this is going to leave you limp...

or: How to have WOR make 34,057,161 people do things for you — very profitable things, we might add — in practically all of the northeastern U.S. and a delicious chunk of Canada and even as far south as Georgia, the Carolinas and Virginia. It's really a very wonderful story.

Now, everybody, sit still. Fix eyes straight on the copy. Breathe deeply, exhale s-l-o-w-l-y. Don't you feel more calm? Fine! Well, let's go...

You'll recall — though you're completely forgiven if you don't — that not so long ago WOR told you how the Broadcast Measurement Bureau, Inc. which recently did a magnificent job of sizing network and station audiences from coast to coast, reported that...

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.

We said we'd tell you more in future ads. This is a future ad. We're telling. WOR didn't talk about people in that previous piece. But listen — and this is where you're liable to go limp:

Did it ever occur to you that WOR can spray your message, or your music or ... or your appeal for old mandolins into states and counties and cities and towns lived in by more than

1/4 of all the people in this magnificent country?

34,057,161 people?

Yes, WOR: just one station. Just one station to do a job that maybe — well, maybe you'd need twenty or thirty stations to do.

Yes, Dear Reader, it's true. And we can prove it with facts, figures and fancy, but, oh, so simple, charts.

Well, why stand there gawking? Why not get on your shiny new skates and whirl right down to 1440 Broadway, in New York, and bing-bang our beautiful old brass knocker* to be let in?

WOR — heard by the most people where the most people are

*We really haven't one. But it's fun to think of, isn't it?
ALFRED C. HANSEN grew up on a farm in Norway, came to America twenty years ago, and has lived in and near Kenosha ever since. Mr. Hansen is a building contractor, owns his own business.

The Hansen family, including 6-year-old Richard and 3-year-old Kenneth, live in the tenant house on the 85-acre farm, where Mrs. Hansen was raised, now operated by her brother. They are building a new home of their own on an acre of ground about a mile away. Radio has long played an important part in the lives of the Hansen family — and particularly station WLS. Mrs. Hansen has been a constant WLS listener since the 1920's, remembers well how they had to use their battery set sparingly all week — just for WLS markets and Dinnerbell Time — so there would be enough “juice” to hear the WLS National Barn Dance on Saturday nights.

Today she and the whole family still listen to the National Barn Dance and Dinnerbell — to the markets and WLS news — to a score of favorite WLS programs day after day.

It is on such families as the Alfred Hansens that WLS microphones have been focussed for almost 24 years. To those folks we have offered the entertainment they wanted ... the service they needed ... leading to a loyal audience. And upon a loyal audience depend advertising results.

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.
New Hooper Survey Reveals INTERMOUNTAIN NETWORK first In INTERMOUNTAIN WEST

17 HOME TOWN MARKETS COMPRIS THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KF JD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVVS, Rock Springs
KDPN, Casper
KWYQ, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KMFR, Great Falls*
KMIN, Butte*

KALL, Key Station of the Intermountain Network and its MBS Affiliates

4-state, 14-city survey — the largest Hooper area study ever made in the Rocky Mountain West

<table>
<thead>
<tr>
<th>TIME AND DAY</th>
<th>Sets-In-Use</th>
<th>Intermountain Network</th>
<th>Other Competitive Network A</th>
<th>Other Competitive Network B</th>
<th>Other Competitive Network C</th>
<th>Independents</th>
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<tr>
<td>8:00 A.M. - 12:00 N. Monday thru Friday</td>
<td>22.2</td>
<td>36.0</td>
<td>25.2</td>
<td>18.9</td>
<td>17.1</td>
<td>2.8</td>
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<tr>
<td>12:00 N. - 6:00 P.M. Monday thru Friday</td>
<td>25.0</td>
<td>40.4</td>
<td>31.6</td>
<td>10.4</td>
<td>11.6</td>
<td>6.0</td>
</tr>
<tr>
<td>6:00 P.M. -10:00 P.M. Sunday thru Saturday</td>
<td>37.2</td>
<td>24.5</td>
<td>39.0</td>
<td>23.1</td>
<td>10.8</td>
<td>2.6</td>
</tr>
</tbody>
</table>

*Base=Total Homes Called
**Base=Sets-In-Use

NOTE: See complete Report for list of stations included in network groups.

This is only part of the amazing Intermountain Network story!
Ask Avery-Knodel for details

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York - Chicago - Los Angeles - San Francisco - Atlanta
AS OF this writing Friday failure of White House to take cognizance of National Radio Week, which began Sept. 26, through statement or Presidential proclamation caused consternation in both broadcasting and radio manufacturing circles. White House secretariat had been contacted well in advance. Squelching or delay of announcement in some quarters attributed to anti-radio attitude of certain of those on secretarial level.

TRYOUT SYSTEM—not unlike that used by Broadway producers to test shows in smaller cities before bringing them to New York—proposed by Ken. R. Dyke, NBC administrative vice president. Prospective work programs would be broadcast over selected NBC stations to test audience reaction before introducing on network. Some might be produced in New York and broadcast by transcription.

PROCTOR & GAMBLE Co., Cincinnati (Lava soap) reportedly interested in purchasing Suspense, Thursdays 8-8:30 p.m. on CBS, to be dropped by Roma Wine Co., as possible replacement for F.B.I. in Peace and War. Account handled by Biow Co., New York, also agency for Roma. Program is CBS package show.

REPORTED IN WORKS is $250,000 purchase of KOOI Phoenix, Ariz., by Hollywood's Gene Autry. Contract for transfer of 100% of 5 kw 960 kc outlet said to lack only signatures. Autry to dispose of minor holding in KPHO Phoenix. He holds option to purchase share of KOWL Santa Monica, Calif. KOOI licensed to Maricopa Broadcasters Inc.

AFL leaders, never too happy about violent lone-wolfing tactics of Petriello union, aren't taking lightly talk of CIO musicians union. Already definite moves are under way to lure recording musicians into new union, and they are getting encouraging response from men more interested in filling kitchen cupboards than Petriello's bulging coffers.

SIDE meetings to give impetus to solid front against AFM blitz will be booked in early November by NAB with Radio Mfrs. Assn. and FM Assn. Plans will be made this week, with NAB likely meeting FMA liaison committee in morning and RMA liaison group at luncheon-afternoon session same day.

INTERESTING ANGLE: Recorders not officially notified by Petriello of any plan to stop making records. Only formal action was one-paragraph statement by Petriello at news conference.

PORTENTS of legislative activity in House next session involving radio are seen in peregrinations of Kurt Borchardt, legislative expert of House Interstate Commerce Committee.

EASING of commercial limits in proposed NAB Standards of Practice to allow three minutes commercial time, excluding station breaks, in 15-minute segment asked by NAB FM Executive Committee at Friday meeting. Committee members had polled FM stations and emphasized they are included in code provisions (early code story page 15).

In commercial time bracketing, one change suggested—additional 30 seconds commercial content allowed in 30-minute night programs. Ban on midweek commercials in newscasts revised to leave up to management discretion. Clause on contests and offers designed to "buy" audience strengthened.

Rent announcements would not come under double-spotting ban; racing odds allowed after event is over.

FM Group Offers Changes in NAB Code

Committee urged more management studies of FM stations; favored study of methods of counting FM receivers; named subcommittee to plan FM part in next NAB convention; asked to be informed of network music negotiations; urged networks sign no contracts likely to impede progress of FM. Petriello situation discussed at length.

Attending meeting were: From NAB, A. D. Willard Jr., Harold Fair and Arthur C. Stringer; Leonard Asch, WBCA Schenectady; Cecil Masten, WBPE FM Binghamton; Matthew Bonebrake, KOCY-FM Oklahoma City; Edward A. Wheeler, WEAN Evanston, Ill.; L. B. Lindquist, WSYR-FM Syracuse; Everett Dillard, WASH Washington; Willard Egelof, WBBF Fresno, Calif.; Mrs. Ephraim Bethesda, Md., and John Shepard 3rd, WGTR Boston, board liaison members. Mr. Asch was chairman of meeting.
Your product advertised over WORK reaches the greater York market which is permanently prosperous. Located here are many large, well-known industries—manufacturing products for which there's a never-ending demand. Surrounding the industrial section is a rich, farming countryside. Your advertising dollars are wisely and economically spent on WORK. It offers real sales possibilities. Write for information.
in law enforcement—we co-operate with city, county, state and federal officers. The highway patrol use our facilities often.

greensboro, n. c.
5000 w. day & nite
Columbia affiliate
Edney Ridge, Director
Represented by Hollingbery
The Local Approach Gets Results in New England

The Yankee Network's 23 home-town stations present the broadest, most flexible means of approach to all New England markets.

You can buy any individual station or any number of stations individually, or you can buy the entire network.

This means direct access to any market, to parallel present distribution or to establish new dealer outlets.

New England people listen to their Yankee home-town stations. They do every day buying for family needs in home-town stores. They are reached most effectively through the locally accepted Yankee home-town station used by their home-town merchants.

That is why a Yankee home-town station gives you greatest local impact—enables you to spot your sales effort where it will do the most good.

This is The Yankee Network
It's as simple as this...

We represent radio stations. We work for them, not they for us. Our efforts on behalf of the Columbia-Owned stations long have been recognized as unique and outstanding. Helpful to client, helpful to station. Profitable to both.

As might be expected, other stations have discussed with us from time to time the subject of our representing them. Recently we decided on a limited expansion. Much ado has been made of this. So we thought you would like to know more about our unusual operation:

1 Most able station managers recognize that it is their local live personalities and programs which make their stations better than average. They believe many advertisers could use these local live personalities and programs more effectively than they can use announcements. But time salesmen—or organizations—aren’t paid to sell programs. They’re paid to sell time. We’re paid to sell programs too. And we do. The C-O stations have liked that. So have WAPI and WBT. And so do WRVA and KSL. The advertisers who sponsor these local personalities are very happy with the sales that are hitched to these local stars. We’re very happy too.

2 Our men know their business thoroughly... and first-hand. At a cost to us of thousands of dollars each year, each Radio Sales account executive visits each station regularly. He learns—from personal contact—
the native character of each market, the unique personality of each station—its program philosophy, its talent and its techniques. Radio Sales represented stations like this system very much. Advertisers and agencies place a high value on the reliability of our knowledge. We believe it is no exaggeration to say that Radio Sales men know the spot broadcasting business more thoroughly than do time salesmen who rarely or never see the inside of the stations they represent.

Like most stations, the effective area of a Radio Sales represented station extends far beyond its city line. Coincidental telephone measurements of audience size made inside city limits have been inadequate for our purposes. So Radio Sales long ago devised the first area-audience measurements for individual stations. We conducted the first studies of early morning and late evening listening. We pioneered the now famous Listener Diary technique...measurements of the flow and composition of audiences, as well as their size. Radio Sales has its own research staff, separate from that of CBS. Its efforts and the resulting data help our men know more about what makes radio “tick”. We believe it reasonable to say that they know more about the characteristics of the radio audience than do men who have had less access to this fund of knowledge.

Hours spent listening to local live programs, days spent studying stations in the field, weeks spent absorbing the lessons of audience research, all take a great deal of time. We believe it is the only way to represent an important radio station. But this system obviously limits the number and class of stations we can serve. We have set our limit at fifteen. It’s as simple as that.

Radio Sales  Radio Stations Representative  A Division of CBS
To what program are you listening, coach?

To the Notre Dame game over WFLA

Feature of the Week

CULMINATION of years of preparation for the U. of North Carolina Communication Center came Oct. 19 when the first of five separate series of weekly programs was broadcast from the new campus studios at Chapel Hill.

The basic plan of the Communication Center is "to bring together...all types of tools of communication" to (1) provide a wider educational and cultural opportunity for more people, (2) to provide training in the effective use of the tools of communication, and (3) to provide opportunity for research in the effectiveness of these tools as media of educational and mass communication.

The plan is now in operation, with the first of the radio programs now on the air. The University Hour, a Sunday afternoon program.

(Continued on page 88)

Sellers of Sales

DIOGENES can put out his lantern and finally get some sleep, for we've found an honest man for him. That citadel of veracity is Fred Stoutland, time-buyer for BBDO, New York. Mr. Stoutland confesses—openly and proudly—that he really uses all of the products for which he buys time. It is not only a policy with him, but a creed, and to dignity that creed he has invented a slogan..."Whose Bread I Eat, His Song I Sing."

The Bread Mr. Stoutland eats, incidentally, is Bond Bread, and naturally it is the bread for which he buys time. And when his over a million dollars worth of annual billing allows him a spare moment for reading, that moment is spent with the Saturday Evening Post, Holiday, Sports Afield and the Ladies Home Journal—all his accounts.

When Mr. Stoutland finds time for a headache or a spot of indigestion he immediately neutralizes that condition with a sparkling glass of Brome Seizer, and he wouldn't be found dead on a summer's day without a Polaroid sunvisor. Have you guessed that these are also his accounts?

The remarkable Mr. Stoutland began his career much as any ordinary advertising man. In 1930 he landed a job in the production department of Lennen & Mitchell. From that beginning he gravitated into the media department, then to the research branch. There he did interview work, surveys, sales and analysis product testing. In 1936 he also worked on publicity and was in radio production, for a time producing local shows and commercials on network programs. He also bought radio time for agency clients.

In Sept. 1942 Fred forsook radio and advertising for the Army and an airplane. He was a staff sargente in the Air Corps.

He returned to Lennen & Mitchell in 1945 and served in the radio department for six months before joining BBDO New York as a time buyer.

The Stoutlands—his wife is the former Harriet Salvesen—were married March 1, 1947. Mrs. Stoutland is a social worker specializing in children's activities. The couple live on Staten Island.

An active chess player, Mr. Stoutland also plays golf and fishes for Canadian trout every summer, facts which might suggest that he is angling for sporting goods accounts.

He is a charter member of the Radio Executives Club.
Economist Roger Babson has designated an important area encompassing portions of Kansas, Nebraska, Iowa, Oklahoma, Missouri and Arkansas as the "Magic Circle" wherein, he believes, lies America's greatest opportunity for the future. KVOO's market area is almost within the center of this circle.

There is a second Magic Circle within this area which Mr. Babson has overlooked—KVOO's Magic Circle—that area in which KVOO Buying Influence has been an important factor since 1925! Advertisers, national and local, are well aware of KVOO's Magic Circle and each year finds more and more of them making increasing use of its selling power!

No wonder KVOO's Magic Circle grows in influence... the great combination of KVOO power and outstanding local programming plus more than 20 years' affiliation with NBC, America's Number One Network, has built and will continue to build and hold enthusiastic listener loyalty!

Today and tomorrow this unbeatable combination will add its influence to the continuing growth of this great section of America which Mr. Babson so aptly has named "The Magic Circle!"

KVOO OKLAHOMA'S GREATEST STATION
50,000 WATTS  1170 KC
Long before the Blue Book was even a gleam in its fathers' eyes, most good radio stations were just as fully aware as now that top-notch public service is top-notch business for everybody concerned.

Among many other public service activities, WPTF at Raleigh, for instance, has for years aired "We, The Women." It is a sincere and serious public service feature conducted by Mrs. Harriet Pressly, wife of a college President, mother of five children and outstanding leader of civic enterprise in North Carolina. Is it good? Its rating is a highly responsive 5.4.

If you, too, believe that public service is good business—if you would like to sponsor such features on any station represented by F&P—let us show you what's available, via Bull's-Eye Radio.
Independents Draft Proposed New Code

By J. FRANK BEATTY

CONVINCED that the proposed NAB code adopted by the board at Atlantic City would bring wholesale resignations of member stations, a special committee of independents proposed an entirely new code last Thursday.

The revised standards are adapted to all segments of the industry, the committee feels, and actually are more stringent than the original version. All talk of an industry "rebellion" was without any basis whatever, the committee insisted.

Supported by demand from large numbers of stations for sweeping changes, the code committee put in an eight-hour continuous session. NAB officials took part only briefly during the luncheon period.

Besides its doubted workability, the original proposed code is fatally marred by lack of mature consideration, the committee stated. To remedy this defect it proposed that the board defer final action at its mid-November meeting to give all stations a chance to study whatever changes are made at that time.

Time Element

A 60-day probation period winding up in an "opinion poll" was recommended before the board takes final action. This would permit operation of the code by Feb. 1, 1948, original date set by the board, provided industry sentiment is favorable to the new document.

Because of the resentment over failure to give adequate time for study of the standards prior to the convention, the independents unanimously adopted a resolution designed to insure proportionate representation in association affairs. The resolution proposed that a permanent independents Committee be authorized.

The 12-man independent committee, named a fortnight ago by NAB to insure adequate presentation of independent views on the standards, named Ted Cott, WNEW New York, as chairman.

In starting the code rewriting task the committee adopted a resolution endorsing the principle of "a code" and another stating that independents were "deeply disappointed" that they had not been given a voice in its writing.

As a remedy for this grievance the group proposed that it be represented at the Nov. 13-15 board meeting to present its views. The committee was not satisfied to rest its case on whatever action the special three-man board code-processing committee takes when it meets Nov. 3 to analyze all industry suggestions as an aid to board consideration.

Named to appear before the board were Mr. Cott; Arthur Harre, WJJD Chicago, and Ben Strouse, WWDC Washington.

A. D. Willard Jr., NAB executive vice president, thanked the committee for its code study. He said:

"The NAB is grateful to this committee for its constructive spirit of cooperation. It has performed an important assignment in an extremely short time. "If it is the opinion of the committee that further meetings should be held before the November board meeting to modify or enlarge its proposals, it need only communicate that desire to this office."

Mr. Cott explained after the day-long meeting that the committee in no sense constitutes a "protest group" or a "rebellion within the NAB."

"We have tried to make the standards applicable to everybody, but we have also tried to make it a stronger code," he said.

To bring about industrywide

(COMPLETED PAGE 8)

CHANGES in the proposed NAB Standards of Practice, as recommended, follow in condensed form:

Commercial time in approximate 15-minute intervals limited to 2:30 minutes; one minute station break permitted for total of 3:30 in 15 minutes for multiple-sponsored programs.

Dramatization of political programs permitted.

Religious funds appeal clause eased.

Same limits for day and night. Time brackets revised.

"Should" changed to "shall" all through code.

Service announcements exempt from strengthened double-spot ban; limited to two an hour.

CCBS Offers 750-kw Station Plan

Final Hearing Evidence Certain to Be Given This Week

BY RUFUS CRATER

FCC's hoary and bitterly fought clear-channel case sped toward its climax last week as the Clear Channel Broadcasting Service unveiled a highly controverted plan designed to carry four network services into virtually every sector and based on use of 750-kw power by at least 20 clear-channel stations.

It appeared almost certain that final evidence in the 2½-year-old proceeding would be presented this week, barring complications. There was a strong possibility that usual FCC procedure would then be reversed and oral argument scheduled to precede the issuance of any decision by the Commission. In this case it was thought oral argument would come in one to two months, and that FCC's decision then might be either proposed or final.

In view of the urgency for deciding many phases of the case as soon as possible to meet the May 1 deadline for final U. S. recommendations for changes in the North American Regional Broadcasting Agreement (NARBA), it was felt that the Commission might be forced to consider the possibility of making its decision in segments, deciding first those questions necessary for NARBA preparations.

The CCBS "20-station plan," covered on testimony Tuesday by John H. DeWitt Jr., president of WSM Nashville and engineering director of CCBS, found major networks critical and brought charges from the Regional Broadcasters Committee that local and regional outlets would suffer, that interference problems would be greater than indicated, and that "equitable distribution" of service would not be achieved as called for in the Communications Act.

Mr. DeWitt countered that "the entire country would benefit from a choice of four program services by skywave signals of a good or reasonably satisfactory grade," that this is better than existing service, and that the overall adjacent-channel interference problems "would be small." He insisted that "changes can't be made without hurting somebody," that "some

(Continued on page 90)
Jimmy's Chips Are Down

IN HIS quarter century as a labor czar—the last seven as the president of the American Federation of Musicians—James Caesar Petrillo has never lost a major battle. He has hurled defiance at a President of the United States, Congress, the country and the military in wartime. He has aroused the enmity of the people and even his own labor people. But, because he has never tasted defeat, his "boys" have stuck by him.

Jimmy's last foray in wartime now has led him to what must be his Waterloo. For Jimmy seems bent upon the murder of music performed by American musicians. His new campaign transcends the give-and-take bargaining of management and labor. It goes beyond the issues of make-work and featherbedding, even though Jimmy may not have intended it that way.

The ban on records and transcriptions as of Dec. 31 is another salient in Jimmy's campaign. His men just won't work, he ordains. The next foray on his war map will be to plug the plug on the networks when contracts expire Jan. 31. These follow, in a Hitleresque sequence, the ban against duplication of AM programs over FM stations, and the ukases against use of music on television and over FM networks.

This time no one is being kidded—except possibly Jimmy's 3,000 professional members who work for radio. In all history, no one has ever been able to stifle progress. The march may have been impeded temporarily, but technological advances have moved inexorably with time.

The Taft-Hartley and the Lea Acts of the last Congress were aimed principally at the
excesses of labor autocrats of the Petrillo stripe. Yet Jimmy blandly says that there is no law that can force a man to work. He probably is right. And he would emerge a greater AFL hero than ever if any of his adversaries in radio or recording capitulated as they did in 1944. Then he won his fight for royalties on all records for his trick relief and welfare fund—now outlawed under the Taft-Hartley bill.

By whatever name it may be called, Jimmy has conditioned his union for a strike. There will be no live music for radio after Jan. 31, as it now stands.

What's his alternative? He hasn't stated it since the enactment of the new laws, and that's on advice of counsel. He wants standbys, make-work, welfare funds and secondary boycotts. He wants full fees for anything that may be duplicated anywhere. He wants all stations to pay for fixed quotas of men, whether they perform or not. In sum, he wants everything Congress has said he can't have, but he wants them by acquisitiveness.

He thinks he can get them because he firmly believes the networks and the recording companies won't risk a work stoppage. The fact that an important segment of the national economy and the welfare and entertainment of practically the entire populace is imperiled doesn't bother him.

But we think Jimmy has guessed wrong. Recorders and recorders have been building backlogs for months. Networks have not been asleep. At the NAB Convention in Atlantic City last month plans were drawn for a "music war," embracing all segments of radio and recording. Radio knows the lessons of the ASCAP "strike" of 1939. ASCAP surrendered because it couldn't withstand public opinion and, more important, the loss of revenues for its publisher-writer members.

Now let the AFM membership look where Jimmy is leading them. List the band leaders as Guy Lombardo, Harry James, Xavier Cugat and Charlie Spivak say they're backing Boss Petrillo in his fight. Did any of these impresarios ever pay income tax on the large form before radio? Or did they have recording dates prior to the time they were begging to be picked up for sustaining remotes? Were they name bands before radio, and will they be name bands when radio stops plugging them?

No one knows better than a showman how quickly the public can forget. And Jimmy knows how long his $5,000,000 war chest will last when he has to pay strike benefits to 3,000 men.

Once Mr. Petrillo's ersatz strike is called, how long will it be before the sambas and the rhumbas will be heard from Mexico and Cuba again from Southern bands? It will take for new band aggregations, outside the charmed AFM circle, to organize and gain popularity via network and disc-jockey performance? How long will it be before the few hundred high-priced musicians who get most of the network and recording dates form their own union or contract independently? Would CIO be interested in a music union?

Withal, Jimmy is a simple man. He doesn't go for legalistic talk. He will understand this truism, however: A tree is never so big as the day it falls.

The Coals That Kindled the AFM Fire

Review of Crisis Shows Jimmy Worthy of His Middle Name

By PAUL FULCOMER

WHAT MANNER of man is James Caesar Petrillo, who has spent 25 of his 55 years as a leader of the powerful American Federation of Musicians?

Best answer, perhaps, can be found by examining and reviewing some of his most explosive battles with radio and the federal government.

Both radio, and the government reluctantly admit that Petrillo—determined, defiant and uncompromising—never has lost a major battle. His most recent order barring AFM musicians from making records or transcriptions, effective Dec. 31, is merely another milestone in Petrillo's successful flooding of any individual or organization which dares to differ with him or to buck his demands.

The ban on making records or transcriptions also is strongly reminiscent of a similar order which the AFM issued in early June 1942. Petrillo touched off national controversy by refusing to allow his musicians to record or transcribe music for public consumption as of Aug. 1 that year. The war was on and by that time the United States was in it, but that made no difference to the AFM head. His edict drew repercussions in Congress, military agencies and in affected industries and aroused widespread public indignation, but Petrillo went relentlessly on his announced course.

The Dept. of Justice moved against Petrillo a few weeks later by instituting action which labeled the recording ban as being in violation of anti-trust laws. But Petrillo was the victor, as usual, following October when the Federal District Court in Chicago dismissed the Dept. of Justice case, which subsequently was taken to the U. S. Supreme Court by Assistant Attorney General Thurman Arnold.

It was also shortly after Petrillo's June 1942 ban on recordings that Congress made a determined move to curb the AFM chief and end the recording strike. This came in the form of an all-inclusive resolution (SRes-286) introduced by Sen. D. Worth Clark (D-Idaho) in late August to inquire into "Petrilloism."

Counter Move

Hearing on this resolution were opened in January 1943 by the Senate Interstate Commerce Subcommittee, but were recessed pending efforts to settle the strike by arbitration. Meanwhile, in early February 1943, Petrillo made a counter move by proposing a fixed AFM fee royalty basis for all records and transcriptions as a condition precedent to lifting of the recording ban. The action brought...

Petrillo laid down the law at the 1943 AFM Convention in St. Petersburg.

(Continued on page 94)

Record Ban Edict Issued in Chicago

Petrillo Makes His Announcement

At Oct. 18 Conference

JAMES C. PETRILLO'S Oct. 18 press conference in Chicago, at which he announced the AFM recording ban to commence Dec. 31, lit the fuse to the biggest bombshell in his explosive career.

Nationwide reaction was immediate and unanimously condemnatory. (See other stories.) At the conference Mr. Petrillo said defiantly: "The AFM executive board Thursday (Oct. 18) unanimously voted to stop making recordings and transcriptions, once and for all PERIOD, and never again to make them, because eventually records and transcriptions will destroy them . . . they realize they're making their own competition."

Asked if a possibility existed for a settlement of any kind, he said: "We're definite . . . there's no chance for a deal. That's the message from 225,000 musicians in the United States and Canada." Mr. Petrillo added, "We know of no business that makes an instrument to destroy itself. You don't know of any ice manufacturer that makes electrical refrigerators, do you? And Standard Oil doesn't make a gasoline economizer for..."
Fight to Finish Opens Against Petrillo

Record Companies Receive First AFM Blow

IN AN ATMOSPHERE reminiscent of the dark days preceding the break with ASCAP eight years ago, all radio users of music last week were preparing for a finish fight with Music Czar James C. Petrillo. Recording and transcription companies joined the NAB's Industry Music Committee, augmented by FM and television members, to confront the AFM with the strongest defensive front it has met.

The joining of forces between the recording-transcription firms and broadcasters of all classes was an example of inter-industry solidarity not hitherto achieved in the acrimonious history of negotiations with the AFM dictator. It was regarded as projecting a defense of dimensions equal to the offensive threatened by Mr. Petrillo after the first of the year against all broadcasting and the manufacture of musical reproductions.

Having shown his hand by banning all recordings effective Dec. 31, the AFM head was expected to withdraw his men from all networks with the expiration of contracts Jan. 31 to complete his strategy of encircling radio.

Networks, stations, and transcription firms, despairing of any reconciliation, were following plans laid down at the Atlantic City convention of the NAB and preparing to weather an indeterminate siege of operation without union musicians.

Developments included:

At a press conference in Chicago on Oct. 19, Mr. Petrillo announced that "never again" after Dec. 31, 1947, will members of the AFM make records or transcriptions. (Story page 16.)

Recording companies met in New York on Tuesday, Oct. 21, with executives of the NAB and agreed to participate as members of an Industry Music Committee.

Transcription firms met Thursday, Oct. 23, and appointed Charles Gaines, executive producer for the Frederic W. Ziv Co., New York, to represent them on the committee.

The NAB on Friday, Oct. 24, completed a committee.

Meanwhile radio commentators, news broadcasters and the press of the nation (story this page) were united in their condemnation of the Petrillo tactics. Many pointed to the history (story page 16) of (Continued on page 86)

Petrillo Edict Draws Censure of Press

Fallacies in AFM Head's Reasoning Criticized in Editorials

EDITORIAL comment on issuance of a ban on recordings by James C. Petrillo, AFM president, was almost unanimously critical of the union head. Most editorial writers agreed that he had tackled a difficult assignment in endeavoring to protect his little band of recording musicians from sweep of technological progress.

Typical views are illustrated in these excerpts from newspaper editorials:

- "Technology, in its own way, moves a good deal more implacably than even Mr. Petrillo. Mr. Petrillo is likely to find a good many holes in his dikes, and although he is both a confident and an industrious man it may be beyond him to plug them all. We can expect a flood of records from Great Britain, for example. Defections from his union are not out of consideration, for recording has been a profitable affair for a small number of musicians."

- "Non-union orchestras might even succeed in encroaching upon all union preserves, protected by the Taft-Hartley Act and its ban on jurisdictional strikes and secondary boycotts. Neither the public nor this major industry can be expected to give up without a battle, and even though Mr. Petrillo is no mean battler he may find himself clearly on the losing side this time." — New York Herald-Tribune.

- "This is the issue that Petrillo's arbitrary decree poses: Shall the immediate selfish interests of one small group be protected at the expense of society as a whole?" — Chicago Daily News.

- "In effect, if his own reasoning were followed to its logical conclusion, Mr. Petrillo would featherbed out of existence the very base upon which modern mass communications rests—the reaching of millions through technical ingenuity."

- "It would seem to have served the useful purpose of illustrating with particular vividness the extraordinary powers which even now a headstrong labor leader can command. It must be hoped that the lesson will not be lost either on Congress or on those who believe public interest must take precedence over any individual's personal ambition." — New York Times (WXQR).

- "It is doubtful whether the scheme will actually dry up new recordings. Mr. Petrillo's jurisdiction ends at our national boundaries, and records from which recordings are duplicated can be sent anywhere in the world in a few days by air mail.

- "The real objective may be some agreement which would perpetuate the millions in royalties that the union is now collecting, or extort- (Continued on page 99)
FCC Issues Grants For Five Daytimers

Also Approves Increase in Power From 1 to 5 kw For WKST

GRANTS for five new daytime stations and an increase in power from 1 to 5 kw on 1280 kc for WKST, New Castle, Pa., were authorized by FCC last Thursday.

Among the grants were one at Waltham, Mass, to a group including Richard C. O'Hare, Washington radio lawyer, and one at Lawson, Ky., to Kentucky Mountain Holiness Assn, a religious organization.

The new-station actions granted daytime-only applications of Southwestern Broadcasting Co. of Mississippi, for 1010 kc with 250 kw at McComb, Miss.; Charles River Broadcasting Co. for 1330 kc with 1 kw at Waltham, Mass.; Dowlander Broadcast Co. for 950 kc with 1 kw at Dothan, Ala.; Kentucky Mountain Holiness Assn for 730 kc with 1 kw at Lawson, Ky., and Williamson County Broadcasting Co. for 1260 kc with 1 kw at Taylor, Tex.

Ownership of the grantee companies:

Dowlander Broadcast Co., Dothan, Ala.—Partnership of Owens F. Alexander, who has been an announcer at WTVNS, WQusses, Saf, KFVM, and WFPA Montgomery, and R. A. Dowlander Jr., a World War II veteran. Mr. Alexander was in the Navy from 1942-46.

Southwestern Broadcasting Co. of Mississippi—Mr. Leon, Kenneth Hinton Quinn, engineer of WQKS, McComb; Phillip Lang Brody, radio repairman; Albert Smith, associated with an auto parts company, and J. F. Martin, dentist.

Charles River Broadcasting Co., Waltham, Mass.—Mr. Leonard composed of Richard C. O'Hare, of the Washington radio law firm of Dempsey & Kopovits, and L. P. Liles and John R. Hause of Birmingham, Ala., businessmen.

Kentucky Mountain Holiness Assn., Lawson, Ky.—Religious, nonprofit organization with members composed of Miss Lela G. McConnell of Lawson, president and treasurer; Rev. Martha L. Young, Wally McStay, Ky., and Mr. and Mrs. R. L. Swauger of Lawson, Williamson County Broadcasting Co., Taylor, Tex.—Partnership of Graham L. Dodson, Taylor insurance man, 40%; Dr. Raymond Garrett, veterinarian, 25%; Ross E. Prescott, attorney partner in firm for Reo, Okla., 5%.

AP to Develop Newsreel Service for TV Outlets

THE ASSOCIATED PRESS board of directors has approved plans to develop a newsreel service for use on television outlets of member radio stations, it was announced last week by Kent Cooper, AP executive director and general manager. Hugh Wagnon, chief of AP's Philadelphia bureau, will head the new operation.

The newsreel arrangement will provide for dual film among participating stations on the same basis as when newspapers now are being exchanged among member newspapers through AP Wirefeeder.

Mr. Wagnon will make his headquarters at AP's general offices in New York, with the title of executive representative.

Chizzini, Phelps Named NBC Account Executives

FRANK E. CHIZZINI, former Central Division manager of NBC's Radio - Recording Division, and Charles E. Phelps, former RCA International sales representative in Paris, have joined the NBC Network Sales Dept. as account executives, it was announced last week by Edward R. Hintz, assistant director of network sales.

Mr. Chizzini joined NBC in the New York Sales Promotion Dept. in 1934. Mr. Phelps came to the network in 1931 as night manager.

Shrier to MBS

WILLIAM L. SHRIER, news commentator and author who resigned from CBS several months ago in what he alleged was a dispute over his political views, last week was signed by Mutual to broadcast a weekly commentary beginning sometime in November. Details of his Mutual show have not been set.

CBS AFFILIATES HOLD TWO MEETS THIS WEEK

CBS eighth and ninth district affiliates will meet this week in Dallas and Tucson respectively, the network has announced.

The ninth district, comprised of CBS affiliates in Montana, Idaho, Nevada, Utah, Arizona, New Mexico, California, Oregon, and Washington, is meeting at El Conquistador Hotel, Tucson, Oct. 26, 27 and 28. The eighth district, including stations in Oklahoma, Texas, and Shreveport, La., will meet at the Hotel Bar in Dallas Oct. 30-31.

The following executives from CBS headquarters in New York will attend both district meetings: Frank K. White, vice president and treasurer; H. V. Akers, vice president in charge of station relations; C. E. Midgley Jr., sales service manager; Wm. B. Lodge, director of general engineering, and J. Kelly Smith, director of station relations.

Leaver Brothers Changes Lifebuoy Soap Account

LEVER BROTHERS CO, Cambridge, Mass., has transferred its million and a half dollar account, Lifebuoy Soap, from Ruthrauff & Ryan, New York, to Sullivan, Stauffer, Colwell & Bayles effective Jan. 1.

The company, however, has retained Ruthrauff & Ryan to handle a new product, the name and nature of which is to be made known at an early date. Canadian advertising of Lifebuoy will also continue to be handled by Ruthrauff & Ryan.

Pryor Joins F C & B

ROGER PRYOR, screen, stage and radio actor, producer and director, has joined Poole, Con & Belding, New York, as executive assistant to Ralph B. Austrian, vice president in charge of television. Mr. Pryor will supervise television production.

“Meatless Tuesday! Why doesn’t Luckman suggest a soapless Saturday?”

Overview of the United Press

Acme News Pictures Will Extend TV Service

EXTENSION of the United Press-Acme News Pictures leased news and telephoto wires for television service to Philadelphia and Chicago was announced last Friday by Edwin M. Williams, UP vice president and general business manager, and Floyd Ferguson, president of NEA Acme.

The joint announcement said that the expansion coincides with signing of several new television contracts, and that the additional newsreel service would be ready soon to augment the present spot news and pictures.

Discussions were said to be in progress with the networks regarding establishment of five-minute television newscasts out of Washington six days a week. These newscasts will include both spot news and interviews, and are in addition to the script and picture service which UP and Acme launched early in September.

HEARING SET ON WORL FACILITIES REQUESTS

FOLLOWING UP its reaffirmation of the decision denying licensing renewal to WORL Boston [BROADCASTING, Oct. 20], FCC last week called a hearing for Dec. 15 on the six pending Boston applications for WORL's facilities (960 kc, 1 kw, day).

At the same time the Commission by limited invited further applications, pointing out that under FCC rules one application will not be consolidated with mutually exclusive applications already set for hearing if it is filed at least 20 days before the date set for hearing on the applications on file. This would give would-be applicants to WORL's channel until 20 days before Dec. 15 to file.

Pending applications are those of Continental Television Corp., Bunker Hill Broadcasting Co., and Pippin Broadcasting Co., each seeking stations on 960 kc with 1 kw, daytime only; and Joseph Solomon, Boston Radio Co., and Pilgrim Broadcasting Co. requesting 950 kc with 5 kw, daytime only.

The hearing will be held in Boston.

WORL's license renewal application was denied on grounds of concealment of ownership. The station is operating on temporary extension of license to Nov. 30.
Rev. Smith Assailed at WIBK Hearing

Part Owner of Knoxville Station is Scored By Witnesses

By LARRY CHRISTOPHER

FUNDAMENTALIST Preacher J. Harold Smith sat in abject respect before the FCC last week to answer inquiry into alleged misrepresentation in obtaining a construction permit for WIBK Knoxville, Tenn., a 1-kw daytime outlet on 880 ke.

