WHO proudly acknowledges its selection for THE BILLBOARD NETWORK AFFILIATE, CLEAR CHANNEL PUBLIC SERVICE AWARD

To quote The Billboard's news story,

"In the category of public service, top honors went to WHO, Des Moines, for the spectacular job it did in promoting the fourth annual Corn Belt Plowing Match and Soil Conservation Field Day, which drew 50,000 farmers to the one-day event and gained national notice."

WHO

DES MOINES . . 50,000 WATTS

B. J. Palmer, President • P. A. Loyet, Resident Manager
This is the
PAUL KUNDE Family
of Stevensville,
Michigan

Mr. and Mrs. Paul Kunde are Michigan fruit growers, living and working today in the very neighborhood where they grew up. Their 20 acres of strawberries, raspberries, grapes and tomatoes provide a good living. Their farm near Stevensville, Michigan, is valued at ten to twelve thousand dollars. The Kundes are old-fashioned in a likable way—they keep a cow just so they can have home-churned butter and Mrs. Kunde bakes all her own bread.

Three of the four Kunde children are married and in homes of their own. Robert, 28, lives at home, works in a factory in nearby St. Joseph, helps with the chores and deeply enjoys his mother's cooking. He was in the Army Air Forces during the war and is now a member of an amateur printers' club.

Mr. Kunde says, "There's no other radio station—just WLS." The family remembers hearing many of the present-day stars when they were beginning their careers at WLS.

Broadcast service to a family like the Kundes requires, first of all, accurate knowledge of their needs. As with many of our Michigan and Northern Indiana listeners, their living depends wholly on fruits and vegetables. "Your storm and frost warnings have saved us many a valued crop," the Kundes tell us. Their daily listening must is Al Tiffany's "FarmWorld Today," because it includes fruit and vegetable markets, along with weather and other farm-needed facts.

For 23 years, WLS microphones have focused on homes and families like this one. We have learned to know their needs and wants, through a million letters a year and thousands of personal contacts. Thus we are able to give them the entertainment and service they want. That's why they say, "There's no other radio station—just WLS." That's why we get sound advertising results.
Available **NOW!**

A top Co-op to reach each segment of audience in New England

**COMEDY**

"Meet me at Parky's"
SUNDAYS 9:00-9:30 PM

**NEWS**

Cedric Foster
MONDAY thru FRIDAY 1:45-2:00 PM

**SERVICE**

"Doctor's Orders"
SUNDAYS 1:15-1:30 PM

**FAMILY**

"The Answer Man"
MONDAY thru SATURDAY 6:30-6:45 PM

*Ask Your Petry Man for the Plan*

*Acceptance is THE YANKEE NETWORK Foundation*

**THE YANKEE NETWORK, INC.**

Member of the Mutual Broadcasting System
LONG-SECRET FCC economic survey of radio industry [CLOSED CIRCUIT, June 2, Aug. 25] due for unveling Tuesday. Indication of FCC's idea of its importance (and importance of its getting good industry reception) is seen in fact that advance copies were circulated Friday and "press seminar" will be held today (Monday) to launch it. First of its kind, survey takes look at economics of radio field with eye to evaluating new outlets' chances of survival. Theme was hinted by former FCC Chairman Denny at NAB Convention when he admonished new applicants to make "realistic reappraisal of the situation in the light of all the available facts."

POPULARLY tagged "Orange Book" by FCC personnel, economic survey is making debut in quite differently colored cover. Since formodably labeled "Public Service Responsibility of Broadcast Licensees" was quickly converted into "Blue Book," at least some FCC officials urged care, caution and foresight in picking color for latest essay. But it came out lemon anyway.

CAREFULLY AND QUIETLY, CIO has made its entry into music field, anticipating it might capitalize on Petrilio's errors. Independent union, with CIO blessing, is under way in Wisconsin, fully chartered and otherwise poised to spread-eagle at propitious moment.

WITH TOP LEVEL reorganization at NBC climaxed by recent appointment of ex-FCC Chairman Charles R. Denny as vice president and general counsel, Frank E. Mullen, executive vice president, is devoting his primary energies to development of NBC's television network plans. Administrative vice presidents and other top department heads still report to Mr. Mullen but day-to-day regular network operations have been appropriately reassigned to clear decks for full speed ahead on TV.

STARTING TODAY (Nov. 3), CBS Hollywood will undertake six weeks of program analysis utilizing networks "Big Annie" and "Little Annie" research units. Under direction of Dr. Tony Hallomquist, head of program analysis division, assisted by Dr. Martin Kaplan, tests will utilize cross section pool of approximately 6,000 Los Angeles area listeners. Frank Stanton, network president, will arrive in Hollywood Nov. 18 to oversee tests which aim to gather data covering 50 to 60 network programs.

WAR ASSETS ADMINISTRATION, Washington, through Kudner Adv., New York, looking for availabilities for one-minute spot campaign in New York, New Jersey and Long Island area. Campaign will start latter part of November for 15 weeks.

WITH INADEQUATE facilities to accommodate delegates and guests, San Francisco

(Continued on page 94)

Page 4 • November 3, 1947

CLOSED CIRCUIT

Upcoming


Nov. 3-5: National Electronics Conference, Edgewater Beach Hotel, Chicago.

Nov. 5: Industry Music Committee, NAB Hqtrs., Washington.

Nov. 8-9: Southwestern Assn. of Advertising Agencies fall convention, El Paso, Tex.

(Bulletin

FORD Dealers Asans, Dearborn, Mich., representing 35 groups of Ford dealers, Jan. 4 takes over sponsorship Fred Allen's NBC broadcasts, Sun., 8:30-9 p.m., from Standard Brands, whose sponsorship, concludes Dec. 28. J. Walter Thompson Co., is agency for both.

ARTHUR SIMON, WLJ New York general manager, named general manager and vice president of WKBJ Buffalo by Dr. Clinton H. Churchill, WKBJ president. Mr. Simon to remain temporarily at WLJ (see FCC WKBJ transfer approval page 94).

KWHK SOLD FOR $120,000

KWHK Hutchinson, Kans. (1100 ke. 1 kw. day) reported sold by James E. Murray to Manager Verne Minor, Engineer Kenneth McCrum, and four local businessmen for $120,000, subject to FCC approval. Businessmen are R. L. Evans, C. L. Burt, Frank Fee, and John Rickard. Application to be filed with FCC shortly. Transaction handled by Blackberm-Hamilton Co.

Business Briefly


FRUIT SPOTS • Fruit Industries placing spots on WING Dayton, WIZE Springfield and WFMJ Youngstown, renews on KUTA Salt Lake City, Agency, Schoenfeld, Huber & Green, Chicago.

SANKA SHIFT • General Foods (Sanka) Jan. 2 replaces The Thin Man on CBS Fri. 8:30-55 p.m. with Danny Thomas Show, originating in Hollywood. Agency, Young & Rubicam, New York.

AIRLINE NAMES • TWA, New York appoints BBDO, New York, effective Dec. 1. Agency planning to increase announcements and station breaks after Dec. 1 in cities TWA serves.

TUBE OUTPUT RISES


MARK WOODS, ABC president, Friday denied charges in suit by Gordon Brown, WSAY Rochester, against four networks (early story page 20). Suit alleges major networks fixed station rates in restraint of trade.

Clear Channel Argument Jan.19

No ruling yet on CBS petition to permit consideration of its previously presented FM network plan and other FM data. Grant of this request, filed with full Commission, presumably would reopen case so others might offer FM evidence.

Announcement of dates for briefs and argument followed presentation of CCBS rebuttal testimony by Victor A. Eichler, director of CCBS and also of WHAS Louisville. Cross-examination was brief. Earlier, lineup of Friday nontechnical witnesses was expanded to include John Carson, director of Washington office of League of National Cooperative Assns., who urged radio be kept free for educational purposes; and Donald Heise, Iowa assistant attorney general, and Russell Thackrey, executive secretary of Assn. of Land-Grant Colleges and Universities, who joined in National Assn. of Educational Broadcasters plea against higher power and for nighttime operation by daytime educational stations. Marvin E. Grower substituted for Robert Coleman as WKR East Lansing witness. (Earlier story page 18).
PORTRAIT OF A MARKET

It's the people who make a market. . . . You can't meet all 600,000 of them in the Nashville market area, but we'll introduce you to a typical one you'd like to sell. She's married and has two children who wear lots of clothes and eat too much (she says). . . . She spends the bulk of the family income (over $356,000,000 in retail sales a year) and she buys by brand. . . . Why not tell her about yours with a sales-building message—at reasonable cost—via WSIX.
WFMB is

**Consistently HOOPERATED TOPS**

Count on consistency with WFMB. Round-the-clock—the year around—WFMB delivers the lion's share of the listening audience. WFMB is consistently Hooperated tops!

WFMB is

**Consistently FIRST in Indianapolis**

Ten in a row! Yes—the Hooper Station Listening Index for each of ten consecutive months rates WFMB first in Indianapolis in over-all listening audience. And—the last five consecutive reports show WFMB leading the next-highest-rated Indianapolis station by 20% or more! WFMB is consistently Hooperated tops!

WFMB is

**Consistently TOP TEN (CBS) Nationally**

WFMB's record nationally is not to be sneezed at either. WFMB's Hooper Index—morning, afternoon, and evening—is consistently rating among the top ten CBS stations throughout the country! WFMB is consistently Hooperated tops!

**BASIC AFFILIATE: Columbia Broadcasting System**

**INDIANAPOLIS**

Represented Nationally by The Katz Agency
Pololei...

(IT'S STRAIGHT — IT'S THE REAL McCOY)

It's straight...

One station covers Hawaii

... The New West of America

Frequency plus power makes a millivolt map. Combine mail response with the millivolt map and you have a positive guide to coverage. In a recent mail offer KULA received listener response from every United States Post Office in the Territory of Hawaii—all 97 of them. Too, over 50% of the entire population of Hawaii is in KULA's 25 millivolt area—93% within our .05 millivolt measurement line. That's primary coverage.

IT'S STRAIGHT ... When you buy KULA you buy complete one station coverage of all Hawaii, one of America's richest markets! Top-notch local programming plus such great ABC shows as Walter Winchell ... Theatre Guild on the Air ... Vox Pop ... Jack Parr ... Bing Crosby ... Tom Breneman ... Breakfast Club ... America's Town Meeting ... has made KULA "Hawaii's listening habit." KULA is the clear channel ... full time way to record sales in the Hawaiian market!

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

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

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

A B C or AVERY KNODEL, Inc., National Representatives

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
It’s as simple as reading off a log—

The network owned and controlled division of the Columbia Broadcasting System, Radio Sales, has made some extravagant claims about their achievements in Spot Radio to some CBS affiliated stations.

Specifically, they’ve claimed prowess in selling locally produced programs to national advertisers and chose their performance on WEEI, Boston, as the classic example.

We compete with Radio Sales in Boston. We checked the logs for WEEI and for WNAC for a recent random week. The FACTS show:

- We sold more Single Sponsored programs (21% more) to more National advertisers (11% more) using more time (40% more).

