Newsmagazine of Radio

**WOR**

is pleased to present a preliminary peek into what is undoubtedly the greatest single station story in the history of radio; what is perhaps the greatest one media story in the history of all advertising.

**GENTLEMEN—AND LADIES**—quite frankly the facts that follow left us old veterans just about as breathless as an Olympic relay runner. To put it pithily, they prove that WOR is one of the greatest single media buys in America today!

It all began when Broadcast Measurement Bureau, Inc. began its now famous task of sizing network and station audiences from coast to coast. It went further when WOR painstakingly analyzed the data BMB uncovered.

And w-h-a-t was uncovered? Heavens!

Now hold tight!

1. In the daytime WOR is listened to regularly in well over 3½-million homes with radios in 244 counties in 14 states!

2. In the nighttime WOR is listened to regularly in well over 4½-million homes with radios in 430 counties in 18 states!

What counties? What states? Why, gentlemen, why, ladies, we’re going to go into that much more thoroughly in future ads, but, for the moment, let’s astound you gently by saying that in the daytime: WOR is listened to regularly all the way from a rather nice little county named Beaufort, which is in North Carolina, clear north to Victoria, in northern Nova Scotia, and westward to Somerset, in Southern Pennsylvania. Gosh!

In the nighttime? Well, we’re sparking sweetly up in the Gaspé, in Canada, and making attractive sound in counties like Prince and Queens and Kings on Prince Edward Island, which, we might add, is not just a bus ride from New York or Trenton.

Southward we’re in Jenkins, Elbert and Oconee counties, in Georgia, and even Glynn, which is just a tired man’s stroll from the Florida border.

Westward we’re keeping people attentive to what our sponsors say over almost all of southeastern Ohio and blanketing Virginia and... But, oh, there’s only room for this much this time. And we really haven’t started telling.
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. Scarcey 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."
Another Yankee Partnership

NINE O'CLOCK NEWS

with

Nelson Churchill

9:00 to 9:15 A.M.
Six Days a Week
Monday through Saturday

Sponsored by the H. J. HEINZ COMPANY

for

HEINZ CONDENSED SOUPS

and

The New SWERL

NINE O'CLOCK NEWS, edited by The Yankee Network News Service, has a long-established, loyal audience and comes to New England housewives before shopping time, six mornings a week over 22 Yankee Network Stations. This program is consistently producing sales.

Acceptance is THE YANKEE NETWORK’S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS
Represented Nationally by EDWARD PETRY & CO., INC.

APPOINTMENT of Charles Denny’s successor on FCC may be delayed by absence from country of Sen. J. Howard McGrath, newly appointed chairman of Democratic National Committee. Senator McGrath flew to Europe Thursday—day Denny resignation was announced. It was thought he would be consulted in view of upcoming political year. His return expected in time for Democratic National Committee meeting Oct. 29.

FORT INDUSTRY Co., headed by George B. Storer, has sold its 12% interest in CKLW, Windsor-Detroit outlet of MBS, to majority stockholders of the Canadian outlet, headed by Harry Sedgwick. Group also operates CFRB Toronto. Founder of CKLW predecessor, CKOK, in 1932, Mr. Storer disposes of interest because of Fort Industry’s recent acquisition of WJBK Detroit.

J. WALTER THOMPSON Co., New York, recommending quarter-hour spot news shows nationally to its client, J. B. Williams Co. (shaving cream, hair oil), Gastonbury, Conn.

ACCEDING to suggestions from its newly formed membership, National Assn. of Radio Station Representatives has set up special code committee to consider commercial provisions of NAB proposed code and its national spot. Committee named by Acting Chairman H. Preston Peters, in absence of Chairman Paul H. Rayner, comprises: Edward Petry, chairman; George Boiling; Joe Bloom, of Forjoe & Co.; and Frank Headley.

NARSR sentiment appears to favor 30-word break in addition to three-minute commercial for each 15-minute program, and exemption from code provisions of shopping guides and other participating programs.

SEVERAL unions plan organization drives among broadcasting stations, now that NLRB “Red” ruling has removed general confusion. Organizing will cover both programming and technical employees.

FM ASSN. still waiting for official AFM verdict on music duplication, refusing to believe what it hears or reads until word comes from Petrillo himself. Since decision on ban is so vital to FM development, association confident music head will let it know as soon as he makes up his mind.

WHEN AFM head meets today (Oct. 13) with his executive board they will Mull ways to protect two million dollar kitty contributed by transcription and recording firms for retirement of worn-out musicians. Under Taft-Hartley Act such funds are outlawed, but union czar’s chief worry is seeing it disappear in event of nationwide strike.

POSSIBLE successor to late Joseph Padway as No. 1 AFL lawyer, as well as AFM, is Dan Carmell, Chicago labor lawyer. Report is that

### Upcoming

- Oct. 13-16: RMA Fall Conclave, Roosevelt Hotel, New York.

(Other Upcomings on page 72)

### Bulletin

ROBERT P. MYERS, general counsel for RCA international division, rejoined NBC legal staff to handle television matters, reporting to Frank E. Mullen, NBC executive vice president. Mr. Myers has been with RCA and NBC since 1928 except for 1934 when he was general counsel of RKO companies.

AWARD of honorary officer in Most Excellent Order of the British Empire (Civil Division) given Edward R. Murrow, CBS newscaster, by King George VI for war service. David Anderson, NBC, awarded Certificate of Mention in Despatches. Presentation to be made later.

ROBERT M. REUSCHLE, chief timebuyer of Sullivan, Stauffer, Colwell & Bayles, New York, has resigned to join Headley-Read Co., New York, station representatives. Jean Lawler, timebuyer for firm, takes over Mr. Reuschle’s duties.

NAMES of independent station representatives invited to NAB code meeting in Washington Oct. 23 were announced late Friday by NAB (early story page 15). Members are: Frank Blair, WSCR Scranton; Ted Coté, WNEW New York; Wayne Coy, WINX Washington; Arthur Harre, WJJD Chicago; Edward Lamb, WTOP Toledo; Elliot Sanger, WQXR New York; Harold B. Shaw, WOAY Oak Hill, W. Va.; Calvin Snow, RFAC Los Angeles; Ben Strouse, WWDG Washington; Eugene Weil, WLAQ Rome, Ga.; Ralph Weil, WOV New York.

FILM PROMOTION Radio and television to be part of big advertising budget for film "Faye Dunaway," first release of Independent Artists Inc., Hollywood. New firm has named Foote, Cone & Belding, New York, as agency for film.

CHARIS TEST Charis Corp., Allentown, Pa. (foundation garments), has begun nine-week campaign to test radio, newspapers and direct mail. Six cities selected for each medium. Stations used are WIBA WSAZ WDBR WBRG WBYT. Agency, Fuller & Smith & Ross, New York.


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"FORD THEATRE" CONTEST KENYON & ECKHARDT, New York, agency for Ford Motor Co., conducting contest among NBC stations for best local promotion of new Ford F-100 pickup truck series during its first 13 weeks. Winning station will receive new Ford, with choice of convertible or station wagon.

### Clear-Channel Hearing Bars FM Data

FM’s FUTURE role in providing broadcast service was excluded from clear-channel hearing by FCC announcement Friday that such data “would not be relevant.”

FCC gave its ruling in response to Clear Channel Broadcasting Service’s petition for access to FCC data on FM sets and equipment if subject was to be considered.

Clear-Channel group now expected to move that earlier testimony offered by CBS relating to future coverage of U. S. by FM networks and handful of AM stations [BROADCASTING, Sept. 29].

Meanwhile, with clear-channel sessions resuming Oct. 20, FCC called informal conference for Oct. 16 for parties to discuss “order of presentation, length of time expected to be taken by the various parties, exchange of exhibits, and other procedural matters.”

Meeting is at 9 a.m. in Room 6121, New P.O. Bldg., Washington.

FCC decision to exclude FM data, which observers felt would substantially shorten final sessions, was disclosed in letter to CCBS. It said:

The Commission is of the opinion that under the published issues in the clear-channel hearing evidence concerning the area and population of the U. S. which may be expected to receive satisfactory broadcast service in clear-channel stations in the future would not be relevant. Accordingly, no useful purpose would be served in making available the data the request. For the foregoing reasons your petition is denied.
NOW—UP TO 50,000* WATTS, at a new frequency of 810 kc, KCMO blankets the fast-growing industrial and agricultural area of Mid-America. For complete and economical coverage of this rich and expanding Mid-America market, center your selling with Mid-America's most powerful radio station.

Represented by: John E. Pearson Co.

**KCMO**

Kansas City, Mo. • Basic ABC for Mid-America

*50,000 WATTS DAY • 10,000 WATTS NIGHT—AT 810 KC*
Planned Programming PAYS OFF-

for OMAHA PUBLIC POWER DISTRICT

OMAHA PUBLIC POWER DISTRICT

Martha Bohlsen (left), Omaha Public Power District, and Byron Head, KOIL Announcer.

Omaha-Council Bluffs Homemakers Have Depended On Martha Bohlsen For Ten Years

Homemakers in the KOIL area find new pleasures in household chores, thanks to Martha Bohlsen, Home Service Director of the Omaha Public Power District. For 10 years now, Martha Bohlsen has conducted "The Homemakers Club of the Air" to show how much fun it is to live electrically. Detailed instructions on cooking, washing and other homemaking activities have made this twice-a-week broadcast "tops" with loyal Omaha and Council Bluffs housewives.

Just as this specifically tailored program pays off for the Omaha Public Power District in dealer appliance sales and load building, . . . planned programming on KOIL can get top results for you, too. Take advantage of KOIL's experience in tailor making high- Hooper programs for specific audiences. Write for further details or see Petry!

CHARLES T. STUART—PRESIDENT
AND EXECUTIVE DIRECTOR, EXEC.
OFFICE—STUART BLDG., LINC,NEB.

KOIL
OMAHA COUNCIL BLUFFS
1290 KC
5000 WATTS

Represented by EDWARD PETRY CO., INC.
For the first time... EVERY POST OFFICE IN HAWAII responded to a single station's mail survey! From one end of the islands to the other, KULA listeners wrote entries in a contest on the subject "What Radio Means to Me." Twenty prizes valued at $1000 were awarded winning letters. The results prove conclusively that KULA covers the entire Territory of Hawaii! Now, for the first time in Hawaiian radio history... ONE STATION BLANKETS ALL THE ISLANDS OF HAWAII!

6.1% OF HAWAII'S RADIO HOMES

... were represented in this unprecedented response! These same families and all others in the multi-million dollar Hawaiian market enjoy the second highest average per family income in America... $5,410.00!

(According to SALES MANAGEMENT'S 1947 Survey of Buying Power) You only need one station to sell Hawaii... KULA, clear channel, full time...

It's "Hawaii's listening habit."

PACIFIC FRONTIER BROADCASTING CO., LTD.
STUDIOS—1525 KAPIOLANI BLVD., HONOLULU, HAWAII

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

A B C or AVERY KNODEL, Inc., National Representatives
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
YOU CAN LEAD THE OUTSIDE* AUDIENCE

on the Pacific Coast, too!

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

Look at the crowd of people in the big, outside audience (where 4,594,000 of the Coast’s 12,632,200 people spent $3,736,889,000 in retail sales during 1946). This outside market gets complete coverage only with Don Lee (the above mentioned C. E. Hooper Survey proves it). Put your show on Don Lee, the only network that reaches all of the Pacific Coast audience.

Only Don Lee offers 43 stations (more than twice as many as Network “A”; over three times as many as Network “B” or “C”) to do the job of inside and outside coverage.

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

If you’ve a product to yell about, let both audiences hear you. Put your show on Don Lee, the only network with enough facilities to reach both the inside and outside markets on the Pacific Coast!

The Nation’s Greatest Regional Network
THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
SYDNEY GAYNOR, General Sales Manager
5315 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.
Feature of the Week

IN FITCHBURG, Mass., a select group of high school students is getting first-rate practical training in radio. In fact, they are the producers of three successful shows. For all this fun, one local high school gives them credits toward graduation, and the others may follow suit.

It all started last February when two high school students approached Station Manager Earle Clement at WEIM, the affiliate of the Yankee Network and MBS in Fitchburg. The students wanted to start a radio club, and the station approved, on the condition that the dramatic societies of the local schools sponsor the memberships.

Each of three local high schools approved the plan, and there was a scramble to see who would be the lucky students granted official membership in the WEIM Radio Club. Each school dramatic club appointed 12 students.

From the beginning, the would-be radio experts pitched in with real zest. An orientation course was planned by station officials, and club members attended lectures every Monday afternoon during the school year. Club director Robert E. Johnson of the WEIM staff opened the series with a history of radio broadcasting. The series gained momentum, and covered every possible phase of radio broadcasting.

Manager Clement spoke on the problems of a small station manager; Commercial Manager Carter Knight gave a series of lectures on writing commercials; Club Director Johnson lectured on script and continuity, while Richard Tucker, program director, told the students about production of radio shows.

The students were briefed on the technical side of radio by Engineer Ted Kalin. Other members of the staff helped willingly.

The club’s first show went on the air every Wednesday evening during the school year. Highschool Highlights was devoted to reports of activities in local high schools, complete with interviews, all written and produced by club enthusiasts. The group then turned to a second show, Fun With Books, produced in cooperation with the Fitchburg Public Library. It was so good that the library bought a radio for the express purpose of hearing the show.

On June 26, the club moved into big time with a series of summer workshop dramas, Stand By! Most of the shows were written, produced and directed by club members.

Another session is under way in this school year. Proof that the training has a telling effect on its members is the fact that at least three have made plans to go on to college to major in radio.

Sellers of Sales

THE B. S. after the name of Rosita Seale, timebuyer for Moore & Hamm, New York, ostensibly stands for Bachelor of Science, but there are many in the industry who would insist that is a designation for “Buying Specialist.”

Purchaser for such accounts as Mason Candy and George Ehret Brewery, Miss Seale received her original grounding as a literature and English major at New York U. But it was her incidental courses in commerce that fortified her for her first job as business manager for a tea and coffee importing company.

Two years later she forsook the bean (coffee) and the bag (tea) to edit scripts for an industrial motion picture firm, and the next two-year cycle saw her entry into radio as a freelance actress.

Continuing the cycle of two, she entered the business phase of radio a couple of years later as secretary and subsequently office manager and publicity director for the Keystone Broadcasting System.

Apparently having found her destiny, the two-year cycle was broken and Rosita remained at Keystone for five years, after which she joined her present firm, Moore & Hamm, as timebuyer.

Among other accounts purchased by Miss Seale are the Industrial Bank of Commerce, Montefi- for-Beauty and The Olson Co.

The attractive red-haired brown-eyed Miss Seale lives in East Orange, N. J. and is married to a former member of the Spanish diplomatic corps.

Her principal hobby is painting in oils with an accent on the primitive. She also admits collecting handkerchiefs and demitasse sets and is an avid collector of the art offerings of the Provincetown group.

Her only athletic diversion is horseback riding.

Remember the story about . . .

Kitty Hawk?

The Spirit of St. Louis?

It's not too far a cry to compare the growth of WDCC with the increasing loads planes carry. Both started small. Grew bigger . . . and bigger. Today WDCC and WDCC-FM are giants in the influence they wield in this great Washington market.

If it's sales power . . . and ability to lift your goods over great spaces . . . down here the way to do it is 1450 on the dial.

Only one other station in Washington has more loyal listeners.

WWDC

AM-FM—The D. C. Independent
Presenting ... the Idaho Group (a rich farm market) of the Intermountain Network!

These Idaho stations, Group IV of the Intermountain Network, offer dominant coverage of Idaho's first, second, third and fourth markets, a population of 100,000 radio homes, more than a third million people, retail sales of more than $200,000,000 and a farm income in excess of $150,000,000.

These stations may be purchased as a unit or as part of the full network which assures dominant coverage of Idaho, Utah, Wyoming and Montana.

HOOPER STATION LISTENING INDEX—WINTER 1946

<table>
<thead>
<tr>
<th>Station</th>
<th>Sets in Use</th>
<th>Daytime</th>
<th>Sets in Use</th>
<th>Evening</th>
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(Not measured. Station was under construction at time of survey.)

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta
How would you like a

6.5 MORNING NEWSCAST

in DULUTH-SUPERIOR?

Yes, geographic flexibility is one of the big advantages of spot radio. But name another advertising medium with which you can get proven coverage, at your preferred time of day, to reach the specific type of audience that you desire!

Take Duluth-Superior. WDSM's morning (11:30 a.m.) news-cast gets a 6.5 Hooperating,* with this large audience composed principally of women who have yet to do their day's shopping. And practically every station listed at the right could offer you a similarly attractive morning audience.

“Spot-radio” — Bull’s-Eye Radio — can be an unbeatable local, regional, sectional or national medium for you, depending upon the job you want to do. Or you can use it to augment and fortify any other campaigns you are now running. Shall we offer you some suggestions?

* Hooper Report, Winter-Spring, 1947

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

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE: KOB
BEAUMONT: KDFM
BOISE: KBOI
BUFFALO: WGR
CHARLESTON, S. C.: WQCB
COLUMBIA, S. C.: WIS
CORPUS CHRISTI: KRS
DAVENPORT: WOC
DES MOINES: WHO
DENVER: KYCB
DULUTH-SUPERIOR: WDSM
FARGO: WDAY
FT. WORTH-DALLAS: WBAP
HONOLULU-HILO: KGMB-KHBC
HOUSTON: KXYZ
INDIANAPOLIS: WISH
KANSAS CITY: KMBC
LOUISVILLE: WAVE
MINNEAPOLIS-ST. PAUL: WTCN
NEW YORK: WMCA
OMAHA: KFAB
PEORIA-TUSCOLA: WMBO-WDZ
PORTLAND, ORE.: KEX
RALEIGH: WPFT
ROANOKE: WDBJ
SAN DIEGO: KSDJ
ST. LOUIS: KSD
SEATTLE: KIRO
SYRACUSE: WFBF
TRENTON: WTHI

TELEVISION:

ST. LOUIS: KSD-TV

NEW YORK: 444 Madison Ave.
CHICAGO: 180 N. Michigan Ave.
DETROIT: Penobscot Bldg.
FORT WORTH: 406 W. Seventh St.
ATLANTA: Palmer Bldg.
HOLLYWOOD: 6331 Hollywood Blvd.
SAN FRANCISCO: 58 Sutter Street
Denny Leaves FCC to Join NBC Nov. 15

Taylor, Reinsch, Mead, Stoner, Mitchell MENTIONED FOR POST

By SOL TAIHOFF

At the pinnacle of his spectacular government career, Charles R. Denny last week resigned as chairman of the FCC to enable him to accept the long-standing offer of NBC to become its vice president and general counsel, effective Nov. 15. That post, which will place him on a high-level policy committee created by President Niles Trammell, will pay $35,000 a year against the FCC stipend of $10,000.

Mr. Denny’s resignation, premised upon his inability to remain “from a financial standpoint,” was submitted Wednesday and accepted by President Truman on Thursday in a “Dear Charlie” letter, effective Oct. 31. It terminates a decade of government service for the 55-year-old executive, who rose from junior attorney at the Department of Justice to the youngest chairman in radio regulatory history. On Oct. 2 he wound up the International Telecommunications Conferences, over which he had presided since last May at Atlantic City, and decided then finally to resign. First reports of his impending resignation, presumably to accept Mr. Trammell’s proffer, were published in detail last August by Broadcasting.

Even before formal announcement by the White House of Mr. Denny’s resignation, reports flew swift and fast about a successor. His unexpired term runs until June 30, 1951. Mr. Denny plans to remain at the FCC until Oct. 27.

These names were discussed:

Brig. Gen. Telford Taylor, former FCC general counsel and now chief prosecutor at the Nuremberg Nazi trials, who technically is still on leave as general counsel.

J. Leonard Reinsch, managing director of the Gov. Cox stations and radio adviser to President Truman.

Ex-Senator James M. Mead, New York Democrat, who is an avowed candidate and who sought appointment last year when Mr. Denny was named chairman.

Brig. Gen. Frank E. Stoner, war-time chief of Army Communications Service and now United Nations Communications Coordinator, actively promoted by military associates.

Former Senator Hugh B. Mitchell, Washington Democrat, a Laborite and liberal, who was defeated in 1946.

In announcing the Denny resignation, White House Secretary Charles Ross said Friday that it might be some time before the successor is named.

If President Truman fills the post before Congress convenes in January [unless there is a special session] the new commissioner will be given a recess appointment, subject to later confirmation by the Congress. The President selects the chairman from among the commissioners.

It was thought Vice Chairman Paul A. Walker, would serve as acting chairman if there is a gap.

Mr. Walker is not believed to be a candidate for the chairmanship because of somewhat frail health. Similarly, Commissioner E. K. Jett, veteran engineering executive, who had planned to leave the FCC before the year’s end, is understood to have declined to consider the chairmanship because of the rigors of that office.

There was even talk of the post.

(Continued on page 84)

TEXT OF THE TRUMAN-DENNY LETTERS

The President's Letter to Mr. Denny

Dear Charlie:

I regret exceedingly that for reasons set forth in your letter of October eighth you find it necessary to relinquish your duties. In the circumstances, I feel that I have no alternative but to accept, effective at the close of business on October thirty-first next, your resignation as a member of the Federal Communications Commission.

It is a fortunate circumstance that you were enabled to carry through to completion the important negotiations that fell to you as Chairman of the Delegations appointed by the President to represent the United States at the three International Telecommunications Conferences. I feel that a great deal of good was accomplished in the months of arduous labor to which you and your colleagues devoted yourselves in the work at Atlantic City.

I shall look forward to the perusal of the final report which you plan to submit to the Secretary of State, and am confident that the new International Telecommunications Treaty and the new International Radio Regulations will achieve their desired purposes.

The high quality of public service which you have given is deeply appreciated. You have my good wishes for happiness and success as you return to private life.

Oct. 9, 1947

HARRY S. TRUMAN

Mr. Denny’s Letter to the President

My dear Mr. President:

On last Thursday, October 2, 1947, we brought to a conclusion the series of three International Telecommunications Conferences which were held at Atlantic City, New Jersey, beginning May 15, 1947. As Chairman of the Delegations appointed by you to represent the United States at the three conferences I shall, of course, submit a complete report to the Secretary of State covering the work done and the agreements signed. However, I am pleased to be able to advise you that we feel that all three conferences were successful and that the new International Telecommunications Treaty and the new International Radio Regulations, both of which were signed by all of the 75 countries participating in the conferences, are satisfactory in every respect.

The completion of this four and one-half months assignment at the International Telecommunications Conferences brought me to a point where I had to decide whether I should resign my duties as Chairman of the Federal Communications Commission. After a great deal of thought I have been constrained to conclude that from a financial standpoint it is not possible for me to remain longer in the Government service. Therefore, I request that you accept my resignation as a member of the Federal Communications Commission effective October 31, 1947.

May I add this personal word. I have gotten a great deal of satisfaction and pleasure from the ten years that I have spent in the service of the United States Government. This is particularly true of the last two assignments which you have given me—the Chairmanship of the Commission and the representation of the United States at the International Telecommunications Conferences. I am grateful to you, Mr. President, for having given me the opportunity to have served under you.

Oct. 8, 1947

CHARLES R. DENNY
See Wider Spread of Advertising Dollar

ANA Elects R. B. Brown As New Chairman Of Board

TOP RADIO advertisers were elected to the chairmanship and vice chairmanships of the Assn. of National Advertisers at organization's 38th annual convention Oct. 5, 6, 7, and 8 in Atlantic City.

New chairman of the board is Robert B. Brown, vice president and advertising director of Bristol-Myers Co.

W. N. Connolley, advertising manager of S. C. Johnson & Son, and W. B. Potter, director of advertising operations, Eastman Kodak Co., were elected vice-chairmen.

New directors elected for 1948 were Wesley L. Nunn, Standard Oil Co. of Indiana; Chester W. Ruth, Republic Steel Corp.; J. Ward Maurer, Wildroot Co.; Henry Gorski, F. W. Woolworth Co.; and Robert Dowling of the Sanforized division of Cluett, Peabody & Co.

Other directors were re-elected.

Results of a survey among 102 companies in various fields were revealed by E. T. Batchelder, ANA secretary, on Tuesday. According to the survey, companies will have to be more selective in choosing media if advertising costs continue to increase since advertising expenditures are already reaching a peak. If it becomes necessary to spread the advertising dollar even further, the forecast was that it would be necessary to withdraw from some media and concentrate on adequate coverage of others.

Some Reduction

Emphasizing that no “fever complex” was involved, the survey revealed, however, that about one-fourth of the respondents had found it necessary to reduce advertising expenditures since the beginning of the current budget period.

Various reasons were given for the reduction, among them being a rise in administrative and manufacturing costs, lower profit margins, promotion plans ahead of production capacity and too-high original estimates on sales.

A higher total advertising budget in 1948 than in 1947 was forecast by about 50% of the companies while a slightly smaller number expected it to be about the same. For those who were increasing their outlays, the reasons given were that a larger sum was needed to do the same job, introduction of new products, expanding markets or keeping up with competition.

Despite the threats of foreign restrictions on trade, lack of materials and high prices, however, approximately 84% of the companies expected the 1948 sales volume to be the same or greater than in 1947.

About 70% said profit prospects for this year were good, while 25% said they were fair.

An earlier session devoted to increasing productivity of national advertising in the new year revealed improved tie-ins with both wholesale and retail selling and new methods of measuring trade magazine readership.

McEvoy Predicts

At Monday's session, Newman F. McEvoy, media director of Newell-Emmett, predicted that “advertisers may soon find it profitable to make somewhat larger expenditures in favor of programs rather than announcements.” He cited the increasing cost of spot radio as his reason.

In line with a warning to advertisers from A. C. Beane, general partner in Merrill Lynch, Pierce, Fenner & Beane, securities brokers, that advertising should not be reduced at the first signs of slackening business, John A. Spooner, vice president of Textron Inc., predicted record expenditures by the textile industries in 1948.

Mr. Beane said that to cut advertising would only aggravate conditions and suggested that reserves be accumulated during good times for future advertising. Five tested themes for successful selling of advertising budgets to management executives were given by Robert J. Keith, director of advertising at Pillsbury Mills Inc., at Monday's session. He listed them as: (1) Emphasis upon advertising as a means of developing valuable consumer franchises, (2) sound concepts behind advertising programs, (3) budgeting as an integral part of profit and loss statement, and (4) firm handling of requests for budgeted amounts.

A “good neighbor policy” in industry was advocated by Bryan Houston, executive vice president, Pepsi-Cola Co. with accent on such things as good working conditions and cleanliness. He pointed out that “80% of public relations is what you do and only 20% is what you say.”

Evident throughout the convention was the intention of the advertising industry to step up its program of political and economic education at home to counter the spread of communism and the Russian attacks of the U. S. and its form of government.

Wednesday Session

Intensification of the program was urged at Wednesday's session by Paul B. West, ANA president, and Charles G. Mortimer, head of the Advertising Council. In his address earlier, Mr. Beane said the advertising dealing with politics and economics had barely been touched and could prove to be the most valuable kind of insurance for advertising business if properly exploited.

Again in Wednesday's final sessions, Robert L. Garner, vice president, International Bank for Reconstruction and Development, followed the same line and said that American resources and productive capacity impose a great responsibility on Americans and at the same time open up a vast opportunity for leadership in world reconstruction and development. All indications pointed to increased public service advertising in the months immediately ahead.

‘Beulah’ for P & G

PROCTER & GAMBLE, Cincinnati (Dreft), effective Nov. 24 will replace Mystery of the Week, 7-7:15 p.m., five times weekly on CBS with ‘Beulah’. Show Productions, of Dancer-Fitzgerald-Sample, New York, is the agency.

SELLING EACH OTHER on what they're selling were Edward Petry (1), president of Edward Petry & Co., and William E. Rine, managing director of WWVA Wheeling, 50,000-w clear channel station, who named Petry firm national representative effective Oct. 15.

Full Mutual Signed By Kaiser - Frazer

KAISER - FRAZER Corp., and Kaiser Industries, New York, on Nov. 4 will start Newscope, described as a new type of news show, on the full Mutual network of more than 45 stations, four nights a week, Monday, with William M. Greene as editor and Wendell Noble as newscaster, will be broadcast Tuesday, Thursday and Saturday, 7:30-7:40 p.m., and Sunday, 8:45-9 p.m. (EST).

Contract for 52 weeks is said to approximate $1,200,000 for time. It was placed by Swaney, Drake & Bement, Chicago.

8 More ‘Joan Davis Show’ Sales Announced by CBS

EIGHT ADDITIONAL sales of the Joan Davis Show, which made its debut as a cooperative on CBS last Saturday, 9-9:30 p.m., were announced last week by Ralph Hatcher, head of the CBS Co-op Division.

New sponsors include: Trailer Sales Co., over KTUC Tucson, Ariz.; Raised Brand Food Co., WTXA Springfield, Ill.; Canadian Ace Ale, WBBM Chicago, and WEEI Boston; Jax Brewing Co., WMBR Jacksonville, Fl.; Shotwell Candy Co., WJR Detroit, and Hudepohl Candy Co., WKRC Cincinnati. The show also has been sold by KIMA Yakima, Wash., and WLBC Muncie, Ind., but names of the sponsors have not yet been disclosed.

Joan Davis sales previously announced were for White Rose Tea, over WCBS New York, and the Kari Shoe Co., KNX Los Angeles.
FM, Independents’ Code Views Sought

Industry Branches Called to Aid Redrafting
By J. FRANK BEATTY

NAB acted quickly last week to meet complaints that its new Standards of Practice and to an- nation that code procedure has been unfair to independents and small stations.

With only two weeks remaining before the board screening committee goes to work on proposed changes in the code, which becomes effective Feb. 1, the association took two specific steps:

1. Named a committee of independ- ents, most vocal and pro- life among code critics, to meet Oct. 23. The committee is to draw up recommendations to the board, which meets in mid-Novem- ber.

2. Called a meeting of FM Exec- tive Committee members and FM leaders Oct. 24 to consider special problems of FM stations and prepare a report to the board.

Leonard Asch, WBCA Schene- tady, is chairman of the committee.

When the independents meet in Washington Oct. 23 they will be given complete freedom of action, including the right to name their own committee chairman. NAB headquarters officials will be avail- able for consultation.

Length of Meeting

Should the meeting run more than one day, this group may de- cide to hold a joint session with the FM committee, whose problems are common in many respects.

Both committees will play an important role in the final code- writing process. The FM group consists of members from the 1947 committee, which technically ex- pired at the Atlantic City conven- tion, along with several persons who have been invited to serve in 1948. Membership of the inde- pendents committee, not yet an- nounced by NAB, includes some of the groups of local or regional code leaders. Besides, it represents a geograph- ical cross-section and is represent- ative of all power classifications.

The matter of giving independ- ents an adequate role in code pro- cedure has haunted NAB since the Atlantic City convention. At that time, an NAB official conceded that independents had not been adequately repre- sented in preliminary steps.

To compensate for this inadver- tency, NAB said, independents and small stations have been given two of the three board places on the board’s code screening committee. William Egan, an NAB-FCC-FM Beth- lield, Md., and John Meagher, KYSM Mankato, Minn., are ser- ving on this committee with Harold E. Fellows, WEEI Boston, Dis- trict 1 board member, and Harold Fair, NAB Program Dept. direc- tor.

While post-convention complaints about the code are strongly worded, and thus have been entering into the relatively small area of its provisions. Dominating are contents that the 3-minute total limitation on 15-minute time segments is wholly inadequate to the needs of operation of non- network stations.

Whether these objections would

Three Members Oppose NARS Action

Federal Encroachment

In Matter of Free Enterprise Hit
By BOB LUCE

THREE CHARTER MEMBERS of the newly-formed National Asso- ciation of Radio Station Repre- sentatives last week voiced objection to the action of the association in fil- ing complaint letters requesting the Enfor- ment of Justice and the FCC. The NARS said CBS, in taking over spot sales of non-network time for affiliates, has violated the Federal Anti-Trust Act and the provi- sions of the FCC’s Chain Broad- casting Regulations [BROADCASTING, Oct. 6]. John Blair & Co. Averv-Knodel Inc., and Bolling Inc. did not sign the letters contain- ing these charges.

Although the other 20 mem- bers of NARS did sign the letters, the dissenting representatives re- fused on the ground that the gov- ernment should not be invited to interfere in matters that are only of concern to competitive business.