Known to his friends as "Preacher" and to those who testified against him as "intolerant," "uncharitable," and "a religious racketeer," Reverend Smith sat apparently unperturbed throughout the week as observations upon his reputation and character mounted.

The man who has been put off existing stations for his alleged vilification of others, from time to time during the hearing firmly identified as his own those writings which FCC counsel introduced and which were played to support the charges against him.

With the Commission's most liberal member, Comr. Clifford J. Durr, presiding the proceeding concluded an application for a license to cover the WIBK construction permit and an application for a new FM station. The hearing ran Monday, Wednesday, Thursday, and Friday.

WIBK Ownership

Reverend Smith is president and one-third owner of Independent Broadcasting Corp., WIBK permittee and FM applicant. His wife, Myrtice Rhodes Smith, is also one-third owner and is secretary-treasurer. A one-time employee of WRGC and WAVE Louisville, Marvin I. Thompson, is holder of the other one-third interest and is vice president. Reverend Smith also holds all voting stock.

WIBK's application for by Reverend Smith and his associates following unsuccessful efforts to secure commercial religious time on existing stations [BROADCASTING, July 29, May 13, 1946]. The application was filed in July 1946 and was granted without hearing in October of that year. Three technical modifications subsequently were submitted.

On Aug. 14 of this year FCC announced that on the basis of new information received it considered a hearing was required. Among the matters to be investigated the Commission listed a determination of the legal, financial and other qualifications of the applicant; whether statements and representations made to the Commission reflect the true facts; whether both contracts and obligations respecting ownership have been properly reported; whether other interests of owners have been fully disclosed, particularly Reverend Smith's interest in XERF Villa Acuna, Mexico, and a determination of the program service and areas to be served by both the AM and FM operations.

The investigation chiefly concerned two WIBK principals, Reverend Smith and Mr. Thompson. They appeared on the stand throughout the week in broken sequences. Reverend Smith and his associates were represented by Frank Stollenwerck, Washington radio attorney, and J. W. Baker of Knoxville.

Mr. Brown (L) and Mr. Peace during a hearing recess.

Worth Clark Added to FCC Prospects

Denny Winds Up Tenure At Thursday Meeting Of Commission

ALTHOUGH HIS RESIGNATION is not effective until Oct. 31, Charles R. Denny wound up his official tenure as chairman of the FCC last Thursday, with no indication from the White House as to when his permanent successor would be named.

A new and potent—name dropped into speculation on the successorship, however. Former Sen. D. Worth Clark, Idaho Democrat, was represented by those close to him as possibily available.

His name was added to those of J. Leonard Reinsch, managing director of the Cox radio stations and Presidential radio adviser; and Wayne Coy, director of radio of the Washington Post stations and former administrative assistant to President Roosevelt.

While the President has made no statement on the Denny successorship, administrative sources have indicated that he is in no great hurry to fill the post and that he is seeking a well-qualified executive with radio knowledge or background. Messrs. Reinsch and Coy have those requisites while former Sen. Clark, a practicing attorney in Washington and Idaho, holds a minority interest in KJBS San Francisco.

It was doubted whether the appointment would be made on a "recess" basis, now that the President has called a special session of Congress for Nov. 17. More than likely, it was thought the President would wait until Congress convenes before submitting his nomination for the Denny vacancy.

The nomination will be for membership on the FCC, not the chairmanship, since the President selects the chairman from among the seven commissioners. The nomination goes to the Senate Interstate Commerce Committee for action, and thence to the floor for confirmation.

Walker Chairman

Acting chairmanship of the FCC, it was expected, would devolve upon Paul A. Walker, charter member of the Commission and its vice chairman. He is not regarded as a candidate for the permanent chairmanship, however.

Mr. Denny terminated his official status following an all-day meeting of the FCC last Thursday. His colleagues gave him a farewell dinner Thursday night. He is expected to go to Havana for a vacation, but prior to his departure he may complete arrangements for his home in New York. He is expected to take over his new duties as vice president and general counsel of NBC shortly.

Mr. Clark, who is 45, is a well-known figure in Washington political, legal and radio circles. Born in Idaho Falls, Idaho, he graduated from Notre Dame in 1922 and received his law degree from Harvard in 1925. He practiced law in Pocatello until 1933, became assistant attorney general of Idaho that year and served until 1935 when he was elected to Congress. In 1939 he was elected to the Senate and served one term, which wound up in 1945. He was defeated in the primary by the cowboy radio crooner, Glen Taylor, later elected.

Author of the 1942 resolution to investigate AFM's President James C. Petrillo, Mr. Clark served as chairman of the subcommittee which subsequently conducted an investigation into AFM's activities. He holds a 10% interest in KJBS, and is associated in that venture with William B. Dolph, executive vice president of WMT.

FORMER SENATOR CLARK

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Audience Measurement Battle Flares

**NBC Hits Mutual, CBS Plans; Says Only BMB Reliable**

NBC squared off in the radio audience measurement battle last week by taking a poke at Mutual’s “listenable” technique (Broadc. Eng., Sept. 29) and the “effective coverage” use of Broadcast Measurement Bureau figures proposed by CBS in trade paper advertising last July.

NBC executives criticized the Mutual technique as failing to meet timebuyers’ demands for a measurement of actual audience and said that the CBS statistics of “effective coverage” constituted a “bastardization” of BMB figures.

The charges were made during a press conference held to introduce a new booklet—“Listening Levels”—being circulated by NBC.

The NBC booklet compared the four major networks on 10, 25, 50 and 75% levels of “listening” in BMB counties and said that “in any comparison of BMB figures on any level, day or night, the NBC network stands far above all others and the higher the standard (level of comparison) the greater is NBC’s superiority.”

Charles P. Hammond, NBC vice president, and Hugh M. Beville Jr., the network’s director of research, asserted at the news conference that NBC was supporting BMB because it was the only uniform measurement.

Mutual’s “listenable” measurement, they said, purported to reflect only potential audience, and even granting that, they were not certain that it was not too optimistic about Mutual’s potential.

Although neither the BMB nor Mr. Beville mentioned CBS by name, their sallies against “effective coverage which another network talks about” left no doubt as to the identification of the network.

Mutual’s introduction of “listenable” and its refusal to date to subscribe to the next study by BMB were described by the NBC executives as contributing to confusion within the industry.

“It is not helpful to the advertiser,” said Mr. Hammond, “to come out with ‘listenable’ in place of BMB.”

**Kobak Condemns Research Waste, Says Radio ‘Confused’**

BROADCASTERS are wasting millions of dollars in research and particularly in the wrong kind of research, Edgar Kobak, president of MBS, told 250 Philadelphia radio executives a nd their wives at the “Radio Night” festivities Oct. 22 of the Pennsylvania Broadcast Club, Philadelphia’s nationally-known ad club.

He accused the industry of becoming so research and survey-minded that “we’re getting confused.” He explained that he was not opposed to fact-finding but that there was too great a volume of misdirected survey material which resulted in increased costs.

He also explained his opposition to BMB, saying that any research that takes over a year to do and which takes further time to get out “isn’t worth the money.”

Another facet of radio costs which he hit was the high expenditures for talent. He said that a particular star might be paid $5,000 for a program and would be quite satisfied until he heard another was getting $5,000. Then the first star would want $5,000, too, as they have to keep the show free and that they were determined to keep it operating thus under the American system and not permit any government bureaucracy to take it over.

Harry L. Hawkins, club president, presided and an entertainment was put on by talent from local stations.

“effective coverage,” he said.

The CBS measurement of “effective coverage,” according to its measurement, the trade press last July, was based on areas where 50% or more or all radio families listen once a week.

The CBS revelation of “effective coverage” occurred after NBC had issued figures comparing network audiences in areas where 75% listen.

According to the NBC measurement, it was 75% “listening, NBC claimed, for nighttime listeners, 30,116,240 families, and said CBS had 22,689,710; daytime figures were NBC 22,665,840 and CBS 14,558,060.

CBS “effective coverage” showed NBC with 33,869,330 nighttime families and CBS with 32,400,150, NBC with 33,497,250 daytime families and CBS with 31,658,080.

Mr. Beville said that in computing its figures CBS had added total radio families in areas where 50% or more listen whereas NBC had computed its data on actual percentage of listening in the various areas.

**The CBS View**

Following the NBC criticism last week, a CBS official pointed out that the CBS ads had been taken to make clear “our concept of coverage.”

“If you can get into a county with 50% or even a pretty nearly everybody,” he said. “The 50% level, he said, had been used earlier by NBC itself in measuring network penetration.

The NBC use of a higher level of 75% was made the CBS official guessed, only because NBC showed up favorably in comparison with other networks at that level.

At the NBC press conference Mr. Beville questioned the arguments by NBC executives that Mutual had all but improved.

(Continued on page 95)

**SEC Thomascolor Probe Ends After Five Weeks of Hearing**

HEARING before Securities and Exchange Commission Trial Examiner Richard Townsend ended Oct. 20 in the inquiry into the proposed $100,000 public stock sale by Thomascolor Inc.

Before the close of the hearing, however, Theodore Pierson, company attorney, asked for oral argument before the entire Commission on a motion to dismiss SEC’s stop order proceedings. A date has not yet been set for the argument.

In asking for his motion, Mr. Pierson admitted that the original statement of the company, which caused the inquiry to be started by the SEC, was inadequate but argued that amendments already filed and others to be filed now made a step order unnecessary.

When both sides concluded presentation of their testimony, the record in the five-week-old hearing numbered more than 2000 pages.

Final two days of the inquiry was almost entirely the hearing of testimony by Richard Thomas, 49-year-old inventor of the Thomascolor process and president of the company.

By the process, the color for black and white negatives of a scene are expanded into green or blue tones which are converted into the 49 stations which are then synchronized and combined to make a scene. This film is processed for each of the images caused by prisms to register on top of each other thus producing the color screen.

The process is said to be almost entirely adaptable to television and by its speed in processing, as compared to other color processes, has been considered by some to offer a solution to the color television problem.

Among other developments at the final days of the hearing was the testimony by Harold V. Lee, controller of sales for the proposed issue, who testified that the first manufacturing business of Thomascolor, should the new issue be permitted, would be the production of process masks and photo-engraving devices.

**Special Session**

IT IS TOO EARLY to say whether any effort will be made in the special session of Congress opening Nov. 17 to bring up legislation amending the Communications Act of 1934, Senator Wallace H. White Jr. (R-Mass.), author of the White Bill (S1333), said Friday. Senator White intimated that he had not finished redrafting the bill and that the introduction of new legislation also would be dependent upon how speedily Congress gets through with emergency legislation. However, both Senator White and Speaker Joseph Martin (R-Mass.) left the door open for introduction of any type of legislation, including radio. Speaker Martin said: “When Congress is in session it is proper for anything to be brought up.”
Distribution hits 81% in 6 months

This is one for the book! Less than 6 months ago, the Virginia Products Company had their Old Virginia Corned Beef Hash in only 32% of Richmond's grocery stores.

They decided to take to the air. WLEE was their choice. They bought six quarter hours per week. In almost no time they doubled their W-L-E-E air time.

After 6 months, you'll find Old Virginia Corned Beef Hash in 81% of Richmond's grocery outlets!

This proud client credits W-L-E-E with this success. No other advertising medium was used.

If you have something to sell in Richmond, and you want some action... get the W-L-E-E call letters on your list.

W-L-E-E
Mutual... in Richmond

IRVIN G. ABELOFF, Gen. Mgr.
BROADCASTING * Telecasting

Represented by Headley-Reed

TOM TINSLEY, President
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Tip to Grid Coaches

CONVINCED that a television set can be used effectively as a football coaching aid, Chick Mileham, athletic director at the U. of Cincinnati, has requested one for the use of the university's coaching staff. The Cincinnati home games are telecast by WSXCT, Crosley Broadcasting Corp.'s experimental station, and after witnessing one of the telecasts Mr. Mileham remarked: "Line coaches, watching the game from field-level, are likely to miss many important plays. But if they can watch via television, they can see all plays as the camera sees them—from high over the field."

EXECUTIVES OF WLIZ (Bridgeport Broadcasting Co.), authorized 1 kw daytime on 1300 kc, discuss contract placed with Rozene Advertising Co. of Bridgeport to handle the station's advertising. Seated (1 to r): Robert E. Dreier, secretary; G. Gresham Griggs, treasurer; William Elliott, president and general manager. Standing: Hillis W. Holt (1), construction engineer; Emanuel Slotnick, vice president-sales director.

WSIX gives you all three: Market, Coverage, Economy

AMERICAN • MUTUAL
5,000 WATTS • 980 KC

Represented Nationally by
THE KATZ AGENCY, INC.

INDUSTRY PROSPERS

In the Nashville market area industry is certainly prosperous. Carload shipments in and out are well over the record 1946 figure. But most important, the current employment index is over 9 percent higher than last year at this time. . . . But check the market figures yourself then make plans to share in annual retail sales of more than 356 million dollars. . . . Let WSIX help put across your sales message effectively and at reasonable listener cost. A large audience listens regularly to favorite shows over WSIX.

WBBC AT FLINT BEGINS OPERATIONS ON 1 KW

WBBC Flint, Mich., Mutual's 467th affiliate, began operations Oct. 13. The station, owned by Booth Radio Stations Inc., is on 1390 kc, with 1 kw, fulltime. The station also has an FM grant, and plans on television operations in the future.

Taking part in the opening ceremonies were numerous civic and radio personalities, among them: John Lord Booth, president of Booth Radio Stations, licensee; William J. Scripps, managing director of WWJ Detroit; Robert L. Mabry, WBBC's program director; Flint Mayor Edward J. Viall; Robert L. Balfour, managing director of WBBC; Hugh M. Gray, vice president and station manager of WJLB Detroit; Eric V. Hay, vice president of Booth Radio Stations Inc. and commercial manager of WJLB.

"Radio has bound the world together," Mr. Scripps told the radio audience during the opening program. "The electrical energy of broadcasting can transmit on the spot news of any event from any place on earth as it is happening. Certainly radio's ability to cover the globe has increased knowledge of the world. . . ."

Meter to Get Test

ENGLISH photoelectric exposure meter which reports daily has television uses, is to undergo tests at American Telecasting Corp. Studio, Hollywood. Manufactured by General Electric's English plant, instrument is said to possess range of 1/500 of a second to two hours and 47 minutes.

'T-DAY' PROMOTION

'Milwaukee Journal' Prepares To Open Its TV Outlet

WTMJ-TV, television station of The Milwaukee Journal, is stepping up promotion for its "T-Day" on Dec. 3, date station is scheduled to begin telecasting on a regular program basis.

Highlight of the promotion has been a series of "television nights"—information and demonstration meetings attended by the city's radio dealers, government and civic officials, welfare and labor leaders, and educators. More than 400 dealers attended the demonstration arranged for them. The Journal's television plans were outlined by L. W. Hertzog, assistant general manager of radio for The Journal Co.

Other promotion has included time on both WTMJ and WTMJ-FM, an advertising campaign in the Journal, and the use of signs on Journal trucks and displays in Journal Bldg. in downtown Milwaukee and at Milwaukee's (WTMJS) Radio City.
You can't cover California's Bonanza Beeline without on-the-spot radio

One word explains why you need on-the-spot radio to cover the McClatchy Beeline. Mountains. That's right — this bonanza market (California's central valleys plus western Nevada) is surrounded by high mountains that virtually block outside radio signals.

So let the five on-the-spot BEELINE stations sell for you. Together they blanket this whole 2 Billion Dollar market. Individually, they're local favorites — favorites from 'way back.

For example, look at 17-year old KERN, the Beeline station in Bakersfield. EMB audience reports for the city show KERN daytime 81%, nighttime 94%. Find out how this and the other Beeline stations can sell for you.

McClatchy Broadcasting Company

KFBK
Sacramento (ABC)
30,000 watts 1500 kc.

KOH
Reno (NBC)
1000 watts 640 kc.

KERN
Bakersfield (CBS)
1000 watts 1610 kc.

KWG
Stockton (ABC)
500 watts 520 kc.

KMJ
Fresno (NBC)
500 watts 610 kc.
National Daytime Average

only one mike "stands up"
As a buyer of daytime spot radio, you know that there are three major Chicago "mikes" which are a lot alike. Each carries the call letters of a network affiliate. Each is backed by 50,000 watts. Each broadcasts more than four hours of network programs during the daytime. Yet only one of these three "mikes" delivers a higher Hoeoperating for its daytime network shows than the national average.

in Daytime Chicago...

...WBBM's of course!

WBBM's daytime CBS shows command an average rating 5.3% higher than the nation-wide average! What about the other two major "mikes"? The daytime network programs of "B" have an average rating 10.2% below the national average, while "C's" daytime network programs have an average rating 28.3% below the national average.*

What gives WBBM far more pulling power than its closest competitor? That's easy. It's WBBM showmanship—a talent for backing and balancing CBS network shows with local productions that capture the spirit of Chicago and the lion's share of the Chicago audience. It is this local WBBM showmanship that builds bigger-than-average audiences for all WBBM advertisers—network, national spot and local.

To get extra sales-per-dollar in Chicago, use the "mike" with extra pulling power, with extra selling power. Use WBBM—"Chicago's Showmanship Station." Represented by Radio Sales, the SPOT Broadcasting Division of CBS. New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta.

*C. E. Hooper, Dec. 1946-April 1947
HENRY FORD 2nd (r) spoke to radio audience during intermission when his new Sunday afternoon program, Ford Theatre, was launched over NBC with a dramatization of "A Connecticut Yankee in King Arthur's Court." Broadcast time is 5-6 p.m. EST, and first show was aired Oct. 5. With Mr. Ford are Howard Lindsay (1), program m.c. and William B. Lewis, vice president in charge of radio for Kenyon & Eckhardt, agency handling show.

GE's Workshop Attracts Over 4,500 in 10 Cities
OVER 4,500 persons were in attendance at the first 10 stops of General Electric's traveling FM workshop [BROADCASTING, Oct. 13], it was reported by H. A. Crossland, sales manager of the Electronics Dept.'s Specialty Division.

Designed to aid local technicians service FM receivers, the workshop had a record attendance of 750 technicians and servicemen at New York City. Other cities visited were Hartford, Boston, Pittsburgh, Cleveland, Columbus, Detroit, Chicago, Milwaukee and Minneapolis. Stops are scheduled for 23 more cities before Dec. 23.

CBS RESEARCH Dept. has estimated that as of Sept. 1 there were 50,000 television sets in use in the greater New York area, of which about 15% are located in bars and other public places.

WSBT GIVES YOU PRIMARY COVERAGE OF A BILLION DOLLAR MARKET
Retail sales in the primary coverage area of WSBT totalled $1,090,269,000 in 1946! The rich counties of northern Indiana and southern Michigan which comprise this billion-dollar market have a combined population of 1,300,500. And there are 414,700 radio homes in this area (BMB report). Remember — this is primary coverage! WSBT secondary coverage blankets two-thirds of Indiana, stretches well up into Michigan, and extends into Illinois and Ohio.

M. H. RAYMER CO., NATIONAL REPRESENTATIVE

HOUR-LONG TV SHOW DIRECTED TO CHILDREN
RCA VICTOR Distributing Corp. of Chicago launched a full-hour television show across the board Oct. 13 when it began sponsorship of Junior Jamboree on WBBK Chicago, Balaban & Katz video station.

Aired Mon.-Fri., 5-6 p.m. (CST), series is designed to appeal to children ages of six and 16 with demonstrations of model airplane construction, scouting, sports and other juvenile interests. Cartoons, educational films, travelogues and live talent also will be presented.

Hadley Chapman, general manager of RCA Victor Distributing Corp., said the company's Chicago dealers were inviting children who live near their stores to see the show on demonstration sets for the purpose of building an audience. Series was placed through J. Walter Thompson Co., Chicago, on a 13-week basis.

RCA Book Out
FIRST volume in the new Engineering Book Series published by the RCA Review department of RCA Labs, has just come off the presses. The 165-page book, Patent Notes for Engineers, represents "a serious effort to bridge the technical gap between engineers, research workers and inventors generally, and their patent attorneys." Covering the field of inventions and patents, the book is fully illustrated and indexed. Price is $2.50 per copy in the U.S. and $2.70 elsewhere.

AWARD for outstanding accomplishment in merchandising and promotion of retail meat industry has been presented to WLW Cincinnati, by the National Assn. of Retail Meat Dealers of the Greater Cincinnati Area Assn.
Things (and people too*) are really Humming in Eastern Iowa.........

* to the songs of

Tony Martin

and his Texaco Show

Another top CBS show is exclusive WMT feature.
No wonder WMT delivers more listeners at less cost!

Roll out that market map and put your finger on WMTland (eyes right—). It's America's big, new Twin Market—where the country's finest farmlands are producing at a sensational pace—and Industry goes into high gear with 178 new plants erected since V-J Day! Both of these markets are covered by Eastern Iowa's Number One station—1,131,782 persons within our 2.5 MV line. Get all the facts and get on WMT. Our story is a big one to tell—an important one to hear. Contact your Katz Agency man at once.
New AM Grants Proposed for Ventura, Battle Creek, Elyria and Maysville, Ky.

EFFECTUATING four proposed decisions, FCC last week issued grants for four new AM stations and denied applications for three others.

The grants went to:
1. Elyria-Lorain Broadcasting Co., for use of 300 kw with 1 kw directionalized, at Elyria, Ohio.
3. Coast Ventura Co., 1450 kw with 250 w interconnected, at Ventura, Calif.

In the Ohio-Michigan case, FCC denied the mutually exclusive application of WLAV Grand Rapids for authority in Ypsilanti, 1350 kw with 250 w to 930 kw with 1 kw, basing its decision largely on "equitable distribution" provisions of the Communications Act [BROADCASTING, Sept. 18]. In the Ventura case the rival application of Ventura Broadcasters was denied, FCC's choice turning largely on Coast Ventura's greater extent of ownership [BROADCASTING, July 7].

The application of Radio Springfield Inc. for a new station at Springfield, Ill., was denied on grounds of excessive interference with existing stations. New owners, however, will operate the Maysville, Ky., proceeding involved competing applications. Ownership of the grantee companies:
1. Elyria-Lorain Broadcasting Co., Elyria, Ohio—The company, an FM grantees, is owned by 64 stockholders, none of whom has more than 1.5% interest. Roy W. Amnell, president and general manager of Elyria Telephone Co., heads the radio firm. Other stockholders include Ronald B. Woodward (45% of WIZE Springfield, Ohio), Loren Berry, Frank Gallagher and Gustav Hirsch, who with Mr. Berry have interests in applicant or grantees companies at Dayton and Columbus.
2. Coast Ventura Co., Battle Creek—Owned equally by Robert Harmon Jr., president, and Mr. Harmon's brothers, who are local automobile dealers.
3. Standard Tobacco Co., Maysville, Ky.—Charles P. Clarke, president, and J. M. Finch Jr., secretary-treasurer, own 75% of the stock, with W. R. Bissell holding the remaining 25%. None of the principals have interests in other licensees.

WFAH Moves Quarters
WFAH, Alliance, Ohio, FM outlet, has moved into its new home, a three-story brick residence which belonged to the late F. A. Holles, publisher of the Ventura case, and Comr. E. M. Webster and Robert F. Jones did not take part in the Ohio-Michigan and Kentucky proceedings.

WATEL-WBGE LATERAL Enables Atlantans to Hear Grid Game of Trippi

WATEL-WBGE LATERAL Enables Atlantans to Hear Grid Game of Trippi— plans were all set for WATEL Atlanta to rebroadcast from teletype games of the Chicago Cardinals professional football team so that the home folks could follow the exploits of one of their favorites, Charlie Trippi.

Sportscaster Stan Raymond was raring to go when the station discovered it didn't have the time available. This was an unusual problem and required an unusual approach, so Mike Benton and Maurice Coleman, owner and general manager, respectively, of WBGE Atlanta, were approached to see if they could carry the game by means of a wire from the WATEL newsroom.

WBGE not only carried the game but went a step further and gave acknowledgment to WATEL during station breaks. Arrangements were handled by Chace Adv., Atlanta.

DEADLINE REMINDERS ARE SENT BY DUPONT
STATIONS are again being reminded of the final deadline of the Alfred I. dupont Radio Awards Foundation's 1947 competition [BROADCASTING, June 23]. Entries must be submitted by Dec. 31, 1947.

The awards for 1947 probably will be presented during the September 1948 or as soon thereafter as possible. The radio station awards will be conferred upon two stations in the U.S., one to a station representing those stations possessing facilities above the average in power and coverage; the other to one from the small station group. The radio commentator award carries with it a $1,000 prize.

Additional information may be obtained from W. H. Goodman, secretary of the Committee of sponsors of the Alfred I. du Pont Radio Awards Foundation, P.O. Box 726, Jacksonville 1, Fla.

'Authorized' Servicemen Plan Weighed by RMA
PLAN to set up a system of "authorized" servicemen with approved servicing of radio sets as the goal, is being developed by the Service Committee of the Radio Manufacturers Assn.

First announcement of the plan, made at a hearing before City Commissioner Stanley M. Issacs, of New York, induced the official to defer action on his proposed municipal ordinance designed to require licensing of radio servicemen. The ordinance was formally opposed by RMA as undesirable and ineffective. Joining in opposition were O. E. New York Better Business Bureaus and Commerce & Industry Assn. of New York. Appearing for RMA were General Counsel W. Van Allen and L. L. Parkinson, chairman of the Service Committee.

The plan for "authorized" servicemen will be submitted to the RMA board at its January meeting.

WEDC Renewal
WEDC Chicago, owned by Emil Denemark Inc., has been granted renewal of license for the period ending Aug. 1, 1949. The station's license expired Aug. 1, 1946, and it has been operating on temporary extensions since that date. Commission had sought additional information and decided on its application under Sec. 308 (b) of the Communications Act. WEDC is assigned 250 w on 1240 kc, sharing time with WCRW and WSBC Chicago. Comr. Clifford J. Durr and Robert F. Jones voted for hearing.

WBJK-PM broadcasting simultaneous programs, with the exception of WEDC's broadcast of local news on Thursdays from 9 p.m. to midnight. Station formerly broadcast from 9 p.m. to midnight. Station operates at present on 1 kw, channel 226, 93.1 mc.

Glass brick and clean modern design highlight new studio, office and transmitter building of WMNC Morgantown, N. C. Station went on the air Sept. 23 on 1490 kc, 250 w, unlimited time. Nathan J. Cooper is owner and general manager; Elmer Troutman, chief engineer and Robert Perkins, program director.

We Are MISTAKENLY Listed In Petition, WWWC Says
WWW Washington has told FCC that WEAM Arlington, Va., was mistakenly listed, in a WWWC petition, among stations of the Washington area which broadcast information on horse races. The petition asked FCC to say whether WEAM's broadcast of horse races would jeopardize their licenses by carrying racing data, and named WEAM, WGY Silver Spring, Md., and WJZ Washington's stations which do offer such information [BROADCASTING, Oct. 20].

In an amendment to this petition, WWWC said that it "was informed and believed that at the time it filed the motion for declaratory ruling that station WEAM was broadcasting racing information. Since the filing of the petition, the FCC has been informed that station WEAM ceased broadcasting racing information in August of 1947."

Anti-Trust Laws Scored In Mason Chicago Talk
A CONDEMNATION of the present anti-trust laws was voiced last week by Federal Trade Commissioner Lowell B. Mason, who described them as "the basis for certain antique rituals which have little effective connection with the social, economic and democratic needs of our people."

Speaking before the Chicago Assn. of Commerce and Industry, Commissioner Mason said that no administrative agency should be allowed to prosecute a businessman for a method, act or practice if it is unwilling to first answer an inquiry as to its legality in terms of specific facts. Government prosecution, he said, should not be based on "a lack of proof or without the obscurity of a statute. "It's time," he declared, "Government and business stopped playing cops and robbers with each other."

Make Way for Marshall
CBS said last week that it had canceled a half-hour commercial show worth about $10,000 to the network—Bayer Aspirin's American Melodram Hour—to carry the speeches of Secretary of Commerce George W. Marshall and Britain's Hector McNeill from the Herald-Tribune Forum dinner at the Waldorf-Astoria Hotel in New York last Wednesday night, 8:30 p.m.
of Virginia’s vast forest area of 14,832,500 acres come the raw materials for industries employing nearly 40,000 workers. Not the least of which is the manufacture of heavy paper and paperboard for packaging and wallboard for building construction. An important part of Virginia’s great industrial empire of today . . . a dominion amply served by this institution, its only 50,000 watt radio station.

OUT OF THE FOREST PRIMEVAL

50,000 WATTS NIGHT AND DAY . . . STUDIOS IN RICHMOND AND NORFOLK, VIRGINIA
It's easy to tackle sales resistance in New England or make a long forward pass into buyers' territory. New Englanders like to shop for quality merchandise and have the purchasing power to do it enthusiastically. Your NERN station calls the signals on buying and selling.
FM Outlet of 'Knoxville Journal' Takes the Air WKPB, new FM outlet of the Knoxville (Tenn.) Publishing Co., began operation Oct. 15 with 3 kw at 92.3 mc, broadcasting from 2-9 p.m. daily. Power is due to be increased when additional transmitting equipment becomes available.

Harold G. Price, director of broadcasting for the Knoxville Publishing Co., is manager of WKPB. Studios and offices of the station are located in the Knoxville Journal Bldg., on the downtown square. A tower atop a nearby Hotel Farragut.

250-w KOKX BEGINS: ADKISSON IS MANAGER IOWA'S GOVERNOR, Robert Blue, and state and civic leaders participated in the launching of KOKX Keokuk Oct. 19, with the governor throwing the switch for the opening broadcast. KOKX, a 250-w daytime station on 1310 kc, has planned its programming to include local, state and national news, farm markets and music, according to George B. J. Adkison, general manager. Station has conducted an extensive advance promotion campaign, using newspapers, direct mail, sound trucks, handbills dropped from planes, and "several thousand phone calls," Mr. Adkison stated.

Licensee of the new station, which has studios in downtown Keokuk and is affiliated with Iowa Tall Corn Network, is the Keokuk Broadcasting Co., headed by H. W. Stadler, of the Stadler Cigar Co., who holds 28.3% interest.

Other principals include: F. J. Stadler, Stadler Cigar Co., vice president, 28.3%; L. L. Hart, vice president, 8.3%; W. W. Wolf, secretary, 28.3%; E. K. Johnstone, treasurer, 6.8%.

KURV GETS UNDERWAY IN EDINBURG, TEXAS KURV Edinburg, Tex., became the Rio Grande Valley's newest station Oct. 19 when it began operations with 250 w on 710 kc. Located 1 1/2 miles north of Edinburg, KURV's new building contains three studios and seven offices and will house both the AM and FM transmitters.

Owned by J. C. Looney of Edinburg, the list of personnel is headed by General Manager Louis Aiken Jr., until recently with WINX Washington. Mr. Aiken has 18 years experience as newswoman, announcer and producer and has been affiliated with WLU Cincinnatni, KMOX St. Louis, WSM Nash- ville and the Buffalo Broadcasting Corp., Buffalo, N. Y. Other key personnel listed by the station are Warren Chase, chief engineer, formerly with WINX Washington and the Capital Radio Engineering Institute in Washington; Stewart Gray, program director, previously with WOL Washington and WITH Baltimore; and Mary Louise Wilson of WINX Washington, head of traffic and continuity; Walter Widlar, local sales head, formerly with WJG Cleveland, and Jane Trimmer, station auditor and assistant to the manager, formerly with CARL Arlington, Va.

Programming will consist mainly of news and music with special programs of local interest. The station is on daytime operation at present, but is readying an application for full-time operation.

KWIL-FM Albany, Oregon Commences Broadcasting KWIL-FM, sister station of KWIL Albany, Ore., took the air Oct. 15, operating with 700 w on Channel 269, 101.7 mc. Current schedule of 2-3 p.m. is being mainained for years with demonstrations of FM receivers and will be increased to 2-9 p.m. when turntables arrive, according to the station.

Chester Wheeler, Herb Davidson, Hal Bryan and LeRoy Jolley, respective general manager, chief engineer, commercial manager and program director of KWIL, will hold similar capacities with KWIL-FM.

WLAD at Danbury, Conn., 250-w Daytimer, Starts STAFF of WLAD, new Danbury, Conn., 250-w daytime independent on 800 kc, has been announced by John Deme, president of the licensees, Berkshire Broadcasting Co., and manager of the station.

In addition to Mr. Deme, in radio for many years, WLAD's new research, chief engineer, former WOR New York, WLAD licensee, will be John Bateman, formerly with WEND-AM and WRC-FM, Washington, D.C.

Ed Stadler, former WGAR Cleveland, and Jane Trimmer, station auditor and assistant to the manager, formerly with CARL Arlington, Va.

Early November start is planned by FM station KVNJ Fargo, N. D., owned by North-west Broadcasting Co., John Nystul, president of the licensees, announced. KVNJ has been assigned Channel 222 (92.3 mc) and plans interim operation on a 3-9 p.m. schedule when it takes the air and full-time operation later.

Studios are at 215 1/2 Broadway in downtown Fargo. The studio layout includes, in addition to two studios, a control room, reception room, news room, library, offices and a engineering shop. Formal opening is set for late November.

KVNJ's news coverage will be via United Press, supplemented by local color, every hour on the hour and a 15-minute news round-up in the evening, according to Mr. Nystul.

EXECUTIVES of KOKX Keokuk, Iowa, and the Keokuk Broadcasting Co., licensees, were all smiles as the station prepared to begin operations as a daytime outlet Sunday, Oct. 19 with 260 w on 1310 kc. L to r: W. W. Wilson, station's chief engineer; S. L. Hart, vice president of Keokuk Broadcasting; George B. J. Adkison, KOKX general manager; L. W. Andrews, radio consultant; E. K. Johnstone, treasurer of licensees; H. W. Stadler, president of licensees; Les Wright, Mr. Andrews' assistant.

Helping John Deme (center), manager of the new WLAD Danbury, Conn., celebrate opening of the station at a dinner in Danbury's Hotel Green were Dick Robinson (l), president of WLAD Torrington, Conn., and Lawrence A. Reilly, president of Telecolor Corp. and chief engineer of WSPR Springfield, Mass. In addition to his managerial duties, Mr. Deme is president of the WLAD licensees, Berkshire Broadcasting Co.
ANTI-AD GROUP SMALL BUT POTENT—DREWRY

SUBSTITUTION of government labels for brand names and the uprooting of the entire American economy is the aim of certain small but powerful groups, Dean John E. Drewry, of the U. of Georgia Henry W. Grady School of Journalism, believes. These groups are "more potent than we realize," Dean Drewry warned the Georgia Dailies Advertising Assn., meeting Oct. 18 in Savannah.

Lauding advertising as a main-spring in the American way of life and the major factor in America's superior living standards, Dean Drewry said that if private enterprise disappears so will democracy. He urged immediate action by advertising men to help protect what he described as the "factors underlying American living standards"—mass production, mass distribution and mass availability, which in the final analysis, he said, are advertising.

Dean Drewry cited a further parallel between advertising and social business progress in the United States stating in "the yellowing pages of mail order catalogues—of any advertising pages, for that matter—are the raw materials of business and social history."

FROM PRESS BOX roof, WWJ-TV Detroit cameras send U. of Michigan football games to Detroit's 3,000 video set owners. The Ann Arbor stadium is 37 air miles from Detroit transmitter. Relay station has been built on Toney Ridge, two miles from the stadium. Portable transmitter for cameras is in tent on stadium roof. Audio is handled by Paul Williams from a booth below.

SAVANNAH STORM

Stations Double Up as Power Fails in City

WITH LITTLE warning the tropical hurricane that had headed out to sea Oct. 14 turned back toward Savannah Ga., and caught the city practically unprepared. As soon as the U. S. Weather Bureau issued its first warning, however, Savannah radio stations went on the air for the emergency.

By 5 a.m., Oct. 15, all of Savannah was alerted. NBC ran through a special line to its Savannah affiliate, WSAV. But at the height of the storm, a general power failure knocked out both the transmitter power sources of WSAV. Almost without breaking stride WFRP, Savannah independent, and WSAV merged facilities, operating out of WSAV's studios and feeding the programs through WFRP's transmitter.

Property damage due to the storm was high but no casualties resulted, thanks in large measure, to the broadcast warnings and action of the emergency units.

MINISTERS TO LEARN TECHNIQUES OF RADIO

RELIGIOUS workshops to train ministers in the use of broadcasting will be held Oct. 27-31 by the Pennsylvania Council of Churches. Training courses will be given for state ministers at Gettysburg Col-

lege, Gettysburg, Pa., and St. Michaels Lutheran Church, Harrisburg.

Among stations cooperating in the project are WKBW and WHP Harrisburg; WCHA Chambersburg; WRAK Williamsport; WKBW and WSBA York. John S. Booth, vice president and general manager of WCHA, and David Bennett Jr., program director of WKBW, will take part, along with Elinor Inman, CBS director of religious broadcasts, and Pearl Ross-

er, radio director, International Council of Religious Education.

Representing the clergy in the list of instructors will be Dr. Ralph D. Heim, Lutheran Theological Seminary, Gettysburg; Dr. Edward H. Paisley, Board of Christian Education, Presbyterian Church; George B. Ahn Jr., Pennsylvania Council of Churches; Rev. Charles H. Schmits, Syracuse.