- We sold more Multiple Sponsored programs (126% more) to more National Advertisers (113% more) using more time (119% more).

- We sold, altogether, 79% more programs to 75% more National advertisers for a total of 94% more total program time.
We believe that the sale of local shows is important but it is only one of many important responsibilities we conceive ourselves to have. Representing radio stations means representing their best interests—all of them.

In short, we will continue to follow the policies which have governed our successful operation for some 15 years. We will continue to present the many advantages of Spot Broadcasting to national advertisers and to represent the best interests of our stations, even when they conflict with those of the networks. We will continue to sell advertisers whatever facilities the stations have available to move merchandise most effectively.

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON
Feature of the Week

INTRASTORE television makes shopping easier, influences purchasing and increases the desire of viewers to become owners of home video sets, according to preliminary findings of a New York U. survey made in connection with the RCA Victor-Allied Stores television caravan.

Traveling 14,500 miles in its recently completed 22-week tour, the caravan gave 255 full shows, averaging an hour and a half in length. Opening May 20 in Reading, Pa., it toured the East, Midwest, South and West, returning to Akron for its final performances.

A preliminary report of the N.Y.U. research specialist who spent 14 weeks with the caravan reveals that of 4,785 persons asked how they felt about television after seeing the intrastore demonstrations, 4,322 expressed the desire to own sets when video program service becomes available in their cities. Only 653 stated they did not want video receivers. Two out of three of those interviewed said they had not previously seen television.

Queried about the effect of the video demonstrations on their shopping, 3,683 persons reported that the pictured images had made their shopping easier, with 810 reporting that the television had not helped them to shop. Of 2,948 persons who said they had gone to the store with plans for buying specific articles, 1,783 made purchases, 1,284 buying in accordance with their earlier intentions. But 479, more than a quarter of all who bought anything, said that they had changed their plans and purchased the products they saw demonstrated by television.


“We believe the television caravan has been a great success both educationally and from a traffic standpoint,” Russell A. Brown, Allied vice president, commented. “Our co-sponsors felt as we did that not only did we further the cause of television in many ways but we learned a number of valuable pointers ourselves which will assist us to use and evaluate this new medium more effectively in the days to come.”

Sellers of Sales

COMBINING profits and prophecy is an old job with handicap, prematurely gray Sally Mansfield, media director for Ridgway, Ferry & Yocum, New York.

In a wartime contest conducted by Pathfinder Magazine Miss Mansfield walked off with a $500 war bond by predicting far in advance the exact date on which the European war would end.

And Miss Mansfield has since carried through admirably with the prophecy profit motif in her astute time purchases on the Regent Cigarette account which she handles.

The preparation for this career as female Nostradamus began as might be expected, with a degree in mathematics from New York U. In achieving her degree, Miss Mansfield also found time to negotiate her marriage.

Wife and mathematician, she then set out also to become a lawyer, but she was halted, as she says, “by the multiplication tables” when her son was born, whereupon she took up instead the career of mother.

She remained at home for two years in that capacity, after which she took on several score more children as an instructor in mathematics at a New Jersey high school.

Apparently still eager to learn, she left that post to find out what it is that Philip Morris management knows, joining the advertising department of that cigarette firm in 1934 as assistant and secretary to William C. Foley, vice president in charge of advertising.

By 1942 she ostensibly had the answer, for she left then to serve as space buyer with the Compton Agency.

Three years later she joined the firm of Wildrick-Miller as media director, leading finally to her present position with the newly-formed Ridgway, Ferry & Yocum.

Paralleling Miss Mansfield’s interest in advertising has been her enthusiasm for politics, and in 1940 she attended the Republican Convention in Philadelphia as a national delegate—one of 32 representing the state of New Jersey. Miss Mansfield currently lives with her son and mother in Weehawken, N. J.
ST. LOUIS HAS MANY FINE Traditions....

St. Louis, gateway to the west, has accumulated a host of splendid traditions to which each generation, each century of community life has made some contribution to enrich the pages of the city's history.

KWK is proud that since its founding, a new generation has grown to maturity and these young men and women are looking now, as their mothers and fathers looked before them, to KWK for the best in radio programs. That, too, is becoming traditional in St. Louis.

St. Louis' Own and St. Louis Owned

HOTEL CHASE, ST. LOUIS

PAUL H. RAYMER CO., Representative
One of the most sales vehicles

"THE HOUSEWIVES' PROTECTIVE LEAGUE"
UNDER THE DIRECTION OF FLETCHER WILEY

Now, seven stations... delivering seven of the country's biggest markets... will carry The Housewives' Protective League programs as live talent local originations:

Los Angeles: 50,000-watt KNX (where the HPL, with Burritt Wheeler, is in its fourteenth consecutive successful year!)

Chicago: 50,000-watt WBBM (where the HPL, with Paul Gibson, is in its fifth consecutive successful year!)

St. Louis: 50,000-watt KMOX (where the HPL, with Lee Adams, is in its fourth consecutive successful year!)

San Francisco: 5,000-watt KQW (where the HPL, with Lewis Martin, started October 13)

New York: 50,000-watt WCBS (where the HPL, with Galen Drake, starts within a few weeks)

Washington, D.C.: 50,000-watt WTOP (where the HPL starts January 1, 1948)

Minneapolis-St. Paul: 50,000-watt WCCO (where the HPL starts January 1, 1948)

Other major markets: To be announced during 1948
Successful in all Radio...

PRODUCTIONS

...NOW A DIVISION OF CBS

The 83 national spot advertisers listed on the right sponsored The Housewives’ Protective League programs during the past twelve months, over CBS stations in Chicago, Los Angeles, and St. Louis. They are 83 of the nation’s shrewdest advertisers...each testifying...in hard dollars and sense...that The Housewives’ Protective League productions are among the most sales-effective programs in all radio.

For more information about The Housewives’ Protective League productions, get directly in touch with any of the seven stations carrying the programs, their national spot representatives, or...

THE HOUSEWIVES’ PROTECTIVE LEAGUE

a division of CBS, Columbia Square, Hollywood
Here's a beautiful example of the way in which national-spot not only permits but almost screams for you to capitalize on local and regional program preferences.

For over 12 years, WTCN, Minneapolis-St. Paul, has featured "Whoopee John"—a Scandinavian folk-song artist whose hundreds of personal appearances always draw capacity houses, and whose Hooperatings run from 8.0 all the way up to 15.0 . . . .

John is a top favorite in the Twin Cities area because both he and WTCN have something special for that particular area.

It's the same way with every one of the other stations F&P represent, in their areas. That's what we call "Bull's-Eye Radio" (vs. scatter-gun radio). Want some of it?

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932
President Ready to Appoint Wayne Coy

Nomination Slated For January 6 Session

By SOL TAISHOFF

AMID SIGNS of a first-rate political fight along strict party lines, President Truman is prepared to name Wayne Coy, radio director of the Washington Post stations (WINX and WINX-FM), to the chairmanship of the FCC when Congress convenes in regular session next Jan. 6.

While no formal word was forthcoming from the White House and while Mr. Coy maintained official silence, it was ascertained last week that the former administrative assistant to President Roosevelt, can be the successor to Chairman Charles R. Denny if he desires, and it is presumed that he will accept appointment.

All thought of a recess appointment now has been abandoned, in view of the special session called by the President for Nov. 17 to consider the Marshall Plan for aid to Europe and the price problem. It is now regarded as probable that no vacancies will be filled in Government agencies until the regular session, since the President does not desire to encumber the special session with partisan or political questions.

Vice Chairman Paul A. Walker, it is expected, will remain as Acting Chairman until Congress confirms the new appointee at the regular session. Thus, the Commission will function with less than its full strength until that time. At least two Commissioners—Jett and Webster—leave at the end of the year for European communications conferences.

No Formal Expression

Even though there had been no formal White House expression, the GOP unlimbered its big guns in what was seen as the first major political battle of the upcoming campaign year in criticizing by inference the prospective Coy appointment. Without mentioning Mr. Coy by name, Carroll Reece, chairman of the Republican National Committee, last Thursday issued a 300-word statement expressing dissatisfaction with the appointment of a man who answered the Coy description. This was promptly interpreted as the harbinger of a fight against confirmation by the Senate when the nomination is submitted.

In some quarters it was indicated that all was not too serene in the Democratic party itself. Until formal announcement of the nomination is made, it was pointed out in these quarters, the Coy designation cannot be taken for granted.

Support persisted for appointment of J. Leonard Reinsch, managing director of the Cox radio stations and radio adviser to the President, as a broadcaster who has had 30 years' experience as against four for Mr. Coy. Mr. Reinsch, however, also maintained official silence and has never announced his candidacy.

President Truman has selected Mr. Coy from a field which included Mr. Reinsch, former Sen. D. Worth Clark of Idaho, Brig. Gen. Telford Taylor, chief prosecutor at the Nuremberg Nazi war trials, and former Sen. James Mead of New York.

Originally, it was the President's intention to announce the Coy appointment promptly, to end all speculation and pressures. But, it is understood, Mr. Coy preferred to await convening of the regular session so that a nomination could be made.

Both Messrs. Coy and Reinsch have been recipients of calls and communications supporting them for the key FCC post. But neither was disposed to make any public pronouncement. Mr. Reinsch, who served as the Truman radio adviser beginning with the vice presidential campaigning days, has been at loggerheads with certain members of the White House secretariat for some time but, so far as is known, this has not affected his relationship with the Administration.

As an experienced Federal administrator, an able newspaperman, and since 1944 an independent broadcaster, Mr. Coy won spontaneous support in many quarters after his name first was mentioned [BROADCASTING, Oct. 18].

Mr. Reece pulled no punches in

(Continued on page 52)

GOOD WISHES are exchanged by Charles R. Denny (1) and Paul A. Walker, as Mr. Denny winds up his duties as FCC chairman and Mr. Walker takes over as acting chairman. Mr. Denny resigned effective Oct. 31 to become vice president and general counsel of NBC, but terminated his FCC duties after the Oct. 23 session.

Television Swings Both Conventions

Democrats Follow Lead Of Republicans, Pick Philadelphia

By JOE SITRICK

TELEVISION proved to be the deciding factor for Philadelphia last week as the Democratic National Committee echoed the earlier Republican decision and selected the Quaker City for its convention site in 1948.

Until the vote was taken on Wednesday the choice was between Philadelphia and San Francisco. A delegation of some 100 businessmen and civic officials had come to Washington to present Philadelphia's case, and of these, a representative few were selected to address the meeting. One of these was Roger W. Clipp, general manager of WFIL and WFL-TV.

After the Philadelphians had presented their brief, Mrs. Edward H. Heller, Democratic National Committee woman from California, took the stand. She told the delegates that although San Francisco could match the hotel accommodations and the financial outlay, she was reluctantly withdrawing the bid because of (1) the West Coast had no television and (2) the extra travel involved for Eastern delegates and members of Congress.