In a letter to stations he repre- sents, John Blair stated, “It is our opinion that if a spot selling organ- ization of a network can do a bet- ter job than the established repre- sentatives, and the station is willing to place the responsibility for all its sales efforts, other than local, in the hands of the networks, they should be free to do so. We do not think it is the Commission’s busi- ness to tell you who you can or can- not appoint as national representa- tive.”

Mr. Blair also opposed the

BROADCASTING • Telecating

(Continued on page 76)

Text of the NARS Letters to FCC and Attorney General

New York City
Sept. 25, 1947

The Members of the Federal Com- munications Commission

Dear Sirs:

In response to this letter is to direct attention to a recent development which we believe merits serious con- sideration and appropriate action by the Commission. Until recently the Broadcast Divisions of the Broadcasting System have been expanded and CBS representatives now ordered to take over the function of station representative for a substantial number of affiliated stations. Quite naturally the other networks are considering a comparable movement.

With such an agency CBS proposes to occupy the dual position of network supplying programs to the affiliates and in addition, the assignment of these stations, as they are taken, to exploit by network programs. Any such action by any of the networks will have the effect of directly conferring on the Network, the station’s operating control over the station in a commanding position with respect to the station, which is not permitted to the other network stations. This move is most serious in that it combines the function of network control over the station’s program operation, which already places the network in a commanding position with respect to the affiliates and the other networks. In recent years there has been a decided breakdown of the effectiveness of the Chain Broadcasting Regulations, partic- ularly Sections 3.104 and 3.108.

Briefly stated, the purpose of Section 3.104 was to transfer from the networks to the affiliates effective control over the disposition of those hours of the day in which the station’s air time was used and is used by the station from network option. The limitations on option time were considered nec- essary in order to prevent serious inter- ference with the local program obli- gations of the affiliates and in order to place the affiliates in a position to compete effectively with the networks for national business. The Report on Chain Broadcasting specifically calls

(Continued on page 76)

October 13, 1947 • Page 15
DISC JOCKEYS

TREND Survey Shows Popularity Up

IMPACT of the disc m.c. on the radio industry has been a subject of considerable interest among station managers, and locally-produced disc shows play an important part in the programming of many stations. Just how important such shows are in radio today and what station managers think of them is revealed in the basis for the tenth questionnaire in the BROADCASTING TREND series. Responses to the poll, which represented the seventh survey of station manager opinion conducted for BROADCASTING by Audience Surveys Inc., are analyzed in this first article. A second survey on disc jockeys will be published in November.

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<tbody>
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<tr>
<td>------------------------------------------------------------</td>
</tr>
<tr>
<td>Less than 1 hour</td>
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<tr>
<td>1-2 hours</td>
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<tr>
<td>3-4 hours</td>
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Average length, 2.2 hours.

Many respondents indicated more than one time.

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<td>8-9</td>
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<td>12-1 p.m.</td>
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† Figures represent average of four quarter hours.

Forty-five of the 82 respondents indicated less than one hour per day. Forty-five others indicated between one and three hours daily. Twelve percent report broadcasting between three and four hours daily; 5% between four and five hours; and 7% carry more than five hours a day.

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<td>90%</td>
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<tr>
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<td>10%</td>
</tr>
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A sample of U.S. commercial AM stations in operation Sept. 1, 1946, conducted for proper balance by city size, network affiliation, base hour rate and geographical area.

FORT INDUSTRY STATIONS managing directors gathered at President George Storer's estate in Bloomfield Hills, Mich., to discuss future plans of the organization. Attending were (1 to r): Allen Haid, WMMN Fairmont, W. Va.; John Poole, of Poole & Warren, legal counsel; Ralph Elvin, WJBK Detroit; E. Y. Flannigan, WSPD Toledo; J. Harold Ryan, Fort Industry vice president and treasurer; President Storer; Lee B. Wailes, general manager; James E. Bailey, WAGA Atlanta; John Koepf, television manager; William Rine, WYWA Wheeling, W. Va.; J. Robert Kenna, WLOK Lima, Ohio.

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<td>17%</td>
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<tr>
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<td>34%</td>
</tr>
<tr>
<td>3-4 hours</td>
<td>27%</td>
</tr>
<tr>
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<tr>
<td>6-7</td>
<td>16%</td>
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<tr>
<td>7-8</td>
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<td>8-9</td>
<td>12%</td>
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<td>9-10</td>
<td>4%</td>
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<tr>
<td>10-11</td>
<td>5%</td>
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<td>11-12</td>
<td>4%</td>
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<td>2%</td>
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<td>1-2</td>
<td>11%</td>
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<tr>
<td>11-12-1 Midnight</td>
<td>6%</td>
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<td>1%</td>
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**Stymie on Clears Mars NARBA Plans**

**Opposition for Plan Of Mexico Seen As Certain**

By RUFUS CRATEN

FAILURE to reach a decision in the long-drawn clear-channel case was seen last week as source of a big headache for authorities as they try to formulate their position respecting other nations' proposals, some of which are regarded as revolutionary, for the forthcoming revision of the North American Regional Broadcasting Agreement (NARBA).

Without a decision of its own regarding clear channels, FCC was unable to offer any specific proposals for region-wide allocations under NARBA. The recommendations, revealed in detailed last week, consequently were laughable, and stuck to such matters as engineering standards, tightening up of the North American Regional Broadcasting Engineering Committee (NARBE), procedural questions, and verbiage.

Authorities agreed that until the U. S. makes up its own mind—via the clear-channel case—it is difficult to chart a precise course with respect to the proposals of other nations [Broadcasting, Oct. 6]. It appeared likely that this difficulty would extend throughout the NARBA preliminary engineering conferences which start in Havana next month, since little hope is held for a clear-channel decision before those conferences close.

It did appear certain, however, although FCC would not comment, that there would be particularly strong opposition to the proposals of Mexico, most revolutionary of all the NARBA signatories' recommendations. Industry representatives also were expected to fight not only the Mexican plan but also at least some of the proposals of other countries, including those implied in Cuba's demand for a complete revision of the present NARBA.

** Hearings Start Oct. 20**

The recommendations of all signatory nations will be considered in a meeting of government and industry representatives called by the State Department for Oct. 17. The preliminary engineering conference getting under way in Havana about Nov. 3 is expected to last three to six weeks. The treaty revision conference itself will be held in Canada, probably Montreal, and is now slated to begin about Aug. 3.

Release of the various countries' recommendations and the approach of the preliminary sessions focused new attention on the clear-channel hearings themselves, now slated to be resumed Oct. 20.

While Mexico's proposals for the NARBA revision called for whole-sale reallocation of AM channels, the U. S. recommendations steered clear of references to use of particular channels.

The U. S. can looked toward adoption of NARBA engineering standards in line with those of the U. S. as revised earlier this year. The interim Agreement's proposals for NARBA would be continued, the committee's powers would be spelled out in greater detail. Many authorities regard this committee, the best assurance of harmony on the airwaves after allocations have been established. In effect, upon request it would initiate operations reportedly creating or liable to create interference and, if NARBA violations were found, would recommend to the stations 'home' countries that they not be permitted to operate. The Committee would be composed of one representative each from Canada, Cuba, Mexico and the U. S. Chairmanship would rotate annually.

A list of all stations in existence at the date of the treaty conference would be made a part of the treaty, under another U. S. recommendation, thus would have the approval of all signatories. This list heretofore has not been incorporated in the treaty itself.

To clarify the question of protection, the U. S. recommended creation of a new Class 4-S, to be composed of stations operating on regional channels with less than 500 w power. The main purpose, officials explained, is to clarify existing ambiguities; some nations now classify such stations as Class 3 outlets while others call them Class 4's, resulting in inconsistency in the matter of protection. Under the U. S. plan, Class 4-S outlets would not be accorded protection.

**Other Proposal**

The U. S. also proposed to expand the number of nations in which Class 2-S stations might be allocated. These are Class 2 stations on regional (Class 3) channels and are now authorized in Cuba, Dominican Republic, Haiti and Newfound land. The U. S. suggested that they also might be used in Alaska, the Bahamas, Puerto Rico and Virgin Islands, but proposed that in any event they be authorized only upon agreement between the countries affected.

In cases where a clear channel had not been put into use within one year from the date of the agreement, the U. S. proposed further, other nations might arrange for its use without revising the treaty.

The information to be supplied in

**Truman Rates 94.5**

An audience of 19,450,000 adult listeners heard President Truman's speech on food conservation Sunday night Oct. 5, according to a survey made for CBS by E. Hooper Inc. Mr. Truman's part of the touring audience was computed at 94.5. His Hoopering for the address was 27; this compares with a rating of 30.7 for the President's last previous evening address, an explanation of his veto of the Taft-Hartley bill, on June 20, 1946. Mr. Fitzpatrick, who was with WJR from its founding, is now part owner of WGR Buffalo.

**Uridge Quits WJR in Policy Rift; Several Are Considered**

OWEN URIDGE, vice president and general manager of WJR Detroit, announced his resignation last Wednesday because of "disagreement with ownership" over station operating policy. His resignation terminates 20 years with the 50,000-w CBS outlet, principal owner of which is G. A. Richards, who also controls WGAR Cleveland and KMPC Los Angeles.

Directing head of the station now is Henry Wismar, as assistant to President Richards and director of sports of ABC, Mr. Wismar said that several well-known broadasters are being considered for WJR post, but that no determination yet had been reached that a successor to Mr. Uridge would be named. Mr. Wismar has been policy head of WJR for some months. Mr. Uridge, who joined WJR in 1928 as a salesman, has not announced future plans. He intends to stay in radio, however. Mr. Uridge was appointed general manager upon the resignation of Leo J. Fitzpatrick in

**All-Time High**

MBS LAST week claimed an all-time high for "national radio attendance," via broadcasting and television coverage of the 1947 World Series. Mutual engineers estimated that total U. S. TV and radio potential coverage of 29,089,000 was augmented to record-breaking proportions by the addition of as many as 25 additional U. S. stations and 64 outlets of the Canadian Broadcasting Co. which took MBS feeds during the series.

**McCarthy Rates 15.5**

**TO LEAD HOOPER LIST**

CHARLIE McCARTHY leads the Pacific Hooperings released last week, with Fannie Brice second and Suspense third. The report shows an average evening audience rating of 2.7, an increase of 0.8 over the last Hooper report and a decrease of 0.4 from the rating for the same period in 1946. Average evening sets-in-use was 25.5, up 2.3 sets over last report and down 1.4 from a year ago.

**Tabulation of first 15 follows**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Network</th>
<th>Time</th>
<th>Series</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Charlie McCarthy 15.5</td>
<td>Fannie Brice 13.6</td>
<td>Suspense 13.1</td>
<td>District Attorney 12.9</td>
<td>Truth or Consequences 12.1</td>
</tr>
</tbody>
</table>

* Includes first and second broadcasts.

**Manufacture Survey**

"THE MOST IMPORTANT and significant single industrial census ever taken" will be inaugurated shortly after Jan. 1, 1948, according to an announcement last week by J. C. Capt, director of the Bureau of the Census, U. S. Department of Commerce. Known as the 1948 Census of Manufacturers, it is the first such survey to be taken since the pre-war period in 1939.

October 13, 1947 * Page 17
Gramling Clarifies AP's Rate Basis

Formula for Newspapers Held Not Appropriate For Radio

THE FORMULA used by Associated Press in calculating its radio stations associate membership fees is based on the quarter-hour rates of the member stations, Oliver Gramling, in charge of AP radio operations, told BROADCASTING last week when he was asked to clarify the new situation, about which many questions have been asked.

AP newspaper fees, Mr. Gramling explained, are based on the costs of serving a city or area, with the AP member papers located there sharing the costs and AP receiving the same income regardless of the number of papers involved. Rates are based on the number of literate persons residing within a ten-mile radius of the point of sale.

Such a formula, he pointed out, obviously would not work for radio, because of the fact that stations located in the same community may have widely different service areas. So after the AP membership at its annual meeting in April 1946 had voted to make radio stations eligible for associate membership in AP, a search for the best formula was begun. Much of the time was spent in studying coverage maps, engineering contour lines and other such data, he said, before this approach was abandoned because comparable data were not available for all stations and the cost of compiling it was prohibitive.

Then, Mr. Gramling said, AP hired an expert consultant to make a study of stations rates and their correlation to service rendered on the theory that the station management in establishing rates was making its own evaluation of its service which by the working of competition would probably approximate the truth.

An exhaustive study, comparing rate structures with power, coverage area, and its population, recall sales, weather and other pertinent factors, proved the theory to be correct for better than 90% of the 747 stations which at that time were clients of Press Association, the AP subsidiary then supplying news to radio.

Basis of Fees

In calculating the new fees, as stations became AP members instead of outside clients, the revenue from the 747 stations was added and redivided on the basis of five factors:

1. Minimum general charges, covering administrative costs, rent, and other general overhead. These fees are arbitrarily set at $5 a week for standard stations, $10 for regionals and $15 for clear channel high power stations, believed to be a fairer basis than would be secured by application of comparable quarter-hour rates which for this item would tend to underscore the small stations at the expense of the larger ones. 2. Local, covering the cost of installing and maintaining teletype service, the local loop, charge paper, ribbons, etc.

3. General, covering the station's pro rata share of the cost of collecting and distributing national and international news.

4. Conference, covering the station's share of AP line charges.

These three factors, 2, 3, and 4, are pro-rated among stations on the basis of the formula described above, each station being charged the same part of the total which its quarter hour rate is of the total of the quarter-hour rates of all the AP stations.

5. State or regional, covering the cost of collecting and distributing in the state or region in which the station is located. A part of this cost is shared by the stations getting this service in each state or region on a proportional rate basis.

As AP a non-profit service, the fees are set with the idea that the association will receive in revenue exactly the cost of the service rendered, Mr. Gramling stated.

New Stations' Application

Asked about the new contractual relations of stations with AP as they become members instead of clients, Mr. Gramling pointed out that the membership application is the same as that used by newspapers in applying for membership in AP. He added that most newspapers enter AP as associate members because full membership requires them to make all their news available exclusively to AP demand. Most of them cannot comply with this requirement as before coming into AP they usually have contracts with other news services which have first call on their local news.

If this statement had any implication that radio stations, like newspapers, may some day become full members of AP, with voting privileges and the right to call on the board, it was not stressed by Mr. Gramling. He did state, however, that any station objection to accepting membership without voting rights for fear that the newspaper members of the board might act to the detriment of radio was groundless, as 16 of the 18 AP board members have radio as well as newspaper interests.

Pointing out that the agreement between AP and its member stations is a standard membership form, under which AP agrees to supply its news to stations for use 24 hours a day on either sustaining or commercial programs, and the station agrees to abide by the rules and by-laws of AP, to supply AP with local news and to pay its dues, Mr. Gramling said that there had been some misunderstanding of the clauses covering the termination of the agreement. (Continued on page 28)

BROADCASTING Telecasting

KNIGHT BERATES RADIO CENSORSHIP Publisher Says the Air Should Be as Free

As Newspapers Are Now-

ARE THE NETWORKS imposing the same type "censorship" upon their commentators in not allowing them to voice personal opinion as the FCC is imposing upon stations in not allowing them to editorialize on the air? They are, says John S. Knight, in an editorial in the Chicago Daily News. Mr. Knight, publisher of the Chicago Daily News, Aroo Beacon Journal, Miami Herald and the Detroit Free Press, holds 50% interest in WQAM Miami, 45% in WBBM Chicago, and 42% in KWAM Chicago, and with experience in both media, he also says that "only the newspapers are free... a free press and a free radio should go hand in hand".

Prior to his editorial, he had said before the Chicago Federated Advertising Club that "radio commentators are in an unfortunate position. The association must be imposed on the station's identifying the station's owners are not permitted by FCC regulations to voice editorial opinion of their own."

In answer to that statement, according to Mr. Knight, Elmer Davis, ABC commentator, replied on the air that the only form of censorship exercised by stations was a censorship on blasphemy, obscenity and libel.

"As for Mr. Knight's argument that the newspaper is free to speak as it pleases", Mr. Knight quotes Mr. Davis as saying, "he means it is free to speak as its owner pleases'."

Mr. Knight's editorial continues by saying that "CBS... commentators are instructed to present both sides of a question but to voice no opinion of their own... While we may applaud such balanced presentation of the news, it is nevertheless a censorship of opinion... Disagreeing with Mr. Davis again, Mr. Knight writes that stations are governed by a censorship of sorts on "highly controversial subjects... political talks... powerfully entrenched business and pressure groups."

"So far as individual radio station owners are concerned, they are forbidden by FCC regulations to express opinions about anything... In recent months, there has been much discussion within Congress and the FCC itself which may ultimately lead to giving radio the same freedom of expression as is now enjoyed by the press. The Daily News offers its support in helping to achieve that objective. A free press and a free radio should go hand in hand."
That's not a pleasant picture. It's a shot of a New York tenement house that fell apart following the explosion of a nearby ice-house.

No, it's not pretty. And neither is the point we're about to make in this ad.

It's this: a great many businesses are going to fall apart just like that building if they don't get ready for the battle of brands that lies just ahead.

The smart outfits are mending fences now. Putting new vitality into salesmen and advertising that have been coasting along in the buyers market.

And the smart operators are covering the 6th largest city with radio over W-I-T-H, the successful independent. This is the station that delivers more listeners-per-dollar-spent than any other in this big 5-station town.

How about you? Is W-I-T-H on your list?

W I T H
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, President  Headley-Reed, National Representatives
TV Clicks at 1600 Pennsylvania Ave.

Premiere Telecast Draws Praise From High Official Levels

TELEVISION staged a command performance at the White House last Sunday.

The event was handled with ease and technical skill. As a result, television will be invited to future White House events, again and again.

The TV premiere from 1600 Pennsylvania Ave., Washington, drew enthusiastic praise from the highest official levels.

Besides showing interest in how it was done, President Truman was pleasantly surprised at the soft lighting and the precise handling of technical and production details.

With only 48 hours notice, the three Washington television stations now operating merged facilities and talents to bring to eastern viewers the kickoff broadcast for the emergency food conservation campaign. Sharing the television spotlight with the President and his "food cabinet" was Charles Luckman, president of Lever Bros., and chairman of the special Citizens Food Committee.

The President loved it, a participant in the telecast said. The moment he entered the Oval Room in the White House basement, scene of many fireside talks, Mr. Truman voiced elation at the lighting, describing it as wonderful. During the program he left his desk to take a look around the engineering setup, located in the old map room. He watched the picture for a while on the engineers' control equipment.

Lighting Perfection

Hit of the telecast was the lighting setup, consisting of three 2-kw incandescent lights directed at the ceiling. As a result, reading of script was simplified since there were no direct lights and less than a third the light used for news- reel shot was employed.

President Truman has been telecast before, and conducted himself well before the cameras.

Mr. Luckman appeared at ease during the telecasts. As chairman of the emergency food drive and president of Lever Bros. with its $15,000,000 advertising budget he had a double interest in the telecast. Others who took part, all of them experienced in public appearances, played their roles with little difficulty.

The entire telecast was directed by Burke Crotty, of WMAL-TV Washington, with Walter Compton, WTTG, Du Mont TV station, as announcer. Camera equipment and technical facilities were provided by WNBW, NBC TV station. Charles Colledge, WNBW field supervisor, was technical supervisor. Bill Simmons and Lefferts McClelland, of WNBW, worked behind the two RCA image orthicon cameras.

The signal was picked up at the White House by a wire link of the Chesapeake & Potomac Telephone Co. and fed to Washington stations and the Washington-New York coaxial cable. Standby radio relay, with parabola antenna, was set up on the White House lawn, aimed toward the NBC Washington master control board in the nearby Translux Bldg. It was installed by Howard Gronberg, WNBW operations supervisor. The coaxial cable took the signal to WABD, WCBS-TV and WNB in New York, WTTZ Philadelphia and WRGB Schenectady.

Arrangements for the telecast were made through Charles Ross, White House press secretary, by Kenneth Berkeley, WMAL-TV, Carleton D. Smith, WNBW, and Leslie Arries, WTTG.

Mr. Ross had highest praise for the manner in which the telecast was arranged and the lack of confusion. "I can't commend too highly the quality of production and the way in which the program was handled," he said.

The telecast version of the food conservation kickoff program opened at 10:28 p.m. Oct. 5, two minutes ahead of the broadcast program [Broadcasting Oct. 6]. Network announcers were coordinated by Bryson Rash, of WMAL, ABC Presidential announcer. Introducing the President on the networks were John Batchelder, NBC; Reginald Allen, CBS; Stephen McCormick, MBS; Harold Steppler, ABC.

The program ran one minute over. Secretary Marshall spoke from New York so his talk was not telecast.

IOWA RADIO EDITORS FIGHT MAYFLOWER BAN

UNANIMOUS support of NAB President Justin Miller in opposing the curb on free speech implied in the FCC's Mayflower Decision was voted by the Iowa Assn. of Radio News Editors, meeting in Des Moines on Oct. 4. Following a panel discussion on editorializing the 53 members attending the meeting adopted a resolution urging the FCC to review and reverse the decision.

Several of the Iowa radio editors declared they have disregarded the ban on editorializing, contending that they are privileged to do so under constitutional guarantees of free speech.

The association reelected Richard Hall, WOI Ames, and Dick Burris, KSO Des Moines, president and vice president, respectively. Jim Berrmann, WMT Cedar Rapids, was elected secretary-treasurer.

Oral Argument Held on Nine Cases

Albany Requests, WORL And KMED Among Those Heard

RUNNING THROUGH one of its most congested schedules since the war, FCC last Thursday and Friday heard oral arguments on nine separate proceedings involving 21 broadcast applications, including a new plea by WORL Boston for renewal of its license.

The sessions included the first appearance of former FCC Chairman Paul A. Porter in the role of private counsel in oral argument before the Commission, and saw him belittle the importance of FCC's "local residence" theory as compared to programming when choosing between competing applicants.

Other cases included the first oral argument arising out of FCC's Apec open-bidding procedure in station sales, which came in the proposed sale of KMED Medford, Ore.; the three applications for the frequency which WOKO Albany is to give up under a deletion order; the fight between WKRC Cincinnati and WJIM Lansing over 550 kc, which earlier had brought the first dissent from Robert F. Jones, FCC junior member; and the long-standing Citronellax-Lexington 630 kc applications.

WORL's Plea

Bethuel M. Webster, New York attorney who was the first statutory general counsel of the old Federal Radio Commission, presented WORL's bid for Commission consideration and grant of its renewal application. FCC had denied renewal, by a 3-to-1 vote, on grounds of concealment of ownership. Mr. Webster denied that WORL's owners—Harold A. Lafount, general manager of Arde Bulova's radio interests, and Stanford H. and George Cohen, attorneys—had "wilfully or knowingly" misrepresented any facts, and insisted that any "mistakes" that occurred were made honestly and in good faith.

He emphasized that there was no motive for fraud and asserted that the record was bare of any evidence of wilful concealment or false reporting. He told the Commission that "fair-minded men" will conclude that FCC "went too far" in denying renewal.

WORL, on 950 kc with 1 kw, daytime only, is now operating on temporary extension of license to Nov. 30, pending action on the plea for reconsideration.

Former Chairman Porter's appearance was in behalf of Commu-

(Continued on page 74)
announces the appointment of

"Baltimore's listening habit"...

THE MUTUAL BROADCASTING SYSTEM
WSWN Belle Glade, Fla.
On Air as 1-kw Daytimer
WSWN Belle Glade, Fla., new 1-kw daytime outlet on 900 kc owned by Seminole Broadcasting Co., began broadcasting Oct. 5 with a special dedicatory program from Everglades Theatre. Inauguration climaxd four months of construction best at times by wind and flood.

Manager of WSWN is Tom Watson Jr. Engineer in charge during construction was Conrad S. Clemens, who continues as chief engineer. He was assisted by J. E. Sullenger Jr., engineering staff member. Commercial manager is Mary Foy, formerly with WIRA Fort Pierce, Fla. Other staff members include: George Peters, formerly with WIRA, chief announcer; Billy Eggleston, Tom Lloyd and Larry Parker, announcers; Julia Chappell, traffic manager, and Nellie Holmes Horne, in charge of accounting department. Billy Mathis is office assistant.

NOT THE MAJOR DOMO but new musical director of NBC Sheaffer Parade is Eddy Howard (second from l), who is conferring with agency executives and packager of program, following initial broadcast. Group includes (l to r): Lou Place, director of program and West Coast manager of Russel M. Seeds Co., agency servicing new company account; Mr. Howard; Jack Simpson, agency's Chicago radio director; W. Biggie Levin, Chicago program packager.

Fall RMA Session
Planned Oct. 13-16
Radio Week Outline on Agenda
At New York City Meeting

ANNUAL fall conclave of Radio Manufacturers Assn. will be held Oct. 13-16 in New York, with plans for promotion of FM and television receiver sales among topics on the four-day agenda.

Complete plans for observance of National Radio Week Oct. 26-Nov. 1 will be submitted to the RMA board by the Advertising Committee, which is arranging the program in cooperation with broadcasters. Several new projects, including the new apartment television antenna system, will be reviewed by the board.

Monday's agenda includes 10 a.m. meetings by the Coil Section, Metal Stampings and Metal Specialties Section, Record Changers and Phonos-Motor Assemblies Section, Special Products Section and Wire Wound Resistor Section. The groups will hold a joint luncheon.

Tuesday's lineup includes 10 a.m. meetings by the Set Division and Parts Division Executive Committees; joint division and committee luncheon; 2 p.m. meetings by the Tube Division and Advertising Committee; 4 p.m. meeting by the Finance Committee.

The board meets Wednesday, starting at 10 a.m. Transmitter Division Executive Committee and section chairmen will meet at 9:30 a.m. Thursday.

Progress of the Radio-in-Every-Room sales campaign will be reviewed by the Advertising Committee, along with Radio Week plans as developed by W. B. McGill, advertising manager of Westinghouse Radio Stations Inc. and Radio Week subcommittee chairman. Presiding at the committee meeting will be Vice Chairman Victor A. Irvine, Galvin Mfg. Corp. All meetings of committees and sections will be held at the Roosevelt Hotel. The board will meet at the new Institute of Radio Engineers headquarters, 1 East 79th St.

Staff of New Ft. Wayne
1-kw Station Announced

STAFF of the new WFTW Fort Wayne, Ind., 1-kw daytime independent on 1090 kc, has been announced by Edward G. Thoms, of Indianapolis, station's president and general manager. William R. Aldrich, former sales manager of WGL Fort Wayne, is general sales manager. The program director is Rex Moad, previously with WCCO, Minneapolis, Ga., and WGL. Judd Chrisney is continuity supervisor.

WFTW, owned by Fort Wayne Broadcasting Inc., went on the air Aug. 10. Its studios are on the fourth floor of the Purdue U. Bidg., 220 E. Jefferson St., Fort Wayne.
Yes, 850 on your dial in Cleveland wins you more listeners...more profits per dollar spent! WJW's not a chance bet...the odds are with you, for consecutive Hooper ratings show high audience figures all day long! WJW gives you more daytime listeners per dollar than any other Cleveland station!
DENHAM IS OVERRULED BY NLRB IN WARL CASE

ROBERT C. DENHAM, general counsel of the National Labor Relations Board, was overruled by the board last week on the anti-Communist provisions of the Taft-Hartley Act in a test case involving WARL Arlington, Va.

The board ruled that Local No. 1215, International Brotherhood of Electrical Workers, AFL, which had petitioned for an election at WARL, could use the services of the NLRB in an official election, because its officers and the officers of the IBEW had signed anti-Communist affidavits, even though the national officers of the AFL have not.

Earlier, NLRB Regional Director Ross M. Madden, at Baltimore, dismissed the union's petition for an election, following Mr. Denham's ruling that no AFL or CIO international union could use the board's services until officers of the parent union had signed affidavits that they were not Communists. The local appealed, and the board ruled in a majority decision. A similar case, at WXYZ Detroit, involving the IBEW, which had originally been scheduled for a bargaining election Oct. 22, has been settled by this ruling, according to union officials.

Breathing Installation of Intracity Television Cable at NBC Chicago

OBSERVING installation of intracity television cable at NBC Chicago are (l to r): Paul Moore, NBC Central Division transmission engineer; Herbert G. Hullinger, building cable foreman of Illinois Bell Telephone Co., and Archibald Leckie, building cable splicer. Said to be first such video link to be constructed in Chicago, cable is laid between NBC Chicago studios in Merchandise Mart and central terminal of IBTC.

Frank C. Gow

FRANK C. GOW, 40, station director for WROL Knoxville, died in Knoxville Oct. 6. Formerly connected with CBS and RCA, he joined WROL in June 1946. He is survived by his widow, Mrs. Sarah Gow and mother.

Small-Station Announcing Background Best, Say Managers of Clear Stations

GOOD ANNOUNCERS are not born, according to the managers of 52 clear-channel stations. Jack M. Bain, a graduate student at the U. of South Dakota, who set out to discover what makes a good announcer and decided the best way to find out was to ask the men who hire announcers, has come to this conclusion. The results of his survey were released last week by KUSD, the University's station.

By an overwhelming majority, station managers said the best training for "big time" clear-channel announcing is practical experience with a small commercial station. Ninety-five per cent of the managers said they would give first consideration to a man with small station experience. It's the post-college experience that executives look for in hiring their announcers.

Managers were equally anxious to have announcers who had a liberal college education. Three-quarters of the managers answering the questionnaire preferred the announcer with college training to the man with vocational training and some practical experience in announcing.

Why do some announcers fail to get jobs on clear-channel stations? Managers listed the following speech difficulties as the major reasons: Inability to read script to resemble good speaking; no variety in expression; poor voice quality; no ability to ad lib; poor pronunciation; faulty articulation, and finally, the possession of a regional accent.

College students shooting for announcing jobs should try to combine public speaking courses and radio production. The most important, say the station managers, is speech, with emphasis on practical speaking. Training in dramatic arts and stagecraft rated a poor third.

In making the survey, Mr. Bain also asked station managers to rate the deficiencies in announcers now employed. "Lack of variety in expression" led the list of criticisms, with the following deficiencies listed in order: inability to ad lib; inability to read to resemble good speaking; possession of a regional accent; pronunciation; articulation and voice quality.

Mr. Bain also matched the training program of 32 colleges offering a degree in radio, and found that the majority of the colleges supplied the kind of training program station executives thought best. But they were careful to point out that college training is not enough.

The survey was made as part of a master of arts thesis, under Dr. Elbert W. Harrington, chairman of the university's Dept. of Speech, Radio and Dramatic Art.
WWVA announces the appointment of

EDWARD PETRY & CO.

as national representatives effective October 15, 1947

WWVA

wheeling, west virginia
50,000 watts, in the heart of the steel and coal belt of the nation
Join the Parade of Westinghouse
50 kw AM Transmitters

... FOR EXAMPLE
This installation of a 50-kw AM transmitter at Station KMOX previews your operating advantages with Westinghouse standard broadcast transmitters.
While already operating on 50,000 watts, KMOX engineers estimate the new Westinghouse transmitter installation increases the station's half-millivolt line to include 25% more radio homes, in a 39% larger area, while drawing 25% less power. In addition to more efficient use of power input, KMOX enjoyed a big slash in installation costs because of the true cubicle construction. This case is supported by other Westinghouse 50-kw installations that have produced savings in both installation and operating costs.
Continuous improvements have been incorporated in this truly modern transmitter...individual voltage regulator for all filament and low-voltage supplies, and a separate regulator for the main rectifier. These regulators, all modulation and power transformers and reactors are of the air-cooled, dry type.
Call your local Westinghouse office, or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa., for full details on 5, 10 or 50-kw units.

UNIT CONSTRUCTION THROUGHOUT...even from the rear these transmitters are "clean", modern in design and easy to inspect through large windows. Ideal for quick, easy installation. Note that wiring duct is part of transmitter base.

5 AND 10-KW UNIT cubicle transmitters follow the leadership of Westinghouse in standard broadcast field by utilizing the same sound design features found in 50-kw—even to the point where they have two blowers outside the transmitter proper, one for standby.

SPARE TUBES IN PLACE...of course, the high-powered spare tubes are ready for instant connection right in the cubicle. But more than that, they have their own spare transformers...no hot filament leads to handle or knife switches to throw!

SERVICE...every cubicle is a completely-shielded unit. Access doors are interlocked electrically for safety. Full-opening doors, adequate clearances, facilitate inspection and maintenance. In addition, 17 Westinghouse Parts Warehouses and 35 Maintenance and Repair Plants and factory-trained sales engineers are ready to serve you at your call.
New Westinghouse 50-kw unit cubicle transmitter installation ... smart, attractive design is still another feature of this powerful unit. Note how cubicles are arranged to fit station plans.

