transmitter, according to the application.

Oldfield Named to Head Army Radio-TV Section

MAJ. BARNEY OLDFIELD, formerly with KFAB-KFOR-KOIL Omaha and Lincoln, has been named chief of the Radio and Television Section, Army Public Information, succeeding Capt. L. G. Schmitz, who resigned Oct. 1 [BROADCASTING, Sept. 15].

Prior to the war, Maj. Oldfield was a motion picture columnist with the Lincoln (Neb.) Sunday Journal & Star, and reviewed films on KFAB-KFOR-KOIL. He was in public relations during the war with the 82d Airborne Division, and served under Generals Devers, Bradley, Simpson, and Field Marshal Montgomery. After leaving the Army he went to Hollywood to do publicity with Warner Bros. He has just returned to duty with the Army.

There's a new look to Iowa!

Smokestacks are going cornstacks better than 50-50 these days in Iowa. Iowa farm income is up, of course. (A fabulous 67%, in fact.) But industrial plants are sprouting everywhere. Only 38% of Iowa's income comes from the farm and it's the highest per capita in the U.S.A.

Yes, there's a new look to Iowa. But don't stand there staring! Get on WMT and get your share of the rich harvest of sales in Eastern Iowa.

Wire or phone your Katz representative now.

WMT

The Station Built By Loyal Listenership . . . Now in Its 25th Year!

BROADCASTING • Telecasting

October 6, 1947 • Page 33
In retail sales ... in wholesale sales
New Orleans is first in the South

Buying Power
Buying power in New Orleans today is more than 2 1/2 times as great as it was 5 years ago.*

Income
Effective income is higher than the United States average. In 1946, the national index was 237. NEW ORLEANS INDEX WAS 264.*

Retail Trade
Retail trade in New Orleans area was 20.3% above a year ago at end of first quarter of 1947. This increase is considerably greater than average gain of entire nation.**

Industry
New Orleans has retained its wartime industrial growth and continues to grow. New Orleans now shows an index of 167 as compared with 146 in 1945—and 100 in 1939. More industrial workers are employed this year than last—35,000 more than in 1940.

... and WWL is the greatest selling power in the South's first city

*Source: SALES MANAGEMENT'S Survey of Buying Power, 1947
**Source: DUN'S STATISTICAL REVIEW.
Full Color 24-Sheet Posters

**WWL leads in promotion and merchandising, too!**

Using all forms of consumer media, WWL effectively sells its features and its advertisers to the buying public. No other New Orleans station offers such a comprehensive merchandising program.

Street Car Dash Posters

**Folks turn first to...**

Represented Nationally by the Katz Agency, Inc.

50,000 Watts - Clear Channel
CBS Affiliate
Anti-Climax

CLIMAX SPOT of NBC Take It or Leave It program originating in Chicago was cut Sunday, Sept. 28, when the show went off the air before Quizmaster Garry Moore had time to give the results of the $612 jackpot question. The switchboard in Chicago, and other cities, was so swamped with telephone inquiries from listeners that Bruce Dodge, radio director of Biow Co., called Lester O'Keeffe, producer of The Big Break, the program following Take It or Leave It which originates at NBC New York, and asked him to air the results. David Ross, announcer on The Big Break, announced the jackpot answer and the fact that no one had answered it.

Hedges of NBC Calls Microwave Relay Of GE a Step to National Video Net

GENERAL ELECTRIC Co. microwave relay [Broadcasting, Sept. 29] was hailed last week as an event of great significance by William S. Hedges, NBC vice president, who said it is "one of the early steps in the development of a nationwide television network."

Mr. Hedges Speaking in an NBC video salute from New York and Washington to the relay and to WRGB Schenectady, GE video station, Mr. Hedges pointed out that the video network already extends to Washington, with WBAL-TV Baltimore to be added early this fall and "in the next several months service will be extended into New England as far as Boston."

"Work has already commenced on the building of NBC's television station on Mt. Wilson to serve the thickly populated Los Angeles area," Mr. Hedges reported. NBC also has construction permits for stations in Chicago and Cleveland. Meanwhile, plans are going forward for stations at intermediate points between New York and Chicago and beyond. Programs originating in New York, Washington, Schenectady and other points eventually will be viewed simultaneously by millions in other parts of the nation, he said.

FCC Vice Chairman Paul Walk-
er also lauded the new microwave relay, which will make it possible for WRGB to pick up and broadcast daytime as well as evening telecasts from New York. He termed it "another link in the nationwide television chain which lies ahead...one of the electronic highways which bind us closer together, making neighbors of us all."

JUNIOR OLYMPICS

WJW Cleveland Project Helps Cut Youth Delinquency

JUNIOR ATHLETES from 25 cities in the United States and Canada participated in WJW Cleveland's second annual Junior Olympics, the station reports. Baldwin Wallace Stadium in Cleveland was the scene of the final contests, when 1,100 youngsters competed for blue ribbons.

Shortly after school ends in each June WJW inaugurates its Junior Olympics, offering training to junior track stars at 180 playgrounds in cities in its listening area. Regional educational leaders have hailed the program as one that helps cut juvenile delinquency by providing good summertime recreation.

"Doc" Blanchard, Army's 1946 All American, and Bernard MacFadden, publisher and physical culturist, participated in the ceremonies at the conclusion of Junior Olympics.

WJW provides promotion material to other stations and newspapers wishing to sponsor Junior Olympics. In Cincinnati, WKRC is sponsor of the project.

SALES amounting to $41,803,472 were reported last week by Vick Chemical Co., New York, for fiscal year ended June 30, 1947. Earnings were reported to be the highest in company's history with net profit for the year just ended, amounting to $4,350,415 compared with $3,802,358 for the previous year.

MORE POWER to radio as Tyrone Power (I) of movie fame confers in Dallas with Lee Segall, operator of Dallas' new KIXL. Mr. Power is 6% owner of the station; Mr. Segall owns 52.4%. Mr. Segall, a former Houston agency executive, is author-owner of Dr. I. Q.
Don't Murder FM

Don't mess around with second-rate FM gadgets ... when FM DEMANDS the high quality of Pilotuner

Mr. Dealer! We earnestly urge: USE THE AMAZING FM PILOTUNER AS YOUR STANDARD OF COMPARISON, in testing ALL FM receivers and "tuners".

That's how you can avoid inferior, "rat-trap" equipment that simply will not and can not do justice to FM.

FM stations throughout America have acclaimed the PILOTUNER with all the raves in the book. It DOES THE JOB ... because it's a QUALITY product, backed by Pilot Radio's unsurpassed practical experience in making FM sets.

Remember—we INVITE and WELCOME legitimate competition. We deplore ONLY that FM equipment which lacks integrity ... which can do no good for the dealer, the consumer—or for FM itself.

The fate of FM—the glorious, most modern kind of broadcasting—is in your trust. Guard it well! Join the swing to the BEST FM ... headed by the original PILOTUNER.

PILOT RADIO CORPORATION, 37-06 36th St., LONG ISLAND CITY, N. Y.

Makers of PILOTONE VINYLITE RECORDS • PIONEERS IN SHORT WAVE • FM • TELEVISION
THREE NEW SERVICES STARTED BY HOOPER

C. E. HOOPER INC., last week announced three new Hooperating service features: minutes of listening, average quarterly ratings and distribution of sets-in-use.

The first, according to Mr. Hooper, provides subscribers with a continuing record of the number of minutes of listening in available homes, i.e., homes in which someone is at home and awake.

The issuance of quarterly Hooperatings, he said, is prompted by our desire to save our subscribers clerical expense." Figures on the distribution of sets-in-use, Mr. Hooper explained, express distribution in local time, thereby supplying hitherto-unpublished comparisons and making possible comparative study of different procedures in dealing with daylight saving time, rebroadcasts or delayed broadcast policies comparatively by networks.

MOST INTENSIVE sports coverage WJBO Baton Rouge has undertaken is arranged as the station contracts to broadcast all Louisiana State U. football games. Broadcasts will be sponsored for the second consecutive season over WJBO and the entire Louisiana Network by Guaranty Income Life Insurance Co. Participants are (1 to r): Bob Seeare, color announcer; Forrest G. Ray, insurance firm secretary; George A. Foster, insurance company president; John Ferguson, play-by-play announcer; Tom Gibbens, WJBO commercial manager.

RADIO MEN ORGANIZE PUERTO RICAN GROUP

ALL PUERTO RICO broadcasting stations now on the air, and permittees holding construction permits met in Caugas, Puerto Rico, last month to form the Puerto Rican Association of Broadcasters (Asociacion Puertorriquena de Radiodifusion). With the number of stations doubled since the end of the war, and national and local radio budgets at an all time high, the broadcasters have banded together to improve radio standards on the island.

Fourteen stations are now on the air, and 11 are under construction. Representatives from each station and permit holder were present at the organizational meeting.

Tomas Muniz, WIA, San Juan, was elected president of the group and Harwood Hull Jr., WAPA San Juan, vice president. Other officers are: A. Gimenez Aeguayo, WPAB Ponce, treasurer; Antonio Alfonso, San Juan, secretary; and E. B. Cano, WNEL San Juan, Jose Bechara, WKJB Mayaguez, Angel del Valle, WKAQ San Juan and F. Virella, WVJB Caaguas, directors.

Headquarters of the new association will be in San Juan. Annual meetings of the association will be held in cities throughout the island, and officers and directors will meet monthly. The new Constitution and By-Laws have been approved by all members. The organization is considering affiliation with NAB and Inter-American Asn. of Broadcasters.

Eleanor Roosevelt Agrees To Moderate Radio Show

MRS. ELEANOR ROOSEVELT will serve as permanent moderator of a new ABC weekly program series to be heard as part of that network's World Security Workshop, Robert Saudek, ABC's public affairs director, said last week.

Mrs. Roosevelt, a member of the U. S. delegation to the UN Assembly, disclosed that Andrei Vishinsky, deputy Soviet foreign minister, was among those invited to appear on the first program of the new series, heard yesterday (Oct. 5) 12:30-1 p.m. Other UN representatives will be invited to future programs, which originate at WKIP Poughkeepsie near Mrs. Roosevelt's home in Hyde Park.

WMCK-FM on Air

WMCK-FM McKeesport, Pa., has begun regular broadcast service operating on 101.9 mc, Jack Craddock, station manager, reports. Key positions on the staff, in addition to Mr. Craddock's are held by Roy E. Ferree, commercial manager, Pat Huley, program director, and Charles W. White, chief engineer. WMCK-FM and its AM affiliate, WMCK (1 kw fulltime on 1560 kc) are operated by Mon-Yough Broadcasting Co. Inc. Studios are in McKeesport's Elks Temple.
AMBRIDGE IS 100% • If you live in Ambridge, Pa. (as do 25,000 other people) and if you listen to the radio (as do most of them) we know you listen to KDKA.

In Ambridge, a growing industrial center with $18 million retail sales in 1946, KDKA’s daytime BMB rating is 100%. Astounding? Not for KDKA. In the Pittsburgh area... the nation’s sixth market... KDKA has 19 BMB daytime counties in the 90-100% class, and 24 BMB nighttime counties in the 90-100% class. Altogether, BMB credits KDKA with 1,159,910 daytime families, and 1,303,520 nighttime families.

Such widespread listenership, naturally, is an asset to any station. It is of special importance in the Pittsburgh market, where 66.3% of the district population live outside the city limits. And no Pittsburgh station approaches KDKA in thoroughness of coverage, by BMB standards or any other criterion. See NBC Spot Sales for availabilities.

KDKA, Pittsburgh. 50,000 watts; NBC affiliate. Westinghouse Radio Stations Inc. (KEX, KYW, WBZ, WBZA, WOWO, KDKA). Represented nationally by NBC Spot Sales—except KEX. KEX represented nationally by Free & Peters.
We're proud to be affiliated with stations like these

10TH ANNUAL BILLBOARD PROMOTION AWARDS TO NBC AFFILIATES

Overall Promotion          Public Service Promotion          Single Campaign
WLW  Cincinnati            WHO  Des Moines                KSTP  Minneapolis
KYW  Philadelphia          WTIC  Hartford                 WSB  Atlanta
KDYI  Salt Lake City       WLW  Cincinnati                WKB  Oklahoma City
KELO  Sioux Falls, S. D.   WKY  Oklahoma City              WSYR  Syracuse
KRCV  Weslaco, Texas       WPR  Washington               WNB  New York

TELEVISION AWARDS

Overall Promotion: WNBW  Washington          Single Campaign: WNB  New York

There's no limit to the imagination and energy put forth by NBC affiliated stations in promoting their activities. WLW in Cincinnati sprouted wings and carried passengers on a fact finding tour of Europe—KSTP in Minneapolis jumped into the surrounding lakes, tagged the fish and came up with a superlative bit of imaginative promotion. WHO in Des Moines helped support Iowa's tall corn stories with a Corn Plowing and Soil Conservation Field Day. Other NBC affiliated stations displayed equal ingenuity.

On the serious side, NBC affiliates placed one-two-three in the Public Service Promotion Awards for clear channel affiliates, and took two out of four Public Service Awards in the regional channel classification.

While its stations were reaping nearly half of all the Billboard awards given to network affiliates, NBC was not idle. It was polishing up its own entry in the Single Campaign Division—its It Happened on NBC series. The result: First Prize.

What does all this prove? It's the stations that make a network—America's Number One Stations add up to NBC—

America's No. 1 Network

the National Broadcasting Company

A service of Radio Corporation of America
Total Sets - in - Use
In N. Y. Up Slightly
The Pulse Inc. finds Winchell, Lux Show in Sept. Top 10
SEPTEMBER report of The Pulse Inc. for New York showed a "very slight" increase of sets-in-use over the August figure. The return to the air of Lux Radio Theatre and Walter Winchell found both in the top ten listings for September. Both had higher ratings than the top show in August. Baseball continued to lead week-end daytime listening.
Here are the top ten evening and daytime shows, as compiled by The Pulse:

**Evening**
- Lux Theatre, 14. Breaking the Bank, 14.7
- Walter Winchell, 14.5
- Take It or Leave It, 13.7
- Mr. District Attorney, 13.7
- Can You Top This, 11.3
- This Is Your FBI, 11.8
- The Fat Man, 10.7
- Your Hit Parade, 10.7
- Dr. Christian, 10.3
- Suspense, 10.3

**Daytime**
- My True Story, 5.9
- News, 5.9
- Harry Clark, 5.6
- Rosemary, 5.6
- Grand Slam, 5.4
- Arthur Godfrey, 11.15, 4.8
- Arthur Godfrey, 7:30, 4.7
- News, 6:30
- Bohlinen, 4.7
- Breakfast Club, 4.7
- Helen Trent, 4.7
- Big Brother Sister Program, 4.7
- Make Believe Ballroom, 4.7

NATIONAL SAFETY COUNCIL CITIES FOUR STATIONS

Four stations were cited for "awards of honor" as contributing "best safety programs in their class" in the Third Annual Farm Safety Contest sponsored by the National Safety Council, Chicago. Awards follow:

- WHO Des Moines, in 10-50 kw clear channel class for "best individual all-year round farm safety campaign"; WITC Hartford best in the 10-50 kw non-clear channel class, for "preparation and production of farm safety programs";
- WKY Oklahoma City, the 1-10 kw class, for "carrying pulse over the air beyond studio walls to farms, schools and fairs";
- KGW Stockton, Calif., 1 kw and under, for a "keen sense of responsibility to safety."

WGY Schenectady won in the open competition for most original farm safety program during National Farm Safety Week. WMT Cedar Rapids, la., was awarded a certificate of honor for "exceptional year-round program of farm safety education." CBS received a special award for "CBS Country Journal" for the most original network farm safety program.

**Morris Appointed**

ROBERT M. MORRIS, assistant to C. Lloyd Egner, NBC vice president in charge of recording, has accepted chairmanship of the NAB Recording & Reproducing Standards Executive Committee. The committee will endeavor to complete action on adoption of standards in time for the NAB spring convention [Broadcasting, Sept. 29]. The job was started some years ago but was held up by the war. Work was resumed this year under direction of Royal V. Howard, NAB director of engineering.

Looking Over contract providing for one-year sponsorship of The Concert Hall over WHIM, Providence independent, is Frederick W. Aldred, chairman of the board of the sponsoring firm, Gladding's Inc., department store. Participating in completion of contract arrangements were (l to r): Claire R. Grier of Gordon Schoenfarber & Associates, agency which handles Gladding's account; Robert T. Engles, WHIM general manager; Laure A. Brundage, Gladding's advertising manager. The show, featuring classic music, is heard Mon.-Fri., 11 a.m.-12 noon. Gladding's sponsorship began Sept. 22.

WHRV (1 KW, 1600 KC) BEGINS IN ANN ARBOR

WHRV planned to begin operations yesterday (Oct. 5) at Ann Arbor, Mich., on 1600 kc as a 1-kw full-time ABC outlet, according to an announcement by the permittee, Huron Valley Broadcasters Inc.

Station's one-story studio and transmitter building is of rambling design, employing the new Brickote treatment over cinder blocks, and is located about midway between Ann Arbor and Ypsilanti.

Principal owners of Huron Valley Broadcasters are R. A. Connell and James F. Hopkins, who recently disposed of WJBR Detroit. Mr. Hopkins is manager of WHRV. He and Mr. Connell are continuing their association in the Michigan Music Co., Detroit, franchise holders for Musak Inc.

In announcing its opening WHRV used 78-inch advertisements in 11 dailies and weeklies in its listening area.

**Barber, Allen Honored**

RED BARBER, CBS sports director, and Mel Allen, New York Yankees broadcaster, who together broadcast the 1947 World Series, have been named as the top broadcasters of the year in the National and American Leagues respectively by the Sporting News magazine. The current series was the 10th Mr. Barber has described and the fourth for Mr. Allen.
514 Counties in 16 States prove WOAI'S Nighttime Superiority

NIGHTTIME MAP
Based on BMB Study No. 1—March 1946
Showing all counties in which 10% or more of the radio families listen to the station at least once a week at night.

<table>
<thead>
<tr>
<th>Level</th>
<th>Number of Counties</th>
<th>Families Listening at Least Once a Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>50% to 100%</td>
<td>138</td>
<td>458,410</td>
</tr>
<tr>
<td>30% to 49%</td>
<td>100</td>
<td>381,260</td>
</tr>
<tr>
<td>10% to 29%</td>
<td>276</td>
<td>1,133,010</td>
</tr>
<tr>
<td>Total</td>
<td>514</td>
<td>1,872,800</td>
</tr>
</tbody>
</table>

SUMMARY BY LEVELS

WAYAI San Antonio
50,000 WATTS Clear Channel

The powerful advertising influence of the Southwest

Represented nationally by Edward Petry & Co.

NBC - TQN
'N. Y. Daily News' Names Advisory Board on Video

THE New York Daily News has announced the appointment of 14 members of its staff as an advisory board for planning its television station, WLTV. The group will be headed by Richard Clarke, News executive editor.

According to F. M. Flynn, the newspaper's president and general manager, construction of the station will be begun and an advertising survey will be launched immediately by Clifford Denton, the station's technical expert, and B. O. Sullivan, advertising research director.

Members of the WLTV advisory board include:

Mary King, women's editor; Antionette Donnelly, beauty editor; Loretta King, movie critic; Reda Boppen, Hollywood columnist; Molly Slott, syndicate manager; W. R. Frittsinger, promotion manager; Dr. Morris, publicity manager; Ben Gross, radio editor; Carl Warren, broadcast editor; Jimmy Powers, sports editor; George Schmidt, picture assignment editor; John Chapman, drama editor; Ed Sullivan and Dante Walker, columnists.

HOWARD STANLEY, director of advertising and sales promotion for CBS Radio Sales, has resigned to become assistant general manager of WASH, Washington, D.C. Mr. Stanley has laid off his position as assistant manager of WNEW, New York, and now has been appointed to the position of assistant manager of WNEW, New York, and now has been appointed to the position of assistant manager of WNEW, New York, and now has been appointed to the position of assistant manager of WNEW, New York, and now has been appointed to the position of assistant manager of WNEW, New York, and now has been appointed to the position of assistant manager of WNEW, New York.
You can select a monitoring speaker to fit your needs

New Western Electric speakers for every broadcasting use

Now you can enjoy truly lifelike sound reproduction, unmatched tonal brilliance—in control rooms, clients' booths, offices, reception desks—with these small, wide range Western Electric loudspeakers.

Designed by Bell Telephone Laboratories, they fill the requirements of every broadcaster for high quality reproduction regardless of power handling capacity.

For full details, get in touch with your nearest Graybar Broadcast Representative, or send the coupon to Graybar.
Western Heater Company Expanding Use of Radio
PAYNE FURNACE COMPANY, (gas heaters) Beverly Hills, Calif., which in May of this year initiated a radio campaign on a few California stations, has just completed extension of that campaign to 60 stations in the West and South. An average of four one-minute spot announcements are being used, and the entire list of stations. Dealer support has been secured in the current campaign.