Using impressive facts and figures about the coverage video would give, Mr. Clipp convinced the Democrats, as he had the Republicans [BROADCASTING, Oct. 27], of its tremendous importance.

"Television is no longer the experimental toy of the experts," Mr. Clipp stated. "It is a vast and powerful medium of expression." "You can't afford to do without its tremendous influence," he cautioned the delegates. "You need the imudge provides."

Pointing out that no accurate estimate could be made now of the number of people who may watch the convention proceedings, Mr. Clipp said, however, that he could

(Continued on page 84)

November 3, 1947  Page 15
Dolcin, Big Radio User, Adding 35 U. S. Stations

DOLCIN CORP., New York (Dolcin, a proprietary), whose radio advertising budget for 1947 amounts to approximately $800,000, has added 35 stations throughout the country, sponsoring spot announcements, cooperative shows and participating programs.

Firm also is planning to add 12 stations in Canada within the next four weeks. Advertising campaign is handled through St. Georges & Keyes, New York, until Dec. 31, when the Victor van der Linde Advertising Agency is to take over the account.

Revere Quits D&C

TOM REVERE, vice president and chairman of the plans board of Donahue & Coe Inc., New York, has resigned. His future plans were not announced nor has a replacement been named yet.

ROBINSON AND TERRY PROMOTED BY CROSLEY

ELECTION of William P. Robinson and Marshall N. Terry as vice presidents of the Crosley Broadcasting Corp. was announced last week by President James D. Shouse following a special meeting of the executive committee of the corporation's board of directors.

Mr. Robinson, a 20-year veteran of radio who has been with Crosley since 1928, becomes vice president in charge of programs for WLW Cincinnati. Mr. Terry, who joined WLW in 1944, will serve as vice president in charge of the station's promotional activities.

Appointment of Walter Callahan as assistant sales manager of WLW also was announced. Neil Smith, who has been acting assistant sales manager, will assume a new post shortly, according to Mr. Shouse. He did not reveal the nature of the post but said it was connected with the company's expansion program in Dayton, Columbus and Indianapolis.

Listening Up in 3 Cities, Down in

Pulse September-October Survey

LISTENING in New York, Boston and Philadelphia showed an increase during September and October, as compared with July and August, according to a survey made by The Pulse Inc. Chicago figures, however, indicated a slight decrease.


Top evening shows during September and October were Charlie McCarthy 18.2, Lux Radio Theatre 18.1, Mr. District Attorney 16.5, Walter Winchell 13.8, Suspense 12.3, Hit Parade 11.8, Inner Sanctum 11.6, Kraft Music Hall 11.5, Break the Bank 11.0, and Truth or Consequences 10.8. The ten daytime favorites for the same period were Breakfast Club 6.8, Rosemary 6.4, Arthur Godfrey 6.1, Helen Trent 5.7, Blue Network 5.0, Ma Perkins 5.5, Young Doctor Malone 5.5, Aunt Jenny 5.5 and My True Story 5.4.

The survey showed the following Saturday and Sunday daytime shows as topping the list: Quick as a Flash 10.7, Stars Over Hollywood 6.3, Theatre of Today 6.1, Grand Central Station 5.9, Counter Spy 5.3, County Fair 4.8, One Man's Family 4.5, Adventurers Club 4.3, The Family Hour 4.0, Harvest of Stars 4.0, and Shoefer Parade 4.0.

Three Renew CBS Shows For Additional 52 Weeks

RENEWALS of three network programs for an additional 52 weeks were announced simultaneously by CBS. Chesebrough Mfg. Co. Inc. renewed Dr. Christian, Wednesdays, 3:30-4:30 p.m., effective Oct. 22. Agency is McCann-Erickson Inc. Chesebrough has sponsored the show on CBS since November 1937.

Whitehall Pharmaceutical Co. renewed sponsorship of Mr. Keen, Tracer of Lost Persons, Thursdays, 3:30-4:30 p.m., effective Oct. 23. American Home Products Inc., Whitehall's parent company, has been a CBS client since 1923. Agency is Dancer-Fitzgerald-Sample Inc.

P. Lorillard Co., a CBS client since 1929, renewed its Old Gold Shoe, broadcast Wednesdays, 9:30-10:00 p.m. Agency is Lennen & Mitchell Inc.

Citrus Campaign

FLORIDA Citrus Commission, Lakeland, Fla., through its agency Benton & Bowles, New York, is planning a small spot announcement campaign in Canada.
Anti-Code Group Taking Secret Poll

Mounting Criticism Heard as Final Action Nears

By J. FRANK BEATTY

SIGNS of industry rebellion against NAB's proposed code appeared last week when a "secret ballot" was hastily sent to stations by a "group of stations interested in maintaining free enterprise."

Mounting opposition was apparent as a special NAB board committee convened in Washington today (Nov. 3) to analyze post-convention reaction.

Industry criticism became so intense and so widespread last week that doubt began to develop whether the board of directors will be able to produce a set of standards suitable to all broadcasting segments during its Nov. 13-15 meeting.

Heading the group in charge of the secret ballot are Ralph Atlass, president and general manager of WIND Chicago and chief owner of WLOL Minneapolis, and Edward Bielen, president and general manager of KVFD Fort Dodge, Iowa.

In a letter accompanying the ballot, they term the code "the most important question that the individual operator of a radio station has ever had to face." NAB will be informed of the collective result but individual votes will be known only to the accounting firm of Arthur Young & Co., Chicago.

The two ballot questions are:

Do you want to run your station as you think it should be run and accept the responsibility for its operation without the code and code authority?

Do you think that the newspaper publishers-they enjoy governmental privileges in special postal rates, too-would voluntarily accept regulation and regimentation such as suggested for our industry by the NAB?

In the accompanying letter, Mears Attla and Bielen ask return of the ballot by Nov. 6 so results will be ready in time for the NAB board meeting. On behalf of the code, the letter says, "apparently conformance with the code is supposed to satisfy your public service requirements." Reference is made to the "Blue Book routine," and to government threats to issue more severe regulations if a code is not adopted.

Against a code are arguments based on a challenge of FCC's authority to issue such regulations, along with statements on the advantages of the American system of free radio. "A licensee has an individual responsibility to serve-it cannot be a code authority to be determined with a slide rule," the letter continues.

Charges that commercial limitations in the code are unworkable for a majority of stations were augmented last week by claims that it never should have been offered in the first place;

that it was carelessly drafted without time for proper industry study; that a tight monopoly did the drafting job; that radio faces growing competition within itself and from other media, and therefore should work out means of increasing its efficiency to the advertiser rather than diminishing it; that the industry is committed to a code but at least should save face by producing a workable document.

Three more state associations joined the list of organized groups demanding changes in the standards-Asn. of Indiana Broadcasters Assn., Mississippi Broadcasters Assn., and Kentucky Assn. of Broadcasters. (See separate stories, page 93.)

Censorship Charge Leveled at FCC

WADC Brief Also Calls Application Denial 'Discriminatory'

CHARGES that FCC's denial of a WADC Akron application for 1220 kw with 50 kw was "part of an overall expansion into the field of program regulation" were leveled by WADC last week in a brief filed in U. S. Court of Appeals for the District of Columbia.

Detailing the contentions which the station outlined in its notice of appeal from the FCC decision [Broadcasting, July 28], the brief flatly accused the Commission of censorship. It was filed by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey, counsel for WADC.

The brief asserted that the WADC case "is not an isolated instance" but that "there have, in fact, been a series of attempts on the part of the Commission and its predecessor regulatory authority to obtain detailed control of the program structure of the stations which are licensed."

Violation Claimed

It argued that, even if censorship were authorized by the Communications Act, the denial of WADC's application was "illegally discriminatory." FCC's simultaneous granting of the same facilities to WGAR Cleveland, the brief added, was in violation of the Commission's duopoly rule because of the resulting overlap with WJR Detroit, under common ownership with WGAR.

The case involved rival applications of WGAR and WADC for 1220 kw with 50 kw. WARC won 1220 kw in a fight with WADC several years ago and, when it filed for 50 kw, was operating with 5 kw. WADC is on 1850 kw with 5 kw.

In its proposed decision on the 50-kw applications FCC held that WGAR should be preferred for a grant largely because of WADC's proposal to carry a predominantly network program schedule. In the final decision, however, the Commission refused to give the two applications absolute consideration, believing that WADC's should be denied irrespective of the existence of the other application. It then granted WGAR's.

In support of its contention that

Adviser-agency reaction to the proposed standards will be given at a meeting with ANA-AAAA spokesmen in New York. Representing NAB will be A. D. Willard Jr., executive vice president, and Harold Fair, program director.

NAB executives point out that most of the suggestions for code changes cover a relatively small area of the document. They agree that changes likely will be necessary, but remind that the board planned such changes when it approved a "proposed code."

Most active critics and suggesters have been the independents and smaller stations. Their ideas are being sifted by the board review committee in preparation for the board's mid-November meeting.

Mr. Fair said the committee is not doing a "screening" job. Rather it is analyzing the code comments, which for the most part have been channeled through board members.

Presentation Varies

Though the comments follow several grooves, they vary widely in the manner of presentation. Murray Carpenter, president and general manager of WPOR Portland, Me., has made a calm, practical study of the code based on his station experience and his background as a former radio media buyer of Compton Adv., one of the top broadcast agencies.

Mr. Carpenter, arguing that the code shouldn't have been drafted in the first place, wants it changed in many vital respects and he offers economic and operating facts to support the contentions.

Mr. Breen, one of the most vigorous code critics at Atlantic City, lauded the attack against the standards. He sent to all stations a booklet on "the truth about what

(Continued on page 92)

November 3, 1947 • Page 17

WADC Brief Also Calls Application Denial 'Discriminatory'
RMA Unofficially To Enter Fight On Thursday

MOVE to bring advertiser-agency and radio manufacturing groups into a NAB-sponsored Industry Music Committee may be in order; the AMGA, which has been conducting the business in the absence of the RMA, will consider the suggestion at its next meeting.

The AMGA is also considering the possibility of meeting with representatives of the FMGA, the NAB, and the AFM to discuss the possibility of setting up a group of industry representatives to represent the interests of the industry to the NAB.

RMA to Fight

RMA swung a heavy blow against Mr. Petrillo, indicating it will not take his "pistol-point" tactics lying down. The set manufacturers stand to suffer heavily if demand for radio - phonograph combination sets declines.

While advertisers and agencies will not indicate their viewpoint openly, the industry is primarily interested in any increase in the cost of music which will raise the cost of programming.

One network executive predicted that networks could anticipate greater networks' requirements if broadcasters show they are willing to put up a strong fight in the negotiations with the AFM leader. "I think they will realize now that they're not paying their bills," he said.

Should the AFM demands prove unreasonable, as anticipated, advertisers and agencies will be faced with the choice of letting the industry fight its own battle or cooperating in the strategy.