Westinghouse 50-kw AM Transmitters
5, 10 and 50 kw

Westinghouse 1, 3, 10 and 50 kw FM Transmitters
KUSN, INDEPENDENT, BEGINS AT SAN DIEGO

KUSN, new independent San Diego station operating with 5 kw day and 1 kw night on 1510 kc, went on the air Oct. 3, according to Jack Heintz, general manager. Studios and executive offices are located at 1029 Second Ave. in downtown San Diego and the transmitter at 63rd Ave. and Montezuma.

C. Arnholdt Smith, president of the U. S. National Bank, San Diego, is president of the licensee, San Diego Broadcasting Co., and 25% stock owner of the station. His brother, J. A. Smith, Los Angeles, is also a 25% stockholder in KUSN.

Paul Jones is station manager, with his first manager, moved the equipment into a truck and continued to operate from the hills long after the Manila stations were off the air. When the Japanese finally captured the station, Mr. Fenton escaped, only to be killed later as an officer in the guerrilla force.

Operating with 1 kw, KZRC

RCA Victor TV Caravan Closes Its Montana Tour

THE RCA Victor Television Caravan on Oct. 4 wound up three days of demonstration in Montana by playing to a full house in Great Falls.

Montana Governor Samuel C. Ford, who officiated at the opening, proclaimed Sept. 28-Oct. 4 as Television Week in Montana. In addition, Great Falls Mayor Hjalmar Johnson awarded the caravan the key to the city and Louis A. Sposa accepted for the group.

The caravan tied in with the national Community Chest drive by presenting a Junior League Community Chest puppet show. As a special feature, someone was selected each day as "Television Lady of the Day."

KZRC was the first free radio voice in the Philippines until it was silenced by the Japs. When the island was invaded in 1942, Harry Fenton, who was then manager, moved the equipment into a truck and continued to operate from the hills long after the Manila stations were off the air. When the Japanese finally captured the station, Mr. Fenton escaped, only to be killed later as an officer in the guerrilla force.

Operating with 1 kw, KZRC

PHILIPPINE radio got a shot in the arm late last month when KZRC, "The Voice of Cebu," took the air for the first time since the Japanese occupation.

The station’s re-birth is said to be due mainly to the efforts of Bertrand H. Silen president and general manager of the Manila Broadcasting Co. and its subsidiary, the Cebu Broadcasting Co. Other network officials include William J. Dunn, executive vice president, and formerly chief of Far East correspondents for CBS, and Wesley H. Wallace, now assistant general manager, and formerly with WPTF Raleigh, N. C.

WBZ’s Radio-TV Center Cornerstone to Be Laid

CORNERSTONE will be laid for Boston area’s new Westinghouse WBZ Radio and Television Center at ceremonies next Thursday in suburban Allston. Vice President Walter E. Benoit of the broadcasting division will head the list of Westinghouse officials participating. Other speakers include WBZ Manager W. C. Swartley and W. H. Hauen, chief engineer.

Ceremonies will be broadcast 1:30-1:45 p.m. on WBZ-WBZA Boston-Springfield. A tape recording of the program, and other mementos of the day, will be placed in the cornerstone.

Television programs, including NBC network video shows, are scheduled to take the air over WBZ-TV, sometime prior to March 1, 1948.

AMERICAN TELEVISION SOCIETY, New York, is to begin monthly lunch sessions. The series, to be held at Hotel Commodore, New York.

On the Beam

APARTMENTS on second floor for some of its staff members are features of WJJM’s $60,000 building on a hill overlooking Lewiston, Tenn. Building also houses studios, transmitter and offices of the 250-w fulltime outlet. WJJM operates on 1490 kc. Its manager is Louis D. Linker, nephew of the late J. J. Murray, owner of the station, which has been on the air four months.

KNO TO BE LAUNCHED ON OCT. 15 AT FRESNO

KNO, a member of the newly-created California-A-Group which also includes KXOA Sacramento, KXOB Stockton, KOLO Reno, KCKO Tulare and KAFY Bakersfield, plans to begin operations Oct. 15 as a 1-kw fulltime outlet at 1490 kc at Fresno, Calif. This station, to be known as "The Voice of Fresno," will have studios and offices in Hotel Fresno and will be a Mutual-Douglas affiliate.

Nearing completion five miles outside Fresno is the KNOY transmitter building. Transmitter and other equipment will be Raytheon.

Twin 190-ft. directional towers are planned, according to the station’s owners, Robert Schuler, Sheldon Anderson and Gene Chenaught.

Mr. Schuler, who has been with the radio division in Fresno’s police department for 14 years, is controlling owner. Mr. Chenaught, formerly with Fresno stations KMJ and KFRE and a member of the Army Ground Forces in occupation and education section during the war, is returning to Fresno as co-partner and general manager of KNOY.

The third partner in KNYO, Mr. Anderson, is general manager of KAFY and KCKO.

KNOYO’s program manager is Warren Tufts, who has held a similar post with KAFY. Remainder of staff includes: Leo Goldman, chief of continuity; Bert Swartley, general manager; Robert Schuler, sales manager. The third partner in KNOY, Mr. Anderson, is general manager of KAFY and KCKO.

MOBILE RADIO CENTER IS NEAR COMPLETION

RADIO CENTER of Mobile, Ala., studio location for WABB and WABB-FM that city, is expected to be completed by Dec. 1 according to Mobile Press Register owner, owner. The stations are to begin broadcasting about Jan. 1, 1948.

The Radio Center, in the Press Register Bldg., includes a theatre studio, three fully floated studios, two control rooms, two announce booths and supplemental facilities and offices. According to R. B. Chandler, who has control of the new station, the new Center is designed to take advantage of the latest advances in radio.

Western Electric transmitters and four Lehigh towers in directional array are located on a 40 acre tract 7½ miles northeast of Mobile. WE equipment is employed throughout with exception of an RCA pylon FM antenna.

WABB is assigned 5 kw on 1480 kc, WABB-FM is assigned Channel 300, 107.9 mc, with 51 kw effective radiated power.
EXTRA REACH
GETS EXTRA RESULTS!

KXOK ALONE DELIVERS OVER "22.1% OF THE LISTENING AUDIENCE "MORNING - NOON - NIGHT" IN THE THIRTY COUNTIES SURROUNDING ST. LOUIS

KXOK has an aggressive boarding-house reach when it comes to gathering in listeners for your advertising dollar (Bless that clear signal at 630 on the dial!). In the thirty sales-ripe counties ready for profit picking within a 100-mile radius of St. Louis, KXOK alone delivers over 22.1% of the total listening audience (Bless that clear signal at 630 on the dial!). Twenty other stations from near and far divide up the rest. When you compare KXOK's reach and low rates — it's easy to understand why KXOK is the St. Louis station that really rates with advertisers marketing in St. Louis and the thirty satellite counties that add almost a million population to the St. Louis market potential (Bless that clear signal at 630 on the dial!).

Based on a comprehensive coincidental survey in the thirty lush counties surrounding St. Louis. Over 109,000 calls were completed by Edward G. Doody and Company. Write KXOK for a summary of this revealing County Coincidental Survey — or call your "John Blair Man," with offices conveniently located in New York, Chicago, Detroit, St. Louis, San Francisco and Los Angeles.

ST. LOUIS 1, MO. • CHESTNUT 3700
630 KC • 5000 WATTS • FULL TIME
Owned and operated by the St. Louis Star-Times
FCC Asked to Approve KILO Transfer; Other Requests from KPOMO KHON KOCO

APPLICATION was filed at FCC last week seeking consent to assignment of license of KILO Grand Forks, N. D., from Dalton LeMasurier to Grand Forks Herald Inc. Consideration is $180,000.

At the same time requests also were received by the Commission to cover assignment of license of KPOMO Pomona, Calif., to new partnership including one of present partners, transfer of 25% interest in KHON Honolulu within the present ownership, and involuntary assignment of license of KOCO West Salem, Ore., from B. Loring Schmidt to his wife, Jennie C. Schmidt. The KPOMO deal involves a total of $18,733.33 while the KHMO transaction entails $25,000.

Mr. LeMasurier is owner and general manager of KDAL Duluth, Minn., in addition to KILO. The assignee is publisher of the daily Grand Forks Herald, and is owned 60% by Ridder Publications. Ridder is majority owner of Northwest Publications, which in turn holds 50% interest in WTCN Minneapolis. Ridder also is 95% owner of Aberdeen American News Co., permittee of KSDN Aberdeen. Ridson Inc., which owns WDSM Superior, Wis., and is permittee of WEVE Eveleth, Minn., is composed of persons who have either interest or office in Ridder and Grand Forks Herald.

The Herald holds a construction permit for AM station but would return it to the FCC if acquisition of KILO is approved. KILO operates on 1440 kc with 1 kw daytime and 500 w night.

The KPOMO transaction involves assignment of license from present partnership of Myron E. Kluge and Dean H. Wickstrom to new partnership composed of Mr. Wickstrom and Dr. Warner H. J. Sorenson. Mr. Kluge receives $15,000 for his 55% interest. In the new partnership Mr. Wickstrom holds one-third interest and Dr. Sorenson two-thirds interest. Mr. Wickstrom receives $3,733.33 for 11.3% of his interest which is taken by his new partner. KPOMO is assigned 500 w on 1600 kc.

L. Roy Turner, vice president and sales manager of KHON, acquires at par value 2,500 shares (25%) of the holdings of R. M. Fitkin, president and 49.9% owner. J. C. Hardy, secretary-treasurer, retains his 50% interest. KHON facilities are 250 w fulltime on 1400.

The KOCO action constitutes assumption of station responsibility by Mrs. Schmidt who has worked with her husband since the station's inception. She has been appointed guardian of her husband's estate by Polk County Court. Mr. Schmidt suffered a nervous breakdown and is temporarily incapacitated. According to the application, this was brought about by excessive strain and overwork in connection with the construction and initial operation of KOCO. Station is assigned 250 w fulltime on 1490 kc.

DON LEE REGIONAL BILLINGS ARE UP 15%

GROSS time sales on Don Lee Broadcasting System were estimated at more than $3,000,000 this year, on regional basis by Sydney Gaynor, general sales manager. This figure, which includes cooperatives, marks an all time high and is 15% above last year's billings. The $3,000,000 figure does not include business from MBS, local sponsors or spot announcements. Another $4,400 weekly will be added to the figure when regional sponsors are found for the new cooperatives Information Please, Meet Me at Parky's and The Shadow. It is estimated 54% of all regionally sponsored programs on the West Coast are aired over the Don Lee network.
Congratulations to
JACK MINTON
on his appointment as
Chairman of the Style Committee of
the National Association of Retail
Clothiers and Furnishers

In the Nashville market area are thousands of smartly-dressed men who are not surprised at this well-deserved recognition. For eleven years, Jack has conducted WLAC's "Style Talks for Men" on behalf of his store, the Petway-Reavis Company. During this period, he proved two things: first, that he knows men's fashions from head to toe ... and second, that only thru radio could he have built the kind of personal, loyal following that helped quadruple the size of this store and the volume of his business.

Mr. Minton says: "The research necessary to the creation of the subject-matter for my radio talks has given me an insight into the fundamentals of correct attire that I probably could have gained in no other way."

From "Men's Wear": "Hundreds of retailers from different sections of the country have asked Minton for advice about the writing, preparation and production of radio shows. He points out 'there is no short-cut to a successful radio show.'"
Weber Named Manager Of 2 Coast FM Stations

HAROLD D. WEBER, general manager of the Oakland, Calif., Chamber of Commerce since 1938, has been appointed general manager of the Pacific Broadcasting Co., radio interests, KSHP San Francisco and KFEP Fresno, Calif., both FM stations. Forrester Mashbir, formerly chief production engineer of the airline transport a passenger heard a WPTW Pt. Wayne spot, advertising a gift shop sale of two-headed pottery dogs. A few hours later, the gift shop received a telegram ordering three dogs. The passenger radiated Western Union from the plane.

Mr. Weber has been known in Northern California public life since 1919 when first appointed executive secretary to the mayor of Oakland.

KSPH is assigned Channel 235, 94.9 mc, with 15.8 kw effective radiated power. Pacific Broadcasting holds a conditional grant for KFEY, assigned Channel 238, 95.5 mc.

Mr. Weber has been in the entertainment field since 1946 when he was named chief of the Radio and Television Section of the Army's Public Information Division, succeeding Capt. Leonard Schmitt, who is leaving the Army. Maj. Barney Oldfield, who held the post temporarily, has been assigned director of Special Projects, Dept. of National Defense. During the war Maj. Matthews was in the European Theatre for three years as executive officer of the 95th Evacuation Hospital Unit.

Also reporting for duty this week with the Radio & Television Section is Capt. Edwin Kahlbeisch, to be in charge of script production.

SEATED at the console of WGUY Bangor, Me., new Guy Gannett Broadcasting Services outlet, is Roger W. Hodgkins, chief engineer of the Gannett organization. With him is Sam Henderson, manager of the new station. WGUY went on the air Sept. 20 in a new building, with a staff of 13. Gannett Services also operates WGAN Portland.

WGUY PORTLAND, ME. LAUNCHED ON 1450 KC

SISTER STATION to Guy Gannett Broadcasting Services' WGAN Portland has begun operations in Bangor, Me., with call letters WGUY. Operating on 1450 kc, the new station is affiliated with ABC, and will be on the air 6:30 a.m. to 12:05 a.m.

Station Manager Sam Henderson, long in Maine radio, opening the station in dedicatory ceremonies, pledged it to the service of the community.

Three studios, offices, control and storage rooms, and a unique observation room in the largest of the three studios, are contained in the new brick and glass block building. The station is General Electric equipped throughout. Building was designed by Creighton Gatchell and Roger Hoakins.

Staff includes: Harvey M. Grant, commercial manager; Francis Parnum, sales department; Hugh Mackinnon, announcer; Pete Arnold, Charles Sanford, and Gerald Lewis, announcers; Keith Jardine, Laura MacDow and Wallace Edwards, engineers; Caro Davies, programming; Elizabeth Kihlmire, continuity, and Phyllis MacDonald, receptionist.

Simmons Promotes

THE SIMMONS Co., New York, is planning an extensive Christmas promotion for its improved electronic blanket, including station breaks and a one-minute commercials which will be offered as part of a merchandising aid to dealers throughout the country. Agency for Simmons Co. is Geyer, Newell & Ganger, New York.
It takes all kinds of people
...TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena

EARL E. E. PETERSEN Technical Supervisor

The technician is to radio what the cameraman is to the movies—he can make you or break you. Writers, performers, producers—all are at the mercy of the man who twists the dials on the control panel. At KGW, when there is a difficult pickup in the offing, the call goes out for “Pete”, the Houdini of the control pots. Pete has handled hundreds of remotes, many of them “firsts” for Portland radio; first broadcast from a submarine, first from the summit of Mount Hood, first from an amusement park roller coaster, first from the Hanford, Wash., atomic bomb plant on a coast-to-coast hookup, etcetera, etcetera and etcetera. During one year our doughy technician supervised or officiated at 1313 remotes, undoubtedly a record of some sort. They say a man who works hard needs an after-hours hobby, and Pete has his—his own short wave station, W7KF. Twenty-five years ago, when KGW first went on the air, people used to write, “program coming in fine”. KGW programs are still “coming in fine!” thanks largely to Earl E. E. “Pete” Petersen.
FRUIT GROWING

is a major industry in the

"Mountain Empire"

Apples and peaches grown in WDBJ's coverage area this year totaled about 700,000 bushels. Over 500,000 bushels were grown in Roanoke, Botetourt and Franklin counties, where WDBJ's average coverage is 96.7%.

Orrcharding is but one industry in the rich, diversified market reached by WDBJ — a market where sales volume stays up the year round! WDBJ alone adequately covers Roanoke and most of Southwest Virginia, a region in which are concentrated nearly 125,000 radio homes.

Ask Free & Peters!

New Georgia AM Outlet Opens With FM Pickup

NEW DAYTIME station of Georgia-Alabama Broadcasting Corp., WGBA Columbus, Ga., began operations on Oct. 4 on 620 kc with a power of 1900 watts. Reversing the usual procedure, the new AM daytime outlet will carry programs from the WGBA-FM station which has been in operation since December 1946.

Since then, Manager A. E. (Bill) Mickel has gradually increased FM hours of operation. All that was necessary when the AM outlet went on the air was a flip of a switch, and the same program was on both stations.

Program director of the new station is Bill Rhodes Jr., who held same post at KYTL Mesa, Ariz., which Mr. Mickel managed before coming to Columbus in July. Production manager is Jack Wisely; sales manager, Bill Massie, formerly of WRBL Columbus. WGBA is affiliated with Columbus Ledger-Enquirer newspapers and operates as independent. Both AM and FM outlets are represented nationally by The Branham Co.

ABC Show Praised

CRIME prevention programs, typified by ABC's This Is Your FBI, have drawn the praise of J. Edgar Hoover, director of the Federal Bureau of Investigation. In a letter to Mark Woods, ABC president, Mr. Hoover declared "I consider the radio program This Is Your FBI a means of developing better citizens and as such I feel that there should be no change in the time of its broadcast because it is presented now at an hour when a maximum audience is available." Program is heard over ABC Friday at 8:30 p.m.

KMBF-FM Power Plea

KMBF-FM Kansas City has applied to FCC for authority to operate with 465 kw effective radiated power. The application came as the station, now authorized to use 30 kw, moved into its permanent assignment on Channel 263 (100.5 mc), and lengthened its broadcast day to cover the period from 12:55 to 1 p.m. KMBF-FM is licensed to Midland Broadcasting Co., headed by Arthur B. Church, pioneer AM and FM broadcaster, and has been on the air daily since June 1944.
The peak of the berry crop arrives in Michigan...and all good housewives start canning. It's as simple as that. Those gals don't care that the Indiana berries came in last week...or that Minnesota berries won't be ready for ten more days. Not at all. But you can be sure the Kerr Glass Manufacturing Corp. cares. They want sales in Indiana, Minnesota, Michigan...and in 45 other states, too.

Obviously, they need fast-moving, hard-hitting advertising, and they get it with Spot Radio. For 10 years this flexible medium has been used from coast to coast...exactly when and where crop and selling conditions were ripest. Today, requests for the Kerr Canning Booklet are greater than ever, and cost-per-inquiry has hit a new low.

Ask your John Blair man how Spot Radio can solve your toughest selling problems. Chances are he'll come up with the answer.
Per Inquiry Offers Flood Managers

Industry Is on Record Against Proposals, NAB Reminds

SURGE of per inquiry offers confronting station managers comprises the most intensive effort in recent years to obtain advertising time without paying customary advertising rates, according to the NAB Dept. of Broadcast Advertising.

Heading the list are propositions to two concerns anxious to take advantage of peak interest in the national autumn sport—football.

All per inquiry proposals are against NAB policy, J. Allen Brown, assistant director of Broadcast Advertising, is notifying firms submitting such deals to stations.

Offer of "25c net for every order you produce" was made to stations by Henry J. Kaufman & Assoc., Homer Bldg., Washington 5, D. C. It covers a football book titled Everybody's Football, selling for $1.

"Now we know that Harry Wismer is a fast, exciting fellow when he's behind a mike . . . but believe us he's calm, cool and collected when it comes to a business deal . . . and you should have seen Harry 'go' for this book," Jeffrey A. Abel, of the Kaufman agency, writes in a letter to stations.

"We are ready to offer you 25c net for every order you produce and we know you'll get hundreds of them because we've already tested our offer on a half-dozen stations here in the East."

The agency is "prepared to offer you a five-minute transcription, made by Harry Wismer with quotes from Sammy Baugh, Lou Little and Paul Bryant and directed by Robert Maurer, to be run on your station at once."

On the ground that a football book lives "a short but merry life," Mr. Abel writes: "any P. I. deal stands or falls on the speed with which it stimulates response. Pick something that's currently 'hot,' . . . give it the works for a few weeks or months (as long as it pulls) and then drop it for something else that is more suited to the season."

Second P. I. football offer was submitted by David T. Williams, Advertising & Art, 1040 Jefferson St., McKeesport, Pa., on behalf of Stars On Stripes Games Co., of Pittsburgh, making a "world famous football game," and offering "a liberal rate of compensation."

Offer on Game

The offering letter, signed by David T. Williams, says, "The game sells for $2, plus C.O.D. mailing charges. This price is the same as when sold by all leading department stores. Your profit is 60 cents on each game sold."

"Permit us to suggest that you sell the game in one of your sport shows, or through 30-second announcements, spotted during the day." The letter explains that the selling season continues through the holidays and well into February.

In writing to these two agencies, as well as to others which make per inquiry offers, Mr. Brown said: "NAB member stations are not in the business of handling contingent advertising propositions. Over a period of many years, radio has firmly established its position as an advertising medium which gives full value received to those who use it wisely. For stations to accept or do business on the basis you suggest is considered not only bad business practice, but in violation of all the ethics of advertising. We call your attention to the attached resolution, unanimously adopted at the 1946 NAB convention."

"We invite you to use the medium of radio on the basis of stations' quoted card rates. In that event, we are sure you will find that stations are willing to cooperate 100% and that the results of radio advertising, wisely and efficiently applied, will more than justify the expenditure."

The resolution, adopted last October in Chicago, asserts that P. I. offers "are declared by this association to open a way to unfair and discriminatory practices, and to be an undermining of the entire structure of American radio. . . . It is the will of this association, therefore, that all such requests should be denied by its members and discouraged by every other means at their disposal."

Firm stands against acceptance of such offers were taken at recent meetings of the NAB Sales Managers Executive Committee and the Small Market Stations Executive Committee.

Other P. I. Offers

Among other current P. I. offers which have come to the attention of NAB are these:

Rockmore Co., 87 W. 57th St., New York 19, marketing a shampoo for children and offering stations 33 1/3% of each sale of the $1 product.

Quality Music Co., 1832 Seventh St., N. W., Washington, D. C., which offers stations 10% of gross sales. "Your free time can bring you revenue by using it to advertise records," the store writes. The store sells phonograph records, shipping by C.O.D.

Chrisly Humbug Adv. Agency, (Continued on page 38)

Dog-gone

IT PAYS to advertise—or does it? KGBS Harlingen, Texas, received the following testimonial from one of the participants on its early morning "Trading Post" show: "Wish to thank you for your help in disposing of my Collie pups. I sold four of them the next day; then while away someone came and stole the other one."

TWO Treasure MAPS

TS simple to find the treasure chest...if the old, faded map is correct. Just so many paces from the tree stump, to the hill crest, to the boulder, etc. And then...gold doubloons, rubies, diamonds, pieces of eight...

Another treasure map...one we know is accurate. It offers a rich market to advertisers. W-A-C-O's coverage map includes a 16-county area with $370,000,000 in retail buying power.

In this growing market, surveys and mail count prove that W-A-C-O dominates as one of the best advertising media.

Page 36 * October 13, 1947

BROADCASTING * Telecasting
"Pilon" is more than a word in the Southwest...it's an old trading custom traced back to our neighbors in Old Mexico. "Pilon" is something extra you get for nothing in connection with a bargain. The custom has been largely dropped in modern day business. But we at KABC still like it—KABC likes to give you more than you pay for. So, in addition to that 50,000 watt coverage on 680 kilocycles, KABC gives its advertisers "Pilon" in the form of greater coverage than any other San Antonio radio station plus an intensive, on-the-scene, merchandising program. The minute your advertising starts at KABC, our wide-awake, aggressive merchandising department goes into action with its complete supplementary service.

KABC's complete merchandising service includes personal calls to distributors, brokers and wholesalers and personal calls and direct mail pieces to retailers; publicity in its dealers' bulletin which reaches 4500 concerns and also in the "Radio Post," free listeners' publication; arrangement for effective display and location of your product in retail outlets; working out local details of contests, sales promotion and other selling methods; scheduling newspaper ads and courtesy announcements; efficient direct mailing and special display placement—at cost or less—and numerous other "extras" to boost your program and your sales.

Advertisers know that KABC's huge audience plus the merchandising service as a "Pilon" puts their radio advertising in the top brackets for returns. That is why more and more advertisers are using KABC every day. Contact your John Blair representative for more details.

Represented by JOHN BLAIR & CO.

50,000 WATTS DAY • 10,000 WATTS NIGHT
ABC AFFILIATE • TEXAS STATE NETWORK

"50,000 WATTS ON 680 KILOCYCLES DOES THE JOB"

THE HEART OF TEXAS BELONGS TO

KABC

SAN ANTONIO

October 13, 1947 • Page 37
SMPE Meet to Witness
RCA Large Screen Video

DEMONSTRATION of the RCA system of large-screen television will be featured Oct. 23 at a video session of the Society of Motion Picture Engineers convention at the Hotel Pennsylvania, New York. Accompanying the demonstration two RCA engineers, I. G. Maloff and R. V. Little, will present papers on optical problems and other details of the development of the RCA large screen system.

Convention agenda also includes discussion session on installation and operation of theatre video equipment, led by Dr. Alfred N. Goldsmith, radio engineering consultant, and a report on the Kodak television recording camera, to be made by W. Feldman, J. L. Boon and J. Stolber of Eastman Kodak Co.

KCOL Fort Collins, Col., celebrated completion of its first six months on the air last month by dedicating its new, modernistic red brick building, which contains two studios, a record room, news room, control room, shop, lobby, business office and two private offices. The station, a 250-watt fulltime outlet on 1400 kc, also maintains a sales office and auxiliary studio in Fort Collins' Armstrong Hotel. KCOL also has opened a branch studio in Loveland, Col.

NOW
WORKING TOGETHER
FOR YOUR BETTER BUSINESS

WEED & CO.
Outstanding in the Station Representation Field Since 1936
and

WCBM
Outstanding in the Coverage of the Profitable Baltimore Market

John Elmer, President
George H. Roeder, General Manager

Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

A 'FLOSSY' DEAL
Sponsor President Composes
Transcribed Jingles

THE PRESS release simply stated:
"Flossy Dental Company (dental floss) Chicago has contracted for 13 weeks sponsorship of Melody Time, 6:30-7:00 p.m. CST on WJJD Chicago."

But the transcribed Melody Time is undoubtedly radio's most expensive recorded local program. A recent broadcast cost the sponsor over $4,000 in talent alone. Why does Flossy spend this kind of money? Because Flossy's president William M. Muchow is not only crazy about music but also a very smart gentleman. For the past eight weeks Mr. Muchow has laid it on the line to employ Chicago musicians and talent to sing the praises of Chicago, Flossy dental floss, and—and most important, the original compositions of Mr. Muchow.

The Flossy president figures its money well spent since all his original music played on the WJJD program is re-recorded for an album which sells for $10.00 a copy. Placed by Gunther-Bradford Advertising Co., Chicago, the account is expanding into spot radio shortly.

Per Inquiry
(Continued from page 36)

Paul Brown Bldg., St. Louis 1, noting that it buys time on Housewives Protective League, offers stations 35 cents for each $1 sale of the "Bakerman" described as a "sensational humidifier."

A & C Chemical Co., Box 4352, Atlanta, submits a proposition by which stations get $1 on each $3 C.O.D. order for Caine's A. C. mixture for asthma, hay fever and cataract.

An offer by Makelin Assoc. Adv., 32 W. Randolph St., Chicago 1, offers the highest compensation of any P. I. proposal—50 cents for each sale of $1, Kodan, made by WLYW, Chicago. The agency proposes to buy time, but suggests stations continue carrying commercials until they pay off on this basis.

Rockdale Monument Co., Joliet, III., mentioning that it uses WJJD Chicago and WLW and WCKY Cincinnati about nine months a year, offers 60 cents for each inquiry received for its catalog. According to the offer, the company sells a monument or marker of finest granite aggregate for $9.95.

Direct Sales Agency, 4609½ De Longare St., Hollywood 27, offers the same high compensation as the Makelin agency, 50 cents for each $1 cosmetic kit.

CANADIAN GOVERNMENT, Dept. of National Defense, Ottawa, is understood to have set aside about $4,000 for radio advertising for forthcoming recruiting campaigns. Ronalds Adv. and Mackay Adv., both of Toronto and Montreal, are handling the account.
There must be a reason for the first place ratings of all Scripps-Howard radio stations! The networks are different...station strength is different...the areas and markets covered are vastly different. Yet each station rates FIRST in listening audience according to the latest C.E. Hooper index of total rated time periods. The only common denominator applying to all of these stations is SCRIPPS-HOWARD OPERATION.

**WCPO** MBS
FIRST...according to the latest C.E. Hooper Total Rated Time Periods (August, 1947)

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<th>3rd Station</th>
<th>4th Station</th>
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<tr>
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<td>30.6</td>
<td>12.2</td>
<td>15.2</td>
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**WMC** NBC
FIRST...according to the latest C.E. Hooper Total Rated Time Periods (July-August, 1947)

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<td>12.7</td>
<td>23.6</td>
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**WNOX** CBS
FIRST...according to the latest C.E. Hooper Total Rated Time Periods (March-April, 1947)

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<tr>
<td>WNOX</td>
<td>43.7</td>
<td>28.8</td>
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</tbody>
</table>

**WEWS-TV**
It's coming soon...Cleveland's first television station. Application pending for AM and FM. You can always expect the best from Scripps-Howard stations.

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The Scripps·Howard Stations

REPRESENTED BY THE BRANHAM COMPANY
SALES STUDY TO TEST PULL OF BRAND NAMES

THE TYPICAL small American city of Greenfield, Mass., will be the test tube for an experiment in the relative effectiveness of various sales promotions, sponsored jointly by the Brand Names Foundation Inc., New York, and the Greenfield Chamber of Commerce.

Local manufacturers, retailers, advertising agencies and related groups for two weeks beginning Oct. 20 will join in a concerted campaign to stimulate buying of brand-name products by the 55,000 persons in the Greenfield trading area. Comparative sales records of branded products will be kept by retail stores in Greenfield during the two-week test period. Fact Finders Assn. will make “before” and “after” surveys of the Greenfield public’s reactions to the promotion.

Constant reminders of the advantages of brand-name buying will be presented during the campaign by the Greenfield radio station, WHAI, and the Greenfield Recorder-Gazette.

Copyright Debated

PROPOSED Inter-American Copyright Convention, signed in 1946 but ratified by only a few countries, was debated at the American Bar Assn. convention in Cleveland but no action was taken. Despite qualified approval by one committee and disapproval by another, the ABA House of Delegates tabled the question. NAB is opposed to ratification of the treaty.

NEW PREMIUM, the Pep “Cy-Rocket,” is being offered on MBS “Superman” program, sponsored by the Kellogg Co.

Thank You!
Mr. Agency Executive

For voting for WBIR as an ABC station doing outstanding promotion on American Broadcasting Company programs. We appreciate the honor and will continue a consistent campaign of audience promotion.


JAMES O. HARDIN Jr., formerly with WSB and WATL Atlanta and WMOA Moultrie, Ga. in executive positions, has been named station manager of WBHF Carbondale, Ill., succeeding the late Mr. Hardin was a combat correspondent in the Pacific and was decorated for meritorious service.

WILLIAM TRAVIS has resigned as general manager of WMLO Milwaukee.

ROBERT W. BOOTH, vice president and general manager of WTAQ Worcester, has been appointed to governing board of Worcester Junior College.

FREDERICK LYNCH Jr., ABC personnel manager, has been named director of personnel for ABC.

EARL H. HUTH, Milwaukee radio and newspaperman and a member of Marquette U. College of Journalism for past 12 years, has been appointed manager of WHBY Appleton, Wis. Mr. Huth has worked with WTMJ and WBEN Milwaukee as writer-producer, and was director of Marquette U. Radio Workshop for more than five years.

TED JONES, former station manager of WKIP Poughkeepsie, has been appointed station manager of WHOB Gardner, Mass. He succeeds the late WILLIAM M. HARRIS.

GORDON CUMMINGS has been appointed general manager of WJJC, new 1 kw station at 1330 kc. Expected to go on the air at Dawson Creek, B. C., before end of year.

GEORGE SANDEFER, television assistant to CARLETON D. SMITH, NBC Washington general manager, is the father of a girl.

LYNN E. YODER, general manager of EOA Denver, has been appointed by Gov. Lee Knous of Colorado as member of Commission on Resources Development.

J. E. CAMPEAU, vice president of CKLW Windsor, O., has been appointed president and general manager of that station. He succeeds the late MALCOLM G. CAMPBELL. Mr. Campeau has been in the radio industry for 16 years in sales, administration and management.