3 Stations Represented By M & S Take the Air

THREE new stations represented by the Washington law firm of Miller & Schroeder took the air within a three-day period. WPGH Pittsburgh, 1060 kc 1 kw daytime, was launched Oct. 19. Station is operated by Pittsburgh Broadcasting Co., owned by Harry M. Bitter Jr. and eight others. General manager is George L. Young, formerly of WSPD Toledo. Mr. Bitter is general manager of WFBO Indianapolis, owned by the Bitter family.

KGIL San Fernando, Calif., took the air Oct. 19 as a 1 kw full-time regional on 1260 kc [BROAD-

CASTING, Oct. 29]. WHUC Hudson, N. Y., began Oct. 21 as a 250-w outlet on 1230 kc. It is owned by two veterans, Robert P. Straka and John F. Carney, partners in Colgren Broadcasting Co.

Transfer of Licenses Granted to KGER, WFHR

THE FCC has consented to assignment of license of WFHR Wisconsin Rapids, Wis., from William F. Huffman, sole owner, to William F. Huffman Radio Inc., a new firm controlled by Mr. Huffman. Permit for affiliated FM stat-

ion is included in the transfer.

At the same time FCC also approved assignment of license of KGER Long Beach, Calif., from Consolidated Broadcasting Corp. Ltd. to Dana Latham, executor under will and trust of C. Merwin Dobyns, deceased. Mr. Dobyns had been owner of Consolidated.
"ZIV'S
"BOSTON
BLACKIE"

RADIO'S MOST EXCITING HALF-HOUR
ADVENTURE-DETECTIVE SHOW!

THE PROOF IS IN THE RATINGS
CONSISTENTLY...BEATS ALL COMPON STATIONS FROM COAST-TO-COAST.

MINNEAPOLIS
SATURDAY, 6:00 p.m., WCCO
16.5
...more than three times its nearest competitor...more than 8 times competing network commentator!
(HOOPER-DEC., 1946)

PORTLAND
SUNDAY, 12:30 p.m., WGAN
14.0
Maine attraction in Portland...57.8% Share of Audience.
(HOOPER-Oct.-Feb., 1946-47)

TORONTO
THURSDAY, 9:30 p.m., CFRB
14.6
Dominates the Dominion...more than twice competing top comic's rating.
(Ellison-Norine-Oct., 1946)

CINCINNATI
SATURDAY, 9:45-10:15 p.m., WKRC
16.9
Outrates a big network comedy, two network musicals; four times higher than a competing network mystery.
(HOOPER-JAN-MARCH, 1947)

ZIV'S
"BOSTON BLACKIE"

NEW ORLEANS
MONDAY, 6:30 p.m., WWL
14.1
Beats a famous commentator on competing network station almost three to one.
(HOOPER-DEC.-APRIL, 1946-47)

YOUNGSTOWN
THURSDAY, 7:30 p.m., WKBN
20.7
...44% Share of Audience...double nearest competitor: a top-flight network singer-comedian.
(HOOPER-FALL-WINTER, 1946-47)

ENEMY TO THOSE WHO MAKE HIM ENEMY
FRIEND TO THOSE WHO HAVE NO FRIEND
ETITION COAST!

LOUISVILLE
TUESDAY, 6:30 p.m., WAVE
21.7
Far and away the rating champ over three popular network shows.
(HOOPER—DEC.—APR., 1946-47)

NEW YORK
WEDNESDAY, 8:30 p.m., WOR
10.8
...the highest-rated ½ hour on WOR all days, all hours.
(HOOPER—MAY-JUNE, 1947)

Greater every year...
156 HALF-HOUR "BOSTON BLACKIE" PROGRAMS IMMEDIATELY AVAILABLE

ZANESVILLE
THURSDAY, 7:30 p.m., WHIZ
20.5
...beats the total ratings of all three competing network stations.
(Conlon—Winter, 1946)

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK  CHICAGO  HOLLYWOOD

TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORS!
GADGET-OF-THE-MONTH
Club Gets Great Mail Response
In First Week on KYW

GADGET-OF-THE-MONTH CLUB received its greatest mail response for the first week of a campaign during the week of September 29 when it opened a drive in Philadelphia over KYW's Musical Clock.

In a letter to Harvey McCall Jr., KYW Sales Manager, the Davis-Harrison-Simmonds Advertising Agency of Los Angeles, told the station that the results blast the myth that Philadelphians are "slow" from a sales response standpoint. Since receipt of the letter, the station has tabulated the second week's mail return, which ran 53.2% greater than the first.

The sponsor offers to listeners an opportunity to take a six-month introductory membership for $1 with a guarantee that the gadgets will be worth more than the membership price.

WFIL-TV TRANSMITTER in Philadelphia is viewed by officials of Katz Agency, which has been named national sales representative for station. L to r: Max E. Solomon, WFIL-TV salesman; John E. Surrick, WFIL sales director; Martin Beck, of Katz; Kenneth W. Stowman, WFIL television director; George Brett, Ted Kruglak and Abe Doris, all associated with agency; Roger W. Clipp, WFIL general manager, and Jerome R. Harrison, of the agency. Engineer at control console is Dick Marshall of the station.

WTAG Leadership Keeps Blazing the Trail!

From its establishment, when radio stations were few and far between, to the present day when their number has reached 1877, WTAG continues to blaze a trail to a position of national leadership—

... in number and fame of public service programs,
... in quality and size of its equipment,
... in extent of production facilities and the ability of its production personnel,
... in the winning of nation-wide awards, and
... in the unfailing loyalty of its audience.

WTAG remains supreme in the great Central New England area.

Worcester
580 KC 5000 Watts

Paul H. Raymer Co. National Sales Representatives.
Affiliated with the Worcester Telegram & Gazette.

The Tops

When Capt. Leonard Schmitz, former head of the Radio and Television Section of the Army's Public Information Section, resigned that post recently, he took with him what is believed to be some sort of record. Among top names featured on programs Capt. Schmitz has produced, both in his last Army position and as officer in charge of Radio Tokyo are: President Truman, War Secretary Patterson, Defense Secretary Royall, and Generals Eisenhower, MacArthur, and Spaatz.

Puerto Rico's Radio Ad Drives Pepped Up

Aggressive advertising campaigns on the radio and in the press are being conducted for many products in Puerto Rico. Joseph M. Madden, secretary of National Export Advertising Service, New York, who has just returned from that market, reports.

A great deal of expansion is taking place in the Puerto Rican radio field. Mr. Madden pointed out. In San Juan, WLAC and WAPA have new studios and transmitting facilities, and WKAQ's new plant is almost ready to go into operations. The newspaper El Mundo is entering the broadcasting field with its new station, WEMB, scheduled to begin broadcasting soon.

Mr. Madden also found WPAB in Ponce, southern Puerto Rico's leading city, to be a well-equipped and well-organized local station. Its power is soon to be increased to 5 kw.

The trend among the major stations is to go from 5 kw to 10 kw, Mr. Madden said. This is said to be an attempt to get island-wide coverage over the mountains separating the northern and southern portions of Puerto Rico.

KWK Gives Its Employees 'Cost - of - Living' Bonus

New Approach toward helping employees meet problem of higher living costs has been instituted by KWK St. Louis. The station has distributed among its 75 salaried workers government "E" bonds in amounts equaling a 5% basic salary increase for the first six months of 1947.

The KWK management, after noting that the Bureau of Labor Statistics cost-of-living index for the St. Louis area for the January-through-June 1947 period showed a 4.5% increase, decided to make the distribution.

Only employees not receiving the bonds were those working on commission, according to Robert T. Convey, KWK president.
In one day...

40,000 FARMERS PAID US A VISIT

WLW wasn't around at the opening of Ohio's first frontier. It was before our time. But 50,000 persons will testify that we were on hand at the opening of the second frontier, held October 2 in Licking County, Ohio.

The event was a Soil Conservation Field Day, officially designated "The Opening of the Second Frontier", and co-sponsored by The Nation's Station as a service to our large rural audience. Nearly 50,000 persons attended the event and, as near as we could determine, at least 40,000 accepted our invitation to visit the WLW tent to witness a television demonstration, see the broadcast of "Everybody's Farm Hour", meet the members of the WLW Farm Program Department, and view the photo displays of WLW-NBC stars.

During the day, two badly-eroded, run-down farms were given a complete face lifting in accordance with U.S. Soil Conservation Service recommendations. More than a hundred pieces of farm and construction equipment and 600 men completed in one day the work a farmer would require four years to accomplish, including fertilizing, strip cropping, pasture renovation, drainage, tree planting, wildlife planting and the construction of fences, diversion ditches, ponds, etc.

Thus, in one spectacular demonstration, WLW helped to impress upon the people in attendance and listeners at home, the sound value and urgent need of soil conservation...one of the prime objectives of WLW's well-rounded farm programming service.
Rivers, as always, channel the life-blood of cities; carry the payloads of commerce; nourish the fruits of agriculture. Rivers, together with other avenues of transportation, make markets; and the six rivers pictured help make six of America's richest markets… those served by Westinghouse stations.

If you want to stimulate distribution in one, or more, of these six markets… you'll find radio your star salesman; and you'll find you can reach the most people, at the lowest cost-per-thousand, through the Westinghouse station. BMB figures, compared with rate cards, will show you why. Consult our national representatives for availabilities.


WESTINGHOUSE RADIO STATIONS Inc
KDKA - KYW - KEX - WBZ - WBZA - WOWO
National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters
WHITE ROSE says it with flowers to Joan Davis on her initial broadcast from Hollywood. White Rose Products, New York, sponsor of the co-op show in that city, sent its agency representative, J. D. Tarcher, to Hollywood with greetings. Joining in wishing Miss Davis well are (1 to r): Ben Gage, announcer; Ernest H. Martin, director of CBS Hollywood network programs; Mr. Tarcher; Dick Mack, director.

United Nations Network Series Getting Fine Station Reaction

AFTER three weeks in which the United Nations program UN To-day, has been carried on the United Nations Network, a survey revealed that station managers across the country are finding the series "well-produced" and "fast-moving" as well as giving splendid listener responses.

"The programs are a distinct asset to our station and a real service to this area," Harry Maislish of KFWB Hollywood said last week.

Leon Goldstein, vice president of WMCA New York, said that "the program is, in our opinion, the answer to radio's limitations in broadcasting lengthy sessions of the UN. It brings the highlights of the sessions to the air . . . Judging from the response of our audience, this program plays a vital role in meeting the people's need for information on UN activities by providing a front-row seat for important UN sessions."

Fred Barr, manager of WWRL New York, stated that "the program presents an intelligent, condensed review of all the high spots in the day's proceedings both at Lake Success and at Flushing Meadow. It is presented in a fast-moving, highly pertinent manner."

Art Harre, general manager of WJJD Chicago, pointed out he had "the assurance of all the radio editors that they will monitor the show and give it not only daily preferred listing but also a review or two every week." Joe Connolly of WCAU Philadelphia said, "It is a well-produced and very exciting broadcast."

The following also found the series warmly acceptable: Joe Hartenbroke of KCMO Kansas City, Clint Sherwood of KSAN San Francisco, John Elliott Sanger of WQXR New York, Fred Weber of WDSU New Orleans, John F. Patt of WAGAR Cleveland, Norman Reed of WWDC Washington, Robert Bell of WCTC New Brunswick.

The United Nations Network now includes outlets in New York City, New Brunswick, N. J.; New England (Yankee Network), Philadelphia: Washington, Cleveland, Chicago, Kansas City, Denver, Salt Lake City, San Francisco, Hollywood, New Orleans, Oakland, Bloomington, Ind., and Alexandria, Va. It was understood also that Don Lee Network is currently clearing time in order to carry the series.

Elgin Enlarges Show

TALENT roster for Elgin Watch Co. CBS Thanksgiving two hour program has been enlarged with addition of following: Alan Jones, Mary Jane Smith, Larry Storck, Sweeney and March, Sir Lancelot. Agency: J. Walter Thompson Co., New York.

PHILADELPHIA SURVEY

Classical Music Best Liked; Comedy Shows Next

AVERAGE Philadelphia listener to his radio seven hours a week and rates classical music as his favorite type of program, with comedy, popular music and drama, respectively, holding second, third and fourth positions in popularity.

This was disclosed in a survey which students of Philadelphia's Neff College made by interviewing people selected at random from crowds of shoppers and workers. Survey further disclosed that most Philadelphians have no objection to commercials but that they prefer a spoken message to a singing or dramatized commercial. Network programs are preferred, the study showed, except for disc m. c.'s.

The college plans to publish results of the survey and to make them available to all Philadelphia stations and advertising agencies.

Nets Plan Pool Coverage For Wedding of Princess

EDWARD R. MURROW of CBS and Arthur Mann of MBS have drawn the choicest assignments in radio's coverage of the Princess Elizabeth-Lieut. Philip Mountbatten wedding on Nov. 20, which will be carried jointly by all four major networks.

They will broadcast a description of the marriage ceremony from a booth inside Westminster Abbey. Frederick B. Oppen of ABC will be stationed at Buckingham Palace to describe Princess Elizabeth's departure for Westminster Abbey. NBC's Merrill Mueller will report from outside the Abbey. Howard K. Smith, chief of the CBS European news staff, will broadcast from Admiralty Arch as the royal procession passes on its way to the Abbey.

The two-hour pool broadcast will begin at 5 a.m., New York time, as the procession leaves Buckingham Palace.

GAB Date Not Set

A MEMO is being sent to stations of the Georgia Assn. of Broadcasters asking for suggestions as to what date the GAB winter meeting should be held. It has already been decided that the meeting will be in Augusta sometime in January, and will probably last one day only. GAB members are asked by Ed Mullinax, GAB secretary-treasurer, to write their preference dates to Allen Woodall, GAB president, and president and general manager of WDAR Columbus, Ga.

TWO FLOOR model FM radio-phonographs have been donated to veterans hospitals at Canandaigua and Bath, New York, by the Discos of America Company's military service committee, which has donated throughout the war and for the two years thereafter.
Large-Screen TV Obstacles Ahead, Warns Dr. Goldsmith

THEATRE television is at approximately the same stage of development as radio in 1920—few know exactly what to expect yet no one in the industry can afford not to investigate it.

That was the essence of a paper read last week by Dr. Alfred N. Goldsmith, consulting engineer, before a gathering of the Society of Motion Picture Engineers attending that group's 62nd semi-annual conference at the Hotel Pennsylvania, New York.

While on the whole painting a bright picture of the future of large-screen video, Dr. Goldsmith, with scientific caution, emphasized the technical and economic barriers that first must be cleared. He warned that much of the appeal of large-screen television lies in its novelty, and declared that after this wears off theatre video will have to compete in intrinsic worth with movie productions.

Dr. Goldsmith said that successful theatre television will require close cooperation between the video engineer, the architect, and the exhibitor. Directional screens, he said, probably will be custom-built to the dimensions of the individual theatre. He suggested a size range of from 6 feet x 8 feet to 15 feet x 20 feet.

As for keeping overhead within the reach of the average exhibitor, Dr. Goldsmith said this might be done through formation of theatre video networks through which telephone lines, radio beams or coaxial cables would carry shows into hundreds of theatres.

Touching on color television in theatres, Dr. Goldsmith said he thought more experimentation is needed in black and white as well as color video before this becomes a reality. He pointed to the scarcity and prohibitive cost of color film as a typical stumbling block.

Dr. Goldsmith urged the society to aid in every way possible in spreading information about television within the industry as well as among the general public, "...to endeavor to raise the level of performance of television as well as films," and to maintain close cooperation with radio engineers, to help further these ends.

Blackstone Trick

HARRY BLACKSTONE, magician, made a Philco radio vanish in his first television appearance Oct. 9 on the Pleasure to Meet You program of WPTZ, Philco television station in Philadelphia.

AWARDS to retailers for best use of the broadcast medium will become a permanent feature of the National Retail Dry Goods Assn. if the second annual contest [Broadcasting, Oct. 6] draws anticipated response from stores and stations.

Entries for the contest will close Dec. 1 to permit selection of winners in time to participate in the January NRDGA convention, to be held in New York Jan. 12-16.

Urging stations to support the awards, NAB has suggested that plans be made to interest retail sponsors in the contest. Rules and official entry blanks are to be sent out soon by NRDGA. The rules will require one transcription of a regularly scheduled retail program, with two copies of the script, list of basic objectives, and type of audience at which it is aimed.

Entries will be classified by NRDGA according to store volume, and judged accordingly. NAB suggested that cooperation of stations with retailers in connection with the contest provides "the sort of cooperation that can grow into a million dollar promotion for radio."

BACK NRDGA CONTEST, NAB URGES STATIONS

WOMAN'S WORLD, BUT... KKLY Spokane Shifts to Male M. C. on Woman's Show

NOT SATISFIED with changing format of its woman's program, This Woman's World, KKLY Spokane, Wash., has gone further and abolished the practice of having a woman as m.c. The shift to a male m.c. was made "on popular demand," station reports.

The new This Woman's World (Mon.-Fri., 4:15-4:30, PST) is dedicated to a different group each day. Monday is Bride's Day, Tuesday Chef's Day (prominent chef features his special recipes), Wednesday Newcomers' Day, Thursday Your Day (when listeners' recipes and household hints are broadcast), and Friday Our Day (program built around favorite recipes of station personnel).
FRANK KATZENTINE
Announces the appointment of

W E E D
AND COMPANY

NEW YORK - BOSTON - CHICAGO - DETROIT - SAN FRANCISCO - ATLANTA - HOLLYWOOD

AS NATIONAL REPRESENTATIVE

5000 WATTS - DAY  DIAL 1360  1000 WATTS - NIGHT
SELLING IS AS SIMPLE AS

WORD OF PRAISE
Minister Finds Radio
Improving Self-

CONVICTION that "no one is more aware of the weaknesses in radio broadcasting today than radio people, and no group is doing a more sincere job of tackling those problems than these same people" has been expressed by an Ohio minister who attended the ABC-Northeastern U. Summer Radio Institute.

In a report to J. J. Laux, manager of WSTV Steubenville, Ohio, A. Robert Anderson has stated that "leaders in the field are too well aware of the tremendous responsibility this powerful medium places upon them. Concerning the criticism of modern radio as in The Hucksters Mr. Anderson observed that he would "like to see somebody write a book indicating the tremendous public service rendered by the industry, emphasizing particularly the superb job done by radio during the war years—an item which we hear all too little about."

Mr. Anderson mentioned the present agitation in some quarters of the church for its own stations, stating FM might well stimulate the feeling, but suggested it may be wiser to make the investment in use of existing facilities with established audiences and the production of quality programs.

ASCAP CONSIDERING CO-OP PROGRAM FEE

POSSIBILITY that differences between broadcasters and ASCAP can be ironed out by the end of the year are brighter as negotiations between committees representing the two groups continue.

Agreeing that ASCAP should receive some form of payment for cooperative programs, NAB's special committee has proposed that such broadcasts be considered local commercials with a fee of 2-1/2%, and ASCAP's committee has promised to present the proposal to its board, meeting Oct. 30. ASCAP has asked the network program fee of 2-1/2%, maintaining that co-op shows fall into that category.

The second major problem, defining network program license terms and limitations, will receive further study. One proposed solution is creation of a permanent arbitration board to handle individual cases. Last meeting of the joint NAB-ASCAP committee was held Oct. 23 in New York.

N. J. Broadcasters

THE NEW JERSEY Broadcasters Assn. held its first meeting at New Brunswick last Saturday. James Howe, WTC, New Brunswick, is president of the new organization, James V. Cosman, WPAT Paterson, vice president, and Roland Trenchard, WATT Newark, executive secretary and treasurer.

MEN BEHIND NBC Western Network's new Jack Gregson Show gather in Omar Khayyam's restaurant in San Francisco, where program originates, to taste sample of product the program advertises, Lynden Chicken and Noodles. L to r: standing-Leonard Keyes, NBC producer; Harry Bubek, NBC San Francisco program manager; George Mardikian, owner of Omar Khayyam's, and Walter Tolleson, NBC sales representative; seated-Mr. Gregson and Trever Evans, Pacific National Advertising Agency. Series, which started Oct. 18, is heard Sat., 9 a.m.

AWB's First District Meeting Elects Phyllis Doherty Publicity Chairman

PHYL LIS R. DOHERTY, publicity director for the Yankee Network in New England, was named publicity chairman for 1947-48 of the First District of the Assn. of Women Broadcasters at a meeting of the steering committee of the First District, held Oct. 18-19 in the Hotel Touraine, Boston. The group discussed plans for the coming year.

Chairman Fay Clark of WBBY Waterbury, Conn., presided at the meeting. It was recommended that each state chairman urge the women broadcasters in her state to devote special interviews on programs this week to National Radio Week.

Speakers at the two-day meeting included A. N. Armstrong Jr., commercial manager of WCOP Boston, and NAB and director of the First District, who advised the AWB to work together as a unit for the mutual benefit of all women in radio. Harold E. Fellows, general manager of WEEI Boston, and NAB's publicity chairman of the national AWB and publicity director of WELI, and Miss Doherty.

Committee members were guests of the Yankee Network on Saturday afternoon and were taken on a conducted tour of the network studios.

BENJAMIN COHEN of Chile, assistant secretary general of the UN, will inaugurate a new weekly public service series titled "The UN and You" to be heard over WRLI and WHLY (FM) Hempstead, Long Island, starting Oct. 31, 1:45-3 p.m. Each week a different UN dignitary is to report on a phase of the inside workings of the organization.

Patt! Your best bet in Idaho

KSEI
POCATELLO - IDAHO

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BROADCASTING • Telecasting
SORRY, WE HAVEN'T ANY BRIGADIER-ADMIRALS...
—but WVET has almost everything else to help you do a whizz-bang of a selling job!

1. Who won the Battle of Rochester for this high profit market's 5000 watt station? 38 veterans stubborn enough to insist there's NO SUBSTITUTE for plain old-fashioned get-up-and-go. And now WVET is out to do some fancy battling for you!

2. Thanks, old man, but we don't want an A for Effort. All we're after is A+ results for YOU—whether you're out to break sales records for Flapdoodle's Delicious Gumdrops or Diesel-powered tractors.

3. Frankly, we can't afford to miss any boats because we've invested our own hard-earned shekels in WVET ... all 38 of us. To put it candidly, we have to make money for YOU—so we can make money for us.

4. No... we have no intention of dropping you like a hot potato once you've signed. We've been timebuyers and clients ourselves so we know what you're up against... firmly believe in servicing the sale.

5. You bet we'll test shows for you and give you complete advertising and merchandising service. Anything to help you sell more of those delicious gumdrops—or anything else you want to promote. We can also give you expert, on-the-spot help with local distribution problems.

6. We're set up to give you the kind of personal, individualized service you want... the kind of service that will help you get bigger and better returns from every one of your WVET broadcasts.

So hurry to your nearest three-cent stamp and write for full details about Rochester's new live-wire, up-and-at-'em station—WVET!

VETERANS BROADCASTING COMPANY, INC.
204 GRANITE BLDG., ROCHESTER, NEW YORK

WVET
5000 WATTS 1280 ON YOUR DIAL
(YOUR MUTUAL STATION)
NATIONALLY REPRESENTED BY WEED AND COMPANY
During emergencies... as always...
First in Civic Service
First in the Hearts of all the People

NO WONDER
LISTENERS (AND ADVERTISERS)

Turn First to

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 Watts - Clear Channel - CBS Affiliate
Represented Nationally by the Katz Agency, Inc.
September 29, 1947

Mr. W.H. Summerville, Mgr.
W.H.L.
Roosevelt Hotel
New Orleans, Louisiana

My dear Mr. Summerville:

We want to express to you our very deep appreciation for the wonderful service which you rendered during the storm and the emergency days which followed the storm. Without intelligent broadcasting during such a period, we feel sure that the injuries and tragedies would have been far greater.

We appreciate very much indeed the portrayal of Red Cross services to the general public which were so ably depicted over your radio system. As usual the Radio performed ace high service.

Please express our very deep gratitude to the station and all the employees who ably stood by.

Very cordially,

[Signature]

Ernest A. Carrera,
Chairman

Henry Lautenschlager,
Disaster Chairman

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UNITED STATES DEPARTMENT OF COMMERCE
WEATHER BUREAU
317 Post Office Bldg.,
New Orleans, La.,

September 30, 1947

W.H. Summerville
Manager
Radio Station W.W.L.,
New Orleans, La.

Subject: Broadcast of Hurricane Warnings.

Dear Sir:

We wish to express our appreciation for the manner in which you made your facilities in our office available for the broadcast of hurricane warnings and bulletins during the approach and passage of the hurricane on September 18th and 19th. The rapid and widespread dissemination by radio of these warnings and other information concerning the hurricane was, without doubt, instrumental in the saving of many lives.

The loss of life was phenomenally low. This was due almost wholly to heeding of our warnings, in the broadcast of which your station performed so notably.

You have rendered a great public service of which you and your personnel can be justly proud.

Sincerely,

[Signature]

Stephen Lichtblau,
Official in Charge.

---

*This refers to the entire WWL area.
No lives were lost in the City of New Orleans.
THREE PRESIDENTS sit in on Information Please as the show starts its tenth national network year. St. Louis executives (1 to 2) are: Robert Convey, president of KWK, which carries the MBS show in St. Louis; Clark Hungerford, president of St. Louis-San Francisco Railway Co. (Frisco Lines), St. Louis sponsor; Elmer G. Marshutz, president of Gardner Advertising Agency, St. Louis, Frisco Lines agency.

School Officials Advised on Purchase Of Sound Equipment in RMA Manual

BASIC standards to guide school officials in the purchase of recording and playback equipment, along with sound systems, are set forth in a report issued by the Radio Manufacturers Assn. in cooperation with the U. S. Office of Education.

Copies of the report, titled School Sound Recording and Playback Equipment; are being distributed to key school officials, manufacturers and others interested in recording techniques. The booklet was prepared by a special RMA-Office of Education Committee. It is a sequel to another volume, School Sound Systems, issued a year ago.

Progress in recording techniques, confusing to many not familiar with equipment, is set forth in the booklet. New methods such as magnetic tape, magnetic wire, embossed tape and discs, photographic film and others suitable for educational use are reviewed. Drawings illustrate operation of the methods.

In discussing utilization of equipment, the booklet says, “Sound recording equipment is used to make 'off-the-air' recordings either for reference purposes for later classroom use. Such 'off-the-air' recordings may be only temporarily useful or may be welcome additions to the school recordings collection."

“In the formal group newscasts are generally of short-lived value, while an important historical event such as a presidential speech, recorded and retained, becomes a valuable addition to the library of recordings. In many cases, roundtable or other type of discussion programs which concretely state or strongly defend significant points of view often prove to have continuing documentary value, useful for demonstrating comparisons, contrasts and the evolution of ideas.

“English, social studies, music, science and the several foreign languages take on new meaning through the proper use of vivid 'off-the-air' recordings which recreate the original atmosphere. Although some of this material is essentially ephemeral in its application to the learning situation, much of it is of permanent value.”

FREE RELIGIOUS TIME

WHUC Institutes New Policy;
All Faiths Represented

WHUC Hudson, N. Y., has announced that it plans to institute a policy of donating time for the broadcasting of religious programs. Clergymen of the various faiths, functioning through an executive board, will work out details of the programs with the station management, according to Paul Baron, WHUC program director.

Appeals for funds are to be barred, and attacks on other religious groups would be considered contrary to the public interest, representatives of the various denominations and faiths have unanimously agreed.

A temporary executive board, which is to be established for six months to represent the religious groups, will work with WHUC in setting up a program schedule. As tentatively drawn up, schedule will include morning devotional time with religious music and speakers from the various faiths, an afternoon inter-faith program of religious music and religious news, Sunday morning and Friday night church services, and a Sunday evening program of choirs of all churches.

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

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BROADCASTING • Telecasting
WHEREVER THE BABE GOES SHE ATTRACTS CROWDS
WHEREVER SHE BROADCASTS SHE ATTRACTS LISTENERS

AND HERE IS A POWERFUL SELLING AID
Twice on each program, Babe personally mentions the name of the sponsor!!! If you carry the show sustaining, she personally identifies the station.

A DIVISION OF
ROBERT J. ENDERS Advertising

“HERE COMES THE BABE!”
THE BIGGEST NAME IN SPORTS NOW BECOMES
THE BIGGEST NAME IN TRANSCRIBED RADIO...

WHEREVER THE BABE GOES SHE ATTRACTS CROWDS
WHEREVER SHE BROADCASTS SHE ATTRACTS LISTENERS

“BABE DIDRIKSON SPEAKS ON SPORTS”
THE BIGGEST SPORTS SHOW OF THE YEAR WILL BE AVAILABLE FOR SUSTAINING, REGIONAL OR LOCAL SPONSORSHIP STARTING DECEMBER 15TH. A SENSATIONAL, 15-MINUTE, OPEN-END, UP TO THE MINUTE, WEEKLY SPORTS SHOW, STARRING

the Fabulous Mildred (Babe Didrikson) Zaharias
plus Important Guest Stars

Offered on PRIOR SALES basis

Program Originations From Hollywood, Washington and New York

NATIONAL Productions

1415 K STREET N.W. WASHINGTON 5, D.C.
EXECUTIVE 5834

‡ CURRENTLY ON 518 STATIONS STARRING
MARGARET O'BRIEN ... JACK CARSON ... JANE WYMAN
RONALD REAGAN ... HERBERT MARSHALL ... BUD ABBOTT ... LOU COSTELLO ... HENRY FONDA
JOAN FONTAINE ... DANA ANDREWS ... GLENN FORD
DENNIS MORGAN ... SEN. WARREN R. AUSTIN ... MAJ. ALEX. DESEVERSKY AND FRAZIER HUNT.
TV1
National Representatives

50,000
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5,000
YONr
MOW
411
$IT
you
O,y1
WATTS
retails for
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"unsurpassed
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than whittling
bouts
TELEVISING
televised
that
of video
those sometimes -for-
receipts
of
Mr.
Mr.
"I'm not bearish
of the
company's profits
in directing the medium along lines
which will safeguard the investor's
money, and in a television
invest-ment this means the man who pays
the bills—in short, the advertiser."

Boost for Video
TELEVISION of boxing bouts in New York is increasing
boxoffice receipts rather
than whittling them down as
claimed by some fight pro-
moters, according to Horace
Atwood Jr., president of
Industrial Television Inc., Nut-
ley, N. J. He said he based
this conclusion on results of
a survey made by his firm
last month among patrons of
clubs and taverns using
industrial television receivers.
More than 70% of those
polled, he said, are planning
to attend a bout in person at
Madison Square Garden or
elsewhere in New York as a
result of interest aroused by
the televised bouts. Fewer
than 23%, Mr. Atwood said,
indicated they would attend
fights that were not being
televised regularly.

Folsom Says the Future Of Radio Is Television
FRANK M. FOLSOM, executive vice
president of the RCA Victor
Division, last week told the Mar-
keting Club of the Harvard U.
Graduate School of Business Ad-
ministration that television was
"the future of radio" and would be
"unsurpassed as an advertising
medium."

Mr. Folsom outlined the present
state of video development and
predicted rapid progress which
would bring coast-to-coast tele-
vision possibly as early as 1950.

Magnesonic Showing
NEW Magnesonic recorder and re-
producer line, including a model
with radio and turntable which
retails for about $120 has had
its first public showing, held at
the Hotel Pennsylvania in
New York. Demonstration was per-
formed by S. Stanley Schary,
president of the newly-organized
Sound Recorder & Reproducer
Corp., Philadelphia, which makes
the Magnesonic.

VIDEO NOT YET PROVEN AS AD MEDIUM—WEST
QUESTION of whether television has yet proved itself as an adver-
tising medium was answered in the
negative last week by Paul West,
president of the
Assn. of National
Advertisers, in an
address before
a luncheon meeting of the American
Television Society at the Hotel
Commodore, New
York.

Mr. West said
he asked the question: "...rep resenting those sometimes-for-
gotten men, the national advertisers
who evidently are expected to
foot the bills of television ..."
Speaking of commercial video he
said, "It has a long way to go to
prove itself in the sales and profits
columns as every medium must," but
he added . . . "I'm not bearish
on television, on the contrary I
think it has tremendous possi-
blities." His principal point appeared
to be that not enough video sets
are currently in use to provide the
volume of mass circulation needed
by national advertisers to conduct
a successful campaign.

"As a complete outsider," Mr. West
said, "I would suggest that the
American Television Society
might find its greatest usefulness
in directing the medium along lines
which will safeguard the investor's
money, and in a television
invest-ment this means the man who pays
the bills—in short, the advertiser."

Alderson Elected President of AMA
Marketing Group Also Announces Its Other Officers
WROE ALDERSON, president of
Alderson & Sessions, has been
elected president of the American
Marketing Assn., the AMA an-
nounced last week.
Evertt R. Smith, research di-
rector for Macfadden Publications,
and Edgar H. Gault, professor at
the U. of Michigan, were elected
vice presidents. Henry W. Huey,
professor at the U. of Illinois, was
named secretary, and Wilford
White, of the Bureau of Foreign &
Domestic Commerce, treasurer.

The following men have been
elected presidents of local AMA
chapters: Robert J. Eggert, Amer-
ican Meat Institute, Chicago chap-
ter; Carl Simon, Kingan & Co., In-
dianapolis; Hugh H. MacMillan,
Detroit Free Press, Michigan; D. H.
Strother, Joseph Schultz Brewing
Co., Milwaukee; Marvin D. Hicks,
United States of Northeastern
Ohio; Robert C. Story, Seattle
Chamber of Commerce, Pacific
Northwest; William F. Bueh, Mc-
Philadelphia; E. G. Wyman, Pittsburgh Post-Gazette, Pitts-
burgh; Dean Charles J. Dirksen, U.
of Santa Clara, San Francisco;
Walter E. Elleson, U. S. Dept. of
Commerce, Southern California;
Bradford Corbin, Southwest; Dr. A.
Rex Johnson, Washington, D. C.

GE Quarterly Report
PRESIDENT Charles E. Wilson
of General Electric last week
disclosed that the company's profi-
its available for dividends for the
three months ended Sept. 30
amounted to $18,479,898, while
the figure for the first nine months
of the year was $56,459,434, which
amounts to 64c and $1.96 re-
spectively per share of common stock.
Net sales in the last three
months came to $282,200,737 as
compared with $303,937,903 in the
previous quarter, with the decrease
due to vacation shutdowns, according
to Mr. Wilson. Sales for the first
nine months of 1947 were $320,957,807
in contrast to $421,439,436 in the
 corres-ponding period of 1946.

Rexall Plans Series
NEW five-weekly transcribed
series titled "I'll Tell One" be-
gins next month on six Southern
stations for Lane Rexall Drug
Stores. Scheduled to air the series
are WATL Atlanta, WPQD Jack-
sville, WBIR Knoxville, WAGC
Chattanooga, WBRC Birmingham
and KARK Little Rock, but plans
call for addition of more outlets
at a later date, according to Chace
Adv., Atlanta, which handles the
account.

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RAIN—a la carte!

The Salt River Valley of Arizona was in the death-grip of parching drought... but suddenly... THE RAINS CAME!

A stroke of luck in this arid land?

No! That life-giving rainfall was the result of man and his science.

Since time began man was the slave of nature... expecting little and hoping much of the thunderheads, but today man has discovered that the pilot of an airplane can drop dry ice pellets into the moist clouds and rain will fall... when and where he wants it!

Yesterday the rain clouds were misers with their wealth... today they are the nation’s sky-borne reservoir!

And just as science probes the future, so WSPD looks ahead, finds new ways to better serve the people who live and work and buy in the Northwest Ohio area. WSPD’s search for “Things to Come” has resulted in “Action Today”... action in the form of sales results—the kind of action that keeps WSPD in its position of the most effective advertising medium in Northwest Ohio.
MEMO TO: Radio Station Managers

IF YOU

HAVE BEEN LOOKING FOR AN EXCLUSIVE NATIONAL REPRESENTATIVE TO:

... Contact all leading advertising agencies.
... Keep your story constantly before the eyes of the time-buyer.
... To aid you in market research.
... To help plan your direct mail and trade promotion.
... To work in close association with you.
... To give you a COMPLETE rep service.

THE FRIEDENBERG AGENCY, Inc. . . .

is your answer. New in the field, we are a group of seasoned, sales-minded radio men who will devote our energy and resources to furthering the national business of our clients.

We Invite Your Inquiries

Call or Write

The FRIEDENBERG AGENCY, Inc.

165 W. 46th ST.
NEW YORK 17, N. Y.

WGST Is to Remain With CBS for Year

Suit Against WAGA and Network Dismissed in Georgia

THE MUCH-DISPUTED WGST Atlanta suit to restrain CBS and WAGA Atlanta from negotiating an affiliation agreement was dismissed last Tuesday, with WGST remaining a CBS affiliate until Sept. 25, 1948. That time CBS will be free to select any Atlanta station as its affiliate.

The order, signed by Judge Marvin E. Underwood of the U. S. District Court for the Northern District of Georgia, was based upon an agreement of the parties.

The suit was particularly outstanding because of the attorneys—both former FCC chairmen—representing both parties: Paul Porter for the Regents of the University System of the State of Georgia, owners of WGST; James Lawrence Fry for WAGA. WAGA is owned by Liberty Broadcasting Co., of which George B. Storer is president.

Both WAGA and WGST agreed that both would have the right to compete freely for the Columbia affiliation after Sept. 25, 1948.

The central issue of the suit was whether CBS and the George Storer stations violated antitrust laws and FCC rules by allegedly "conspiring" to shift WGST's CBS affiliation to WAGA. WGST has been a CBS affiliate for 17 years.