The sponsor stated that this is believed to be the largest radio campaign in the history of the gas heating industry. In conjunction with the radio campaign, it is carrying on a vigorous merchandising program to the trade. Radio campaign extends as far east as Orlando, Fla. Further expansion is now taking place, through addition of evening station breaks on more major network stations in key sales territories.

Knollin Advertising Agency, San Francisco and Los Angeles, handles the account.

CBS Plans Pacific Coast Daytime ‘Mood’ Shows
TO BOLSTER daytime programming on the Pacific Coast, CBS will “capitalize on mood listening in that area by lining up programs of comparable quality in sequence,” according to Wayne Steffner, Western Division sales manager.

This will be accomplished through use of transcriptions in part with the following afternoon schedule in effect: (all times are PST) 2-2:30 p.m. Winner Take All, transcribed and sold cooperatively; 2:30-3 p.m. House Party, transcribed and cooperatively sponsored until Dec. 1 when General Electric resumes; 3:30-4 p.m. Meet the Missus, regional audience par-

ENJOYING 25th anniversary festivities of WSYR Syracuse, N. Y. [Broadcasting, Sept. 29] is this industry group. Standing (1 to r): Col. Harry C. Wider, WSYR president; Harry C. Kopf, administrative assistant to the President of NBC in charge of network sales, national spot sales, owned and operated stations and station relations; and Easton C. Woolley, director of NBC stations department. Seated: Charles E. Wilson, president, General Electric Co.; E. R. Vadeboncoeur, WSYR vice president, and Harry Hershfield of NBC's Can You Top This.

REACHING 92,588 RADIO HOMES
IN 13 RICH COUNTIES
WITH RETAIL SALES $124,979,000

Western Heater Company
PAYNE FURNACE COMPANY, (gas heaters) Beverly Hills, Calif., which in May of this year initiated a radio campaign on a few California stations, has just completed extension of that campaign to 60 stations in the West and South. An average of four one-minute spot announcements are being used, and the entire list of stations. Dealer support has been secured in the current campaign.

The sponsor stated that this is believed to be the largest radio campaign in the history of the gas heating industry. In conjunction with the radio campaign, it is carrying on a vigorous merchandising program to the trade. Radio campaign extends as far east as Orlando, Fla. Further expansion is now taking place, through addition of evening station breaks on more major network stations in key sales territories.

Knollin Advertising Agency, San Francisco and Los Angeles, handles the account.

CBS Plans Pacific Coast Daytime ‘Mood’ Shows
TO BOLSTER daytime programming on the Pacific Coast, CBS will “capitalize on mood listening in that area by lining up programs of comparable quality in sequence,” according to Wayne Steffner, Western Division sales manager.

This will be accomplished through use of transcriptions in part with the following afternoon schedule in effect: (all times are PST) 2-2:30 p.m. Winner Take All, transcribed and sold cooperatively; 2:30-3 p.m. House Party, transcribed and cooperatively sponsored until Dec. 1 when General Electric resumes; 3:30-4 p.m. Meet the Missus, regional audience par-
extra points are important

Yes, it's the extra points that make the difference... in a football game or a radio broadcast... and we believe that WGN's 1947 football coverage has the extras that count: a nationally known sportscaster, Jack Brickhouse, and a schedule that is completely middlewestern, where the best football is played.

In Chicago you can be sure your radio advertising regularly covers the extra points in the middlewest by placing it on WGN.

*Subject to World Series Date

A Clear Channel Station... Serving the Middle West

MBS
want to go places in

WGBS
FLORIDA'S MOST
POWERFUL STATION
CBS

WMMN
FAIRMONT
5,000 WATTS CBS
MONONGAHELA VALLEY

WLOK
LIMA'S NBC VOICE
IN A GREAT
TEST MARKET

WJBBK
IN AMERICA'S
4TH MARKET
DETROIT
You're heading for more sales when you place your advertising message on these seven leading stations in seven leading markets. Ask your Fort Industry Company representative about availabilities.
Enterprise for Survival

IN THESE LAND-RUSH days of radio, station rosters read in box-car numbers. There are nearly 3,000 stations in the United States, and allocations were authorized when the war ended in late 1945, there were about 1,000. Although many stations are not air-born, most will be built.

The big question mark has been whether any increase in radio to the station population. Thus far the picture has been disappointing. In a special analysis for Broadcasting, C. E. Hooper reports sets in use have risen only 8.5% since the war in 17 cities where station population has increased 31.7%.

The answer appears to be that new stations, instead of appealing to a new audience, are following familiar patterns. They are not creating new listeners, but rather are attempting to divert existing ones to their dial-settings.

It has been evident for some time that all of the newcomers will not succeed and that some of the "old-timers" will falter. Stations are being offered for sale after brief operation. Others won't be completed by the family that can listen. With more receivers in offices and automobiles, means must be found of keeping them going more hours per day.

Competition breeds business. Business success comes from good price and good service. Broadcasters have proven that they're possessed of both in this new free-registration era, the executive with program ideas that will attract listeners will bring home the sales bacon.

Achievement in Data

WHAT is broadcasting?

The answer to that simple question is now available, in detailed form, for the first time. Until Dr. Kenneth H. Parker, NAB Director of Research, unveiled the results of an eight-month research project at the Atlantic City convention, the program and advertising structure had never been thoroughly analyzed.

By studying logs of a typical cross-section of nearly 100 stations and breaking them down into dozens of categories—a process involving millions of tabulations—the answers to “What is Broadcasting?” have been revealed.

Good or bad, praiseworthy or condemnable, this research project has made the record available for all to see. It is a good job. So good that men of the stature of Frank Stanton, CBS president, have classified it “the best research job ever to come out of the NAB.”

The project is a continuing one. With a few refinements, the industry will have a scientific research program of which it can be proud.

Page 50  •  October 6, 1947

BROADCASTING  •  Telecasting

G OING to work for a department store which also owns a broadcasting station is a new experience for Edmund Leo Cashman. At least that was the entry point for Ed Cashman, currently manager of Kudner Agency's Hollywood office, and producer of CBS Tony Martin Show (Texaco).

And radio was a consistent move for the young man who first became interested in the medium while attending La Salle Academy, Providence, R. I. While there he built a crystal set. Before graduating in 1925 Edmund Leo Cashman had put up more directional aerials than anyone in town.

Starting out to major in business administration at Rhode Island State College, he spent two years at it until a summer job with nearby Shepard Store led to being a sales clerk. Prospect of a fulltime job with the store and a chance to work at the station evenings was more of a lure than he could overlook.

WEAN Providence was his first sounding board as a part-time announcer. In November 1928 he was transferred to the station full-time. After one year of announcing, continuity, production and remotes, he was named program manager.

Next move was to the Shepard station in Boston, WNAC, where he handled announcing, production and continuity. That was in November 1929. About that time the Yankee network began to evolve. Ed Cashman was nestled into and out of New Bedford, Mass., Worcester, Mass., and Bridgeport, Conn., to help in setting up regional programs at WNBH, WORC and WICC respectively. In addition he also served as assistant production manager of the Yankee Network.

After four years of station and regional network operations, Mr. Cashman felt he was ripe for New York. And in April 1931 he joined CBS New York as a producer. For the next nine years he handled a variety of shows including Camel Quarter Hour with Morton Downey and Tony Wons, Burns & Allen (Robert Burns Cigars), Fred Allen (Corn Frods), George Gershwin Show (Livit Health Frods.), and Al Pearce (Ford).

Some of Mr. Cashman's colleagues at that time, today constitute an imposing list of talent. They were Irving Rehn, an engineer-producer and now a motion picture producer in Hollywood; Phil Cohan who now produces Jimmy Durante Show; Bill Robson, CBS Hollywood executive producer; Bill Goodwin, star of his own CBS show; Vic Knight, freelance producer and packager; Earle McGill,

(Continued on page 52)

EDMUND LEO CASHMAN

Taft Taffy

SENATOR Robert A. Taft, the calculating Republican Presidential aspirant, gives radio a black eye on treatment accorded the G.O.P. in Washington. Newspapermen generally, he said, give the party an even break; newspaper columnists less so; radio columnists least of all. Taft and his radio commentators: "Very much worse than an even break." Further, he said, radio gives the Republicans "a bad break," while "two-thirds of the radio comment is anti-Republican."

Strange words from an avowed candidate out to make friends and influence people. Strange also because we know of no Republican leader who harbors similar views. His views, incidentally, are totally at variance with those of CIO, which contends radio comment is preponderantly slanted toward "capital" and Republican "reaction."

Oh, well, we imagine radio can hold steady when both sides are pot-shotting from opposite directions. We've never detected stations or networks which wear any man's political collar, although the move toward uninhibited "editorializing" might make party labels the rule. And that would be a typical case of terri- cal fire that would make the Taft blast sound like a nursery rhyme.

Meanwhile, we suggest Mr. Taft, just emerging from his austere Senatorial cocoon, rub elbows with a new breed that transmits the BIG IDEA, WKRC Cincinnati, affiliated with the Time- Star, and owned by the Taft family. He then would learn at first hand about radio life in a big city.
THEY'RE THE KOIN KLOCKERS
THE MOST POPULAR ALARM CLOCK IN OREGON

See that clock? It reads 7:27 in the morning. And even at that hour these four b'casters have fun.
As a matter of fact, they've been having fun for an hour at that time of day, because they're members of the "KOIN KLOCK" crew... on the air six mornings a week from 6:15 to 7:15.

THE KOIN KLOCK is a show with a personality... not just another of those run-of-the-mill "wake 'em up" programs. Why, the folks in the Pacific Northwest know these four fellows by their first names... personally, we mean. You see...

THE KOIN KLOCK has been on the air six mornings a week since 1930... a solid 17 years... and it's done nothing but make friends during all those years. You ought to see the fan-mail these guys drag in! (Sometimes the mailman growls a little, but he doesn't really mean it.) The format of...

THE KOIN KLOCK is simple enough—ear-catching music... time signals... commercial announcements. The informal, catch-as-catch-can comment by this foursome makes it an early morning "must" in the Portland territory.
His curiosity was roused by the bathtub in a hotel in Hollywood. He decided to produce radio programs and began working in a bathtub in a New York hotel. After several hours of research, he realized it was possible to establish a radio station in California. He began working on a daily commentary over CBS with several programs being planned.

The program was named after Charles Jackson, a former host of the popular radio show "Lost Week-end," and Karl Schullinger, manager of the WOR radio station in New York. The program was later renamed "Lost Week-end," and it became one of the most popular radio shows of the decade. Jackson and Schullinger had previously worked together at the NBC radio station in New York, where they had created the hit show "The Lost Week-end."
All Yours

...alert ready-made television audiences on Du Mont Station WABD New York

Highway to the Stars...
Brand-new weekly serial with a heart-warming story and the kind of appeal that keeps an audience coming back for more—regularly. Takes you through the struggle, fun and exciting career of a girl in love with both a boy and a career. A smooth-running, fast-clicking production.

Doorway to Fame...
This is the "big break" in television for which hundreds of young talented actors, singers and dancers have been praying. They really give! Half-hour Friday evenings. There are no bugs in this easy-to-produce program! You can "discover" some of the future stars of television.

Birthday Party...
7:30 to 8 Thursday evenings following television's most popular juvenile show "Small Fry." Each week a new group of gifted youngsters attends the party—display an amazing array of talent as entertainers. A show for the whole family—and one that's a cinch to run—one that can sell goods.

—your fastest-growing audience—has its part in your budget
...plan for it NOW!

These are sure-fire programs...custom made...pre-tested...ready to work for you. Heavy mail response is already proving genuine listener interest in many WABD presentations. Latest industry reports indicate more than 35,000 television receivers in service in the New York area, estimated to approach 200,000 by the end of 1947.

WABD is currently presenting the most ambitious television program schedule of any New York station, averaging 39 hours per week.

Here's your audience, here's your station, here are your programs. Phone or wire...TODAY.

WARD—DU MONT
Time Sales Dept.
515 Madison Ave.,
New York 2, N. Y.
Phone: PL 3-9900
JULIAN SKINNELL, former member of CBS publicity department in Chicago, has joined publicitiy department of ABC central division as a writer.

VIRGINIA D. SMYTH, formerly with McGraw-Hill Publishing Co., has been named advertising manager of Daily, monthly magazine house of NBC. She succeeds C. H. SHAW, resigned.

JEAN (John) ST. GEORGES, of the CBS publicity department, Montreal, has been named publicity director of French station.

MARGARET JOSTEN, member of promotion department of WING Dayton, has been named assistant director of promotion and publicity.

New to the WRUN, former public relations officer in Royal Canadian Navy, has joined COPEN, as promotion-publicity director.

WILLIAM H. SHAW, promotion manager of WRUN, Nashville, and Margaret Louise Black, were married Sept. 27.

Gossip Theme

UTILIZING the gossip theme and freely borrowing the names of the competitors, new mailing piece has been issued as advance promotion for WPGH Pittsburgh, expected to take the air in mid-October. Designed and executed by Public Relations Research Service, Pittsburgh, cover of mailing piece features a drawing of surprised woman saying, "Have you heard what's going on in the room next door?"

Inside follow-up answers question with story, "It's the WPGH time!" A single insert, Pittsburgh Radio, At 1089 On Your Dial, is inserted. Postcard inserts between KDKA and WCAE. Opening day promotion planned by WPGH includes: car cards and newspaper add.

Frontier Drive

OPENING of "The Second Frontier" television station, WCAE, has been announced for September Ohio, Oct. 2. There will be given all-out promotion of this station. It is sponsored by Licking County Bolt Corporation, sponsored Station's farm show, "Everybody's Work Hour," was broadcast from the exhibition on opening day. Farm Program Director Roy Battles decorated the production. Tele-,text demonstrations also were presented by WENR and the experimental video station, employing new mobile unit. Station was also sponsored a test site for free entertainment by WLW talent.

Facsimile Booklet

BOOKLET on the ins and outs of manufacturing has been prepared by the Philadelphia Inquirer and its station WFF - FM Philadelphia. The booklet, written by WENR, gives a practical guide to the operations conducted with this new field, of radio transmission. Booklet is based on demonstrations recently presented stations by the station. Booklet is on the ins and outs of the facsimile reproduction made broadcast pages so that the reader may see what they will see on the facsimile recorder. Booklet also presents, in photos and diagrams, the progress of fast facsimile work in the new medium, and plans for the future.

Market Survey

FACTS ABOUT Everett, Wash, are presented in new promotion book prepared by KEEO that city, for distribution in the trade. Detailed-market survey were made included in the folder, using photos, story, graphs, etc. Booklet is bound in blue cloth, with cover featuring coverage map of KEEO and sales statistics showing the traffic from Everett to Alaska, China, Hawaii and San Francisco. Survey is divided into sections, with colorful title-page preceding each section. Data are accompanied by statistics presented on industry and agriculture in the area.

KSL Fall Schedule

FOUR-PAGE fall schedule of all KSL, Salt Lake City radio programs was created in the recent issue of The Deseret News, Salt Lake City newspaper. Radio schedule, complete with stories and pictures, includes CBS and KSL stars. Tabloid size and laid out in regular newspaper format. Stories were new and as free of advertising as possible. Special announcements were carried only KSL as a follow up of the newspaper feature, announcing listeners how they can receive a copy of the schedule by mail.

Way To Woman's Heart

GIANT top of brochure featuring "Meet the Misses," show has been distributed to the trade by Columbia Pacific Network. Printed on heavy stock paper, 12-page brochure is colorfully illustrated throughout. Cover shows drawing of bouquet of flowers with CBS logo as the center flower, and testimony from CBS says "This is the Way to a Woman's Heart." First section of the booklet, which is 12x15 inches in size, presents testimonials of advertisers, listeners and retailers. Each section is devoted to format of the show and proof of its setting power. Note from the owner of Wanni, Columbia's vice president in charge of CBS Western Div., is attached to brochure, stating that three 15-minute periods of the show are still available for sponsorship.

Fair Attractions

TELEVISION DEMONSTRATIONS highlighted attractions presented by WCBN Nashville at the Tennessee State Fair. Station reports that 149,000 persons "saw themselves in television" at the WSB booth during the fair. Adding to the video booth, WSB used a stage to present many of its originating programs each night.

ABC-WENR Pennies

PENNIES bearing the copy, "Big's Back, Win Everyday on Sunday," WENR, "Dial 892," have been distributed by ABC Central Div. In behalf of its station, WENR Chicago. Purpose of campaign was to promote the Bing Crosby and Abbott & Costello shows, which have returned to ABC on Wednesdays. Over 2,000 pennies are being distributed free to Chicago Loop business houses, advertising agencies, and promo- tion managers will get them in change. Copy is printed on the pennies, not die-stamped. Great outlay of the coin. Hundreds of match folders, Bing Crosby and Abbott & Costello, are being issued to cigar and cigarette samples, along with piecemeal tags promoting WENR which may be detached above car license plates.

Gifting to Promotion

INTENSIVE promotion campaign has been launched by KXL Oakland in behalf of Glen King, station's record. Media being used includes 24-sheet posters throughout area, display ads in area newspapers; dash cards, bumper strips, milk bottle hangers, big ads in newspapers and numerous other gimmicks; contest offering $100 to prize, 20 spot announcements daily calling attention to contests and thousands of toy balloons distributed free.

Flying Promotion

CAPTIONED BLIMP $1,000,000, which is one of the most successful promotions ever handled by WCAU, Philadelphia, will be repeated by WCSI, Cleveland. Program, "A Guide to the Great American Game: Baseball," was given all the air time for Listeners' Manuals, and presented by WCAU and NBC. Former member of NBC, Howard E. Morrow can now be heard over the entire Eastern coast, the "Winning Daily Double" and advertise times of their newscasts. Other parts for newspapers: 2,000-line, 14-page newspaper advertising program; billboards; postage meter no- tices: flyers to all public schools and teachers; back-cover advertising in "Phila -Philly" of WCAU; and other advertising. Copy is printed in English by Janam, Ltd., and distributed to newspapers, radio stations, and others. copy is printed in English by Janam, Ltd., and distributed to newspapers, radio stations, and others.

Jumbo Cards

JUMBO POSTER cards are being distributed to listeners as one feature of promotion of "Bing's Back, Win Everyday on Sunday," of WENR, Chicago. These cards are sent to all advertisers, listeners and schools, and are distributed in packages. Teachers are specifically designed to aid teachers in preparing for the Fall "Listening Series," given as part of the promotion, take down individual programs, gives explanation of back of card, and lists an ex- haustive bibliography.

Ball-Guide for UN

A GUIDE to baseball printed in four languages has been distributed to delegates and workers at London by UN. Guided is "A Guide to the Great American Game: Baseball," the original article in English by Stan Lowery, WOR Mutual sportswriter, translated into French, Spanish and Russian for the non-English speaking UN personnel.

has quadrupled!

... proof of the amazing arizona market and how it is growing... arizona progress - the valley national bank of arizona publication, reports these figures.

Bank deposits in Arizona

1940 . . . . $100,000,000

1946 . . . . $400,000,000

Bank deposits today are four times as great as in 1940 and twice as great as todays national average.

Koy - Arizona's first radio station - reaches this quadrupled buying power for faster, surer sales through out the state.
Air Freight Everywhere

Four hundred airport cities, as well as thousands of communities linked to these airports by surface carriers, now benefit by the latest drastic slash in air freight rates which became effective August first. This is the third time since 1941 that the Scheduled Airlines have reduced freight rates and today thousands of tons move weekly on regular schedules at rates so low that it is true economy to "ship air freight."

Also, for the first time, shippers are now provided with an interline freight service of 20 Certificated Airlines under which shipments between air carriers move on a single airbill, insuring new speed, new convenience for cargo.

Nowhere in the world is there such speed, amount of service, such low rates and dependability as now provided air freight shippers in the U.S. by the Scheduled Airlines fleet of 700 planes, all of which carry freight as well as passengers and mail. And since air transportation is at the core of national security, the rapid development of air freight is strengthening our frontiers.

You get there quickly, comfortably and economically when you go by scheduled Airline. Passenger fares are lower even than before the war. Air Mail is only 5¢. So, travel, mail and ship—by air! Call the nearest Airlines office or your travel agent for reservations. This advertisement is sponsored by the nation's scheduled Airlines and leading aviation manufacturers.

THE SCHEDULED AIRLINES OF THE UNITED STATES

Air Transportation Strengthens America
HERB HOWARD, former production manager of WGN, Tankton, has joined the staff of WNAX, program manager C. P. LOPPEL. Mr. Howard joined WNAX in 1933 and since that time has been director of programming, where he had been doing advertising shows for the past five years.