ROBERT D. SWEZEY, vice president and general manager of KBS, will be luncheon speaker on Friday Oct. 31 at annual meeting of Assn. of Canadian Advertisers at Royal York Hotel, Toronto.

WILT GUNZENDORFER, general manager of KROW Oakland, Calif., has been appointed to Mayor’s Traffic Safety Committee.

HUGH A. L. HALFF, president and general manager of KSA San Antonio, has been named to the Texas Good Neighbor Commission by Texas Governor Beauford Jester.

CHARLES C. WARREN, manager of WCMJ Ashland, Ky., has been elected president and board chairman of the Boyd County (Ky.) Humane Assn.

SAM KERNER, president and commercial manager of KWKJ Burbank, Calif., underwent surgery for recurrent tumors in his throat Sept. 29.
Everywhere

BIG AM TRANSMITTERS
USE THIS POWERFUL TRIODE

Modern, compact, efficient.
Forced-air-cooled for convenient station installation.

In newer AM broadcast equipment Type GL-893A-R plays an important part, since forced-air cooling adapts the tube for transmitters using that increasingly popular method. (With water-cooled anode, as Type GL-893-A, the same proved power tube is obtainable for services such as industrial h-f heating and international 50- and 100-kw broadcasting.)

A better tube than any predecessor, with improved filament construction and more highly developed grid design — easier to "break in" when placed in service — Type GL-893A-R is one of an extensive group of up-to-the-minute General Electric transmitting tubes that cover the full range of broadcast requirements.

If a station operator, whether AM, FM, or Television, your replacement needs on all types are ideally served by the G-E tube distributor or dealer right in your area. Because of tubes on hand, backed up by branch stocks strategically located, your local G-E source of supply can give you prompt service that will help you stay on the air a profitable 100 per cent of scheduled time.

If a builder or designer of transmitters, General Electric offers you the widest range of tubes in respect to power-output ratings, frequencies, and circuit applications. Your needs, moreover, come first with experienced G-E tube engineers who will be glad to assist you in selecting the right tube types for equipment on your drawing-boards. Consult your nearest G-E electronics office, or Electronics Department, General Electric Company, Schenectady 5, N. Y.

GL-893A-R
50-kw power output, Class C telegraphy

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<th>RATINGS</th>
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<td>CLASS C B-F</td>
<td>CLASS C B-F</td>
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<tr>
<td>Current</td>
<td>4 amp per tube</td>
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<td>(18,000-v operation)</td>
<td>18,000 v</td>
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<td>18,000 v</td>
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<tr>
<td>Maximum frequency ratings</td>
<td>5 mc at full rating</td>
<td>25 mc at reduced frequency</td>
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CHARLES R. DUVALL, formerly with WJCU Hastings, has been named to succeed Mr. Luck, who has resigned to be associated with the station. The station is also announcing that commercial manager of WIPA Washington, D.C., has been appointed general manager of WJCU. Mr. Duvall has been with the station for more than five years, before he joined WJCU this July.

New Co-op Program Unit Is Formed in Hollywood

A new Co-op Program Unit has been formed by Hollywood Broadcasters Cooperative Inc., which is a group of (Hollywood radio artists, writers and directors, to produce open-end transcriptions and programs at International Recording Studios, 7600 Sunset Blvd., that city.

Richard Lane has been elected president with Paul Theodore vice president, and Virginia Johnson secretary. Gordon Kibbee is treasurer. Board of directors includes: Louise Arthur, Jacqueline deWit, Herbert Lytton, Herbert Rawlinson, George Fricione, Ken Peters, Douglas Young, Walter Tetley and Ray Erlenborn. Herbert Lytton is production director.

Under production are: The Anderson Family, written by Howard Swart, and The Other Man's Shoes by Ray Erlenborn.

CKOX To Begin

CKOX, new 250-kw station at Woodstock, Ont., is to go on the air about Dec. 1, according to Stanley Smith, commercial manager of station, licensed as Oxford Broadcasting Co. Station will operate on frequency of 1580 kc. Monty Werry, formerly of Canadian Broadcasting Corp. engineering office, Montreal, will be manager of the station and John Stark, accountant of CBC, Toronto, to be production manager. Station has not yet appointed national representative.

P. A. Sugg, station manager of WKY Oklahoma, has received a citation from the Navy for service rendered to the U. S. Naval Reserve.

WILMOTT H. LOSEE, account executive for WGN, New York, 1942, has been appointed sales manager. He replaces Mr. B. R. Heflin, who is returning to WHW, Cincinnati, as program director.

BRUCE ALBRIGHT, who joined sales staff of KOME Tulsa, Okla., and MARY LOU BRITZ has joined station's booking department.

JEAN WALDEN has joined television sales staff of WASHINGTON, and HARRI KARF JR. has joined sales department of NBC Washington.

F. L. SMITH, production manager of WHK Cleveland, has resigned to join National Broadcasting Co.

Mr. Park

KING on the Ball

KING Seattle beat NBC to the punch in the network's ban on mystery shows until after 9:30 p.m. Effective July 1, KING barred the thrillers prior to 8 p.m. KING is a 10-kw independent.

NBC Praises Affiliates On Crime Program Action

NBC advertisers and their agencies have received letters from the network saying that NBC "... is proud of the independent and far-sighted action taken by its affiliated stations in banning early evening crime and mystery programs." The letters were signed by Harry C. Kopf, the network's administrative vice president in charge of network sales, national spot sales, owned and operated stations and station relations.

Continuing, Mr. Kopf's letter stressed that "... this self-imposed regulation affects not only network programs but helps in the long run to make NBC a more effective sales medium for its advertisers."

NBC also reported the fact that "... hundreds of letters and telegrams" are still coming in praising the network for its ban on early evening crime programs. Niles Taylor, NBC's general counsel, said that congratulatory messages have come from parents and civic, educational and church leaders as well as from children themselves. He added that only a few complaints have received recently by NBC on this subject was unfavorable and that only one of the demurrers was an adult.
ANNOUNCING

THE ADDITION OF

Three new members

to the TEXAS QUALITY NETWORK

WFAA DALLAS  .  WBAP FT. WORTH  .  KPRC HOUSTON  .  WOAI SAN ANTONIO

From the Panhandle to the Gulf Coast to the Valley, TQN now delivers TEXAS on a “silver platter” to advertisers desiring expanded coverage built through years of selective programming!

Affiliated with: NATIONAL BROADCASTING COMPANY
HERE IS THE LATEST WCKY STORY!

WCKY’S 1947 AUDIENCE IS UP

Look at the August Hooper Reports for 1946 and 1947:

CINCINNATI HOOPER REPORT—AUGUST 1947

<table>
<thead>
<tr>
<th>TIME</th>
<th>SETS IN USE</th>
<th>WCKY</th>
<th>STA A</th>
<th>STA B</th>
<th>STA C</th>
<th>STA D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>14.2</td>
<td>22.9</td>
<td>13.1</td>
<td>17.8</td>
<td>24.5</td>
<td>20.7</td>
</tr>
<tr>
<td>Afternoon</td>
<td>21.3</td>
<td>17.1</td>
<td>33.1(x)</td>
<td>13.0</td>
<td>25.6</td>
<td>10.7</td>
</tr>
<tr>
<td>Evening</td>
<td>20.1</td>
<td>17.3</td>
<td>29.5(x)</td>
<td>17.2</td>
<td>24.9</td>
<td>10.2</td>
</tr>
<tr>
<td>Sun. Afternoon</td>
<td>20.7</td>
<td>13.3</td>
<td>42.8(x)</td>
<td>10.3</td>
<td>19.9</td>
<td>13.7</td>
</tr>
<tr>
<td>Sat. Daytime</td>
<td>22.9</td>
<td>20.2</td>
<td>42.1(x)</td>
<td>15.1</td>
<td>9.1</td>
<td>10.3</td>
</tr>
</tbody>
</table>

TOTAL RATED PERIODS 19.6 18.2 30.6 15.2 22.8 12.2

CINCINNATI HOOPER REPORT—AUGUST 1946

<table>
<thead>
<tr>
<th>TIME</th>
<th>SETS IN USE</th>
<th>WCKY</th>
<th>STA A</th>
<th>STA B</th>
<th>STA C</th>
<th>STA D</th>
</tr>
</thead>
<tbody>
<tr>
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<td>18.2</td>
<td>13.6</td>
<td>16.4</td>
<td>27.1</td>
<td>23.6</td>
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<tr>
<td>Afternoon</td>
<td>17.4</td>
<td>17.9</td>
<td>19.6(x)</td>
<td>11.8</td>
<td>37.7</td>
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<td>17.4(x)</td>
<td>19.3</td>
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<tr>
<td>Sun. Afternoon</td>
<td>20.9</td>
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<td>43.9(x)</td>
<td>13.8</td>
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<tr>
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<td>19.0</td>
<td>33.9(x)</td>
<td>21.5</td>
<td>12.4</td>
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</tr>
</tbody>
</table>

TOTAL RATED PERIODS 16.9 16.3 20.7 16.2 31.5 14.4

WCKY’s 1947 AUDIENCE IS UP OVER 12% OVER THE CORRESPONDING PERIOD IN 1946

(Note—(x) Rating includes Baseball. WCKY does not carry baseball.)

INVEST YOUR AD DOLLAR WCKY’S-LY
WCKY IS A BETTER BUY NOW THAN EVER BEFORE

Last Fall-Winter WCKY was the best buy in the Cincinnati Market. Here is what WCKY gave you last Fall-Winter based on the Oct. 1946-Feb. 1947 Cincinnati Hooper Report, 8 AM to 8 PM Monday thru Friday.

<table>
<thead>
<tr>
<th></th>
<th>Cost per 1,000 Tuned-In Cincinnati Radio Homes</th>
<th>Cost per 1,000 Total Tuned-In Radio Homes</th>
</tr>
</thead>
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<tr>
<td>WCKY</td>
<td>$7.88</td>
<td>$3.90</td>
</tr>
<tr>
<td>STA A</td>
<td>12.45</td>
<td>9.30</td>
</tr>
<tr>
<td>STA B</td>
<td>10.11</td>
<td>5.05</td>
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<tr>
<td>STA C</td>
<td>12.82</td>
<td>7.00</td>
</tr>
<tr>
<td>STA D</td>
<td>18.99</td>
<td>no data</td>
</tr>
</tbody>
</table>

(Cost per 1,000 based on 260-ti ¾ hour rate)

Last year WCKY was the outstanding buy in Cincinnati. WCKY is going into this Fall-Winter season with an even larger audience than last year. This Fall-Winter WCKY will give the advertiser more listeners per dollar than ever before.

Let us quote some high-rating low-cost availabilities for your Fall-Winter Campaign.

Call WCKY, Cincinnati—Cherry 6565, or WCKY's New York office, 53 East 51st Street, phone Eldorado 5-1127.

S.B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Editorial

Off the Track

TO SELL spot radio through joint affirmative action is one thing. To invite the Government to regulate radio business is quite another and, we think, is to be deplored.

The newly formed National Assn. of Radio Station Representatives, by majority vote, has petitioned both the Dept. of Justice and the FCC to intervene in the controversy provoked by the new CBS policy of taking on spot representation of selected stations which it does not own or operate. This majority contends the individual representatives will be given an out of business, should this trend continue.

It would be highly detrimental to radio if the networks moved in on representation wholesale. Network and spot are naturally competitive. The petition would be maintained. The very essence of radio development has been freedom of competition. There can be no freedom if the radio regulatory agency is to step in and "regulate" the business of radio. Radio's business is programming—Regulation of the business aspects means program regulation—another way of saying program censorship.

If the new Assn. had gone to the Dept. of Justice alone, alleging violation of the anti-trust laws, it would have had a better legal focus. To invite the FCC, however, to step in is to fly in the face of radio's incessant campaign against Government encroachment upon its freedom.

Several of the NARSR members see it that way, because they did not sign the complaints. They, of course, are in full sympathy with the objective of more effective spot selling, particularly of local stations, and against network competition. They are against action which would discourage competition.

Certainly the position of the networks is more than formidable with the infusion of new competition. In all concerned Worlds, CBS and the other networks recognize that it would be a bad judgment to take on representation of any substantial number of independent affiliates or stations. We are not going to place all of their business in one basket, as a matter of prudent business—if the representatives can deliver. NARSR can be the big, potent move in that direction.

One thing radio is famous to be free, or it is going to be government-regulated. It can't be half of each. Free competition can only mean survival of the fittest.

Turning to the Task

IT WAS NO surprise to those in radio when Charles Luckman, chairman of the Citizens Food Committee, called on radio to handle the kick-off in the conservation campaign and to carry the ball in most of the plays directly ahead. That is because Mr. Luckman, as president of Lever Bros., knows the job radio can do when time is short.

To sell America-to-castle Tuesdays and poultryless and eggless Thursdays in peace-time is no small chore. There are those who say it can't be done when there's no national emergency. Broadcasters, hard-pressed too by mounting costs and inordinate drains upon their time, realize that it isn't going to be easy. But broadcasters, as always, will turn to the task before them and give Uncle Sam every ounce of energy in the effort to put over this necessary self-denial campaign.

No More Fiascos

IF OUR hemisphere brethren have their way, it will be Mexico's turn in the upcoming NARBA battle royal. That's the radio game in which our good neighbors gang up on Uncle Sam, usually aided and abetted by our State Dept., and wrest from us clear channels and choice regional assignments on the ground that all we have in our favor is about five times as many people as the rest of them combined.

The story of Mexico's unconscionable demands was published in the Oct. 6 issue, with a follow-up on another page this issue. Mexico's stance is full-scale, full-throated, all-out aggression. It offers to give up two undesirable clear channels, but would take over four low-band regional channels for use as clear stations with a minimum of 100,000 w output, to be added to her present choice four exclusive clearers. And Cuba, which walked away with the radio bacon in the last 1946 NARBA conference, wants a complete treaty revision. Canada, the Dominican Republic, Haiti and Newfoundland all have recommendations, too, but they're not nearly so stringent.

In February 1946, when little Cuba wheeled away facilities which resulted in the degrading of five U. S. clear channels, as well as assignment of special "high-power" stations on eight regional channels, it was suspected that Mexico probably would make the boldest demands at the next conference. That is precisely it.

February 17, a Government-industry meeting will be held at the call of the State Dept. to consider all recommendations. Then, next month, the engineering experts meet in Havana. The treaty revision conference is to start about March 3 in Nashville.

Every effort should be made to avoid another NARBA capitulation like that of February 1946. It is generally accepted now that American radio was sold short by our State Dept., which instructed our delegation to yield to Cuba, presumably because of such devices and unrelated matters as Cuban sugar, the internal political situation, and the usual soli-darity talk. The upshot was that Cuba boasts more broadcasting facilities per capita or land area than any other nation. And it wants more.

Mexico now would turn the standard band toppy-turvy and come up with more facilities than she conceivably could use effectively. Can-ada, which has only made ominous Uncle Sam, in the middle geographically and physically, would get the squeeze.

We need a strong delegation at the upcoming NARBA conferences. The Mexican recommendations were the product of a committee on which private Mexican broadcasters sat. Mexico's delegation to the International Telecommunications Conferences just ended was headed by Emilio Ascarraga, owner of Mexico City's largest station, Mexico, and head of its main network, and that nation's most important commercial broadcaster. He will figure prominently in NARBA.

There's nothing to prevent our State Dept. from recommending to the President that our delegation be increased by two broadcast engineers and two broadcasting experts, drawn from private industry. There is ample precedent—the Charles Luckman appointment, for example, to head the Citizens Food Committee; the cab-ties of the industry became emergency posts during the war. The best man for the job is the formula.

American radio must not be sold short this time by cookie-pushing diplomats, who would trade our radio birthright for a mess of international harmony porridge.

HARRY LEITH STONE

BACK in 1922, a 26-year-old Nashville youth was faced with a problem. Harry Stone's 50-w station, WCQB, in the Baptist Church, had been off the air for three weeks because an overheated tube had blown out.

He had been lucky enough to find an "angel" to finance the purchase of a new tube. But now his problem was to prevent future overheating which would cause another blow-out. The young radio bug solved that one by running a garden hose out the window of the church and around the tube to circulate cooling water. It worked.

Harry Leith Stone has been solving radio problems ever since. As vice president and general manager of 50,000-w clear channel WSM Nashville, he presides over one of the country's big stations. And behind him lies a laudable record of achievements and radio firsts.

The radio itch first infected Mr. Stone in 1921 when he was a tinkerer in his father's machine shop. He spent the entire summer of that year constructing a crystal set. When the set was completed, he discovered to his dismay that there was no broadcasting station with signals strong enough to reach his home-made contraption.

Harry Stone did something about that, too. After several years spent with the N. C. & St. L Railroad, where he utilized his engineering training received at Vanderbilt and in the Army at the Aberdeen Proving Ground in Maryland, he helped construct Nashville's first station, WCBQ, in 1922. Working on the same project was Jack DeWitt, moon radar expert—now WSM president—and George Reynolds, WSM's present chief engineer.

On this first station, Mr. Stone was the complete announcing staff, the program director, the press agent and, according to his own word, "a Grade-A floor sweeper."

A year later, he began working in a radio store selling sets. Many a sale, he says, was consummated by a hurray call to WCQB to put a record program on the air for his prospect.

In 1924, the radio station came under the ownership of the Waldrum Drug Co. and the Braid Electric Co. of Nashville. A combination of the owner's interests provided the new call letters, WBAW. And Mr. Stone was named commercial manager.

Several months after the studios were opened in the Capitol Theatre Building (now the Warner Building in Nashville), Mr. Stone contacted Robert Cheek, son of the founder of the Maxwell House Coffee Co.

"Bob laughed at the idea of a radio show at first," Mr. Stone says. "But he finally agreed (Continued on page 59)
"Best individual record was scored neither by a network nor a network affiliate, but by an independent—WOV, New York. The only outfit to win two awards each year."

BILLBOARD—SEPTEMBER 20, 1947

Billboard again honors WOV

Accepting these distinguished citations with understandable pride, WOV expresses its gratitude to the agency and sponsor executives who selected us as winners for the second consecutive year.

We declare our continued dedication to an even more concerted effort toward our basic policy of radio broadcasting, that in serving the public interest we best serve listeners and sponsors alike.

Ralph N. Weil, General Manager
Arnold B. Hartley, Program Director
John E. Pearson Co., National Representative
JOSEPH L. RAUH Jr., former assistant general counsel of PCC in its work of broadcasting, has announced formation of a partnership with IRVING L. LELY to engage in general practice of law as Rauh and Lely, with headquarters at 1201 23rd St., N. W., Washington, and HOWARD K. HODDICK is associated with the firm. Phone: Republic 7-2090.

EMERSON RADIO AND PHONOGRAPH Corp., New York, has established a Premium Div. under supervision of RICHARD A. FITZ. Firm officials stated that since war ended demand for Emerson Radios in premium areas and prices has necessitated formation of the new division which will work closely with manufacturers and services them with advertising, publicity, and necessary copy.

Mr. Hyman, scriptwriters, Evanston, Ill., has announced a new script service to supply high school and college radio workshops with 15 and 30-minute dramatic scripts. Scripts range from current to popular tales to adaptation of classics.

RCA VICTOR, Camden, N. J., has recently introduced a U. S. Navy Radio Service rendered to U. S. Naval Reserve in 1942. Service was presented by Vice Admiral James L. Raffin, USN. Three individual citations also were presented, to FRANK M. FULCHER, executive vice president in charge of RCA Victor Div., JOHN K. WERNER, director of public relations of company and ROBERT H. MONTGOMERY, opera.

E. E. FERREY, assistant director of public relations division for Parnworth Television & Radio Corp., Fort Wayne, has been appointed director of public relations by J. BOXELL, who resigned to join Hill & Knowloton, New York public relations counsel. Mr. Ferrey, who was associate editor of WHAS Louisville and Louisvile correspondent for UP.

To sell the 922,333 folks living in the rich 31-county area of Eastern North Carolina's fertile agricultural belt, you have to reach them with regional Tar Heel stations. These counties comprise the primary listening area of WRRF, Washington, N. C., and WRRZ, Clinton, N. C. There are 332,150 radio families in this “as good as gold” market and their favorite stations are WRRF and WRRZ. In addition to the listeners in the primary area, there is a large “bonus” audience in the secondary area.

WRRF, known as "Gandy" and WRRZ, nicknamed "Speedy," sell this prosperous market where last year's bright leaf tobacco crop alone sold for $243,257,000. They sell it with outstanding local radio features, ABC programming and thorough merchandising to bank up your sales program in this wealthy region.

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

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Presto Presents
Something New in Recording
Amplifiers...

The new Presto 92-A is a 50-watt amplifier designed specifically for recording work. It answers the need for an amplifier of exceptional quality and performance, and includes a number of outstanding features thoroughly proved in operation:

1. Selector switch and meter provide both output level indicator (not for "riding gain") and plate current readings for all tubes.
2. Chassis is vertically mounted. Removal of the front panel gives access to all circuits without removing amplifier from rack.
3. The output stage has four 807's in push-pull parallel with an unusual amount of feedback. This produces ample peak power with low distortion and an extremely low internal output impedance for best performance from magnetic cutting heads.

Push buttons select any of these recording characteristics: flat, 20-17,000 cps, 78 rpm, standard NAB lateral, NAB vertical—all within an accuracy of ±1 db. Distortion is only 1.5% at full output.

FREE! Presto will send you free of charge a complete bibliography and digest of all technical and engineering articles on disc recording published since 1921. Send us a post card today.

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT & DISCS
SPEARHEADING THE PROGRESS OF FM

WASHINGTON D.C.

WASH. THE NATION'S CAPITAL

WASH. D.C.

RADIO'S BIGGEST BUY

EVERTON & MILLARD

WASH. D.C.

1511 F STREET, N. W.

THE VOICE THAT SELLS

Serving THE RICH CENTRAL SECTION OF VIRGINIA

AFFILIATED WITH MUTUAL 1000 WATTS • 1390 KC

JACK WELDON, Manager

Owned and Operated by OLD DOMINION BROADCASTING COMPANY

Lyons, Virginia

National Representative

THE WALKER COMPANY

A L. PAUL THEIL, former city news editor of WCYK Cincinnati, has joined WZP Cincinnati, as production manager. He previously has been with WJW and WCM Cincinnati.

FRED STUART, announcer at WRC-PM Washington, is the father of a boy.

PERRY W. WARD, originator of network shows "Spin and Win" and "Scramble Amy" has been appointed coordinator of production for KROM Oklahoma City and senior announcer at KCMO Kansas City, Mo., Oct. 6. Mr. Ward also worked at WKYO Oklahoma City, and KDOC Dona Vista, Kansas, and KYD Minneapolis, in 1931 at KVOO Tulsa and KOYO Oklahoma City.

Mr. Ward is the father of a girl.

ELLEN WHITE and JOHNNIE HILL voluneteer at the RICHMOND QUARTET have joined ABC Central Division.

GEORGE GRAY, news editor of WHOB Gardner Mass., has been named pro- gram manager of that station.

JACK BEYDA has joined WMAL Washington, as a page.

JUNE MUGUIRE, traffic director at KKLX Los Angeles, Calif., has been appointed as assistant program director of GNENY SINES a member of the ABC network.

JOE GREER, announcer at WSBA Springfield, Mass., and PEGGY LIPS, WSFA copy writer, were married Sept. 27.

LEN MORRISON, formerly with WOOF Silver Spring, Md., has joined WLBQ Lebanon, Pa., as staff writer.

RON MILLER, former announcer in Chicago, and daughter have joined with ABC, has joined WAAT Huntington, W. Va., as a member of the ABC network.

JOHNNY GREY, formerly with WPPA Potswalle, Pa., has joined WSELF El- mira, N. Y., as announcer.

ROHES, formerly with WHJB Hunting-ton, W. Va., has joined W Ceramic El- bristol, Tenn., has joined WELM as writer-announcer.

ROBERT TRACY, announcer-producer at WRBA Richmond, Va., is the father of a girl.

DONALD G. SHUNA, formerly of KORE Eugene, Ore., has joined announc- ing staff of KYW Salt Lake City.

DOROTHY BERTULIS, assistant music librarian at KTW Philadelphia, and former member of the network's staff, is engaged in a new enterprise.

FRANCIS SCULLY, onetime musical comedy star of WOR New York, is a member of the ABC network.

ROBERT JENSEN, former announcer at WRC Washington, has joined WABC New York, as announcer.

RONALD DUNLAP, formerly with WFIL Syracuse, has joined WABC Wash- ington, as announcer.

WILLIAM CARPER, formerly with station's program manager, has joined WZZ Chicago, as member of scheduling department.

RICHARD RHODES, announcer at WSHK Scranton, Pa., has been appointed to permanent announcing staff.

BUD SHERMAN, onetime announcer at WJZ Baltimore, is in the father of a boy.

BILL ROBBINS, formerly with WBSR New York, has joined announcing staff of WTVT New York, as announcer.

JACK KENNY, former announcer at WABC New York, has joined announcing staff of WABC New York, as announcer.

B. C., is the father of a boy.

RALPH WARD, former announcer on NBC "Mighty Mouse," has joined announcing staff of WEAF New York, as announcer.

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German Magnetophone Improvements Described

FUNCTIONAL descriptions of improvements in the German magnetophone system of tape recording are described in a report prepared by the Office of Technical Services, Dept. of Commerce. The report was prepared by Richard H. Ranger, OTS investigator. The system responds well up to 10,000 cycles, he said, and is replacing disc equipment in Germany.

Among improvements made in the last year, according to Mr. Ranger, are tape indicator consisting of rotary pointer moving clockwise through 360 degrees to indicate usage of the 1,000-meter spool divisions; standoff device which moves the tape away from pickup and recording heads resulting in a great saving in wear on the heads; brushless motors; smooth reversible rewinder. The report (PB-79558, "Further Studies in Magnetophones and Tapes," 133 pages, mimeographed, $3.50) is available at the Office of Technical Services, Dept. of Commerce, Washington 25, D. C., and should be accompanied by check or money order payable to U. S. Treasurer.

NBC, CBS TAKE OVER MORE 'VOICE' SHOWS

CUTS in the Dept. of State's "Voice of America" budget made during the last session of Congress resulted in the switching of an additional 32% of U. S. shortwave programming to NBC and CBS this week. State Dept. officials declared it was the intent of Congress when cutting funds to change more of the broadcasting to private companies. Time under contract to the two networks is now 75%.

Broadcasts in French, Spanish, English, Italian, Portuguese, Dutch, Malay, Siamese and Annamese will be handled by private contract under general supervision of the State Dept. The remaining 25% will be programmed by the State Dept.

"Voice of America" now has contracts for use of facilities with seven private broadcasters, and with the two networks on programming. At present, broadcasts run 32 1/4 hours daily. Officials said no further reductions are contemplated under the 1948 budget.

Program Exchange Set By Australia and Mexico

AUSTRALIA AND MEXICO have worked out an exchange of program material through the meeting in Atlantic City during the NAB Convention of David Worrall, manager of the Hesald Stations in Melbourne and Emilio Azcarraga, head of XEW Mexico City.

Each country will send a program a month to the other by transcription. The Australian disc is to be announced by a Spanish-speaking Australian, preferably one with a slight accent to give it a foreign flavor. The Mexican program is to be similarly introduced by an English-speaking announcer. Mr. Azcarraga has asked for Australian hill-billy and folk music shows. In exchange, Mr. Worrall will be sent Mexican and Spanish music programs.

HOMECOMING AIRED

Many Hours Devoted by WFUN
To Huntsville Event!

THREE-DAY HOMECOMING celebration at Huntsville, Ala., sponsored by city's Chamber of Commerce, was given thorough coverage by WFUN late last month, John Garrison, station manager, reports. WFUN's schedule for the three days included broadcasts of the following:

Monday—Giving away of merchants' prizes, broadcast from Madison County courthouse featuring industrial displays, interviews from courthouse with former county residents, band concert, annual view from courthouse in evening.

Tuesday—Historical tour of Huntsville, North Alabama swimming meet, talk by R. B. Searcy, homecoming chairman, recorded playback of field day events, Huntsville horse show.


KICD
SPENCER-ESTHERVILLE, IA.
A TAYLOR-HOWE-SNOWDEN STATION

"What are you WAITING for?"
Northwest Iowa's Mutual Station

WMAN
MANSFIELD, OHIO

National Rep.: TAYLOR - HOWE - SNOWDEN RADIO SALES
500 FIFTH AVENUE, NEW YORK 18, N. Y.
CLYDE SMITH, 52, Halley, Mgr. Syndicated features

ALBERT BOUCHER has joined WHOB Gardner, Mass., as news editor. He replaces GEORGE GRAY, who has been transferred to program manager.

CHARLIE BACHMAN, former Michigan State football coach, has been signed by WJB Detroit to do a five-minute two-a-week football series titled "Sports Items."

ROBERT McFARLAND, NBC commentator, is the father of a girl.

STEVE DOUGLAS, announcer at WRC Washington, has joined syndicated sports commentator at that station.

MEL ALLEN, sportswriter who with RED BARBER handled World Series, has joined staff of WINS New York. Sources say record mc. Starting Oct. 13 he conducts daily three-hour program. During 1948 baseball season Mr. Allen will be heard over WINS one hour each morning.

AL TAYLOR, former announcer at WCTU Philadelphia, returned to the station Oct. 6 to take over 11 to 11:10 p.m. newscasts Mon.-Fri. under sponsorship of National Savings & Loan Assn. of Philadelphia.

NELSON MCMINN, farm director of KFJ Los Angeles, is the father of a girl born Sept. 23.

MARK HART, newscaster of KLAC Hollywood, is the father of a girl born Sept. 17.

GEORGE FISCHER has shifted from CBS New York news bureau to Hollywood as senior news writer.

ROBERT WHITE, WILLIAM DRIPS and HAL TOTTEN, agriculture directors of ABC Central Div., NBC Central Div. and WGN Chicago, respectively, have been appointed members of the 4-H Camp Advisory Committee. It has been announced by Dean H. P. Rust, di-rector of the U. of Illinois College of Agriculture.

TOM CARNegie, sportscaster at WIRE Indianapolis, is the father of a boy.

THEODORE AYERS, formerly with Washington Times-Herald, and OTTO GLADE, formerly with WIBR New Bedford, Mass., have joined WRC Washington, as news editors.

ARTHUR GAETH will replace LELAND STOWE beginning Oct. 22 on the MBS Wed., 7:30 p.m. news commentary sponsored by United Electrical Workers. Show will be received from New York to Washington, originating at WOL. CLAIRE LEE is editor of WTAM Worcester, Mass., and Betty Branch were married Oct. 12.

DICK WILKINS, newscaster at WKWY Louisville, is the father of a girl. Shared apartment.

EDWARD FOX, former chief of State Dept's. policy analysis division, and now member of Consumer History department, Oct. 5 began weekly ten-minute commentary series over WIBK Iowa; the Corneli owned-and-operated station.

HAL BERGER, sportscaster of KMPC Hollywood, has turned disc m.c. with a daily 60-minute afternoon recorded show directed to sport fans.

FULTON STEELE, Pacific and Yankee Network commentator, was awarded a scroll by the Small Business Assn. of New England in appreciation of his "courageous championing of the cause of free competitive enterprise in these United States."

HOWARD K. SMITH, CBS chief of European news bureau, will be the regular intermission speaker on this season's CBS Philharmonic broadcasts. He will be heard from London.

RICHARD HARKNESS, NBC Washington commentator, took over Tuesday and Thursday 7:45-8 p.m. news periods formerly filled by R. V. WALTERS. Effective Sept. 30, Mr. Walters will continue to be heard on NBC Mondays, Wednesdays and Fridays. Both commentaries now recorded by Puris Ott through Leonard Burnett Co., Chicago.

THE BIGGEST TOBACCO

WBTM-FM

DANVILLE, VIRGINIA

32,000 WATTS

92.1 MEGACYCLES

GEORGE P. HOLLINGBERY CO.

National Representatives

WORLD'S BIGGEST TEXTILE MILLS
A Magic Carpet

Those in isolated areas need the stimulus of contact with the outside world. To us this means programs. It means a varied fare of education, religion, entertainment, news.

It means building an entire 50,000 watt clear-channel operation around the fact that thousands of men, women and children are brought the outside world only on the magic carpet of WSM.

The daily mail tells us that we have done a job for these people. But it is gratifying to know that the earnest effort we have made to serve a minority has caused our magic carpet to be ridden with equal enthusiasm by the city folks in our region.