WGST claimed 'illegal agreement' occurred when CBS was said to have approached Mr. Storer a year ago to obtain affiliation of WYWA Wheeling, W. Va. According to WGST, the Storer group agreed to the CBS affiliation if WGBS Miami and WAGA also were given such a contract. On June 15, WGBS and WWYA joined CBS.

Clothier and Shoe Firm Increase Radio Budgets

BARNES’ CLOTHES, New York, and National Shoe Stores, have revealed through their agency, Emil Mogul Co., New York, that both companies had substantially increased their radio budgets. Both firms have started a schedule of 14 programs and 35 spot announcements a week on WINS New York.

Barney’s Clothes also is sponsoring a total of 14 quarter-hour programs, 30 ten-minute programs, 213 spot announcements a week on the following New York stations: WNEW WMCA WLIR WINS WOZ WHOM WBNX.

National Shoe Stores is using, aside from WINS, a total of 29 quarter-hour programs and 193 spot announcements a week, on WNEW WOZ WHOM.

WABF (FM) New York has shifted from its temporary frequency of 96.5 mc on Channel 22B to 93.1 mc. It started broadcasting on its permanent spot of 99.5 mc on Channel 22B. In addition, broadcast time has been lengthened from 5-12 p.m. to 2-12 p.m., according to an announcement by Ira A. Hirschmann, president of the station.

WGOST, a new 15,000-watt daytime station in Key West, Fla., has started operations with an unknown frequency.
We’re not yelling about our 25th Anniversary merely because we’re proud of ourselves. It’s because we’re proud of you—you advertisers who for a quarter-century have given us “the necessary” to grow and improve our programming and expand our service from a few listeners to almost everybody in the Red River Valley.

Yes, it’s you who have made WDAY the six to one favorite of the Red River Valley.

Here’s to you!
What About Code?
WHEN a forgetful engineer neglected to throw a switch one morning recently, listeners expecting to hear My True Story over WJZ New York, were treated to six minutes of straight commercials instead. Through incorrect patching, electrical transcriptions being tested by engineers were broadcast by WJZ while other stations on the ABC network were airing the serial drama. It took six minutes to straighten things out.

CHRISTMAS transcription of APRS "Command Performance" was cut in Hollywood Oct. 29, neglecting six lines of dialogue from radio and motion pictures. Discs will be distributed to all overseas bases and hospitals for hearing on Christmas Day.

HIGHLIGHTING cornerstone ceremonies of WBZ Boston's Radio and Television Center, Walter E. Benoit vice president of Westinghouse Radio Stations Inc., plants the inner box which contains mementoes of the occasion. W. C. Swartley (I) and W. H. Hauser, WBZ station manager and chief engineer, respectively, witness the ceremony.

J. LEONARD TAYLOR, former announcer with WJZ Cleveland, WKBW Buffalo, New Castle, Pa., and WBEC Canton, Ohio, has been appointed general manager of WCMW Canton.

KEN PETERS has been appointed general manager of KMIS Santa Barbara, Calif., and KGOY Santa Maria, Calif.

JERRY FISHER, former manager of KVPC Victoria, Tex., and KGBC Galveston, Tex., has been named general manager of KFAN Fredericksburg, Tex., which will go on the air first part of November.

ROBERT T. BOWMAN, recently with World Radio Foundation, Boston, has been appointed manager of CKMO Vancouver. He was formerly with CBC as special events supervisor, went overseas with first Canadian Army radio correspondent for CBC, and after the war was correspondent in Washington for CBC and Canadian newspapers.

WHITTIER BROADCASTING Assoc., applicants for 250-w AM and FM stations in Whittier, Calif., have opened offices at 1501 West Whittier Blvd., that city.

JOHN R. DICKINSON Jr., former production manager of KBFL Chico, Calif., is general manager with RICHARD N. HARRILL, business manager, PETE VERDELL, formerly with various Pacific Coast stations, has been engaged as director of production for proposed stations.

DICK JOY, co-owner of KCMJ Palm Springs, has been elected first vice president of Chamber of Commerce.

BRIG. GEN. DAVID SARNOFF, RCA president, sailed for Europe Oct. 17 on Queen Elizabeth to attend Paris meeting of International Chamber of Commerce as delegate.

JOHN R. MACDONALD, NBC administrative vice president was elected to new office of board chairman of Control of Institute of America at that group's 18th annual meeting Oct. 19-23, Drake Hotel, Chicago. Lisle W. ADKINS, of Crosby Div., A.V. Co., Cincinnati, was chosen as a director at Chicago gathering.

DON SEARLE, vice president of ABC Western division, arrived in New York Oct. 20 with his wife on a month's business-pleasure trip.

GARLAND W. POWELL, director of WRUF Gainesville, Fla., is serving as a member of the Foundation Committee of Rotary International until June 1948.

FIELD ENTERPRISES Inc., Chicago, has moved its general offices to 211 W. Wacker Drive, Telephone: Andover 4800.

HUGH BERRY, manager of KLZ Denver, has been named to membership of Governor's Committee on Resources Development.

JAMES S. HOUSE, president of Crosley Broadcasting Corp., Cincinnati, will be a member of the panel of speakers at the 35th annual convention of International Assn. of Ice Cream Mfrs., at Miami Beach, Fla., Oct. 27-28, discussing promotional activities of the ice cream industry.

TOM MEANS, general manager of WPAK Charleston, S. C., is the father of a boy, Thomas Cornell. Mr. Means is the former DEAN CORNELL, formerly with WOL Washington.

CHARLES GLOVER DELANEY, station manager of WHTT Hartford, is the father of a boy, Charles Jr., born Oct. 14.

FOR HEALTHIER COWS

Testing for Bong's Disease Gets A Boost From KHOZ

FIVE SPOT announcements broadcast on KHOZ Harrison, Ark., over a two-day period helped to make a cow-testing program for Bang's disease in Boone County, Arkansas, a decided success, according to the extension service of the U. of Arkansas College of Agriculture.

Roy C. Keeling, county agent, received word early in May that Dr. C. W. Reed, veterinarian employed by the U. S. Bureau of Animal Husbandry, would be in the county within a few days to conduct the testing program. Time did not permit mailing out letters or making many home visits, so Mr. Keeling called on KHOZ for assistance.

Within one week after the two-day series of spot announcements giving information as to where and when tests were to be conducted, 600 farmers had signed up to have more than 3,000 cows examined.

Leonard Taylor, former announcer with WJZ Cleveland, WKBW Buffalo, New Castle, Pa., and WBEC Canton, Ohio, has been appointed general manager of WCMW Canton.

Ken Peters has been appointed general manager of KMIS Santa Barbara, Calif., and KGOY Santa Maria, Calif.

Jerry Fisher, former manager of KVPC Victoria, Tex., and KGBC Galveston, Tex., has been named general manager of KFAN Fredericksburg, Tex., which will go on the air first part of November.

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SIX TELECASTS...$11,020 IN SALES!

Last August, one of Philadelphia's leading furriers, Max Rusoff, Inc., decided to take a fling in television. Hardboiled, experienced advertisers, Rusoff's wanted to find out what kind of results television could produce for them—right now.

Six budget programs over WPTZ (9:00-9:15 PM Friday) gave them their answer. Here are the highlights from the sponsor's report:

Even though Rusoff's is located in the fur district, out of the city center, the programs brought 94 people into the store who either asked specifically for a coat seen on television or indicated that their visit was a direct result of the show!

Of these prospects, 38 purchased merchandise...to the tune of $11,020!

Over and above all this, business at Rusoff's was up 15% during August—although fur business in general was considerably off. Television may have been the factor.

What's the moral to this success story? We think it's this: If you're considering a venture in television, get the story on the Philadelphia audience and the unusual experience, facilities and trained personnel available at Station WPTZ.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building • Philadelphia 3, Penna.
**Editorial**

**What Hath FCC Wrought?**

WHILE the House Un-American Activities Committee was basking in the glories of moviedom last week, ferreting out Reds and red herrings, the FCC was having a tete-a-tete of its own that probably was just as newsworthy, but lacked the glamour.

A hearing was held all week long on the application of J. Harold Smith, Fundamentalist preacher, for license to cover construction permit for WIBK in Knoxville, Tenn. The FCC just a year ago had granted Preacher Smith and his associates a station on 800 kc with 1,000 w daytime. It was done without a hearing. Why we'll never know. For Preacher Smith was a known member of that crew of rabblerousers headed by Gerald L. K. Smith and Gerald Winrod of the “Silver Shirt” ilk.

He got the construction permit after he had been thrown off reputable stations which wouldn’t accept “commercial” religion. He vilified the owners. He referred to one, and its associated newspaper, as “gutter rats from the sewers of Hell.”

The hearings last week revealed that Smith has invested some $85,000 in XERF Villa Acuna, across from Del Rio, Tex, over which he broadcasts two hours each Sunday. He has a one-third interest of some devious description in that border station. He was described as a “religious racketeer” by a distinguished educator, who testified.

All this, it seems, came to the FCC’s attention after the construction permit had been issued without hearing. Last year the FCC had the biggest peace-time appropriation in its history. Certainly a simple scanning of the application and the record would have revealed enough to raise doubt about issuance of a permit without a hearing. Certainly the fact that the FCC’s own vaunted (and extra-legal) Blue Book, which frowns upon the sale of religious time, has been approved, might have been used by those who framed it.

We don’t know what the FCC will do now that it has plunged itself into this unholy mess. But we must keep in mind that this is the same FCC that grants rights with theists equal rights with Theists on the air.

**And Now It’s ‘E. Q.’**

THIS NEW TERM, standing for “Enthusiasm Quotient,” is one which George Gallup of Gallup Poll hopes will become as much a part of the radio language as Hooperings. E.Q. rating figures, questionnaire, sounders, and other program items are offered by Dr. Gallup as part of his six-phase audience measurement which covers reactions of listeners as well as their number.

While probably the best known, Dr. Gallup is not the first to enter the qualitative side of audience measurements. Years ago Frank Stanton, now CBS president, cooperated with Paul Lazarsfeld, head of Columbia U.’s Center of Radio Research, in developing the program analyzer, a device for recording the listeners’ reactions. It has been in use at CBS and NBC.

Last summer one of Dr. Gallup’s former associates, William A. Yoell, launched his Audience Index which shows the disposition of the audience to listen as well as its size. A year before that Alfred Politz measured the impact of radio commercials in a study for Edward Petry & Co. His technique won the American Marketing Assn. 1946 award.

Dr. Gallup’s entry into radio research typifies a recent surge of activity in this field. BMB announces a 15-point plan.

C. E. Hooper, not dejected because of BMB’s refusal to adopt his plan for revamping its techniques, announces three features for his own service: Minutes of listening, average quarterly ratings and distribution of sets-in-use. A. C. Nielsen reports that new audimeters are being readied to measure video and FM. Quincy L. K. Smith, vice-president, worries about an audience survey method stressing character of sample and eliminating dependence on voluntary returns. Radio Encyclopedic Listener Institute, bases its measurements of audience size and attitude on punch-card audimeters, using major prizes to secure cooperation.

In the field of station (not audience) behavior—also interesting to advertisers—NAB’s research director, Kenneth H. Baker, analyzes programming of a cross-section sample of 100 stations to show what is broadcast when and sponsored by whom, if at all. This analysis covers both programs and announcements during every minute of the broadcast day. NAB also is preparing for a second NORC study of what the public thinks of American radio.

Broadcasters indeed have a high E.Q. for giving advertisers and their agencies all the facts in radio. Good ratings go with good programs.

Based on what other media are doing, we wonder whether radio isn’t over-doing it.

**Good Apple**

WHEN ELEVEN college professors are given a bountiful grant and told to discuss a broad but unembarrassing subject like mass communications almost anything may happen. Tossing into that group a starry-eyed poet (Archibald MacLeish) and a department store executive (Bearsley Rum) fails to materially improve chances of practical or workable conclusions.

Such an experiment is still going full blast at the U. of Chicago. Funds were granted by Time Inc. and *Encyclopaedia Britannica* to the University which administers the funds but has no jurisdiction over the thirteen man NAB Commission. The group is charged with considering “the freedom, functions, and responsibilities of the major communications in our time” including radio. Each professor has a say.

The first seven have been reviewed in this journal as they appeared. Llewellyn White’s *The American Radio* was examined at considerable length and evaluated as a ponderous collection of facts presented from a viewpoint considerably left of center.

All seven of the reports, including Mr. White’s, successfully conveyed to the reader the various authors’ yearnings for an abridgment of the First Amendment.

Now the good apple has been discovered in the barrel. The eighth of the reports, *Government and Mass Communications* (Broadcasting, Oct. 20) by Prof. Zechariah Chafee Jr., Harvard Law professor, is published. Prof. Chafee is like his contemporaries, does a fine job of presenting facts. But as odd man in the baker’s dozen the comparison stops there. He doesn’t hesitate to point out the danger that the American public out on all sides of the evils of government control.” I am far from ready to abandon the case against abridging the freedom of speech,” he says. “The First Amendment is the gun behind the door which may shut, if not allowed to remain open.

Perhaps the co-members of the Commission could learn something about the value of freedom of speech from Mr. Chafee’s opinions.

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**Our Respects To—**

**WAYNE TISS**

WHEN John Cowies advised Wayne Tiss that the *Des Moines Register & Tribune* had no openings for editors, he offered the young U. of Iowa graduate an alternative. It was a spot in the newspaper’s promotion department which was just being organized. He accepted.

There was no telling at that point in the summer of 1925, but this affiliation was to become an eventual entry into radio. As the Cowies interests extended to include radio, Wayne Tiss’ responsibilities were likewise expanded to include the new medium.

With a combined background in newspapers and radio, he was a natural for the role of account executive in BBDO Minneapolis office in 1940. As his career progressed to radio, it followed that its executive would attend that development carefully. As still other radio activities grew, he learned his way around New York, Chicago and Hollywood broadcast circles.

Finally when the agency’s radio billing justified, Wayne Tiss was named BBDO associate radio director, with headquarters in Hollywood. That was February 1943. One year later he was named a vice president in addition to duties as associate radio director, his current capacity.

As such he serves as a member of the agency’s radio plans board, participates in program developments and overseas a staff of nine. He also maintains the topside reins of four programs, including NBC Cavalcades of America (duPont), CBS Sam Spade (Wildroot), Don Lee Broadcasting System’s What’s the Name of the Song (Wildroot) and Let George Do It (Standard Oil).

A native of Mason City, Iowa, where he was born Oct. 24, 1902, he attended Mrs. Willson’s kindergarten school. Later at Mason City High School, he formed a quartet together with Mrs. Willson’s sons, Meredith and Cedrie, and another local chap. Instrumental and vocal, they played at numerous social and civic functions.

Upon graduation from high school in 1919, Wayne Tiss recalls that his occupation for the next two years was “playing trumpet in various midwestern orchestras of no consequence.” In fall of 1921 he entered the U. of Iowa majoring in journalism and winding up as night editor of the *Daily Iowan*.

Only distinction he recalls in this period came when he brought his orchestra in Davenport, Iowa. There he met a very youthful Bix Beiderbecke to whom (Continued on page 56)

**Broadcasting • Telecasting**
TAKE THE GUESS OUT OF BUYING WITH WOV'S 5 Audited Audiences

KNOWING THE DIFFERENCE MAKES THE DIFFERENCE...
WOV'S AUDITED AUDIENCES tell you sex and age; but...and here's what you really need to know...AUDITED AUDIENCES tell you where listeners live and shop; what they earn, spend, and buy; what they like and dislike, and...who does the buying. Vital statistical inside info specifically designed to help advertisers and agencies direct their advertising to known individuals rather than trying to reach unknown mass audiences.

We want you to have the knowledge of 5 AUDITED AUDIENCES, each a different group of purchasers; each the result of a penetrating accurate survey. Get the facts on these 5 AUDITED AUDIENCES today, and..."TAKE THE GUESS OUT OF BUYING?"

Ralph N. Wull, General Manager • John E. Pearson Co., National Representative

★ WAKE UP NEW YORK Bill Williams
★ 1280 CLUB with Fred Robbins
★ BAND PARADE with Bill Gordon
★ PRAIRIE STARS with Rosalie Allen
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. (More than the combined population of Cleveland and Cincinnati.)

WOV NEW YORK
Respects

(Continued from page 54)

he gave several subsequent trumpet lessons.

Upon graduation from college in June 1926, Mr. Tiss wanted a newspaper job. Observing an ad in The Moines Register & Tribune urging young men seeking a newspaper career to apply, he did. By return mail came an offer of a circulation job.

Young Tiss replied he was interested in writing, not circulation. This led to an interview with John Cowles and his eventual hiring in the promotion department. Shortly after the first of the year in 1927, he was named promotion manager. He continued as such until January 1932.

At that time the Cowles brothers started to develop radio holdings. With a background of music and little theatre, plus an understanding of newspaper operations, he was deemed aptly qualified to serve as liaison between the stations and the newspaper management. In addition he was program manager.

When Cowles bought the Minneapolis Star in 1934, Wayne Tiss left radio to take over as promotion manager of the newly-acquired property. Three years later, a fraternity brother advised him of an opening in a small executive with KBDX in that city. Among his responsibilities were General Mills and the Geo. A. Hormel & Co. case.

Early in 1939, Hormel assumed sponsorship of the daytime CBS musical It Happened in Hollywood. This meant several trips to Hollywood. As other radio activities grew, he made his way to Chicago and New York. Finally in February 1943, he went to Hollywood to devote full time to radio.

As a boyhood friend of Meredith Willson, it's natural to wonder whether Wayne Tiss, the man who talks to clients, has ever utilized the services of the noted composer-musician, who plays for clients. Mr. Tiss says this has never happened but that they have agreed "it would be quite an opera" when and if.

One of his favorite stories is this incident that happened during his career. One Sunday morning a program of hymns was on the air while a dramatic group was rehearsing in another studio. During an intermission, some lidv language issued forth over the radio. A sad-eyed engineer made the discovery that a wrong patch cord produced the unfortunate result.

On another occasion, he recalls a sponsor who had promised the community of Austin, Minn., that his program would be broadcast from the outdoor bandshell. It was fall and the day was more like winter. Heaters were all about the stage and canvas was hung to cut the wind. Musicians braved the elements but were unable to sustain a note, losing a half-tone in pitch just about every time they tried. As result of the stiff wind, one half hour of transcontinental time was filled with the voice of winter and bass of the Hammond organ.

A family man, he married Paula Benda in Iowa City on Jan. 20, 1926. With Ted, 17, and Missy, 11, they live in suburban Brentwood.

Mr. Tiss followed the fortunes of Wayne, Minn. when it joined WLYN the rest of the state of Minnesota.

Mr. Tiss is a native of Minnesota but has lived in the Dakotas and Iowa for the past 30 years. He has been married for 20 years.

Paul H. Roymer
International News Service

NBC

WBRC

690 W

THE NETWORK

MOST PEOPLE

LISTEN TO

MOST

5000 Watts Day

WBRC FIRST IN BIRMINGHAM SINCE 1925

5000 Watts Night

BIRMINGHAM, ALABAMA

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COMMERCIAL

Raymond P. Herndon, former pro-
motion manager of KKHJ, Houston, has been named commercial ma-
anager of KTRH, Houston. Mr. Herndon has had 15 years of experience in radio-
field, as announcer-saler,- and in various executive posts. For the last three years he has been producing regional broadcasts by the Houston Symphony Orchestra.

Jack Kelly, former account execu-
tive of Josephine McQuillan, has been named commercial manager of WSBAT Rochester. Prior to his appointment McQuillan Co., Mr. Kelly was president of New England Ad. Agency, Bridgeport, Conn.

Neil C. Conklin, formerly with sales staff of WOC Davenport, has been ap-
pointed commercial manager of KGRO and KGRO-FM, new stations expect to begin operations at Cedar Rapids by December. Mr. Conklin was general manager of Wright - Sonovox. Chicago, before joining WOC and previously he had been with Music Corp. of America, Don New York and prior to that was western manager of CBS Artists Bureau in Chicago.

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Avid Grid Fan

Having played some football at U. of Iowa, Mr. Tiss has retained his interest in the game. To such an extent that he has been known to go clear across the country to see a top game.

Less active is his interest in trumpet, but hearing a jam session in an adjoining Don Lee studio recently, he borrowed an instrument and joined in.

At heart his first love is the newspaper business and he hopes some day to own a weekly of his own when active agency days are behind him. And it's possible that it may be a father-son combination if Ted Tiss follows through with his journalism ambitions.

Organizationally he lists Kappa Sigma, Jonathan Club and Hollywood Ad Club.

Gene Grant & Co., station representative, has moved offices from Hollywood to 5225 Wilshire Blvd, Los Angeles.

Peter Mertens, announcer of KIRO-Seattle, has shifted to commercial department as account executive.

Paul Mensing, formerly with Atlantic Paper Co., Chicago, has joined WGN Chicago, FM station of WGN, as sales manager.

George G. Peterson, formerly with WOOP Boston, has joined sales staff of WLYT Lynn, Mass.

Wally Ashley has been appointed account executive at WTHD Baltimore.

Betty Lee, formerly with KLIP Dallas, Tex., has joined WJR Detroit, as traffic manager.

Ralph S. Shier Jr., former program director of WMAL Atlantic City, has joined commercial department of WJTH Hartford.

Lorenzen & Thompson Inc., Chicago, which last month announced its entry into the station representative field, has reported it will represent KTOP Toppenish, WMLB Pittsburgh, Kan. and KBOK Arkansas City, Kan.

Tom Barker, former sales executive of WJR Detroit, has joined Fort Industry Co., in newly-created position of national sales manager. He will act as liaison between national representative firms and Fort Industry OAO stations and coordinate sales efforts and supervise overall sales problems. Prior to his affiliation with WJR, Mr. Barker was account executive at WBB and ABC in New York. His headquarters will be in Detroit.

Paul W. Collin, formerly with World Broadcasting System Inc., has joined WBNM (FM) Chicago, as commercial manager.

Gus Adams, former Kentucky representative for the Metropolitan Life Ins. Co., has joined staff of W2IP Covington, Ky., as assistant sales manager.

Al Kleinman, of technical staff of W2IP and WBB, has transferred to the sales staff.

Jack Beaton, formerly with MBS, has joined John Blair & Co. New York, as an account executive.

Bob Rice is new seller of musical sales for WIEF Springfield, Ohio. Mr. Rice was assistant director of George Olsen's band for 15 years.

100% HOME COUNTY

BMB

100% KFXJ

GRAND JUNCTION COLORADO
THEY HAD SOMETHING FOR AMERICA...
and WSM WAS THE MESSENGER!

We did not deliberately plan to foster and preserve the folk songs of America. The role came to us, naturally enough, because we did plan deliberately to serve the people from which such music springs. We recognized a need that only a strong radio station could serve, and from the beginning the result has been a revival of national interest in folk music. WSM-originated programs of this type have gained tremendous national circulation. But more important, WSM has made an enduring place for itself in the region it serves.

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

WSM
NASHVILLE

BROADCASTING • Telecasting

October 27, 1947 • Page 57
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.

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Protective League Is Acquired by CBS

CBS has bought the Housewives Protective League Productions from Fletcher Wiley effective Oct. 25, it was announced last week by Howard S. Meighan, network vice president. Purchase price was unannounced but is to be about $1,000,000.

The CBS announcement followed a lengthy series of negotiations, during which both parties flitted and repeatedly denied that any such deal was afoot. The Housewives Protective League will become a division of CBS, with Mr. Wiley being retained as general manager. Mr. Wiley will report to J. Kelly Smith, CBS director of station relations, who will supervise operations of the network's new division. The entire league staff of commentators — Galen Drake in New York, Paul Gibson in Chicago, Wyoming Wheeler in Los Angeles, Lee Adams in St. Louis, Lewis Martin in San Francisco, and John Trent in Minneapolis — also will join CBS along with Mr. Wiley. There will be no change in program policies under CBS ownership, the network said.

Mr. Wiley's program is currently being broadcast over WBBM Chicago, KNX Los Angeles, KMEX St. Louis, and KQW San Francisco, on all CBS stations — and ABC's WJZ New York. The latter show, featuring Galen Drake, will switch to WCBS New York, the Columbia station, "after the first of the year," the network said. The programs will be extended to CBS-owned WCCO Minneapolis and WTOP Washington before the end of the year, and to several major markets in 1948, according to Mr. Meighan.

Products Tested

Mr. Wiley originated the idea, which was to develop into one of the most profitable private enterprises in radio, to KNX in 1934. The name derives from a so-called Tester's Bureau set up by Mr. Wiley to evaluate the products submitted for sponsorship on his program. Actual testing is done by women listeners; no product is accepted by the Housewives Protective League unless it is passed by 80% or more of a 100-member "Tester's Panel," according to Mr. Wiley. A Housewives Protective League Tester's Bureau has been established in the area of each station carrying one of the programs.

Mr. Wiley himself has not been active regularly as a broadcaster since 1942, having trained Mr. Drake and the others mentioned to replace him on the air. The five housewives protective league shows have an estimated aggregate audience of 2,000,000.

HOSPITALS, schools and churches may play an important role in "The Greatest Story Ever Told," program dealing with Biblical parables. It will replace "Americana," which costs $3.75 per album, plus express charges, conducted by Mr. Morgan, as a profit basis by ABC, Goodyear Tire & Rubber Co., which sponsors the program, and New York Local 802 of AFM.

CORNWELL JACKSON, vice president in charge of radio operations for J. Walter Thompson Co., left for New York and Chicago for two weeks of program conferences.

JACK GREGORY, account executive of Allied Adv. Agencies Los Angeles, has been named manager of agency's San Francisco office succeeding UEBERROTH, who resigned to become manager of KSMO San Mateo, Calif.

DON HENDLER, west coast director of Grant Adv., Hollywood, has shifted to Grant Adv. Ltd., California, as assistant to FREDERICK SPENCE, vice president and manager of Calcutta office.


JOE WILKERSON, who has been with agency department of Young & Rubicam, New York, has been named account executive on the Borden account.

MARY ELIZABETH GAYNOR, formerly with WTRC Troy, N. Y., as women's director, has joined WWDN and WPEA Albany, as head of radio department. EDWARD F. MINCH Jr., formerly with F. H. Huyck & Sons, also has joined agency.

ROBERT R. BARTON, former vice president in charge of CBS office of BSSO, has become manager of general office, American Match Book Adv. Inc., which he heads.

SHERWIN R. RODGERS, radio director and account executive of Harry J. Lazarus & Co., Chicago, has been named a vice president of the agency.

TOM MCKNIGHT has been signed to produce CBS "After the Show" for Dan- gier-Pertzel-Sample, serving account for Procter & Gamble.

MARGARET J. WALCH has joined traffic department of Brookes, Smith, French & Dorative Detriot and New York.


RICHARD C. SEWELL, formerly of Ross Adv., Portland, has joined copy and production staff of Short & Baum Inc., that city.

FREDERICK GIERMAN, formerly of Blackie, Sarnoff New York, has joined Shotewalter Lynch Adv., Portland, as copy director.

JOHN HOAGLAND, radio director of Robert Ort, New York, is the father of a boy, John Ortlinole, born Oct. 18.

BERNARD LUNDY, former assistant advertising manager of Liquid Carbonic Corp., Chicago, has joined Cleveland office of Puller & Smith & Ross.

E. G. BENTLEY, vice president of Rus- sel M. Seeds Co., Chicago, has resigned to open his own sales promotion office at 228 N. LaSalle Chicago.


BILL SCHNEIDER, president of Donahue & Coe, New York, is in Hol- lywood preparing copy for "This Is New York" being produced by Benjamin Eanes. He is the father of a boy born Oct. 14.

"The Swing is to WHB in Kansas City"

WBBM Chicago, KNX Los Angeles, KMEX St. Louis, and KQW San Francisco, on all CBS stations — and ABC's WJZ New York. The latter show, featuring Galen Drake, will switch to WCBS New York, the Columbia station, "after the first of the year," the network said. The programs will be extended to CBS-owned WCCO Minneapolis and WTOP Washington before the end of the year, and to Europe major markets in 1948, according to Mr. Meighan.

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We take pleasure
in announcing the appointment of
HEADLEY-REED CO.
as our exclusive
National Representative
effective November 17, 1947

WCON
The Atlanta Constitution Station
550 K. C.–Affiliate, American Broadcasting Co.–5,000 Watts

On the air in December
MARJORIE, announcer, has joined KMOX, St. Louis, WNHC, New Britain, Conn., and WDRC, Atlanta, as its vice-president and general manager.

JIM COONEY, formerly with WTVY and WNIR, New York, has been appointed program manager of WNYL, St. Louis. BILL WARREN, formerly with WNBA, New York, has joined HOWARD TINLEY, formerly with WLW, Cincinnati, as his assistant director.

LEON OSBECHE and DICK COWAN have joined KWL and KWIL, FM, Albany, Ore., as announcers.

PAUL LAVOIE has been named music director at WJR Detroit. Mr. LaVoie has been assistant music director and leader of the WJR dance orchestra since 1941.

RICHARD MINER, formerly with WICA, Ashbhhauia, Ohio, and MAL MORSE, formerly with WCPM, Tarboro, N. C., have joined WDUX Durham, N. C., as announcers.

BRENNADINE STEIL, former musical director of WLOJ Janesville, Wis., has joined WMs and WBOB-Beloit as its assistant music director and is in the WJR dance orchestra since 1941.

JANE O'SULLIVAN, former advertising manager of Charles Stevens, women's specialty shop, Chicago, has joined KULA Honolulu, as staff writer.

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KCPN
Television station of the
FORT WORTH STAR-TELEGRAM
(WBAP)

WITH LEADING NEWSPAPERS . . .

IT'S TELEVISION BY RCA

- Television for Texas — another "first" for that pioneering station WBAP. Within a few months, via its new television station KCPN, thousands of people in the Fort Worth-Dallas area will have the opportunity of seeing regular telecasts of spot news, sports, simple studio shows, and films.

A real assurance of brilliant, high-definition pictures . . . crystal clear sound . . . will be the new RCA 5-kilowatt television transmitter now on order. Two RCA image-orthicon field cameras are already being used for experimental programming and to develop new television techniques.

The Fort Worth Star-Telegram (WBAP), owned and operated by Carter Publications Inc., is one of the 27 leading newspapers and top broadcasters from coast to coast to select television by RCA. What are your television plans?

Are you ready to benefit from the tremendous audience impact promised by television — its newscasting, advertising, and circulation-building possibilities?

Remember that RCA has everything needed to get your station started immediately. Relatively inexpensive, too, when you use RCA's simplified, "add-a-unit" equipments. Whether you want to start on a large or small scale, RCA designs enable you to get on the air quickly at lowest cost . . . permit easy, economical expansion as your television audience grows. We'll be glad to help you with your planning. Write Dept. 18J1.


Cuts studio lighting requirements 90 per cent. RCA's revolutionary, new studio camera produces sharp, realistic television pictures without hot lights. Gone is the need for oversized air-conditioning plants.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
Iowa’s own
Page 1
"Listened to Most" in 74 of Iowa's 99 Counties (during daytime)

Write for complete facts!
50,000 Watts
Des Moines
FREE & PETERS, Inc.
Representatives

Page 62 • October 27, 1947
In 1926 KMAC consisted of 2 studios and offices. Now Radio Stations KMAC and KISS are in their 27 beautiful, new, air-conditioned studios and offices in the heart of San Antonio.

In 1926 KMAC had 1 employee. Now KMAC-KISS has a staff of 39 highly trained, experienced people.

With 1941 as a base figure in advertising volume, KMAC was up 62% in 1943, 206% in 1945, 224% in 1946, and is still growing month by month.

KMAC's Hooper has tripled in the morning period in 1947, and has shown remarkable increases in afternoon and Sunday periods.

San Antonio was the 36th market in 1940; the 27th market in 1947, and we're growing with it.

In the hearts of 1,000,000 listeners for outstanding operation in the public interest for over 21 years.

With the world's largest network. Mutual has more than 450 stations.

COME ALONG AND GROW WITH KMAC-KISS!

GROWING!
A RADIO "event" has been marked up by Olin Advertising Co., Chicago, its client Atlas Brewing Co., and Sportcaster Jack Brickhouse.

Mr. Brickhouse not only broadcast the game between the Chicago Cardinals and the Detroit Lions over WJJD Chicago and a network of 12 stations, but also described the contest simultaneously over Television Station WBKB. Olin's television director, George Rich, said the broadcast had convinced the agency that football and other sports contests could be duplicated on television without the necessity of engaging a second commentator.

Atlas Brewing has now authorized omnibus of the Cardinal broadcasts over WBKB for the entire season.

Regional network stations are carrying the pro football broadcasts as a public service and are charged only one fee. Stations carrying the broadcasts live are: WWXL Peoria, WHOW Clinton (Ill.), WCLX Lexington (Ky.), as well as Iowa Tall Corn outlets KWWC Muscatine, KAXY Waterloo, KWDN Des Moines, KSIB Creston. In addition, following stations are carrying wire broadcasts: WPQJ Jacksonville (Fla.), WKDA Nashville, KLIF Dallas, KOWH Omaha, WATL Atlanta.

WJBK Foreign Language Ban Brings Counter-Act

PROTESTING WJBK Detroit's cancellation of foreign language broadcasts, John Zaremba, chairman of the Detroit Committee for Foreign Language Radio Programs, has asked for time on Detroit's network to discuss the situation. Mr. Zaremba charges the cancellation is a violation of the right of free speech.

The action followed the purchase of the station by the Mutual Broadcasting System. The station is now controlled by OWI.

ED MURROW, CBS newscaster, returns for a week in November to London, his wartime beat, to cover Princess Elizabeth's wedding. Mr. Murrow's broadcast is to originate there, beginning Nov. 21, 7:45 p.m. with rebroadcasts at 12:45 a.m.

MARY WALLER, news reporter at WMAZ Macon, Ga., resigned her position to marry Capt. Bruce Ross, Oct. 16.

ADRIE HUNT, WPAT Paterson, N. J., commentator, has been elected to the New Jersey Women's Press Club.

FRANK LEIGH, famous coach of U. of Notre Dame, who has been signed as sports commentator for NBC, is to arrive in Detroit, also to be heard in a new transmitted series titled "Leigh's Notre Dame" on WJZ and offered to other stations throughout the country as an open end package. Quarter-hour broadcast will be produced and distributed by Green Assoc., Chicago, and transmitted for free to any radio station with a Leigh studio. Coach Leigh giving latest developments and predictions on outcomes of college football games, and Harry Wiemer, assistant to O. A. Richards, president of NBC, narrating unusual sports stories.

GEORGE EICHE (r), a former Sammy Kaye bandstand now operating George's Men's Shop in Johnson City, Tenn., conceived the idea of moving his baby grand into his shop window and installing a Keyboard Kaper, on WJHL. Business carries on as usual while program is on the air. Mr. Eiche reports that college and high school youths are regular visitors at his broadcasts, which also feature guest vocalists.
Atlanta's WAGA

The promotion-minded Georgia station which delivers dependable coverage of 41% of the state's population and half its radio homes

announces the appointment of

Avery-Knodel, Inc.

AS NATIONAL REPRESENTATIVE
Effective November 1

NEW YORK — 565 Fifth Avenue, Plaza 3-2622
CHICAGO — 333 N. Michigan Avenue, ANDover 4710
SAN FRANCISCO — 544 Market Street, DOuglas 5873
LOS ANGELES — 315 W. Ninth Street, TUCKer 2095
ATLANTA — 41 Marietta Street, N. W., CYpress 7545

5,000 WATTS on 590 Kilocycles
TWENTIETH CENTURY-FOX last week launched what it described as its most significant radio promotion ever used by a motion picture company. The program, described as "The Mystery of the Amber" which opened at New York's Roxy Theatre Oct. 10, was preceded by announcements recorded by Frank Gallup in a four-day splash campaign on WNEW, New York.

PEPSI-COLA Co., New York, has bought the exclusive advertising and promotion for its new Pepsi Cola film program "Evergreen," which will have three remaining national television spots: "Lions of the Brooklyn Dodgers football teams."

BEAUTY FAIR MAGAZINE has appointed Gunn-Mears Adv., New York, to handle all radio promotion, with budget of $90,000 for remainder of this year. Starting Oct. 22 spots of "Success Booklet" and reducing pamphlets are being offered. Sponsor the Nancy Craig show, on WJZ New York and 40 times weekly on local stations. Combined campaign is on 28 outlets, including stations of Yankee Network, WNEW, NBC, WABC, P. A. and WCRO Johnstown, Pa., and others. PROVING POINTS OF OHIO, Department of Agriculture, Toronto, has started five new radio spots daily on a number of Ontario stations. Agency: McKim Adv., Ltd., Toronto.

TIDE WATER ASSOC. OIL Co. has announced signing of ten more western stations to its Associated Stations projects. New stations are: KDHS KIF, KFI, KPYT, KTUT, KFWB, KBVF, KBRO, and KBOK in California; KHCH in Phoenix; and KLST in Amarillo, Texas. Total stations now carrying Associated Stations features stands at 99, located in seven states and Hawaii.

TONI Corp., Toronto (hair curers), Oct. 1, has launched Breakfast Club program on CJBC and CPAC, Mon. Tues. Wed., 9-10 a.m.

HOFFMAN FISCHER INC., Northridge, Calif. (packaged figs), has appointed William Hart Adler Inc., Chicago, to handle advertising. Spots are being currently sponsored by "Smiling Ed McCollum" transcribed service.

BOHLING-NELSON Co., Los Angeles (12 ounce metal cans), has appointed Allied Adv. Agencies Inc., Los Angeles, to handle national advertising.