SAM ARELOW, for two years member of CBC program promotion department, has been appointed assistant to the chief of Documentary Unit, and is in charge of promotion of public service programs.

Mr. Abelow wrote for OWW in early part of the war, and then enlisted in the AAF. He joined CBC in October, 1945, and has been appointed chief announcer of WBBB Rock Island.

RINGO, for 4 years till this month, is to be married Oct. 29 to HARLIN R. KENT, former WBBB announcer and now manager of RED-York Station, San Antonio, Tex.

ESTHER H. HUTTON, formerly with WMJ, Washington and WRAU, Springfield, WIS., has been appointed women's division director of WBBB, New Jersey, and is to take over 1075 kc, expected to begin operations in Madison about the first of the year.

CARL W. GREENE, production manager of WBBB San Antonio, has been appointed director of that station.

ROB BRUNER has joined announcing staff of WBBB, Ind. and Oklahoma City.

HILL, former Ruby Indus. director, MARILU DICKSON has been appointed WBBB music librarian.

ALAN BERKE, formerly with WBBB, Charlotte, N. C., WIXP, Washington and WATE, Baltimore, has been appointed production director of WGBI, Elizabeth City, N. C.

PERRY WARD has been appointed director of production for ROMA Oklahoma City. He will be in charge of all locally produced broadcasts as well as daily 15-minute show "Oklahoma Rounding" which is City to City.

RICK WOOD, head of KNX, Hollywood, recording department has rerouted its production staff to Raymond R. Morgan Co., that city Thursday.

JOHN DOHERTY, chief announcer of KFYR, Portland, Oregon, has been appointed program director of that station, succeeding the late EDWARD SAGRAVES.

CHARLES W. ZOECKLER, former technical director of theatrical productions for Showboat, WIS., public schools for 11 years, has joined program department of WTMJ-TV Milwaukee, television station.

CARL BENSON, former stage and screen actor, has joined WNDW-FM Dayton, Ohio, as program director. LALO MONTGOMERY, formerly with KOIL, Kalamazoo, Michigan, has been named station's announcer.

ALLEN LUDDEE, former publicity director for Ivoryton Playhouse, has been appointed publicity editor of WTIC Hartford.

HUGH HODOL and PHIL AGRESTA have joined announcing staff of WIGA Columbus, O., and JANE PATE, new to radio, has been named music director of WIGA.

FLORENCE B. BENSON, producer of music programs on WPIF, Philadelphia, and over ABC, has been named assistant program director of WPTI, Camden, N. J.

JACK BUNLOP, formerly of CBC station relations department and ABC program office, Toronto, has been appointed national coordinator of children's programs, in CBC program department.

STATION TRAFFIC CONTROL... GOT YOU DOWN? Looking for a careful person to handle traffic? I have two years of qualified experience receiving commercial copy from advertisers, checking it through the commercial time records, preparing time sheet, and sending it to the advertising accounts department. Does your station need such a careful conscientious traffic person? I should be glad you find her. I wouldn't leave WCN for anything. (Whatever it is, I'm still single.)

(SIGNED) Alice Cavanaugh.

WCN-ABC, Minneapolis-St. Paul.

Page 56 • October 6, 1947
PLANNED PROGRAMMING

gives KUSN listeners the programs they like best . . . because they are the programs San Diego ASKED for. A continuing survey (available for your study), covering the radio likes and dislikes of San Diegans, keeps KUSN on its toes.

GREATER POWER

than any other full-time independent in the area (5,000 watts day-time, 1,000 watts night, equal to or greater than every network outlet)—plus broadcasting on a CLEAR CHANNEL—assures clear, true reception of your message.

LOWER RATES

that only an independent can offer send your cost per thousand listeners down . . . Down . . . DOWN!

FINEST STUDIOS

in the west, rivaling the glamour network studios of Hollywood, in the heart of San Diego's downtown business district, contribute to KUSN popularity, give KUSN the title of "RADIO CENTER"—the showplace of radio entertainment.

MERCHANDISING SERVICE

unequalled even by many network stations, is another KUSN plus service—follow-through that means greater returns on your radio investment in this teeming, expanding, high-income market of over 550,000.

SAN DIEGO CALIFORNIA

Represented Nationally by FORJOE & COMPANY
Nielsen Food-Drug Index Sales Records Shattered

SHATTERING of all existing sales records for its Food-Drug Index during the fiscal year ended Aug. 31, 1947, has been announced by A. C. Nielsen Company. Fifty-seven new contracts, representing leading food and drug manufacturers in the United States, United Kingdom and Canada, were obtained during the year, the organization reports.

Based on an index of 1 for sales during the fiscal year ended Aug. 31, 1924, company's first year of operation, sales for all Nielsen services, including its Radio Index, stood at 112 as compared with 58 for 1946, it was reported.

Number of full-time employees increased during recent fiscal year to 1615, an all-time high, Nielsen reported.

NRC "Burns & Allen Show," sponsored by General Foods.

ROSS GARDNER & WHITE, Ad., Los Angeles, has moved to 4112 West 7th St. Telephone: Drexel 7211.

MARGARET MILLER, assistant to DONALD W. THORNBURG, CBS News division vice-president, has been transferred to Warner Bros. 20th Century-Fox division.

ANN COOK, former assistant administra- tive assistant in AAF for four years, has joined Western. Agency, Los Angeles, as assistant to MILTON CARLSON, radio director.

LOIS GRAMLICK, formerly of Times and Sunday Times, has joined Young & Rubicam Inc., Hollywood, publicity department.

LEWIS EDWIN RYAN Ad., Washington, has moved its offices from National Press Building to larger quarters at 754 Jackson Place.

GARFIELD & GUILD, Ad., San Francisco, has resigned the account of Simp- le's Drug Stores, has resigned the account of Simple's Drug Stores, due to re- peling of advertising department of Simp- le's Drug Stores.

EDWIN J. KARLSON, public relations director of Rogers & Smith, Dallas, has resigned to join Zipfel Blind Co. of Dallas, Texas, where he will direct sales and expansion program.

JOE STRICKLAND, New York program di- rector of N. A. W. & Co. (Inc.), is in Hollywood as executive producer of NBC's "Happy Days," the Dr. William & Company, Inc., New York, which he has been operating for the past ten years.

FRED RUSSELL, vice-president of Retail- ton & Bowles Inc., and New York ac- count executive for agency on Mitten- House Co. account, retains in charge of radio depart- ment.

EVELYN STOWELL, vice president of Retail- ton & Bowles Inc., and New York ac- count executive for agency on Mitten- House Co. account, retains in charge of radio depart- ment.

GEORGE F. PISCHE, former account executive in public relations depart- ment, has joined M. W. & Co., Inc., New York, as assistant to Mr. Piscbe, who has been named executive vice-president of the agency.

PHILIP FARNsworth, vice-president and chief engineer of Magnavox Co., has resigned, with effective date of resignation, May 1, 1948.

GORDON K. KINGSLEY, former president of Consolidated Broadcasting Co., has been appointed treasurer of the company.

JAMES A. RICHARDSON, who formerly operated his own San Francisco agency, has joined Merchandising Factors Inc., that city, to organize its advertising agency operation.

DR. LEONARD LUDWIN, former re- search director for department of interna- tional operations of McCann- Erickson Inc., New York, has been appointed head of Pacific Marketing & Research Bureau, division of Pacific National Ad., Seattle agency.

J. M. STRAUS & Co., new Los Angeles agency, has opened offices at 634 S. Serrano Ave. Telephone: Federal 4502. Besides, Mr. Straus, who formerly operated his own Cleveland agency, plans to operate a direct mail business there.

H. M. WALKER, former director of advertising and public relations for Sachs Bros., New York, has been ap- pointed copy director and art director of Ruth- mayer & Ryan Inc., Seattle.

JESSE ELLERBY, captain of the Portland Advertising and Public Relations Assn., has been announced as the new president of the association.

Mr. Pleasant Davis, former advertising director of Southern Pacific Railroad, has been announced as the new advertising director of the railroad.

R. D. PERRY, former advertising director of the Southern Pacific Railroad, has been announced as the new advertising director of the railroad.

WILSON, HIGHT & WELCH Inc., New York, has announced organization of new department under direction of FASLER PERRY, former advertising director of R. W. & Sons. Mr. Perry's department will handle plans and policies, including retail activ- ities, for firm's consumer goods clients. Agency also announced intention of moving to new quarters located at 1505 W. 13th Street, New York, as of April 1, this year. This is firm's 20th anniver- sary.

Packard, Frank, president of the agency, has resigned as president of the agency.

LEWELLYN P. PUCKETT, account executive of McCann-Erickson Inc., New York, has been appointed independent marketing executive for the Chicago division, which he has been transferred to.

JAMES R. RAY, former advertising write- r of the Chicago Tribune, has been appointed assistant advertising writer for the agency.

JOHN D. HAY, former advertising writer of the Chicago Tribune, has been appointed assistant advertising writer for the agency.

HAROLD D. HAY, former advertising write- r of the Chicago Tribune, has been appointed independent marketing executive for the Chicago division.

EDMUND G. HNION, Jr. and THOMAS S. CASE have been added to agency's client service staff.

ROBERT J. DUNWORTH, for the past three years, has been advertising ma- nager of the agency, in New York, has been named account executive, of the agency.

BERT CAVANAUGH, formerly advertising manager of the agency, in New York, has been named account executive, of the agency.

TOM HAY, former advertising manager of the agency, in New York, has been named account executive, of the agency.

TOM HAY, former advertising manager of the agency, in New York, has been named account executive, of the agency.

TOM HAY, former advertising manager of the agency, in New York, has been named account executive, of the agency.

JAMES R. RAY, former advertising write- r of the Chicago Tribune, has been appointed assistant advertising writer for the agency.

ELEANOR J. HAY, former advertising write- r of the Chicago Tribune, has been appointed assistant advertising writer for the agency.

MR. PERRY's department will handle plans and policies, including retail activ- ities, for firm's consumer goods clients. Agency also announced intention of moving to new quarters located at 1505 W. 13th Street, New York, as of April 1, this year. This is firm's 20th anniver- sary.

LEWELLYN P. PUCKETT, account executive of McCann-Erickson Inc., New York, has been appointed independent marketing executive for the Chicago division, which he has been transferred to.

JAMES R. RAY, former advertising write- r of the Chicago Tribune, has been appointed assistant advertising writer for the agency.

JOHN D. HAY, former advertising writer of the Chicago Tribune, has been appointed assistant advertising writer for the agency.

HAROLD D. HAY, former advertising write- r of the Chicago Tribune, has been appointed independent marketing executive for the Chicago division.

EDMUND G. HNION, Jr. and THOMAS S. CASE have been added to agency's client service staff.

ROBERT J. DUNWORTH, for the past three years, has been advertising ma- nager of the agency, in New York, has been named account executive, of the agency.

BERT CAVANAUGH, formerly advertising manager of the agency, in New York, has been named account executive, of the agency.

TOM HAY, former advertising manager of the agency, in New York, has been named account executive, of the agency.

TOM HAY, former advertising manager of the agency, in New York, has been named account executive, of the agency.

TOM HAY, former advertising manager of the agency, in New York, has been named account executive, of the agency.

JAMES R. RAY, former advertising write- r of the Chicago Tribune, has been appointed assistant advertising writer for the agency.

ELEANOR J. HAY, former advertising write- r of the Chicago Tribune, has been appointed assistant advertising writer for the agency.

MR. PERRY's department will handle plans and policies, including retail activ- ities, for firm's consumer goods clients. Agency also announced intention of moving to new quarters located at 1505 W. 13th Street, New York, as of April 1, this year. This is firm's 20th anniver- sary.

LEWELLYN P. PUCKETT, account executive of McCann-Erickson Inc., New York, has been appointed independent marketing executive for the Chicago division, which he has been transferred to.

JAMES R. RAY, former advertising write- r of the Chicago Tribune, has been appointed assistant advertising writer for the agency.

JOHN D. HAY, former advertising writer of the Chicago Tribune, has been appointed assistant advertising writer for the agency.

HAROLD D. HAY, former advertising write- r of the Chicago Tribune, has been appointed independent marketing executive for the Chicago division.

EDMUND G. HNION, Jr. and THOMAS S. CASE have been added to agency's client service staff.

ROBERT J. DUNWORTH, for the past three years, has been advertising ma- nager of the agency, in New York, has been named account executive, of the agency.
HOUSTON’S THE BIGGEST...

Houston’s the biggest city in the south and its booming 570 million dollars worth of construction is in progress, projected or recently completed. Time buyers agree KPRC dominates Houston and the Gulf Coast. Put your advertising dollar on KPRC first.

KPRC

HOUSTON

950 Kilocycles  5000 Watts

October 6, 1947  Page 39
LEVER BROTHERS Co., Cambridge, Mass., has announced the Sullivan, Stauffer, Colwell & Bayes, New York, handling advertising for Spherical Dust, a granulated laundry soap.

REYNOLDS INC. New York used car dealer, will sponsor ten-minute video programs over WCRS-TV preceding the station's telecasts of Columbia U. home football games this fall. A car, just won by the firm, will be driven to field by his drivers, and they will tell video audience why he bought it. Agency: Lester L. Wolf Inc., New York.

OXIN INC. (Milling Div.), Omaha, Neb., has appointed Allen Reynolds Adv., Omaha, Neb., as advertising manager, taking over immediately.

ROBERT W. H. LEVER BROTHERS Co., Burlington, Vt., has appointed Cyril M. Edwards, formerly of RJR, New York, as chief engineer of WZIP.

BURLINGTON BREWING Co., Burlington, Vt., has appointed Henry E. Ryan, Chicago, to handle advertising. Ryan has been with the firm for 20 years.

ELINOR G. MCVICKAR, former director of Merchandise Dept. G. H. Miller, in charge of advertising and general styling, has joined Hancock & Co., New York, as director of advertising, promotion and merchandising.

BOTANY WORSTED MILLS, Passaic, N.J., has renewed for 12 weeks its Friday night weather reports on WNET New York. NBC radio station, and Sept. 27 is sponsoring additional weather spot announcements on college football games, as 2nd week. Agency: Al- fred J. Silberstein-Sandygoldsmith, New York.

SEEMAN Bros., New York (White Rose Produce), effective Oct. 1, will sponsor the CBS co-op "Judy Davis Show" on WCRS New York, Sat., 9-10 a.m. Agency: J. D. Tarcher, New York.

THIRIETH AND SAN PABLO FURNITURE CO., Oakland, Calif., has appointed Ad Fied Ad, same city, to handle advertising. The firm is a plant of the United Furniture Corp.

SCHUTT CANDY Div. of Universal Motor Car, effective Oct. 1, began spot campaign in ten major markets for the firm's new Nerfez Pickle. The campaign is using approximately 30 one-minute transcriptions per week in each of following markets: Chicago, St. Louis, Kansas City, Los Angeles, Detroit, St. Louis, San Francisco, Los Angeles, Atlanta, Boston, and Philadelphia.

WILLIAM MARVIN TOMBERLIN, announcer-engineer at KSON San Francisco, has been appointed chief engineer of that station.

ROBERT C. BARE, formerly with WFNS Burlington, N.C., has joined engineering staff of WFFO Atlantic City, N.J., reporting to Joseph H. Roberts, re- signed.

AIR KING PRODUCTS Co., Brooklyn, N.Y., is marketing new portable radio-camera combination weighing less than four pounds. Camera can take both black and white and color pictures.

HUGO A. BONDY, former chief engineer of WRNO-HOLY, Cincinnati, has been transferred to WZV WPB Cleveland, to supervise technical details of new NW 500-WBBN Win- nipeg. Re is succeeded by V. J. ROWE, former chief engineer of CBC Saskatoon, N.B.

GENERAL INSTRUMENT Corp., New York, has started production on a new automatic television record changer which will be sold to set manufacturers for substantially less than current model. According to firm, known as Model 700, it embodies simplification of design which reduced number of parts used from 240 to 165.

CLIFTON T. HURST, formerly of CITI HALL, has joined operating staff of CHB Milwaukee.

DON BARBONE and DEAN BELL, both RCAF veterans and graduates of govern- ment School of Electronic Engineer- ing, Toronto, have joined operating staff of CBC St. John's, N.B.

SOUND APPARATUS Co., New York, last week announced completion of redesign of his Model PL recorder. New recorder, to be known as Model HPL, has many mechanical and electrical changes over its predecessor, according to the firm, in- cluding synchronous 12-inch cylinder, paper speeds, more accessible recording mechanism, 170-inch potential transformer, a multiple track train, and an improved electrical circuit.

G. RON BACCHUS, engineer of CBC Saskatoon, has been transferred to new CBC Transmitter transmitter lab, Alfa, which is under construction.

JULIUS WERNER, president of Werner-Hilton St. Louis men's clothing, has shown here with one of the large store displays that announced the "Favorite Story" on KST St. Louis, sponsored by Wayne King on Sun., 29th of Oct., 22 p.m. Series, featuring Ronald Col- man, is transcribed and produced in Hollywood by Frederic W. Ziv Co. Werner-Hilton contract is for 32 weeks and was placed through Panel Agency, St. Louis.

BURLINGTON BREWING Co., Burlington, Vt., has started sponsorship of weekly transcribed half-hour "Ted Lewis Show" on eight stations in leading markets: WOR New York, WGN Chicago, KFQ San Francisco, KFI Los Angeles, WIIK Pittsburgh, WCJU Philadelphia, WKOC Newark, WIAM Cleveland. Contracts are for 13 weeks and are with National Advertising. Agency: Howard Management Co., Chicago. Show is packaged by Charlot-Coleman Productions.

RADIO FRIEND FELLOWSHIP, Los Angeles (religious), in addition to program on KGB, St. Louis, New York in each, has been transcribed to KBX 9:30 a.m. through to 10:30 a.m. National and local announcements are placed through Charlot-Coleman Productions.


PETER FOX BREWING Co., Chicago (Fox Deluxe beer), has appointed John W. Shaw Jr., Chicago, and Markelson Assoc., that city, to direct national advertising. Shaw is expected to handle most or all of radio budget of the account which presents approximately $100,000 for all media.

BELTONE HEARING AID Co., Chicago, has appointed Ruthruff & Ryan, Chi- cago, to handle advertising. Company is planning enlarged advertising program for 1965, calling for increased radio appropriation of its total advertising budget. Current spot announcement campaign is satis- factory, according to company.

WON. New York, has selected Paul Gibson on behalf of WBBM. Chicago.

A. LOUIS READ, former commercial manager of WWJ New Orleans, has been appointed director of advertising and sales promotion for Wemby Inc., New Orleans, neckwear manufacturer.

CENTRAL GROCER COOPERATIVE Inc. has appointed Satellite Radio Ad. Chicago, to handle radio advertis- ing. ABC maintains "You To You, Midlands" on WON Chicago, Oct. 1, 15 minutes daily at 9:15 a.m.


READER'S SCOPE MAGAZINE is to launch a radio test campaign in Provi- dence, R.I., in November. Agency: Rockmore Co., New York.


BANIAN I INC. (Drummond Drug Co., South Gate, Calif. (Franilla ice cream mix), Sept. 13 started daily live announcements, five times each week on seven Los Angeles network stations. Agency: RFVD KKKD XXLA KOFF KFAC.

AGENCY: The Tulls Co., Hollywood.

INLAND FERTILIZER Co., Los Angeles (mir Brand Gould & Pestle products), has appointed Booker-Cooler Co., Los An- geles, to handle national advertising. Radio will be used.

Buys Rival's Time

OFFICIALS of WKJG, new station nearing completion at Fort Wayne, Ind., announce that WNAV, Fort Wayne, will handle its export advertising. Initial campaign for WKJG, will include ad for Puerto Rico, using newspaper and spot announcements. Domestic advertising for the firm is handled by Lennen & Noll, New York.

PETER FOX BREWING Co., Chicago (Fox Deluxe beer), has appointed John W. Shaw Jr., Chicago, and Markelson Assoc., that city, to direct national advertising. Shaw is expected to handle most or all of radio budget of the account which presents approximately $100,000 for all media.

CORNY?

WIBW advertisers don’t think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.
WHN does it again!

Thank you, Billboard judges!

TED HUSING'S BANDSTAND PROMOTION WINS SINGLE CAMPAIGN DIVISION INDEPENDENT STATIONS OVER 5,000 WATTS BILLBOARD 1947 RADIO PROMOTION EXHIBIT

Last year it was WHN's Sports. This year, again, another WHN feature runs off with top promotion honors. WHN advertisers get intensive promotional support for their campaigns, plus showmanship, plus fifty-thousand-watt clear channel coverage, in America's greatest market.

Yes, you get more for your money on WHN.

WHN NEW YORK

50,000 Watts • 1050 Clear Channel
November 20, 1948

Page 26 • October 6, 1947

[Image of Western Electric CLOVER-LEAF ANTENNA]

**Q U A L I T Y  C O U N T S**

**AM-1490 kc**

WBUU Morristown, Pa.—Continued.