HARRY STONE, GEN. MGR.  • EDWARD PETRY & CO., NATL. REPRS.

WSM
NASHVILLE
It will soon be 630 in Savannah

— and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

**Sponsors**

**WSAV**

830 KC - 5000 WATTS - FULL TIME

**CAFFERS & BATTLEY**, division of **California Appliance Corp.**, Los Angeles (mfrs., gas ranges), in 26-week campaign to start Oct. 13. It is one of 130 spot announcements on each of the following California stations: **KBSF**, **KCOY**, **KBFO**. Firm, in addition, on Oct. 6 started daily participation in combined "Sunrise Batiste" and "Housewives Protective League" on **KNX** Hollywood; "Homemakers Hour" on **KFWB**. "It's a Good Idea" on **KFSF** San Diego. Agency: West-Marquis Inc., Los Angeles.

**QUAKER OATS Co.**, Chicago (Pettijohn wheat cereals), Oct. 6 started series of spot announcements averaging about five per week on each of following stations: **WMAQ** and **WHM** Chicago, WBBF Rock Island, WOW Omaha, KDAL Duluth, WTMJ Milwaukee, WCCO Minneapolis, WHO Des Moines. Contracts are for 26 weeks. Agency: Sherman & Marquette Inc., Chicago.


**PACIFIC CHEESE Division of The Borden Co., San Francisco**, in 13-week campaign ending week of Dec. 23. Is using 75 percent spot announcement schedule on 8 Northern California stations. Also will use **KQW** KJBS ESPO KIEM KHUM. Agency: Young & Rubicam, Hollywood.

**AMERICAN TELECASTING Co., Los Angeles** (television drama school), has appointed Capka, Kennedy & Duke Adv., Hollywood, to handle regional advertising. Radio will be used.


**THE GRAND LODGE, Free and Accepted Masons of New York**, has bought time for half-hour broadcast on 17 stations of **WABC New York State Network** on Oct. 26. Program will consist of dramatization featuring Walter Hampden, presented on behalf of Masonic Foundation for Medical Research.

**CITIES SERVICE OIL Co., Toronto**, has started twelve-weekly sweepstakes campaign, with territorial shows on 10 Ontario stations, and Quebec, for half-hour musical program on **CFRB** Toronto. Agency: Harold P. Sturgis, Toronto.

**THE BVD Corp.** has announced signing of 53-week contract for nationwide weather spot campaign which began last week on **KTLA** Los Angeles and is scheduled to start on **WBBM** Chicago Tuesday, Oct. 14. Contract calls for three spots each week. Agency: Grey Adv., New York.

**CRESTY CHEMICAL Corp., Worchester** (Cresty Drygas, anti-freeze), has signed with **Yankee Network** for series of confirming participations in 8:45-8:50 a.m. Tues. and Fri., editions of Yankee Network News Service. Agency: Coral Snow Inc., Boston.

**ARGILLER-SWANIS Industries Inc., Columbus**, (lubricants), has appointed Roche, Williams & Cleary Inc., Chicago, to handle advertising.

**PIG 'N WHISTLE Corp., Los Angeles** (California restaurant chain), Oct. 6 started spot announcement schedule on **KRAV** and **KSF**. Other stations were to be added. Agency: West-Marquis Inc., Los Angeles.

**REPUBLICAN PARTY** in Fort Wayne, Ind., for local mayoralty race, will sponsor broadcasts of radio option in half-hour spot campaign on **WFTW** Fort Wayne, according to announcement by William R. Aldrich, WFTW sales manager. Proceeds from campaign will be contributed to the local Republican party.


**THOMAS KNITTING MILLS, Toronto** (knitted goods), Oct. 25 starts April 18 "Bring Home the Resource" campaign on **KFXC** Chicago. Agency: Frank L. Watts.


**JACK KENNEDY CHEVROLET Co., St. Louis**, has signed with **KJR** Chicago. Agency: Belknap & Pappas, Toronto.

**ADAM HAT (CANADA) Ltd., Toronto**, has started spot announcements on a large number of Canadian stations. Agency: MacLaren Adv., Toronto.

**TONI COSMETICS** (hairdressing), Oct. 14 starts "Toni Time" on KTFM Chicago and WMCS Detroit.

**WINDSOR CLOTHING Co., Boston** (clipper coat clothes), Oct. 1 started "Showerbox" on **Yankee Network** stations, Thurs. 7:30-7:45 p.m. Agency: W. M. Neff & C., New York.


**DOING A SUPER-SELLING JOB IN IOWA**

**KSE**

POTACELLO - IOWA

**KPAH**

LAREDO BROADCASTING Co., Howard W. Davis, President, LAREDO, TEXAS

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New! **UNITIZED** amplifier systems for recording

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

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

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

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<tr>
<th>Unit 620</th>
<th>Power Amplifier</th>
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<tr>
<td>Unit 621</td>
<td>Microphone Preamplifier</td>
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<td>Unit 622</td>
<td>Pickup Preamplifier</td>
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<td>Unit 623</td>
<td>Line Amplifier</td>
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<td>Bridging Device</td>
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<tr>
<td>Unit 632</td>
<td>Auxiliary Power Supply</td>
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Study the typical setups shown on this page. Then set down your own requirements... select the basic units you'll need... assemble them for convenient panel board operation... or let us do it for you. How will your specific amplifier system perform? Professionally! Like all Fairchild Sound Equipment—it keeps the original sound alive. Precisionized mechanical and electronic skill is the precise reason.

Want more details? Address: 88-06 Van Wyck Boulevard, Jamaica 1, New York.
SCHEDULED for completion in spring 1948, this French Provincial design building will house CBC's transmitter for station CJB Chicoutimi, Quebec. New 10-kw equipment will be installed. Structure includes large control room, office, shop, tube room, staff bunk rooms, shower and kitchenette. CJB will continue to operate on the 1890-kc clear channel as Class 1B station.

FCC IS CONSOLIDATING WASHINGTON OFFICES

FCC WAS SHIFTING its offices again last week, and more changes were in store.

They are part of a re-grouping program which, authorities said, will “consolidate” all of the Commission's Washington quarters into threebuildings—the main headquarters in the New Post Office Bldg., 13th and Pennsylvania Ave.; Temporary Bldg. T, at 14th and Constitution, and Temporary Bldg. L, near the Lincoln Memorial.

FCC's newly created Hearing Division was moved last Wednesday from the main offices to Tempo T. It will be joined within a few weeks by several sections which moved earlier this year to Tempo I, including Personnel Division, Commercial License Section of Secretary's Office, and Safety and Special Services Branch of the Engineering Dept. Tempo I will then be vacated, so far as FCC is concerned, by the transfer of the Field Engineering and Monitoring Section to Tempo L.

Subsequently, personnel now located at 1424 K St., NW—Budget Division and Accounting Dept.—will be moved into Tempo L.

Five-Fold Increase in TV Set Use in Year Is Seen

FIVE VIDEO SETS will be in use in October 1948 for every one operating today, Hamilton Hoge, president, U. S. Television Mfg. Corp., predicted following a survey made for the company by its advertising agency, Huber Hoge & Sons. This means that the New York area alone will have 385,000 sets then, compared with 68,000 now and 22,800 last March, Mr. Hoge said.

One television receiver is worth at least 52 radio sets in terms of audience operation appeal, the survey shows, based on Hooper records showing 52% of video sets in use on an average weekday evening as against 39% of radios, and a WCBS-TV survey showing 6.26 viewers per home video set compared with 2.5 listeners per radio. These figures do not include public places.

PLAQUE for outstanding public service and in appreciation of generous cooperation rendered during recruiting campaign has been awarded WAAS Worcester, by the U. S. Recruiting Service of Worcester.

FM AT THE FAIR

WFRO Promotes the Medium

In Sandusky County

FM TOOK the spotlight at the Sandusky County Fair held at Fremont, Ohio, when WFRO-FM displayed with equipment and demonstrations the advantages of the medium.

The WFRO booth served as a base of operations for covering the fair. There were eight or more remote programs a day during the five days of the fair, including piano programs from the Wurlitzer display, races, shows from the grandstand, visitor interviews, Boy Scout broadcasts, etc. The Hammond organ was moved from WFRO's main studios for several programs originating from the fair grounds. Farm Editor Frank Swarts broadcast all his Country Farmer programs direct from the fair.

In addition to the FM radios and the FM Pilotruler displayed in the WFRO booth, the station had FM receivers spotted at various locations throughout the grounds. Wire facilities were also widespread for remote shows.

TOO MUCH SITTIN' IS
THE SEAT OF ALL TROUBLE

Even with the NBC Parade of Stars, we don't sit back with complacency -- we're ever on the job producing the smash-hit local shows, too! That's why WIOD rates tops in Miami, month-in-and-month-out -- year-in-and-year-out!
That Missing $15

AL BUFFINGTON, Baltimore producer, twisted a traffic ticket into a successful gimmick for his new video show, The Gunther School of Sports, which is telecast by WNBW Washington immediately after the Madison Square Garden fights from New York. Mr. Buffington, finding time was running short while heading for WNBW, snapped on the gas. A District of Columbia motorcycle officer slowed him down, however, and the producer was freed after paying a $15 fine. A few minutes after the WNBW program got under way Baltimore and Washington viewers were confronted with a closeup of the traffic ticket. Friends say it was Mr. Buffington's way of explaining the missing $15 to his wife, who was at their video set in Baltimore.

USMC Lining Up Drive For Radio-TV This Fall

TO PROMOTE U. S. Marine Corps Reserve recruiting campaign, James H. Knox, former USMC combat correspondent and agency producer-director, has been recalled to active duty as 1st lieutenant, USMC. He will be working with Capt. Thomas Greene, USMC, head of the radio section, of Marine Corps Public Information. Headquarters are in the Navy Annex, Arlington, Va. Mr. Knox has been with D'Arcy, Biow, Kenyon & Eckhardt, N. W. Ayer & Son and Duane Jones agencies.

Mr. Knox will handle liaison work with agencies and stations lining up promotion for the recruiting of the Citizen Marine Corps (postwar reserve), which hopes to reach full strength of 100,000 during January. Kickoff of the drive will be Nov. 10, 172d birthday of the Marine Corps.

In celebration of the event, the Marine Corps is distributing 1,100 transcriptions, with a 15-minute dramatic show on one side, and a ten-minute birthday concert of the USMC Band on the other. There is a five-minute open end spot for local recruiting messages. Also available for Nov. 10 is a 2½ minute film suitable for television. Another film is being prepared for the January campaign.

Gauthier Named Director By Quebec Broadcasters

A. GAUTHIER, of CKTS and CHLT Sherbrooke, Que., was elected a director of the Quebec Assn. of Broadcasters at fall meeting at the La Salle Hotel, Montreal, and was recommended as QAB representative on board of directors of Canadian Assn. of Broadcasters to replace J. N. Thierville, formerly of CHRC Quebec, who resigned.

Meeting recommended that QAB in conjunction with Canadian Broadcasting Corp., issue operators' certificates for all Canadian broadcasting stations, and favored CAB proposal for new "prosperity" public relations campaign in cooperation with labor unions, chambers of commerce and agricultural federation. Members also discussed CAB problems with Harry Dawson, CAB manager, Jim Allard, CAB public relations director, and Doug Scott, CAB director of broadcast sales.

Attending meeting, held Sept. 29, were Paul LePage, CKCV Quebec, president of QAB, J. Grenier, QAR secretary; Jack Thierville, CHEF Granby; Henry LePage, CHRC Quebec; A. Gauthier, CKTS and CHLT; R. Benoit, CKCH Hull; O. Louis Bourque, CHLP Montreal; Gerard Boulay, CJSO Sorel, and G. Caron, CJBR Rimouski.

RMA Appoints

NEW services for manufacturers will be offered by the Parts and Transmitter Divisions of Radio Manufacturers Assn. following appointment of staff assistants to the two division chairmen, J. J. Kahn, Standard Transformer Corp., and S. P. Taylor, Western Electric Co. Ralph M. Haarlander, manufacturers representative, has been named assistant to Mr. Taylor. James D. Seccret, RMA Director of Publications, has been given added responsibilities as assistant to Mr. Kahn. In announcing the assignments, Bond Geddes, RMA executive vice president, said new programs for the divisions will be worked out at the RMA fall conclave Oct. 13-16 at the Roosevelt Hotel, New York.

DOING A PEACh

OF A JOB

in

WESTERN COLORADO'S
$3,500,000 Fruit Belt

KFXJ
GRAND JUNCTION
1 KW MBS 920 KC
Washington football fans can see as well as hear the thrilling plays of Sammy Baugh and the Washington Redskins right in their homes.

JAMES D. WEBB, account executive on General Electric account for Young & Rubicam, New York since 1942, has been appointed a vice president and account supervisor of that agency.

SETH DENNIS, formerly with ABC, has joined Federal Adv. Agency, New York, as an account executive. Prior to his affiliation with ABC, Mr. Dennis was an account executive with BBDO New York.

RICHARD C. BACHMAN, former district account executive of MBS and presently with W. E. Rothwell Inc., Pittsburgh, has rejoined Bothwell as the new business development agency's Pittsburgh office. Mr. Bachman joined Bothwell in 1939 and later left to become sales representative of KDKA Pittsburgh, prior to joining MBS.

VICTOR van der LINDE, has resigned as director of radio at 13 George's Keyes Inc., New York, and will devote full time to radio since the lease of the facilities of Dolin Corp., pharmaceuticals, had been reneged. His future plans are at present uncertain.

STANLEY J. KEYES Jr., executive vice president of the agency, has assumed duties of radio director.

GEORGE LAFLIN MILLER, former vice president of Williams & Gorton, New York, has joined Doyle, Dryden & McComb Inc., New York, as vice president. Prior to his affiliation with Williams & Byster, Mr. Miller was with Downey & Co., Lord & Thomas and J. Walter Thompson Co. He is the author of "Television Is Written and Why."

FRANCIS C. BARTON Jr., radio director of Federal Adv. Agency, New York, has been elected a vice president of the agency. He retains his duties as head of radio.

HOPP IT AGENCY, New York, has mailed sample disc-jockey scripts and sample cards to 300 stations in the U. S. Alaska and Hawaii. Subscription price has been set at $7.50 a week for 50 lead-ins.

DAVID WHITE, radio executive producer, director of radio of BBN, has shifted to Hollywood.

EARL E. BDY, producer of J. Walter Thompson Co. Hollywood, having recovered from an emergency appendectomy, has resumed duties on NBC's "Charlie McCarthy Show."

JIM O'BRIEN, former program manager of Hall Adv., Lubbock, Tex., has joined KNX, Los Angeles, in a similar capacity. FADA BONZINI, formerly on copy staff of Busch-Bade, Donnell & Associates, New York, also has joined agency in similar capacity.


JEROME ROBINS, former president of American Los Angeles, has joined Books-Cooper Inc., that agency.

LEONARD M. EINSIDLER, former advertising manager of Maas Studios of Hollywood, has joined J. Walter Thompson Co., New York, as executive vice president of the agency.

ADOLPHE LARSON, former account executive at Western Station, has joined Western Adv., that city, in similar capacity and in addition will handle public relations.

DON BELING, chairman, board of directors of Poste, Cone & Beling Co., the Los Angeles firm, has been elected the city's top tele hindsight 809. Associates are WILLIAM H. REID, former CBS booking agent, and ELLIS CRAIG, recently discharged from Army and prior to war with WXY Phoenix.


DICK DAVIS, assistant producer of Foote, Cone & Belding, Hollywood, on NBC's "Bob Hope Show," has been shifted to Chicago as assistant to William Morris Agency's Nero director of that city.

BLAISDELL GATES, vice president of Abbott Kinimbi Co. in charge of agency's Los Angeles office, has assumed charge of San Francisco office, as well, due to resignation of PHILIP FARNES-WORTH FORMERLY MANAGER OF CHICAGO CITY office.

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

DUDLEY LINDNER, formerly with Rodney Boone Celebrity, has joined Bruckers representatives, has joined Brucker, Van Norden & Staff, San Francisco, as executive and head of production staff.

WALTER PURDOM, account executive of Brascher, Van Norden & Staff, San Francisco, has been elected president of the firm.

PAUL J. KELLER, formerly of the Oregon Journal, Portland, Ore., has joined George W. McMurphy Adv., that city, as executive and head of production staff.

JAMES A. SWIFT, formerly with W. W. V. Studios, has joined OAYX, Waterloo, WKLX Lexington, WJJD, Chicago, as general manager.

CATHARINE ABELL FORMER WITH FADA, Chicago, has joined Piedmont Adv., Galax, Va., as media executive on Nov. 1.

LESLIE S. ROBIN, who resigned early this year from the executive vice president's office of the American Advertising Agency, to join Barnes-Crosby, Chicago advertising firm, has turned to Kalem.

EARL McGUIFF, national president of Radio Director's Guild and director of "Warriors of Peace" sponsored by U. S. Army through N. W. Ayer & Son, New York, and FALLEY, TOOYNE, account executive with agency's Philadelphia office, left New York last week for three week trip to Frankfurt, Ger.

organized by R. B. STEPHENSON, director-producer, with offices at 8000 Sunset Blvd., Los Angeles.

JAMES R. LUNKEN & Assoc., Seattle advertising counselor, has opened San Francisco office at 205 Market St. Bldg. M. WHEELOCK is manager of new office.


HENRY E. FLASHER, former vice president and treasurer of H. M. Gross Co., Chicago, has joined Ruthrauff & Ryan, Chicago, as an account executive.

WELDON E. YOCUM, former advertising manager of American-Marietta Co., Chicago, has joined Beaumont & Hohman Inc. as account executive.

SHIRLEY WOODSELL, J. Walter Thompson's International Dept., has returned to New York from six week's trip to Central America, West Indies and Caribean.

DEUTSCH & SHEA, New York, has been elected to membership in the American Assn. of Adv. Agencies.

JAMES D. ALBRIGHT, account executive and copy writer at Donahue & Co. Inc. New York, has resigned to join promotion department of Time-Life International effective immediately.

JACK DENNOE, assistant to president of BBDO, New York, has been named manager of "Jobs for Disabled Veterans Committee" of New York City, non-government organization established to find jobs for the city's 3,000 unemployed disabled veterans.

Pro Game Schedule

BROADCAST of all Chicago Cardinal National Pro football league games this fall on WJJD has been extended to a network of stations which will extend as far south as Atlanta and as far west as Omaha, the station has announced. Network, of which WJJD is the key originating station, will include the following: WWXLL, Peoria, WHOW (Clinton Ill.), KWDW Des Moines, KSIB Creston, KWPC Muscatine, KAYX Waterloo, WKVL Lexington (Ky.), WJWL Atlanta (Ga.), WKDA Oshkosh (Tenn.), KOWH Omaha (Neb.). Broadcasts of games will be sponsored by Beer Brewing Co., Chicago.

Washington . football fans can see as well as hear the thrilling plays of Sammy Baugh and the Washington Redskins right in their homes.

TELECAST BY

WMAL-TV

Channel 7

plus many other top television attractions in the Washington area.

The finest and most complete equipment available is being used . . . with such extras as the ZOOMAR LENS.

All under the personal supervision and direction of Mr. Burke Crotty, leading television producer-director, who has produced more firsts in television than any one other individual. Mr. Crotty comes to WMAL-TV after eight and a half years of television experience in New York.

WMAL-TV

Owned and Operated by
THE EVENING STAR
BROADCASTING COMPANY
724 Fourteenth St. N.W.
WASHINGTON 5, D. C.
Respects
(Continued from page 16)
that it might be a good advertising medium as long as the 'fad'-for that's what everybody thought it was—lasted.

Thus in 1924, one of radio's biggest accounts had its beginning on a program called Maxwell House Coffee Time. The original entertainers were the Fisk Jubilee Singers, which Mr. Stone persuaded Fisk to let him borrow for the occasion, and a three piece band. Leader of that little musical group was Beasley Smith who, today, is musical director of WSM.

In the same year, WBAO scored another first with a broadcast from Church Street, Nashville's principal thoroughfare. Lebecks (now Harvey's) was the department store which stuck its neck out by giving the radio pioneers space in one of its big windows. At the end of a week such crowds had collected in Church Street that all traffic was stopped and the police department demanded that Mr. Stone relieve the congestion by taking his broadcast back to the WBAO studio.

Another first which Mr. Stone finds questionable as the basis for any lasting fame is the fact that his station was the scene of radio's first major fire. The new draperies of Mr. one studio caught fire soon after the station installation was completed. And before the year was out, there was another fire, which occurred during an actual broadcast. Mr. Stone was on the microphone. This one completely destroyed the building.

Though WBAO was rebuilt, Mr. Stone left during the reorganization in 1929 to join WSM which had been established by the National Life and Accident Insurance Co. It is a matter of record that in 1923, Mr. Stone made the original suggestion that the insurance company open a station.

At the time he went to WSM, Mr. Stone was the only full time announcer on the staff. He gets a good laugh these days when an announcer complains about overwork. On duty from station open to close, during those early years, he was also the Grand Ole Opry's only announcer and master of ceremonies for a three-year period in the twenties. Then, as now, the Opry was a continuous four-hour, Saturday night show.

For many years, Mr. Stone says, WSM fought to keep commercial radio off the air. And in 1938, when the station did go commercial, they refused to accept programs of less than one hour.

In 1932, Mr. Stone was made general manager of the station. Under his direction, WSM began to assume full status as one of the truly great farm stations. WSM attracted world-wide attention in 1937, as radio was put to its first real test in a national emergency.

It had been a rainy spring and rivers were rising. Flood waters reached the highest stage in history at Clarksville, Tenn., and Mr. Stone, with two suitcases of equipment, acting as both engineer and announcer, set up a broadcast from a hotel room there on a Saturday night. It took all day to get a line through, he recalls, and even then, he was able to stay on the air only five minutes.

After hitching a ride back to Nashville, he was turning the dial of a car radio when he heard the first announcement that flood waters were rising right in the city of Louisville.

"I rushed back to the WSM studios," Mr. Stone says, "and called Lee Coulson, who at the time was manager of WHAS in Louisville. I offered him whatever help we could give."

The following afternoon, Sunday, January 24, Mr. Stone received a teletype message from Mr. Coulson stating that the power in Louisville would go off at 8 o'clock that night, forcing WHAS off the air. It was immediately apparent that WSM's transmitter was needed to carry on vital rescue work.

WSM, under Mr. Stone's direction, took over a task without precedent in radio history. With thousands of lives in the balance, Mr. Stone kept the station operating 82 continuous hours transmitting Louisville flood bulletins. During that time, not one thing but flood messages direct from Louisville went out over the WSM transmitter. All programs, sustaining and commercial, were cancelled on orders from Mr. Stone.

More than 200 stations throughout the United States rebroadcast the WSM signal.

In 1941, Mr. Stone was made chairman of NBC's Station Planning and Advisory Committee which was organized that year. He was also the first chairman of the Clear Channel Group of stations.

In 1942, he was radio chairman of the Nashville American Legion. He is a member of the Nashville Advertising Club, and a former president of the Sulphur Dell Club, a social organization. He is also a member of the American Red Cross Disaster Committee of Davidson County, the Davidson County Community Chest, and the Infantile Paralysis March of Dimes Committee.

On February 27, 1944, he was made chairman of the trade relations for the Nashville Chamber of Commerce. At the present time, he is chairman of employ relations for the NAB Sixth District.

During the war, one of the first road shows for American troops was organized by him in 1941, when he placed WSM entertainers in the Camel Caravan. They traveled thousands of miles, playing Panama and Guatemala as well as states across the country.

For relaxing, 49-year old Mr. Stone turns to hunting and fishing. His hobby is his thirty-foot Cris-Craft, named appropriately, "Grand Ole Opry," which he keeps in the Cumberland River. During the war, this boat was made the means of collecting a vast amount of old rubber tires when Mr. Stone offered rides to those who contributed to the drive.

Perhaps in Mr. Stone's 25-year record of radio service, there is nothing more remarkable than the list of today's big-name stars to whom he gave their first real chance in radio—James Melton, Irene Beasley, Kay Armen, Jeri Sullivan, Kenny Sargent, Bob Johnston, Di-nah Shore, Smilin' Ed McConnell, and many, many more.
FULTON LEWIS TO FIGHT OUSTER
Action of Southern States Cooperative 'Idiotic,' Commentator Says

FULTON LEWIS jr., commentator heard on MBS, will fight efforts of Southern States Cooperative, Richmond, Va., to oust him as a member. He has labeled as "grotesque and idiotic" the action of the cooperative's 14-man board of directors in voting to force him out for actions described as "contrary to the best interests of the organization's 211,000 farmer-members in six states."

Mr. Lewis, who says he had intended to withdraw his membership but changed his mind when confronted with a threat that he would be put out, takes the position that the cooperative has no legal right to force him out. Further, he has instructed his attorneys to take steps to obtain an injunction to prevent the cooperative from going through with the dismissal proceedings. Mr. Lewis' counter-action in the courts is to be instituted this week.

Following his refusal to give up his membership, Mr. Lewis had asked to be heard by the cooperative's board, which the commentator describes as "hand-picked." The hearing was held Oct. 3 in Richmond, with Mr. Lewis and his attorneys present. Confronted with a lengthy (30 pages, according to Mr. Lewis) statement by W. G. Wysoe, general manager of Southern States, full of what the commentator described as "interpretations, accusations, allegations, charges, and innuendos by Mr. Wysoe personally," Mr. Lewis and his counsel asked for a continuance of a week, which was refused.

Mr. Lewis said he and his attorneys had been given no opportunity to see copies of the Wysoe statement before the hearing began, and, further, that the press was excluded from the hearing.

At the same against Denis grew out of a series of broadcasts in which he attacked cooperatives in general and Southern States in particular," said an announcement from the offices of the National Council of Farmer Cooperatives in Washington, D. C., while a statement by Harry N. Nettle, of Denison, Ia., was circulated among Southern States, commenting on the action of his organization's board declared "the evidence against Mr. Lewis consisted primarily of actual transcriptions" of his own radio broadcasts, from his own writings and from his own speeches.

Commentator Lewis said Southern States objected strenuously to one of his broadcasts last February in which he had lifted parts of the annual report of Southern States to illustrate the organizational setup of cooperatives and their tax exemptions. Southern States further objected, he said, to a speech he made in New York in May before the National Credit Men's Association.

Chicago Wants to Retain Disc M. C. Headquarters

THE CHICAGO chapter of the newly-formed National Assn. of Disc Jockeys will oppose any attempt to move its national headquarters to New York, a spokesman for the group has announced. At the same time he has announced that the association would ask the NLRA for a charter to function as a bargaining agent in an attempt to secure better working conditions for its members.

Barry Gray, who was appointed temporary chairman of the NADJ at its first convention Aug. 15, had disagreed on the possibility of both moves and was told by the Chicago chapter that it would mean "the death of the organization."

Eugene Hubbard, newly-elected chairman of the Chicago chapter, said Midwest disc jockeys were opposed to moving the national headquarters to New York because it would become "a New York-dominated group."

NBC News Analyst H. V. Kaltenborn in a dramatic new series study in current (October) American Mercury, written by Giraud Chester and titled "Kaltenborn Edits the News."
Dependability in FM

Built for Continuous Performance
Operating reliability and efficiency are your assurance of economical operation. In Collins FM transmitters each stage has been carefully designed for maximum efficiency. The requirements of every component were determined and generous safety factors allowed. You can depend on a Collins transmitter to give you continuous efficient performance.

Lasting Economy
The 10 kw 734A (shown above) consists of three basic units—a model 731A 250 watt exciter unit, a 3 kw intermediate amplifier, and a 10 kw grounded grid amplifier. The economy of thorough engineering is apparent both in the moderate initial cost and in the low operating expense. Each stage functions with high efficiency, thus a minimum number of stages is required. Only 33 tubes are utilized in the entire transmitter, with only ten different tube types. Low maintenance costs are assured by the use of highest quality components operated conservatively.

Advanced Circuit Design
Frequency stability is within ± 250 cps. All circuits are metered. Exciter, intermediate amplifier and power amplifier stages utilize motor tuning. Forced air ventilation is provided for each cabinet. The vertical chassis can be tilted forward for servicing the rear side. Fuseless circuit protection is provided in both a-c and d-c power channels.

Distortion is less than 1.5% at 100% modulation over the range of 50-15,000 cps. The frequency response is flat within 1.0 db over the same range.

Twenty-five or fifty kw operation is accomplished simply by adding amplifier bays. Write us for a complete, descriptive bulletin giving detailed information.
October 3 Decisions . . . DOCKET CASE ACTIONS

AM-1240 kc Announced proposed decision looking toward denial of application of Radio Bluefield Co. for new station Bluefield, WVa. to 1240 kc 250 w unl., and denial of mutually exclusive application of Phonograph Bstg. Corp. for same facilities.

AM-1400 kc Announced proposed decision looking toward denial of application of Illinois Media for new station Carlinville, Ill., on 1400 kc 250 w unl., because of objection from Mutual-Channel interaction with WDWS Chicago, Ill., and WBOA Evansville, Ind.

BY COMMISSION EN BANC

AM-1350 kc Hawkeye Bstg. Co., Fort Madison, Iowa, granted CP new station 1350 kc 500 w D; engineering cond.

Petition Denied


KBAN San Francisco—Adopted memorandum rule and order denying request for reconsideration and grant of license.

KSBN New Bedford, Mass.—Granted petition for reconsideration and revison of new FM station for area of Monterey Bay Co. in area.

Loganport Bstg. Corp., Loganport, Ind.—Denied petition requesting reconsideration of Commission to reconsider action of March 5, 1947, in case for hearing its application for partial or full grant of license.

WHOM Milwaukee, N. J.—Denied petition requesting reconsideration and grant of license for partial grant of application for new station 117-A.

W-KRT Cin.-Demanded petition to be heard at full hearing as directed by Commission's proposed decision of April 20; denied motion of W-KRT to be heard by WMJ.

WBAL Baltimore—Granted in part petition for continuation of new station on Channel 6, and consolidated hearing was set for Oct. 6, 1947. Commission then ordered that pre-hearing conference in this matter be continued to Oct. 12.

Sarkes Tarzian, Bloomington, and Radio Bedford, Bk.-Denied petition requesting reconsideration of grant of license for new FM station.

October 3 Applications . . . ACCEPTED FOR FILING

Modification of CP

WLIZ Bridgeport, Conn.—Mod. CP which authorized new standard station, for approval of new standard station, on Channel 250 kc 10 kw limited hours; AMENDED to make changes in ant. and ground system.

AM-1190 kc The Martinez-Rodriguez Bstg. Co., San Antonio, Tex., granted CP to extend license for station 1190 kc 10 kw limited hours; AMENDED to make changes in hours of operation from limited to unlimited and install DA-N.

KLIF Oak Cliff, Tex.—Mod. CP as mod. which authorized new standard station to eliminate changes in loc. and change trans. location.

KONG Alamo, Calif.—Mod. CP which authorized new FM station for extension of station 910 kc 5 kw D.

KSPN San Francisco—Mod. CP as mod. which authorized new FM station for extension of station 1000 mc D.

KTVU-TV San Francisco, Calif.—Mod. CP as mod. which authorized new FM station for extension of station 1000 mc D.

KWHB-AM Wichita, Kan.—Mod. CP which authorized new FM station for extension of station 1000 mc D.

KWHB-FM Wichita, Fla.—Mod. CP which authorized new FM station for extension of station 1000 mc D.

WTA-QM Amityville, N. Y.—Mod. CP which authorized new FM station for extension of station 1000 mc D.

WCTZ Cleveland, Ohio—Mod. CP which authorized new FM station for extension of station 1000 mc D.

WTMG Chicago, Ill.—Mod. CP which authorized new FM station for extension of station 1000 mc D.

WAEW Evansston, Ill.—Mod. CP as mod. which authorized new FM station for extension of station 1000 mc D.

WKKL Kalamazoo, Mich.—Mod. CP which authorized new FM station for extension of station 1000 mc D.

WVLH York, Pa.—Mod. CP which authorized new FM station for extension of station 1000 mc D.

WDBX Richmond, Va.—Mod. CP which authorized new FM station for extension of station 1000 mc D.

WCRD Wausau, Wis.—Mod. CP which authorized new FM station for extension of station 1000 mc D.

WBBB Des Moines, Iowa—Mod. CP which authorized new FM station for extension of station 1000 mc D.

WGBW-A Toledo, Ohio—Mod. CP which authorized new FM station for extension of station 1000 mc D.

WGBP Milwaukee, Wis.—Mod. CP which authorized new FM station for extension of station 1000 mc D.