"At Jarr's Make Believe Ballroom" on KLRA Los Angeles and "Therapy" on KMPO Hollywood.

MENTLE LAMPS Co. of America, Chicago (Aladdin kerosene mantle lamps), has appointed William Hart Adler Inc., Chicago, to handle advertising. Spots are currently sponsored by "Smiling Ed McCollum" transcribed service.

DANIEL'S FOODS, Oakland, Calif. (Dennison's Canned Cabbage), has appointed O'Brien's, Ltd., San Francisco, to handle advertising.

O'BRIEN'S OF CALIFORNIA, San Jose. (Yancy's mini asphalt), has been resigned by Garfield & Allison, San Francisco.

DENNISON'S FOODS, Oakland, Calif. (Dennison's Canned Cabbage), has appointed O'Brien's, Ltd., San Francisco, to handle advertising.

Kweskin's WHOLESALE, New York. C. WHITE, sales promotion manager, has announced a split time deal with WBOC, Ocean City, Md. for the Maryland location.

BERWY EXTEND DAVID'S SPONSORSHIP

PLANS to extend its sponsorship of Jean Davis Show, CBS co-op, to as many CBS O & O stations as available and in other metropolitan markets were confirmed last Tuesday by John Roberts, president of Canadian Ace Brewing Co., Chicago. Sponsor now buys the program on WBBM Chicago and WBZ Boston. Biggest handicap in obtaining the desired markets for the Davis program, Mr. Roberts said, was the network clause which gives local advertisers priority.

The best company executive also announced that radio was being given a "lots share" of Canadian Ace's projected $1,000,000 advertising campaign for 1947-48. In addition to the CBS co-op show, Canadian Ace also sponsors telecasts of sports events on WKBK Chicago and airs news and sports on WENR and WIND, and a daily half-hour radio session on WBBM. Company also uses spots in approximately 40 markets.

Company's promotion, such as direct mail advertisements, will be handled by the Davis agency, which will handle the radio network line-up, as well all the rest of Canadian Ace's sponsorship of Jean Davis Show.

Three more sponsors for the Jean Davis co-operative show have been announced by CBS. The show has been sold locally by WOCV Montgomery, Ala., KERN Bakersfield, Calif., and WDNJ Durham, N. C. The show and in addition to the Jean Davis sponsors announced previously by CBS.

CHRM Survey conducted by a member of the promotion of local spots is being conducted by CKWV Vancouver, B. C. Survey was made among the many highly valued type of radio timebuyers, media directors and account executives, and showed radio announcements and newspaper announcements to be the most highly valued type of radio spot announcements. Primary purpose of survey was to establish a media pattern for stations' copyrighted Promotion. In addition to the most highly valued type of radio spot announcements, the survey was made among the many highly valued type of radio spot announcements. Primary purpose of survey was to establish a media pattern for stations' copyrighted Promotion.

The ART MOSBY STATIONS

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The ART MOSBY STATIONS
"UNARMED HEROES CANNOT WIN THE BATTLE AGAINST FIRE"

"Citizen, community and nation must join to help defeat the menace of fire . . . it is a mighty effort involving all our citizens, requiring the expenditure of immense sums of money and covering every area of our social and economic life . . . fire, all men realize, must be controlled if the economic structure we have built is to be free from the threat of recurrent destruction."

Dwight D. Eisenhower

"We face an enemy, as real, as powerful and as destructive as our enemy in World War II. It threatens the lives of our people. It must be dealt with - as we dealt with war.

What of the army of firemen who are called to action more than a million times a year? What if they could be trained and schooled and equipped with the thoroughness of an armed force in war?

Isn't it time for you, the American community, to face the fact that heroism can never win this war against fire?

Consider these appalling facts: 1. Much fire-fighting equipment is dangerously out of date. 2. Inspection for fire hazards is unknown in countless communities. 3. Out of 800,000 firemen, only 30,000 are enrolled in systematic class instruction, outside of large city departments.

Where does the responsibility for corrective action lie? First - with state and local officials charged with the big-scale job of fire safety. Second - with every individual whose life and property are under constant threat of danger.

The President of the United States has officially recognized the need for action. He has marshalled the nation's fire experts in an all-out war on this menace to national safety. It is a battle that will only be won as you demand and enforce local action.

Take this action now! Interested public officials and citizens are invited to write for a copy of the Report on Fire Fighting Services. Address: The President's Conference on Fire Prevention, Washington, D.C.

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

It is the clear responsibility of every state and local official, and every citizen, to aggressively support this national war against the growing menace of fire.

October 27, 1947 - Page 67
SPEARHEADING THE PROGRESS OF FM

REVISION of FCC engineering standards covering Class B FM stations in Area 2 (all U.S. except the Northeast) was urged last week by the FM Assn. Executive Committee at a meeting in Washington.

C. M. Jansky, Jr., of the Jansky & Bailey engineering firm, was named FMA engineering counsel as well as chairman of a special FMA committee which will meet with the FCC to urge revision of the standards. Other committee members are Everett L. Dillard, WASH Washington, FMA president; Leonard H. Marks, FMA general counsel and Bill Bailey, executive director. The group will meet within the next fortnight.

Action on the FM standards was taken in accordance with a resolution adopted at the FMA national convention in New York Sept. 13. The resolution asks for protection to Class B FM licensees to the 50 microvolt per meter contour.

Attending the Executive Committee meeting besides Marks, Dillard, Jansky, Marks and Bailey were Ben Strouse, WWDC-FM Washington, and Hudson Eldridge, WASH and Continental Network.

AUSTRALIA'S CODE Postmaster General Reviews —Radio in That Country—

AUSTRALIAN commercial radio's operation under a code of standards is reviewed in a recent issue of the Brisbane Courier Mail, which quoted the Postmaster General as saying that “practically the only letters of protest he receives now are from people who do not like the broadcasting of religious views other than their own.”

“Australian radio is ‘cleaner’ today than it has ever been in its brief history of 24 years,” the paper asserted.

Besides banning obscenity, sacrilegious expressions, and “anything of doubtful propriety,” the Australian broadcasters’ code prohibits use of “matter of such a nature as would destroy or tend to destroy public confidence or create any feeling of insecurity in the community,” or “any statement that comments upon, ridicules, or incorporates the name of a member of the Royal Family, or any Australian overseas personality in a derogatory manner, or in relation to advertising.”

Sound effects which might startle listeners are banned from commercial copy. Advertisments that concern public health must first be approved by the Director-General of Health. Use of slang and incorrect English in children's programs is “discouraged.”

A Programme Standards Committee has been formed to pass finally on the propriety of any proposed program matter which leaves questions of “good taste” in the minds of station officials. Australia's Postmaster General sees "no immediate prospects" of FM being introduced into that country. The Postal Dept., however, has set up an experimental FM station in Melbourne and it is expected this station will be used to transmit sections of the program from the Australian Broadcasting Commission.

New RCA Sets

RCA Victor last week announced three new video receivers, bringing the total to a total of eight models. One is a 19-tube set, model 721TS, at a suggested price of $325. The others are television - FM - AM - shortwave - phonograph combination, Models 705 TV1 and 725 TV2, at suggested retail prices of $555 and $757 respectively, both with 27 tubes and three rectifiers. The new RCA Victor sets are expected to be available at authorized dealers by Nov. 3.

THOUSANDS LAUGH WITH "The Jolly Judge"

Monday through Saturday, 9:05-10:00 a.m.

A NEW KIND OF PARTICIPATION PROGRAM

COMPLETE DETAILS FROM NBC SPOT SALES OR WGY

SCHENECTADY, N.Y.

GENERAL ELECTRIC

Page 68 • October 27, 1947
We knew WOAI had lots of friends but even we didn’t realize how many until we announced our 25th Anniversary stage show.

Within less than three days after our initial announcement we had requests for more than the 5500 useable seats in San Antonio’s Municipal Auditorium.

And they kept coming. Our mail was jammed, our telephones were jammed and the auditorium was jammed. Right up to curtain time we were rushed by last minute hopefuls on the telephone.

From cities such as Dallas—280 miles away—people were asking for seats.

We could have more than filled the auditorium all over again without further announcements.

Here is tangible proof of WOAI’s pulling power. Your Petry man can give you lots more information about WOAI’s huge, rich territory and loyal listeners.

*Dallas is not included in the coverage area claimed by WOAI.
CP-construction permit
DA-directional antenna
ERF-effective radiative power
FM-facility modification
ISP-instantaneous power
sync-synchronous amplifier

October 20 Decisions

DOCKET CASE ACTIONS
AM-1450 kc
Announced final decision granting application of Coast Venture Co., for new station Venture, Calif., 1450 kc 250 w, for approval of ant. and trans. location, and to specify studio location. The A. S. Abel Co., area, Baltimore, Md.—Granted license for new experimental television relay broadcasting station. KRBO Hillbrow, Tex.—Granted mod. CP for approval of ant. and trans. location, and to specify studio location. KCMP Forth Worth, Tex.—Granted mod. CP to change equipment and trans. location, date to 1547.

BY THE SECRETARY
The A. S. Abel Co., Baltimore, Md.—Granted license for new experimental television relay broadcasting station.

October 20 Applications

ACCEPTED FOR FILING
License for CP
KYRC Columbus, Ga.—License to cover CP, as mod., which authorized new standard station and change studio location, and authority to determine operating power by direct measurement of ant. power.

AM-1410 kc
William Courtenay Evans, Dover, Del.—License to cover CP as mod., which authorized new station 1490 kc 100 w to cover Delaware, Del., from 1490 to 1410 kc, 100 w to 1 kw D.; from 1 kw to 1 kw C., and change type trans.

Modification of CP
KWMN Fort Smith, Ark.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

License for CP
WELL New Haven, Conn.—License to cover CP, as mod., which authorized new station and change studio location, and authority to determine operating power by direct measurement of ant. power.

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License for CP
WHGN Knoxville, Tenn.—License to cover CP, as mod., which authorized new standard station and change studio location, and authority to determine operating power by direct measurement of ant. power.

TV-186-215 mc
Boston Metropolitan Television Co., Boston—License to cover CP, as mod., which authorized new standard station and change studio location, and authority to determine operating power by direct measurement of ant. power.

New England Theatres Inc., Medford, Mass.—License to cover CP, as mod., which authorized new standard station for extension of completion date. W25M-FM Lynchburg, Va.—CP, as mod., which authorized new standard station for extension of completion date.

Assignment of License
WJYK Findlay, Ohio.—Involuntary assignment of license to Helen F. Hoover, administratrix of estate of Fred R. Hoover, deceased.

TV-186-215 mc
Boston Metropolitan Television Co., Boston—License to cover CP, as mod., which authorized new standard station and change studio location, and authority to determine operating power by direct measurement of ant. power.

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

办法, Lisbon, N. H.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WESB Chicago.—Mod. CP which authorized new standard station and change studio location, and authority to determine operating power by direct measurement of ant. power.

WNJU Philadelphia.—License for CP

Requesting-Biblings, Al.—License to cover CP, as mod., which authorized new standard station and change studio location, and authority to determine operating power by direct measurement of ant. power.

(Continued on page 72)
More and More
250 Watt Stations
are being powered by Raytheon

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

HERE'S WHAT THE SMALL STATION NEEDS!

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

1. Simplified, More Efficient Circuits - A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifiers and minimizes harmonic distortion.

2. Increased Operating Efficiency - The use of the most modern improved components which are operated at well below their maximum capacity together with simplified circuit design greatly increases overall operating efficiency.

3. Greater Dependability - Due to the use of Triode type tubes, feedback failure will not cause a complete breakdown and the signal quality will still be good. Cooled by natural convective air currents, it is not subject to damage or fire caused by a blower failure.

4. Simple, Speedy and Accurate Tuning - All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. A clutch-equipped low-speed motor makes micrometer adjustment of the two tuned stages very easy.

5. No Buffer Stage Tuning - The use of a Video type amplifier in the buffer stage eliminates this complicated tuning.

6. Silent Operation - Natural air cooling means no blower noise, permits microphones in same room with transmitter.

7. Low Audio Distortion - Triode type tubes used in the audio stages have inherently lower distortion level. Specially designed audio transformers reduce audio distortion still further.

8. Easy Servicing - Vertical chassis, symmetrical mechanical layout and complete accessibility through double rear doors and hinged side panels make the RA-250 a favorite.

9. Easily Meets All F.C.C. Requirements - All electrical characteristics are well within the F.C.C. requirements. Noise level is -60 db below 100% modulation. Frequency response ±1 db from 30 to 10,000 cycles per second.

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

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

RAYTHEON MANUFACTURING COMPANY
Commercial Products Division  •  WALTHAM 54, MASSACHUSETTS
Industrial and Commercial Electronic Equipment, Broadcast Equipment, Tubes and Accessories
Sales Offices: Boston, Chattanooga, Chicago, Dallas, Los Angeles, New York, Seattle
DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY
FCC Actions (Continued from page 70)

Applications Cont.: new standard station and authority to determine operating power by direct measurement of ant. power.

AM-910 kc
KLX Oakland, Calif.—Increase 1 kw and 250 watts, install new trans and DA-DN (DA-2) and change trans. and antenna. AMEND to change DA-2, make changes in trans. equipment and antenna system and change trans. location.

Modification of License
KCRS advertisement, Calif.—License to change name of licensee from Mrs. Jesse Appley to Arnold R. Appley, Mrs. Annie M. Potter and Walter Axtell, partnership d/b/a The Daily Report to Mrs. Jesse Appley, Arnold R. Appley, Mrs. Annie M. Potter and Carlton R. Appley, partnership d/b/a The Daily Report Co.

License for CP
KCSM-Cuero, Texas.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM-1340 kc
WNRC New Haven, Conn.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP
KID Idaho Falls, Ida.—Mod. CP, as authorized, to install new trans. for completion of extension date.

AM-1460 kc
WHEC Cicero, Ill.—CP change frequency from 1460 to 1460 kc. increase 250 w to 5 kw, install new trans and DA-DN and change trans. location.

Modification of CP
WKJF Fort Wayne, Ind.—Mod. CP, as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

License for CP
KXRG Great Bend, Kan.—License to cover CP which authorized change frequency, increase power, install new trans and DA-DN and change trans. location and authority to determine operating power by direct measurement of ant. power.

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

Assignment of License
KZL Grand Forks, N.D.—Voluntary assignment of license from Dallas Le Masurier to Grand Fargo Herald Inc.

AM-1740 kc
West Central Best Co., Tulsa, Okla.—CP new standard station 740 kc 2 kw to 5 kw varying, install new trans and DA-DN. AMEND to change name of applicant from West Central Best Co. to Grand Fargo Herald Inc.

AM-1830 kc
KUGN Eugene, Ore.—CP change frequency 1400 kc to 1380 kc, increase 250 w to 500 w, 1 kw-D, install new trans. and DA-DN.

AM-1450 kc
Hanover Best Co., Hanover, Pa.—CP new standard station 1450 kc 100 w until, AMEND to change name of applicant from Jesse J. Maring and Helen G. Wherley partnership d/b/a Hanover Best Co. to Hanover Best Co. and Hanover Best Co. Inc. change 100 w to 250 w make changes in ground system and change trans. location.

Modification of CP
WMAC Poitstown, Pa.—Mod. CP. as authorized new standard station, change frequency from 1370 to 1420 kc, 5 kw-D. AMEND to change from 1 kw-D, change type trans., install new trans., and to change DA-DN.

License for CP
WPAB Ponce, P. R.—License to cover CP which authorized new standard station, change frequency from 1370 to 1420 kw-D. AMEND to change name of applicant from Jesse J. Maring and Helen G. Wherley partnership d/b/a Hanover Best Co. to Hanover Best Co. and Hanover Best Co. Inc. change 100 w to 250 w, make changes in ground system and change trans. location.

License for CP
WPAT Ponce, P. R.—License to cover CP which authorized new standard station, change frequency from 1370 to 1420 kw-D. AMEND to change name of applicant from Jesse J. Maring and Helen G. Wherley partnership d/b/a Hanover Best Co. to Hanover Best Co. and Hanover Best Co. Inc. change 100 w to 250 w, make changes in ground system and change trans. location.

License for Aux.
WCHV Charlottesville, Va.—License to cover CP which authorized new standard station, change frequency from 1370 to 1420 kw-D. AMEND to change name of applicant from Jesse J. Maring and Helen G. Wherley partnership d/b/a Hanover Best Co. to Hanover Best Co. and Hanover Best Co. Inc. change 100 w to 250 w, make changes in ground system and change trans. location.

License for CP
KSCS-FM Ontario, Calif.—License to cover CP which authorized new standard station, change frequency from 1370 to 1420 kw-D. AMEND to change name of applicant from Jesse J. Maring and Helen G. Wherley partnership d/b/a Hanover Best Co. to Hanover Best Co. and Hanover Best Co. Inc. change 100 w to 250 w, make changes in ground system and change trans. location.

License for CP
KTVI FM Grand Forks, N. D.—License to cover CP which authorized new standard station, change frequency from 1370 to 1420 kw-D. AMEND to change name of applicant from Jesse J. Maring and Helen G. Wherley partnership d/b/a Hanover Best Co. to Hanover Best Co. and Hanover Best Co. Inc. change 100 w to 250 w, make changes in ground system and change trans. location.

License for CP
KTRK Houston, Tex.—License to cover CP which authorized new standard station, change frequency from 1370 to 1420 kw-D. AMEND to change name of applicant from Jesse J. Maring and Helen G. Wherley partnership d/b/a Hanover Best Co. to Hanover Best Co. and Hanover Best Co. Inc. change 100 w to 250 w, make changes in ground system and change trans. location.

License for CP
WCFW Grand Forks, N. D.—License to cover CP, as mod. which authorized new standard station, change frequency from 1370 to 1420 kw-D. AMEND to change name of applicant from Jesse J. Maring and Helen G. Wherley partnership d/b/a Hanover Best Co. to Hanover Best Co. and Hanover Best Co. Inc. change 100 w to 250 w, make changes in ground system and change trans. location.

License for CP
WEEN-FM Chicago.—Modify CP, as mod. which authorized new standard station, change frequency from 1370 to 1420 kw-D. AMEND to change name of applicant from Jesse J. Maring and Helen G. Wherley partnership d/b/a Hanover Best Co. to Hanover Best Co. and Hanover Best Co. Inc. change 100 w to 250 w, make changes in ground system and change trans. location.

License for CP
WJFU Fort Wayne, Ind.—License to cover CP, as mod. which authorized new standard station, change frequency from 1370 to 1420 kw-D. AMEND to change name of applicant from Jesse J. Maring and Helen G. Wherley partnership d/b/a Hanover Best Co. to Hanover Best Co. and Hanover Best Co. Inc. change 100 w to 250 w, make changes in ground system and change trans. location.

License for CP
WKKM-FM Madison, Wisc.—License to cover CP which authorized new standard station, change frequency from 1370 to 1420 kw-D. AMEND to change name of applicant from Jesse J. Maring and Helen G. Wherley partnership d/b/a Hanover Best Co. to Hanover Best Co. and Hanover Best Co. Inc. change 100 w to 250 w, make changes in ground system and change trans. location.

License for CP
The Journal Co., Milwaukee.—License to cover CP which authorized new experimental television relay station W4MKR.

Modification of CP
United Best Co., Cleveland.—Mod. CP, as mod. which authorized new standard station, change frequency from 1370 to 1420 kw-D. AMEND to change name of applicant from Jesse J. Maring and Helen G. Wherley partnership d/b/a Hanover Best Co. to Hanover Best Co. and Hanover Best Co. Inc. change 100 w to 250 w, make changes in ground system and change trans. location.

License for CP
The Journal Co., Milwaukee.—License to cover CP which authorized new experimental television relay station W4MKR.

Modification of CP
United Best Co., Cleveland.—Mod. CP, as mod. which authorized new standard station, change frequency from 1370 to 1420 kw-D. AMEND to change name of applicant from Jesse J. Maring and Helen G. Wherley partnership d/b/a Hanover Best Co. to Hanover Best Co. and Hanover Best Co. Inc. change 100 w to 250 w, make changes in ground system and change trans. location.

DELETION
AM-1760 kc
WMJE Birmingham, Ala.—Install new standard station 760 kc 1 kw. Delete Oct. 15.

TENDERED FOR FILING
Assignment of CP
KOWL Santa Paula, Calif.—Consigned assignment of CP to KOWL Inc.

AM-1450 kc
KFWL Klamath Falls, Ore.—Change frequency from 1450 to 1240 kc and make changes in vertical station to support FM ant. array (contingent on KQUI change to 1150 kc).

Lorchnie Best Co., Inc., Lexington, Va.—CP new standard station 1450 kc 250 w unlig.

AM-1390 kc
WLEE Richmond, Va.—CP change frequency 1390 kc to 1450 kc, install DA-DN, and change trans. location except when WBBL operates.

AM-910 kc
Evans Radio Co., Stevens Point, Wis.—CP new standard station 990 kc 250 w.

Modification of CP
KGO San Francisco—Mod. CP to make changes in DA and change type trans. using 50 kw unig. and DA-DN on 810 kc.

AM-1150 kc
Marion Best Co., Marion, III.—CP new standard station 1150 kc 250 w. D.

AM-1310 kc
WQAT Utica, N. Y.—CP change frequency 1100 kc to 1300 kc, install DA-DN, and change trans. hours from D to unig. and install DA-DN on 1100 kc.

(Co-continued on page 74)

World Series Video plans were made by these in charge of the telecasts, including (clockwise, starting at top center) Robert F. Jaminson, assistant manager, WABD New York, coordinator of the series telecasts; H. B. Swire Jr., field director handling the CBS-TV New York originated program; Bill Slater, WABD sports announcer; Ed Wilhelm, in charge of Gillette-sponsored sports programs for Mason Inc.; Howard Riley, television director, J. Walter Thompson Co. handling Ford telecasts; Bill Garden (back of head), WNBT New York field director handling the pickups made by that station; Preston Pumphrey, radio director, Mason Inc.; Lynn Cleary, (front), Bob Bendick, WCB'S-TV director of news and special events; Jack Murphy, WABD field director in charge of that station's series pickups.

Where's the Fire?

The hurricane which ripped through Florida last month is over but stories of humorous incidents which occurred in connection with it continued to arrive from Miami. The WQAM special events department, which was returning in a mobile unit from an inspection trip along the East Coast when it spotted a fire truck en route to a call. Hoping for a possible remote pickup, the boys set out after the truck, following it wildly around downtown Miami and finding it in front of the Pacific Bldg. They rushed on the firemen up to the 15th floor, only to find that the blaze they had chased down was a small curtail fire in Studio A of their own station, WQAM.
This recent installation shows a Blaw-Knox 280 ft. self-supporting insulated Vertical Radiator for AM, topped by an FM antenna.

With Blaw-Knox experience in tower construction dating back to the birth of commercial radio, the broadcasting station had full confidence in the ability of Blaw-Knox to design, build and erect this new type of structure.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2108 Farmers Bank Building
Pittsburgh, Pa.
October 21 Decisions...

BY COMMISSION EN BANC

AM—1310 kc

Griffith Best, Co., Parsons, Kan.—Accepted memorandum opinion and order dismissing without prejudice on Commission's own initiative application for new station 1210 kc 1 kw unl. DA.

October 21 Applications...

ACCEPTED FOR FILING

Modification of CP

KVVC Ventura, Calif.—Mod. CP which authorized new standard station to change name of permittee from Ojai Brand Co. to KVVC The Voice of Ventura County, and to change studio location.

KAPD Pablo, Col.—Mod. CP which authorized new standard station to change trans. and studio locations. AMENDED re changes in ant.

Lincoln Operating Co. as Trustees for Sun Coast Besty, Corp., Miami, Fla.—Mod. CP which authorized new standard station to change trans. location. AMENDED to change type trans.

WCNH Quincy, Illa.—Mod. CP which authorized new standard station and to change location and to change studio location.

AM—Aux.

WLAN Lawrence, Mass.—CP install old main trans. at present site of main trans. and move on 5 kw with 5 kw for aux. purposes only.

Modification of CP

WRQW Albany, N. Y.—Mod. CP which authorized new standard station, to change name of permittee from Wlielm Henshel, Inc., to WRQW, and to change studio location.

WVOS Liberty, N. Y.—Mod. CP, as mod., which authorized new standard station and to change location and to change studio location.

WJOC Jamestown, N. Y.—Mod. CP, as mod., which authorized new standard station to change type trans.

VYOS Liberty, N. Y.—Mod. CP, as mod., which authorized new standard station and to change type trans. and to change trans. location, and to change studio location.

WGOC Jamestown, N. Y.—Mod. CP, as mod., which authorized new standard station and to change type trans. to change trans. location and make changes in DA (1-1) and change in corporate authority of permittee and to specify studio location.

License for CP

KRUW Coquille, Ore.—License to cover CP which authorized new standard station to change type trans. for approval of ant. and change studio location, and to change name of permittee from William E. Walsh and Walter L. Read, partnership d/b/a KRKE Bests., to William E. Walsh and Walter L. Read, partnership d/b/a KXRQ Bests. to change location, make changes in DA (1-1).

Modification of CP

WKRO Coquille, Ore.—Mod. CP which authorized new standard station to change type trans. for approval of ant, and change studio location, and to change name of permittee from William E. Walsh and Walter L. Read, partnership d/b/a KRKE Bests., to William E. Walsh and Walter L. Read, partnership d/b/a KXRQ Bests. to change trans.

License for CP

KUGN Eugene, Ore.—License to cover CP which authorized new standard station to change type trans. for approval of ant. and change studio location, and to change name of permittee from William E. Walsh and Walter L. Read, partnership d/b/a KRKE Bests., to William E. Walsh and Walter L. Read, partnership d/b/a KXRQ Bests. to change location, make changes in DA (1-1).

Modification of CP

WKBW San Juan, P. R.—Mod. CP, as mod., which authorized new standard station and to change type trans. for approval of ant. and change trans. location.

License for CP

WCPC Beckley, W. Va.—License to cover CP, as mod., which authorized new standard station.

TENDERED FOR FILING

Modification of License

KRLN Canon City, Colo.—Mod. license change hours from D to specified hours 7 a.m. to 7 p.m. local standard time.

AM—1190 kc

Casita Besty, Co., West Monroe, La.—CP new standard station 1190 kc 250 kw.

AM—950 kc

Boone County Besty, Co., Inc., Columbus, Ind.—CP new standard station 950 kc 1 kw unl. DA.

AM—1220 kc

Radio Central-Partnership of Charles F. Smith, and Donald F. Ellis, Moberly, Mo.—CP new standard station 1220 kc 250 kw unl. DA.

LOCATED in mountainous terrain virtually inaccessible during the winter months, a new transmitter station of WDOS-FM Oneonta, N. Y., provides living quarters for two. The 500-ft. tower in background is located on a hill with a 2,600-ft. elevation. Owned by the Oneonta Daily Star, the station expects to take the air soon.

RADIO IN EUROPE

No Effort to Relax Listeners, Dr. Bryson Reports—

"RADIO in Europe today is not entertainment, its a form of serious journalism," Dr. Lyman Bryson, CBS counsel on public affairs, declared on his return from a three-month tour of Europe.

Dr. Bryson, who acted as adviser to UNESCO on education and mass media, noted that the radio fare in Europe today consists of good music, some fair news, but no laughs. Programs are all solemn, said Dr. Bryson, with no attempt to relax or amuse, only on elemental things such is far is not a matter of concern, according to the CBS counsel, who points out that the organization has been working only eight months and has accomplished much for that short time.

The international organization would like to do more, said Dr. Bryson, but has been hindered now by lack of authority and power.

Modification of CP

WMAC Potomac, Pa.—Mod. CP to change frequency from 1370 to 1420 kc, hours from D to unl. and install DA-N using 1 kw.

Assignment of License

KHJ Los Angeles, KFRC San Francisco, KGB San Diego, KDA Santa Barbara, KAY-FM Los Angeles and relay and TV in Los Angeles and San Francisco—Consent to assignment of license and CPs to Don Leo Bostg. Co, d/b as Don Leo Bostg. System.
<table>
<thead>
<tr>
<th>Consultant Name</th>
<th>Address</th>
<th>Telephone</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building, Washington, D. C. Adams 2414</td>
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<tr>
<td>RAYMOND M. WILMOTTE</td>
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<td>RUSSELL P. MAY</td>
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<td>JOHN J. KEEL</td>
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<tr>
<td>GILLE BROS.</td>
<td>1108 Lillian Way, Gladstone 6178, Hollywood, California</td>
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<tr>
<td>CHRISTIAN L. HAHN</td>
<td>920 National Press Bldg., D.C., 12305, Washington, D. C.</td>
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<td>W. M. G. SIMON</td>
<td>1000 E. 7th St., Triangle 4400, Chicago 18, Illinois</td>
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<td>WALTER L. FOSS, Inc.</td>
<td>927 12th St., N.W., Republic 3648, Washington, D. C.</td>
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<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>202 Madison Avenue, Toledo 4, Ohio</td>
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<tr>
<td>A. R. BITTER</td>
<td>Consulting Radio Engineer</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>701 14th St., N.W., Metropolitan 447, Washington, D. C.</td>
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<tr>
<td>JOHNP BARRON</td>
<td>Consulting Radio Engineers Specializing in Broadcast and Allocation Engineering, Earle Building, Washington 4, D. C., Telephone National 7737</td>
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<tr>
<td>FRANK H. MCMINNISH</td>
<td>1319 F St., N.W., District 4127</td>
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<tr>
<td>LENT AND POAST</td>
<td>Consulting Engineers, Washington, D. C.</td>
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<tr>
<td>DIXIE B. McKEY &amp; ASSOC.</td>
<td>1730 Connecticut Ave., N.W., Washington, D. C., Adams 3711</td>
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<td>1709 K St., N.W., Republic 3981, Washington, D. C.</td>
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<td>JOHN CREUTZ</td>
<td>927 12th St., N.W., Republic 3648, Washington, D. C.</td>
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</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. Abram St., Phone 5318, Arlington, Texas</td>
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</table>
Say's, "If you're goin' after Christ'mas sales you better be gittin' it!" 143 orders for 'Uncle Remus,' the brand new Christmas merchandising package of 20 quarter-hour shows have been received.

Rexall bought Los Angeles, Boston and San Francisco.

Local stores for Montgomery Ward, Western Auto, Firestone and many others are included in the 143 alert merchandisers who are utilizing this special radio tool for building Christmas sales.

ARE YOU MISSNG THE BOAT?

Cost per program based on metropolitan population area.

| Under 25,000 | 3.00 |
| Under 100,000 | 5.00 |
| Under 750,000 | 10.00 |
| Over 750,000 | 15.00 |

For audition disc write or wire THE CARDINAL COMPANY

New York • Hollywood • Chicago
4600 Sunset Blvd., Hollywood 28, California

Claire R. Himmel, formerly a research analyst for MacPadden Publicity Inc., has joined WDAQ August 10 as director of research and promotion.

Fred Hanlin, recently appointed public relations director of Video station KTLA Hollywood, has resigned.

Al Bond, farm service director of KMOX St. Louis, has assumed additional responsibilities of promotion director.

Marcia Leger, former publicist director at KGU Hollywood, has assumed CBS program promotion department as a senior executive. She fills post vacated by Sam Abelow, who was named assistant to WERNER KOLLER, chief of the CBS documentary unit [BROADCASTING, Aug. 2].

Arnold Snider, formerly with the business office of WLCN Cincinnati, has become a member of the Sales and Marketing Division of that station on special assignment.

Lee Fendren, promotion manager of KHJ Hollywood, has been named head of radio department at Colorado Woman's College, LEWIS THOMAS has returned to that campus, to assume publicity for the "Farm Reporter" show.

Carol Morris has joined promotion and publicity staff of KWWC Pullman, Wash.

Spud Contest

Potato DIGGERS in New York State and areas adjoining are reminded this fall, according to WHAM Rochester. Tom MURPHY, vice president, is conducting a "Big Potato Contest" which offers a total of $100 for champion potato growers. Interest, runs high, station reports, and Jake Broatee, station manager, says that the "Big Potato Contest," a mailing system unique in the promotion area, is generating public interest.

Jacque Broatee, station manager, receives exceptional cooperation from WJOL West Chicago in announcing the big Mail-in Contest on Oct. 5. WJOL placed numerous spot announcements on WHAM, Oct. 3 and 5, calling to the attention of Danbury listeners that a new station was opening in their area. A contest was arranged for general manager of WLAD in his opening broadcast and called the station "WICC for its fine spirit of free competition considering the fact that WICC serves Danbury with a good signal. Thanks to all visitors who wrote in to the Bridgetbook Post newspaper, which gave WLAD excellent publicity.

Fair Stunt

"Guess Your Weight" in WRBL-CBS Star, Win a Valuable Prize was the sign that attracted crowds to the booth of WRBL, Columbus, Ga., on the grounds of the Chattahoochee Valley Exposition. Front of the booth was a group of sharecroppers or "gloosees" of CBS stars and in front of booth was a huge group of button posters. Visitors were encouraged by two WRBL roving radio program stars and button posters and after they heard the one of the stars say, "We have a message to speak to the millions in ten seconds aloud and give your name, the name of your prize and your phone number. Actual sections of CBS programs were recorded for the event. WRBL also furnished a "lost" service during its broadcast, lost children and parents.

WFLP Sports Clinics

FREE ICE SKATING clinic was held Oct. 27 at WFLP, Harrisburg, Pa., owner, Pennsylvania Inquirer, for Philadelphia's juniors and seniors high school students who were admitted by tickets distributed at schools. Top ranking skaters appearing at the Philadelphia Arena. Among those invited to the party were the Ice Capades, instructors and studio workers. WFLP operated the clinic and skating with them. Station also plans second clinic on basketball, Oct. 30. At that time, coaches, captains and other sports writers on station teams will hold nation's experts discuss the game and will be guests of the Inveterate and WFLP at an evening exhibition game between the Philadelphia Warriors, league champions, and Rochester Royals.

RCA Video Folder

NEW SPINWHEEL folder has been distributed by RCA Victor retail sales office. Instrument, Cover reads, "Missing Something Good for Your Home. Listen! Inside is a picture of an RCA television set, whose screen shows different types of video programs on it, turned. Copy of the two-color folderstrengthening public interest is missed by those owning video sets.

Inch That Counts

ILLUSTRATION of a one-inch rule is the highlight of a new mailing piece prepared by WRGB Chicago. Based on C. E. Hooper Reports, folder states that "two identical programs, performed by the same actors in the role on the same network, but with one one-inch rule are separate programs, have been broadcast for over a year in Chicago. There is only one difference between the two programs, the one inch on Chicago radio." Breakdown of the one-inch rule in results of the program on WBBM and an SKBN piece to prove that the inch is "worth 4,000,000 (listener) impressions."

The Mighty, Jordan Rolls On! And His Tympany Five, That Is.

Mgt. Berle Adams

Direction—General Artists Corp.

$551.10 for Louis Jordan Dance
"Complete, comprehensive and indispensable to the agency executive."

TOM HARRINGTON
Vice President
Ted Bates, New York

"Broadcasting Yearbook is a conspicuous 'first' with us as a reference source. We use it within our agency very often for handy factual data."

ROBERT W. BUCKLEY
Account Executive
Dancer-Fitzgerald-Sample, New York

"Broadcasting's Yearbook is comprehensive, complete and factual. It's really the bible of the industry."

TOM MCDERMOTT
Radio Business Manager
N. W. Ayer, New York

"I regard Broadcasting's Yearbook as a most important reference source. All of us have a copy."

CARLOS FRANCO
Associate Radio Director
Young & Rubicam, New York

"It's a wonder to me how you gather so much useful radio material in your Yearbook. I use it throughout the year."

FRANK SILVERNAIL
Chief Time Buyer
BBD&O, New York

"Having the Broadcasting Yearbook is like having an extra man in the office. It is a research compendium that is working for us all the time."

THOMAS P. DOUGHTEN
Manager, New York Radio Dept.
Lennen & Mitchell, Inc.
WRUN-FM Is Now Using Its Permanent Facilities

WRUN-FM Utica-Rome, N. Y., owned and operated by the Rome Sentinel Co., went on the air with its permanent facilities Oct. 10, broadcasting daily from 3 to 9 p.m. The station had been broadcasting with an interim power of 250 w from December 1946 to June of this year, when the operation was discontinued to speed construction of permanent facilities. Authorized radiated power is now 4,800 w.

The new FM station shares studios in both Utica and Rome with WRUN, 5-kw ABC affiliate due to go on the air later this year. Thomas E. Martin, formerly of WNYN Watertown, is stations manager. Other personnel of WRUN-FM are: Richard A. Clark, promotion director; Jarvis Rice, formerly with WGY Schenectady, program director; Warren E. McDowell, chief engineer.

New UHF Text

BASIC PRINCIPLES of ultrahigh frequency transmission and radiation have been published in one volume by John Wiley & Sons, New York. Nathan Marchand, lecturer in Electrical Engineering at Columbia University, and formerly senior engineer of the Federal Telecommunications Laboratories, is author of the book, Ultrahigh Frequency Transmission and Radiation. There are 142 illustrations, and 332 pages of text.

COMPLETION of contract for telecasting by Du Mont's station, WTTG Washington, of all of Washington Capitols' home basketball games starting Oct. 27 from Uline Arena sponsored by National Brewing Co. (National Premium beer) was occasion for a celebration. Thirsts were quenched with aid of sponsor's product by (l to r): Robert Wolff, sportscaster for Du Mont Television; Les Arries, Du Mont general manager; Norman S. Almony, advertising manager of National Brewing, and Paul Rothgeb, manager, Uline Arena.