The special committee named by recorders to participate in the NAB's Wednesday meeting last week in what was officially termed a "round-table discussion" which lasted two hours. The recorders are attempting to form their own solid front despite divergent interests. Named to the recorders' committee last week was Walter Rivers, for Capital Records, completing the membership [Broadcasting, Oct. 27].

The first meeting of the all-industry music committee will be held next week. The group will begin outlining special problems and plans. A chairman will be named, along with subcommittees and possibly an executive committee which can meet frequently and on short notice.

Strategy-mapping is not on the agenda for the opening session, it was indicated, since specific steps against the union head will be taken as day-to-day events require.

Though Mr. Petrillo had announced at a news conference that he would not let his men record after Dec. 31, official notice was not sent to recorders until last week. All Hollywood record and transcription firms received contract termination notices effective Jan. 1, 1948. The notice said, "This contract will not be renewed because . . . members of AFM will no longer perform the services provided for in said contract."

Broadcasters were in the dark as to Mr. Petrillo's precise intentions in their direction. Although he has made menacing noises concerning the future, broadcasters have stated that they would seek a waiver on that and other transcribed programs. An ABC spokesman said the network would appeal to the AFM to exempt that subdivision when formal notice was received from the union concerning the recording ban.

ABC Argument

The argument ABC intends to use to bolster its appeal will be that its transcribed programs, unlike recordings, are used but once. That objection is based to a greater extent on a single musical performance.

Clarification of Mr. Petrillo's intentions respecting the entire broadcasting and recording fields is expected before his meeting with the networks.

In a step designed to persuade networks that they should provide for duplication of programs on FM outlets only of some importance to networks, since music contracts are drawn, FM Executives last Monday filed a petition asking FCC intervention in the problem.

The petition proposes that the FCC hold a public hearing, with the four networks taking part, on adoption of a proposed new rule. This rule would deny licenses to networks entering into agreements with networks to keep musical programs off the air until FCC action is heard. (Continued on page 85)

Sharp Disputes Mark Clear Hearing

Power and Channel Uses Are Debated As End Near

By RUFUS CRATER

SHARP and sometimes bitter disputes broke out last week as FCC's 24-year-old clear-channel case reached its last stages with FCC and court-appointed FCC assumptions in the region group, major networks, and clear-channel stations.

Major testimony of these principal participants was completed, although it appeared possible that weekend sessions for rebuttal testimony might be necessary to bring the long-drawn proceeding up to the point where only oral argument was left before the case would go to the Commission for decision.

End of the case, which started in February 1945, found the Clear Channel Broadcasting Service still advocating a plan to give all sections of the nation a choice of four network services by means of a proposal known as "Plan 750," which was for at least 20 clear-channel stations [Broadcasting, Oct. 27].

The Regional Broadcasters Committee continued its contention that duplication of clear channels is the best means of providing coverage on a nation-wide basis. CBS contended that available engineering information is not sufficient to justify advocacy of power above 50 kw or any other reallocation or reassignment of frequency uses. NBC urged repeatedly that clear channels be kept intact but offered no recommendations with respect to immediate increases in power, although asserting that present power limitations should not be continued. NBC opposed both the CBCC 20-station plan and the regional group's suggestion for duplication. ABC insistently emphasized that NBC and CBS have a virtual monopoly of nighttime skywave service under the present assignment. MBS had no position.

FM Coverage Question

The question of evidence on FM coverage, excluded by a Commission ruling, was brought up again by a petition of CBS, which had offered a coverage plan based upon FM outlets only of nightime skywave service. The FCC, in reconsideration of the FM decision.

The CBS plan involving FM was characterized as "a red herring" by clear-channel representatives, while FCC indicated that NBC opposed the CBCC "20-station" plan primarily because of the realignment of network affiliations which would be involved. ABC was accused of having "something to hide" because its clear-channel coverage maps were not based on engineering data prescribed for the hearing, and American counsel made a similar charge against CBS when it did not show the extent of CBS program duplications from Type E skywave service.

Both CBS and NBC based their presentations in direct testimony largely on issues relating to the duplication of clear-channel services and, particularly, duplications of their respective network services within given areas.

Comm. Rosel H. Hyde presided over the hearing. None of the other Commission members participated.

Legal counsel for the participants included Jesse C. Caldwel for the Clear Channel Broadcasting Service; Paul D. Spearman for Regional Broadcasters Committee; Gustav B. Margraf for NBC; Julius Bruner for CBS; Andrew G. Haley for ABC; A. Harry Beck for FCC; Philip G. Louncks for WQXR New York; W. E. James for State of Alabama; Ernest L. Wilkins for WABC New York; Ohio State, which sought higher power, and Marcus Cohn for National Assn. of Educational Broadcasters, which opposed higher power and asked that educational stations be allowed to duplicate 1-channel sets at night.

(Continued on page 90)
Washed up

The press release called this a picture of "raging flood waters which swept Northern Pennsylvania and Western New York, that stalled traffic on route #6 near Pittsfield, Pennsylvania, April 5th, 1947."

Washed up! That's what that car is. That's what the road is. And that's what the business that can't see the flood-waters of competition is going to be ... washed up.

We don't know how you're going to operate in other markets ... but down here in Baltimore, in radio, the smart money uses W-I-T-H. That's the successful independent. W-I-T-H delivers more listeners-per-dollar-spent than any other station in town.

W-I-T-H belongs on any selective test. Is it on yours?

WITH
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, President * Headley-Reed, National Representatives

November 3, 1947 * Page 19
ARE YOU SWEET ON SUGAR HILL (Ky.)?

You may “love that town”. It may be your Old Kentucky Home, and you may be jest a-yearmin’ to savor some cawn pone and ’lasses, while you set and watch the bees a-buzzin’ among the magnolias.

But business is business, and if you want to advertise your wares in Sugar Hill, don’t ask WAVE to do it. Oh, they may hear us there (frankly, we don’t know!). But as we see it, our job is to concentrate on the State’s greatest market.

The people in the Louisville Trading Area spend more money than all the rest of the State put together, and WAVE covers ’em, at the lowest rates you can find. . . . You-all see what we mean, don’t you, honey?

RWG Ratifies 6½-Year Pact With the Four Major Networks

THE NATIONAL membership of the Radio Writers Guild last week unanimously ratified a six-and-a-half year contract with the four major networks, dating from Nov. 15. The new pact marks the first time that ownership and control of scripts by freelance radio writers has been established, as far as the RWG is concerned, by the guild spokesman said in New York.

Signing of the contract on Oct. 30 climaxed a series of negotiations between the Guild and the networks beginning last April 7, after the RWG approved a strike vote.

The new agreement covers five basic sections, the Guild said. These are authors’ rights; air credits; abandonment of the “release form”; establishment of a “joint adjustment board” representing networks and writers, and minimum fees.

Most important of these, from the Guild’s point of view, is the settlement of rights, thorniest issue in the lengthy negotiations. The contract defines and limits single use, incidental, re-use, subsidiary, and exclusive rights. For re-use of original script material the writer is guaranteed at least 50% of the minimum fee prescribed in the RWG contract. Subsidiary rights involve use of script material in other media, such as television, movies, magazines, etc.

The author will have the final decision on disposal of such rights, and may exercise a veto over the firm’s disposition of them. Incidental rights include the right of the firm to demand rewriting of script material, with careful limitations on the amount and nature of such rewriting.

Must Credit Author

Air credit to the author on all dramatic and comedy shows becomes mandatory under terms of the new pact. On shows, heard three times a week or more often, such credit is necessary only once each week.

The “release form,” by which radio writers heretofore relinquished many of the rights outlined above, is superseded by the enunciation of these rights.

A “joint adjustment board” consisting of one representative from each network and four from the RWG is to be established with a dual purpose:

(A) To serve as a standing negotiating committee to negotiate and matters not covered in the present contract; agreement in such cases must be unanimous, and

(B) to act as a “supergrievance and arbitration committee” in such cases a majority decision of six members is necessary. Members of this board have not yet been named.

The contract sets forth the following basic minimum scales for freelance writers in each case: the first figure given is for a sustaining show and the second for a commercial 15 minutes—$75, $120; 30 minutes—$150, $250; 15 minutes five times—$900, $950.

These fees, according to the Guild, apply to all programs in which the script constitutes 50% of the show or more. When the script is less than half of the show the time bracket applicable will be decided by the time actually consumed by the script. For a program of 30 minutes or less the minimum payment will be for 15 minutes of script. Over 30 minutes the minimum will be for 15 minutes of script.

4 Major Networks Are Sued by WSAV

Damages of $13,000,000 Asked; Conspiracy is Charged

DAMAGES of nearly $13,000,000 are asked from the four major networks in a suit which was filed last Friday in the U. S. District Court, Southern District of New York, by Gordon P. Brown, owner of Federal Broadcasting System (WSAY Rochester, N. Y.)

Mr. Brown charges the networks with conspiring against WSAY to keep it from carrying network programs. He alleges in the civil suit, in which triple damages are sought under the antitrust laws, that ABC and MBS have conspired to boycott WSAY and that NBC and CBS have refused to make their programs available to the station.

Temporary restraining order is sought to prevent ABC and MBS from entering into affiliation contracts with WARC and WVET, new stations in Rochester.

Numerous instances of alleged conspiracy and boycotting are cited. The station contends it is losing large amounts of network and spot business as a result, and that employees are leaving the station. WSBT has been carrying MBS programs under a temporary arrangement.

WSAY contends network affiliation contracts amount to price-fixing for stations and it has fought standard network contracts in which the network allegedly specifies rates.

Named defendants also are John H. Norton, Jr., ABC stations vice president, and Robert A. Schmid, MBS stations vice president.

Attorneys for WSBT are William L. McGovern, formerly of the Dept. of Justice, and Seymour Krueger, a co-author of the FCC network monopoly report.

LOUISVILLE'S WAVE

N.B.C. AFFILIATE

FREE & PETERS, INC.

5000 WATTS . 970 KC

NATIONAL REPRESENTATIVES

Page 20 • November 3, 1947
Always First!

WJR Scoops the Sports World with Football's Best....

Crisler of Michigan
Mon. & Weds. • 5:30 & 11:15 P.M.

Leahy of Notre Dame
Friday • 5:30 & 11:15 P.M.

WJR
50,000 Watts

Michigan's Greatest Advertising Medium

Bachman's Sport Slants
Tues. & Thurs. • 5:30 & 11:15 P.M.

CBS
Clear Channel

The Goodwill Station Inc., Fisher Blvd., Detroit

C. A. Richards
Pres.

Representing

Petry

Harry Wismer
Ass't. to the Pres.

November 3, 1947 • Page 21
When you use Gates equipment you are sure of the best, easiest to operate and maintain. These things are vital to the operation of any radio station, and when you have them it means a better broadcast and consequent better listening and more listeners.

You can get any equipment item from Gates, right down to a piece of wire an inch long. We're just as glad to have your order for a tube socket as we are a transmitter because you get the opportunity to know what our service is like and then depend on it for all your needs.