WCBR Mobile, Ala.—Mod. CP which authorized new FM station for extension of station 1000 mc D.

WGHF New York—Mod. CP as mod. which authorized new FM station for extension of station 1000 mc D.

October 6 Applications . . . ACCEPTED FOR FILING

Assignment of License

WKFI New Bedford, Mass.—Assignment of license for AM station W253BB to Fibir Corporation, for remote and exhibit KQFY to KFBI Inc.

October 8 Applications . . . ACCEPTED FOR FILING

Assignment of License

WBBM Chicago, Ill.—Voluntary assignment of license from Howard W. Heyman, for CB station W253BB on Channel 252.8 mc.

Assignment of License

KSDJ Los Angeles, Calif.—Voluntary assignment of license from Clinton D. McKinnon to McKinnon Publications Inc.

Modification of CP

KLKJ Live Oak, Fla.—Mod. CP as mod. which authorized new station on Channel 227.3 mc 1 kw D.

KYOR San Diego, Calif.— volunteering assignment of license from Harry M. Ayer to Anniston Bstg. Co. for CP as mod. which authorized new station on Channel 227.3 mc 1 kw D.

Modification of CP

WLBW Lake Worth, Fla.—Voluntary transfer of control of permittee corp.
TRANSMITTER buildings for CBX Lacombe, Alta., and CBW Carman, Man., new 50-w Canadian Broadcasting Corp. outlets in western Canada, are nearing completion. Above is architect’s drawing of CBX transmitter building, which will be similar to that of CBW. Studios of CBX will be at Edmonton, 90 miles south of Lacombe, those of CBW at Winnipeg, 92 miles from Carman. CBX will use 1010 kc, CBW 890 kc. Stations are expected to be on the air before end of next year. Transmitters are being built by Federal Radio Corp., Montreal.

KIL0 Grand Forks, N. D.—Consent to assignment of license to Grand Forks Herald Inc.

Central Betsg. Co., Toledo, Ohio—CP new standard station 1720 kc 1 kw uni. DA

October 7 Decisions

DOCKEY CASE ACTION

CP AM-1340

Announced proposed decision looking toward grant of application of Murray Bstg. Co. Inc. for new station, Murray, Ky., 1460 kc 250 w uni. and denial of application of Paris Bstg. Co. seeking same facilities at Paris, Tenn.

BY THE SECRETARY

KXOB Stockton, Calif.—Granted li- cense for new station 1240 kc D A

NEW WESTERN ELECTRIC PATCH CORDS

Those hard-to-get cords with 241A plugs on both ends only $5.00 each in lots of 12 or more. $6.00 singly. Either 2 or 4 foot sizes. Also 6 foot test cords with 241A plug and test clips, $5.00.

Four conductor, spiral four telephone wire, on quarter mile rolls of 1320 feet, used but good condition, only $25.00 per reel. FOB Louisville. All copper, stranded, equal to #18 gauge, with steel shield, neoprene cover. Ideal for lower to transmitter phone line, remotes, wiring.

Western Electric 124E monitor amplifiers, 12 watts, only $75.00 each.

VU Meters, $25.00 each.

Immediate Delivery from Stock!

ELECTRONIC SERVICE BARGAINS

NEW COAXIAL LINE DEHYDRATORS $200

Made by Communication Products and General Electric for Navy use, can handle up to 600 ft. of 6 inch coaxial, or variable pressure to 35 lbs. per square inch ideal for FM-AM television. Set of spares: $22.50.
<table>
<thead>
<tr>
<th>Name</th>
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<td>E. C. PACE</td>
<td>Consulting Radio Engineers, 365 E. 78th St., Dist. 4400, Chicago, Ill.</td>
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<td>A. EARL CULLUM, JR.</td>
<td>Highfield Park Village, Dallas 5, Texas, Dist. 8-6108</td>
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<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer, 1519 Connecticut Ave., Dist. 4001, Chicago, Ill.</td>
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<td>New York City, Dist. 10, Republic 5883, Washington, D.C.</td>
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Census Report Shows 10,700,000 Persons
Have Changed Location Since V-J Day

U. S. POPULATION GROWTH reached an all-time high during 1946, when an estimated 22,797,000 persons were added to the total. In the same report released last week by J. C. Capt, director, Bureau of the Census, Department of Commerce, the total population figure for the United States including armed forces overseas was 142,673,000. This is an increase of about 11 million since the last census in 1940.

Another special report on migration from the census statisticians estimated that in the 14 months between V-J Day (Aug. 14, 1945) and Oct. 1946, one person in every 13, or 10,700,000 persons, had changed his residence to a different county, and almost half of these moved from one state to another.

In seven years since the last census, the U. S. population has increased 8.4%. In the decade from 1930 to 1940, the increase was only 7.2%. Most of this increase was caused by the very high birthrate. Immigration contributed only 3% of the total gain. During 1946 the birthrate in the last half of the year was almost twice the total in the first half. In the first half of the year, the low birthrate was compensated for by the return of large numbers of servicemen from overseas.

When the servicemen became veterans, more than one in ten migrated from one county to another. Migrancy was split about evenly between men and women, with women having a slight edge. The proportion of migrants was highest in the 20-29 year age group.

Census experts have determined the major reasons for moving, and found that approximately one-half the persons who moved did so because the head of the family moved. Most heads of the family moved seeking employment. Approximately 60% of those who moved in search of jobs crossed state lines.

Housing problems were the second cause of migration, with 17% of families moving for that reason. Of the remainder, about 20% moved because of a change in marital status (including children who moved with parents), and the rest moved for reasons such as health, climate, schooling, or to join the head of a family.

Educational level of migrants was slightly higher than that of the general population. Those with the most education moved farthest in making postwar readjustments. A larger percentage of white collar and professional people moved than any other occupational group.

No breakdown by region or urban-rural areas was given in the Census Bureau estimates.

Western Electric
1304 TYPE REPRODUCER SETS

These new Cabinet Type Reproducer Sets—1304A with the popular 9A Reproducer, 1304B with the 9B—are Bell Laboratories-engineered to bring out the full quality of the finest lateral and vertical recordings. An entirely new precision drive mechanism provides exceptionally smooth operation and uniform speed at both 33 1/3 and 78 rpm. The 1304A and B Cabinet Types and the 304A and B Reproducer Panels will be in production this year. For full information, write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y. or...

ASK YOUR LOCAL
GRAYBAR
BROADCAST REPRESENTATIVE

PRINCESS RO ME Darling, full-blooded Indian star of Cecil B. DeMille's Unconquered, is assisting in promotion for the forthcoming launch of WSAC Columbus, Ga. Flanking her on left is William E. Jenkins, WSAC president, and on right Willis J. Davis, secretary-treasurer, of station. WSAC (1 kw fulltime, 1460 kc) expects to be on the air within next few weeks.

WSAC COLUMBUS, GA.
TO BE LAUNCHED SOON

WSAC plans to take the air within the next four weeks in Columbus, Ga., as a 1-ku fulltime outlet on 1460 kc. Edwin Mullinax, vice president and general manager, announces.

Station will be a Mutual affiliate, with studios at 1038 Broadway, Columbus. Transmitter will be one mile east of Columbus. WSAC will use RCA equipment, and has contracted for UP news service.

The WSAC officers, in addition to Mr. Mullinax, who is also general manager of WLAG LaGrange, Ga., include William E. Jenkins, president, and Willis J. Davis, secretary-treasurer. Mrs. Frances Smith, formerly with WRBL Columbus, has been named WSAC local sales manager. Chief engineer of the new station is Huddie Brown.

Troops Hear Games

FACILITIES of shortwave stations KWID-KWIX San Francisco have been made available by Welsey I. Dunn, president of Associated Broadcasting Co., to Armed Forces Radio Service so occupation forces in the Pacific could receive World Series and Western football games.

"It's all right, usher, WFDF Flint says we shouldn't miss this show."
Fountain Square History

HISTORY OF FOUNTAIN SQUARE - The Fountain Square is a place in story and song on new program on WKCY Cincinnati, titled "The Fountain Square." It is sponsored by J. & F. Schrock Co. of that city, show aired Sunday night, 8.30 p.m. Stories in history, including those that bind the Fountain as the Queen City’s downtown landmark. Narrated by Nelson King and supplemented by fitting music. Series began on WKCY Sunday, Oct. 5, preceded on Wednesday night by a "preview party" given by the sponsor.

See One and Hear One

BELIEVING that football fans are interested in numerous areas in the area but are unable to attend only one of the Friday night classics, KFDF, Weslaco, Texas, is trying new experiment of the week. Game from one of the area schools is covered, fed to the station and recorded for playback at 10:15 p.m. about the time average fan is going home after seeing his local team play. Station has carried on extensive promotion of the show. "This is meant," says one, "to get people to hear one too." Reaction has been very favorable, station reports, because of interest levels in various areas.

Agencies Star

REPLACEMENT for Milton G. Ford, early morning announcer of WBNS Radio, who has gone on his honeymoon, is assigned as representative of seven local advertising agencies to take his place on the 6 to 9 a.m. show. Mr. Ford left on his trip Oct. 9, but will be handled that day by Alvin E. Ehrlich of the Ehrlich Agency, which handles the agencies and their men who are conducting the shows. Mr. Ford is wanted at the station Oct. 9, but will be handled that day by Alvin E. Ehrlich of the Ehrlich Agency, which handles the agencies and their men who are conducting the shows. Mr. Ford is wanted at the station Oct. 9, but will be handled that day by Alvin E. Ehrlich of the Ehrlich Agency, which handles the agencies and their men who are conducting the shows.

Beauty Mints

PROMOTIONS, cosmetics, personality problems and beauty hints are discussed by Ruth Dick, local home economist, in a "House" program, aired Tues., 11 a.m. on KFDF, Weslaco, Texas. It is sponsored by the Charms of Schylling, of that city. "Woman’s Work" is a half-hour show that is recorded and carried at 6:30 a.m. for five minutes of show are reserved for Mrs. Tolman’s advice to personal charm questions submitted by listeners.

Women’s Quiz

STORE QUIZ designed to appeal to women was presented, Oct. 7, and sponsored by Lis Brothers, Philadelphia, and the dime that was broadcast from store’s restaurant daily at 10 a.m. Store customers and all women’s groups are invited to participate in the show. "What about that prize?" said the hostess. Valuable merchandise is given as prizes to "Lucky Winner," whose selection is by a quiz and jackpot winners. Promotion of program is by radio spots, newspaper advertising, direct correspondence with women’s groups and widespread variety of in-store promotion.

Food Discussions

DISCUSSIONS of ways to avoid waste in preparing food and other aspects of the food situation are discussed in series of public service programs being aired in KQV Pittsburgh. Experts in various fields which touch on present food crisis are invited to participate in broadcasts. Past programs have dealt with preparation of foods and aspects of restaurant operators’ problems. This week’s show is sponsored by the President’s suggested campaign for food conservation and listen are invited to submit topics for discussion.

Club News

CLUB WOMEN’S NEWS from the Federation of Women’s Clubs and allied organizations is broadcast at 9:05 a.m. Saturday on the Zelia Drake Harper program over WIBG Philadelphia. This program is a representative of the women’s clubs does the newscasting.

In-School Listening

SCHOOLHOUSE series for in-school listeners has been started on WMRC Kansas City, aired Mon.-Fri., at 1:30 p.m. Classes in all schools are invited to listen to programs suitable for their grade level, and teachers may secure without charge teaching aids prepared by the station.

Speed Record Covered

WHEN John Cobb, British sportsman, broke his own speed record recently in a run on Bonneville Salt Flats, Utah, four announcers and five engineers from KSL, Salt Lake City were on hand to cover the event. The radio platoons were placed along the 44-mile course, one at each end and one at each of the points KSL announcers gave listeners a vivid picture of the excitement as it raced along the course at 403 miles per hour. At one point, the platoons were driven to the radio towers to interview the man as to his reactions.

Good Schools

ITEMS which go into the making of a good school and discussion of school buildings of tomorrow constitute the content of "Good School, Good Today," program, to be broadcast on WOSU Columbus, Oct. 20. Series is generally titled "Panel On Democracy," will center on the areas of the state where new school buildings are planned, as well as the needs and desires of the radio audience. Dramatic format will be used to keep series from sounding "ex- amination." The announcers will develop a picture and talk back to the listeners on the subject of education. The program will consist of a feature combined by students of Ohio State University and Columbus community.

Current World Problems

TANGIBLE facts on current world problems, together with informed opinions by national and international authorities on these subjects are presented each week over KFKO San Francisco on new series titled "World Affairs Are Tangible." Prominent persons are invited to participate in the informal discussions presented under auspices of World Affairs Council of Northern California.

WPTZ Features

FIRST SEASON-LONG children’s program telecast over WPTZ Philadelphia was scheduled to start Friday at 4 to 5 p.m. Called "Children’s Matinee," it is in color cartoons and short features, with special live children’s songs added when available. Another feature of the program was to be a telecast of the new series, "Willoughby Williams Speaks," a legitimate show, direct from a theater and with no production change. It was telecast Sept. 30. Two cameras were used at the back of the studio and two microphones were set out of view of the studio. Children’s department was designed to assist in President’s suggestions for fund-raising and to help in the telecast could be compared at any time during the play.

Local "Freedom Train"

IN CASE the "Freedom Train" cannot appear in the vicinity of Tarboro, N.C., WCPS that city is starting its own "Freedom Train" via a telecast, to which addition is taking a wire recorder to historical places in the state that the train has shown historic trains. It is used to guide the train when the train is seen and to guide the train when the train is seen.

Sports Closeup

DEMONSTRATION of a football coach’s influence on the community was illustrated recently by the Kansas City Chiefs. The coach was seen in the course of preparation of the Chiefs’ game at Pittsburg, as one of the activities of the Kansas City Chiefs. The coach was seen in the course of preparation of the Chiefs’ game at Pittsburg, as one of the activities of the Kansas City Chiefs.

Fiesta Parade

COVERAGE of the giant Santa Barbara Fiesta Parade, an annual event which each year has become larger and more exciting, will be broadcast live from the parade route in Santa Barbara, Calif. The parade is sponsored by the Santa Barbara Chamber of Commerce and was the first of the entire proceedings. Rather than have a "parade department" in the station, the station decided to use remote, which would have taken a half-hour program to a special tape recording which was edited into a one-hour program and aired at night following the parade.

Aired from Kitchen

MONTHLY SERIES, "Listen to Cliff," in which portion of program originates in kitchen of home of Cliff Johnson, staff announcer, and music performed by record players are broadcast is heard on WBBM Chicago. Homer chimer by Mr. Johnson, his wife and four children, to be part of the program, which is unrelated. Mrs. John- son and one of the daughters occasionally take turns reading commercials, as the idea to keep the program "fresh.

Station originally ran contest among listeners to select title for program which began five weeks ago. No allocated appropriation for sound-proofing equipment in kitchen, which was heard Mon.-Sat. 7-8 p.m. (EDT), has four sponsors, alternate hours. The sponsors are McAleer’s, Goldberg’s, O’Toole’s and Mushroom House.

Classroom Procedure

ACTUAL classroom procedure is broadcast during "Know Your School," on KNX Hollywood. Inauguration of series Oct. 10, Freeman Kiser, chairman of Los Angeles City Committee, as moderator, with a different member of the Board of Education as guest speaker each week.

Classroom Procedure

ACTUAL classroom procedure is broadcast during "Know Your School," on KNX Hollywood. Inauguration of series Oct. 10, Freeman Kiser, chairman of Los Angeles City Committee, as moderator, with a different member of the Board of Education as guest speaker each week.

The Standard of Comparing in Broadcasting

Mercury-Vapor Rectifiers

✓ You have a complete line to choose from ... including the RCA-657, 673, 816, 857-B, 466-A, 865-B, 872-A, 872-B, and 8008.

✓ You get improved-design types - new freedom from back-overs, lower tube voltage drop, higher thermal efficiency of cathode coating, reduced bulb bonding, and increased anode heat dissipation.

✓ You get service for your dollars ... with longer tube life and greater operating economy through improved manufacturing methods, improved materials, and improved quality control.

✓ For maximum on-air service, go RCA when you buy mercury-vapor rectifiers. For information, call or write RCA, Sales Division, Pitney News, Harrison, New Jersey.

The Fountainhead of Modern Tube Development is RCA
**Promotion**

Each as a member of the WISN Guest Announcers Club, and to attest to the individual's aptitude in "winning the platter and dispensing the chatter over the air." Each certificate is signed by General Manager O. W. Grignon and Announcer Jack Raymond.

"Advance Music News"

CLASSICAL music programs heard on KDY, Salt Lake City are being promoted by that station through special issue of three-page matted program "Advance Music News." Release is mailed on Wednesday to cover Saturday, Sunday and Monday programs. Details are prepared by the programs, a decorative page headings and body of signed part is done by R. E. Lee. Program is mailed to all teachers in junior and senior high schools in Utah and to members of local musical organizations.

"Keep Score With WOR"

EXTENSIVE campaign is being conducted by WOR New York to cover the World Series. "Keep Score With WOR," World Series Exclusive. Small red pen has retractable point operated by pressure on the knob at the top. For listeners who couldn't get to the World Series, couldn't stay home to listen to the game, WOR sends in 1985 vintage automobile with portable radio, through streets of New York, to give passersby the score. Sign on car invited people to "Ask Us the Score."

WCIN Stickers

STICKERS are being put on all parked cars in Columbus, Ohio area by WKRP (FM) city that, to remind owners that "In Southern Indiana, It's WCIN." Stickers are distributed by local radio station to people who desire to use them for their friends, station reports. Cards are left in air on FM at 7:00 to 11 p.m., with notation: "Exclusive—WCIN Announces the Walt Disney Magic Kingdom Any or All Programs." Space is left for signature of person retaining card ("not transferable").

KYW Sports Award

WORLD'S championship weight lifting competition in Philadelphia's Convention Hall, Sept. 26 and 27, has inspired latest sports promotion by KYW Philadelphia. Station presented medals to the American team which won the competition between 100 contestants representing 45 nations and 25 states. "KYW blind sports commentator, gave Bob Hope a very detailed account of the fight," his "Athlete of the Week" award.

No Replacement Contest

In an effort to publicize their ABC block program "Attracting Attractions," which night, WXYZ Detroit has instituted a "What's the best radio program to listen to," idea has created discussions and requests for regular radio listening only. Idea has created discussions and requests for regular radio listening only. Idea has created discussions and requests for regular radio listening only. Idea has created discussions and requests for regular radio listening only. Idea has created discussions and requests for regular radio listening only." No Replacement Contest to replace the word "disc Jockey" has been conducted over WJJK Detroit on its "Jack the Believer" show. Listeners were asked to submit letters suggesting a better on-air name. "The Gold Star" was the name of one of the emote names of the show. Stations reports that many entries were received, but that no satisfactory of KCNA Times. Register was found to overshadow the "disc Jockey" term. Five "Ticket to Glen Miller" record albums were awarded for the contest, one each for five weeks through an arrangement with the Pan American Record Distributors of Detroit.

Window Cards

WINDOW CARDS have been placed in stores of every store in Kenosha, Wis., as latest promotion campaign of that store. Cards are being distributed in the Air With KCNA's "Mutual..." are attractively printed in color, distributed to each of the station's 250 dealers. Dealers, in effect, have issued colorful calling cards bearing the names and the slogan, "Tucson's Only Home-Owned Station."
Court Gives Drys Right to Quiz CBS

Hailed As 'Initial Victory'

In Discrimination Suit

PERMISSION to take oral depositions from any CBS "officer, agent, servant or employee" was granted to Rev. Sam Morris, Texas evangelist, and Henry M. Johnson, Louisville attorney, representing anti-liquor groups, in connection with the suit they filed against CBS, five of its stockholders, Schenley Distillery Corp. and Schenley Distillers Inc. October 1946 for $33,063,048 [BROADCASTING, Nov. 4, 1946, Feb. 24] the order directing that such depositions can be taken was handed down last Tuesday by Judge Roy Shelbourne of the U. S. District Court for the Western District of Kentucky.

Charge Discrimination

The dry leaders' suit charged Columbia with discrimination in refusing to sell time to the drys to counsel against the drinking of alcoholic beverages. Drys not only sought the $33,063,048 judgment, but also asked for dissolution of CBS.

At the same time Judge Shelbourne dismissed suits against three individual defendants in suit, William S. Paley, Leon Levy and Isaac B. Levy. This was done on motion of CBS.

Mr. Johnson, who in addition to serving as attorney for the dry interests is president of the National Temperance and Prohibition Council, declared that Judge Shelbourne's order leaves the way open "for the development of the true facts relative to Columbia's doing business in and its presence in Kentucky ... and the continuance of its discriminatory broadcasts."

Request for permission to take depositions was asked by the drys at the time their suit against CBS was filed and the order granting such permission was hailed by the drys as "a great initial victory."

CAREER GUIDANCE SHOW

WCAU Program, Starting Third Season, Helps Students

In Philadelphia Area Choose Vocations

WCAU Philadelphia's Career Forum, a program which makes radio the medium of vocational guidance for thousands of Philadelphia students, took to the air for the third season Oct. 9 as a sustaining show. Offers of sponsors to buy the show have been turned down.

The program, an elaborately organized public service show, has won for WCAU four prizes, praise from educators and country-wide requests for information about it. The offers to buy the program came from public utilities and a newspaper. In turning them down WCAU explained that it wishes to give the program to the community as its own contribution to youth welfare.

Format of Career Forum is simple, but there is much organizational work behind it. On each program a nationally known speaker discusses a particular career or vocation. He then answers questions put to him by a panel of high school students. After the broadcast he is usually held over for further questions.

The program is planned by the station staff, by an administrative board composed of eight superintendents of schools in the area and by an advisory committee of 14 college presidents in WCAU's listening area. Co-operating are the Chamber of Commerce and Board of Trade of Philadelphia, the Philadelphia Committee for Economic Development, and the Career Forum counselling panel, composed of vocational guidance counsellors and teachers of public, private and parochial schools in the area.

After each program a follow-through is made by the station's transcription service. Transcriptions are available free to any school for use in vocational guidance classes. Requests for these have come from all parts of the country.

This fall the show is aired Thursdays, 5:30 a.m., for 26 weeks.


Promotion Effort

WCAU has gotten behind the program with an all-out promotional effort. Each year it prints handsome brochures for distribution to high school faculty heads, vocational guidance teachers and other educational leaders. This year's edition is 23 pages and includes a breakdown of each program scheduled for the fall season. In addition, pamphlets are sent to every guest speaker outlining for him the purpose and aim of the programs as well as the format of the broadcasts. News circulars are mailed weekly to all schools in the Philadelphia area, announcing in advance the name of the guest speakers and the program topic.

Caddigan Named to New Post With DuMont Video

APPOINTMENT of James L. Caddigan as manager of DuMont Television Network's program planning division, was announced by Lawrence Phillips, director of the network, last week. Mr. Caddigan was with Paramount Pictures in Boston for 15 years and also has had experience in theatrical, radio and movie production.

Up to now each station has been doing its own programming, said Mr. Phillips, but with new stations coming on the air so fast "this individual effort is not adequate to the demands of a public accustomed to the artistry of stage, movies and radio."

"We intend," he added, "not merely to deliver an excellent day-to-day service but, by farsighted planning, to unite television's peculiar capacities to the wealth of material that the millions wish to enjoy in education, in entertainment, in sports and in public service."

AT PARTY celebrating first anniversary of CBS Grand Slam, sponsored by Continental Baking Co., were (clockwise around table): Thomas F. Harrington (back to camera), vice president in charge of radio for Ted Bates Inc., Continental's agency; R. K. Stritzinger, president of Continental; Mrs. R. N. Laughlin and R. N. Laughlin, assistant to Mr. Stritzinger; John Karol, CBS sales manager, and L. M. Marshall, sponsor's advertising manager.
FCC Box Score

FOUR NBC ENGINEERS RECEIVE PROMOTIONS

THREE HEADS of NBC's engineering department groups have been appointed managers of their respective branches to conform with the recent reorganization of that department, O. B. Hanson, NBC vice president and chief engineer, announced last week.

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,412 licensed, 622 construction permits, 713 applications pending (of which 376 are in hearing); FM—63 licensed, 897 conditional grants, 696 CPs (part of CPs come from conditional grants, others from hearing proceedings), 128 applications pending (70 in hearing); television—six licensed, 63 CPs, 16 applications pending (three in hearing).

Raymond F. Guy, formerly radio facilities engineer, has been named manager of radio and allocations engineering. Chester A. Rackey, formerly audio-video facilities engineer, becomes manager of audio and video engineering, and George Nixon, formerly director of technical development, becomes manager of engineering development. Jarrett L. Hathaway, staff engineer, has been named assistant manager of engineering development to fill the post left vacant by Mr. Nixon when he succeeded Robert A. Shelby as head of the engineering department, after the latter became NBC's television engineering director. Messrs. Guy, Rackey and Nixon will continue to report to Mr. Hanson on all engineering matters and to George Emmons Carlson Leaves NBC Central Division

EMMONS CARLSON, advertising and promotion manager of NBC Central Division, Chicago, has resigned after being associated with the department for almost 25 years. Mr. Carlson plans a fishing trip to Guatemala but has no business plans to announce, he said.

Mr. Carlson who last year received an awarded verdict in a suit against Irna Phillips over rights to Guiding Light, a top NBC daytime serial.

McElrath, director of engineering operations, on department management matters.

Emmons Carlson Leaves NBC Central Division

NBC APPOINTS KNODE HEAD OF PRESS DEPT.

THOMAS E. KNODE, formerly assistant manager of the NBC press department, was named director of that department last week by Sydney H. Eiges, vice president in charge of press. Mr. Knodle's predecessor as NBC press director was Mr. Eiges, who was elevated to a vice presidency on Oct. 3 (Broadcasting, Oct. 6).

Mr. Knodle joined NBC as a news editor in 1935, after three years with UP in Washington. He was named director of the NBC Washington news department in 1940.

He entered the Army in March 1942, and was discharged as a captain after combat service in New Guinea which earned him a Distinguished Service Cross. He was appointed manager of the NBC press department in Washington in October 1943, and became assistant manager of the NBC New York press department in January 1945.

Mr. Knodle, appointed director of the NBC press department, succeeds Mr. Eiges who was named manager of audio-video facility engineering.

Mr. Knodle's new duties include the supervision of all news affairs and public relations, all radio news and the Public Relations and Program Departments.

He will also be in charge of the Bureau of Foreign and Domestic Corporation of NBC, Inc.

Mr. Knodle is a graduate of the University of Minnesota and also has had post-graduate work in journalism at Columbia University.

He is a member of Sigma Delta Chi and Sigma Nu and is a past president of the American Society of Magazine Editors.

Mr. Knodle was associated with the staff of the New York Times, the Washington Star, the New York Daily News, and the New York World-Telegram before joining NBC.

Mr. Knodle's appointment was announced by Mr. Eiges, president of NBC, Inc., in a letter to the press.

Mr. Eiges said: "I have every confidence that Thomas Knodle will do an outstanding job as head of the NBC press department and that he will make a valuable contribution to the work of NBC."
Disc Jockeys
(Continued from page 16)
be much difference if they are good."

"In your experience what is the best length for this type of program?" (See Table VI)

More station managers (37%) find a full hour of disc jockey programs to be the optimum length than any other single unit. Second choice (27%) is for a half-hour. Only 2% believe a single quarter-hour is the best length, while 11% agree on three-quarters of an hour—approximately the average optimum length for all stations (48 minutes). Eight percent believe that two hours is best, while 2% feel that more than two hours is most satisfactory.

"What kinds of records does your disc jockey program feature?" (See Table VII)

Popular music, new numbers and old favorites almost equally are the outstanding features of the disc jockey program. A significant number of disc jockey programs (50%) feature hill-billy music; while 19% feature semi-classical music. Eight percent offer novelties as their main item. Thirty-two percent are a general all-round combination. Among the miscellaneous group (8%), the following diversified features were offered: Classics, religious, Spanish and spirituals. Asked for their comments on types of records used, stations stressed that programs are built to answer requests; that the featured type of music varied depending on the audience appeal desired; and that generally individual quarter-hours were kept in one record type.

"Do you feel that the personality of the disc jockey is the most important thing in a successful platter show, or the selection of the tunes played?" (See Table VIII)

Fifty-six percent of the station executives feel the disc jockey’s personality is the vital factor in a successful platter show, against 29% who feel that the selection of the tunes makes the show. A quarter of the panel (25%) believe that both are of equal importance.

The second portion of this ballot to be reported in a later issue of Broadcasting, will release answers to questions about the problems in selling disc jockey programs, the relative popularity of these shows, and evaluations of the effects of the recent trend in network-produced and other national transcribed service platter programs.

Hudson Will Leave FCC
For Own Law Practice

ROBERT W. HUDSON, an examiner in FCC’s new Hearing Division, has resigned effective Oct. 20 to enter private law practice in Tulsa, his home town. He will specialize in radio law, with offices in the Thrasher Bldg., 3d and Boulder Streets.

Mr. Hudson joined the Commission in March 1943 as assistant to Comr. Ray C. Wakefield. The following year he was named assistant to James Lawrence Fly, who was then chairman. He entered the Army in August 1944 as a private and upon his release in October 1946, as a first lieutenant, he rejoined FCC and was appointed regional examiner for the West Coast. He was appointed to the Hearing Division last June.

During his overseas service with the Army Ground Forces he was a prosecuting officer with the War Crimes Section in Manila.

Mr. Hudson is a graduate of the U. of Tulsa and George Washington U. Law School.

BAILEY TO ADDRESS
CHICAGO FM FORUM

J. N. (BILL) BAILEY, executive director of FM Association, will be one of the principal speakers at a special FM forum for 500 local radio dealers and distributors in Chicago Wednesday. Forum will be conducted by WGN, FM station of WGN Chicago.

Col. Robert E. McCormick, president of WGN Inc. and editor and publisher of The Chicago Tribune, will head the panel of speakers in a discussion of FM developments and contributions to modern broadcasting. As a means of demonstrating the realism of FM, a special play will be presented. In addition, potentialities of an FM network operation will be shown in the transmission of music from WGNB to another FM station, WEAW Evanston, Ill., which will provide instantaneous relay to the point of origin in WGNB studios.

Others scheduled to address the dealers and distributors include: Marion Claire, WGN director; William J. Halligan, president of Hallictures Co.; George Arnold Jr., Lee Broadcasting Inc., Quincy, Ill.; Judge Roy Horheim, president of KTHT and KOPY Houston Tex.; Dr. W. R. G. Baker, vice president of General Electric Co., and Leonard W. Stratten of Wielobolds Stores in Chicago.

Upcoming

Oct. 15-17: AAA Pacific Conference annual meeting, Alhambra Hotel, Yosemite National Park, Calif.
Oct. 18: RMA Division and committee meetings, Roosevelt Hotel, New York.
Oct. 23-25: Life Insurance Advertisers annual meeting, Chateau Frontenac, Quebec.
Dramatic News and Films For Video Stations Proposed

**TELEVISION** may soon be able to provide daily news and dramatic film entertainment, it was indicated Oct. 9 at two separate meetings held with representatives of seven newspaper-owned television stations in Chicago.

Meeting at the Drake Hotel, newspaper television representatives were Jack Chertok, president, and V. M. Barton, sales manager respectively, of Apex Corp., a Hollywood film production company, and the firm was prepared to provide a service of 16-mm films that would be designed especially for television. The films would be produced in 5, 15 and 30 minute segments designed for children, women and general family appeal.

Cost Prorated

Cost of the service to stations would be approximately $1,500,000, to be prorated. Mr. Barton said additional stations could come in under the plan without substantial increase in rates.

He told the group that Apex was prepared to offer three hours of film entertainment weekly for a total of 156 hours a year.

The newspaper television representatives included Harold W. Priestley, director of the Detroit News station, WPEN-TV; Woodrow Mag- nuson, Buffalo News WBEN-TV; Justin R. Duncan, television director of WLW-TV Cincinnati; Dave Crandell, program director of Los Angeles Times KTLA; and Vernon Brooks, television director of Chicago Tribune WGN-TV.

Also invited to attend but not present were representatives from the St. Louis Post-Dispatch KSDK; Washington Star, WMAL-TV, Albuquerque (N. M.) Journal, KOB; and Baltimore Sun.