SERIES ON DELINQUENCY
San Francisco Bay Area Stations' Frank Approach
To Juvenile Problems Brings Results

HOW RADIO stations on their own initiative can deal directly and frankly with a community problem was aptly demonstrated recently in the San Francisco Bay area. A series of six dramatic documentary programs examining the problem of child delinquency in the area, was presented. Titled, This Is Our Will, Our Testament, the series was released simultaneously over a special network of San Francisco and Oakland outlets—KPO, KPBC, KYYA, KSFO, KKSAN, KJBS, KROW, KLX.

In six weekly half-hour segments, the stations painted a realistic and factual picture of the youth problem—its magnitude, its causes, and the courageous work being done to meet it. No attempt was made to sidestep issues or touchy questions—real names and places were used throughout.

The program format centered around the travels of a radio field crew—armed with a wire-recorder. Statements of delinquent and non-delinquent children, police officers, occupants of slum homes, priests, youth leaders, civic officials, probation officers and parents were recorded. These statements were augmented by a dramatic cast headed by Hal Bursick.

Scripts for the series were written by Dave Drummond and Dick Bertrandias of KPO. They were based on the field research of Mr. Bertrandias and James Day, KPO public service director.

Besides stressing the magnitude of the juvenile problem, the programs dealt with specific topics such as types of crimes being committed by children in the area, the work being done by preventive agencies and steps to be taken by citizens as preventive measures.

Reports received by the participating stations told of tangible results. The series won the applause and applause of many civic officials and youth-serving agencies.

New Kansas City, Kan., FM Outlet Names Staff

STAFF of KSBS, new FM station which has begun operations in Kansas City, Kan., was announced last week by Harry Butler, president of Sunflower Broadcasting System Inc., the licensee.

Program director of the new station, which is operating on 106.9 me (Channel 290), is Francis M. Sullivan. Clyde Roberts is news director, Robert R. McDonald commercial manager, C. O. (Tex) Simmons chief engineer, Mrs. Gladys Butler, musical director and Robert McCray and William Farmer, operators.

Station used a full-page spread in The Kansas City Kansas Oct. 5, date KSBS was launched, to announce its opening and give an explanation of what FM broadcasting is. Same issue of the newspaper carried numerous ads placed by local merchants welcoming the new station.

Rogers Named Manager Of KRNO San Bernardino

NORMAN H. ROGERS, formerly assistant manager and program director of KKLX Pasadena, has been named general manager of KRNO, new 250-w fulltime San Bernardino Calif., station. With KFUM moving to 590 kc, KRNO will be or 1240 kc when it takes the air Nov. 1. New station also will take over present quarters of KFUM when latter moves into new building now being completed.

Mr. Rogers is also vice president of Western Empire Broadcasters Inc., licensee of KRNO. Other officers include James W. Gerard, president, owner of Gerrard Markets in San Bernardino; Van C. Newkirk, treasurer, and head of KFUM Broadway agency, and United Pacific Network, per-occasional regional network; A. G. Van Deventer, secretary and Pasadena attorney; George W. Brock, chief engineer, formerly of KOUY Oklahoma City.

New station has subscribed for AP news and Standard transcription library services.

TV Sets for Surgery

SPECIAL television sets with large screens for use in observing medical surgery are being planned by U. S. Television Manufacturing Corp., according to an announcement by Hamilton Hoge, president of UST. Five thousand medical men attending the recent American College of Surgeons Congress watched surgery via television.
Some twenty-odd years ago KGW and The Oregonian led the fight to make news dispatches from the big, world-wide newsgathering organizations available to radio listeners. With this newspaper experience as a background, KGW has made it a religion to provide a news coverage that is not only timely and accurate, but objective. KGW installed the first radio station teletype in the city of Portland and now gives listeners complete Associated Press and I.N.S. coverage. As Night News Editor Chuck Foster holds one of the station's most important positions. In line with KGW tradition, and to provide additional service to the public, Chuck's local and regular news broadcasts have gained popularity based on straightforward, factual reporting. KGW stresses the importance of news, but it's no news to radio advertisers that this station continues to offer outstanding commercial possibilities whatever your product or service.

REPESRENTED NATIONALLY BY EDWARD PETRY & CO.
Seth Raising to NBC Spot Sales Position

William R. Seth, formerly of advertising and promotion for the NBC Radio-Recording Division, has been named manager of advertising and promotion for the NBC National Spot Sales Department, it was announced last week by James V. McConnell, director of National Spot Sales for the network.

Mr. Seth will be responsible in his new post for advertising and promotion on a national scale and will work closely with representatives of the 12 stations represented by NBC Spot Sales. Mr. McConnell said. He has been with NBC since 1944, when he joined the Radio-Recording Division as assistant to the sales and promotion director. The next year he was appointed director of Radio-Recording advertising and promotion.

Charles E. Soden, formerly promotion assistant in the NBC advertising and promotion department, will be assistant to Mr. Seth.

KQW Resumes 2 Shows

Broadcasting of The Housewives Protective League and Sunrise Salute on six-weekly basis was resumed by KQW San Francisco Oct. 13 after a lapse of three years. Arrangements were made between Fletcher Wiley, owner of the programs, and C. L. McCarthy, KQW general manager. Los Angeles, Chicago and New York markets are included in the seven major markets in which the two programs now are heard. (See page 58.)

Now! The first Practical guide to AMERICAN DIALECTS FOR RADIO, STAGE AND SCREEN

Approval from Authorities

Margaret Webster:
"Fascinating. Inflection is as important as pronunciation, should be an invaluable aid to actors."

J. O. Ferrer:
"Should be of great help to actors calling on to use dialects."

Marjorie Morrow, C.B.S. Casting Director:
"So complete...indispensable... will be an aid to anyone who is studying the English language."

Manual of American Dialects

by Lewis Herman and Marguerite S. Herman

Now! The first Practical guide to AMERICAN DIALECTS FOR RADIO, STAGE AND SCREEN

Approval from Authorities

Margaret Webster:
"Fascinating. Inflection is as important as pronunciation, should be an invaluable aid to actors."

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"Should be of great help to actors calling on to use dialects."

Marjorie Morrow, C.B.S. Casting Director:
"So complete...indispensable... will be an aid to anyone who is studying the English language."

This book will help you reproduce the true speech flavor of almost every sectional dialect in the U.S.A. with all its liltts and stresses—all its grammatical, vocal and consonant changes... all the authentic characteristics of its use and all its local idioms.

This is definitely a "how-to-do-it" book which teaches the use of dialects by easy-to-follow visual phonetic symbols; with illustrations of tongue and lip positions for pronunciation and with a special musical notation to guide the entertainer in mastering inflections of dialects of every regional group. Also contains hundreds of monologs for practice.

Actors, writers and teachers of dramatics will use this manual as a practical text and source book for improving their interpretations.

Written by the authors of the successful MANUAL OF FOREIGN DIALECTS—a book which has helped thousands of entertainers master foreign roles.
EDITOR, BROADCASTING:

I'd like to take this opportunity to express my congratulations on the manner in which Broadcasting gave complete coverage at the NAB Convention. The service provided an opportunity to broadcasters to carry home with them notes they might otherwise have lost in the fast scuffle.

Ed J. Hennessy
Program Director
WRBL Columbus, Ga.

...*

WKRS, 'News-Sun' Give Heavy Publicity to FM

EDITOR, BROADCASTING:

Since receiving FCC authority to operate a 3,000-watt FM station, we have inaugurated an all-out publicity campaign in behalf of FM.

Obviously, the purpose of our campaign is two-fold. First, to call the attention of the general public to the fact that the News-Sun was entering the FM radio business, and to stimulate and maintain a strong public interest in understanding of FM. Second, our campaign has been as intensive as our construction problems and progress would allow. We have employed a variety of daily display ads, teasers, news fillers, and general promotion stories extolling the virtues of FM and pointing up the necessity of buying FM receivers.

Second, we realized the necessity of keeping some 65 radio dealers in our immediate coverage area of our progress, and to render every assistance possible in selling sets with the FM features. For example, all our display ads—some of which have even been in color—have been tagged, "Visit your favorite radio dealer for a free demonstration!"

Free dealer listings have also been carried from time to time.

We believe here that The News-Sun was one of the first—if not the first—daily newspaper anywhere to carry a free program listing exclusively for FM stations. We carry listings for all currently-operating Chicago and Milwaukee FM stations.

This is to further stimulate public interest in FM, show graphically what type of programs are available to the FM listener, and where and when to find them. Secondly, we wanted to offer our cooperation to other "FMers."

Robert R. Siegriat
Program Director
WKRS Waukegan, Ill.

...*

Gives Further Brief For Phone Vision

EDITOR, BROADCASTING:

I have hesitated to answer Mr. Norman C. Lindquist's letter about Phone Vision in your Sept. 29 issue... However, I feel that the readers of Broadcasting should know something about the background of the Philadelphia Inquirer articles quoted.

Last summer, before these articles were written, I talked with Mr. Panitt of the Inquirer and demonstrated Phone Vision to him. I pointed out to him that the "hounding up" of the picture used for our demonstration was intentionally made very simple. We wanted no question in any viewer's mind but what the mussed-up picture he saw was identical with the clear picture he saw when the key signal was supplied over the telephone line. I also told Panitt that the commercial version would be extremely complicated and, for practical purposes, theft-proof.

The Inquirer article alleges that several people succeeded in unscrambling our mussed-up picture with "one tube and a few wires." While I was not present at these demonstrations, I have done a little checking and do not believe that anybody broke even the oversimplified scrambling method we employed at that time.

With the system we are now readying for production, a top-flight engineer with a room full of equipment might come about as close to solving the key as advanced amateurs do to breaking the scrambled signals used for trans-Atlantic telephone work. I can assure you, there is no danger of the public's stealing the key to get free Phone Vision reception.

Panitt also states categorically that "Hollywood motion pictures have been found to be the least popular type of programming for television viewers." He has no more basis for making this statement than he would have for discussing the television tastes of the residents of Mars.

With the exception of the film used on our Phone Vision demonstration, no current Hollywood production has ever been telecast to the present owners of television sets. Furthermore, a survey of television set owners made in the Los Angeles area, which was reported on page 58 of your Sept. 29 issue of Broadcasting, showed that 75% of those answering questionnaires said that they would be willing to pay a fee to see first run movies and similar entertainment.

Panitt's reference to the Illinois Bell Telephone Co. seeks to create the impression that the telephone company is hostile to Phone Vision. Naturally, we have not discussed publicly our negotiations with the parent company, but I can assure you that Commander McDonald found high officials of both AT&T and the independent phone companies most receptive.

The public will no more be content with the kind of television programming that can be provided within the limit of advertisers' budgets than they would be with theatrical entertainment trimmed to the same standards. Any contention that people will not pay to see programming which cannot be provided by advertisers is as ridiculous as a statement that people will not buy radio phonograph combinations or purchase records. Radio is free, but the biggest demand today in radio is for "écoute"..."(Continued on page 88)

ENGINEERING STUDY

GARO W. RAY, whose firm of consulting radio engineers and contractors at Bridgeport, Conn., has been busy with new stations in the Middle West and New England, returned recently from an engineering study in France. Mr. Ray is president-treasurer and general manager of WWON Woonsocket, R. 1, which took the air Nov. 11, 1946, as a 250-watt full time outlet.

RETURN HOME

Tennessee Folk Songs, Stories—To Be on BBC

LIKE A TRAVELER returning home, the folk lore and song of the Tennessee mountains is being taken sent to England via records made by visiting members of the BBC. Most of the songs and stories trace their history directly back to the England of the days of the Colonies. A group from the BBC, under Lilian Lang, of BBC's program department, were at WSM Nashville last week transcribing a 30-minute program, Smoky Mountain Serenade, to be rebroadcast in England, Ireland and Scotland.

Sam Slate, New York program director of BBC, is handling the actual broadcast of the programs to the British Isles. Bradley Kincaid, an authority on folk music, and WSM star, is program narrator.

WHTN 1000 W-D 800 KC
WHTN-FM 10,000 W 100.3 MC
HUNTINGTON, W. VA.

Announce the Appointment of

THE FRIEDENBERG AGENCY, Inc.

as Exclusive National Representative

MIKE LAYMAN
GEN. AGM.

October 27, 1947 • Page 81
Vienna could mean a Viennese waltz.

In Dallas-Fort Worth it's

1 STATION

WFAA

2 FREQUENCIES

820 - 570

3 NETWORKS

NBC - ABC and Texas Quality

It's as easy as 1-2-3 to sell the Dallas-Fort Worth Market with WFAA radio service of the Dallas Morning News

Represented Nationally by Edward Petry & Co., Inc.

Page 82 • October 27, 1947
TELECASTING of Notre Dame-Iowa football game officially opened WBKB Chicago's relay link to South Bend, Ind. Completion of the link was hailed by WBKB as an important step in its program to bring Chicago video fans an outstanding sports schedule.

Two 125-ft. relay towers permit engineers to beam the camera's signal on a very high frequency band from the South Bend stadium to New Carlisle, Ind., thence to Michigan City, Ind., where it is relayed again to a receiving point in Chicago's Loop and passed on for conversion to regular telecast band.

WBKB's football schedule calls for televising 25 games. All three Chicago professional football clubs, as well as Notre Dame and Northwestern, will be seen by televiewers. American Tobacco Co. has contracted for sponsorship of college games through N. W. Ayer & Sons, N. Y. (Broadcasting, Sept. 8), while Atlas Prager, Canadian Ace and Keeley Brewing will sponsor Cardinal, Bear and Rocket games, respectively.

In addition, telecasts of horse racing (some of which Canadian Ace has underwritten), basketball and hockey are booked. Brown & Williamson Tobacco Co. (Raleigh cigarettes), through Russel M. Seeds Co., Chicago, will sponsor 10 double-header basketball games to be played by Northwestern and De Pauw at Chicago Stadium beginning Dec. 13.

Town Hall Inc. Radio Workshop Starts Oct. 20

A RADIO WORKSHOP covering script writing, program production and other phases of radio will be started by Town Hall Inc., New York, today (Oct. 20) for 20 weeks through March 15.

Gretha Baker, script writer, program director and former faculty member of New York U., is directing the course, which is open to the public.

Among those scheduled to address the class are C. E. Hooper, president, C. E. Hooper Inc.; Patrick J. Kelly, NBC supervisor of announcers; E. B. Lyford of NBC station relations, and Paul White- man. In addition, various network shows will present in-person demonstrations.

TRIBUTE Paid to Doherty By Boston Conference

TRIBUTE to Richard F. Doherty, NAB Director of Employee-Employer Relations, was paid by the Industrial Relations Council of Metropolitan Boston at a dinner held Oct. 10 at the Hotel Bradford, that city. Mr. Doherty, who served as toastmaster, was presented with a scroll by the council, which he served five years as general secretary and executive director. The famed cooperative management-labor project was his brainchild, according to the scroll.

Some 1,500 representatives of labor and management attended the banquet. Principal addresses were by Mr. Doherty and Philip Murray, CIO president.

Don Petty Named

DON PETTY, NAB general counsel, has been named chairman of the Committee on Statement of Principles of Administrative Law of the American Bar Assn. The committee is a branch of the Section of Administrative Law.
In the Public Interest

Sparks Civic Action

RADIO was credited once again with an assist in sparking the fuse of civic action when a group of social leaders in Chicago-proposed formation of a citizen’s committee to deal with problems of juvenile delinquency as revealed in the program series Report Uncensored on WBBM Chicago. The action was taken when the station played host at a dinner meeting to the programs speakers bureau at the Chicago Bar Assn. at which Ben Park, WBBM writer-producer of radio series, and Bev Dean, who has directed the bureau, appeared as spokesmen. Nominating committee was appointed to select seven persons from social agencies who will be employed as experts on a paid basis to investigate conditions and offer a resolution for formulation of a plan to remedy them. Proposal was advanced by a municipal judge of the Boys Court and acted upon after suggestions by Mr. Park and Mr. Dean.

WOW Police Duties

APPREHENSION of two stick-up men in downtown Omaha has been credited directly to a newscast on WOW Omaha. The two escaped convicts from Nebraska State Penitentiary staged a series of three hold-ups in a period of less than two hours, each time being a little ahead of police. The fourth attempt, however, was fatal. A customer in this fourth establishment was listening to the noonday news over WOW as the convicts entered. He had just heard the description given by the newscaster and he quickly informed the proprietor, who did a “quick fade” and called the police. Police Chief Robert Munch arrived in record time and made the arrest—thanks to WOW.

Home for Veteran

CAMPAIGN to raise a fund of $10,000 to build a new home for a paralyzed veteran in Lawrence, Mass., is being conducted by Arthur Flynn, commentator of Round the Town program over WLAW Lawrence. Prominent business and professional men and friends of the veteran, an ex-Marine who was wounded three times in the Pacific theatre, are backing Mr. Flynn in the drive. Mr. Flynn launched the campaign with the story of the veteran’s heroic action during the war.

***

WPEN Fire Service

ON THE OUTFRONT of the Benjamin Franklin High School fire in Philadelphia Oct. 16, Ed Uribarri, assistant general manager of WPEN Philadelphia, offered the complete facilities of the station to the Board of Education. The Board asked the station to broadcast reassuring messages to mothers of the 3,000 students. WPEN carried half-hour reports on the fire, together with the Board’s messages and tie-ins with Fire Prevention Week safety messages.

***

WFIL TB Drive

USING BOTH its AM facilities and its TV equipment, WFIL Philadelphia is conducting a month-long campaign in October to combat tuberculosis in Philadelphia. The public service crusade is titled the Triple-X Campaign and it is aimed to “X-Ray, X-Plore and X-Pel T.B.” Station has enlisted the aid of the Philadelphia Tuberculosis and Health Assn., the City Dept. of Health, the County Medical Assn., and Mayor Bernard Samuel. Campaign is mapped with two objectives: (1) To educate the public about the disease, and (2) To urge every Philadelphia to get a free chest X-Ray so existing cases of tuberculosis may be exposed and given treatment. Frequent radio and television programs are being devoted to the theme of education on tuberculosis and hundreds of special announcements are used. Seven X-Ray clinics have been set up at various points in the city and WFIL urges its listeners to avail themselves of the opportunity of being examined for tuberculosis without cost.

FAITH'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW, The Voice of Kansas in Topeka

BROADCASTING • Telecasting

LST - MINUTE corrections in Knox the Hatter commercials for WCBS-TV telecast of Columbia-Yale football game from Baker Field, New York, are made by Don Shaw (seated, 1), vice president and radio director of Geyer, Newell & Ganger. On knee is Mel Allen, who does play-by-play and commercials. Leslie Munro, agency’s associate copy director, is taking notes. Behind Mr. Shaw is his son, Reid.

NEW ORLEANS BOUQUET

Mayor Hols Aid Radio Gave

DURING HURRICANE SERVICES which all New Orleans radio stations gave to their stricken city during the hurricane [BROADCASTING, Sept. 29], were hailed by deLesseps S. Morrison, mayor of the Louisiana metropolis, as a tribute to the entire radio industry in a letter to Howard Summerville, general manager of WWL. The mayor said:

“One of the outstanding services rendered the citizens of New Orleans during the recent hurricane emergency was that performed by the New Orleans radio stations. For this reason I wish to express to you and the members of your organizations the sincere and wholehearted thanks of the city administration.

“The factual and up-to-the-minute presentation of bulletins and announcements throughout the hurricane emergency were in large part responsible for the fact that we had a minimum of damage and no fatalities in the New Orleans area.

“It is a tribute, I believe, to the entire radio industry that you and members of your staff performed tirelessly and unselfishly in the name of your fellow citizens. Again please accept my appreciation and thanks.”

ANOTHER FIRST

for Atlanta’s Most Progressive Station

WBGE

WMBE-FM

Atlanta’s First Fulltime FM-Station

95.5 Megacycles

LOCALLY OWNED, LOCALLY OPERATED

Studios & General Offices

Georgian Terrace Hotel

Mike Benton, Pres.
Maurice Coleman, Gen. Mgr.

GENERAL BROADCASTING COMPANY

ClasSiciC HiSTORIES featured in new series aired in dramatic form with title “The Hunted Ghosts,” heard Sat. 9 to 10 a.m. over WLW Cincinnati. Aim of series is to take the horror off the called “good” books children are “supposed” to read and to present great myths in another form, developing an interest in classic tales.

Children’s Classics

ClasSiciC HiSTORIES are featured in new series aired in dramatic form with title “The Hunted Ghosts,” heard Sat. 9 to 10 a.m. over WLW Cincinnati. Aim of series is to take the horror off the called “good” books children are “supposed” to read and to present great myths in another form, developing an interest in classic tales.
FCC Actions

(Continued from page 74)

October 23 Decisions . . .

BY THE COMMISSION

Application for Reassignment of Licensee

Ordering rule to FCC to reconsider the
licensing applications of WQCB, Boston, and
WQCB, San Diego, commenting on the
licensing process and the need for
transparency in the licensing process.

Application for Reassignment of Licensee

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licensing applications of WQCB, Boston, and
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transparency in the licensing process.

License Renewal

Following an evidentiary hearing,
the FCC granted a renewal application
for WLW, Cincinnati, Ohio, for
the period ending November 1, 1960.

DOCKET CASE ACTIONS

Licensed Broadcasting.

AM-1210 kc

Standard Tobacco Co., Inc., May Avenue,
Kc., Granted a new station license for
the period ending November 1, 1960.

AM-930 kc

Gannett Broadcasting Co., Inc., Granted
a new station license for the period ending
November 1, 1960.

AM-1450 kc

Radio Springfield, Inc., Springfield, Ill.,
Granted a new station license for the period
ending November 1, 1960.

BY COMMISSION EN BANC

AM-1240 kc

Greenville Broadcasting Co., Greenville, Ala.,
Granted a new station license for the period
ending November 1, 1960.

AM-1240 kc

Jasper Broadcasting Co., Jasper, Texas,
Granted a new station license for the period
ending November 1, 1960.

AM-900 kc

Progressive Publishing, Inc., Clearfield, Pa.,
Granted a new station license for the period
ending November 1, 1960.

AM-630 kc

Pat Murphy, Huntington, W. Va., Granted
a new station license for the period ending
November 1, 1960.

AM-1290 kc

Seminole Broadcasting Co., Seminole, Okla.,
Granted a new station license for the period
ending November 1, 1960.

AM-1330 kc

Graham Broadcasting Co., Graham, Texas,
Granted a new station license for the period
ending November 1, 1960.

AM-1310 kc

Taff Broadcasting Co., Taff, Calif., Granted
a new station license for the period ending
November 1, 1960.

AM-900 kc

Stronf Broadcasting Co., Rochester, N. Y.,
Granted a new station license for the period
ending November 1, 1960.

AM-900 kc

Northwest Broadcasting Co., Fargo, N. D.,
Granted a new station license for the period
ending November 1, 1960.

AM-1290 kc

Rose Bowl Broadcasters, Pasadena, Calif.,
Granted a new station license for the period
ending November 1, 1960.

Petition Granted

Lincoln Broadcasting Co., Lincoln, Neb.,
Granted a petition requesting reconsideration
and grant of new applications for
licensing and application, and application was
reconsidered.

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Record Companies

(Continued from page 17)
the music czar. Opinion of key executives in radio and related fields (See page 17) was crystallized in the response of an all-out fight to defeat his high-handed and un-American tactics once and for all. (See editorial page 16.)

The only misgiving evident on the radio front was the fear that the ebullient Petrillo might be successful in enticing some entity in radio or the recording field to play ball with him and thereby break his solid front. That was done in 1944 in breaking the recording strike, but, it was pointed out, there was no Taft-Hartley or Lea (anti-Petrillo) laws then.

This Is Showdown

Everywhere, it was conceded that the showdown stage had been reached. The stakes were said to be Petrillo's complete control of music in all forms and by whatever means of rendition, or Petrillo's demise as a labor leader.

While music users were not counting on it, there nevertheless was speculation about the part the Federal Government would play in the upcoming crisis. Somewhere along that line, it was felt, the new Labor Relations Board would become a factor, because of the deleterious effect of any stoppage of radio upon the whole public.

The special session of Congress called for Nov. 17 by President Truman following consultations with Congressional leaders last Thursday might also become of significance. While this session has a singleness of purpose—the European food crisis—there nevertheless is nothing to prevent senators or representatives from taking cognizance of any correspondingly commanding national attention. Mr. Petrillo's latest defiant outburst against the new labor laws, it was felt, would be a logical subject for discussion in the halls of Congress, would readily bring repercussions at the session next month.

Although speculation as to the course which the Industry Music Committee might take in preparing to meet the union crisis was premature, there was little doubt that elements of the recording and transcription businesses at least were bracing themselves for a fight.

Building Up Stockpiles

Cutting turntables were whirling as never before as manufacturers worked to build up stockpiles of master discs from which new releases could be made after the musicians' walkout.

Although no company would publicly acknowledge the potential backlog it could amass before the Petrillo ban becomes effective at midnight Dec. 31, some were reported to believe that they could produce enough to keep issuing new releases for at least a year.

Transcription firms, many of which depend more upon dramatic productions than musical, were regarded as occupying a slightly better tactical position than that of the record firms, but many of them, too, were transcribing programs at stepped-up speed.

Music publishers were reported to be cooperating with recording firms in making available tunes which are scheduled for exploitation after the first of the year.

As the companies labored feverishly, some paused to wonder why Mr. Petrillo had elected to announce his intentions to withdraw musicians from recording or transcription work so far in advance of his D-day. One executive of a major record firm guessed that the AFL leader in adopting those tactics, had shrewdly counted on perhaps inadvertent assistance from the industry in circumventing the Taft-Hartley act, the legislation at the core of the present difficulty.

By giving a 70-day warning of the walkout, this executive speculated, Mr. Petrillo was counting on companies to (1) record enough music before Jan. 1 to carry them through 1948 and (2) during that year to encourage their able attorneys to work out a solution compatible with the Taft-Hartley act.

Mr. Petrillo has made no effort to conceal the fact that the outlawing by the new legislation of royalty payments to the AFM by record companies is a major reason for his decision to pull the muscle of the industry out of recording and transcriptions.

It was this royalty agreement between the AFM and the record companies that ended a protracted musicians' walkout in 1944.

Meeting Tuesday

The meeting of recording companies out of which came the de- cision to call the industrial music committee was held Tuesday at the invitation of A. D. Willard Jr., executive vice president of the NAB, and Richard P. Doherty, director of employer-employee relations, attended along with officials of 11 record firms.

Following the three-hour meeting, a statement was issued explaining that the representative manufacturers had "approved the formation of a preliminary committee to be appointed for the exchange of information and ideas and to participate in discussions with the NAB's Industry Music Committee."

Mr. Willard described the meeting as a success because it had demonstrated that record manufacturers thought it worthwhile to cooperate with broadcasters in taking measures against unreasonable union action.

It was known that MGM, RCA Victor, Decca, Columbia Recording Corp., and Capitol were firms to be represented.

Representatives of seven major syndicated transcription services met Thursday and appointed Charles Gaines, executive producer for the Frederic W. Ziv Co., New York, to represent them on the committee. Joseph W. Bailey, vice president of Louis Cowan Inc., New York, was appointed an alternate representative.

Several weeks ago the library transcription services, during an informal meeting held coincident with a luncheon given by Broadcast Music Inc., in New York, elected Richard Testut, vice president and general manager of Associated Program Service Inc., to represent them on the NAB committee.

Possible effects of a long work stoppage by musicians in the recording and transcription firms were being carefully studied.

It was thought that although the record manufacturing firms would be able to build up—in the period between now and the work stoppage—enough backlog to see them through a long winter and perhaps even a year of new releases, smaller companies without the resources to invest in that expensive undertaking would suffer seriously if the stoppage were prolonged.

There was some talk of recording in Mexico or England in the event of a walkout by the AFM, but one executive recalled that during the last AFM no-work period British musicians refused to export records and thus effectively cooperated with the AFM.

The president of a small independent record firm in New York said there was nothing the little company could do but sit tight and continue business as though nothing had happened, or was about to happen.

It was felt in some quarters that transcribed network programs would be seriously affected by the ban. Executives of the Philco Corp., Hutchins Agency and ABC were planning to confer this week as to possible measures to be taken to

MBS Sales

SALE of network time with an aggregate value of $3,000,000 in the ten days preceding Oct. 20 was announced last week by MBS. This figure, according to Jess Barnes, Mutual's vice president in charge of sales, is based on contracts signed by the Kaiser-Frazer Corp., International Milling Co., Pilot Radio Corp., and the Coca-Cola Co.
Revision of Commercial Part Of Code Proposed by NCAB

REVISION of the commercial section of the NAB code was asked in a resolution passed by the North Carolina Assn. of Broadcasters during a Monday, Tuesday meeting at Sedgefield Inn last week.

Spending a half day on the code the 115 broadcasters present, representing 43 stations, heard Harold Fair, N A B Program Director, explain the code and then went into a detailed discussion of all of its provisions. The only serious criticism was made of the commercial section.

Harold Essex, managing director of WSJS Winston-Salem and WMIT, its FM affiliate, was elected president of the group.

U. of N. C. Radio Activities

At the Monday luncheon Earl Wynn, head of the new Communication Center at the U. of North Carolina, spoke about radio activities at the school. During the afternoon the meeting heard Mr. Fair explain the code.

In the evening Winston-Salem, Greensboro and High Point stations were hosts at a cocktail party and furnished the talent for a show at the association dinner.

Tuesday morning Thomas D. Connolly, CBS director of program promotion, spoke on “Promotion.” There was a general music discussion which was presided over by Mr. Essex, who is also chairman of the Fourth District NAB Employer-Employee Relations Committee. Mr. Essex pointed out that broadcasters shouldn’t discount James Caesar Petrillo’s promise to pull AFM music off the networks the last of January.

Ken Sparnon, of BMI, spoke on station relations. Other officers elected were Robert Wallace, WOHS Shelby, vice president; James Campbell, WKNS Kinston, secretary-treasurer; Allen W. Wynnaker, WGTS Wilson, a member of the executive committee. Frank Jarmon, WDNS Durham, the retiring president, will also be a member of the executive committee. The next meeting will be held sometime in June. Both Asheville and Wilmington have asked for the meeting.

The resolution on the code follows:

Be it resolved that the proposed Standards of Practice be revised to the effect that commercial time allotted to 3-minute program be increased to 2 minutes and 35 seconds and that the commercial time allotted to 1-minute program be increased to 2 minutes and 30 seconds. In the case of news spots allow a middle commercial to be included in the total allotted commercial time.

Be it resolved that the proposed code should be modified so as to provide that a short “service” announcement (end time, etc.) be permitted between two programs in addition to a regular commercial announcement.

Be it resolved that the proposed code require that religious broadcasts, either commercial or sustaining, be properly identified as to sponsorship of same.

Drum Up MORE SALES!

A recent survey of 13 major U. S. markets proved the rich Cleveland area ranked 2nd in number of radio homes. In this area, plus 9 surrounding counties, WJW reaches 95% of the homes and 94% of the total retail sales. Here’s a large responsive audience—a rich, progressive market. Drum up more sales—more profits per advertising dollar with Cleveland’s Chief Station.

WJW

BROADCASTING • Telecasting

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Open Mike
(Continued from page 81)
Byers is for phonograph combina-

tions, and the sale of records to-

day is many times larger than it

was before radio was invented...

Ted Leetzell
Zentz Radio Corp.
Chicago, Ill.

* * *

Likes Our Comparative
Network Schedule
EDITOR, BROADCASTING:

The network schedules folder is
a great idea and I have found it
of great use. It should be on the

top of every buyer's desk.

Carlos Franco
Young & Rubicam Inc.
New York

* * *

Disclaimers Report
On CRMC Address
EDITOR, BROADCASTING:

I was astonished to read, in
this week's BROADCASTING, remarks at-
tributed to me—in connection with
the Radio Management Club's Chi-

cago meeting...

At no time did I say that WMLO
"did not intend to accept or live up
to the Code." On the contrary, I
said that it would be unfortunate
if our own trade association were
to adopt a Code so utterly impos-
sible for independents that this nu-
merically great segment of the in-
dustry could no longer be repre-
sented in the Association.

Nor did I say—"the real reason

behind the Code is that the net-
works were jealous of the increas-
ing share of audience being built
up by independent stations."

The only comment I made about
the networks was, in discussing
some of the impracticalities of the
proposed Code, I pointed out that
big network commentators were prohib-
ited (which I think a good idea)
and that I doubted seriously if
Mutual would give up Fulton Lewis
Jr. or ABC give up Walter Win-
elsing. As to my letter to Charley
Caley, I pointed out in this letter that
the problems of network affiliates dif-
fered so widely from those faced by
independents that it would be hard
to reconcile the differences without
greater Independent Station repre-
sentation on the Committee. More-
over, I never asked anyone to join
anything. I was simply asked to ex-
press my personal opinion and I
did so....

Jerome Sill
Exec. Vice President
WMLO Milwaukee

* * *

Refers to Copyright
On 'Scramby-Ambly'
EDITOR BROADCASTING:

In your recent edition of BROAD-
CASTING you carried an insert to
the effect that Perry Ward, who
has just joined a station in a pro-
gramming capacity, was the origi-
nator of Scramby Ambly.

I believe an error should be cor-
rected as I am offering this show
which I own copyrighted in 1940
and this article has caused me a
little embarrassment in the agenic-

Perry Ward was... m.c. for
the show when it originated on
the West Coast for Sweetheart Soap
and at no time has he or any other
person participated in the own-
ership rights to Scramby Ambly.

My best wishes to BROADCASTING,
Ray Shannon

Record Ban
(Continued from page 16)
automobiles."

Reminded that some major re-
cording companies had built up a
considerable backlog of records, he
replied defiantly: "I don't care if
they have a backlog of five years.
Let them use them. We will stop
making them Dec. 31. We are go-
ing to protect ourselves and will
do that by never again making a
recording or transcription. There
is no other way, by contract or other-
wise, to protect ourselves.

Asked if the union had recog-
nized its position on the possi-
bility of forming an organization
to make its own records, Mr. Pe-
trillo asserted that the union,
after long deliberation, had de-
cided against it. It was a choice
he explained, between stopping
all recordings or making "our own
records."

"If we could make them our-
selves, we could say where they
were going and who would use
them... We can't go into busi-
ness for ourselves because
we would run into the anti-trust
laws," he added.

'Everything' Barred

_exact effect of the ruling, Mr.

Petrillo continued, was that after
Dec. 31, "everything is out." That
means, he said, no new recordings
and transcriptions for broadcast-
ing, juke boxes and home use. It
also means, he pointed out, eli-
mination of the practice employed
by some radio stations of making
recordings for broadcast in ad-

'Ve don't mean we won't be

playing to make the broadcast
discs of people who have been making
program recordings," he empha-
sized. "It just means that now
we will play at the time the
program is broadcast."

On the subject of royalties, Mr.
Petrillo said his union had col-
lected $2,000,000 this year, which
he characterized as the "best year
yet," in contrast to other years
when lack of shellac and manpower
hindered the making of discs and
curtailed payment of royalties.

While the Taft-Hartley Act ex-
pressly forbids payment of royalty
bles directly to unions, except for
health and welfare funds jointly
administered by employers and
workers, Mr. Petrillo denied that
the union's decision had anything
to do with the Taft-Hartley Act.

"We're losing employment," he
stated flatly, adding that record-
ings bring individual members of
the union "only about $5,000,000
annually."

Mr. Petrillo said no recording
firm would be allowed to record a
cast or concert, but acknowledged
there was still room for interpreta-
tion on some points of the ban, such
as use of "reference recordings"
which are used for the purpose
of correcting flaws in performance.
He termed that an "individual case
which would have to be worked out."

Mr. Petrillo confirmed his an-
nouncement retaining the ban on
duplication of AM musical pro-
grams on FM or use of union
musicians on FM network pro-
grams.

He reiterated his contention that
"FM is a separate business." "If
FM wants union musicians, let
them hire them at scale. If they
can't afford it, they shouldn't be
in business."

When It's BMI, It's Yours
Another BMI "Pin Up" Hit—Published by Mellin Music

FORGIVING YOU

On Transcriptions: ASSOCIATED—Vic Damone; CAPITOL—Skitch Henderson; LANG-WORTH—
Tommy Tucker.

On Records:  Harry James—Col. 37588; Johnny
Johnston—MCM 10076; Sammy Kaye—Vic.
20-2434.
Griffith Dismissal Petition Is Scored

FCC Hits Accepting Pay For Withdrawal of Application

FCC ISSUED last week, on a split vote (5-2), a stern warning that it does not sanction withdrawal of applications where the effect is to avoid hearings and where the withdrawing applicant accepts reimbursement for out-of-pocket expenses from his erstwhile rival.

The warning was contained in a memorandum opinion and order denying H. J. Griffith’s petition for dismissal of its application for a new station at 1310 kc with 1 kw at Parsons, Kan., which had been set down for competitive hearing with Four States Broadcasters’ application for Joplin, Mo.

Mr. Griffith told the Commission that since filing for Parsons he had received a grant for El Paso and acquired 40% interest in KWFT Wichita Falls, and now wished to devote expenses from his erstwhile application “with prejudice” paid in full to those two stations. He said Four States Broadcasters had promised, if they received a grant, to repay him for expenses he had incurred in prosecuting his application, up to $6,930.