New Broadcasters — You can get COMPLETE information from us regarding any equipment need. Benefit from our experience in equipping hundreds of radio stations, both large and small.

Write, wire or call Gates Radio Company, Dept. G, Quincy, Ill.
Problems of station sales managers in the national field led to the formation Oct. 25, at Green Bay, Wis., of the Wisconsin and Upper Michigan Radio Sales Managers Assn.

The sales clinic was called by Haydn Evans, general manager of WTAQ, and Forster M. Cooper, commercial manager of WDUZ, Green Bay stations acting as hosts at the two-day meet.

The group adopted a resolution to band together as an association and then elected Mr. Cooper as president, Howard Emich, WMAM Marinette, Wis., secretary-treasurer, and Anthony Marta, WMJS Ironwood, Mich., vice-president.

The group pledged itself to recommend to station owners and operators, extension of programs, improve sales ideas and techniques and the adherence to a published rate card. They deplored cut-rate practices special deals, and house-accounts. They deplored the sale of spot programs by Neal Weed, of Weed & Co., Chicago; William Finerman, of Taylor-Howe-Snowden Co., and Russell Tolg, of BBDO Chicago.

Tolg Speaks
Mr. Tolg, speaking on "What A Station Executive from A Station Said" pointed out the advantages of a program and what a station can expect in sales ideas and techniques and the adherence to a published rate card. They deplored cut-rate practices special deals, and house-accounts. They deplored the sale of spot programs by Neal Weed, of Weed & Co., Chicago; William Finerman, of Taylor-Howe-Snowden Co., and Russell Tolg, of BBDO Chicago.

Dr. Stetson's New Book
On Sunspots Published


The Effects of Sunspots on Electrical Communication, on the Earth's Atmosphere and on Human Life, are Explored and Expounded in a Book Published last Friday, Sunspots in Action, by Harlan True Stetson [Broadcasting, Sept. 15].

Dr. Stetson is an Associate of the Massachusetts Institute of Technology, and its Director of the Cosmic Terrestrial Research Laboratory at Needham. He has been studying the effects of solar radiation on radio transmission for 20 years. Dr. Stetson places great emphasis in his book on the effect of the sun's atmosphere both as a medium for long-distance radio communication and as an ultimate source of weather.

Bonita Springs Dealers of Philadelphia Is Sponsoring Television of Three Football Games Played by Dobun's Vocational High School over WPZT Philadelphia, making the first time video showings of high school grid games have been sponsored, according to WPZT.

Something to Blow About
At a recent party celebrating the 20th anniversary of the Philadelphia advertising agency of Gray & Rogers, the six partners huffed and puffed until they blew out the candles on 20 cakes. Party, attended by employees, was held in the agency offices. Blowing (l. to r.) are: Robert W. Graber; Jerome B. Gray, founder of the agency; Edmund H. Rogers, Sherman G. Landers, Guy E. Fry and Russell K. Carter.

Use of Advertising Stressed in Drive

This new force has supplied a strong weapon to public service, education, public opinion, and public action. In terms of action, it is quicker and more efficient than any channel to the people herebefore used. It is a grander supplement to our American democracy and our American way of life with an entirely new weapon to be used in its defense—and this weapon simply did not exist prior to the war.

New Functions
The news function of radio, newspapers and other media, which Mr. Mortimer said "is superbly done," is a "necessary and invaluable part of American democracy."

He observed that Advertising Council activity, with its donation of $1,000,000,000 a year in time and space, and termed public service advertising "one of the most important of all wartime discoveries. I do not believe it is too much to say that the less you believe in a controlled economy, the more you will believe in the use of advertising to achieve voluntary public action, and the more emphasis you must put upon new methods to achieve it."

Representing the broadcasting industry at the White House conference, at which the business leaders were informed of current problems of the national economy and the world situation, were Earl H. Gammons, CBS Washington vice president, representing Frank Stanton, CBS president; Edgar Kobak, MBS president; Niles Tranum, NBC president; Mark Woods, ABC president; A. D. Wilard Jr., NAB executive vice president; Paul Morency, vice president of WTIC Hartford and an Advertising Council director.

TV Meet Postponed
Second General Meeting of the Television Association of Philadelphia was postponed from Oct. 22 to Nov. 13 to avoid conflict with the Poor Richard Club's Radio Night scheduled also for the October date.
Fulton Lewis, jr.

CO-OP Program Packs IMPACT

Fulton Lewis, jr. is heard five nights a week over more than 375 Mutual stations. A tribute to his pulling power lies in the fact that he is sponsored on 268 of these stations. A tribute to the merit of his program lies in the fact that some 87 stations carry "The Top of the News from Washington" as a sustainer.

Fulton Lewis, jr. SELLS because he commands a top-notch audience. Join up with this outstanding co-op program and let Lewis SELL for you. Write or wire for availability.

Radio Pioneers

DRAFT of constitution and by-laws for Radio Pioneers, society of 50 year veterans in radio, was formulated Oct. 24 in the office of Mark Woods, ABC president and president of the society. Organization, founded by H. V. Kaltenborn, NBC commentator, under the name Twenty Year Club, will seek wide membership. On the executive committee are Messrs. Woods and Kaltenborn; Frank E. Mullen, NBC executive vice president; A. L. Ashby, former NBC general counsel; Edgar Kobak, MBS president; Phillips Carlin, MBS vice president, and Charles Hedges, commentator.

U. of Iowa Establishes Advertising Scholarship

ESTABLISHMENT of a scholarship award of $750 to be presented annually to the U. of Iowa's outstanding student in the field of advertising has been announced by the university. Trust has been created by L. R. Fairall, president of Fairall and Co., Des Moines.

The award, to be known as the L. R. Fairall Award, will be presented for the first time this year to an advertising major of senior or graduate classification. It will be paid in eight equal installments during the school year.

The successful candidate, who must have unusual potentials in advertising and must be a native and resident of Iowa, will be selected by a committee of journalism and commerce faculty members, Virgil M. Hancher, president of the university, said.

Advertising Course

THREEFOLD coverage of the field of advertising is offered by the Practical Advertising Course, 420 Lexington Ave., New York, which has announced that instruction dealing with the advertiser, the agency and the media will be offered every six or eight weeks throughout the year beginning Nov. 12. The advertiser phase of the course will be handled by Charles B. Konselman, advertising manager of A. & M. Karageusian Inc. (Gulfian carpets). John Bartnet, account executive of Pulier & Smith & Ross Inc., will handle the agency phase and Ed Brennen, New York representative of Better Homes and Gardens, the media phase.

BANK video set-up has been installed in the Franklin Square Savings Bank of Hempstead, L. I., by William B. Still, owner and operator of WKJZ, Jamaica, N. Y., experimental television station. Bank installation comprises a camera in a cashier's cage and a receiver in the bookkeeping department, enabling signatures to be verified with a minimum loss of time.

AAA OUTLINES PLAN FOR NOVEMBER MEET

PLANS for the 1947 Eastern annual meeting of the American Ass'n of Advertising Agencies to be held at the Waldorf-Astoria Hotel in New York on Nov. 18 have been outlined by Gordon E. Hyde, newly-elected president of the AAA New York Council. The meeting will be open to member agencies of the New York, New England, and Atlantic Councils, including territory east of the Alleghenies. Media, copy, mechanical production, and radio production group meetings will be held in the morning beginning at 10 a.m. and running concurrently, Mr. Hyde said. Management, research, and art group meetings will begin at 2 p.m. At 4:30 p.m. a joint ANA committee will present a "program for better understanding of our economic system." This will be followed by a reception and the annual AAAA dinner, open to members and invited guests.

The following assignments were made by Mr. Hyde, as general chairman of the meeting: Robert D. Holbrook, president of Compton Advertising Inc., in charge of dinner entertainment; W. R. Dingledine, vice president of Charles W. Hoyt Co., in charge of finance and hotel arrangements; H. M. Montgomery, president of Hanley, Hicks & Montgomery Inc., in charge of meeting promotion.

STATE Dept. has announced that final documents of the Atlantic City Telecommunication Conferences will be placed on sale on about Dec. 1 by the American Radio Relay League, West Hartford, Conn., acting on behalf of the International Telecommunications Union. The documents will be published in English and French in a single volume and will sell for $1.20 to government agencies and $1.50 to all other purchasers, postage and wrapping included.

LEAVING WLW Cincinnati after 15 years to become associated with another Crosley station, WINS, New York, Eldon Park proudly displays his luggage and other personal items that have been presented to him by WLW employees. Mr. Park, who was program director at WLW, becomes WINS general manager and a Crosley Broadcasting Corp. vice president. Parting good wishes are extended by two Crosley executives, Robert E. Dunville (left), vice president, and general manager, and James D. Shouse, president.
PUMP'ER TWICE-(FOR ONLY ONE PRICE)

$BILLION DOLLAR
FT. WORTH-DALLAS
MARKET

Tap the limitless resources of the
$Billion Dollar Ft. Worth-Dallas buying market
TWO TIMES for but a SINGLE PRICE!

KFJZ-WRR AREA
(100 Mile Radii)

*Population . . . 1,898,300
*Buying Income . $1,890,148,000.00
*Bank Deposits . $1,904,714,000.00
*Retail Sales . . . $1,239,913,000.00
*Wholesale Sales . $1,642,095,000.00
*Auto Regis. . . . 498,235
*Radio Families . 410,003

*Sales Management, 1947.
*H.M.B. Area Survey, 1946.

TWO dominant stations with established listener loyalty. Simultaneous
or separate schedules—all in ONE billing, at ONE economical price.
Put your radio $$ to work in Texas!

NATIONAL REPRESENTATIVE
WEED & COMPANY

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

BROADCASTING • Telecasting

November 3, 1947 • Page 25
How many children have been born in the United States since 1920—the year modern radio came into being? A statistician could arrive at some figure, but the interesting point here is that there are millions of boys and girls of school age and men and women in their 20’s who HAVE NEVER KNOWN A WORLD WITHOUT RADIO.

How best to reach these young people to tell them something of the exciting history of radio and how a network program gets on the air? NBC decided the most effective way was a comic book. Comic books are as modern as radio—they have grown up in the same era in which radio developed.

NBC is the first radio network to use this popular technique to tell how radio works . . . all radio. With the first printing of 1,250,000 copies, NBC’s comic book, ON THE AIR, will reach into homes, schools and institutions throughout the nation, telling its story of American radio operating under the system of free enterprise.

Here is the first major promotion piece devised by a radio network to appeal to the younger people of the nation—a vast majority of today’s listening audience and tomorrow’s potential consumers.

AMERICA’S NO. 1 NETWORK

. . . the National Broadcasting Company
GROUND IS BROKEN FOR ILGWU'S STATION

GROUND was broken for the ILGWU FM station atop Mount Wilson, Calif., Oct. 21 by David Dubinsky, union president. Studio site has not yet been set for Los Angeles operations, according to Morris Novik, labor group's radio consultant.