In a surprise move, representa-
tives of Acme News Pictures and United Press also met with the newspaper-television executives to outline a plan for a still picture and newswide service. Merle Davis, sales manager of NEA, Leroy Keller, business manager of UP and Phil Newsom, radio news manager of UP, said Acme and UP were prepared to offer daily tele-
photo news in the form of still pic-
tures and specially prepared UP radio scripts for five-minute television.

These would be offered in the form of two five-minute segments of spot news, utilizing 20 to 30 still pictures, one women's feature and one documentary. In addition, Mr. Keller said, Acme would provide six weekly five-minute news-
reels which would be produced in Washington.

N. Y. RWG Sets Up Bureau

Enlarging Workshop Unit

THE NEW YORK office of the Radio Writers' Guild last week announced the establishment of a new department known as the Guild Bureau to take over and broaden the functions of the RWG's Workshop Committee.

The new bureau, headed by Wil-

liam Morwood, a freelance writer, is divided into four sections—the seminar section, which has organized a radio writing course open only to RWG members; a forum section, which will arrange radio discussions open to the public; a publication department to issue in printed form the material presented in the seminar sessions, and a speakers' bureau, still in the forma-
tive stage.

William Todman, CBS staff writer, is chairman of the seminar department, and Ira Marion, ABC writer, heads the publications section. The other department chair-
men have not yet been named, RWG
officials said.

John A. Kennedy Acquires 51% Control Of 'San Diego Journal' and its KSDJ

PURCHASE of control of the San Diego Journal and of its sta-
tion, KSDJ, the latter subject to FCC approval, was announced last Thursday by John A. Kennedy, president of the Charleston Broad-
casting Co., licensee of WCHS Charleston, W. Va. The dual transac-
tion is understood to entail roughly $500,000.

The Charleston Broadcasting Co. acquired 51% of the Journal from Clinton D. McKinnon, who is re-
taining a minority interest and will continue as publisher. Em-
ployees of the newspaper, which was established in 1944, own ap-
proximately 20% of the publica-
tion.

The newspaper publishing com-
pany, in turn, has a contract with Mr. McKinnon for the purchase of the station, a 500-w CB affiliate on 1170 kc, which began operation a year ago. Station is owned by Mr. McKinnon personally.

Mr. and Mrs. Kennedy will spend the winter in San Diego with their children, and return to their Charleston home in December. Capt. Kennedy was relieved of active duty in the Navy last year, after having served a postwar tour as assistant to ex-
Secretary of the Navy Forrestal.

Former Stockholders Win WGST Suit

Court Orders Georgia Regents To Make $140,000 Payment

REGENTS of the University Sys-
tem of the State of Georgia have been ordered by Judge Bond Al-
mand, of Fulton (Ga.) Superior Court, to pay former stockholders in the company that operated WGST Atlanta $140,000, plus inter-
at 7%. The decision, handed down last week, marks the culmi-
nation of proceedings instituted last June by W. E. Carroll and other stockholders in Southern Broadcasting Stations Inc. [Broad-
casting, June 30], who sold their shares to the Regents in 1945.

Judge Almand held that the FCC's order of Dec. 18, 1945 denying Georgia Tech's application for a renewal of WGST's license had no bearing on the obligation of the Board of Regents to fulfill its con-
tract to pay the plaintiffs.

The $140,000 represents 15% of WGST monthly billings from Aug. 1, 1945 to Sept. 1, 1947.

In filing the suit counsel for Mr. Carroll, Clarence H. Calhoun, Sam Pickard, Mrs. Hattie J. Pickard and Mrs. Emma B. Moore alleged the regents acquired all 9,894 shares of Southern stock in 1943 and were to pay 15% of the net billings of WGST through Jan. 6, 1960, but that no payments had been made since July 1945.

RIDE TO TWIN MARKETS...

ON KFH

"Edin' High...that's the sales story of KFH clients in this	"Twin Market." Both city and farm folks buy over 750 million dollars yearly — and part of it can "ride" your way, too. Ask any KFH Office.

**October 13, 1947**
Oral Arguments
(Continued from page 20)

Radio Broadcasting Corp’s application for 1450 kc with 250 w at Fort Wayne, Ind. Community won the proposed grant but in the final decision FCC reversed itself and granted the rival application of Radio Fort Wayne Inc. Later FCC vacated the final decision and ordered reargument. Third applicant in the proceeding is Homer Rodeheaver, noted song-evangelist.

George S. Smith, representing Radio Fort Wayne, asked that Radio Fort Wayne and Community be compared on four factors commonly used by the Commission in deciding mutually exclusive cases—local residence, integration of ownership and station management, exclusive attention to station affairs, and broadcast experience. He emphasized that Charles A. Sprague and Glenn R. Thayer, who own 33 1/3% each in Radio Fort Wayne, are engineers with WOWO Fort Wayne, are acquainted with the community, have extensive radio experience, and plan to operate their proposed station.

He contended that the principals of Community Broadcasting—Arthur Feldman, former network commentator, and Mrs. Feldman—lack “intimate experience” in operating a station despite their microphone and related experience.

Mr. Porter, representing Community, replied that “local residence” is not the only factor for consideration, that freedom of opportunity to enter the broadcasting business extends beyond boundaries, and that “a visa or a passport” is not a prerequisite. “Residence per se,” he declared, “is not a controlling qualification.”

He quoted Chairman Charles R. Denny’s declaration to the NAB convention that “the important thing is what comes out of the loudspeaker.” He lauded Community’s program plans and declared that, with a grant, there was “every prospect” that the Feldmans would operate “the outstanding 250-w station in the U. S.”

Mr. Porter argued that Radio Fort Wayne owners, although local residents, have not been “conspicuously identified” with community life. He noted that the Feldmans would move to Fort Wayne in event of a grant and that Mrs. Feldman, who owns 39% interest while her husband owns 61%, proposed to reduce her interest to perhaps 30% to permit key employees to hold stock.

Other Appearance

James M. Barrett Jr., Fort Wayne attorney and owner of the remaining 10%, appeared briefly in support of the application.

Vern Young, counsel for Mr. Rodeheaver, made no formal argument except to call FCC attention to exceptions filed previously and to the oral original argument in the case.

In the case involving applications for WOKO’s 1450-ke frequency, Thurman Arnold, representing Van Curler Broadcasting Corp., emphasized that FCC had upset procedure when it held Van Curler’s application in abeyance while awaiting additional applications, and insisted that the Commission must find that an “overwhelming" affirmative public interest would be served by a grant to one of the last applicants before it could deny his client’s application.

He indicated that a court fight would be made if necessary.

He called attention to the “tough competitive” market in which stations now face, and questioned the sufficiency of the finances of Governor Dongan Broadcasting Corp., which won the proposed grant.

William A. Porter, counsel for Governor Dongan, denied that the firm was not financially qualified and insisted that the Commission’s proposed grant to his client should be made final. He referred to the third applicant in the proceeding, Joseph Henry Broadcasting Co., as the “fifth WOKO applicant,” since that company includes Raymond Curtis and Deuel Richardson, who have been associated with WOKO and its fight against deletion.

Richard C. O’Hara, speaking for Joseph Henry, attacked the proposed decision on grounds that it leaves the Meaddyoung, Curtis, and Richardson “chargeable for the sins of WOKO,” which has been ordered deleted for concealment of ownership. Mr. O’Hara referred to the Curtis and Richardson never have received this Commission,” and declared that the decision, which consists basically of the hearing examiner’s recommended decision, is not supported by the record so far as its references to Messrs. Curtis and Richardson are concerned. In fact, he said, it bars Mr. Richardson from radio. Actually, he asserted, Joseph Henry’s qualifications are superior to those of the other applicants.

KMDM Case

In the KMDM transfer case, FCC proposed to approve sale to a new company, Medford Radio Corp., rather than to the original bidder, Gibson Broadcasting. Mrs. W. J. Virgin is KMDM owner. Sales consideration is $250,000, plus one-third interest in the company.

Frank Robertson, counsel for Mrs. Virgin and Gibson Broadcasting, told FCC that Medford Radio’s offer fails in many respects to meet the “same terms and conditions” of the Gibson offer and therefore violates the Arco Rule. He argued that Medford Radio was not legally qualified because the required amount of capital had not been paid to stockholders before beginning business, and that FCC’s proposed decision was not supported by findings of fact.

John Kendall, Portland (Ore.) attorney, represented Medford Radio that the company’s competing bid followed the “same terms and conditions” in all major respects, that it is impossible for some conditions to be met, and that under the applicable laws there is “no question” of Medford Radio’s legal right to do business.

In the WJIM-WKRC fight FCC proposed to grant WJIM’s application to use 550 kc with 1 kw but said a partial grant might be made to WKRC for use of the frequency with 5 kw if the Cincinnati station gave greater protection to WJIM than it had proposed to do. Argument revolved around the “equitable distribution” provisions of the Communications Act, with Peter Shuebuk representing WJIM and George O. Sutton appearing in behalf of WKRC.

Earlier, in his first announced dissent, Comr. Robert F. Jones refused to go along with an FCC majority decision to dismiss a WKRC application to reopen the hearing in the case. He concurred with the Commission majority in related actions involving the two applicants.

In the Cincinnati - Lexington 650-ke cases, Philip J. Hennessey, representing WCPO Cincinnati’s application for use of the frequency with 5kw, emphasized that the hearing was conducted 18 months ago and that consequently the decision does not reflect the effects of subsequent grants in the two areas. He insisted that “equi-
told the Commissioners doesn't require stations.
Mr. Rollo, appealing for Queen City Broadcasting, a new-station applicant at Cincinnati, agreed with Mr. Hennessy that the grant should be made at Cincinnati but argued that it should go to Queen City to provide a new service rather than an extension of existing service.
Mr. Rollo and Mr. Hennessy both pointed out that the Lexington area had gained three new stations since the hearing, including a grant at nearby Versailles. Mr. Rollo declared that Cincinnati is 16 times as large as Lexington but has "only half again as many" stations. If "equitable distribution" doesn't require a grant to Queen City, he declared, then all three applicants are so nearly equal in that respect that other factors must be used in making a decision.

Cities Applicants Qualifications
Concerning other factors, he told the Commissioners that he felt "you've never had a better qualified applicant before you" than Queen City. The company is owned in equal parts by Korn, a managing director of the Cox stations and radio adviser to President Truman; Frank McIntosh, Washington radio consulting engineer, and O.K. Reynolds and McIntosh. He said Queen City's program plans "are the most comprehensive I have ever had the pleasure of presenting." A grant to Queen City, he declared, would promote diversification of ownership of the media of mass communications since WLP is one of the Nunn stations and WCPO is one of the Scripps-Howard radio properties.
William J. Dempsey, replying for WLP, agreed that recent grants in the two communities should be considered but said WLP's case would not be damaged by this factor. He argued that the Lexington trade area is 10% greater, geographically, than Cincinnati's, and stressed that there is not now any radio service covering the entire area. Lexington, he said, needs extended service more than Cincinnati needs additional service.

Other arguments covered FCC's proposed grant to Norfolk Broadcasting Corp. for a new 250-w day-time station on 1220 kc at Norfolk, Va., and proposed denial of the rival application of Tidewater Broadcasting Corp. for a 100-w day-time outlet on 1220 kc; the proposed grant to Coast Ventura Co. for a new station on 1450 kc with 250 w at Ventura, Calif., and denial of Ventura Broadcasters for the same facilities; and the proposed grant to Williamsport Radio Broadcasting Associates for 1540 kc with 280 w for a new station at Williamsport, Pa., and denial of Lycoming County Broadcasting Co.'s application for the same frequency and power.

Open Mike
Calls Program-Sponsor Schedule 'Invaluable'
EDITOR, BROADCASTING:
"Every once in a while a magazine that a broadcaster reads does to please its readers, comes up with a good idea. One of the most recent being the Comparative Network Program-Sponsor Schedule... That spread was the first and only good form of its kind we've seen, and it has been invaluable to us, especially in the selection of spot announce- ments and programs for local use. The pages were removed from the book, mounted, and now is fastened to the wall adjacent to my desk over the phone, my wall's only adornment."

PHILIP 6. BACK
Robert T. Scott, and Assoc.
Little Rock, Ark.

Serious Delay to FM Is Seen By Owners in Duplication Ban
NINE out of 10 FM stations believe that denial of right to duplicate network musical programs will seriously delay FM's development, according to a survey conducted by FM Assn. A similar proportion of FM stations believe FM should not be programmed entirely independent of AM and networks, the survey shows.

In conducting the survey Bill Bailey, PMA executive director, received replies from 236 FM broadcasters in 40 states and the District of Columbia. All operating FM stations were queried, along with those holding FCC authorizations. Of the total, 192 operate both FM and AM stations, with 44 having independent FM stations without AM or network affiliation.

As to their financial status, 8% of FM outlets reported they were operating at a profit, 6% were breaking even, 86% were operating at a loss. Gross FM billings have increased in the last six months, 28% of the stations reported, with 70% reporting no increase.

FMA asked two questions on right of FM stations to duplicate network music. Asked if their network agreement forbids FM duplication, 28% said "Yes" and 48% said "No." others not answering.

Asked this question, "Does your network permit you to broadcast its musical programs on FM?" 5% said "Yes," 53% said "No," and the rest did not reply.
FMA placed "great significance" in the fact that 93% of the independent FM stations without AM or network affiliations believe the duplication of network musical programs on FM stations would stimulate listening to FM.

Other questionnaire results:
Are you duplicating any programs simultaneously on AM and FM? Yes 8%, No 92%.
What types of Musical and all types 3%.
Total affiliated with networks, 130.
Are you carrying any AM or network musical programs on FM? Yes 16%, No 84%.
If you operate only FM, do you have a network? Yes 5% (Continental).
Do you feel the simultaneous broadcast over AM and FM of established programs will help stimulate listening to FM? Yes 52%, No 48%.
(AM-FM broadcasters replied 51%, Yes, 5% No: independent FM broadcasters replied 52%, Yes, No.)
Do you feel that FM stations should be programmed entirely independent of AM and networks? Yes 19%, No 81%.
(AM-FM broadcasters replied 85%, Yes, 15% No: independent FM broadcasters replied 12%, Yes, 88%.)
Do you think the denial of popular network programs (with music) to FM stations will seriously delay FM's development? Yes 85%, No 15%.
(AM-FM broadcasters replied 89%, Yes, 10% No: independent FM broadcasters replied 85%, Yes, 15% No.)
Three Members
(Continued from page 15)
from intrusion by network commercial programs, as charged by NARS.
"The exact opposite is true," he declared, and asserted that network sales representation for local stations had increased their sales and increased their time not already committed to national advertising. "This income has resulted not only from increased sale of time but also from the sale to national advertisers of local live programs," Mr. Meighan stated.

The local independent stations, all of which have voluntarily chosen CBS radio sales as their national representative, have done so solely because they wished to improve their position in the national spot field—business-wise and program-wise.

Mr. Meighan said CBS would limit representation to 15 stations, including seven CBS owned stations. He alleged that the average member of NARS represents 39 stations.

John Blair, leading the objection to the NARS action among station representatives, was careful to point out that he was in favor of establishing an association of station representatives, but that he felt the organization should "concentrate its activity on matters having to do with the development and promotion of national spot radio advertising, and to get more business for stations they represent."


The officers of NARS are: Paul H. Raymer, chairman; H. Preston Peters, vice-chairman; Joseph Weed, secretary, and Lewis Avery, treasurer. Attorneys for NARS in the complaint are James Lawrence Fly, former FCC chairman, Paul D. F. Spearman, and the Washington law firm of Braverman and Keacham.

NARS plans its next meeting Oct. 28, when a constitution and by-laws for the new organization will be presented for ratification.

Barber to Continue
WALTER (RED) BARBER will continue to broadcast the Brooklyn Dodgers between games next season, despite published reports to the contrary, it was reliably disclosed in New York last week. However, Mr. Barber is expected to play baseball during the season at the end of the 1948 season to devote full time to his job as sports director of CBS.

DRAWING in absentia was conducted by Kasper-Gordon Inc., Boston transcription producer, at luncheon held by execu-sives. Among those present were First prize, Kasper-Gordon transcription playback, L. L. Clarke, WESA Charleroi, Pa.; second, Johnson Indoor Motion; Alan Goff, WMID Atlantic City; third, Kasper-Gordon transcription carrier, Jack Woliver, KTHS Hot Springs, Ark. On hand for drawing were (1 to r): Aaron S. Bloom, Kasper-Gordon Inc., C. H. Masse, WBZ; George Lasker, WORL; George Steffy, WNA; Harold E. Fellow, WEED; Craig Lawrence, WCO; William McGrath, WHDH, and Edwin H. Kasper of Kasper-Gordon.

Text of NARS Letters
(Continued from page 15)
ability to compete for national business. We believe that the public interest will be served and listeners supplied with the best programs if stations bargain freely with national advertisers.

Any contract by which the licensee constitutes the network its agent for the disposal of network time may affect the ability of the station to compete with the network for national business. It is no answer to say that theoretically the commercial programs traded with the station. Under present conditions a CBS affiliate is in no position to oppose effective action of independent CBS affliates which CBS in its capacity as station representative might desire to institute in order to enhance the position of CBS in the network. In actual practice, the selling agent under such a set-up has it within its power to so arrange the disposition of the non-network time as to place the network in the most favorable competitive position.

The cumulative force of these controls climaxes all substantial degree of station independence.

This situation is only worsened where this great bargaining force of the network is pressed down on the station in such a way as to destroy the station representative concerns who, acting independently of the national networks and in competition with each other, have built up the national spot business of that station.

Should the Commission conclude that prompt and direct action may not be taken under present rules, we request that the matter be set down for an early hearing.

Respectfully submitted,
National Association
Radio Station Representatives
By Paul H. Raymer, Chairman.
[Then followed signatures of 20 member firms.]

Sept. 29, 1947
The Honorable Attorney General Washington, D. C.

Dear Mr. Attorney General:

The undersigned national radio station representatives offer this complaint of violation of the anti-trust laws by the Columbia Broadcasting System Inc., New York City.

The essential facts are outlined in the complaint to the Federal Communications Commission. Basically this establishes an elimination of competition on the sale and control of network time between national spot advertising
FM, Independents

(Continued from page 15)

sired by some objectors. Others want foreign language programs excepted. Ban on appeals for funds in religious programs is viewed as a hardship in some quarters.

Heated comments are heard from those who object to the ban on dramatized programs covering controversial issues.

Agency and advertiser reaction to general provisions and purposes of the code has been good, but many timebuyers contend they are not allowed enough time for effective commercials. They point out that rising time charges and proposed cut in time for commercials will make the medium more difficult to buy. Reaction of representatives is mixed (see story page 15).

As expected, those with special complaints about the code are first to talk while those in favor of the code give them the floor. An important segment of the industry appears quite satisfied with the document, as written at Atlantic City.

NAB board members have been receiving comments from members in their districts and categories. These are being forwarded to Washington headquarters for preliminary study in advance of the screening committee's meeting in early November. Thus far NAB has not commented on the nature of these comments other than to stress that they are confined to a small but important area of the standards.

While independent stations are the most numerous class of objectors, they are divided into several segments based on special operating problems. Hope has been expressed that their needs can be adequately met by revision of code specifications.

One of the more ardent objectors, WPEN Philadelphia, praises the NAB board for starting action on a code but says it discriminates against independents, one of the two major industry groups.

Edward C. Obrist, WPEN assistant manager, who voiced his views during convention discussion, concludes a long analysis of the standards with this comment:

"Let us not endorse a code with which so many stations will be unable to comply without deserting their present standards of community service. One that the industry as a whole may have cause to regret should it find its way into the FCC's statutes of requirements for license renewals."

Mr. Obrist says hundreds of independents "will be placed at an unfair competitive disadvantage with other stations in their communities." He adds that it would mean severe curtailment of income with a probably resultant cutback in personnel, besides handicapping disc jockeys, as well as morning and women's program conductors. He hints that one clause may lead to legal action, and another emasculate newsroom techniques.

Mr. Obrist calls for clarification of language covering sports to permit mention of odds quotations. He contends the clauses on political broadcasts are contradictory in that they ban dramatization and then hold they are not subject to censorship.

Claims Unfairness

He deems it unfair to permit a network station to carry a 14:30 program with 2:40 commercial content and then sell a station break, while prohibiting independents from having three one-minute commercial and station break. Also two one-minute and one 40-second commercial is impractical, he contends.

Many independents program five minutes per news every hour, with 10-minute shot to complete quarter-hour segment, he says, but the code prevents use of station break spots at the end of either program.

Referring to the after 6 p.m. and Sunday primitive, he says independents in large markets will be forced either to give away evening time as a bonus or to petition the FCC for daytime operation only.

Mr. Obrist claims disc jockeys and morning conductors who meddle through commercials with aside and tangential thoughts are handicapped, since they often consume two or three minutes in delivering what ordinarily might be a one-minute commercial.

He offers specific suggestions, and urges that further study be given to the idea of a two section code, one for network stations and one for independents, in case his suggestions cannot be incorporated in a single set of standards.

On the other hand Walter Brown, executive head of WORD Spartenburg, S. C., says, "We can live under the code and still make money and render a greater service to the public, the listener and the advertiser."

Another independent, WMLO Milwaukee, may face the choice of withdrawal from the NAB or tacit acceptance of a code by which it cannot abide, according to Jerome Sill, station manager. He points out that the code ignores the practice among independents of 14-minute program segments, and adds that the day-night distinctions are meaningless. He terms the situation as "grim." (Continued on page 80)
Help Wanted

Wanted—Manager for 250 watt midwest station. Must know midwest territory and operation and have proven record of performance. Send salary requirements and photo first letter. Excellent opportunity. Box 680, BROADCASTING.

WANTED-deejay for 5 kw station in major progressive midwestern market. Experienced ad-lib radio copy writer, strong on retail copy, to take over entire controls of radio depart- ment. If you are not satisfied with your present position, this may be your opportunity of a lifetime. Send resume and salary expected. Box 656, BROADCASTING.

WANTED—single, steady, 22, travel. Box 677, BROADCASTING.

WANTED—radio director. Excellent qualifications. Through experience in college and school of broadcasting. Intermittent work. Must be ready to work immediately. Box 674, BROADCASTING.

WANTED—production manager. Desires position in prominent west coast city, preferably Los Angeles. Salary $150.00 per week, plus expenses. Box 693, BROADCASTING.

WANTED—a young man to make more money for you. Travel, part-time. Summer job. Box 766, BROADCASTING.

Wanted—announcer with good voice. Send complete resume and/or snapshot. Box 707, BROADCASTING.

WANTED—radio director—script writer. New York station. Box 710, BROADCASTING.

WANTED—accountant to start in New York City. Box 800, BROADCASTING.

WANTED—assistant to manager. Box 802, BROADCASTING.

WANTED—radio copy writer. Send transcript, resume and photo. Box 808, BROADCASTING.

WANTED—radio copy writer. Desires opening in AM-FM market. Strong background in advertising. Box 810, BROADCASTING.

WANTED—manager to direct coast-to-coast program. Salary $150.00 per week. Box 812, BROADCASTING.

WANTED—announcer with experience in programming, sales, and management. Box 813, BROADCASTING.

WANTED—program manager. Immediate need. Send resume and photo. Box 816, BROADCASTING.

WANTED—radio program manager. Chicago, Ill. Send resume with photo. Box 817, BROADCASTING.

WANTED—radio program manager. Great Lakes area. Must start immediately. Salary $300.00 per month. Box 818, BROADCASTING.

WANTED—assistant deejay for prominent west coast station. Opening immediately. Send resume and photo. Box 820, BROADCASTING.

WANTED—radio director. Desires position in school of broadcasting. Salary $150.00 per week. Box 821, BROADCASTING.

WANTED—accountant to go into account department for prominent west coast radio station. Salary $125.00 per week. Box 822, BROADCASTING.

WANTED—announcer. Desires position with prominent west coast radio station. Salary $125.00 per week. Box 823, BROADCASTING.

WANTED—radio director. Excellent background, experience. Desires position in west coast city. Salary $150.00 per week. Box 824, BROADCASTING.

WANTED—radio director. Salary $150.00 per week. Box 825, BROADCASTING.

WANTED—radio director. Salary $150.00 per week. Box 826, BROADCASTING.

WANTED—radio director. Desires position in west coast city. Salary $150.00 per week. Box 827, BROADCASTING.

WANTED—radio director. Salary $150.00 per week. Box 828, BROADCASTING.

WANTED—radio director. Immediate need. Salary $150.00 per week. Box 829, BROADCASTING.
SITUATIONS WANTED (Cont’d)

Station manager or assistant. Experienced all phases radio including operating new station. Market either large or small offering opportunities for present and future. Want to work with an organization interested in operating immediately and making money at same time. Am not interested in BROADCASTING.

Just granted a CPT. Let me build, staff, and get you in business. Can make it tops with listeners and advertisers in your city and get it making money fast. Should have (1) 250kw major market affiliation, sales, program and engineering over five year experience. Will continue staff. Write for details. Box 685, BROADCASTING.

Sports announcer wanted. Single, 24, veteran, no experience announcing and play-by-play sports. Currently working West roses for a major league baseball team. The folks will take notice if you do an indispensable job. We want a sustained job of keeping them informed about local stars, not by crucifying busy live reporting and interpretation. Local news expert is available to an important station. Box 711, BROADCASTING.

For sale—1954 Trusoon self-supporting 90 kw transmitter. Has been operating on 1450 KHz. Address inquiry to Karl Troeglen, Technical Director, KD 400 Broadcasting Co., Kansas City, Mo.

Miscellaneous

Jockey’s comedy script collection, $5.00. Write to World-Wide 7th Road, Astoria, L. I., N. Y.

Our confidential appraisal service is approved of by companies. Write to National Radio Station Brokers, 3338 16th Street, N. W., Washington 10, D. C.

APPRAISALS

New after November 1st the Blackbum and Hamilton Company will be in a position to estimate the value of the largest number of radio stations in a given time. Basis of appraisal is an actual market quotation at date of estimate or an estimate with a completion date before midnight. Current confidential appraisal service consists of a thorough in-the-field survey, including comparison of operating records, physical assets, management, control, type and position and future possibilities. This detailed appraisal will prove valuable for tax purposes.

As a conclusion to our study we will set a valuation on your property and an estimate of future earnings. Table B stations, possible facility development, market, financial standards, etc., will be covered. Write for details and costs.

BLACKBURN-HAMILTON CO

Radio Station Brokers

WASHING10N, D. C. SAN FRANCISCO

1634 Wilshire Blv., L.A. 24

101 New Hamp. 255 South W. W. 10 Cinci.

National 7460

150 Chestnut 5-5612

For Sale


For sale—West Eastern Electric Type 35B1 transmitter. In excellent condition. Also complete Radio Station KDAL, Duluth, Minnesota.


For sale—KDAK, 5 kw. Transmitters, complete. Excellent condition. 185 ft. Lingo tower, complete with standard lighting, choke, guys, plates and insulators. 6000 ft. of No. 6 wire, three 3% kw. glass tube crystal, ground for 1310 kw-ke never used. Write to J. E. Stevens, 12757 Frankford Avenue, Philadelphia, Penn.

For sale—Two RCA 76C-7 turntables. New and never unpacked. If you are lucky enough to get delivery, you can buy from RCA for $250. Wire your offer to J. F. Hamer, 12757 Frankford Avenue, Philadelphia, Penn.

WANTED TO BUY

Radio station. Group New York radio executives interested buying outright controlling interest with active management in complete control. Call or write 650, BROADCASTING.

WANTED—One or two Fairchild Froctor crystal pickup arms. KVOA, Tucson, Arizona.

WANTED—Truscon self-supporting 90 kw—Complete. Has been operating 150 feet above insulators with base triple of 4 field 4 inches. Write, wire or phone Reggie Martin, Radio Station WPFT, Fort Lauderdale, Florida.

Closed corporation desires control or outright purchase of outstanding stock, network preferred. Box 590, BROADCASTING.

Women

Learn the lucrative field of public relations through radio. Train yourself for women's radio programs.

MEN

Intensive 32-week course trains you for real jobs in acting, announcing, writing, producing.

The National Academy of Broadcasting, Inc.

3338 16th Street, N. W.

Washington 10, D. C.

America’s Pioneer Broadcasting School

Correspondence Courses Offered to Beginners and Professionals

G-I APPROVED

NATIONAL ACADEMY OF

BROADCASTING, Dept. 111

3338-16th St., N. W.

Washington 10, D. C.

Please send information concerning

Correspondence Residence Courses.

Name

Address

City State

October 13, 1947 • Page 79
FM, Independents

(Continued from page 77)

a "serious abuse" the use of "cliff-hanger" commercials in the middle of network dramatic programs.

On the Tommy Dorsey disc jockey show, says Mr. Sill, a station is allowed 12 minutes commercial time in an hour for 12 ads and one advertiser buying the whole hour is allowed only 7 minutes.

Presenting a sponsor view of the problem, K. C. Titus, advertising manager of Perfex Co., Omaha, is "unequivocally" opposed to copy limitations. "With the combination of numerous rate increases, which in many cases do not appear justified and proposed copy limitations, radio is rapidly becoming a less profitable media for the spot and regional advertisers," he says.

"The increasingly serious division of available audience due to the greatly increased number of broadcasting stations must today constitute one of the broadcaster's most serious problems. Is it not possible to give dollar value to the advertiser who has helped to pay the freight all these years, good and bad?"

Jack Gould, radio editor of The New York Times, contended in an address to the Radio Club of New York that the industry put itself firmly on the spot with the public, tactfully admitting over-commercialization. He included sponsors and agencies as part of the industry, declaring that when one has the power to determine what actors, what newscasters, what commentators are to be heard from coast to coast, he is more than just an advertiser.

Art Harre, manager of WJJD Chicago, told the Chicago Radio Management Club last week he opposed the code in its form because as an independent station operator he had found it takes more time to sell an unknown product than a nationally advertised one. Other club members said they were of the opinion that the code had been drafted under pressure from networks and that small independents had not been considered fairly when it was drafted. John Carey, commercial manager of WIND Chicago, quoted Mr. Sill's opinion that the code should not be drafted, that he doubted if any independent station could honestly live up to its standards.

The club had earlier sent a formal protest to the NAB Code Committee during its drafting session, objecting to restrictions on length of commercial copy. Holman Faust, vice president of Mitchell- Faust Agency, said at that time that the chief concern of such an committee should be with the content and quality of copy rather than its length.

Station Representation Planned by Friedenberg

FORMATION of the Friedenberg Agency Inc., New York, a new station representative organization, was announced last week by Harry A. Friedenberg, president of the new company.

Mr. Friedenberg, until recently president of Marfree Adv., New York, said that Marfree will continue operations with his son, Barnett Friedenberg, as president, and Raymond Gilley as general manager. Harry A. Friedenberg said he would continue with the firm in an advisory capacity.

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of Broadcasting-Telecasting, published weekly, at Washington, D. C., for October 18, 1948.

District of Columbia—As a radio station in public in and for the District of Columbia, generally appeared Maury Long, who having been duly sworn, deposes and says that he is the business manager of BROADCAST-TELECASTING and that following is, to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of Congress of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 587 of the Communications Act of 1934:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:
   Publisher and Editor—Sol Taishoff, Washington, D. C.
   Managing Editor—Art King, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1% or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, corporation, or other unincorporated concern, its name and address, as well as those of its individual member, must be given.)

3. That the known bondholders, mortgagees, and other security holders owning or holding 1% or more of total amount of bond mortgages or other security are: (If there are none so state.) None.

4. That the two partners next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the names of the person or corporation for whom such trustee is acting; also that the said two paragraphs contain statements, embodied in a full knowledge and belief as to the circumstances and conditions under which such stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affidavit is given believing that any other person, association, or corporation has no interest, direct or indirect in the said bond, stock, rent, or other security than as stated by them.

5. That the average number of copies of each issue of this publication sold or distributed, through dealers or otherwise, to paid subscribers during the twelve months preceding the date shown above is 13,543.

Maury Long.
Sware to and subscribed to me this 4th day of October, 1948.

Nathaniel S Enbro
Notary Public.
(My commission expires October 15, 1948.)
Radio Use by Bank Proves Effective

Financial Advertiser Group Told How It's Done in Oklahoma

BANKING SERVICES can be sold by radio with as much success as a suit of clothes or any other form of merchandise, according to Daniel W. Hogan Jr., vice-president of the First National Bank and Trust Co., Oklahoma City.

Mr. Hogan said last week that he had the director of the radio station of the Financial Advertisers Assn. Convention, held at the Waldorf-Astoria Hotel in New York, Oct. 6-9.