The FCC majority contended “it is clear . . . that he is not furnishing anything of value to Four States Broadcasters,” and that the Joplin applicant “will receive nothing” from him “except [his] withdrawal from the proceeding.” Instead of granting Mr. Griffith’s petition to dismiss his Parsons application without prejudice to refiling later, FCC denied that request and, on its own motion, dismissed the application “with prejudice.”

“The Commission is of the opinion that it is not in the public interest to permit dismissal of applications without prejudice (or amendments of applications to remove a conflict) where money is paid in connection with such petition which is in excess of the value of any material, equipment or services received by the party paying the money,” the majority declared.

Comrs. E. M. Webster and Robert F. Jones dissented, declaring their belief that “it is not against the public interest to permit the payment of money to such persons as petitioner who desire to dismiss their applications without prejudice so long as such petitioner acts in good faith and the amount to be paid is not in excess of actual out-of-pocket expenses connected with the prosecution of his application.”

They argued that “the only factor distinguishing this petition from others previously filed and granted by the Commission is the amount involved,” and that “for that reason . . . petitioner should be afforded the opportunity to establish that this amount is in keeping with his actual expenses.”

Comr. Jones also opposed FCC’s dismissal of the Griffith application on its own motion, contending “the parties should be left in status quo with the responsibility on the part of both of them to move or plead as a result of Commission ruling on the petition.”

NBC Swings Towards Emphasis On Public Affairs Programming

REORGANIZATION of NBC departments concerned with public service broadcasts [Broadcasting, Oct. 20] last week was characterized as portending increased interest by the network in programs on public affairs.

Ken R. Dyke, NBC administrative vice president in charge of programs, public service and continuity acceptance, said that the reorganization was intended to improve the coordination among network departments with respect to public affairs, and he indicated that NBC would henceforth pay added attention to such programming.

“If an important project in this field warrants it,” he said, “we will not hesitate to cancel commercials.”

Mr. Dyke also announced the scheduling of a weekly half hour, Sundays 4:30-5 p.m., for regular presentation of public affairs programs in addition to those already carried by the network.

The new period, tentatively named The World We Face, will be reserved for programs of all kinds dealing with public issues. No particular format will be established for shows broadcast in that period, so that programming flexibility will be obtained, Mr. Dyke said.

In the departmental reorganization, two new divisions were established. The Talks Division will be responsible for clearance, approval and booking of all talks made on NBC, and the Organizations Division, which will be responsible for maintaining liaison with social, educational, religious, labor, business and other groups.

Mr. Dyke announced the following appointments: Dwight Herrick, operations manager, Public Affairs and Education Dept.; Margaret Cuthbert, manager, Organizations Division; Jane Tiffany Wagner, assistant manager, Organizations Division, and Doris Cowith, manager, Talks Division. Sterling Fisher was named advisor on public affairs and education, reporting to Mr. Dyke.

A public affairs board, which will meet probably bi-weekly, to assist Mr. Dyke in coordinating all public affairs activities, also was appointed. It includes: Mr. Dyke, chairman; William F. Brooks, vice president in charge of news and international relations; Thomas C. Mead, national program manager; Mr. Fisher; William McAndrew, assistant to the vice president in charge of the NBC Washington office, and Mr. Herrick.

Both he and Comr. Webster felt the FCC Rules provide for dispensing this "type of transaction" but that the regulation (Sec. 1.366) "does not indicate such definitive interpretation of the Commission's considerations which meet with this Commission's approval and disapproval, respectively. Therefore, they argued, the rule "should be amended in accordance with such new Commission policy before decisions of this nature are made."

They contended that the record showed no sign of bad faith on Mr. Griffith’s part and that he should be given a chance to establish "that the amount paid to him is in keeping with his actual expenses and that such expenses are bona fide."

Majority Views

The majority, however,—retiring Chairman Charles R. Denny and Comrs. Paul A. Walker, E. K. Jett, Clifford J. Durr, and Rosel H. Hyde—felt that "the only reason apparent for the payment of money is that petitioner’s withdrawal . . ."

Upcoming

Oct. 27-29: Canadian Assn. of Broadcasters Board of Directors meeting, Toronto.


Oct. 29-31: Assn. of Canadian Advertisers annual convention, Royal York Hotel, Toronto.

Nov. 2: SABBA Engineering Conference, Havana.

Nov. 3-4: National Electronics Conference, Edgewater Beach Hotel, Chicago.

Nov. 8: Northwest Assn. of Advertising Agencies fall convention, El Paso.


Nov. 17: Hearing on TV channel No. 1, FCC Hqrs., Washington.

will remove a conflict with the other application and thus obviate this factor as a reason for holding a hearing.

The majority continued:

Thus, through the use of the device of a petition to dismiss without prejudice, the Commission’s procedures are being used as a means of securing money in return for removing one reason for holding a hearing. This view is reinforced by the fact that petitioner admits that he does wish to operate a station in Parsons and also by the fact that petitioner is not entitled to receive his money unless and until the application of Four States Broadcasters, Inc., are approved.

The Commission’s hearing procedures are designed for the purpose of determining whether or not the granting of particular applications will be in the public interest. The Commission will not approve their use as a device for enabling one party to a proceeding, who admittedly has no further interest in the proceeding, to exact moneys from another party as the price for the former’s withdrawal.

BOSTON’S EXCLUSIVE ABC OUTLET

Serving the entire Metropolitan area of 3 million people

A COWLES STATION

Represented nationally by the Katz Agency

1150 on your dial

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The FM ruling evoked a protest, when the sessions resumed Tuesday morning, from Mr. Brauner, CBS general attorney, who asked for reconsideration of both the Commission's decision and Mr. Hyde's ruling. Mr. Brauner said the ruling indicated (1) that FCC intends to treat AM and FM as "entirely separate" services without considering the possibilities of using one to supplement the other in achieving nationwide coverage, and (2) that FCC has decided FM "cannot develop into a significant service in the foreseeable future."

The former, he said, would be contrary to law while the second, he felt, would be contrary to fact. Comr. Hyde explained that the rulings were "in no way" a statement of FCC attitude toward FM. He suggested that a petition to the full Commission would be the proper method of requesting reconsideration.

Mr. DeWitt opened CBBS testimony with a series of maps depicting coverage by networks and by classes of stations.

Possible Remedies

Mr. DeWitt outlined several "possible remedies" which had been studied by CBBS and rejected for technical, economic or other reasons, which he specified at length. He listed these including: (1) low frequencies (long waves); grouping of clear channels at the low end of the present AM band; use of international frequencies (short waves); duplication on present clear using 50 kw at night; daytime duplication on clear; relocation of stations retaining 50 kw on clearers; and increased power for each class of station.

The "only practical approach," he concluded, is in a combination of (1) power increases for 1-A and "certain" 1-B stations to provide improved groundwave and daytime and nighttime skywave service; (2) use of Class 2 daytimers "with distance separation, power and hours of operation adjusted" to keep interference to the remaining stations at a minimum; (3) daytime power increases for regional and local stations "where possible."
that nighttime coverage problems can be solved only by using skywaves to supplement existing groundwave services.

He introduced maps to show that, with Type D nighttime skywave service provided by 750-kw stations, most parts of the nation could be given a choice of four stations, and the E-Plus, somewhat inferior to Type D but in his opinion a great improvement over existing service in many areas, virtually all sections would have at least four and often many more signals to choose from.

Directional antennas, Mr. DeWitt said, would be used by coastal 750-kw stations and, as necessary, by those located inland, to extend coverage in desired directions. He said 750 kw was chosen as the desired power for these stations because it will provide "highly useful skywave service at any latitude" to the point where "in my opinion, listeners will regard it as dependable."

The CCBS engineer said that, in choosing stations for 750-kw operation, all 16 of the CCBS member stations had been picked for "many compelling reasons" apart from "legitimate self-interest." These, he said, included desirable locations from the standpoint of geographic distribution, economic ability of the communities to support them, and nearness to sources of information, culture and entertainment. CCBS member stations, he added, are independently owned, their respective management have had long experience in radio, and most of them have been seeking higher power for "over a decade."

The four nonmembers of CCBS selected for 750-kw operation—KOA Denver, KPO and KGO San Francisco, and KSL Salt Lake City—were picked "for illustrative purposes only," but with the choices dictated largely by technical considerations, he declared.

Although not perfect, Mr. DeWitt declared, the CCBS proposal meets "all the requirements which should characterize any such plan: that, most of it is capable of being put into effect in the immediate future; it causes a minimum upset in the present allocation structure; and the range expendites of doubtful outcome are relied upon, and it is technically and economically feasible."

WEDNESDAY

Mr. DeWitt returned to the stand Wednesday morning for cross-examination, led first by Mr. Spearman of the Regional Broadcasters Committee who queried him pointedly on interference ratios used in preparing his maps, their failure to show effects of skywave-to-skywave and skywave-to-groundwave interference, and the usefulness of western clear-channel stations' signals to listeners in the East.

Mr. Spearman contended that backscattering or radar effect, which the CCBS witness said was tested at WSM Nashville but which he felt must be the subject of much more extensive studies, constituted the only real interference argument offered by Mr. DeWitt against directionalized, back-to-back duplications on present clear channels.

The regional group's attorney questioned whether it wouldn't be impossible, under the CCBS proposal, for other states to have "anything comparable" to the 750-kw operations and whether, actually, it wouldn't be impossible for other states to have any full-time stations of more than 5-kw power.

Mr. DeWitt denied that this would result. Nor did he feel, as Mr. Spearman contended, that the proposal would be contrary to the equitable-distribution provisions of the Communications Act. Actually, he said, it is impossible to give each state a clear channel. "I don't think every state can support a 750-kw station," he added, declaring that "all we are trying to do here is to provide service."

Mr. Spearman sought to show that 750-kw operations would not make available, within some areas, as many different signals as the CCBS maps indicated.

Mr. DeWitt contended throughout that the maps and other CCBS exhibits were prepared on the basis of an engineering exhibit drawn up in a cooperative effort of FCC, CCBS, RBC, the networks and others. Mr. Spearman argued that his group had not agreed with "everything that went into" this exhibit.

To questions advanced by Mr. Haley, representing ABC, Mr. DeWitt said CCBS members had approved the 750-kw plan "in principle" and that they realized some network-affiliation changes would result, but felt that these would occur during "the normal processes of competition."

On the basis of earlier testimony, Mr. Margraf, counsel for NBC, contended that in southern latitudes service shown by CCBS as Type D, available 90% of the nights of the year, actually would be available about 65% of the nights and that in other sections it would be available up to only 84%. Mr. DeWitt insisted, however, that Type D is now provided in only a few areas by 50-kw operations and that many listeners who would receive Type D from 750-kw stations are now accustomed to "very poor" service.

Questioned as to what "dependable" service is, the CCBS engineer chief said he thought skywave service which is present about 80% of the nights of the year would "begin" to be regarded as dependable in many sections and that listeners there will "like it a lot better than what they have now."

He said Type E-Plus, which he defined as skywave available 80% of the nights of the year, "certainly" can be regarded as serviceable.

Mr. Margraf elicited the information that some of CCBS' coverage maps were based on atmospheric noise ratios of 100-to-1, rather than the more recently designated ratio of 200-to-1. On the revised basis, he brought out, stations of 3000 kw, not 750 kw, would be needed to accomplish the coverage shown by CCBS in its plan.

Mr. DeWitt contended that use of the 200-to-1 ratio would make a comparable change in the maps on Type D service of existing 50-kw stations, since the showings on existing as well as proposed coverage were both prepared on the old ratio.

To detailed questions from Mr. Margraf, the clear-channel spokesman said the 750-kw plan might bring some reduction in the number of listeners to whom NBC service is now available from clear-channel stations. He conceded that KPO or KFI might leave NBC; that in the next region WHO, WFAA-WBAP or WOAI might move to another network; that in the South WSB or WSM, which he heads, might switch affiliations, and that the Northeast NBC might lose KDKA, WHAM or WBZ.

But he insisted that the purpose (Continued on page 98)
that a study should be made to determine whether increases to 750 kw would reduce other stations’ service areas, in order that the net gain or loss can be appraised. Mr. DeWitt raised questions about the economic effects which 750-kw operation might have on stations with lesser power, eliciting a response that no investigation of this question has been made.

In answer to questions by Mr. Plotkin, Mr. DeWitt said he “assumed” that all CCBS member stations would apply for 750 kw, but to a higher-power, and estimated that 18 to 24 months might be needed to put 750-kw operations into effect, depending upon delivery of equipment. Asked whether failure to have all four networks represented among the higher-powered stations in each region would nullify the CCBS proposal, he said he was not in position to discuss affiliation questions in detail but that this phase would be treated in testimony by Victor A. Sholis, CCBS director and also director of WHAS Louisville, who is slated to take the stand this week.

THURSDAY

In further cross-examination Thursday morning, Mr. Spearman contended—with Mr. DeWitt denying it—that regional and local stations are “the only people who are going to get hurt” under the CCBS plan.

Mr. DeWitt was followed by Mr. Politz, expert on market research and population surveys and president of Alfred Politz Research Inc., N. Y., who opened the presentation of the regional group.

Bulk of his case apparently was to be centered around maps prepared by his firm, showing coverage of some 43 1-A and 1-B stations. But his presentation was broken off after the groundwork had been laid, pending arrival of BMB officials to testify and submit to cross-examination on procedures of the BMB survey.

Mr. Politz said BMB assigned him to evaluate its survey and that he conducted an extensive test in Westchester and the Bronx, on the fringes of New York City. The “overall discrepancy” between his results and the results of his survey and BMB’s, he said, was an “inflation” in BMB results.

When the regional group at- tempted to inquire further into the BMB survey into the record, Mr. Caldwell objected on grounds that witnesses were not available to authenticate it, that the area where Mr. Politz conducted his tests was not typical of all sections of the country, and that the regional group was “attempting to meet engineering facts with mail.”

Responding to questions from Mr. Plotkin, Mr. Politz said he could not predict the accuracy of BMB’s nation-wide survey on the basis of the evaluation in the New York area, but that he raised the chances of BMB being in error in most sections of the country were less than in the test area.

License Renewals for 25 AM Outlets Are Approved

LICENSE RENEWALS for 25 AM stations for the period ending Nov. 1, 1950, were approved by FCC last Thursday.

The stations:

KABC, Los Angeles, Cal.; WHP, Harbesburg, Pa.; WING, Dayton, Ohio; WTSB, St. Petersburg, Fla.; KEVL, Tulsa, Okla.; KWEW, Pasco, Calif.; WIBS, Columbus, Ohio; WKBX, Des Moines, Iowa; KCBX, Dubuque, Iowa; KELA, Centralla, Wash.; KFPR, Longview, Tex.; WMSR, Rapid City, S. Dak.; WBBY, Shreveport, La.; KTIS, El Paso, Tex.; KUJ, Walla Walla, Wash.; KVOC, Santa Ana, Calif.; WOC, Des Moines, lowa; WBBY and Auxiliary, Waterbury, Conn.; WOAI, San Antonio, Tex.; WOC, Des Moines, lowa; and Auxiliary, Syracuse; WLOW, Normal, lowa; WBAU, Tail River, Mass.; WSB, St. Albans, Vt.

Preservation of Present U. S. Channels Under NARBA Is Urged for CCBS Plan

FULL PRESERVATION of existing U. S. channel rights and improvements in permissible power under the North American Regional Broadcasting Agreement were urged by the Clear Channel Broadcasting Service last week as necessary if its 20-station 750-kw plan is to be put into effect (story page 15).

Looking to the forthcoming revisions of NARBA, the clear-channel group offered FCC these recommendations with respect to keeping the way open for adoption of its domestic plan:

“So far as 1-A stations are concerned, there should be no diminution in any respect of the rights now enjoyed by the U. S. under the Agreement. The rights should be fully preserved both as to number and desirability of channels on which the U. S. has priority, and freedom from maximum power limitations, and to protection against interference from stations in other countries, or otherwise.

“So far as 1-B stations are concerned, the maximum power limitation on not less than four (those involved in the CCBS 20-station plan and such others as may be determined by the Commission) should either be removed or should be increased to not less than 750 kw. Consideration should be given either to changing the status of the four 1-B stations involved in the CCBS plan to that of 7-A, or to establishing two sub-clases of 1-B stations, one having a maximum power limitation of 750 kw and the other having a maximum power limitation of 50 kw, or a combination of the two.

“So far as regional and local stations and channels are concerned consideration should be given to substantial increases in the maximum power limitations, particularly by day and, if and when found feasible, also by night.”

PREPARING to throw switch launching 60-kw operation for KMPC Hollywood is Rosene Richards, daughter of G. A. Richards, at station’s transmitter in North Hollywood. Herbert H. Wixon (1), sales manager, and Loyd Sigmon, chief engineer, smile approval.

KMPG ON NEW 50 kw, PLANNING EXPANSION

AS result of power increase to 50,000 watts, effective Oct. 18, KMPC Hollywood is expanding its programming and promotion operations, according to Robert O. Reynolds, vice president and general manager.

Program wise, Mr. Reynolds reported that station is instituting block programming on Saturday, Sunday and Monday evenings. Saturdays a live variety program will be backed up against a two-hour program of record dance music featuring a name disc. Mon- days feature mysteries transcribed with three or four in succession commencing 8 p.m. Mondays are to have several dramatic programs also transcribed.

Station will also step up its special events coverage, Mr. Reynolds pointed out. Including movement of correspondents to distant cities when key news justifies. In addition station will step up sports coverage with exclusive local rights to Los Angeles Open Golf Tournament.

KMPC will have exclusive broad- casts of Los Angeles Pacific Coast League baseball team at home and on road with Bob Kelley handling games for Signal Oil and possibly Acme Beer.

To bolster its promotion activities an addition will be made to station staff. According to Mr. Reynolds such person will head up an operation which will include enlarged merchandising activities, audience promotion and formal presentations.
Independents  
(Continued from page 15)

conformance to the standards the committee proposed formation of an administrative agency to provide interpretations of various clauses and to issue rulings on individual cases. Stations would register deviations from code language with this agency.

The idea of a 60-day probationary period, with its public opinion poll, was adopted in the belief that no standards can be adopted and maintained unless there is open demonstration that it is supported by a large portion of member stations.

Unless this idea is carried out, large numbers of stations may drop out of the association, committee members felt. For that reason it demanded "more mature consideration" of the provisions.

Two station surveys showing pronounced objection to portions of the standards were presented to the committee by Calvin J. Smith, KFAC Los Angeles, and Harold B. Shaw, WOR New York, N. Y. (See separate story.)

The committee made a basic objection raised frequently at Atlantic City, namely that it was too negative, not specific enough and not strong enough. At that time it was explained that NAB President Justin Miller is to write a code preamble containing affirmative declarations of public service obligations and industry ideals.

Strong Preamble  
The preamble must be strong on this point, the committee insisted.

Technical changes were made on the first page of the code in the sections on Religion and on Race, Creed, Color, to clarify and strengthen their meaning. Ban on sex, crimes, etc., shows was emphasized.

Under Standards for Specific Programs, Paragraph 8 on News Broadcasts, was amended to ban middle commercials in news programs of less a section in the standards dealing with public and controversial issues. The committee felt no realistic decision could be made until the FCC has issued its decision.

Going into the section on Commercial Policies, the committee endorsed the ban on acceptance of hard liquor advertising though such advertising already is allowed in some areas. The paragraph on reducing agents was changed to eliminate the words "including foods and beverages" on the ground that products such as Rye Krisp and Welch's Grape Juice would be forbidden access to the medium.

The paragraph on relief of ailments was changed to delete the words "which are chronic or irre- mediably or for conditions," the committee contending only a doctor could interpret this language.

Re-Writing Job  
In the most important re-writing job accomplished by the committee, the time limitations on commercials were sharply revised, bringing about a uniform day-and-night block of program units as against the separate blocks in the board's version of the code.

New single-sponsor limitations were drafted as follows (present limitations in parentheses):

Approximate 5-minute programs 1:15 (1:00)  
Approximate 10-minute programs 2:00 (2:00)  
Approximate 15-minute programs 2:30 (2:40)  
Approximate 25-minute programs 3:15  
Approximate 30-minute programs 3:45 (4:00)  
Approximate 45-minute programs 5:30 (5:30)  
Approximate 55-minute programs 6:00  
Approximate 60-minute programs 7:00 (7:00)

The proposed ban on double spotting was continued and strengthened, Mr. Cott said. The new provisions on this point read:

"1. Consecutive announcements of sponsors shall not be allowed. This shall be construed to mean that no two announcements shall be broadcast contiguously, whether the announcements are for the same sponsors or different sponsors.

"2. Service announcements shall be exempt from Point 1, unless they run more than 15 seconds. Service announcements shall be limited to two an hour."

The major problem of the committee centered on length of a program, Mr. Cott said. The problem was solved by drawing up this definition of a program:

"A program unit shall be the time elapsed from sign-on to sign-off."

This means, he said, that a program within a 15-minute time segment followed by a one-minute spot announcement should be con- sidered a 14-minute program, to cite an example. The altered definition was adopted because independents do not have the same "architecture in their program structures as network affiliates," he added.

Revised code language on length of programs follows: "Where programs are followed by spot announcements, it is desirable to schedule announcements of 30 seconds or less in duration. Where a station schedules a spot announcement of 30 seconds or less, the station at its option may increase the limit within the program by 30 seconds."

He said independents seek to stimulate the sale of programs and not be a trolley line for spot announcements. In discussing the change of commercial time in five-minute programs from 1:00 to 1:15 minutes, he said any sponsor would merely buy a minute spot adjacent to a program instead of a five-minute program with 1:00 limit on commercials.

Multiple-sponsored programs are permitted up to 2:30 minutes total commercial time, within approximate 15 minutes, with one-minute station break permitted.

The station operator must determine what is commercial and what is not, but any reference to a trade name should be included in commercial time.

In scoffing at talk of "rebellion" and explaining the committee's position, Mr. Cott said:

"No Standards of Practice can be effective unless the stations want it. Many stations have said that unless the standards are practicable, they will resign from the NAB—and we don't want to see that happen. We are asking, therefore, that the board delay its promulgation of the standards until the instrument has been in the hands of broadcasters at least 60 days. We want them to be familiar with it. What we're asking is not a referendum, but an opinion poll. Our thinking has been conditioned by letters from over 250 stations to this committee's members.

"We are not the Peck's Bad Boys of the NAB nor do we feel that the networks are the Frank Merriwells," Mr. Cott quipped.

On the subject of presentation of commercials, Mr. Cott said the committee hoped broadcasters would use discretion and good taste. Referring to public criticism of commercials, he said 80% of the listening is to network programs which therefore are responsible for 80% of the complaints. NAB indicated that 66% of independent stations are members, with 30% of all stations on the air being independents (not including CPs or applications).

Other members of the committee present at the meeting were Frank

(Continued on page 95)
some indication that the transcription and phonograph recording companies might put up a fight, for they advised Petrillo of their rejection of his proposal.

Petrillo, who has found time on his side on more than one occasion, merely sat tight and waited. Then came a mid-September (1943) announcement from Decca Records Inc. and World Broadcasting System that they had agreed to the demands for payment of royalties to AFM for the right to record. The recording strike, in effect for more than a year, was broken and Petrillo had won a decisive victory for his “boys.”

Other Victories
That was not Petrillo’s only 1943 victory, however. In early February the government’s anti-trust suit against him and the AFM had been disposed of—to his satisfaction—when the U. S. Supreme Court sustained findings of Federal Judge John P. Barnes of Chicago dismissing the suit on the ground that it was a labor dispute. It was in 1943, too, that musicians came into sharp conflict with a federal wartime agency, as the War Labor Board sought to ward off a threatened musicians’ strike against the networks. WLB held hearings on the matter but concluded them in November without issuing a ruling.

Petrillo’s clashes with WLB became more frequent and more violent in 1944. By a 2-1 vote in early March the board ordered AFM to terminate its recording strike. Petrillo subsequently not only refused to obey the order but flatly rejected a personal appeal from President Roosevelt to comply with the back-to-work directive.

More Capitulate
The strike wore on, and by early November RCA and Columbia Recording Co. had capitulated. They accepted under virtual duress a Petrillo’s provisions for payment of royalties into private AFM fund estimated at more than $2,000,000 a year. Surrender came after the companies despaired of government relief.

Congress had not given up the Petrillo battle, however. By early December the Senate Interstate Commerce Committee had unanimously reported out a bill (S-1957) by Sen. Arthur H. Vandenberg (R-Mich.) prohibiting Petrillo from interfering with the broadcasting of non-commercial cultural programs by educational institutions. This action was an outgrowth of one of the music czar’s most colorful fights which involved one of Senator Vandenberg’s constituents, Dr. Joseph E. Madday, president of the National Music Camp at Interlochen, Mich. Petrillo stood at keeping his position on the hot seat, made another move in 1944 which brought a clash with the National Labor Relations Board. In May he announced that he would institute another round of “turners” in all stations to make jobs for 2,000 at the AFM scale. This precipitated a fight with the National Association of Broadcast Engineers and Technicians. The NLRB sided with NABET, giving that union jurisdiction in all areas except Chicago, where musicians had been used as record turners.

The result: Petrillo again defied the board, and a new strike threat loomed.

The Petrillo-NABET platter

Chicago Theatre Owner Balks
At Paying AFM Stand-in Fee

THE RADIO industry found an alliance suited to its purpose against James C. Petrillo and AFM in Chicago legitimate theatres.

For the first time in two decades, Chicago theatre operators refused to pay a “stand-by” to employ pit musicians in the pit for non-musical performances. The operators, Lake City Theatre, a subsidiary of the Shubert Corp., which filed a complaint earlier against Petrillo with the NLRB, and the Wacker Corp., cited the Taft-Hartley Law as a secondary issue to the.Lea Act as justification for serving notice to pit musicians normally employed for road companies playing at the respective theatres.

Petrillo Retaliates

The Wacker Corp., owners of the Civic Theatre which presented “The Late Christopher Bean,” Oct. 20, dismissed eight pit musicians. Mr. Petrillo immediately retaliated by calling out 45 AFM members at the adjacent Civic Opera Theatre playing for the San Carlo Opera Co. He said he gave the order against the Civic Opera Theatre because it is owned and operated by the same company involved in the suit.

The order was revoked shortly after the 8 o’clock curtain to permit the San Carlo Opera performance to be presented.

John J. Mann, Civic Theatre manager, insisted Mr. Petrillo was forcing him to employ musicians not needed.

“Not this is a musical show. No matter what he said, Union rules demand that stand-in musicians be paid for all theatre performances whether a band is used in the performance or not.”

Earlier the Shubert management had complained to the NLRB that Mr. Petrillo had demanded musicians be employed as stand-bys because a performance called for the playing of a phonograph record.

The following day Mr. Petrillo permitted his musicians to return to the San Carlo Opera Co. engagement. This, he said, was done to live up to a contract between the union and the opera company, which expires Oct. 26.

James E. Thompson, president of Wacker Corp., said he would continue to ignore the “stand-by” order for the entire run of “The Late Christopher Bean” and all future performances where music is not required as part of the script. He charged that the $800 paid to the stand-by musicians weekly was often the difference between profit and loss for the theater management.

Not Interstate?

Union officials said their counsel had advised that provisions of the Taft-Hartley law do not apply in the case because Inter-state commerce is not involved.

Mr. Thompson denied this, on the grounds that the actors and the theatre props involved in the performance came from outside the state. Tickets were also sold to residents outside the state of Illinois, he contended.

The union notified Mr. Thompson he should appear before its board of grievances Oct. 23 to show cause why both the Civic and Civic Opera theatres should not be placed on the unfair list. The theatre manager had testified before the House Labor subcommittee last July that filed a complaint $42,000 and $45,000 to unneeded musicians in 18 months.

turner issue, which also involved the networks, was still spinning as 1944 drew to a close and spilled well over into 1945. In April 1945, in a move to force the issue regardless of threats of reprisal by Petrillo, the NLRB asked the U. S. Second Circuit Court of Appeals in New York for a decree to compel NBC and Blue Network (ABC) to bargain with NABET.

Subsequently a nationwide strike of NABET engineers at all owned stations of NBC and ABC ended after 30 days of negotiations on new contract.

This was considered a mild setback for Petrillo, who was thinking of greener fields, notably FM and television stations. This has become an increasingly bitter issue as the FM field has expanded, but Petrillo is still adamant.

The tempo of Congressional displeasure during 1945 reached a crescendo in November when Chairman Clarence F. Lea (D-Calif.), of the Interstate and Commerce Committee, introduced his bill to make certain AFM practices a felony.

His Next Counterpunch

Stinging under this move, Petrillo countered by unleashing a double-barreled blast at radio a month later. First, he demanded that the networks broadcast musical programs from abroad, effective Dec. 31, 1945. Second, he ordered the networks to “do something about affiliates which do not employ AFM staff,” implying “secondary boycott restrictions.”

In spite of all of Petrillo’s shadings and counter moves, Congress moved ahead towards passage of the Lea bill as the new year (1946) began. By the end of January the House Rules Committee had voted overwhelmingly to report out the bill, as revised, and by mid-April the House of Representatives had passed the bill overwhelmingly. President Truman affixed his signature without comment, and the bill became Public Law No. 944, a part of the Communications Act of 1934, as amended.

Petrillo fumed, and there was an immediate announcement from the AFM czar, through the union’s attorney, the late Joseph A. Pad- way, that the constitutionality of the law would be tested in court. True to his boast, Petrillo “pulled the plug” on WAAF Chicago within a month, thus clearing the way for the court test and the eventual
Independent

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Supreme Court decision that the Lea Act is constitutional.
Now the government has resumed its prosecution of Petrillo, and has indicated that this time there will be no legal bottlenecks like Petrillo's, are down. The latest federal action against the AFM was in the form of an amended bill of criminal information filed before U. S. District Judge Walter LaBuy in Chicago on Oct. 15 [BROADCASTING, Oct. 20].

Three days later Petrillo, turning again, announced that union musicians would be barred from making any record the government thinks might infringe on union com

works, transcription and phone-graph companies, and AM, FM and television stations.

It was a typical Petrillo move, destined to make his attorney the fallen hero of his "boys." It was likewise another evidence of Petrillo's ever-defiant attitude—of his complete and utter disregard for all who oppose him, his supreme confidence that he'll come out on top.

**Audience Measurement**

(Continued from page 90)

since March 1946, when the BMB survey was taken, that BMB figures were ever no value now in comparing MBS with other networks.

He said that NBC engineers had showed that since March 1946, Mutual had increased its coverage by no more than 10 or 11%, despite the addition of approximately 150 stations.

Mr. Beville said he wondered what Mutual thought its actual improvement in facilities had been, according to the MBS "listenable- ness" method, and he reported that he had asked MBS for such information, but he declined.

Comparative audience figures shown in the NBC booklet on various levels of listening follow:

In 10% or more areas—Night-

pipe: NBC 31,127,940, network B

27,600,000, network C 21,161,830;

daytime: NBC 27,856,770, network B 25,261-

730, network C 21,567,990, network

d 19,160,260.

In 25% or more areas—Night-

pipe: NBC 21,125,000, network B

27,640,000, network C 21,719,000, network

d 19,601,000; daytime: NBC 27,873,000, network B 25,179-

000, network C 21,297,000, network

d 18,783,000.

In 50% or more areas—night-

pipe: NBC 31,081,000, network B

27,075,000, network C 21,016,000, network

d 16,967,000, daytime: NBC 27,706,000, network B 24,609-

000, network C 20,177,000, network

d 17,316,000.

In 75% or more areas—night-

pipe: NBC 50,116,240, network B 22,688,710, network C 12,715,970, network D 8,499,130; daytime: NBC 22,856,940, network B 14,558,000, network C 9,901,260, network D 5,421,070.

Cedar Rapids, Iowa, Herbert L. Petty, director of WIN New York, Herbert Bingham, Washington, attorney, and Ed Franklin, KJBS general manager, among others.

He was well acquainted with the President when they were contemporaries. For this reason, even though the FCC post, he was re-

dicted himself of his interest in WJBS.

Last week reports were current that former Sen. Hugo L. Mitchell of Washington and James M. Mead of New York, New Deal Democrats, no longer were being seriously considered for the FCC post. The less-than-unexpected term of Mr. Denny runs until June 30, 1951.

Both Messrs. Reinsch and Coy maintained silence on reports of an impending vacancy in the FCC post. Neither is a candidate but each is being vigorously urged by associates and broadcasters who desire to see someone with a practical knowledge of the field named in the post. [BROADCASTING, Oct. 20].

**Views of Stations on Code Are Shown in Two Surveys**

by professional men were favored by 22, opposed by 40 stations. Mr. Smith found that 19 wanted changes in the clauses covering content and offers, with 20 satisfied. Double-spotting ban was favored by 39, opposed by 30.

Mr. Smith said the Coast sta-

tions generally opposed the propo-

sition to set up a board to interpret and administer the code. Many of them fear an FCC crackdown as a result of Chairman Charles R. Denney's remarks at the Atlantic City convention.

Mr. Shaw, in replies from 24 out of 50 stations contacted, that stations were evenly divided, 12 to 12, on the 3-minute commercial limit, and that 11 feared adverse effects on 13 not wanted.

Hardship was seen in the double-spotting clause by 5, with 19 not concerned. Commercial time limitations in the code are about right, 16 felt, with 6 not feeling the required time is allowed and 1 finding too much time allowed. More 15-minute periods were preferable to double-spotting, 18 felt, with 3 opposed.

The limit will make it harder to sell programs instead of spots, 5 opposed, with 15 disagreeing. Ban on middle commercials in newscasts under 14:30 was favored by 18, opposed by 6.

**Worth Clark Name Added**

(Continued from page 19)

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Vicks sells hard with spot radio
WANTED HOME ECONOMIST

Here is an outstanding opportunity for the right person. Leading regional radio station in midwestern market needs college graduate in home economics, 35 or under, who is good writer, can project her personality through the microphone. Preferably she is a midwesterner. Salary commensurate with ability.

If you're that person, apply in writing, detailing information about yourself, listing education, experience, salary expected, etc. Your reply will be held in strict confidence.

Address BOX 786, BROADCASTING.

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Help Wanted

**CLASSIFIED ADVERTISEMENTS**

**PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commercial. Insertions accepted at least 10 days in advance. See Classified Section of Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.**

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Help Wanted (Cont’d)

**ANNOUNCER-OPERATOR**

Announcer-operator needed in major southern market; has opening for man or woman. Must be known on the way up. Necessary have previous experience, Single man preferred. Send complete information, references. Box 824, BROADCASTING.

If you have first class ticket and can announce, write well and have commercial station announcing experience, Good starting salary. Do not answer unless you are interested in coming with this new progressive 250 watt station located in Red River Valley. Full details in first letter. All inquiries confidential. Frank W. Knoll, General Manager, KNOX, P.O. Box 798, Jamestown, New York.

Wanted—Three first class combination operating announcer. One to act as chief engineer. State full information on background, experience and salary in first letter. Box 798, BROADCASTING.

Wanted—Inexperienced writer, commercial station, small market. Write Box 502, BROADCASTING.

WANTED HOME ECONOMIST

Here is an outstanding opportunity for the right person. Leading regional radio station in midwestern market needs college graduate in home economics, 35 or under, who is good writer, can project her personality through the microphone. Preferably she is a midwesterner. Salary commensurate with ability.

If you're that person, apply in writing, detailing information about yourself, listing education, experience, salary expected, etc. Your reply will be held in strict confidence. Address BOX 786, BROADCASTING.

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Help Wanted (Cont’d)

Combination man—New Florida Mutual affiliate wants first class operator with announcing ability. Wire salary desired. Speed. Send disc. WBOG, Box 3777, Daytona Beach, Florida.

Have client desiring program-production-engineer-announcer. WNDK, New York. Mention background and qualifications. Must be experienced. Send full details, references. WBOG, Box 3777, Daytona Beach, Florida.

Want young man who can do a good job on news, record shows, etc., to call WEJR, Brewton, Ala. 766. 388.

First class engineer wanted at once. Good location, engineer-announcer. Write, Wire, Box 2, Womer, Ohio. 824.

Wanted—Inexperienced writer, commercial station, small market. Write Box 502, BROADCASTING.

Wanted—Inexperienced writer, full-time, for a small station in the midwest. Wire your desires and qualifications to broadcasting, Box 824, BROADCASTING.

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HELP WANTED

**Announcer—** For a new progressive station in the central area. Your name is on the lips of many. A full-time position. A great city. Start or jump, as you like. Phone, Wire or Write. Box 723, BROADCASTING.

Salesman—Real opportunity in excellent Maryland radio station. Must have experience in radio or newspaper advertising. Minimum of two years in either field required. Preferred qualifications: vet, age between 28-35, term: $50.00 a week drawing 15% commission. Will pay first call for Christmas bonuses! There's experience, if you're interested. Salary, $500 a week drawing 15%. If you're interested, send full details, photo and minimum salary expected at start to Box 732, Broadcasting.

Help Wanted (Cont’d)

WANTED HOMEROOM ROOM ATTENDANT

Students are moved about a great deal, more so than in many other institutions. For this reason, we have found it necessary to engage a homeroom attendant. This position would be suitable for a girl who enjoys handling children and is willing to spend time with them. The position involves the care of the children in the homeroom while the teacher is engaged in other activities. The position may be suitable for a person who lives in the area and is interested in a part-time position. The position would involve caring for children during the school day, ensuring their safety and providing support when needed.

Please contact us if you are interested in this position. We are looking for someone who is friendly, patient, and able to work well with children. This is a part-time position, and the schedule may vary depending on the needs of the students and the school. We are committed to providing a safe and nurturing environment for all students, and we value the role of the homeroom attendant in this process.