**Modification of CP**

RCA Corp., Phila.—Accepted CP, license, and amendments, for the purpose of transferring station to new frequency.

**NEWCOMER**

WPZT Omaha, Neb.—Entered into service by the Commission.

**NEW LICENSES**

KXSA Fort Wayne, Ind.—First renewal application for renewal of license as a FM station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.

KXSA Fort Wayne, Ind.—Continued.

KXSA Fort Wayne, Ind.—Extension of license for operation of new station.
More and More
250 Watt Stations
are being powered by Raytheon

Here’s the AM Transmitter that small-station owners are turning to...for its dependable, simpler circuits...its advanced design...its modern, “dress-up” beauty!

HERE’S WHAT THE SMALL STATION NEEDS!

...Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.

1. Simplified, More Efficient Circuits - A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifiers and minimizes harmonic distortion.
2. Increased Operating Efficiency - The use of the most modern improved components which are operated at well below their maximum capacity together with simplified circuit design greatly increases overall operating efficiency.
3. Greater Dependability - Due to the use of Triode type tubes, feedback failure will not cause a complete breakdown and the signal quality will still be good. Cooled by natural convective air currents, it is not subject to damage or fire caused by a blower failure.
4. Simple, Speedy and Accurate Tuning - All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. A clutch-equipped low-speed motor makes micrometer adjustment of the two tuned stages very easy.
5. No Buffer Stage Tuning - The use of a Video type amplifier in the buffer stage eliminates this complicated tuning.
6. Silent Operation - Natural air cooling means no blower noise, permits microphones in same room with transmitter.
7. Low Audio Distortion - Triode type tubes used in the audio stages have inherently lower distortion level. Specially designed audio transformers reduce audio distortion still further.
8. Easy Servicing - Vertical chassis, symmetrical mechanical layout and complete accessibility through double rear doors and hinged side panels make the RA-250 a favorite.
9. Easily Meets All F.C.C. Requirements - All electrical characteristics are well within the F.C.C. requirements. Noise level is -60 db below 100% modulation. Frequency response ±1 db from 30 to 10,000 cycles per second.

ANNOUNCED only a few short months ago, the Raytheon 250 Watt AM transmitter has already won its way into the forefront of small station broadcasting. Presented as a transmitter of unsurpassed design, unsurpassed styling and unsurpassed engineering excellence, it has proved its claims on all three points. Visitors exclaim over its striking, modern beauty...beauty that gives a “show-place” air to any station. Station owners are delighted with its dependable performance...its silent operation...and the high fidelity signal it puts on the air.

Before you select a 250 Watt transmitter, be sure you possess all the facts. Write or wire for our specification bulletin.

RAYTHEON MANUFACTURING COMPANY
Commercial Products Division  •  WALTHAM 54, MASSACHUSETTS
Industrial and Commercial Electronic Equipment, Broadcast Equipment, Tubes and Accessories
Sales Offices: Boston, Chattanooga, Chicago, Dallas, Los Angeles, New York, Seattle
DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY
ANOTHER "WIN" FOR LEAHY!!!!
in "LEAHY OF NOTRE DAME"

Two weeks ago when we first offered "LEAHY OF NOTRE DAME" to stations, we never dreamed there would be such a universal interest. We've been swamped with wires—telephone calls from all over the country—as well as a flock of firm orders for this unusual sports program.

AND—THERE'S STILL TIME TO GET THIS PROGRAM FOR YOUR SPORTS FANS!

"Leahy of Notre Dame" is a 15-minute, once-a-week, transcribed program with the one and only Frank Leahy in behind-the-scenes football stories, news of all college teams and coaches, interviews, human interest sports stories, and predictions!

Giving added color to the show, will be Harry Wismer, rated radio's top sports-caster for the past four years, who will work with Leahy on the program.

"LEAHY OF NOTRE DAME" is recorded on Sunday of each week and in your hands for Thursday or Friday evening or Saturday morning programming—thus giving your listeners the latest in football from two top figures in the sport today!

WRITE, WIRE, OR CALL FOR PRICE FOR YOUR MARKET ! !

GREEN ASSOCIATES
RADIO AND TELEVISION PRODUCTIONS
360 N. MICHIGAN AVE.
TEL. CENTRAL 5593
CHICAGO 1, ILL.

FRANK W. LEAHY—Director of Athletics and Head Football Coach, Notre Dame University.
Leahy, considered America's No. 1 football coach, has been at the helm of the Fighting Irish since February 1941. Since then he has chalked up a record of 32 wins, 3 defeats and 4 ties. He kicked off the 1947 season, in a big upset, when his All Stars defeated the champion Chicago Bears pro team a few weeks ago. He has also just been signed as sports adviser to WJR Detroit, Michigan.
ALL-NEGO SERIAL

Metropolitan Mutual Sponsors

Show on WJJD

WHAT is probably the first complete all-Negro daytime serial in American broadcasting history—for cast, sound and advertising agency—has been started on WJJD Chicago, Marshall Field independent station.

Titled Here Comes Tomorrow, the program is being sponsored by Metropolitan Mutual Assurance Co., Chicago, through Davis, Young & Powell, advertising agency. Serial is heard on WJJD Monday through Friday, 10-10:15 a.m. (CST).

Program deals with the orientation of a young Negro once affianced with amineness. It is big writing and acting, with a cast headed by Dick Durham, scriptwriter for WBWM Chicago's award-winning Democracy, U. S. A. The cast, comprising eight or more, is headed by maestro Kinglow, who portrayed Anna Lucasta in the play of that name, and Fred Pinkert.

Contract is on a 52-week basis, cancellable after 13 weeks.

FRIENDS WITH THE METROPOLITAN MUTUAL ASSURANCE

BROADCASTING • Telecasting

UNCLE REMUS

Now brought to life by the Inimitable

JIMMY SNIBBER

Ten years on coast-to-coast MBS with his 'JohnsonFamily'

AVAILABLE NOW

20 quarter-hour open end programs especially designed for concentrated pre-Christmas merchandising. Here's a brand new series that will thrill audiences of all ages as Uncle Remus and his old friends Brer Fox and Brer Rabbit get the Christmas spirit in a series that will give tremendous impact to your pre-Christmas sales message.

Cost per program based on metropolitan area population:

Under 25,000,000... 3.00
Up to 100,000... 5.00
Up to 750,000... 10.00
Over 750,000... 15.00

Send for audition today!

CARDINAL CO.

6000 Sunset Boulevard

Hollywood 28, California

October 6, 1947 • Page 65
RCA TK-20A FILM CAMERA ... as outstanding for film programming as the RCA image-orthicon field and studio cameras have proved for "live" pick-up work. Only one of these cameras is required for a complete, versatile film and slide setup.

RCA FILM MULTIPLEXER
Images from the RCA television projectors are reflected from the mirrors of the multiplexer to the pick-up tube of the camera. The slide projector, mounted on the multiplexer, focuses directly on the pick-up tube. No focusing lenses are required on the film camera; distortion is negligible. Instant change from one projector image to another ... or injection of slide pictures is performed in the projection room.
New RCA "Fray" television film camera

* for use with one 16mm or one 35mm RCA television film projector
* for use with a 16mm and a 35mm projector
* for continuous shows with two projectors of either size
* for two film projectors and a slide projector

It is now possible to use two film projectors and a slide projector with just one film camera... and to switch instantly from one to another without moving the camera.

Versatility in the RCA TK-20A is achieved through the use of a unique mirror system (see diagram at left). By this means, slide projector images may be shown in conjunction with motion picture films for special effects... or used separately for station identification, announcements, commercials, etc. Consecutive movie shorts or continuous multireel shows are handled with equal ease.

The camera includes a sensitive RCA pick-up tube, blanking and deflection amplifiers, and a six-stage video preamplifier. Resolution is excellent.

A separate control unit and master monitor, and two regulated power supplies (rack-mounted) complete the film-camera chain.

Only initial settings need be made at the camera; all other adjustments are made at the monitor and control units which normally become part of your video console.

Complete specifications and description of the TK-20A Film Camera are now available. Write Dept. 18-J, RCA, Camden, N. J.
Philco Corp. Offers Patents To All Other Manufacturers

PHILCO Corp. in a move that may be regarded as among the important developments in the history of radio manufacturing, announced Sept. 24 that it is offering use of its 700 patents and inventions in the radio receiver, electrical phonograph and television fields to any manufacturer, subject to royalties.

Formal announcement of the policy was made by John Ballantyne, corporation president, and it was interpreted as a move which will have far-reaching benefits for other manufacturers, the public and for broadcasters.

It followed less than a month after RCA's somewhat similar invitation to other manufacturers to get into the television field [BROAD-

CASTING, Sept. 1], but the Philco step was not taken because of the RCA move. It has been planned for a year now and it marks a definite break in former Philco policies.

Herefore, Philco never licensed manufacturers to use its patents and inventions, as did RCA. But a year ago, it made a first move in this direction when it signed a cross-licensing agreement with RCA. Since then it licensed General Electric and Westinghouse Electric Corp. to use its developments, but now it has widened its policy to include the entire industry.

Unusual in the Philco offer is the fact that it is willing to bring other manufacturers right up to date in the latest developments, granting not only licenses in patented items, but also in brand-new inventions for which such protective rights are still in process.

Included among the many outstanding developments of Philco research are its advanced FM system; electronic voltage regulator; the Philco large-screen projection TV system with the micro-lens screen, regarded as a major advance in the TV art, and a new method of playing records which is incorporated in the Philco 1201. Under the licensing agreements to be signed with manufacturers, the licensees are required to pay Philco a minimum of $10,000 a year. Payments to Philco generally are according to the following schedule:

For each TV receiver when equipped only for accompanying sound, 1½% of the specified selling price.
For FM receivers, 4% of the selling price.
For AM receivers, 1½% of the selling price.

PHILCO Corp. in a move that may be regarded as among the important developments in the history of radio manufacturing, announced Sept. 24 that it is offering use of its 700 patents and inventions in the radio receiver, electrical phonograph and television fields to any manufacturer, subject to royalties.

Formal announcement of the policy was made by John Ballantyne, corporation president, and it was interpreted as a move which will have far-reaching benefits for other manufacturers, the public and for broadcasters.

It followed less than a month after RCA's somewhat similar invitation to other manufacturers to get into the television field [BROAD-

CASTING, Sept. 1], but the Philco step was not taken because of the RCA move. It has been planned for a year now and it marks a definite break in former Philco policies.

Herefore, Philco never licensed manufacturers to use its patents and inventions, as did RCA. But a year ago, it made a first move in this direction when it signed a cross-licensing agreement with RCA. Since then it licensed General Electric and Westinghouse Electric Corp. to use its developments, but now it has widened its policy to include the entire industry.

Unusual in the Philco offer is the fact that it is willing to bring other manufacturers right up to date in the latest developments, granting not only licenses in patented items, but also in brand-new inventions for which such protective rights are still in process.

Included among the many outstanding developments of Philco research are its advanced FM system; electronic voltage regulator; the Philco large-screen projection TV system with the micro-lens screen, regarded as a major advance in the TV art, and a new method of playing records which is incorporated in the Philco 1201. Under the licensing agreements to be signed with manufacturers, the licensees are required to pay Philco a minimum of $10,000 a year. Payments to Philco generally are according to the following schedule:

For each TV receiver when equipped only for accompanying sound, 1½% of the specified selling price.
For FM receivers, 4% of the selling price.
For AM receivers, 1½% of the selling price.

There are scores of Truscon Radio Towers in New England, ranging from 100 feet to 600 feet in height. They are both guyed and self-supporting types, either tapered or uniform cross section, and are meeting both AM and FM needs.

There are hundreds of Truscon Radio Towers serving the entire United States, and in many countries overseas. Truscon field experience and manufacturing facilities enable Truscon to meet adequately the individual needs of each broadcasting station. This assures satisfactory, trouble-free operation and ability to meet changing conditions.

Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.

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

TRUSCON RADIO TOWERS
BLANKET NEW ENGLAND

There are scores of Truscon Radio Towers in New England, ranging from 100 feet to 600 feet in height. They are both guyed and self-supporting types, either tapered or uniform cross section, and are meeting both AM and FM needs.

There are hundreds of Truscon Radio Towers serving the entire United States, and in many countries overseas. Truscon field experience and manufacturing facilities enable Truscon to meet adequately the individual needs of each broadcasting station. This assures satisfactory, trouble-free operation and ability to meet changing conditions.

Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.

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

Lightweight TV Camera Is Now Developed by GE

DEVELOPMENT of a 56-pound television camera by the Transmitter Division of General Electric Co.'s Electronics Dept. at Syracuse was announced last week by GE officials, who said it is believed to be the lightest video camera ever built for studio use.

It is equipped with a turret of three lenses, is 10 inches wide, 10 inches high and 20 inches long, and although designed primarily for studio work, it may be adapted for greater distances with a telephoto lens. It is mounted on a mobile dolly and may be operated by fingertip control.

GE officials said the camera will produce acceptable pictures at 50 foot-candles and $3.5, and that smaller stop openings may be used for greater depth of focus if 100 to 200 foot-candles are supplied.

New Agreement

INTERIM arrangements have been made between the U.S. and Canada under which mobile radio transmitting equipment licensed by either country may enter either country. New agreement provides that such equipment be sealed by customs officials to prevent its operation in the country visited. Under the old arrangement U.S. equipment had been removed before entering Canada while Canadians entering this country were warned of illegal operation under U.S. laws. If the seal on equipment is broken under the new terms such equipment is subject to seizure.

Champion Renews

CHAMPION Spark Plug Co., Toledo, Ohio, effective Oct. 5 for 52 weeks, renewed its sponsorship of Champion Roll Call, on ABC Fridays, 9:55-10 p.m., featuring sports commentaries by Harry Wismer. Agency is MacManus, John & Adams, Detroit.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414

McNARY & WRATHALL
883 National Press Bldg., D1, 1206
Washington, D. C.

PAUL GODLEY CO.
Labs: Great Notch, N. J.
Little Falls 4-1000

GEORGE C. DAVIS
301-305 Munsey Bldg. — District 8456
Washington 4, D. C.

INTERNATIONAL BLDG. — D1, 1319
WASHINGTON, D. C.
PORTER BLDG. — LO. 8821
KANSAS CITY, MO.

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

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
921 NATIONAL PRESS BLDG., NA. 3278
WASHINGTON, D. C.

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

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N. W., DE. 1234
WASHINGTON 5, D. C.

HERBERT L. WILSON
1018 VERMONT AVE., N. W., NA. 7161
WASHINGTON, D. C.
1000 No. Seward St., No. 6321
Hollywood, Calif.

JOHN J. KEEL
4 Complete Consulting Service
WARNER BLDG., WASHINGTON, D. C.
1319 0. E. ST., N. W., NATIONAL 6515
WASHINGTON, D. C.

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. MCINTOSH
710 14th St., N. W.—Metropolitan 4677
WASHINGTON, D. C.

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

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave., Ml. 4151
Dallas, Texas
1729 Wood St. Riverside 3611

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

GARO W. RAY
901 BROAD STREET PHONE 5-3085
BRIDGEPORT, CONNECTICUT

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

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 2, D. C.

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

KEAR & KENNEDY
1703 K ST., N. W.
REPUBLIC 1881
WASHINGTON, D. C.

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
P. O. Box 2407
Birmingham, Alabama
Bessemer 15068

ANDERSON & MERRYMANN
New York City
New Orleans
88 W. 42nd St.
American Bank Bldg.
Wils. 7-8891-8
Raymond 0111

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Bivd. Ph. Blackhawk 22
Oshkosh, Wisc.

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

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

A. R. BITTER
CONSULTING RADIO ENGINEER
652 Madison Avenue
TOLEDO 4, OHIO

BROADCASTING — Telecasting
October 6, 1947 — Page 69
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., L. DILLARD, GEN. MGR.

FCC Actions
(Continued from page 62)

Applications Cont.: TV-Relay

The Evening News Assn., Detroit—CP new standard station on 1480 kc 350 w. AM.

AM-1350 kc

ERB 20 to 30 kw.

KERO Bakersfield, Calif.—CP change frequency from 1280 to 970 kc, increase new station power to 150 kw, and change trans. location. AM-1350 kc

AM-990 kc

AM-1280 kc

Mendocino Coast Bestg. Co., Fort Bragg, Calif.—CP new standard station 1230 kc 250 w uni. AMENDED to change trans. location.

Dawson Bestg. Co., Dawson, Ga.—CP new standard station 990 kc 1 kw D. AMENDED to change type trans.

Hillsdale Bestg. Co., Inc., Hillsdale, Mich.—CP new standard station 650 kc 250 w. AMENDED to change frequency from 650 to 1280 kc.

Plat e Valley Bestg. Corp., Scottsbluff, Neb.—CP new standard station 990 kw D. AMENDED to change power from 1 kw to 500 w.

Modification of CP

WFLB Fayetteville, N. C.—Mod. CP as mod., with change change commencement date.


Phillips-Matthews, Charleston, S. C.—CP new standard station 1480 kc 200 w. AMENDED to change frequency from 1480 to 1430 kc.

WGN Chicago—Mod. CP as mod., which authorized increase in ERP from 50 kw to 150 kw.

WKIL Kankakee, Ill.—Mod. CP as mod., which authorized new FM station for extension of completion date.

KWNO-FM Winona, Minn.—Mod. CP as mod., which authorized new FM station for extension of completion date.

Relinquishment of Control

KFAB-FM Lincoln, Neb. — Voluntary relinquishment of control of permittee corporation to Am. Radio Printers Co.

WWFT-FM Wooster, Ohio—Mod. CP as mod., which authorized new FM station for extension of completion date.

KWWF-FM Wichita Falls, Tex.—Voluntary assignment of CP to KWWF-FM.

WCFC Beckley, W. Va.—Mod. CP as mod., which authorized new FM station for extension of completion date.

WENR-FM Milwaukee—Mod. CP as mod., which authorized new FM station for extension of completion date.

Chicago Times Inc., Chicago—CP new commercial station on Channel 13, 210-216 mc, power of 5 kw, 15 kw, and 75 kw.

License Renewal

WMMW Meriden, Conn.—License renewal new standard station.

KATL Houston, Texas—Same.

AM-660 kc

WTOR Savannah, Ga.—CP change frequency from 1290 to 690 kc, change power from 1 kw to 10 kw.

Modification of CP

WCLF Chicago—Mod. CP as mod., which authorized increase in ERP from 1 kw to 10 kw.

WASK Lafayette, Ind.—Mod. CP as mod., which authorized installation of new vertical and change in trans. location, for extension of completion date.

AM-1280 kc


Modification of CP

WGEM Wilson, N. C.—Mod. CP which authorized increase in ERP from 1 kw to 5 kw, power, install new trans. and DN-DN and change trans. location. AM-1280 kc

McInvilline Bestg. Co., McInvilline, Ore.—CP new standard station 1280 kc 1 kw D.

Modification of CP

WKST New Castle, Ind.—Mod. CP as mod., which authorized changes in vertical and change in trans. location.

Little Dixie Bestg. Co., Hugo, Okla.—CP new standard station 1480 kc 200 w uni.

AM-1360 kc

University City Bestg. Corp., Urbana, Ill.—CP new standard station 1480 kc 250 w D.

AM-1340 kc

Modification of CP

AM-1290 kc

WJPS Raleigh, N. C.—CP make changes in DA to support FM radiator, using 50 kw DA, and change trans. location.

September 29 Applications

APPLICATIONS DISMISSED

Central Colorado Bestg.—CP new standard station 1480 kc 500 w-1 kw D, Licenses Renewal.

Kansas, N. C.—CP new FM station (Class A) on Channel 25. AM-1290 kc

Huntsville Bestg. Co., Huntsville, Ala. —CP new FM station (Class B) on frequency to be assigned and ERP 1.2 kw. Application dismissed without prejudice, request for reconsideration.

Relay Delayed

Havens & Martin Inc. area of Rich- mond, Va. —Delayed high frequency relay station WREJ on Sept. 25.

TENDERED FOR FILING

Modification of CP

WSKB McComb, Miss.—Mod. CP to change proposed trans. location, using 500 w-1 kw D uni. DA-N on 1290 kc.

Coastal Bestg. Co., Inc., Bay Shore, N. Y.—CP new standard station 1520 kc 250 w D. (Requesting facilities of WKBZ Oyster Bay, N. Y., pending 1290 change to WEN Hempstead, N. Y.)

Modification of CP

KVLV North Little Rock, Ark.—Mod. CP to specify studio location and approval of trans. location.

AM-1320 kc

WJAZ West Palm Beach, Fla.—Request for use of old main trans. to be used as alternate main trans. power of 250 w, uni. on 1290 kc.