"Although we have used newspapers, outdoor boards, bus cards, and direct mail, we have been particularly successful in pioneering bank use of radio programs," he declared. "Mr. Hogan said that his bank began its radio career with spot announcements promoting a checking service over KOBY Oklahoma City, and then switched to KTKO when it was felt that it had come upon the network station.

"When KOMA (also Oklahoma City) offered us sponsorship of Edward R. Murrow direct from London over CBS, we felt like the man who fell in the river and came up with a pocket full of fish," he added.

WQQW Foresakes Blue Book Flavor

PUBLIC announcement has been made by WQQW Washington, one-time experiment of Blue Book Co.-Author Edward M. Brecher, of invitations to continue operations under its diversified multi-stockholder ownership. At a press luncheon tendered last Thursday at Washington's Wardman Park Hotel, WQQW President Morris Redman and General Manager M. Robert Rogers confirmed decisions to do not sell and to continue operations in orthodox manner of commercial broadcasting. It was stated that sufficient new financial support had been obtained which would not water down holdings of the present stocks.

Mr. Rogers, who had gone to the station as an "interested stockholder," a fortnight ago to push reorganisation, is to continue as full-time general manager, it was announced. Perry Walders, former sales manager at WPJX Alexandria, Va., and in Washington radio for several years, has been appointed commercial sales manager of WQQW.

Further reorganisation includes appointment of Pierson Underwood as program director in addition to his duties as music director for the station.
Gramling

(Continued from page 18)

These are, first, that the member station must be licensed upon two-year's notice; second, that AP may not end the agreement except for “non-payment of assessment or by reason of the suspension or expiration of the member’s license or because, as provided in the by-laws of AP” with the additional proviso that “in the event that any of the terms and conditions of this agreement shall be otherwise inconsistent with the by-laws of AP, the by-laws shall control.”

Clause Added

To clarify this, the following clause has been added to the above: “AP agrees to give the member not less than 30 days prior notice in writing of any amendment to its by-laws the effect of which will be to diminish the rights or increase the responsibilities of the member under this agreement. The member shall have the right to terminate this agreement upon the effective date of any such amendment to the by-laws provided that notice in writing of the member’s intentions is given to AP not less than 10 days prior thereto.”

This is in line with cancellation was already in the agreement, Mr. Gramling said, but this spells it out specifically. He referred to the clause stating that in case of a loss in revenue the station may cancel the agreement on 30 days notice within 60 days of the increase. This 30-day cancellation privilege holds good even if the member station suffers no increase on the part of the station.

Mr. Gramling stated that instead of being more strict on stations, the commercial contracts of other news services, the AP agreement does not give it the right to increase rates if its costs of collection for telecasts of AP programs to operators goes up or if it loses other clients sharing the service, which their commercial contracts with stations do give to those news services.

The AP board on Oct. 3 approved applications for associate membership from 449 stations, he said, correcting the preliminary announcement of 441 made at that time [BROADCASTING, Oct. 6]. He added that more applications are coming in daily which the board will consider at its next meeting. Perhaps a special session will be called for this purpose before the next regular board meeting in January, he said.

Networks’ Agreements

The total includes the owned and operated stations of CBS and NBC, less the affiliated, the networks entered individual applications for each station but signed blanket agreements covering them all and also giving the network the right to continue their affiliations on the network as well as locally on the individual stations.

George Burbach, general manager of KSD St. Louis, was the first to apply for an AP membership for his station, doing so in 1945 when it was decided to propose the proposition up to the AP members before they had acted on letting radio stations in, Mr. Gramling recollected. But the first to sign a membership agreement was E. R. Gamble, general manager of WBATa Batavia, New York, who happened to be in Mr. Gramling’s office when the forms were delivered by the president of the AP. He was one then and there, ahead of stations who had agreed to sign and were waiting for their contracts.

Armstrong Scores Opposition to FM

Also Cites Some Actions Of the Commission As Obstacles

VARIOUS UNWISE actions by FCC, plus an “organized attempt to control the development of FM,” a result of the obstacles mentioned today, were cited last week by FM Inventor Dr. Edwin H. Armstrong as factors preventing full availability of FM to the public.

His charges were made in a brief filed at the Commission which concerned the proposed amendments to the FCC’s rules and regulations governing sharing of television channels and the proposed deletion of the 44.5-45.5 me for assignment to various non-government services [BROADCASTING, Sept. 29].

The outline of its position in the proceeding which related the effect of that reassignment of the 44.5-50 mc band would have upon FM network relaying. The hearing was postponed last week by the Commission from Oct. 13 to Nov. 17. The FCC order stated, “It appearing that due to the necessity of holding hearings on other matters and conducting Commission meetings during such period the Commission finds it necessary to postpone the hearing in this cause.”

Dr. Armstrong in his brief stated, “Not the least among the causes of the long delay in bringing FM to the public has been various unwise actions by the Commission, based on errors of judgment whose causes were of two kinds: one should be laid in an incorrect engineering advice furnished to the Commission by its Engineering Division. The responsibility for the order rests with the Commission.”

He said that at times information has been withheld from the Commission while in other instances misleading information was supplied. “Much of the trouble,” he said, “has come about because the Commission, in making piecemeal decisions affecting FM, has not always appreciated that second thoughts in FM operating before it was anxious to prevent or slow down the development of FM and were using the machinery of the Commission for that purpose.”

The brief continued, “have been placed so adroitly that it has been difficult to determine who placed them, or even in fact to realize the extent of the damage done by them until long afterward.”

Dr. Armstrong said the existence of such opposition to FM “is now recognized, and the Commission may well take note of the fact that the statement is being widely made that there is even today an organized attempt to block FM development.”

The brief noted tests made at Westhampton Beach, 70 miles from Alpine, N. J., of transmissions from these two Armstrong stations at Alpine. It was said that these tests, taken together with confirmatory tests by the FCC’s Bureau of Radio Measurements, “fits me to a doubt that the action of the Commission” in moving FM from low to high band was “based upon erroneous conclusions as to the relative efficiency of the transmissions on the two bands.”

Cites Public Interest

Dr. Armstrong stated that the thesis of his brief, and the testimony which he proposed to offer at the hearing, are the conclusions as follows: “That it is the public interest requires those bands [44-50 mc] to be assigned to frequency-modulation broadcasting, with special reference to the use of stations in those bands to broadcast programs capable of being picked up and re-broadcast by other FM stations.”

He said that the Commission to do is “in substance the same as what I asked it to do in January 1940, when it was stated if it were necessary for FM to might be blocked off at the tele-background hearing.”

DEKALB, III., RECEIVES NEW 1360-KC DAYTIMER

NEW STANDARD station on 1360 kc with 500 w daytime was granted last week by FCC to DeKalb Radio Studios, DeKalb, Ill. Acting favorably on the application was Dr. Edwin Armstrong, vice president and manager of the station.

The station will operate under the call W9LCI, and will begin regular broadcasting on Oct. 25. The station will offer regular news, weather, and local music programs.

Mr. Armstrong stated his station’s purpose is “to provide a community service and to fill a void in the broadcasting has been created by the reduction in the number of broadcasting stations in this area.”

Mr. Armstrong said he was asking the Commission not to “prejudge the situation by the present lines of the FCC’s development,” but to “get the technical facts correct before undertaking to make a final determination in the public interest, convenience and necessity will best be served.”

The brief also included a summary of the development of the art through the past 17 years. This has been done since the “regulation of its development to date has been administered under five different Chairmen of the FCC.” Further note was made by the brief that the FCC’s engineering and legal staffs have changed many times so that today “no one at the Commission has first-hand knowledge of the actions of the Commission which have affected, and in many instances retarded, FM development.”

The FM inventor said it is apparent from recent speeches of Chairman Charles R. Denny and Vice Chairman Paul A. Walker that the FCC “expect that the future of aural broadcasting rests with the FM system.” He said it is not so apparent that the FM system was recognized, should be so delayed.

The outline of the FM Assn. covered the proposed presentation to be made at the forthcoming hearing by Everett Dillard, FM Assn. president and owner of commercial FM stations WASH Washington and KOZY Kansas City. Mr. Dillard is to testify on the unavailability of telephone lines which will permit relaying of FM programs at 15,000 cycles; the importance of radio relays to network programming; current use made by Continental Network of relays in the 44-50 mc band, and resolution adopted at the FM Assn. conventions by the board of directors to be devoted only to FM for relay purposes. The outline was filed with the Commission by the FM Assn. general counsel, Leonard Marks.

3 RESIGN FROM WMID OVER POLICY DISPUTE

THREE EXECUTIVES of WMID Atlantic City, 250 w MBS affiliate, resigned suddenly last week in what a spokesman for the trio described as a policy dispute on policies of the station’s board of directors. The three are Paul Hancock, vice president and general manager, Joe Porter, commercial manager, and Don Rich, public relations director.

Mr. Hancock was the first to resign, and the others followed his lead. Mr. Rich told the station the area of the policy dispute has three parts. Hancock has also sold his interest in the Mid-Atlantic Broadcasting Co., which owns WMID, and it is understood that he will return his resignation to the station’s station research department.

Mr. Rich and Mr. Porter expect to return to New York radio.
The Federal Trade Commission last week refused to rule on a complaint against WARL, Arlington, Va., and WGAY Silver Spring, Md., brought by the Trade Commission, Washington, D. C., independent, charging the two stations are engaging in unfair competition by broadcasting horse racing results and "lottery broadcasts." [Broadcasting, June 23.]

The Trade Commission held that this matter comes under FCC jurisdiction.

Ben W. Strouse, vice president and general manager of WWDC, said further action on the complaint has not been decided upon as yet.

In a letter to Pierson and Ball, attorneys for the Capitol Broadcasting Co., owners of WWDC, the FTC declared, "In the opinion of the Commission the FCC has the direct and primary responsibility to determine whether a station broadcasting the type of program comparable to the programs listed in the appeal serves the public interest, convenience or necessity.''

WWDC was informed, however, that the FTC has "under considered, at staff level, special regulation as to this type of program."

The FTC made no inquiry into the facts of WWDC's case, because of its "finding that FCC has jurisdiction."

The complaint alleged that WGAY's program, The Sports Circus, on which national horse racing results are presented, is "of substantial use to persons violations of the laws of the District of Columbia and the States of Maryland and Virginia through the placing of bets on horse races, and is also used by persons interested in the operation of lottery known under its common name as 'the numbers game.' Program is sponsored by Kennedy Floor and Tile Co.

Cese Broadcasts

WWDC officials said they had ceased broadcasting racing results when the Police Dept. informed them that information from these broadcasts was being used for illegal purposes.

The WGAY action was the first effort of a radio station to bring FTC action against outlets broadcasting horse racing results, on the grounds of unfair competition. The complaint was entered June 23.

In its complaint against WARL and Zlotnick the Furrier, WWDC charged that the program, Dollors for Dreams, which attracts listeners through the medium of a "money giveaway." This constitutes a lottery, WWDC alleges, and is illegal under the laws of the District of Columbia, Virginia and Maryland.

It was learned that WGAY had filed a reply to the complaint with the Commission, contending that no federal agency could have greater authority in the radio field than the FCC. Leonard Marks, attorney for the Tri-Suburban Broadcasting Co., owners of WGAY, said, "If the FTC were to assume jurisdiction in this controversy such action would set a dangerous precedent since a previous exclusion of this philosophy would give the FTC the right to examine the content of every program produced over the air."

TBA Slashing Dues In National Drive

TELEVISION Broadcasters Assn. has announced a drastic reduction in its dues structure as the first step in a nationwide membership drive designed to enroll every video broadcaster, construction permit holder and applicant as a TBA member.

New dues for active memberships begin at $100 a year for applicants for television stations with service effective areas of less than 1,000,000 population. When the applicants are granted construction permit, his annual TBA dues advance to $200, going up again to an annual rate of $300 for the first six months of actual operation and after that to $400 a year. Each of these rates of dues is deducted from stations serving areas containing more than 1,000,000 persons.

Dues for affiliate members are now $250 a year for a company whose gross income from operations in the field of television does not exceed $500,000 a year and $500 annually for a company grossing more than $500,000 from video activities. Dues were formerly $1,000 a year for active members; $500 a year for all associate members. Active memberships are limited to television broadcasters, CP holders and applicants.

Two new active members—Havens & Martin, operator of WMGB Richmond and CP holder for a video station, WTVB; and Maison Blanché Co., New Orleans department store with a video CF in that city—were admitted to active membership in TBA by the association's board last week. Board also voted in a new associate member, Stromberg-Carlson Co., Syraccouse, manufacturer of television sets.

They Say...

"LABOR has a legitimate complaint, we think, about a restriction in the proposed new (NAB) code. "No dramatizations of controversial issues should be permitted," the statement reads. Dramatization, as the CIO demonstrated in its weekly program, Labor—USA, can give an idea impact and illumination. Radio ought not to rob disputation on any legitimate aid to influence..."

From an editorial in the Washington (D. C.) Post.

"IT'S interesting to note that the film (March of Time, 'Is Everybody Listening') at least attempted to present both the good and the bad in radio and the major portion of the film was devoted to pure journalism, explaining rather than railing against radio. The picture, it must be admitted, had one glaring weakness... The portrayal of a sponsor who was more interested in profits than in the public interest in the program he sponsored was so badly done that it lacked any semblance of reality."

From the syndicated newspaper column by John Crosby.

"THE new [NAB] code is an important, if belated step. Those who believe in the American system of broadcasting have always maintained that it is safe and sound only as the three partners in this great enterprise—the industry, the FCC, the listening public—fulfill their respective roles. The lead is now where it should always have been—the industry. Had the code been drafted long ago, it would have made at least some of the troubles in the Blue Book redundant."

From an article in The Nation, by Charles A. Stieffman, author of Radio's Second Chance and Blue Book collaborator.

"IF radio were as free in Soviet Russia as it is in the United States, there would be such a common understanding between the two peoples that any government in Russia would fail which threatened to engulf this world in another war before the smoke of battle had cleared from the last. We worked hard (at Potsdam) to get some expression in that document which would tie the Soviets to a system of free radio in liberated Europe. They would give lip service to a free press but when a free radio was suggested, the Soviets would not even discuss it."

Walter J. Brown, executive head WORD Spartanburg, S. C., and WNTN Augusta, Ga., and former executive assistant to Secretary of State Byrnes in address to Gaffney (S. C.) Rotary Club.

October 13, 1947 • Page 83
NAB Distributes Radio Week Discs

Quantities of Recordings Sent to Networks
And Stations

FINAL material for station and network participation in Radio Week Oct. 26- Nov. 1 was sent out over the weekend by NAB as preparations for the third annual event neared completion.

What NAB described as a "phenomenal" achievement in transcription production solved one of Radio Week’s planning problems. The feat was performed by Omer Turner, NAB recording director on the West Coast, whose division turned out 2,000 transcriptions in three days—from microphone to showtime.

The transcription includes five-minute programs transcribed by NAB President Justin Miller for use in the "I Speak for Democracy" essay contest arranged by NAB, RMA, and the Junior Chamber of Commerce. The talks will provide background material for use of students in preparing their essays. First talk is titled "Platform for Democracy," and describes organizational setup of the government. Second deals with "Freedom of Worship" and the First Amendment to the Constitution, along with the story of how the Constitution was written. The other talks cover "Freedom of Expression," "Freedom of Opportunity" and "Democracy at Work."

The transcriptions are to be performed starting around Oct. 18 to 15, NAB suggests in a final bulletin in providing Radio Week suggestions and instructions. The bulletin includes factual data about the industry and radio’s audience, suggestions for copy plants and ideas for programs, announcements and promotion, and concludes with a check list of program ideas.

Nationwide essay contest for women, first known competition of Radio National Week, will be conducted on an expanded scale this year by the National Assn. of Women Broadcasters, according to Dorothy Lewis, NAB Director of Listener Activities.

Manual of rules covering the contest were sent stations early last week. Participating stations having women broadcasters, NAB members and nonmembers alike.

Receivers as Prizes
Title of the essays will be, “What Is My Favorite Program, and Why,” with a 200-word limit established. De luxe receivers will be given as entries to each of five NAB districts, with a special receiver for the grand national prize. Radios will be provided by Radio Manufacturers Assn.

Members of the judges committees on the local level, with the top five letters in each area going to the national board of judges. A screening committee will read the best essays to the judges. Early November deadline for entries has been established.

Mrs. Lewis said every president of a major national organization will be put on the air during Radio Week and every local radio council will hold a local celebration.

Members of the board of judges are:

Bond Geddes, executive vice president, RMA; Edward J. Heffron, director of media relations, National Conference of Christians & Jews; Albert N. Williams, radio editor, "Saturday Review of Literature"; Mrs. Justin Miller, national radio chairman, General Federation of Women’s Clubs; Edward Nelson, chief timebuyer, J. Walter Thompson Co.; Chairman Don Mandigo, president, Phoenix News Bureau; Natalie Piatok, radio director, Girl Scouts of America; Moise E. Sullivan, public relations director, WYCA; Mrs. Ambrose M. Obley, national president, National Council of Women; Elizabeth Forsling, radio editor, "Newsweek"; Mrs. George Fielding Elliot, radio chairman, Women’s Action Committee; Elisabeth M. McAlister, national public relations director, Camp Fire Girls; Helen Wabben, national radio chairman, Daughters of the American Revolution.

Denny (Continued from page 13)

Possible return to the FCC of Ray C. Jett of Tremont, Illinois, who was reappointed last May, only to see the nomination withdrawn a month later by President Truman to make way for the appointment of the state’s Republican Congressman Robert F. Jones of Ohio.

While the Denny vacancy is Democratic, this would be Mr. Denny for the appointment of a Republican, since the FCC now is made up of two Republicans (Jones, Hyde); two Democrats (Walker, Durr), and one Independent (Jett).

The law simply says that not more than four members of the seven-man commission shall be of the same political faith.

President Truman gave no inkling of his thinking last Thursday, when he held his fortnightly news conference. It is believed that Mr. Denny would be disposed to support the FCC’s first woman member. Mrs. Ambrose M. Obley, of the National Council of Women, is a former FCC commissioner. Mrs. Denny’s superior in the Law Department five years ago. Paul A. Porter, former FCC chairman and Mr. Denny’s predecessor and close friend, likewise is believed to be advocating the candidacy of Gen. Taylor.

Speculation centered upon possible selection of Mr. Walker to occupy an intermediate position, perhaps as Gen. Taylor could terminate his military affairs in Germany. It is known that Gen. Taylor planned to return to Government affairs upon completion of his military tour, which began in 1945 when he was commissioned a major. Gen. Taylor was 39 last February 24, is a Harvard Law school grad, and was a protege of former Senator Burton K. Wheeler of Montana.

Reinsch Mentioned

Developing spontaneously was revival of the demand in radio circles for the appointment of a practical broadcaster to the Commission chairmanship. This brought into focus the name of Mr. Reinsch, 59-year-old broadcaster with more than two decades in radio. Mr. Reinsch’s name had cropped into news reports coincident with first indications that Mr. Denny might resign.

Mr. Reinsch emphatically told Broadcasting that he is not a candidate for any Government post— that he is "happily employed by mighty fine people" and thoroughly enjoys his present work.

Whether there will be other resignations, now that Mr. Denny has taken the plunge, was a lively topic last week. First reports [Broadcasting, Aug. 11] linked Mr. Jett and Commissioner C. J. Durr, the FCC’s stormy petrel left-winger, with resignations prior to the year’s end. It is known Mr. Jett proposed to remain only so long as Mr. Denny stayed, and that was at the latter’s behest. The situation may have changed, particularly since Mr. Jett was selected to become the American delegation head to the Geneva Provisional Frequency Board which convenes in January. He accepted a tenure of only six months abroad, though the board is to function two years.
Cleveland Gets 7 FM Grants; Two to Akron, One to Elyria

Cleveland was the scene of a notable victory last week when FCC in the Cleveland Class B FM case to sever from the grabbings substantially, with but one exception, the applications of all parties to the proceeding. The decision authorized seven new Class B FM outlets for Cleveland, two for Akron and one for Elyria, Ohio.

The application of WGAR Cleveland was continued in hearing status since WGAR took exception to the Commission's proposed decision regarding modification of its request to conform with FCC standards. WGAR was one of three to seek greater-than-normal powers.

With release last July 1 of the one-in-five Class B channel reservation plan and thereby the availability of Class B Channel 297 to Cleveland, the Commission in its order awarded the facility to Elyria-Lorain Broadcasting Co. instead of a Class A facility tendered in its proposed decision. [BROADCASTING, July 7.]

The grantees and their respective facilities:

- United Broadcasting Co. (WHK), Cleveland—Channel 244, 105.3 mc, 20 kw effective radiated power, antenna 505 ft. above average terrain.
- International Broadcasting Co. Inc. (WTAM), Cleveland—Channel 280, 105.7 kw ERP. antenna 1,064 ft. height.
- WJW Inc. (WJW), Cleveland—Channel 211, 104.1 mc, 7.5 kw ERP, antenna 730 ft.
- UAW-CIO Broadcasting Corp. of Ohio, Cleveland—Channel 277, 105.3 mc, 20 kw ERP, antenna 500 ft.
- Scripps-Howard Radio Inc. (WENS, TV), Cleveland—Channel 211, 102.1 mc, 20 kw ERP, antenna 500 ft.
- Universal City College—Cleveland—Channel 253, 98.5 mc, 15.5 kw ERP, 555 ft.
- President's Radio Co., Akron—Channel 94, 96.5 mc, 18.5 kw ERP, antenna 175 ft.
- Summit Radio Corp. (WAKR), Akron—Channel 214, 97.5 mc, 20 kw ERP, antenna 500 ft.

Three of the Cleveland applicants

Joseph Padway

JOSEPH PADWAY, 56, general counsel of the AFL as well as AFM, died Oct. 8 in San Francisco, after suffering a heart attack while addressing the 66th Convention of the organization he served. He served as a labor lawyer for 35 years. He is survived by his wife, the former Lydia Rose Paez; a brother, I. B. Padway; and a daughter in Milwaukee. He was buried in Milwaukee.

November 1946 campaign by Sen. Irving M. Ives, Republican, was a candidate for the vacancy created by Mr. Porter's resignation, subsequently was filed by appointment to the chairmanship held by J. W. Webster. It is believed he has the endorsement of the New York democratic organization.

Ban on Duplication Is Expected to Stick

Petullo Is Silent But Networks Foresee Negative Decision

Despite continued silence from the AFM and repeated denials of effective rejection, James C. Petullo, AFM president, it was reliably understood last week that the decision on duplication of network outlets would be negative.

Latest word from AFM headquarters in New York was that there would be no official state-ment as yet after which AFM and Mutual networks meets with the AFM board in Chicago early this week. But high network executives who conferred with the AFM head last week say the AFM stands by its proposal to prohibit duplication of network outlets. It was held down.

In Boston, John Shepard 3d, board chairman of the Yankee Network, who up till now had defied the ban and carried Mutual's musical shows over his AM and FM stations, last week brought the practice to a halt after conferring with MBS officials. The union had filed a grievance against the network unless it discontinued the duplication.

FMA representatives who had an amicable meeting with Mr. Pe-ullo who was highly optimistic at the time in view of the AFM's statement that he considered the FMA sincere and felt that they would come up with a proposal if he lifted the ban until Jan. 31 as they had requested. Adding further to FMA's hopes was Mr. Petullo's decision to allow re-summation of the Rochester Civic Orchestra's broadcasts over the Continental FM Network [BROADCASTING, Oct. 6]. But he has since made it clear that his relaxation of the ban applied only to the Stromberg-Carlson Co. and the contract which it signed with the Rochester local of AFM.

ABC, meanwhile, is coping with the AFM's specified rebroadcasts of network co-op programs by using a vocal group on its Abbott & Costello show. CBS and MBS are reportedly considering similar action for the Joan Davis and Parkyakarkus shows respectively. On this particular rule, the AFM is said to be meeting opposition from within its own organization since it is forcing musicians out of jobs.

BROADCASTING  Telecasting

October 13, 1947  Page 85
At Deadline...

**FCC ‘OVERLAP’ REASONING CRITICIZED BY YANKEE**

YANKEE NETWORK spokesman made sharp attack Friday on what he called “highly illogical” line of reasoning followed by FCC in its proposal to deny FM facilities to Yankee’s WICC Bridgeport, Conn. Target of attack, made by Attorney Thomas N. Dowd in oral argument on Connecticut FM cases, was FCC contention that FM grant to WICC would involve “wasteful and inefficient” use of channels since people’s service area could get same programs from Yankee’s WONS-FM Hartford [BROADCASTING, June 16].

Mr. Dowd argued overlap would affect only 29% of population in proposed WICC-FM service area, that WONS and WICC would not offer same local FM programs, and that in same decision FCC proposed grant to another applicant (WNAB Bridgeport) which would involve duplication of ABC service in area where ABC programs are available to 76% of population. He asked Commission to be “consistent within the same case.” Actually, he said, Yankee’s qualifications are superior and 71% of population in area should not be deprived of WICC FM service because same duplicated service would be available to 29%. Grant would give Yankee six FM stations, present maximum.

Dwight E. Rorer, counsel for Fairfield Broadcasting, who also received proposed grant for Class A FM at Danbury, said company is not seeking Class A and that such grant, if made, should go instead to Bridgeport where it could serve “more land and more people.” He proposed that Channel 238 be assigned at Bridgeport, 234 in North Jersey, and 248 in Danbury.

FCC’s proposed grants to Harry F. Guggenheim, WNAB, and Bridgeport Herald Corp., all for Class B stations in Bridgeport, were defended by attorneys O. H. Walburn, Norman S. Case, and Selig J. Levitan, respectively. WTIC Hartford, whose application for FM and AM service was denied for same reasons as Yankee’s, did not participate.

In only other argument Friday, Percy Russell, counsel for WGAR Cleveland, supported WGR’s bid for higher power for its FM operation, saying the AM service should not be limited by “arbitrary horizons.” He said use of 40 kw with antenna height of 897 feet, requested to give FM service to same area receiving AM service from WGAR, would not cause interference within 1,000 microvolts contour of any existing station. (Story on earlier oral arguments, page 20.)

BMB decided Friday to cooperate with Canadian counterpart, BBM, in third study of Canadian audiences next March. John Church- ill, BMB research director, will work closely with BBM. Canadian study will coincide with BMB’s interim station audience measurement as BBM’s second national survey coincided with BMB’s first nationwide study in U.S.

**$2,000,000 CO-OP NETWORK PLANNED, TAX GROUP CHARGES**

PURPORTED PLAN for $2,000,000 radio network, to be sponsored by cooperative organizations, reported in bulletin of National Tax Equality Assn., Chicago. “It is understood that options on close to 100 stations throughout the country have already been negotiated and a six-station test network is now in operation in New York,” NTEA said. Bulletin said “techniques” will be worked out in “testing areas” by Rural Radio Network (Rural Radio Network, backed by cooperatives, has six New York State FM applications pending before FCC [BROADCASTING, July 21], but Washington spokesmen said they knew of no national network plans.) NTEA story said R. B. Gervan, information chief of Cooperative Grange Federation League, is general manager of network.

B. D. Miller, former MBC president, “was brought in as radio consultant for this tax-free operation and leading advertising agencies are being sought for radio talent.”

**SOME CODE CHANGES POSSIBLE, MILLER SAYS**

SEVERAL CHANGES in proposed new NAB code probably will be made before adoption, Justin Miller, president of NAB, told members of Southern California Broadcasting Assn. at Los Angeles luncheon. He invited broadcasters to submit suggestions to NAB board and urged frank expression of opinions. Judge Miller interpreted several sections of standards (early story page 15).

Los Angeles area independents meet Oct. 16 for follow-up discussion. Several Coast broadcasters threaten to withdraw from NAB unless changes in existing opposition coming from Pacific Coast dentists and their advertising agencies to Sec. 14 of “Commercial Policies” relating to professions in which it’s deemed unethical to advertise.

**RECORD SERIES AUDIENCE**

LISTENERS in seven of each ten U.S. homes heard 1947 World Series broadcasts carried by MBS, according to figures quoted by Mutual from survey by Crossley. Seven-day average rating of 36.7 and 73.7 share-of-audience are all-time highs for baseball’s classic, MBS said. Previous high average was 33.2 in 1938. WOR New York share-of-audience for final series broadcast Oct. 5 was 91.5%, according to survey for WOR by C. E. Hooper Inc. BMB cooperation for game was 41.4, station said (early story page 17.)

**FIGHT TO FINISH**

RADIO lawyers will engage in fight to finish with FCC legal staff at annual outing of Federal Communications Bar Assn. Oct. 18 at Twin Oaks, Vienna, Va. Teams representing two groups will meet in softball, touch football, ping-pong, table tennis and horseshoe matches. Movies of last year’s outing will be shown.

**CLOSED CIRCUIT**

Mr. Carmell has been beseged by AFL unions asking that he represent them.

**EMERSON DRUG Co., Baltimore (Bromo-Seltzer), through BBDO, New York, looking for one-minute availabilities preceding, during and after baseball games in 1948 season.**

**MEXICO’S provocative demands for additional standard broadcast channels may cause Commission E. J. Jett, government’s top allocation official to seek Federal Communications Commission for Provisional Frequency Board in Geneva to participate in upcoming North American Regional Broadcastings Conferences. Chairman of 1946 NABRA conference, Mr. Jett will participate in preliminary engineering sessions beginning this week. Whether he will head delegation to Montreal in August depends on developments.**

**EFFECTS of other nations’ proposals for revision of NABRA, particularly Mexico’s [BROADCASTING, Oct. 6], getting careful study at FCC with prospect that detailed analysis may be given in government-industry conference foreseen by Mr. Jett for next Friday (17th). Lacking clear-channel decision, U.S. can’t afford counter-proposals with reference to clear channels or maximum power (story page 17), but hopes to have clear-channel question answered in time to submit final proposals next spring.**

**NAMING of special committee of independents to draw up NAB code ideas at Oct. 23 meeting may portend new cooperation between association and this important industry segment. Suggestion made inside NAB high command that committee be given wider scope, advising on all problems affecting independents.**

NAB still baffled by lack of code communications at headquarters office, hoping it isn’t calm before storm. Still too early to gauge extent of station reaction since district directors, through whom code letters are to funnel, haven’t sent in their packets.

**THOUGH it hasn’t been formally discussed yet, feeling is that events have pushed FCC reorganization plan [BROADCASTING, July 21, Sept 29] into background at least temporarily. Despite commitment to Senate Commerce Committee, one was thinned retiring Chairman Denny would be reluctant to inaugurate plan for new and as yet unnamed chairman to carry out. Impeninent absence of Comm. Jett and Webster on international assignments, plus possibility that Denny vacancy won’t be filled at once, also contributes to belief that division system wouldn’t be feasible now.**

**RESIGNATION of Chairman Denny means marked speed-up in FCC work program before he officially leaves Oct 31. Actually, he plans to start vacation about Oct. 27. Heavy schedule of executive meetings slated this week, with agenda including more than 30 broadside and special assignments by Commission Board during Atlantic City conferences, plus flock of docket cases and general routine.**

**SOON to come off presses is first run of 10,000 on volume Broadcasting and the Bill of Rights. Of full book size, it will summarize testimony of NAB President Justin Miller, network presidents and others who appeared last week before White committee. Understood book is financed by networks, with NAB handling compilation of material.**

**BROADCASTING • Telecasting**
PRODUCTION...

While a pioneer affiliate of the Columbia Broadcasting System, KMBC is widely known as well for its listener acceptance built up through local programming. Experienced craftsmen of varied production techniques are assigned to the multitude of responsibilities in the air-readying of 30 to 40 programs daily originating from KMBC studios. Through the rich know-how of KMBC's production staff, retail advertisers are assured programs of network caliber, national spot program users place production requirements in capable hands, and network clients share in a plus listening audience—the harvest of all aggressive local programming.

—KMBC of Kansas City
Free & Peters, Inc.
a profitable selling job.
and to assist clients in do
copy, WKY program a greater audience.
which program stream arises.
the center and noncenter of WKY's
continuity, of its own.
No program stems on WKY, not conclusively.
in the 10 centers around Oklahoma City.
conducted by Andrew Stirling, Inc.
that come out of the daily study.
critics, over to the following program.
of the exclusive WKY program.
as a measure of 75%, of the audience
is a measure of that 75% of the audience
in each other program in the stream.
improving understandable monologue.
WKY's strong center of good programming
ends to WKY most of the time.
that most sits in the part.
his holds with good listening.
WKY's program stream.

**To any Program, Momentum**

**...gives**