Barring early snowfall, Mr. Dubinsky reported possibility of transmitter completion within three months. He reported construction is underway in Chattanooga with likely possibility Los Angeles would be site of union's second station installation completion. Others have been authorized for Boston, St. Louis and Philadelphia with grant anticipated for New York.

Recognizing need for wider set distribution to enhance listenership of FM, Mr. Dubinsky said the union stood ready to act as purchasing agent for its 400,000 membership to the extent of $1,000,000 in sets at cost price. Although no agreement has been reached with an individual manufacturer as yet, Mr. Dubinsky estimated that 25,000 to 40,000 sets could be provided with such a sum of money. Set price, he said, would fall in range of from $40 to $50 with union prepared to offer them for sale to members only, even on installment basis if necessary.

ARTIST'S conception of the new KSDN Aberdeen, S. D., which will be built at an approximate cost of $90,000. Permittee is the Aberdeen American-News. KSDN will operate on 930 kc with 1 kw fulltime Transmitter will be Western Electric with Wincharger towers.

WABB, WABB-FM Build Radio Center in Mobile

CONSTRUCTION has begun on a new Radio Center by WABB and WABB-FM Mobile, Ala., according to W. J. Hearin Jr., executive vice president of the Mobile Press Register, which owns the stations.

Situated on the ground floor of the newspaper building, the Radio Center will have a master control room, an additional control room, three studios (fitted with Hammond organ and grand piano), two announcement booths, offices, transcription library, engineer's shop and client's room. WABB operates with 5 kw on 1480 kc while WABB-FM has an effective radiated power of 51 kw on 107.9 mc (channel 300).

New KTBB Tyler, Tex., Announces Staff Lineup

KTBB Tyler, Tex. is now in full operation with 500 w on 6000 kc. Station is owned and operated by the Blackstone Broadcasting Co. It uses AP news service and NBC Thesaurus Program Library, and all equipment is Western Electric.

Station personnel includes: S. H. Bothwell, former city manager of Fort Worth, as director; M. E. Danbom, former manager and part owner of KGBB Tyler, general manager; David Bothwell, assistant manager; R. A. Wileman, chief engineer; Lawrence Birdsong Jr., program director.

WJTN-FM Makes Debut

WJTN-FM Jamestown, N. Y., made its official debut Oct. 23 as the first FM station in Southwestern New York. Guests at the opening program were ABC performers, including Ted Malone, Bakhage and Pauline Frederick. The event was staged at the Hotel Jamestown. WJTN-FM on 93.3 mc, (channel 227), is on air daily from noon to 9 p.m., with much of the programming separate from the AM outlet. Booklets describing FM and the WJTN-FM operation were distributed to listeners, dealers and prospective sponsors.

KVFD-FM Launched

KVFD-FM, new Fort Dodge, Iowa, outlet affiliated with Northwest Broadcasting Co.'s AM outlet, KVFD, is operating on an 18-hour schedule beginning at 6 a.m. each day except Sunday, Edward Heaven, KVFD president and general manager, announced this week. The new station, which took the air Oct. 26, is on channel 274 (102.7 mc).

A CENTRALLY LOCATED studio building has been opened at Toronto by the George Taggart Organization at 242 Jarvis St. To be known as the Rehearsal Club, the studio building has 14 studios ranging from two which can accommodate 100 people each to single studios for music teachers or announcers.

CJOK, FM outlet of CBOK Sarnia, Ont., began operations last month on Channel 246, 97.9 mc 10 hours daily.
Want to sell to Philadelphia men?

FOLLOW THIS BANNER!

**SPORTS with**

**HARRY ROBERT**

**"ON THE SPORTS HORIZON" with**

**BOB ALLMAN**

**"HUNTING AND FISHING CLUB" with JOE O'BYRNE**

Pick any one of these three early-evening KYW shows... and you can't go wrong! Each has built a loyal male following in the Nation's Third Market. Each can sell anything that men buy, from a cigar to a sedan. Six shows a week if you want them; one if you prefer. Get in touch with our Sales Department or with NBC Spot Sales.
NORRIS LAWRENCE O'NEIL, 55, business manager of WJSJ Winston-Salem, N. C., died Thursday, Oct. 25 at a Winston-Salem hospital. He had suffered a heart attack Aug. 6 and a second attack Oct. 19. Mr. O'Neil had been with WJSJ since its establishment in 1930, and prior to that had been bookkeeper for the combined Winston-Salem Journal and Sentinel. Funeral services were held Oct. 25 at St. Leo's Catholic Church in Winston-Salem.

Hugo W. Glaeser
HUGO W. GLAESER, 53, vice president and account executive of Moser & Cotins, Utica, N. Y., advertising agency, died suddenly at his Utica home Oct. 14. He had been with the agency for 26 years, first as a part-time copy writer, copy chief and account executive. He served in both World Wars, and held the rank of major in the last war.

New York Liberal Party
Buys Time for Campaign
LIBERAL PARTY of New York, which appropriated approximately $10,000 for a one-week political campaign, used 16 quarter-hour programs on six New York stations Oct. 27 through Nov. 3.

Programs consisted of political talks on amendment issues and sponsoring the party's candidates, and were carried on the following New York stations: WCBS WNBC WJZ WOR WMCA WQXR. Furman-Feiner Co., New York, is the agency.

Set Manufacturers Report Sales Rise
SEC Report Issued for Second Quarter of 1947
RADIO AND TELEVISION manufacturing companies as a whole showed greater sales in the second quarter of 1947 than in the first quarter according to a 78-page survey of 1319 corporations in 189 industry groups by the Securities and Exchange Commission.

Twelve listed radio and television manufacturers sold $232,285,000 in the second quarter, as compared with $217,109,000 the previous quarter and as compared with only $124,723,000 in the second quarter of 1946.

Parts and equipment firms, with seven reporting, also showed an aggregate gain in the second quarter over the first quarter. The second quarter figures were $18,339,000 against the first quarter’s $18,042,000. The second quarter figure for 1946 was $13,445,000.

Under the radio broadcasting group, only two companies were listed, RCA, which also was listed under the radio and television manufacturers, and CBS. CBS showed a second quarter figure of $18,679,000 against first quarter figures of $19,529,000, a decrease of $850,000. Its figures for the second quarter of 1946, however, were $17,571,000.

The figures

RADIO AND TELEVISION

First  Second
Quarter  Quarter

Admiral Corp.  $ 9,852,000  $11,897,000
Emerson Radio & Phon. Corp.  8,983,000  9,100
Parnsworth Tel. & Radio Corp.  4,131,000  5,100
Magnavox Co.  7,153,000  7,975
Motorola  8,846,000  12,261
Philco  50,187,000  57,756
Radio Corp. of America (S)  76,665,000  77,238
Sentinel Radio Corp.  2,998,000  2,298
Sonotone Corp.  2,874,000  2,861
The Spears-Wilhinge- ton Co.  4,635,000  4,303

RCA-Victor Elec. Prod. ents (B)  23,537,000  24,290
Zenith Radio Corp.  10,383,000  18,624

Radio, Television and Electron- ic Parts and Equipment

First  Second
Quarter  Quarter

Clorostat Mfg. Co.  $869,000  $650
Cornell-Dublin Electric Corp.  4,300  3,772
Gen. Instrument Corp.  5,100  5,476
National Union Radio- deo Corp.  2,817  1,750
Oak Mfg. Co.  3,241  3,327
Reflexion Corp.  1,565  1,552
Solar Mfg. Corp.  2,441,000  2,023
Tung-Sol Lamp Wks.  2,554,000  2,554

Industry Total (7 companies)  $18,042,000  $18,338,000

*Not included in industry total.

MOM SHORT, featuring Martin Block with Keenan Wynn and Fredric Malt- tins orchestra, is being tape recorded to time production more carefully. Method, if successful, may be extended to feature length productions.
A tough-minded examination of 1947 radio values shows that CBS is the most effective network in America, today.

NO. 3 OF A SERIES—SEE BACK OF INSERT
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A tough-minded examination of 1947 radio values shows that CBS is the most effective network in America, today.

All the facts show that CBS holds an audience it has lost to any other network.

The superior distribution of facilities and program effectiveness alone that makes CBS different.

In the fact that:

**CBS has the "best-balanced" distribution of facilities in all network radio.**

CBS has the highest ratio of high-powered stations (5,000 watts or more) among all networks.

CBS has the lowest ratio of low-powered stations (250 watts or less) among all networks.

Combine the superb "balance" of the powerful and mature CBS stations with the unquestioned power of CBS programming, and you see why:

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

The facts are summarized in a new study. To see this study...

...one must get the utmost in radio values...

**SEE CBS...**

**THE COMPLETE NETWORK**
Readjust Music Royalties—Rosenbaum

Says Juke Box More Than Radio Engendered AFM Crisis

By SAMUEL R. ROSENBaUM

YOUR invitation for comment on Petrillo's latest edict comes to me when I am no longer in the radio industry. However, there are many in the industry who may have forgotten, or who never learned, some basic facts.

Phonograph records are made and sold "for home use only." For years musicians have objected to their sale and use for commercial entertainment. The manufacturers and the distributors have no way under existing law, to enforce the restrictive clause printed on the label.

While many radio stations use many records, it is the juke-box rather than radio which is the worst offender. Radio does give substantial employment to musicians; the juke-box gives none. We found a way, in the settlement of 1937, for radio to give fair treatment to cure the fair complaint of the musicians. If that way was right then, it still is now, though many have departed from it.

Radio alone could make its peace with the musicians, and continue to thrive mightily. But since legislation like Lea and Taft-Hartley, radio is now only part of the commercial music problem and must join in a constructive program.

What is the problem?

The Juke-Box Case

The juke-box has built up a vast gross revenue on a violation of the clear agreement between the recorders and the musicians. It is estimated that it does an annual gross of $300,000,000 today, from records sold originally "for home use only." The inability of the recorders to prevent this, and their refusal to give the remedy, caused the recording stoppage of 1942.

When the recorders joined in the tribute agreement of 1943, it was inevitable there would be trouble. The principle of payment by an employer direct to a union for permission to employ its members is unsound. If spread to other industries it has unlimited implications. Now that Taft-Hartley has stopped this, it was inevitable the musicians would resume their original position. That is just what they have done.

Maybe Petrillo is a Caesar, but he did not create this issue. He is pushed by a big membership of which at least 6 thousand get paid for recordings. The voting majority in every local are both envious and resentful at the use of this product to supplant them.

The stoppage has been urged in their conventions now for nearly 15 years. It was first Joe Weber [former president of AFM] and later Petrillo who actually kept de-

ferring the stoppage in the hope of a practical solution.

Fear of anti-trust, and distrust among competitors, has prevented the recorders and the other commercial users of music from proposing a remedy. The union has likewise chosen to avoid the charge of making demands in restraint of trade. It is therefore once more up to the commercial music industries to propose a remedy if they mean to stay in business.