AM-1410 kc

Christian County Bestg., Oak Ridge, Tenn.—CP new standard station 1410 kc 250 w D.

AM-680 kc

BART Portland, Me.—CP to change frequency from 1460 to 1060 kc. Increase 250 w to 5 kw. Install new trans. and DA-DN, and change trans. location.

AM-1350 kc

Modification of CP

KMBK Kansas City—Mod. CP as mod., which authorized new station location for extension of completion date.

AM-1290 kc

Hocking Valley Bestg. Corp., Lancaster, Ohio—CP new standard station 1290 kc 250 w and D. AMENDED to change power from 250 w to 500 w and change trans. location.

Modification of CP

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

AM-1390 kc

WMCY-FM—Marysville, Calif. — Mod. CP which authorized new FM station for extension of completion date.

KCOM Los Angeles—Involuntary assignment of CP as mod., which authorized new FM station for extension of completion date.

KOMB Los Angeles—Involuntary assignment of CP as mod., which authorized new FM station for extension of completion date.

KPNX—License to cover CP and mod. which authorized new FM station for extension of completion date.

KAGH Pasadena, Calif. — License to cover CP and mod. which authorized new FM station for extension of completion date.

Modification of CP

KBTM San Bernardino, Calif.—Mod. CP as mod., which authorized new FM station for extension of completion date.

WJHP-FM Jacksonville, Fla.—Mod. CP as mod., which authorized new FM station for extension of completion date.

License to cover CP

WC1S Columbia, Ohio — License to cover CP as mod. which authorized new FM station for extension of completion date.

Modification of CP

WSRK Sheboygan, Ind. — Mod. CP which authorized new FM station for extension of completion date.

WNL-FM Terre Haute, Ind.—Same.

WGUY-FM Bangor, Me.—Same.

WGAN-FM Portland, Me.—Same.
Distinguished achievement certificate is presented to William K. Jenkins (1) president of two Georgia stations, WRDW Augusta and WSAC Columbus, and immediate past chairman of the Georgia chapter, National Foundation for Infantile Paralysis, by two members of the chapter's present staff of officers. Making presentation are Robert F. Maddox and Baxter N. Maddox, both executives of Atlanta's First National Bank.

WTAG-FM—Worcester, Mass.—Same. WFRF-FM—Ontario Harbor, Mich.—Same. License for CP.

WJWJ—Wyandotte, Mich.—License to cover CP which authorized new FM station.

Modification of CP

KMMC-FM Kansas City—Mod. CP as mod. which authorized changes in FM station to change tower base, ERP to 67 kw, & change base average terrain to 100 ft., make changes in antenna system and change completion and completion date.

WBNY-FM Buffalo, N. Y.—Mod. CP as mod. which authorized changes in FM station, to make changes in antenna system and change completion and completion date.

KOMY-FM Oklahoma City, Okla.—Mod. CP as mod. which authorized new FM station for extension of completion date.

KOMO-FM Oklahoma City—Mod. CP as mod. which authorized new FM station for extension of completion date.

Modification of CP

KCCM-FM McKeenst, Pa.—Mod. CP as mod. which authorized new FM station for extension of completion date.

KCAL-FM—Pittsburgh, Pa.—License for new FM station (Class B) on Channel 201, 91.5 mc, and ERP 15 kw. HARDING COLLEGE, Memphis, Tenn.—CP new FM station (Class B) on Channel 201, 91.5 mc, and ERP 15 kw.

September 30 Decisions

BY COMMISSION EN BANC

WEBC Chicago—Granted extension of present license to Dec. 1, pending study of information received under Sec. 308 (b).

BY THE SECRETARY

WFLY New York—Granted license for new non-commercial educational station: Channel 121, 91.5 mc, ERP 3.5 kw.

WBIP—Syracuse, N. Y.—Granted license for new FM station: Channel 276, 101.1 mc, ERP 360 kw.

WEPO—Philadelphia, Pa.—Granted license for new FM station: Channel 1210, 1 kw D.

KXIO—Bakerville, Tex.—Granted license for new FM station: 1070 kw D.

KOLN—Lincoln, Neb.—Granted license for new FM station, and studio locations, and change new station.

KWIK—Burbank, Calif.—Granted mod. CP for approval of ant. and trans. location.

KWJF—Stuttgart, Ark.—Granted mod. CP for approval of ant. and trans. location.

KVFD—Fayetteville, N. C.—Granted mod. CP for change in tripod tower and change in vertical ant.

KVAP-FM Owosso, Mich.—Granted mod. CP for change in location.

KASK—Lafayette, Ind.—Granted mod. CP for extension of completion date to 1-14-48.

WCLF—Chicago—Same to 4-24-48. WAI—Winston-Salem, N. C.—Same to 4-24-48.

WFAV—Lafayette, Ind.—Same to 12-15-47.

WXY—Fayetteville, N. C.—Same to 4-1-47.


WHR—Mobile, Ala.—Same to 12-15-47.

WJJS—Jackson, Tenn.—Same to 4-1-47.


WGR—Mobile, Ala.—Same to 12-15-47.

WJJD—Chicago—Will change in present license for new remote pickup station KSMA.

KWSL—Lake Charles, La.—Granted license for new license for station 1600 kw D.

KSEI—San Antonio, Tex.—Granted license for change in present location, new tower, additional power, and new license for station 1600 kw D.

WKB—Kodiak, Alaska—Granted license for new license for station 1600 kw D.

WFLB—Salem, Va.—Granted license for new license for station 1600 kw D.

WJDT—Charleston, S. C.—Granted license for new license for station 1500 kw D.

WAMS—Monroe, N. C.—Granted license for new license for station 1600 kw D.

KENT—Scottsboro, Ala.—Granted license for new license for station 1500 kw D.

WNB—Ravenswood, W. Va.—Granted license for new license for station 1500 kw D.

WEAA—Baltimore, Md.—Granted license for new license for station 1600 kw D.

WAVY—Davenport, Iowa—Granted license for new license for station 1500 kw D.

WINC—Newark, Ohio—Granted license for new license for station 1600 kw D.

WJCP—Livingston, La.—Granted license for new license for station 1600 kw D.

WJBD—Chicago—Will change in present license for new tower, new license for station 1600 kw D.

WAJ—Albemarle, N. C.—Granted license for new license for station 1500 kw D.

WAY—Roanoke, Va.—Granted license for new license for station 1600 kw D.

KNX—Sacramento, Calif.—Granted license for new license for station 1600 kw D.

WKT—Monroe, La.—Granted license for new license for station 1500 kw D.

WNE—San Juan, P. R.—Granted license for new license for station 1500 kw D.

BROOKLYN—New York—Granted license for new license for station 1500 kw D.

WXW—Dayton, Ohio—Granted license for new license for station 1500 kw D.

WGBP—Pittsburgh, Pa.—Granted license for new license for station 1500 kw D.

WHK—Newark, Ohio—Granted license for new license for station 1500 kw D.

KXFO—Canon City, Colo.—Granted license for new license for station 1500 kw D.

KWSL—Lake Charles, La.—Granted license for new license for station 1600 kw D.

KSEI—San Antonio, Tex.—Granted license for new license for station 1600 kw D.

WKB—Kodiak, Alaska—Granted license for new license for station 1600 kw D.

WJCP—Livingston, La.—Granted license for new license for station 1500 kw D.

WJBD—Chicago—Will change in present license for new tower, new license for station 1600 kw D.

WAJ—Albemarle, N. C.—Granted license for new license for station 1500 kw D.

WAY—Roanoke, Va.—Granted license for new license for station 1600 kw D.

KNX—Sacramento, Calif.—Granted license for new license for station 1600 kw D.

WKT—Monroe, La.—Granted license for new license for station 1500 kw D.

WNE—San Juan, P. R.—Granted license for new license for station 1500 kw D.

KXFO—Canon City, Colo.—Granted license for new license for station 1500 kw D.

KWSL—Lake Charles, La.—Granted license for new license for station 1600 kw D.

KSEI—San Antonio, Tex.—Granted license for new license for station 1600 kw D.

WKB—Kodiak, Alaska—Granted license for new license for station 1600 kw D.

WJCP—Livingston, La.—Granted license for new license for station 1500 kw D.

WJBD—Chicago—Will change in present license for new tower, new license for station 1600 kw D.

WAJ—Albemarle, N. C.—Granted license for new license for station 1500 kw D.

WAY—Roanoke, Va.—Granted license for new license for station 1600 kw D.

KNX—Sacramento, Calif.—Granted license for new license for station 1600 kw D.

WKT—Monroe, La.—Granted license for new license for station 1500 kw D.

WNE—San Juan, P. R.—Granted license for new license for station 1500 kw D.

KXFO—Canon City, Colo.—Granted license for new license for station 1500 kw D.

KWSL—Lake Charles, La.—Granted license for new license for station 1600 kw D.

KSEI—San Antonio, Tex.—Granted license for new license for station 1600 kw D.

WKB—Kodiak, Alaska—Granted license for new license for station 1600 kw D.

WJCP—Livingston, La.—Granted license for new license for station 1500 kw D.

WJBD—Chicago—Will change in present license for new tower, new license for station 1600 kw D.

WAJ—Albemarle, N. C.—Granted license for new license for station 1500 kw D.

WAY—Roanoke, Va.—Granted license for new license for station 1600 kw D.

KNX—Sacramento, Calif.—Granted license for new license for station 1600 kw D.

WKT—Monroe, La.—Granted license for new license for station 1500 kw D.

WNE—San Juan, P. R.—Granted license for new license for station 1500 kw D.

KXFO—Canon City, Colo.—Granted license for new license for station 1500 kw D.

KWSL—Lake Charles, La.—Granted license for new license for station 1600 kw D.

KSEI—San Antonio, Tex.—Granted license for new license for station 1600 kw D.

WKB—Kodiak, Alaska—Granted license for new license for station 1600 kw D.

WJCP—Livingston, La.—Granted license for new license for station 1500 kw D.

WJBD—Chicago—Will change in present license for new tower, new license for station 1600 kw D.

WAJ—Albemarle, N. C.—Granted license for new license for station 1500 kw D.

WAY—Roanoke, Va.—Granted license for new license for station 1600 kw D.
FCC Actions (Continued from page 71)

Decisions Cont.: WRNY Rochester, N. Y.—Granted license for change in frequency, increase in power, installation of new tower, and DA-N and change trans. location.

WSIC Stateville, N. C.—Granted license for change in frequency, increase in power, installation of new tower and DA-N and change trans. location.

KTOP Topeka, Kan.—Granted license for change in frequency, power and change in frequency, installation of new tower and change in trans. location.

KJY Huron, S. D.—Granted license for change in frequency, power and change in frequency, installation of new tower and change in trans. location.

WLOX Biloxi, Miss.—Granted CP to change type trans., approval of all new tower and change location, and change station location.

WESA Charleroi, Pa.—Granted mod. CP for approval of DA-N, trans. and studio locations.

WSKI Montpelier, Vt.—Granted mod. CP for change type trans., change in frequency, installation of new tower and change in frequency, installation of new tower and change trans. and location, and change station location.

KXIL-FM Dallas, Tex.—Same to 12-20-47.

WOK-FM Sunbury, Pa.—Same to 11-25-47.

WMFR New Bedford, Mass.—Same to 11-24-48.

WLP-FM Suffolk, Va.—Same to 12-28-48.

WBHZ Mt. Vernon, N. Y.—Same to 12-6-47.

WCMW-FM Canton, Ohio—Same to 4-11-48.

WKST-FM New Castle, Pa.—Same to 12-9-47.

WJFP-Herrin, Ill.—Same to 12-28-48.

WGPA-FM Bethelhem, Pa.—Same to 1-1-48.

September 30 Applications

ACCEPTED FOR FILING

AM—710 kc WRG Mobile, Ala.—CP to change power and hours from 1 kw to 250 kw. W-N, 1 kw-D unlimited. Inst DA-N AMEND-ED to change frequency and time trans. location.

AM—860 kc H. F. Ohlendorf, Oshkosh, Ark.—CP new standard station 860 kc 1 kw D.

AM—1750 kc Southland Best Co., Pomona, Calif.—CP new standard station 1250 kc 1 kw D.

AM—1110 kc Kenneth Allen, Taff, Calif.—CP new standard station 1310 kc 500 w. D. AMEND to change name trans. from Kenneth Allen to Kenneth Allen and George J. Treuchman, partnership 4/6 as Taff Best Co.

Modification of CP KUBA Yuba City, Calif.—Mod. CP which authorised new standard station to change type trans., install DA-N and change trans. location, and change type trans.

AM—990 kc Landon Bros. Co., Denver, Col.—CP new standard station 990 kc 1 kw D.

Modification of CP KFTI Twin Falls, Idaho—CP, mod. as mod. which authorised increase increase power, new install trans. and change in studio location. AMEND.Ed to change frequency and time trans. location.

AM—490 kc KWWL Waterloo, Iowa—Mod. CP which authorised new standard station to change type trans., install DA-N and change in studio location. AMEND.Ed to change in frequency and time trans. location.

AM—1490 kc Radio Station, Alexandria, Minn.—CP new standard station 1490 kc 250 w and unlimited. AMEND.Ed to change power from 250 w to 500 w, change type trans. and changes in ant. ground system.

AM—1590 kc El Reno Best Co., El Reno, Okla.—CP new standard station 1590 kc 500 w.

AM—1230 kc Coast Bests, Inc., Temimooke, Ore.—CP new standard station 1770 kc 1 kw

AM—1110 kc Panola Best Co., Carthage, Tex.—CP new standard station 1210 kc 250 w D.

AM—1570 kc Houston County Best Co., Crockett, Texas.—CP new standard station 1570 kc 250 w D.

AM—1450 kc Lampasas Best Co., Lampasas, Texas.—CP new standard station 1450 kc 250 w unlimited.

AM—1290 kc Mid-City Best Co., Fort Neches, Texas.—CP new standard station 1290 kc 500 w.

AM—530 kc Wyoming Best Co., Pineville, W. Va.—CP new standard station 730 kc 1 kw D. AMEND to change frequency from 730 to 970 kc.

AM—550 kc The Shawano County Leader Pub. Co., Shawano, Wis.—CP new standard station 550 kc 100 w-N W 250 W-D unlimited. AMEND to change power from 1 kw to 250 w, 2 kw to 250 w-D and change hours from unlimited to 250.

AM—1170 kc West Allis Best Co., West Allis, Wis.—CP new standard station 1600 kc unlimited. AMEND to change frequency from 1600 to 1670 kc, power from 1 kw to 250 w and change trans. location.

Modification of CP KFPW-FM Fort Smith, Ark.—Mod. CP which authorised new FM station to change frequency channel 248, 85.7 mzc, ERP 6 kw. CP, as mod. which authorised new FM station to change frequency channel 248 from 85.7 mzc, ERP 2 kw, height above average terrain and make changes in ant. system and change commencement and completion date.

FM—127.1 mzc Crescent City Best Co., Santa Monica, Calif.—CP new FM station (Class A) on Channel 221, 92.5 mzc, ERP 6 kw.

FM—187.5 mzc Radio St. Louis, St. Louis—CP new FM station (Class B) on Channel 298, 107.5 mzc, ERP 6 kw.

License for CP WFS-FM White Plains, N. Y.—License to cover CP, as mod. which authorised new FM station to change type station to Class B, frequency to Channel 271, 102.1 mzc, specify type trans., trans. site, ERP as 1.8 kw.

WBBW Columbus, Ohio—CP which authorised new FM station to change frequency channel 253, 96.5 mzc, ERP to 2.1 kw, height above average terrain, make changes in ant. system and change commencement and completion date.

FM—105.9 mzc Northern Virginia Bests, Inc., Arlington, Va.—CP new standard station (Class B) on Channel 290, 105.9 mzc, ERP 13.7 kw.

TENDERED FOR FILING

AM—1410 kc The Orange Belt Station, Arlington, Calif.—CP new standard station 1410 kc 250 w D.

Assignment of License KEKO Bakersfield, Calif.—Consent to assignment of license to Kern County Bests.

SSA—1110 kc KYOR San Diego, Calif.—Request for SSA (a non-operating present of D O.NY) with 100 w to 110 kw; period not to extend beyond Dec. 31, 1949.

Assignment of License KSDJ San Diego, Calif.—Consent to assignment of license to McKinnon Publications Inc.

WMMW Meriden, Conn.—CP to change hours from D to unil, install DA-N and change trans. location. (Continued on page 74)
settled, however. The shift from an autumn to a spring convention nearly cuts the time for arranging. While the board ordered a spring meeting in 1948, Article III if the new By-Laws merely requires that the secretary-treasurer call all a convention for the week of Dec. 16-23 if a meeting has not been held by Dec. 1.

Favored time for the 1948 meeting is the first or second week of May. That's dependent on availability, of course. If the board can't set the site it wants at the time it wants, then another time must be selected. If it's earlier, the 1947 and 1948 meetings run too close. If later, the convention gets into summer months.

Entirely possible is another autumn convention next year, but only as an interim measure while arrangements are made for a spring meeting in 1949. That would throw the entire area-district meeting program out of gear, since these sessions are slated for autumn.

Also to be considered by the board committee is the matter of arranging convention programs. Many plans have been offered, including two-day agenda; limit on tendance to owners and managers; scheduling of clinics at district and area meetings; holding equipment exhibit at a separate meeting; three regional instead of one national meeting.

The committee will have before it large numbers of complaints from broadcasters and related groups on the servicing of Atlantic City hotels. The city Chamber of Commerce is investigating these complaints.

Boston TV Grant

GRANT to Yankee Network for new television station at Boston was issued by FCC last Thursday. The permit authorizes use of Channel 7 (174-180 mc) with 327 kw visual and surlal power and antenna height 566 feet. The network, which is licensee of AM station WACO Boston, estimated construction costs at approximately $280,000. It plans to operate the station 28 hours weekly.

Excess Insurance

Covering

LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Write us for full details and quotations—or have your Broker do so.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG. KANSAS CITY, MISSOURI

November 1947 • Page 73

NAB Convention

(Continued from page 80)

ers have been protected at the Atlantic City communications conferences by Royal V. Howard, named director of the Engineering Dept. last spring. As a technical adviser and observer he has taken active part in these meetings. Besides customary engineering activities, the department revived the recording and reproducing standards project, held up by the war. New technical reports are projected for stations.

Activity in the international field has developed swiftly in the last year, leading to suggestion that an International Dept. be formed to handle such subjects as treaty making; international associations, of which there are several; observation of worldwide communications developments, and participation in national organizations active in international projects.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE

Exact Measurements of any time

R.C.A COMMUNICATIONS, INC.

64 Broad Street
New York 4, N. Y.

The

Robert L. Kaufman

Organization

Television Maintenance, Construction Supervision, Business Service for Broadcast Stations.

Money Bldg. and 64 W. 43rd St. N. Y. 18.

TOWER SALES & ERECTING CO.

Radio Towers

Erection, lighting, painting & Ground Systems.

6100 N. E. Columbus Blvd.
Portland 11, Oregon

C. H. Fisher, Agent Phone TR 7300

WINFIELD SCOTT McCAFFREY

and Associates

Consulting Radio Engineers

TELEVISION SPECIALISTS

419 Bond Bldg.

2099 Winemaster Ave.

Washington 5, D. C.

Dressel Hill, Pa.

District 9523

Sonora 3277 W

WILLIAM E. RICHARDSON

Consulting Radio Engineer.

1935 S. W. Mass St. Cherry 4070

Portland 1, Oregon

Preliminary surveys, management and operational consulting service on practical experience with AM FM and FM broadcast.

Phone 88 Executive 9999

RADIO CONSULTANTS, INC.

R. T. Fisher, President

Telephone 1601 Vermont Ave., Washington 5, D. C.

GEOGE P. ADAIR

Radio Engineering Consutls

1833 M Street N W

EXECUTIVE 1230

WASHINGTON 6, D. C.

DAVID DARRIN

and Associates

Radio Architectural Design

334 Pennsylvania Ave., S. E.

Washington, D. C.

Franklin 0022

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.

District 1640

ROBERT M. SILLMAN

CONSULTING RADIO ENGINEER

Specializing in Antenna Problems.

1011 New Hampshire Ave. RE 6646

Washington, D. C.

REPRODUCER REPAIRING SERVICE

ALL MAKES - SPECIALISTS 9A & 88

NOW - 48 HOUR SERVICE

BROADCAST SERVICE CO.

334 ARCADE BLDG., ST. LOUIS 1, MO.

TOM G. BANKS, JR.

CONSULTING RADIO ENGINEER

230 CENTRAL BUILDING

PUEBLO, COLORADO

Pueblo 5034

LYNNE C. SMEBY

Consulting Radio Engineers

870 13th St. N. W., EX. 9073

Washington 5, D. C.