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Wanted—Experienced announcer for 250 watt AM station in progressive community in New York state. Send complete details first letter. Box 786, BROADCASTING.

Wanted—Inexperienced writer, commercial station, small market. Write Box 502, BROADCASTING.

Salesman and copywriter wanted by departmental network station, area of 250,000 with industrial and agricultural influence. Progressive, pleasant commission arrangement, top salary. Bonus. Top salary to writer, but must be highly qualified. Box 809, BROADCASTING.

Wanted—Stations need manager for small mountain station, one of group operation. Must be young, aggressive, with proven selling record and at least three year station Grand Forks, North Dakota. Have wonderful proposition, with secure future for right man. Send references, etc. Box 810, BROADCASTING.

Salesman—This eastern NBC affiliate has an opening for a market man with proven record of sales and dependability. Home or out of town. Excellent opportunity to become sales manager. Good salary. Send full details, references, experience. Box 812, BROADCASTING.

Wanted—Immediately—Chief engineer for 250 watt FM. Must have 3 to 5 years commercial announcing experience. Will consider man that has been associated with radio for 10 years or over. Write qualifications. Box 799, BROADCASTING.

Transmitter operator with first class ticket. Should have car. WRBO, Savannah, Georgia.

Wanted immediately for new 5 kw station. KROW, Arizona. To operate and continue writer. Good working and living conditions, excellent references to Cliff Goodman, General Manager, KROW, Flagstaff, Arizona.

Announcer wanted immediately. Veteran only. Standards are high, but opportunities are excellent. Must have experience. If interested, contact Alan Baggett, WJZ, Radio, Lebanon, Pennsylvania, for interview appointment. Air waves and dollars will not be considered.

A vacancy exists in the traffic department of a radio station in a private employment service. The station has just opened new offices to serve this area. The position is that of traffic director for a small commercial radio station located in the heart of a large city. The station has a good reputation for quality programming. The position requires the ability to handle a variety of tasks related to traffic and promotions. Duties may vary depending on the day-to-day needs of the station.

The station is located in a city with a population of over 100,000. The city is known for its vibrant arts scene, with numerous theaters, galleries, and museums. The station is located near the downtown area, providing easy access to the city's many amenities. The station is part of a larger media group that includes a newspaper and a weekly magazine.

The station is seeking an individual with strong communication skills, the ability to work in a fast-paced environment, and a strong interest in radio. The ideal candidate will have experience in traffic or promotions, and be familiar with radio station operations.

We are an equal opportunity employer and value diversity. We offer a competitive salary and benefits package. Please submit your resume and a cover letter highlighting your relevant experience and qualifications to the email address provided.

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**THE SCHOOL OF RADIO TECHNIQUE**

**NEW YORK • CHICAGO**

America’s oldest School Devoted Exclusively to Radio Broadcasting Comprehensive Day and Evening Classes in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

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NEW YORK 20, N.Y., RADIO CITY, R.C.O. Buil.
CHICAGO 4, ILL.: 722 S. Wabash Ave.

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WANTED:

**PROGRAM DIRECTOR**

**SPORTSCASTER**

**CONTINUITY WRITER**

KSET in El Paso, Texas is now selecting personnel. If you are looking for a connection in a progressive station with a future, send full details, experience, references, salary expected at start to Box 825, BROADCASTING.

**ANNOUNCER**

KSET, Vincent W. McCann, General Manager, 307 Mills St., El Paso, Texas.

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**HERE’S THE DREAM JOB**

for the right young man. The best job you can imagine—a job that will let you do all the things you've always wanted to do in the field of radio. A job that will give you the opportunity to work with the best people in the business, in one of the most exciting cities in the country.

As an announcer for a major network station, you'll have the chance to work with some of the most talented people in the business. You'll be part of a team that's committed to delivering the highest quality programming to our listeners. And you'll have the opportunity to learn from some of the best in the business.

The network is looking for an announcer who is looking for a challenge and a career that will provide opportunities for growth and advancement. You'll be responsible for delivering high-quality programming to our listeners, and you'll have the opportunity to work with some of the best in the business.

If you're interested in this opportunity, please send your resume and a cover letter highlighting your relevant experience and qualifications to the email address provided. We are an equal opportunity employer and value diversity. We offer a competitive salary and benefits package.
Situations Wanted

Radio executive. 17 years agency, station, network experience. Now radio business manager top New York agency. Desiring to leave New York seeking manager spot in station or other appropriate connection. Well known in industry. Top references. Box 671, BROADCASTING.

Top production man available, with background of almost 10 years as regional district manager, working on 35 stations. Interested in promoting new accounts plus additional revenue "without cost to you". Would consider suitable position. Commercial staff. Box 978, BROADCASTING.

Station manager available in six weeks. Experienced with good record all phases broadcasting. Family man with car, hard worker. Will interview. Box 986, BROADCASTING.

Experienced announcer desires position with future. Knows programming, can write. Will start anywhere. Box 769, BROADCASTING.

Commercial manager, manager or account executive experience, has handled all phases, broadcasting. Family man, will work on west coast. Reason for desiring change fully explained. Refer to 785, BROADCASTING.

Seeking jockey position for opportunity to make big city station. Has produced and handled with first class phone, specialise audio and remote equipment, desires job with a university facilitate part time attention. P. O. Box 805, BROADCASTING.

Situations Wanted (Cont'd)

Former speech student of University of Southern California. Desires position as station announcer. Some experience. Box 784, BROADCASTING.

Competent engineer, college graduate, midland graduate. Experienced. 24 years experience, manager, permanent position, 1 kw. FM, or good small station. Box 785, BROADCASTING.

Chief engineer-supervisor-technical direc- tion. 11 years experience as operator, supervisor, and installation. Chief engineer would like to have opportunity to invest in station, own shows, and management. Box 787, BROADCASTING.

Radio sales executive available for west coast. Has handled all phases of station work. Also has an unusually large contact list. P. O. Box 788, BROADCASTING.

Southern California FM station. Married, 25, two years Santa Barbara, four years Radio Chief, Signal Co. UDMC. Two years Clermont, Fla. class phone, specialized audio and remote equipment, desires job with a university facilitate part time attention. P. O. Box 789, BROADCASTING.

One year experience in radio, presently employed. Capable of handling newsmens, commercials, disc jockey, control, general studio work. Married, 23 years old. Married. Box 811, BROADCASTING.

Engineer, 1st phone, grad leading NY technical school. Coast Guard Lorain veteran, will travel. Box 817, BROADCASTING.

BROADCASTING

Woman. 35 years experience, in radio, desires position in public relations through radio. Train yourself for women's radio programs.

MEN

Intensive 3-week course trains you for real jobs in acting, announcing, producing. THE NATIONAL ACADEMY OF BROADCASTING. 3338 16th Street, N. W. Washington 10, D. C.

America's Pioneer Broadcasting School

CORRESPONDENCE COURSES OFFERED BEGINNERS AND PROFESSIONALS

C-1 APPROVED

NATIONAL ACADEMY OF BROADCASTING. Dept. 111 3338-16th St., N.W. Washington 10, D. C.

Please send information concerning

□ Responses □ Residence Courses

Name ____________________________
Address __________________________
City ____________________________ State __________________________

October 27, 1947 Page 97

Station Managers!

Trained personnel available for all phases of studio work. G. L. students available for on-the-job training.

BROADCASTERS!

Brush up on your technique through resident or correspondence courses.

WOMEN!

Learn the lucrative field of public relations through radio. Train yourself for women's radio programs.

Sports Director: are you a newsman? Do you like sports? This is the field for you. Read on...
Situations Wanted (Cont’d)

Time Salesmen! Want to do that dancing about the Chanslor Bear! Kinks program. Then come! For you! 56 hours a week, and great health benefits. Auditions available. Hollywood Record- ed background. Address: Box 813, BROADCAST-ING.

For Sale (Cont’d)

Do you need coppler wire for that sta- tion you are building? Come and get it for $5000, almost $2000 in cash, and accept the rest in stock. Nothing less than the complete lot is offered. Address ERIC, Abilene, Texas.

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Petrillo Edict—Press
(Continued from page 17)
ing, from the record firms, and the Taft-Hartley law forbids.

"This time, however, Jimmy may have overreached himself. He made the ban on recordings effective on Dec. 31. Congress meets the next week," Chicago Tribune (WGN).

- "Would an iceman make an electric refrigerator, knowing it would put him out of business?" asks J. Caesar Petrillo. Probably not. But millions of people who benefit by the use of electric refrigerators may be thankful that no iceman had the power to forbid the making of them.

"His union, which reported 80,000 members in 1925, claims 225,000 today. This hardly seems to indicate that recorded music has meant fewer jobs for union musicians. But his latest decrete, if he could make it completely effective, eventually would destroy the jobs of many times 225,000 people employed in the making, selling and servicing of radios, phonographs and juke boxes."

- "The platter makers have simply been laboring under a misapprehension. Mr. Petrillo and his union have a big enough to satisfy Mr. Petrillo. So the tug of war is on. Another name for it could be strike."—Washington Daily News.

- "Whatever the merits of any dispute the musicians may have with the radio and recording companies which employ them, it is not to be settled by simply calling off the making of records.

"Mr. Petrillo will have to make up his mind that he and the musicians do live in a world in which the science of musical reproduction serves a definite public demand. Even he cannot wage that science away, nor choke off that public demand."

- "Musicians cannot be compelled to make records if they don't want to. On the other hand, they do not have the right, in these circumstances, to close down the making of records by anybody else. The sensible way out is for the union, the employes and Congress to get together on a program that will permit all parties to walk all the public's above all—to be observed."—Chicago Sun (WJJD).

- "Mr. Petrillo's war of a few weeks ago was applauded by labor activists, under which the record manufacturers agreed that a stipulated portion of the price of each disc received should be used to the union's welfare fund. This tribute, however, was outlawed by the Taft-Hartley Act."

- "It has become not so much a showdown between Mr. Petrillo and the phonograph-record manufacturers as between Mr. Petrillo and Congress. It is perhaps significant that Mr. Petrillo is often the aggressive and that the record manufacturers are eager, if possible, to appease him again."—Washington Post.

- "We think the little guy is pulling a big bluff. Maybe he'll get his ears pinned back this time in dragnet."—Chicago Sun Times Herald.

- "Mr. Petrillo has dramatized the monopolistic power of labor unions and given a new connotation to the phrase, 'slave labor.' Musicians are powerless to resist their boss. The Petrillo action will intensify the determination of Congress to weaken but really to strengthen certain provisions in the Taft-Hartley law designed to get rid of union bossism and dictatorship."

- "America could not expand if all her inventive genius were to be strangled by the threat that the manufacture of a labor-saving device shall not be permitted. This is the most reactionary doctrine that has ever been proclaimed in America and to have it championed by a labor union will hold materials to impair the argument of those who resent the suggestion that the Taft-Hartley law can aid in emancipating the American worker from the yoke of bosses."—David L. Lloyd, syndicated column (Washington Evening Star).

- "The fight of Petrillo versus the public is not to be the president of the American Federation of Musicians. Inventions which give pleasure to large numbers of people are not going to be put on the shelf permanently by an aggrieved labor group."

- "Featherbedding on the railroads and in the building industries comes from the same fear of unemployment. It is a tribute exacted from car riders and home owners to hold open jobs for workers. This unjust and economic practice exists because our society has as yet found no way to quiet the fears of workers about their jobs. That is one of the reasons why we have the Petrillo ban."—Philadelphia Bulletin (WPEN).

- "Petrillo probably has a legal right to quit if he wants to. But will his high-and-mighty attitude help the musicians in whom he professes such interest and who certainly merit just treatment? We don't think so. It appears to be the same line of wrecking his union."

- "Congress, which passed the

The Music Goes Round
And Round

But It Don't Come Out Here!

Tablurt in Washington Daily News

BROADCASTING • Telecasting

Without a Song

Alexander in Philadelphia
Evening Bulletin

FCC Unified Forms
Become Effective

Applicants May Use Present Forms Until Feb. 29

REORGANIZATION of 29 existing broadcast applications into seven new and unified forms was ordered by FCC last week succeeding the Commission's proposal [BROADCASTING, June 30], to become wholly effective next Feb. 29.

Until that time, applicants may use present forms in they wish, but on that date the 13 old forms will be withdrawn. "However," FCC declared, "applicants are urged to utilize the new forms as quickly as possible, because available, since they are easier to fill out and easier to process."

The new forms are expected to become available "in about a month."

Resulting from a reorganization of existing applications to standardize whole sections insofar as possible, eliminate duplications and reduce the variations in the present forms from form to form, the new applications will be known as:

Form 301, to construct a new broadcast station; changes in an existing station.

Form 302, for new broadcast station license.

Form 303, for renewal of broadcast station license.

Form 305, for authorization in the auxiliary broadcast services.

Form 306, for modification of broadcast licenses or construction permit.

FCC said these "modernized forms will permit discontinuances" of the following:

Forms 306A, statement of technical characteristics of AM stations using non-directionalized antennas; Form 311, for AM station using directionalized antennas; Form 311A, for AM stations using DA; Form 320, application for CP, modification of license for existing AM station; Form 325, for CP, modification of license for new AM station; Form 326, for CP; application for renewal of AM station license; Form 335, for new high frequency broadcast station license; Form 336, for high frequency broadcast station license; Form 337, application for CP, modification of license for existing high frequency broadcast station; Form 340, supplemental statement required under Sec. 308 of Communications Act regarding station equipment; Form 341, for new TV station CP; Form 342, CP, modification of CP, or modification of license for existing TV station; Form 343, applications for network broadcasting, to application for AM authorization.

Revision of broadcast applications forms was worked out by representatives from FCC, Budget Bureau, and a special industry committee headed by Wayne Coy of WINX and WINX-PM Washington, D.C. FCC's reorganization was issued last June 27, subject to comment by interested parties.

The Commission said that "views were received from the FCC Bar Assn., FM Assn., CBS, and NBC," and that the new forms reflect those suggestions which the Commission felt should be incorporated.

Coronet Using One Week Test on Mutual Network

CORONET MAGAZINE, through Schwimmer & Scott Inc., Chicago, will sponsor what is believed to be the first test campaign using network facilities when it contracts, on a one-week basis, beginning Oct. 27 at 2:45-3 p.m. CST strip of Martin Block disc show on full CBS network.

The test campaign will determine whether Coronet will further use network radio. Agency is considering other spot campaigns.

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Related Industries

(Continued from page 17)

shot operation immediately aimed at the phonograph recording and radio broadcasting industries and capable of adjustment without forceful legal or other action before the 'Caesarian' deadline Dec. 31, there are opinions that AMF action will have no effect on the protection of the public and interests involved. The manufacturing industries through RMA would not be involved in the matter.

Despite the ban on transcriptions and recordings ABC Chicago announced it will transcribe its latest network sale—the Groucho Marx Show—which began its syndicate on Oct. 25, 8:30 p.m. (EST), sponsored by Elgin American.

Marvin Mann, vice president and radio director of Weiss & Geller, sponsor's agency, using John Guedel, program producer, agreed after conferences in Hollywood they would continue to transcribe the network shows until the ban actually goes into effect Dec. 31.

Problem of 'Repeats'

In Chicago, Frank P. Schreiber, manager and treasurer of WGN, countered AMF action with plans to cut making phonograph records and radio transcriptions after Dec. 31 with this comment, "WGN has served its millions of loyal radio listeners for 24 years. One vital part of this service has been WGN's outstanding musical programs, all of which have been repeated in the past and will continue to be broadcast in the future."

An MBS affiliate, WGN employs one of the largest groups of musicians in the city, using 45 musicians alone on its weekly Chicago Theatre of the Air.

One concern, as expressed by a spokesman for CBS Mid-Term Division involves delayed or repeat broadcasts, which certain stations are unable to carry at time of broadcast but which are recorded for individual station use. He said he has seen no clarification, however, from Mr. Petrillo on that point.

Val Sherman, program director for WBBM, CBS owned and operated station, predicted, "a lot of the oldies may suddenly become very popular again. We'll rely on the records we've got in the library we have, and do the best we can."

I. E. Showerman, v-p in charge of NBC central division, minimized the AMF action, pointing out that huge backlogs of records are being accumulated by many companies.

He told of a conversation he had recently with a mid-Term graph distributor, who expressed the opinion the public would be inclined to hesitate before purchasing a combination because of the ban on transcriptions.

"I don't think it will be that bad," Mr. Showerman commented. "Actually its effect probably won't be felt for another year or so."

Smaller stations, dependent upon stations and much of their programming, as well as disc jockeys, were acknowledged hardest hit by the ban. When this was pointed out to Mr. Showerman he announced that, the ban, the AFM head said merely, "That's up to them."

Gene Dyer, general manager of WAGT Chicago, independent station, told Broadcasting his station would not be affected too much by the ban. WAIT devotes about 35% of its programming to live programs and transcriptions 65% to records, only a small percentage of which involve new releases.

Actually, there are several independent stations in the Chicago area, which do not make a practice of adhering to a policy of playing only new releases.

One Chicago disc jockey, Jim Hamilton of WIND, described Mr. Petrillo's ban as "murder . . . with-in six months the public will be so sick and tired of hearing the repeats our shelves will have to be filled up."

Evidence of forthcoming activity in the recording industry was indicated by James Hilliard, recording director of Motion Picture Co., in Chicago, who said, "We plan to more than double our schedule on making new records between now and Jan. 1, so we'll be a full year ahead. We hope the dispute will be settled by then."

Joint Action Favored

Hope that one of the first effects of the AMF ban against records and transcriptions would be to organize both the radio industry and the producers of recorded music as a unit was expressed Oct. 22 at a roundtable discussion by the Chicago Radio Management Club.

Mr. Showerman for a prominent music library firm said the answer to the boycott against recorded music may be formation of an organization similar to BMI to protect our members' interest in transcribed and recorded music.

"Both their common interests (serving the radio public) call for such a united organization," he declared.

The spokesman said he felt "reasonably confident" that the formation of a talent-finding group, which would act as a clearing house, would attract the top 10% of AMF membership which radio needs.

"We all know," he said, "that only a few members of the AMF have enough transcriptions and recording sessions on the air. Unless some action of this sort is taken, the radio industry may be forced to duplicate the motion picture industry's three or four years past in offering lifetime jobs to selected musicians to induce them to walk out on the AMF.

Guests of Chicago group included: S. Milt Blink, v-p in charge of Standard Radio; Ed Brauman, of Frederick W. Ziv & Co.; John Moser, attorney; Tom Compeare, SCROLL bearing signatures of more than 400 officers of the Salvation Army is presented to Edward J. Noble (center), chairman of board of ABC, in recognition of his leadership in the 1947 annual maintenance appeal. Representing the Salvation Army in presenting the scroll were Capt. William Carlson (l) and Mrs. Carlson, attorney for NBC Central Division.

Mr. Moser said the basic question involved was whether the notice to cease recording sessions was actually a violation of the Taft-Hartley Act. Said his opinion only the Supreme Court could finally decide whether such an act was an illegal boycott.

Mr. Blink told the group, that in his opinion, only Mr. Petrillo and Mr. Dyer should live up to the letter of his statement that the ban against records would stand forever, but expressed the hope that both the radio industry and the transcription firms would join forces in future negotiations.

Northwest Discussion

Slow, careful action to develop a workable code was urged by Loren Stone, manager of KIRO Seattle, addressing the Seattle Advertising Club Oct. 21. Since the standards are designed to improve listenability, he said, hasty action might result in mass withdrawals from NAB or wholesale violations of the document.

Advertising agencies and sponsors agree the radio industry is affected by the code, and will ask detailed explanation of provisions, he continued. Washington State broadcasters had discussed the code in detail at a meeting in early October, with a number of suggestions made for changes.

Rev. Smith

(Continued from page 19)

Mr. Peace said that when the Smith series began WFBC felt nothing wrong about this type of program. But as time continued Reverend Smith's broadcasts in particular were held to have a bad effect since he solicited other groups, "repeatedly" attacked other groups, and made innuendo against other preachers. Reverend Smith's nature was described as evangelical, highly emotional and intemperate.

Reprisals Feared

As reprisals were feared, WFBC gave no advance notice of the cancellation, Mr. Peace testified. He said that the preacher on the Sunday following the termination devoted his entire sermon to denunciation of WFBC and its affiliated paper. Mr. Peace stated that Reverend Smith instructed his congregation to stop their News-Paper of Mormon subscriptions and boycott WFBC-advertised products. It was estimated that six months were required to recover the paper to regain its resulting circulation loss, valued at $10,850.

One sponsor, which had used a hillbilly show adjacent to Reverend Smith's, was forced through embarrassment to give up its radio advertising as a result of the attacks, Mr. Peace stated. The firm was the Ballantine Packing Co., a meat packer in Greenfield. Mr. Peace said that the sponsor's delivery trucks were barred by the people from entering certain communities and the firm officials interpreted the Smith attacks to be responsible.

Other Cancellations

Under further questioning Mr. Peace informed the Commission that WFBC had cancelled the paid programs of four or five ministers previously. Mr. Peace said that this to one engaged in reprisals excepting Reverend Smith. There also were no other protests to the new policy, he indicated.

Protests against Reverend Smith's series, and the others like it, were often received by the station, Mr. Peace stated. He said complaints from members of established churches in the area but none was received from the Ministerial Assn. as such.

At this point in the proceeding WBKB counsel indicated that its detailed interest in the WFBC policy and operations was to seek consideration of what was the correct policy for it to assume on religious programs. Commissioner Durr then ruled that the general policy of a station regarding paid religious programs was not at issue. Neither were Mr. Smith's beliefs at issue.

Rev. Smith Repudiated

Questioned further about Reverend Smith's reputation Mr. Peace said he was considered a "disturbing element" and "calculated to in- spire unrest in the community. He also was typified as creating unrest and being reckless in speech.

Asked as a citizen and broadcaster why he ordered a station grant to Reverend Smith, Mr. Peace replied "I would not want to live in a community where he operated a radio station."

Mr. Brown told the Commission that when he took over WSPA in 1940 Reverend Smith had a program on the station and that up to that time there was no religious program policy in the station. Mr. Brown said that upon assuming management of WSPA, the station, a 1-kw daytime, received about $3,000 per month. Two-thirds of this came from commercial religious broadcasts. There were a half-

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dozen other ministers using the facilities beside Reverend Smith, Mr. Brown said. The former WSPA manager continued that he realized in order to build up the station he "must clean up such a situation." It was his hope that the station would improve, and that contributions would be forbidden.

Reverend Smith protested the no-solicitation policy, Mr. Brown testifying that the station management on the air with such statements as "The devil had moved into the station... Washington should be on the broadcast!"

Boycott Use Charged

The climax of the Brown controversy related, when Reverend Smith on a particular program in December 1940 urged his listeners to boycott any advertiser on the station. WSPA immediately canceled his series. All religious time thereafter was rotated in the Ministerial Assn. of Spartanburg, Mr. Brown said.

The policy against paid religious shows and substituting instead an offer of free time to recognized religious groups was based on the NAB code of ethics, Mr. Brown said. It reflected the portion of the new proposed code and stated it was basically similar to that portion of the old standard then in effect.

Commissioner Durr asked Mr. Brown, regarding the offering of time to recognized religious groups, "Could Christ get on the air?" Mr. Brown replied that he supposed He could.

Mr. Brown added that another reason for stopping the Smith series outright was the fear of some local action involving the station.

FCC introduced several issues of Reverend Smith's Carolina Watchman which contained articles relating to the termination of the Smith series on WSPA.

Mr. Westergaard's testimony, taken late Tuesday and during the first portion of a long and 24 hour sessions, followed to some extent that of the other broadcasters. He said that Reverend Smith was buying time at WNOX from July 1941 to April 1946 when contract was terminated as a result of a policy adopted by Scripps-Howard Radio banning paid religious shows.

Mr. Westergaard said all such broadcasters on the station, of which there were five or six at the time, were given more than two weeks notice of the effective date of the new policy. He said Reverend Smith didn't like it and used hiseming name twice to radio managers.

Mr. Westergaard on the air both WNOX and the local Scripps-Howard paper, the News-Sentinel. No attempt whatsoever was made to correct his attack, Mr. Westergaard said.

Regarding the new policy whereby free time would be offered, paid through the advice and cooperation of the Knoxville Ministerial Assn., Reverend Smith stated that free time is controlled time, according to the WNOX manager. He added that the proposed change was to be Communist and their owners Communists.

In a pamphlet titled "Defences in the Temple" by Reverend Smith, introduced in the proceeding by FCC, were charges that WNOX and the Neuse-Sentinel were "anti-Church and anti-Preacher." Queried by FCC counsel if this were not "intemperate language," Mr. Westergaard stated, "I would say so.

Two Changed Policy

Two other Knoxville stations sold commercial religious time, Mr. Westergaard stated, but one of these stations followed the lead of WNOX when it assumed its new policy. Upon questioning whether the Smith, identified as WBIR, still sold time for religious programs Mr. Westergaard answered affirmatively to "best knowledge."

Asked if he believed Reverend Smith's program was a desirable, Mr. Westergaard replied there are "no shows considered undesirable on WNOX." He said some complaints had been received about time about Reverend Smith. On the occasion of a particular attack by Reverend Smith upon the Federal Council of Churches of Christ in America, he said a half-hour was offered the Council for reply. It was accepted.

Several late witnesses to the local license committee were subpoenaed to testify on Reverend Smith's activities and reputation. These included Edward B. Smith, editor of the News-Sentinel; Dr. A. B. Rudy, Knoxville District superintendent of the Methodist Church; Thomas Kennedy, wholesale grocer and past president of the Knoxville Chamber of Commerce; Rev. R. O. Eller, pastor of the Central Methodist Church; Dr. C. A. Hill, editor of the Methodist and Democratic Advocate; and the late Emory, V., and former Presbyterian minister and of Tennessee instructor in Knoxville; and D. Albert Jackson, Negro Baptist minister in Knoxville.

Did Not Favor Grant

Mr. Edward Smith, upon direct question, stated he did not favor the Reverend Smith because of his reputation for inciting unrest in the community. He said Reverend Smith has employed "almost every method known" and that he "married" race and creed and generally tore down instead of built up good feeling within the community. Mr. Edward Smith added that he did not oppose Reverend Smith on a basis of beliefs since each is entitled to his own. But he did oppose unjustified attacks.

Dr. S. A. T. McElroy told the Commission that Reverend Smith "has the reputation of sowing seeds of mistrust and dissention" among church groups.

Reverend Eller characterized Reverend Smith as "intolerant" and "uncharitable" toward those who did not agree with him.

Of concern to the Commission was Mr. Thompson in the application in which he "pledged" to purchase the remaining 50 shares common. He had included $4,500 for the pledge in the firm's balance sheet. Mr. Thompson admitted there was nothing in the record to show that his offer had been accepted and it was considered a subscription of stock.

This remaining 50 shares continued to pop up in the FCC's inquiries. It was later developed that Mr. Thompson actually never had acquired the 50 shares as planned, and in fact in December 1946 it was purchased by the three stockholders in equal parts. Further inquiry revealed this transaction was not reported to FCC until nearly six months later on Form 323-A, the interim ownership report.

Omission of these facts from the applications for modification of permit and for the FM station also was brought out by FCC counsel. Mr. Thompson was asked if he had considered the modifications concerned only the specific technical changes involved. The FCC application on ownership questions referred to the prior FM application.

At the same time it developed in Mr. Thompson's testimony that no prior report had been made by WIBK of Reverend Thompson's purchase of all of the preferred stock in December 1946. The purchase involved $1,500 shares preferred at $10 per share instead of the amount originally set in the application.

Regarding Personal Income

Mr. Thompson also explained upon inquiry that he had answered the personal income portion of the application for Reverend Smith with the statement that it was miscellaneous, and that he did not list it. He further testified that, as he had stated in the application, he was a representative of WNOX.

Dossier of Personal Income

Mr. Thompson explained that he had made $2,000 a year as a policeman in December 1946. He had sold his radio station, WNOX, during the proceeding. He had sold his radio station, WNOX, during the proceeding. He said he did not have sufficient time to get a program breakdown prepared.

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At Deadline...

**TWO PROPOSED GRANTS MADE FINAL BY FCC**

FCC announced Friday it had made final its proposed decisions to grant applications of WEEU Broadcasting Corp, for new station at Louisville, Ky, on 1080 kc with 5 kw day and 1 kw night, using DA [Broadcasting, Jan. 27], and (2) Narragansett Broadcasting Co, for new outlet at Fall River, Mass, on 1400 kc with 250 w full-time [Broadcasting, July 7].

Louisville grant was accompanied by denial of WINN Louisville's mutually exclusive application for 1080 kc in lieu of present 1240 kc with 250 w. Conners, Walker, Hyde and Jones did not participate in decision. In New Bedford case two vini applicants, Southeastern Massachusetts Broadcasting Co, and Bay State Broadcasting Co, had moved in conflict with Narragansett by amending to another frequency (1230 kc).

Ownership of grantee companies:

- Allen-Roach-also stockholders, headed by James F. Brownell, former OPA deputy administrator, own 21.66% of each station (92.44% each) are Edmund R. and Harold R. Plunkett, trustees, who have substantial interests in Plunkett-Webster Lumber Co, New Rochelle, N. Y.
- Narragansett-Owned by four business and professional men: Clark F. Mundell, president, and George L. Bason Jr., 14.28% each; Albert Pavlin, 42.85%; Leonard P. Cohen, 28.57%.

**FCC GRANTS NEW PA. OUTLET; ABELL, WEEU BOTH GET 850 KC**

FCC FRIDAY proposed to grant both applicant's in Baltimore-Reading, Pa., 850 kc case, A, S. Abell Co and WEEU Reading. Same time Commission proposed to grant application of R. Smith and new station, Devly Falls, Pa., 1230 kc 250 w unlimited, and to deny competitive request of Eagle Printing Co, Butler, Pa.

A A Abell Co publisher daily Baltimore Sun and owner WABA (FM) and WMAI (TV) bith city. WABA has 1250 kc with 1 kw fulltime, directional. WEEU authorized switch from 1 kw daytime on 850 kc to 1 kw fulltime, directional, on that frequency. Initial issue of mutual informed hearing: Mr. Smith, formerly president and general manager of WWWS, Pittsburgh, favored by Commission in 1230 kc for effective antenna broadcast service distribution. FCC report found Beaver Falls (11,998 pop.) and Butler (3,433) has WIBS, Eagle Printing, publisher Butler Eagle, holds Class A FM conditional granting.

**WJBK HEARING ASKED**

PETITION for hearing on WJBK Detroit's application to switch from 1490 kc to 1500 kc and boost power from 250 w to 10 kw being filed with FCC by Detroit Committee on Foreign Language Radio Programs as result of Fort Industry Co station's cancellation of 11 foreign-language programs, according to Committee Chairman John Zaremba. Petition reportedly claims 10-kw power would bring desired duopoly has through overlap with WSPD Toledo and charges certain WJBK program policies are contrary to public interest.

**RETIRING FCC Chairman Charles R. Denny was praised by colleagues in formal statement approved by Friday afternoon meeting, as presented by Vic Chairman Paul A. Walker Thursday at last meeting attended by Mr. Denny, statement said "he has displayed not only breadth of understanding and decisiveness of judgment but also a marked capacity for cooperation and leadership."**

**GOP CONVENTION COVERAGE BY TELEVISION POOLED**

POOLED TV COVERAGE planned for Philadelphia GOP Convention in 1948. GOP Convention Arrangements Committee met with broadcasters in Philadelphia Friday to plan broad coverage. Most discussion over TV coverage. Includes 18 states with population of 88,000,000 and several others. Film service by plane will go to West Coast, Chicago, Indianapolis, Cincinnati.

Roger W. Clipp, WFIL Philadelphia, dropped pooled video service bombshell in committee's lap, announcing meeting of 14 newspaper owned outlets in Chicago had asked him to draw plan for convention coverage on same basis as World Series. NBC asked for competitive coverage but agreed to join pool after two-hour causals with other networks. J. R. Poppele, television spokesman, serving as individual and not TBA, will head committee to work out details.

Supreme Court president, represented the networks and promised delivery of 1200 to 1300 AM stations. Pete Tully of Radio Correspondents Assn. asked more space because of increase in number wishing to cover.

**BMB OFFICIALS TESTIFY AT CLEAR CHANNEL HEARING**

TESTIMONY by three BMB representatives on methods and procedures of BMB survey consumed FCC's Friday session of clear-channel hearings (earlier story page 15). Witnesses, appearing under subpoenas issued by FCC at request of Regional Broadcasters Committee, were: Hugo Felts, BMB president, and Richard Wycoff and George Baill, who participated actively in survey. BRC hopes to use survey data to show coverage of clear-channel stations and "the folly" of according them protection to extent they desire, BRC spokesman said. No ruling yet on admissibility of BMB data.

Mr. Wycoff, last of three BMB witnesses, slated to resume testimony when hearing opens again today (Monday). Participants scheduled to present evidence this week, besides BRC, include WQXR New York; ABC; KOX Sioux Falls. Awards to be made on NBC program Nov. 2, 4:30 p.m.

**ANTI-PETRILLO COMMITTEE APPOINTED BY NAB**

SPECIAL Industry Music Committee of 32 members announced.Friday by NAB. Besides NAB executives and members, group includes FM Assn., Television Broadcasters Assn., as well as recording and transcription group. Formations of committee designed to bring unified front in music war, authorized at Atlantic City convention. (Petrillo story page 17).

Members announced to date are:

Mr. William Stillard Jr., B D. Pohertly, Don Pettry, Robert K. Richards.

FM Assn. has Mark, general counsel; William E. Ware, BSWI Council; William Fay, WHAM Rochester, Jim Cyler, KDKA Pittsburgh; Paul W. Reed, WFAI (AM) Alliance, O. W. Networks—Frank R. White, Gil- Frank D. McVie, NBC; Joseph A. McDonald, ABC; Robert D. Brees, MBS; Alberts Dillard, Continental Network.

Broadcasters—Leonard Aris, WBCA Schenectady. John Elmer, WCBM Baltimore; Theodore C. Strelt, WOB New York; Roger W. Clipp, WFIL Philadelphia; Frank King, WMBR Jacksonvile; Robert Thompson, WBEN Buffalo; Calif. J. Smith, KFGO Los Angeles.

TBA—Lawrence Phillips, Du Mont Network; Noran E. Keirsta, NBC.

**PRESS RELATIONS IMPROVE**

STEADY improvement in relations of radio stations and newspapers is shown in survey of small cities conducted in NAB District 2 (N. Y., N. J.) by Si Goldman, WTVN James town, New York. Newspaper ownership interest in stations a factor, survey reveals. Relationship existing in 10% of cities surveyed; falls in 38%; good in 6%; poor in 13%; nonco operative in 25%. Better understanding of mutual problems found by Mr. Goldman, chairman of district's Small Market Stations Committee.

WBW Washington WRC, television affiliate, sold cross-the-board daytime TV to Southern Wholesalers and 50 RCA dealers. Eight-week contract for 4-5 p.m. Tuesday, Wednesday, Thursday. The "School of the Air" children's show and fashion show respectively. Fridays high school football will run 3:15-5 p.m. Agenhy, Henry J. Kaufman, Washington.

**Closed Circuit**

(Continued from page 4)

committee. For several weeks Mr. Borchardt, ex-German refugee and an attorney, has been interrogating broadcasters and others in Washington radio. House companion of White Bill, is with a minor number of House that was introduced by Chairman Woverton (R-N.J.) pending before House committee.

JOE BRECHNER, WGAY Washington manager, whose article "You Want a Radio Station?" ran in Sat Eve Post last December, discussing new article with SEP editors which would run same month this year. Trials of first year in radio would be topic.

THAT SEN. Wallace H. White Jr. (R-Ge) author of bill to amend Communications Act (S-1333) has been cognizant of low pay dilemma of members of FCC will be reflected in revised version of his bill when Congress reconvenes. Salary provision will provide for boost from $10,000 to about $12,500 for FCC members.

**BROADCASTING** - **Telecasting**
In Detroit ... **WWJ-TV IS TELEVISION!**

A little over a year ago, WWJ-TV's pre-opening campaign was begun ... promising great things in television for the future. After 8 months of regularly-scheduled operation, WWJ-TV, the first and only television station in Detroit, has more than fulfilled that promise. Through program showmanship and engineering perfection, WWJ-TV has taken television out of its swaddling clothes and made it an established Detroit medium. Already, thousands of television sets have been sold in Detroit ... and interest is soaring to new peaks with the current televising of the University of Michigan and University of Detroit home football games. In the golden television era which WWJ-TV has trailblazed in Detroit, it will retain its present leadership just as WWJ has done for 27 years.
WKY's Farm Safety Program Wins third straight year

The year-round campaign by WKY's Farm Reporter to cut the accident rate on Oklahoma farms has, for the third straight year, earned top honors among regional stations of 1,000 to 10,000 watts in the annual National Safety Council contest.

The enterprise and imagination of WKY's Farm Reporter, Eld Lemons, in making farmers safety-conscious is typical of his many other practical, constructive activities which are dedicated to making life on the farm in Oklahoma more secure, more enjoyable and more profitable.

Still more recognition for WKY's farm service came last month when WKY tied for second place among regional channel-network affiliates in the Public Service division of The Billboard's 10th Annual Promotion Competition.

WKY has long had winning ways. It has appeared often in the list of winners in major competitions. By doing a prize-winning job day in and day out, and by zealously serving the best interest of its listeners, WKY has won the largest audience in Oklahoma. That's what puts WKY programs in the winning column saleswise, too.