Once more there may be an unenforceable, and, while recorders repress from old masters and press from accumulated new ones. This will effectively wipe out the smaller newcomers in the business, and leave the few big publishers in undis-

LONG familiar with relations between musicians and music users, Mr. Rosenbaum has given his views on the AFM ban against recording after Nov. 31. In the music battles of 1937 and 1942 he was an active figure, serving as chairman of the 1937 committee. During those years he was president of WPIF. Philadelphia but now is a practicing attorney. Mrs. Rosenbaum is first harpist in the Philadelphia Symphony. Publication of this letter, written at the invitation of this magazine, in no way indicates occurrence in the proposals. BROADCASTING from the first has stood for a fight to the finish with Petrillo.

Citizenship Committee To Hold Two-Day Meet

FIRST meeting of the Advisory Committee on Citizenship, named recently by Attorney General Tom C. Clark, will be held today (Nov. 3). Two-day session is sched-

uled. Committee chairman is Justin Miller, NAB president, who was due back at NAB headquarters in Washington on Saturday after several weeks on the West Coast.

The committee was named "to further the Dept. of Justice program to emphasize the worth and meaning of American citizenship to the alien seeking naturaliza-

In Horse Racing

means: Win, Place, Show

But IN DALLAS

FORT WORTH

It's 1

STATION

WFAA

FREQUENCIES

820 - 570

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.
Radio 'Parasite' Says AP's M-E Assn.;
But AP Management Praises Medium

Radio, an important client of the Associated Press, last week stood accused by the AP Managing Editors Assn. as being "an irritating problem" and "a parasite on established news gathering agencies."

The accusations, made in a report prepared by a special committee of the editors association and delivered to an association meeting at Detroit, were tempered by a defensive statement issued by the AP management coincidentally with the committee report.

Report Is Critical

In its report, which was generally critical of the AP's domestic news file, the managing editors committee specifically charged: "Radio is an irritating problem. It contributed little to the news report. It is a parasite on established news gathering agencies. Because of its speed it frequently beats the newspaper on local news gathered by the newspaper's staff. There is evidence that lack of protection has fostered a slow down in scheduling—a practice which promises to become even more costly."

A statement prepared by the AP management and presented as a marginal notation in the editors committee report took a much less gloomy view of radio's contribution to news coverage.

'Excellent Cooperation'

The AP management stated that "the extent of radio's interest in producing news and giving tips is increasing rapidly," and commented appreciatively on "excellent radio cooperation on the Florida-Gulf Coast hurricane."

In New York, the management continued, "the radio newsrooms have given us some of the best tips received. "Newspapers might take a tip from the baseball clubs which have learned, after fighting off or restricting various forms of entertainment, that play-by-play broadcasts have multiplied the cash customers at the turnstiles by increasing public interest . . . similarly it could be that the appetite for reading newspapers is whetted by newscasts which, by and large, just hit the high-spots."

CONSIDERABLE interest was aroused by WMT Cedar Rapids, Iowa, to a recent broadcast of Three Men on a Limb, a forum-type broadcast which handles controversial issues on a bi-partisan format.

Each week the station's board of three experts engages in discussion of topical matters with invited experts. On the subject of whether college athletes should be paid, Dr. Karl Leib, president of the National Collegiate Athletic Assn., and a guest expert that week, and Byron Hollingshead, president of Coe College and a permanent panel member, agreed that subsidies to athletes could be justified if they weren't out-and-out cash payments.

The views were quoted by wire service and used widely by newspapers, according to WMT. In addition, some 15 radio stations in Iowa are said to have requested permission to play back a transcription of the program.

Other members of the WMT panel are Rabbi Herman S. Schaalman of Cedar Rapids and Frank Nye, associate editor of the Cedar Rapids Gazette. Douglas Grant, WMT program director, is moderator of the show.
NEW SALES-MAKING, BUDGET-SAVING SERVICE NOW AVAILABLE TO ADVERTISERS AND THEIR TIMEBUYERS
—through WEED AND COMPANY and WVET!

1. There are lots of time-saving, dollar-making, budget-shaving services a national sales rep can perform at no extra cost to you.
But you get that kind of service only from reps who are trained to use their eyes and ears ... reps 100% eager and willing to do an intensive imaginative job for you.

2. Such representatives are Weed and Company. That's why Veterans Broadcasting Company, Inc. has appointed Weed men to represent Rochester's new live-wire up-and-at-'em station—WVET—5000 watts, MBC, 1280 on your dial!

3. WVET stubbornly believes you are entitled to programming, talent and service custom-tailored to fit your individual needs . . .
... has made a special arrangement with Weed and Company to see that you get ALL-OUT SERVICE based on your product, your problems, your markets, your competition.

4. If extra brainwork will put you ahead of competition, your Weed man will work his noggin overtime to help put you in the money. If extra effort and leg-work will save you time and headaches, and boost sales, your Weed man will make that effort. Because that's the way we do things on WVET. The ONLY way.

5. If it's hard-selling spots you want—jackpot returns on a limited budget—WVET's Complete Advertising and Merchandising Service-of-the-Air—or specialized help with local distribution problems, send for your nearest Weed man PDQ. Or write Weed and Company, 350 Madison Avenue, New York 17, New York.

WVET
ROCHESTER'S MUTUAL STATION
5000 WATTS • 1280 KC

VETERANS BROADCASTING COMPANY, INC., 204 GRANITE BUILDING, ROCHESTER 4, NEW YORK
CAB Annual Meet to Be in February; Agenda Is Heavy as Directors Convene

NEXT ANNUAL meeting of Canadian Assn. of Broadcasters will be held in February at Quebec, it was decided at the CAB board of directors meeting at Toronto, Oct. 27-30. Directors chose February in belief that this would allow time for preparation of CAB brief before next Parliamentary Committee inquiry on broadcasting, expected to be held next June.

The board decided to bring before the convention a revised plan for membership payments, and to adjust payments of music copyright fees by regions, with totals being paid to BMI Canada Ltd. and Composers, Authors and Publishers Assn. of Canada (CAPAC) remaining the same as set by the Canadian Copyright Appeal Board on Broadcasting, Sept. 22.

Division of CAB directors also was changed at the board meeting. Total of directors will remain at 11, but in future one will be elected by small market stations and one will represent British Columbia broadcasters while the other western Canadian provinces will have three representatives.

A new management committee was set up with Harry Sedgwick, CFRB Toronto, and CAB board chairman, as chairman, and consisting of Ken Soble, CHML Hamilton, Ralph Sneguro, CFOS Owen Sound, Phil Lalonde, CKAC Montreal, and A. Gauthier, CKTS Sherbrooke.

Board meeting was attended by G. R. A. Rice, CFRN, CAB president; Harry Sedgwick, CFRB; A. A. Murphy, CFQC Saskatchewan; Malcolm Neill, CFNB Fredericton; G. S. Henry, CJCA Edmonton; A. M. Cairns, CFAC Calgary; A. Gauthier, CKTS; Ralph Sneguro, CFOS; Ken Soble, CHML; Phil Lalonde, CKAC; and CAB executives Harry Dawson, Arthur Evans, Doug Scott, Joseph Sedgwick of Toronto, and Jim Allard, Ottawa.

Station representatives appeared before CAB board to discuss sales policies. Also discussed was year's protection on rates, cash discounts, give-aways, sales statistics, standard contract forms and other problems.

Also on board's agenda were establishment of policy on joining Inter-American Assn. of Broadcasters, CAB representation at next autumn's NARBA meeting at Montreal, and policy on network problems in view of Canadian Broadcasting Corp. plans to drop a number of stations from its Trans-Canada network with opening next year of new CBC 50-kw stations.

Truman's Hooper

PRESIDENT TRUMAN's address to the nation on Oct. 24 explaining his reasons for calling a special session of Congress was heard by 25,137,000 adult listeners, according to a survey made for CBS by C. E. Hooper Inc. The Hoopering for the broadcast, carried by the four major networks, was 34.3; President Truman's share of the listening audience was 91.2. By comparison the Hoopering for the President's last previous nighttime address on Oct. 6 when he asked for national food conservation was 27.0.
LISTENABILITY has its critics!

by Edgar Kobak
President, Mutual Broadcasting System

LISTENABILITY, you'll remember, is the Mutual-developed method of computing physical coverage of radio stations and networks. It is an engineering method, based upon accepted standards (many of them FCC standards or higher) and, as such, it is accurate, dependable and conservative. What's more, "Listenability" is more than a "can hear" measurement; it's a "good-enough-to-listen-to" yardstick — from the listener's and not the broadcaster's viewpoint, which is important.

This Engineering measurement is new — not because any of its components are new — but because, for the first time, an engineering measurement has effectively balanced all the factors which affect the strength and clarity of a signal — such as power, frequency, antenna design, ground conductivity, atmospheric noise, man-made noise and interference from other stations. All these factors have long been known to radio engineers. Mutual just put them together in a measurement method which makes sense.

As was to be expected from something so new as this, there emerged from it a set of new facts, a new picture of station and network physical coverage. Also, as was to be expected, the facts were not only interesting — they were, in several instances, upsetting.

We have shown our "Listenability" Presentation in a good many spots — to advertisers, to agencies and to broadcasters, including our competitors. We have had much favorable comment and some criticism.

Now criticism is something we do not mind facing — and in this discussion we are going to face these criticisms squarely. Let's take them in turn.

CRITICISM No. 1 "Listenability" is negative. It stresses too much, the factors which interfere with regular listening. Radio has been sold, successfully, on the basis of being able to reach most everybody — why cut down on coverage claims?

The answer is simple. For too long, we believe, there has been too much "blue sky" in coverage claims; true, the "blue sky" content has gradually decreased, but there is still too much.

We believe that advertisers are entitled to figures they do not need to discount. We believe that "Listenability" gives them these facts and figures. We think "Listenability" is rendering a needed service not only to broadcasters but to users of radio time.

CRITICISM No. 2 "The trend during the past three or four years has been away from 'coverage' to 'listening' — advertisers are less interested in how many 'can listen' and more concerned with how many 'do listen.' And so 'Listenability' is a backward step."

Again, the answer is simple. Advertisers must, as a first step, have dependable up-to-date figures on their potential audience. That is why they ask for them and for coverage maps. They want to know, first, where they can win listeners — and that is exactly what "Listenability" gives them.

There is a second point. Existing "station audience" or "total listening" figures involve a composite picture of listening to a station or network: they do not compensate for the variations of listening habits by day of the week, time of day or night, weather, interference and other factors. As a result, a "total listening" figure does not give any one advertiser a "do listen" figure for his program — any more than "Listenability" does.

"Listenability" is a forward step because it gives advertisers a realistic picture of their potentials: now as always, it's the program (vs. competition) which determines the actual audience.

CRITICISM No. 3 "The industry has accepted the BMB 1946 Survey and now you come along and muddy the situation with 'Listenability'."

Let us make our position clear: we are 100% behind the idea of BMB as an organization: we believe the industry should have a central Bureau out of which will come figures which are fair to all and usable by all. Radio has been a long time building such an organization. We want it to continue. We backed it from the beginning.