LLOYD R. AMOO

CONSULTING RADIO ENGINEER

171 FIGHTING ST. S.E. PHONE 845 W

JAMESTOWN, NORTH DAKOTA

Radio Towers Erected

Painted and Serviced

Ground Systems and Transmission Line Installations

CLAY PLYMATE COMPANY, INC.

1411 Amos Tower

Phone 7-7822

Oklahoma City, Oklahoma
The text on the page is largely about radio licenses and changes in frequency and power. It includes technical details about various radio stations and their operations. The text is not clearly structured and seems to be a mix of administrative and technical information. There is no clear narrative or coherent story presented in the text.
Baylor Acquisition of KWBU Granted; FCC Also Approves Four Other Deals

(Other transfer story on page 38)

ACQUISITION of full control of KWBU Corpus Christi, Tex., by Baylor U. through purchase of remaining half interest at $114,305 approved last week by FCC. At the same time consent was given to transfers of three other standard stations and an FM station.

The Corpus Christi transaction involves transfer of control of Century Broadcasting Co., KWBU licensee, to Baylor U. and simultaneous assignment of the station's outstanding construction permit and special service authorization from Century to the Baptist university. The CP is for switch from 1010 kc to 1000 kc with 50 kw day, 10 kw night, directional fulltime. The KWBU application for the 1050 kc facility is being held by FCC until the clear channel question is settled.

Baylor Buys All

Baylor U. now half-owner, purchases the entire holdings of the other stockholders: Crazy Water, Inc., 250 shares; Pat and Mike O’Daniel, 130 shares each; Fidelity Union Life Insurance Co., 140 shares; and James M. Collins, 100 shares. Carr P. Collins Sr., president of Century Broadcasting, is chairman of the board of both.

Fidelity Union and Crazy Water. Carr P. Collins Jr., vice president, is director of Crazy Water, and L. L. Waller, treasurer, also is treasurer of Fidelity Union.

WRFU Eau Claire, Wis., was granted transfer of control through sale by John I. Kaiser of 30% interest at cost, $1,668.75, to Keith Werner. Mr. Kaiser withdraws to devote time to other interests. Mr. Werner, secretary-treasurer, who already held 26% interest, sells one-fifth of that holding to Thomas K. Werner, president, for $1.00 and "other good and valuable consideration." The new ownership: T. K. Werner, 10%; William J. Kutsch, vice president, 16%; Keith Werner, 50%; William E. Keefe, 16%, and James A. Riley, 8%. Station is assigned 1 kw day on 1260 kc.

KFGI San Fernando, Calif., was granted involuntary transfer of control from C. P. M. Allen, deceased, to Helen Ruth Allen, his wife, who is both executor and chief beneficiary of his estate. Mr. Allen was secretary-treasurer and 56.4% owner of KFGI. No money is involved. KFGI is assigned 1 kw on 1260 kc.

Other Transactions

Commission also approved transfer of control of Red River Broadcasting Co. Inc., licensee of KDAL Duluth, Minn., from Charles LeMasurier to his son, Dalton LeMasurier, through the gift of 100 shares (40%). Dalton LeMasurier, licensee of KILO Grand Forks, N. D., already holds one-half interest in KDAL and is general manager. Charles LeMasurier has retired. KDAL facilities are 1 kw on 610 kc.

Incorporation of FM station KSBS Kansas City, Kan., also was granted. Former co-owner, Harry Butler and Harry Scherzer are president and vice president respectively of the new firm. Each holds 49.7% interest. Other officers: Gladys Butler, secretary; and Marie Scherzer, treasurer. KSBS is assigned Channel 290, 105.9 mc, 43 kw effective radiated power.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,404 licensed, 468 construction permits, 706 applications pending (of which 371 are in hearing); FM — 59 licensed, 897 conditional grants, 686 CPs (part of CPs come from conditional grants, others from hearing proceedings); 132 applications pending; 132 applications pending (88 in hearing); television — six licensed, 62 CPs, 16 applications pending; hearing); noncommercial educational FM — six licensed, 36 CPs, six applications pending.

IN EASTERN NORTH CAROLINA YOUR ABC'S ARE...
Late Subscribers Swell BMB to 455

MBS Only Major Network That Has Not Yet Applied

LAST WEEK IN September brought 154 subscriptions to BMB from stations rushing in their contracts for the continuing service under the new 18-point plan to get in on the 10% discount on their first year's fees. BMB discount goes to all subscribers getting their orders in before Oct. 1. Total station subscriptions received by that date were 455.

BMB also received subscriptions from three of the four nationwide networks—ABC, CBS and NBC—but acceptance of these is being withheld pending receipt of one from Mutual by agreement of the three networks and BMB in an effort to win the united support of all four. BMB President Hugh Fells stated. This action is in line with a basic BMB principle of uniform station and network coverage, determined by the entire industry and applicable to all stations and networks, he said. It is understood that ABC and NBC have expressed willingness to have their subscriptions binding if CBS comes in too, but that all would prefer to have it a four-network deal. In any event, when their contracts are finally made firm the three networks submitting them before Oct. 1 will be entitled to the 10% discount.

The network contracts cover their owned and operated stations as well as the networks themselves, BMB reported. In the regional network field, the Arrowhead Network has joined the New England regional as a BMB subscriber.

Paul West, president of the Assn. of National Advertisers and vice chairman of BMB, when told of the situation, commented: "BMB as an organization has almost limitless opportunities to serve broadcasters as well as advertisers and agencies. Its strength lies in its subscribers. Subscribing to BMB does not limit in any way a station's or network's individual research activities. In fact, BMB data can supplement an individual station's research findings and vice versa, making each more valuable. It will be to each station's and network's own individual benefit to subscribe to BMB."

Frederic Gamble, president of the American Assn. of Advertising agencies and also a vice chairman of BMB, said: "The AAAA welcomes this evidence of continuing interest and support by broadcasters. BMB as a sound tripartite effort in developing uniform standard and network research measurements. Because the more broadcasters who subscribe to the greater BMB's value to the industry, we sincerely hope all stations and networks will want to subscribe."

Justin Miller, NAB president, was on his way to the West Coast and could not be reached for comment, but BMB pointed out that the influx of subscriptions is in line with the resolution of the NAB board on Sept. 15 that "NAB urge all its members to subscribe immediately to BMB."

Mutual's holdout is no effort to break BMB but this network is waiting for a resolution of the investigation of its engineering coverage technique by the BMB technical committee, according to Edgar Kobak, MBS president. He expressed the belief that BMB's coverage is too high and that its methods can be improved, perhaps by adopting the method developed by Mutual in all or part.

New BMB subscribers not previously announced are:

Mr. Gamble

Mr. West

Mr. Luckman

Radio Touches Of Campaign for Food

Truman, Marshall and Luckman Speak on Four Networks

EMERGENCY campaign to conserve American food supplies to permit greater aid to Europe during the winter was formally opened last night with a kickoff broadcast at 10:30 p.m. on all four major networks. President Truman, Secretary of State Marshall and Charlie Luckman, Levee Bros. president and chairman of the special Citizens Food Committee was scheduled to appear on the broadcast.

First session of the full committee was held Wednesday. A. E. Willard Jr., NAB executive vice president, represented the broad casting industry, appearing for President Justin Miller who is on the West Coast. President Truman, Mr. Luckman and Cabinet members outlined the problem.

With time a critical factor, Mr. Luckman already had started screening media campaigns submitted by the six Level advertising agencies as well as by network and other individual companies. Special media committees are to be named to handle the whirlwind campaign to bring public support to the project, which is entirely voluntary.

Members of the broadcast committee had not been named Thursday day night but early action was expected. The broadcast phase of the drive is to bring facilities of all networks and stations into action. Media activities probably will come under the over-all guidance of the Advertising Council, with the separate media committees planning the details.

At a news conference Wednesday Mr. Luckman reviewed the need for quick action and outlined the general conservation program.
Union Picks WARL For Taft Act Test
Regional Board Dismisses IBEW Ploe; Now Up to NLRB

FIRST TEST CASE on anti-Communist provisions of the Taft-Hartley Act developed after AFL International Brotherhood of Electrical Workers petitioned for an election at WARL Arlington, Va. Since the top officers of this union have not signed affidavits that they are not Communists and the Washington regional office of the NLRB followed General Counsel Robert N. Denham's ruling that the union could not use the services of the board and dismissed the union's plea.

Union officers then appealed the case to the board as a whole. Meanwhile, WARL officials maintain the position of "innocent bystanders" while union and NLRB officials decide the outcome. Frank J. Fletcher, station secretary, said the employees had made no demands on the station, except to ask for an election to determine the bargaining agent.

Labor and management officials throughout the nation are awaiting the decision with marked interest as a guide to future actions. There are signs that the Board will not rule until AFL and CIO conventions opening this week have taken a stand on signing the affidavits.

NBC Raises Shelby

APPOINTMENT of Robert F. Shelby, former technical development director, NBC Engineering Dept., as director of NBC's video engineering operations, was announced Sept. 26 by Frank E. Mullen, executive vice president. Mr. Shelby will report to Noran E. Kersta, NBC television operations director, and co-ordinates plans for video expansion with O. B. Hansen, vice president and chief engineer. George M. Nixon, formerly assistant director, succeeds Mr. Shelby.

FOR THE OUTSTANDING contribution of WRVA Richmond to the promotion of highway safety Gov. William Tuck (c), presents the station two copies of the Get Smart and merit from the Commonwealth of Virginia. Attending the ceremonies were (1 to r): E. H. Williams Jr., executive director of Governor's Highway Safety Committee; C. F. Joyner, commissioner, Virginia Division of Motor Vehicles; Governor Tuck; C. T. Lucy, WRVA general manager; Sam Carey, WRVA program service manager.

Plan to Create Three Grades Of Operators Due for Review

AN FCC COMMITTEE'S report on the proposed creation of three grades of broadcast operators licensees [BROADCASTING, Aug. 4] probably will be ready for filing with the Commission late this month or early in November, authorities reported last week after the committee spent two days in closed session hearing "outside" reaction to the plan.

NAB went on record as approving the plan "in principle" but suggested several changes, while representatives of three unions which would be affected reportedly challenged the plan for fear that too great a relaxation of present operator standards might be involved. FCC Chief Engineer George Sterling, who presided, asked both the unions and the NAB to submit additional information within the next two weeks.

NAB Engineering Director Royal V. Howard recommended that a "grandfather clause" be added to the proposed change, to provide for automatic renewals of all present radiotelephone licenses in one of the three new categories.

This suggestion-contemplates that holders of first-class tickets who have five or more years of broadcast experience would automatically receive renewals at the top level of the proposed new structure, as Broadcast Engineer Operators. First-class operators lacking these requirements would be licensed as Broadcast Technician Operators, while holders of second-class operator licenses would be licensed as Broadcast Radio Operators.

NAB also proposed that lifetime licenses be given to holders of first-class tickets with 10 or more years' experience, and that it be made clear that so long as a station employs a qualified operator it need not designate him chief engineer, technical supervisor, etc.

The unions represented were American Communications Assn., International Brotherhood of Electrical Workers, and National Assn. of Broadcast Engineers and Technicians.

YOUR DOLLAR BUYS MORE THAN BEFORE in the BEST BALANCED MARKET in the U. S.

\[ \begin{align*}
\text{whbc} \\
\text{CANTON, OHIO} \\
\text{OPERATING ON} \\
\text{5000 WATTS} \cdot \text{FULL TIME} \\
\end{align*} \]

\[ \Delta \]

\[ \begin{align*}
\text{whbc} \\
\text{BASIC MUTUAL Plus ABC Features} \cdot \text{Basic ABC Fall Schedule 3-1-48} \\
\text{REPRESENTED} \\
\text{by Rambeau} \\
\text{CANTON, OHIO} \\
\text{The Best Balanced Market in the United States} \\
\end{align*} \]

\[ \text{October 6, 1947} \cdot \text{Page 77} \]
WBAL Case Continued; FCC Issues a Speed-Up Warning

A MONTH's continuation of the long-pending hearing on WBAL Baltimore's renewal bid and the application of Drew Pearson & Robert S. Allen for the station's clear-channel facilities was allowed by FCC last week, but with a warning that further delays will not be countenanced.

The hearing, to have started today (Monday), was postponed to Wednesday on motion of WBAL, which had asked for a 60-day delay on grounds that it had been unable to complete preparation of its case. FCC Commr. Rosel H. Hyde, who heard the postponement plea Tuesday as presiding officer designated for the hearing, insisted that "long delays" serve neither public interest nor the applicants, and cautioned both sides that if they come up to the new hearing date unprepared, then "the responsibility will just have to rest with them."

William J. Dempsey of the Washington law firm of Dempsey & Koplovitz, defending the Hearst station's request for more time, pointed out that "responsible personnel" of WBAL had been engaged for several months with moving the station into new quarters and with getting its television affiliate ready for operation, with the result that they had not had sufficient time to devote to the renewal case.

Cites Time Length

To Commr. Hyde's observation that a lengthy delay would not serve the public interest, Mr. Dempsey replied that for eight months the case was seemingly of "so little" public interest that "the Commission didn't even put out issues on it." He pointed out that WBAL's renewal application was designated in February 1948 as a hearing case but that the issues on which the hearing would turn were not annexed by FCC until the following November. The hearing date, he noted, was postponed "several times" on the Commission's own motion.

WBAL's plea for continuance was filed immediately after the Court of Appeals for the District of Columbia denied, on Sept. 26, the station's petition for a stay order enjoining FCC from proceeding with the hearing. This petition was coupled with an appeal, still pending, from the U.S. District Court for D.C.'s dismissal of the WBAL suit seeking to force FCC to "correct" its Blue Book's references to the Baltimore station before going ahead with the renewed proceedings [BROADCASTING, July 7].

Both Commr. Hyde and FCC General Counsel Benedict F. Cottone noted that WBAL had known since July that the hearing was scheduled for Oct. 6, and questioned the late date of the plea for continuance. Mr. Dempsey contended that the pendency of the petition for a stay order, coupled with the fact that a similar order had at one time been issued by District Court, made it appear inadvisable to apply for postponement while the request for stay order remained unanswered.

Marcus Cohn of the firm of Cohn & Marks, representing Messrs. Pearson & Allen's Public Service Radio Corp., said his clients preferred to go ahead with the hearing but that they wanted WBAL to have "every opportunity" for preparation so there could be no claim of insufficient time. He suggested, however, that the continuance be cut from the requested 60 days to 30.

Mr. Dempsey said that, barring some development "which I can't envision happening," WBAL could be ready in 60 days but that he felt its preparation would be "seriously prejudiced" by postponement substantially less than that. He indicated, however, that WBAL would "do our best" to meet the new deadline.

Says WBAL Had to Move

Commr. Hyde said he felt the lack of preparation was "largely due to the way applicant has chosen to conduct his business." His reference was to the station's continued attention to moving into new quarters and its television installation when it was known that the hearing was coming up. Mr. Dempsey reiterated that WBAL had no choice but to move into new quarters and that it considered the offering of television service to be an important contribution to public interest. Commr. Hyde conceded that "problems" were involved, but insisted that he felt the hearing should not be delayed "a day longer than necessary."

WBAL is one of the stations cited in FCC's Blue Book for purportedly high percentages of commercial time. The station claims the references are "false, distorted and misleading" and that they prejudice its chances of a fair hearing unless first corrected.

WBAL also contends that Messrs. Pearson & Allen's application for the station's 60-kw, 1060-ke facilities was prompted by the Blue Book references and that without them the station would have been granted renewal without hearing.

K-F Renews

KAISER-FRAZER Co. through Swaney, Drake & Bement Inc., Chicago, is renewing current $500,000 spot campaign on over 200 stations in all marketcs where dealer-distributor franchises have been contracted. Agency indicated that Kaiser-Frazer will use every 50 kw station in the country where time is available. Campaign will run for 26 weeks, using average of three ET spots daily on all stations. Few station changes have been made from original schedule [BROADCASTING, Aug. 26].
MILLER SAYS CITIES, TOO, LOSING RIGHTS

Cities are being crowded out of
their inherent rights by Federal
bureaucracy, just as broadcasters
are being regulated beyond freedo-
soms guaranteed by the Constitu-
tion, NAB President Justin Miller
told the National Institute of Mu-
cipal Law Officers in an address
delivered last Monday in Los
Angeles.

"At the point where regulation
by Government constitutes an
abridgment of either press or
speech, the power of Congress un-
der the commerce clause ceases," Judge
Miller said.

Broadcasters are becoming in-
creasingly conscious of their civic
responsibilities, he told the insti-
tute, "and are not only willing but
anxious to cooperate with local
government officials in all move-
ments for the welfare of their mu-
nicipalities." He referred to the
109 broadcast stations licensed to
cities, educational institutions and
religious groups as evidences of the
common problem and the common
interest in education.

Judge Miller drew an analogy be-
 tween municipal and radio prob-
lems of traffic regulation, urging
consideration of problems such as
location of transmitter towers in
over-all city planning and zoning.
He said any such plan "should
contemplate not only proper facili-
ties and safeguards for aviation,
but also the placement of towers
to the industry by publishing this letter.

Reduce so called "one-minute announcements"
to fifty seconds. We maintain that by the ju-
tions that can be sold in thirty-seconds
can be sold in fifty seconds. For that matter, the necessity for
keeping within fifty seconds might even result in eliminating some
of the sound effects that are the real cause of listener annoyance
with commercials. So, cut one-minute transcribed announcements
to fifty seconds and live copy to one hundred words which can be
read in fifty seconds.

The result would be that we could run three such announce-
ments in 1 1/4 minutes and still put on a station break following.

If agencies, advertisers, national reps and transcription companies
are concerned over loss of availabilities, here is a way for them
to help themselves by adopting a "fifty-second rule" so they can
live under the "three-minute rule."

Movie Men Protest New
Weekly 'Telefilm' Plan

Despite refusal of major film
studios to grant permission, Tele-
film Inc., Hollywood, will release
its new television newsreel Tele-
film Snapshots, containing clips of
motion picture stars, to video sta-
tions nationally. With question
never having been settled by stand-
ard motion picture newsreel com-
panies, move may launch prelimi-
nary test on how far contract rights
to an actor extends. Newsreel shows
Virginia Mayo, Danny Kaye, Jack
Carson, Mickey Rooney, Frank Si-
natra and Keenan Wynn, whose in-
clusion was protested by Samuel
Goldwyn, Warner Bros., MGM.

Reduce Spots to 50 Seconds in Length
To Meet 3-Minute Rule, Says Wheeler

By Clarence Wheeler, Vice President
WHC Rochester

TIMEBUYERS, spot advertisers and stations doing business
with them are properly concerned over the fact that the "three-
minute rule" in the new code will drastically cut down announce-
ment availabilities. Ted Streibert of WOR expressed the problem
clearly at the Thursday morning code session at Atlantic City
when he observed that under this rule we would no longer be able to run three one-minute tran-
scribed announcements in a fourteen-minute, thirty-second participation program and then
follow it with a station break.

This is a problem that affects affiliates and independents alike. We have a solution to offer.
If Paul Raymer's proposed National Spot or-
ganization were a going concern, we could submit
the solution to them. We would like you to submit it
to the industry by publishing this letter.

Reduce so called "one-minute announcements"
to fifty seconds. We maintain that by the ju-
tions that can be sold in thirty-seconds
can be sold in fifty seconds. For that matter, the necessity for
keeping within fifty seconds might even result in eliminating some
of the sound effects that are the real cause of listener annoyance
with commercials. So, cut one-minute transcribed announcements
to fifty seconds and live copy to one hundred words which can be
read in fifty seconds.

The result would be that we could run three such announce-
ments in 1 1/4 minutes and still put on a station break following.

If agencies, advertisers, national reps and transcription companies
are concerned over loss of availabilities, here is a way for them
to help themselves by adopting a "fifty-second rule" so they can
live under the "three-minute rule."

AGENCY EXECUTIVES
At BANKERS MEETING

ADVERTISING agency executives,
publie opinion analysts and mer-
chandising officials are sharing the
platform with bankers at the 32d
annual convention of the Financial
Advertisers Assn., which opened
yesterday at the Waldorf Astoria
Hotel in New York and will con-
tinue through Thursday, Oct. 9.

James M. Wallace, vice presi-
dent of N. W. Ayer & Sons, and
Dr. Claude Robinson, opinion
researcher, are slated to talk on
"Planning Your Advertising"; Walter
Weir, president, Walter Weir Agency,
"Advertising Text and Copy"; Sanford
Gerard, Lemen & Mitchell art director,
"Adventing Design, Layout and
Art"; Ben Dalgin, New York Times
art and reproduction director, will
cover "Advertising Production and
Media" at the final school session
on Thursday.
EDITOR, Broadcasting:

Thanks so much for sending me your new Comparative Network Program-Sponsor Schedule. I find this schedule most helpful for easy reference, and will be happy to receive the new ones as you bring them out.

Harry Ackerman, Vice Pres.
Young & Rubicam
New York

EDITOR, Broadcasting:

Thanks for publishing the Comparative Network Schedules. I keep it on my desk as a ready reference. I am sure it will continue to be a very useful piece of equipment.

T. J. McDermott
N. W. Ager & Son
New York

EDITOR, Broadcasting:

Thank you very much for the Comparative Network Schedules. Since the networks stopped publishing these I have missed them badly and am delighted that they will again be available.

Linnea Nelson
J. Walter Thompson Co.
New York

EDITOR, Broadcasting:

This is one of the first pieces of promotional material that has come across my desk that has a real use.

Clarke A. Snyder
Bulova Watch Co.
New York

EDITOR, Broadcasting:

The Comparative Network Schedule is a very handsome job. I assure you it will get a great deal of use in my office.

William B. Lewis
Kenyon & Eckhardt
New York

EDITOR, Broadcasting:

Just a note to tell you how much we appreciate the Comparative Network Schedule which was published in the last issue of Broadcasting.

This is indeed proving to be a very useful tool.

Mary Duslavey
Pedlar & Ryan
New York

EDITOR, Broadcasting:

I have at my desk a copy of the Comparative Network Program Schedule and have used it a half dozen or more times since it was published. I can see where this information will come in very handy on a long-range set-up.

The schedules are reproduced most effectively and are very convenient, not only from a program angle but from a sponsorship angle. I feel these monthly schedules will serve me immeasurably.

Thanks for the good idea.

Betty Ruth Bruns
Ted Bates Adv.
New York

EDITOR, Broadcasting:

Just a shortie to tell you how very much I enjoyed the insert in current Broadcasting showing network comparative shows—extremely useful—hope you'll do it again in October.

Tim Kilduff
WSAI Cincinnati

EDITOR, Broadcasting:

The Comparative Network Program-Sponsor Schedule contained in your current issue is the best thing that has come across my desk in quite some time. Would it be possible for us to get about six more of these?

J. C. Kellam, Gen. Mgr.
KTBC Austin, Tex.

EDITOR, Broadcasting:

In your issue you have the network comparative program chart as a center spread. When I saw the layout earlier this week my reaction was one of pleasure because, believe it or not, we have use for such a chart here. I also assume that there are many other organizations and commercial enterprises who would like to have such a chart, which has been unavailable since NBC discontinued their issue.

Howard J. London, Radio Director
The National Foundation for Infantile Paralysis Inc.
New York

EDITOR, Broadcasting:

One of the most attractive features in the recent issue of Broadcasting was your Comparative Network Program and Sponsor Schedules displayed in a colorful double truck spread.

Perhaps I am a little presumptuous but I should like to suggest that if you find others who agree, and you find the job not an impossible one, such a schedule might become the desk piece for practically every subscriber to Broadcasting Magazine. I know I removed it from the magazine itself and I am keeping it as handy for me as I have referred to it any number of times. It is really a very fine working tool.

Cy King
Station Director
WEBR Buffalo

EDITOR, Broadcasting:

Just a note of appreciation for your Comparative Network Program-Sponsor Schedule as printed in your Sept. 8 issue of Broadcasting.

This is indeed a helpful service to time buyers, as well as other comparative uses. Broadcasting is, as always, 'on the ball.'

Robert J. Roth Jr.
Director of Radio and Promotion
Byer-Rolnick Co.
Garland, Tex.

EDITOR, Broadcasting:

... your new Comparative Network Chart ... is excellent because it shows the complete weekly schedule on all networks at a glance.

Robert W. Buckley
Donnelly-Stafford-Sample
New York

D.C. FM Fight

THREE-WAY fight for remaining Class B FM channel in Washington, D. C., area (No. 290, 106.9 mc) was precipitated when WARI, a daytimer in nearby Arlington, Va., applied for the channel. WPIK Alexandria, Va., and Montgomery FM Broadcasting Corp., Silver Spring, Md., both have Class A FM grants but are seeking to change to Class B.

Page 80 • October 6, 1947

BROADCASTING • Telecasting

MORRIS LESTER THAN ANY TWO PRIVATE COMMERICAL STATIONS IN THE HUNDRED MILLION DOLLAR RETAIL MARKET OF EASTERN CANADA

B.B.M.
5000 WATTS
630 KC
Ask Joe. Weed & Company
350 Madison Ave., N. Y.

CFCY
The Friendly Voice of the Maritimes
CHARLOTTETOWN
FCC Budget Request Hearing Today

Little Variance Is Seen From $7,300,000 Requested

FCC's 1948-49 budget request—expected to range between six and a half and seven and a half million dollars—will be presented to the Budget Bureau in sessions starting today (Monday).

The commission is now operating under a $6,840,000 appropriation, its largest peacetime grant. FCC authorities have implied that any substantial cutback will depend primarily on a holdover of the current workload. But, in the broadcasting field at least, the commission has made only comparatively short strides in that direction since its current appropriation went into effect.

Observers consequently saw little reason to expect that the new request would vary much from FCC's original overall budget of $7,300,000 for 1948-49, even though the pace of new applications now appears to be accelerating.

This belief was not weakened by recollections that FCC Chairman Charles R. Denny, appearing before the Senate Appropriations Committee last June, ventured that "if we could clean up [the AM] backlog and be current by the end of this coming fiscal year [June 30, 1948], then we could cut back to a normal level, if the backlog is gone and nothing else occurs."

There appears almost no chance that the backlog will be "gone." Chairman Denny himself told committee members that even if no new applications were filed "we would do well to be on a current basis by June 30, 1948." Applications are still coming in, although somewhat more slowly.

At another point, testifying before the Senate Appropriations Committee, Mr. Denny implied that the commission might never take a real backward step—that ultimately the Commission would have to grow. He conceded that expansion will not continue at "anything like the rate it has been going in the last year." He noted that both 1946-47 and 1947-48 have been "abnormal" years. "After that," he said, "it will mean that the size of the Commission staff can be reduced, but in 10 years it will have to be substantially bigger..."

It was not known late last week whether the Chairman would wind up its affairs of the International Telecommunications Conferences at Atlantic City, would be able to attend the meeting with the Budget Bureau today. If he is absent it was thought that Comr. Rosel H. Hyde would lead in the presentation of FCC's case with respect to broadcasting.

Comr. Paul A. Walker probably taking the lead in matters relating to common carriers.

It was thought that all Commissioners who are able to attend will be present, in addition to top-level staff executives. Comr. Robert John Jones' attendance would find him in a new role—a year ago, as a member of Congress, he was on the House Appropriations Committee which passes on, rather than origination of budget requests. Besides, the heads of the various departments, FCC's acting Executive Officer Kenneth Holl, formerly of the Budget Bureau, was considered almost certain to be on hand.

Procedure Followed

The conference with Budget Bureau officials normally consumes from one to two days. The Bureau then prepares its own estimates of the agency's needs, and these, perhaps with additional revisions, are ultimately transmitted to Congress in the President's budget message opening the new session in January.

Members of the Congressional appropriations committees, which last year held budget hearings on independent agencies in May, June, have indicated a desire to get the hearings under way much earlier this year—perhaps starting in November.

Two questions will be prominent in the minds of Budget officials when they start today's session and later when they prepare to get their recommendations in shape: (1) what has FCC accomplished under the appropriation granted for the current year, and (2) what is the size of the job it faces?

In the field of broadcasting, which occupies a major share of FCC attention, the records show that in number of grants FCC has moved much more slowly since July 1, when the appropriation became effective, than in other postwar months. This is attributed at least partially to the absence of three Commissioners attending international conferences and that summer months are "vacation months."

Authoritative but unofficial estimates place the number of new-station grants approximated 576 in AM, 387 in FM, and 33 in television.

The overall broadcasting workload is lighter now than when FCC last went before an appropriations committee, in May and June, but the bottom of the backlog is not in sight. Chairman Denny reported then that there were about 1,000 pending applications for new AM stations or changes in existing facilities, with 291 for FM and 15 for television. Today there are approximately 1,100 for new or improved AM facilities, 15 for FM stations, and 16 for television.

NBC's Engineers Confer At Headquarters in N. Y.

NBC engineers from the company's offices in cities other than New York held their annual meeting last week with O. B. Hanson, NBC vice president and chief engineer and other members of the engineering department in New York. Administrative and operational problems as well as new equipment design and development for television and FM were discussed.

Visiting engineers included Albert E. Johnson, Washington; Howard C. Luttgens, Central Division; Samuel E. Leonard, Cleveland; Robert H. Owen, Denver; Alfred H. Saxton, Western Division, and current-engineer, Washington radio attorney, has moved his offices from the Woodward Building to 418-419 Munsey Bldg. 1329 E St., N. W.

Frank U. Fletche, Washington radio attorney, has moved his offices from the Woodward Building to 418-419 Munsey Bldg. 1329 E St., N. W.

John D. Peck, San Francisco. F. A. Wankel, Eastern Division engineer, also was in attendance.

WJHP has added SOMETHING BIG in Jacksonville, Florida

FIRST
WEEKDAY MORNINGS... plus
WJHP 28.9 23.0 20.5 27.2

WJHP 28.9 27.4 22.1 19.9

WJHP 26.1 32.2 19.6 18.6

WJHP 24.5 26.7 23.5 23.0

For further information on our Success Story, call JOHN H. PERRY ASSOCIATES

NEW YORK PHILADELPHIA DETROIT CHICAGO ATLANTA

Reproduced above is chart of audience figures for WJHP from October 6-11, 1947. The figures show the station's place in its market during these highly competitive days. These figures have shown steady increase since July 1947.
WHO

is

"Listened-to-Most"

in 74

of

Iowa’s 99 Counties

(during daytime)

•

Write for complete facts!

50,000 Watts

Des Moines

FREE & PETERS, Inc.
Representatives

NRDGA Plans Radio Awards For Stores Using Broadcasting

SECOND annual awards contest for best broadcasts by retail stores will be staged by National Retail Dry Goods Assn. Plans for the competition were drawn up last Monday at a meeting of NRDGA and NAB officials, held at the NRDGA New York offices.

Six types of programs will be eligible for participation in the national contest. They will be classified on the program’s primary audience appeal. Types of appeal are children’s programs, teenagers, women, men, farm listeners, and general family and miscellaneous. Awards will be based on programs which best achieve objectives and reflect individuality and personality of the store’s trading area. This factor will be more important than actual production quality.

Winners will be announced at the NRDGA’s mid-January convention in New York. Entries will close in mid-December.

New feature of the 1948 NRDGA convention’s radio session will be participation of the contest winners on the program at which awards are announced. Main purpose of the contest is to promote and reward good radio advertising by retailers.

Attending the meeting in New York were William T. White, Wieboldt Stores, Chicago; Howard Landesmen, NAB sales promotion manager; Walt Dennis, Allied Stores; Frank E. Pellegrin and Lee Hart, director and assistant director respectively of the NAB Dept. of Broadcast Advertising; J. Robert Gulick, WGAL, Lancaster, Pa., chairman of the NAB Retail Subcommittee.

Mr. White has been tentatively named moderator of the convention radio session.

Baseball Ban Prompts WARL To Ask for Anti-Trust Action

AN INVESTIGATION of "monopolistic and restrictive broadcast practices of the major and minor baseball leagues of this country" was requested by WARL Arlington, Va., last week in a letter to the Dept. of Justice.

"The practice complained of is that of restricting the opportunity of radio stations to broadcast descriptions of baseball games played by competitive leagues," WARL declared, asking for "appropriate action under the anti-trust law if a Justice Dept. probe discloses monopolistic practices.

The letter, sent Thursday by Frank U. Fletcher, Washington radio attorney and half owner of the station, grew out of WARL attempts to line up permission to carry descriptions of games involving the New York Giants and the Brooklyn Dodgers. The Giants and Dodgers are in the National League while Washington, D. C., in whose metropolitan area Arlington is located, has a team in the American League.

Mr. Fletcher wrote that National League President Ford Frick told WARL he had no objection to such broadcasts “provided” Clark Griffith owner of the Washington, D. C., Senators, did not have any objection. Mr. Griffith, according to WARL, “flatly refused to give his consent to any such broadcasts.”

Mr. Griffith’s reasons, the WARL executive wrote, “were (1) that such broadcasts might make less valuable the sale of the broadcast rights to the Senators’ games, and (2) that there was an agreement among the Leagues ‘not to invade each other’s territory’.

Mr. Fletcher said “other sources” led him to believe “that this ‘agreement’ is formalized into a written understanding.” Whether it is or not, he added, “it is obvious from the illustration above that monopolistic broadcast practices are being carried out.”

He said WARL is advised that the same restrictive practice is followed where a town, not having a major league team, does have a minor league team. Here, if a local radio station desired to broadcast a major league game, it would not be permitted to do so unless the minor league team gave its consent, and it is informed that instances have occurred which prevented the broadcast of the major league games.”

Mr. Fletcher argued that “the major league baseball games belong to the American public, and that such stations or advertisers who are willing to pay a negotiated price for the privilege of broadcasting such games should not be deprived of such opportunity by virtue of a monopolistic agreement designed solely to hold up the price of the broadcast rights to a game in an entirely different league.”

His letter, addressed to Assistant Attorney General John F. Sonnett, of the Anti-Trust Division, read, “WARL will be more than pleased to give testimony as to the incident described above, and to cooperate in every way possible . . . Meantime Mr. Fletcher undertook to gather data from other stations relating to their experiences in securing baseball broadcast rights, and urged those who had encountered situations similar to WARL’s to communicate with him or the station.

FRIENDS IN NEED!

WAR has friends by the thousands throughout this rich, responsive market—and all of them are constantly in need of food, cosmetics, medicine, automobiles—any and everything human beings require to keep alive, keep well dressed, keep beautiful.

WAR

Winston - Salem, North Carolina
Representative: The Walker Company
Radio-TV Draw Huge Series Audience

Half - Million Estimated To Have Seen Games Via Television

BY RADIO and television the 1947 World Series, between the New York Yankees and Brooklyn Dodgers, was available to the largest out-of-park audience ever to receive a sports event, and this without any visible effect on the number of fans attending the series in person, as the opening day's game was watched by an all-time record series crowd of more than 78,000 persons.

First series ever to be televised, this year's games were seen in that manner by well over half a million viewers, according to industry estimates. Comparing these games with the Joe Louis-Billy Conn fight last year, video's biggest event to date, when between 150,000 and 175,000 persons, in that way, J. R. Poppele, WOR vice president and president of Television Broadcasters Assn., pointed out before the season started that "Now, with over 50,000 television receivers distributed in homes and public places throughout metropolitan New York, New Jersey, Southern Connecticut, the Albany-Troy-Schenectady area, Philadelphia, Baltimore and Washington, it is quite likely that 600,000 to 700,000 will see the Yankee-Dodger games."

Joint Sponsorship

The telecasts were jointly sponsored by Ford Motor Co., which had sponsored telecasts of the Dodger home games throughout the season on WCBW-TV New York, and Gillette, whose he ninth consecutive year sponsor of the World Series broadcasts on Mutual. Games were telecast by all stations within reach of New York's coaxial cable or radio relay and were originated by the three New York stations in turn, with Robert Amesiou, assistant manager of the WJ Mont station, WABD, chosen to coordinate all video activities.

The broadcasts were within reach of 29,089,000 of the nation's 33,980,000 radio homes, Mutual reported, a million and a half more than last year as a result of power boosts for MBS affiliates in major markets, with even this figure further expanded by other stations into the network for the series only. In addition to the more than 500 stations broadcasting the games in the U.S., Hawaii and Alaska, the series was also carried by 54 CBC stations in Canada. Special broadcasts in Spanish were shortwave to listeners in Latin America and the Armed Forces Radio Service also transmitted the series broadcasts by shortwave to service personnel abroad and at sea.

Coverage

Video set-up for the series rotated the telecast originals among the three New York stations, all of which broadcast all games. The spot programs were also fed by coaxial cable to Philadelphia, for simulcast broadcasting by WFTZ and WFIL-TV, and to Washington, where the video World Series reports were carried by WTTG and WNBJ. WRGB Schenectady also telecast the games for its audience, receiving the signals from New York via the new microwave radio relay system which was formally put into use last Monday, day before the first series game.

The three New York stations cooperated in announcing the games as well as in picturing them. Bob Slater, NBC video sports announcer, who did the play-by-play oral account for the Tuesday originated telecast by WNBT, handled color for Bill Slater, WABD sports caster, on Wednesday when the game was picked up by WABD, and for Bob Edge, WCBW-TV sports announcer on Thursday and Friday, when that station originated the programs. Mr. Edge was scheduled to assist Mr. Stanton on Saturday and Mr. Slater on Sunday and Monday, if the series ran that long.

Video pickups were directed for WNBT by Bill Garden, for WABD by Jack Murphy and for WCBW-TV by E. B. Swopes Jr. Under orders from their sponsors, the stations did no experimenting with new techniques during the series.

Pre-Series Troubles

For television, the weeks immediately preceding the series provided more excitement than the games themselves. Rejection by Baseball Commissioner A. B. (Happy) Chandler of the $100,000 offer of Liebmann Breweries because a beer tie-up would not be good for baseball and of lesser offers from Ford and Gillette because they did not match the $100,000 figure set by baseball for the series video rights left hanging the question of whether or not the games would be televised until four days before the first game.

When Mutual, whose broadcasting contract for the series, which runs through 1961, also gives this network first video rights, failed to produce an acceptable offer, the three New York telecasters wired to Mr. Chandler a joint offer of $60,000 a game with a minimum guarantee of $25,000 for the series to televise it on a sustaining basis. John F. Royal, NBC vice president, followed up the wire with a personal visit to the commissioner's midwestern headquarters and when this was finally turned down, made an offer of $60,000 on behalf of RCA.

Ante Upped

Since Gillette, by virtue of its sponsorship of the series broadcasts for nine years had a "moral prior right" to the telecasts, Mr. Royal made his offer for RCA subject to Gillette's refusal to match it. Gillette and Ford, whose original offer of $60,000 had been rejected earlier, agreed to up their ante by $25,000 each and the deal was made on that basis.

Meanwhile, Strauss Stores Corp., radio and automobile accessories retailer chain in New York and New England, was "frantically trying to get in an $85,000 offer to sponsor the television baseball show exclusively," the company's president, I. M. Strauss, reported early last week. When they finally reached a baseball spokesman Friday, Strauss representatives were told a deal had already been closed and they then went after Mutual to see if they could join the series sponsorship with Ford and Gillette.

(Continued on page 85)
Ban on FM

(Continued from page 17)

tension could be worked out, and expressed belief that by that time a satisfactory solution could be developed.

Mr. Petrillo told the news conference he had wired John Shepard 3rd, chairman of the board, Yankee Network, asking if Atlantic City reports were true which quoted him as saying the network was openly defying the union by duplicating without permission. He said Mr. Shepard had not replied.

Asked whether future negotiations after the current decision would be handled by the AFM and FMA, Mr. Petrillo said that was still undecided but he preferred that individual stations deal with the locals directly.

Attending the meeting for FMA in addition to Mr. Dillard were J. N. (Bill) Bailey, FMA executive director; Leonard Marks, FMA counsel; Morris Novik, Unity Broadcasting Co.; Edward Lamb, WTRT Toledo; Marion Claire, WGNB Chicago; Raymond Kohn, WFMZ Allentown, Pa.; William Fay and Arthur Stern, WHFM Rochester.

Continental Network plans to expand its program service this month, with daily offerings contemplated as soon as arrangements can be made. This goal would have been achieved sooner had not the union negotiations interfered.

To Expand Services

Starting in late October Continental will present the Navy Band for a full-hour program Monday evenings, probably 8-9 p.m. The Army Air Forces Band will be resumed Oct. 30 Thursdays 9-10 p.m., originating in the Dept. of Interior auditorium in Washington. The Army Band is heard 8-8:30 p.m. Wednesdays. All programs have WASH Washington as key station.

True Stories of the New York State Police, a Friday night feature, is heard in the half-hour preceding the 8:30-9 p.m. Stromberg-Carlson program.

Oddity of the Week

"I hate to cash in, boys, but WFDF has 'Break the Bank' on tonight."
REVISED QUESTIONNAIRES EASE WORK OF SMALL-STAFF STATIONS

EVISIONS in FCC’s questionnaires on broadcast stations’ “Employes and Their Compensation,” signed primarily to ease the burden of paper work on stations having fewer than 15 employes, were announced by the FCC last week. FCC said it felt that these changes “will complete its task, undertaken a year ago, of securing representative and reasonably complete data on the number, types, and compensation of broadcast sta- 
in employes.”

The revisions effective today (Monday) apply to Schedules 13-A and 13-B of Annual Report Form 4, which all stations and net- 
rks must file yearly. The new forms are for week ending Oct. 11. Heretofore each licensee was re- 
ired to file both schedules, No. B being a detailed continuation 13-A but dealing solely with 
non-supervisory program employes.

The new method, each sched- 
ule will be complete and 13-A will be filed by stations having less an 15 employes and 13-B by net- 
rks and stations with 15 or more 
employes.

Revision of 13-A

The principal change is the 
shortening of the questionnaire for smaller stations: Schedule 13-A. This becomes a one-page form divided for the first time into two sections. The new form eliminates all of the 
various departments and categories of “combination” and “supervisory” employes and the new “non-supervisory” category.

The Commission estimated that between one-third and one-half of all broadcast stations will be eli- 
sible to file the short schedule. “Combination” men are those 
whose work is divided between a major and minor classification 
listed on the report form. “Combination” men should be 
listed only once. He should be 
listed on the appropriate line “in a major grouping (program, 
television, etc.) in which he nor- 
mally spends most of his time.”

If this is true, the time is equally divided between two or more departments, he should be reported in the group which, in your opinion, best de- 
scribes his major work,” according to 
instructions with new schedules.

Employees who perform more than one function within a single 
department should not be listed as 
“combination” or as supervisory or non-supervisory employes 
within the appropriate department.

Consolidation of Others

Schedule 13-B, a one and a half page form for networks and sta- 
tions with 15 or more employes, is virtually a consolidation of what 
have been both 13-A and 13-B, “as time or a simplified form,” FCC explained.

There are some changes in compu- 
tation methods which apply to 
13-A and 13-B. A new break- 

down has been added—“Total Number of Actual Weekly Hours Worked” for (a) full time em- 
ployes, and (b) parttime employes. 
This complements the preceding 
programs which are retained in the 
new forms, on “Total Number of 
Weekly Hours Scheduled.” The 
“total compensation” column in the 
new forms applies to both scheduled hours and hourly workers, not scheduled hours alone as heretofore, and requires a breakdown between fulltime and parttime employes.

The requirements for informa- 
tion on non-staff non-supervisory 
program employes in Schedule 13-B have been eased by calling for data on (a) the number of part- 
time employes in each non-staff 
program classification, and (b) 
compensation paid them. Nor- 
ally, two years ago, an attempt to show the number of programs on which non-staff non-supervisory program employes worked.

FCC said returns filed on 
the new schedule “will be completed 
and tabulations from them are ex- 
pected to be available for public use shortly after the first of the year.”

WHNY-FM SERIES FEED REQUEST TURNED DOWN

REQUEST that MBS feed the 
World Series to WHNY-FM Hemp- 
stead, L. I., was received last week 
by Edgar Kobak, MBS president, 
from Elias I. Godofsky, president 
of the MBS outlet. Mr. Godofsky con- 
tended that such action would “stimulate FM,” and perform a “public service”—since WHNY, Mutual’s New York FM outlet, is not yet on the air.

Mr. Kobak declined, however, ex- 
plaining that MBS was feeding the 
series to only three areas where Mutual has inadequate coverage.

Mr. Godofsky expressed the 
opinion that Mr. Kobak’s attitude 
has “set back FM seriously.” He 
added that he was “anxious to 
have a New York area FM station 
broadcast the series to dispel the 
notion of some listeners that FM stations broadcast only serious 
music.” Mr. Godofsky said, “I can- 
not help but think now, as I once 
did, that the networks would 
thwart the development of FM.”

Alex Sherwood Named

ALEX SHERWOOD, head of 
western operations of Standard 
Radio, has been appointed vice 
president in charge for sales for 
the company, it was announced 
last week by Milt Blink and 
Gerry King, co- 
owners of the firm. 

Mr. Sherwood 
has been with 
Standard Radio for almost 
10 years. Before 
he was active in the 
management and sales of 
several stations 
including KQV Pittsburgh 
and WINS Milwaukee. He is a 
former sales manager of 
Westinghouse Radio Stations Inc. Mr. 
Sherwood will still head the east- 
ern operations.

Series

(Continued from page 88)

From the network they learned 
that this would involve obtaining 
the consent of several companies, 
which proved impossible over 
the weekend. On Monday, when 
contact was finally established, 
Mr. Strauss said, his company was told 
that adding a third sponsor would 
“make video presentation most dif- 
ficult.”

Finally, A. A. Schechter, MBS 
vice president, who was in direct 
contact with Mr. Chandler, said 
that he regretted not receiving the 
Strauss offer earlier but that he was 
positive that Comr. Chandler 
would insist on $100,000 if a third 
sponsor entered the video picture.” 
He added that although this year’s 
televised coverage does not justify 
his $55,000 bid, future options 
right and a chance to crack the 
MBS-Ford-Gillette monopoly did make it worth while.
Help Wanted

Continuity writers from Iowa or surrounding states, minimum salary $5000, all types copy and script. Must be able to improve working staff. Experience proving work. $5000, ABC affiliate. Min. $60.00 per week. If you have the ability and desire, opportunity for person with initiative and persistence to coordinate and supervise ability. Send samples of (Box 518, BROADCASTING). Annunciator-operator wanted. Experience desirable. Must be able to commensurate with ability. Personal audition required. We are progressive network affiliate in Central N. Y. Pleasant working conditions. Reply Box 621, BROADCASTING.

Wanted—First class operator North Carolina station. Experience not necessary, must have minimum of 2 years. Job pays $5000 per year. Must have good voice and health. Reply Box 495, BROADCASTING.

Chief engineer wanted for Carlsbad, New Mexico station. Must have good voice. Candidates must have one to two years’ experience. Reply Box 159, BROADCASTING.

Newspaper-wanted, local engineer to fill in widget position, salary $6000, with benefits. Reply Box 387, BROADCASTING.

Wanted—Young energetic salesman. 250 watt network affiliate in southwest. Reply Box 572, BROADCASTING.

Write for details of one man city of half-million population is accepting applications for announcer. Candidates must have good voice and communication skills. Must be able to meet sales director on short notice and close deals on short notice. Reply Box 417, BROADCASTING.

Chief engineer wanted. 1000 watt affiliate in area rich in broadcasting profession. Reply Box 464, BROADCASTING.

Update New York NBO affiliate needs a News director to fill in spot. Reply Box 560, BROADCA

Wanted—Commercial man for New York City daytime station. Must be willing to work. $5000 salary expected. Reply Box 605, BROADCASTING.

Radio script writer, immediate opening, large network affiliation with headquarters in midwestern city. Permanent staff position. Writing assignments in national network field, established national network affiliations, local and regional broadcasts. Also, promotional and industrial work assignments. Advancement open to individual capacity. Position held for World War II veterans. Reply Box 665, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.

Wanted—Experienced time salesman, daytime station in central Ohio. 15% commission plus sales, one week’s salary in advance, chance for advancement to commercial manager position. Reply Box 610, BROADCASTING.
NARBA Explosion
(Continued from page 15)
Atlantic City, be used as a Class 1-A channel in Saskatchewan and also recommends the creation of a "Class 5" group of stations which each nation would assign to the same group of channels and which would be operated with 50-w power. The main purpose of Class 5 stations would be to extend the service of different stations or networks in areas not served otherwise. They would be protected to the 4-millivolt groundwave contour.

Newfoundland asks to be signed three Class 3-A channels to be operated with 5-kw each. She suggests 790, 930 and 980 kc for this purpose.

Haiti requests 1080 and 1130 kc for two Class 2 stations to be operated with 25 kw.

The Dominican Republic wants 650, 700 and 750 kc (U.S. channel). WSMV in Nashville, and 945 (a mid-channel) and 1170 kc for operation of Class 2 stations. She also pledged cooperation to eliminate interference and recommended that "a revision be made of the distribution of the channels, taking as a basis the acquired rights and the existing regional agreements."

The Bahamas asked that ZNS Nassau, now operating with 5 kw on 1540 kc, be kept clear of interference to permit ultimate increase to 50 kw.

**SPEEDY INSTALLATION PUTS WMAL-TV ON AIR**

SETTING a new speed record for installation of a television station, WMAL-TV owned by Washington Evening Star, went on the air with the nation's first high band TV transmitter last Friday night, less than a month after delivery of RCA equipment and transmission. Former manager was by WFL Philbad, which required 100 days for its television installation.

The RCA 5 kw transmitter and complete station equipment were delivered to WMAL on Sept. 1 and were completely installed by the station's engineers in time to telecast the Georgetown-Fordham football game Friday. Installation was handled by Frank Harvey of WMAL with the assistance of John Dearing of the RCA Service Co.

Finch Elects James Fly, Ex-FCC Head, to Board
JAMES LAWRENCE FLY, former FCC chairman, who is now in New York law firm, was elected to the board of directors of Finch Telecommunications Inc. at that firm's annual stockholders meeting last week in Passaic, N. J. Mr. Fly fills a vacancy created by the resignation because of ill health of Raymond B. Littlefield.

At the same meeting Capt. W. G. H. Finch was re-elected board president; Augustus J. Eaves and H. L. Purnell, vice presidents; Harriett J. Free, treasurer and controller, and Margaret Karkey, secretary. Those reelected to the board were Frank H. Bell, associate director and Capt. Finch, all affiliated with Finch Telecommunications; Herbert A. Kent, president of F. Lorrillard & Co., and Mr. Petsey, director of WNY New.

**FOR SALE PROFITABLE SOUTHEASTERN REGIONAL**

A very clean, well-established operation located in one of the southeast's most desirable one-station markets. Facilities are far above the average. The station is consistently getting an increase in revenue and is a very key account of the regional business. It is showing consistent earnings of approximately $45,000 with a very high return on the sales price of $100,000.00. Well-qualified representatives

BLACKBURN-HAMILTON CO. Radio Station Brokers
WASHINGTON, D. C. SAN FRANCISCO
1411 New Hampshire Ave. N.W. 9480 California Ave. North Beach
Phone: 325 Montgomery
Telephone: 205
(at) 4480 5125
National 4766
Exeter 3972

October 6, 1947 • Page 87
Nations Sign

(Continued from page 15)

so that they will be put on a sound engineering basis so as to conserve the spectrum space and eliminate interference.

“We have firm confidence,” Mr. Denny declared, “that the machinery which we have set up and the regulations which we have adopted will assure that radio will attain its full potentials and make its maximum contribution to the education, safety, and comfort of men everywhere.”

Pointing out that international collaboration in radio is almost as old as radio itself, due to the medium’s inherent international characteristics, Mr. Denny reported that by 1932 the need for international regulations was apparent and the Madrid Conference of that year set up a permanent international organization known as “a loose association of nations which maintained a permanent secretarial staff but carried on its active work only at periodic conferences.” In 1932 this was sufficient to meet the requirements of the times.

But it is not sufficient to meet the requirements of the postwar period, because radio services are using frequencies not even charted in 1938 when the Madrid regulations were revised at Cairo, Mr. Denny said. These Cairo conferences were called in an effort to bring the regulations and the international organization abreast of the art.

Seemed Impossible

The job of making “an almost completely new beginning” seemed at first an impossible task when the delegates assembled 20 weeks ago, Mr. Denny said, lauding the accomplishments of the conferences in providing for “a closely knit and permanent international organization which can deal with communications as they arise” and in completing a comprehensive revision of the entire set of radio regulations covering every phase of international radio communications.

“In a larger sense,” Mr. Denny concluded, “our conferences have done something more than simply write a good set of agreements into the regulations. We have thrown open for consideration the whole question of the fundamental nature of radio communications. These conferences have been called to seek the ultimate goal of successful worldwide cooperation.”

Commenting on the conference achievements, Jaromir J. Svoboda, Czech delegate, pointed out that in creating the frequency board the conference had provided, for the first time in radio history, an organization designed “to bring a logical, consistent and economical order in the use of the frequencies.” He further stated that to his knowledge “no delegation has reserved the right to place in the additional protocol a statement about not following certain dispositions of the regulations.” This also is a first in radio history, he stated, “as it is proof of the quality of the work accomplished in Atlantic City.”

Credits Denny

Giuseppe Gneime, chairman of the Italian delegation, gave credit for “these auspicious results” primarily to the young and esteemed chairman, Mr. Denny, who is always smiling, calm, alert and courteous, impartial and thoroughly informed on the whole subject. We express our deepest gratitude to him and we wish to assure him that we shall never forget the mastery and the great patience which he has manifested.

A few days before the windup of the International Radio and Telecommunications (plenipotentiary) conferences, the third conference of the Atlantic City summer sessions, dealing with high-frequency broadcasting, had been brought to a close by Mr. Denny, who was its chairman as well. Because of the limited time available for its deliberations this conference had confined itself to preparing the way for a more complete conference on high-frequency broadcasting, which covers the frequencies used for international broadcasting. This will be held late next year in Mexico City.

Capt. Paul D. Miles, chief of the FCC’s Frequency-Allocation Division, was elected chairman of the IFRB at the first meeting of that body. Capt. Miles, previously designated U. S. representative of the IFRB, will serve his five-year term of office.

PRESIDENT \n
Layne Beatty (I) of the National Assoc. of Radio Farm Directors and John F. Hogan of National Assn. of Radio News Directors, discuss mutual problems in get-together at studios of WCIC Chicago, Monday, Mr. Beatty a director of WBAP Fort Worth, toured New England last month gathering material for his daily farm program. Mr. Hogan is news special events director of WCIC.

Test of Thomascolor Is Planned by SEC

NEW Thomascolor camera lens, claimed to offer simplified color system for television, will be tested this week by the Securities and Exchange Commission, in Philadelphia, as part of its hearing on a $10,000,000 public stock sale.

The Thomascolor camera and a camera using existing colorfilm techniques will take motion pictures at the SEC offices. The films taken by the two processes will be compared. Cameras will be set up side by side on an object under the same light. The films will be projected simultaneously on adjacent screens.

SEC’s hearing has accumulated 1,500 pages of testimony on operation of the Thomascolor process and the company has yet to present its side. The hearing followed issuance of an SEC stop order pending investigation of the process.
At Deadline...

FI. MADISON AM GRANTED; BLUEFIELD PROPOSED

NEW STANDARD station at Fort Madison, Ia., on 1360 kc with 500 w daytime, granted by FCC Friday to Hawkeye Broadcasting Co. Station, which will be known as WMII. The application was one of a number of license proposals to grant new station at Bluefield, W. Va. (250 w fulltime, 1240 kc) to communications columnist, Fred M. Bevan of Communications Act and presumably not affected by objectionable co-channel interference to WDWS Champaign, III., and WEOA Evansville, Ind. Conr. Charles R. Denny, Ewell K. Jett and E. M. Webster did not participate in proposed rulings.

Bluefield Broadcasting Co. is co-partner: Will L. Ashby, radio technician; Billy M. Barron, Chicago radio actor, and John F. Courrier, attending Radio Institute of Chicago.

Commission preferred Radio Bluefield because of greater ownership and day-to-day operation integration. Ownership of applicants:

Radio Bluefield Co.—Co-partnership: J. Lindsey Alley, ex-general manager WHIS Bluefield; George R. Summar, owner Summar Radio Service, wholesale and retail; and E. Barnard Jarret, manager and 67% owner, Southern Office Supply Co. Both Messrs. Summar and Jarret, have been with WHIS. Pocahontas Broadcasting Corp.—E. G. Orey, president, First National Bank of Bluefield and member West Virginia U. board of governors; president: Frank R. Halsey, manager Pocahontas Coal and Coke Co. and member, board of trustees, Bluefield College. Negro scholar, vice president and secretary: J. F. Craft, president. Consolidated Bus Lines, treasurer: and his son, Paul E. Craft, formerly with WISH Welch and WHIS Bluefield. Each holds 25%.

PARAMOUNT REPLIES

PARAMOUNT PICTURES Inc. Friday told FCC its minority holding in Allen B. DuMont Labs. involves no control above that generally exercised by minority interest in any firm; that its minor holding is essentially different from that of such stockholders in many corporations which now hold FCC licenses; that such status is not affected by provisions of Communications Act and presumably not within meaning of FCC's rules on multiple ownership. Commission earlier had ruled Paramount "controls" DuMont. Between two firms maximum five TV grants are held; applications for five more pending.

MBS FORUM ON PRICES

MUTUAL'S American Forum of the Air takes up price controls on tomorrow night's program. Fred G. Clark, general chairman, American Economic Foundation; Lawrence Fertig, financial columnist, Scripps-Howard Newspapers; Richard Gilbert, former OPA general counsel, and Robert R. Nathan, economist, will participate.

ULTRA FAX DEMONSTRATION

RCA PLANS first demonstration of its Ultra FAX, reputedly able to send 1,000,000 words per minute, sometime this month before FCC, Army, Navy, and other government officials at Statler Hotel, Washington, D. C. Exact date not set.

Page 90  October 6, 1947

RCA HOLDS SECOND CLINIC FOR STATION TV ENGINEERS


Closed Circuit

(Continued from page 4)
charging of premium power rates to subscrib- ers with TV sets. Practice found in some small towns, allegedly inspired by business interest: fearing stay-at-home influence of TV on fam- ilies. Utilities in large cities take progressive view, on other hand, and are encouraging video development. Problem coming up at RMA board meeting Oct. 16.

IT NOW develops that Commissioner C. J. Durr was not offered full law professorship at Yale, but had been proffered summer teaching course only. Several other offers for professor ship were made and are understood outstanding with likelihood that he will resign FCC post before year's end.

ATOM bomb shelter to be constructed for 3,000 employees and tenants of Chicago Tribune Bldg will have radio-proofive living quarters for all Tribune workers, including WGN staff, in the subbasement of newspaper plant. Tribune has employed two of nation's A-Bomb experts Dr. Walter H. Zinn and Dr. Raymond E. Zirkle, to conduct tests of stress analysis of reinforced steel and concrete of the Tribune tower building and WGN studios now under construction.

STILL CONCERNED about progress on "Line 1" and "Line 2" AM applications, FCC is re- assigning some 15 engineers from other sec- tions or from field to help with job of proc- essing. Line 1 (relatively simple cases, en- gineering-wise) now is longer than at com- pletion of temporary expediting procedure May 1. Remaining engineers will be put to work primarily on these, at first. Line 2 (com- plex engineering cases), which was brought up to date during expediting period, is grow- ing again but most of long-standing applica- tions which cluttered it in pre-expediting days have been weeded out, authorities report.

EXTRACURRICULAR activity at recent NAB Convention in Atlantic City included unremitting efforts on the part of owners of WQW Philadelphia and Blue Book Co., station, to unload to WNEW New York, owned by Arde Bulova and Milton Biow. Bernie Judis, station manager, was hounded but wasn't interested.

BROADCASTING  Telecasting
Thank you, Gentlemen,
For Those Kind Words...

We refer, of course, to the words of the distinguished panel of advertisers and agency men who served as the judges for The Billboard's 10th Annual Radio Promotion Competition. We are proud and honored to have had our entry voted FIRST in the Over-all Promotion Division and THIRD in the Public Service Promotion Division among all clear channel network affiliates.

Our thanks, too, to The Billboard for sponsoring this annual competition, and to the staff for their monumental task in preparing the excellent report on this year's entries.

WE QUOTE...

"WLW has long been recognized as one of the ablest operators in the many-angled field of promotion. The station's entry in this year's The Billboard's over-all competition bears this out. More than that, the entry, a compendium of information, shapes up as a veritable bible of promotional procedure. Scarcely a facet is untouched and all of the expository material shows an adult approach.

"The accent is not on the 'gimmick'; neither is it on the flashy or cute type of promotion which reads well but proves nonproductive. Rather, the WLW conception of promotion is all-embracing and involves the highest levels of activity in merchandising, audience building, and test planning. Unlike the promotional operation of most stations, that of WLW has an architectural quality. It has structure and it is many-dimensioned. It succeeds in selling the station's programs to listeners, the virtues of WLW to time buyers, and thru special services it helps the merchant with his problems."

CROSLEY BROADCASTING CORPORATION
Television finds drama in the dark
— with new RCA studio camera

Now television becomes even more exciting as lights are dimmed, and the camera reaches deep inside studio shadows to capture action as dramatic as any on stage or screen...

A new studio television camera—developed by RCA scientists and engineers—needs only 1/10th the usual light.

The super-sensitive eye of the new camera is an improved Image Orthicon Tube... of the type once used only for broadcasts of outdoor events. With it, studio broadcasts now become sharper, clearer—and since so little illumination is needed, heat in the studio is sharply reduced. No more blazing lights!

Such improvements come regularly from RCA Laboratories, and apply to all branches of radio, television, electronics, and recording. These improvements are part of your purchase of any product bearing the name RCA, or RCA Victor.

When in Radio City, New York, be sure to see the radio and electronic wonders at RCA Exhibition Hall, 36 West 49th St. Free admission. Radio Corporation of America, RCA Building, Radio City, New York 20.