The question of the BMB 1946 Survey and the method employed in making that Survey is something else again. We are not the only ones who believe that the results are out of date — were out of date the day they were released. We are not the only ones who believe that BMB is not wedded to the method of their first survey; or that that particular method cannot be refined, or even that a new method could not be adopted.

The Audit Bureau of Circulations was quite some time growing up; BMB is in the process. ABC has evolved to the point where it is reliable and unchallenged. BMB will get there, too. In fact, BMB is taking a step in that direction right now. They have their Technical Committee (composed of representatives from the ANA, the 4-A's, NAB and the networks) looking into "Listenability." They are going to evaluate it with a cold eye (and that we welcome) and whether or not they decide that it is a method which BMB should adopt and use in their overall job of providing dependable and current figures to the users of radio time — we will feel that our efforts and expenditure of money have been more than worth while. We will feel that, once again, Mutual is providing a service to the industry.

As things develop, we may have more to say. Meantime we'd welcome your comments.
Programming, Air Freedom Are Stations' Responsibility Dunton Tells Ad Group

ADVERTISERS and broadcasters alike should recognize the necessity of radio being a living part of the community, A. D. Dunton, chairman of Canadian Broadcasting Corp., told the Young Men's Advertising & Sales Club at Toronto Oct. 22.

Those connected with radio advertising must of course have a prime interest in getting their message across in selling goods through the money they spend, Mr. Dunton stated. "But I believe they should think, and it will be to their own benefit in the long run, of the responsibilities of radio which they are helping to shape. I urge them to recognize the necessity of radio being a living part of whatever community or public it serves."

To broadcasters themselves I make this appeal; let's not dissipate our energies. Radio as a whole, and therefore all parts of it, has far more to fear from weakness and division within itself than from any outside forces."

Mr. Dunton dealt in detail with responsibilities of radio in his talk to young advertising executives. Regarding programs he said: "It is one of the characteristics of radio on this continent that actual content of programs is not provided by broadcasters themselves, that a good part is supplied by advertisers. I am not convinced that in the long run this is a good situation for radio. I am inclined to agree with those in Canada and the United States who feel it would be more healthy in the long run if broadcasters themselves provided more of the program content."

Regarding ratings, Mr. Dunton said there is "a serious threat to the welfare of broadcasting in slavish worship of ratings. It is very important not only how many are listening, but who is listening," he stated.

"Broadcasting from within itself has to make positive contributions to the society supporting it," he continued. "If it does make the contributions of which it is capable then it is far stronger in itself, and will in years to come be a better vehicle for those using it. Radio must try to some extent to serve all reasonably sized interests of different sections of the public."

"It is up to broadcasters themselves to see that freedom of the air does in fact exist. Freedom of the air depends chiefly on how well and how fairly broadcasters provide the opportunity for different tastes and different opinions to share in the use of the air."

**SERVICE FORMULA**

**CAB Tells How Station Can Contribute to Community**

EIGHT BASIC suggestions have been offered Canadian broadcasting stations by the Canadian Assn. of Broadcasters to aid in making stations an essential part of the community. It is suggested:

- The character and needs of the community be studied in order to fit the station's activities into the pattern.
- Station and staff should take initiative and leading part in community activities, from youth movements to parent-teacher relations.
- Station and staff should work close with local community projects and air their meetings.
- Studios should be offered to local musical, drama and other clubs.
- Special events staff should cover all local projects, especially charitable affairs, and station should provide announcers to act as emcees at such events.
- Local club luncheons and dinners ought to be broadcast.
- Local information broadcasts as weather reports and road conditions, are service projects for the community.
- Station's reporters should cover local meetings and station personnel should belong to service clubs, Red Cross, Community Chest and other community organizations.

**Under CBC**

**NEWFOUNDLAND BROADCASTING Corp.** will be taken over by the Canadian Broadcasting Corp. when Newfoundland joins Canada as a tenth province. This arrangement is listed in the proposed agreement of confederation between Canada and Newfoundland, on which officials of both countries have been at work for months. The tentative agreement has just been released at Ottawa and St. Johns. Union will depend on popular vote in both countries, planned for sometime in 1948.

Newfoundland Broadcasting Corp. stations are VONP St. Johns, and VOWN Corner Brook.

WISTHIGHS HOUSE ELECTRIC Corp., Havre Radio, Burbury, Pa., has introduced a new AM-FM phonograph combination console, model B-110, with ten tubes plus rectifier and phono amplifier.
THE Milwaukee Story

BY WGN OF CHICAGO

Something for nothing? Well, you decide. First, consider the importance of the Milwaukee market. Best estimates are that Milwaukee County will produce over one billion dollars worth of industrial goods this year. Milwaukee County, with a population of over 850,000 is the nation's 14th richest market. Obviously it constitutes a real "plus" value to WGN accounts.

We know we cover Milwaukee better than any other Chicago station... in many cases we rate second to Milwaukee's first station. To illustrate our point: The February thru April Milwaukee Hooperatings showed WGN's daytime weekly ratings with Superman at 7.8, Dr. George W. Crane at 7.7, Heart's Desire at 7.3 and Tom Mix at 6.2... night time shows included Hollywood Theatre at 11.7 (highest in Milwaukee for the time period), Crime Club at 8.9, Boston Blackie at 8.3 and Flamond with a 7.4.

All of this adds up, we believe, to the best advertising bonus in radio today.

A Clear Channel Station... Serving the Middle West

MBS
There are . . .

in this picture

They are the first stations elected to membership in The Associated Press on October 3, 1947.

They joined because they appreciate the advantages of membership in the world's greatest news gathering organization... one whose news gathering facilities surpass all others.
 Naturally, the list of broadcasters applying for AP membership is growing daily.
**New Proposal Is Handed Down In the Complex N. J.—Pa. Case**

A new proposal for disposition of the long and highly complex case involving renewal, new station, and modification applications of eight existing or would-be stations in New Jersey and Pennsylvania was handed down by FCC last week.

The new plan, called a “Proposed and Supplemental Decision and Proposed Order of Modification of Licenses,” follows in part the assignment arrangement proposed by FCC in a show-cause proceeding for WCAM Camden, WTNJ Trenton, WCAP Asbury Park, and WHAT and WTEL Philadelphia [Broadcasting, Feb. 10]; is in line with an earlier proposed decision and supplemental proposed decision with respect to renewal and modification applications of WTNJ, WCAP, and WTEL [Broadcasting, Oct. 22, 1945; Sept. 16, 1946]; and incorporates the conclusions of yet another proposed decision relating to three Philadelphia — Camden applicants [Broadcasting, Nov. 4, 1946], and adds the first proposed decision on Valley Broadcasting Corp.’s application for a new station at Allentown, Pa.

The proposal would:

1. Deny renewal to WTNJ (1300 kc., 500 w., sharing with WCAP and WCM) on the grounds that the station’s present temporary license would be modified to 1300 kc. with 250 w., daytime only, “until the deleterion of the station.”

2. Deny renewal to WCAP (1310 kc., 500 w., sharing with WTNJ and WCM) unless, within 30 days from final decision, the city-owned outlet shows that it will give no further effect to a time-share contract with Mack Radio Sales Co. If this condition is met, WCM shows it is able to make certain equipment changes and operate full time. Its license would be modified to authorize use of 1310 kc. with 250 w. full time.

3. Deny renewal to WCMC (1320 kc., 100 w., sharing with WCMC and WCM) and modify its license to permit use of 1310 kc. with 250 w. full time.

4. Grant the application of Ralph Compton, radio news commentator, doing business as Radio News, for a new station at Camden on 1300 kc. with 1 kw. power. The license would then be renewed.

5. Modify the license of WHAT (1340 kc., 200 w., sharing with WTEL) to authorize use of 1340 kc. with 250 w. full time, effective 30 days from final decision. If this proposal should draw objections, it will be under show-cause order and what would be given an opportunity to be heard.

6. Modify the license of WTEL (1340 kc., 100 w., sharing with WTEL) to authorize operation of 1340 kc. w. day only. The station is now facing a renewal hearing in the FCC.

7. Grant the application of Valley Broadcasting Corp. for a new station on 1300 kc. at Allentown, Pa. This grant would be conditioned on the station’s willingness to operate for 500 w. (instead of 1 kw.) and its acceptance of responsibility for preventing interference to existing programs.

8. Voting Chairman Charles R. Dwyer and Commissioner E. F. Jones have voted for renewal for WTNJ with operation on a regular basis on 1300 kc. with 250 w. daytime only.

Nine Years Old

The renewal applications of WCMC, WCAP, and WCMC date back to 1938, 1939, and 1940, respectively.

FCC denied the WTNJ application on grounds that Franklin J. Wolff, who is vice president, treasurer and general manager, “has engaged in conduct which demonstrates his inability to satisfactorily administer a license,” and that the licensee “lacks the necessary qualifications.”

The proposed conditional rejection of WCMC’s renewal bid is based on a time contract which, FCC said, gives “substantial” dominion over approximately 85% of broadcast time to Mack Radio Sales Co. The Commission recognized that WCMC is currently involved in litigation seeking to regain control of the station. But, FCC said, “we feel that to permit the present existing arrangements to continue any longer would be unconscionable and would result in delegating to other agencies the powers which have been entrusted to this Commission by Congress.”

In the Camden - Philadelphia case, with the program shooting an outdoor sequence of a 17th century picture.

When the weather was not perfect, that evening, they were deemed perfect — with one exception. In the sky above was clearly seen, "KMPF, new 50,000 watts."
IF IT'S DINOSAURS YOU WANT...

Use a pick in the Gobi Desert!

IF IT'S SALES YOU WANT...

Use WTIC in Southern New England!

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

DIRECT ROUTE TO SALES IN Southern New England
The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network Represented by WEED & COMPANY - New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood
Wage & Hour Adm. to Hold Hearing on 40-Hour Week

FORMULA to decide what employees are exempt from the 40-hour work week will be sought in a hearing starting Dec. 2 before the Wage & Hour Administration.

Since the Administration has wide discretion in deciding what workers are entitled to premium pay for work over 40 hours in a week, the hearing is expected to develop a set of definitions and standards.

Many problems involving broadcast industry personnel are involved in the hearings. NAB will participate, according to Richard K. Doherty, Director of Employee-Employer Relations, in an effort to get a clarification of many phases of industry operation.

In seeking clarification of rulings as a basis of determining what employees are in the administrative and professional group, NAB hopes to obtain formulas helpful in deciding on payment of fees for special events feeds, fees out of stretch, fees for announcing commercials and similar problems.

Status of farm editors, news editors, women directors and others is involved, since they would be exempt from the 40-hour week if classified as professional people. Rights of freelancers also are involved, along with outside salesmen.

Present regulations specify that executives must receive at least $30 a week on a salary basis, with an administrative employee receiving $200 a month or $50 a week on salary or fee basis. Professional employees must receive at least $200 a month.

Because of living cost changes, the CIO United Electrical Workers union is asking a $500 monthly salary to qualify as an executive, administrative or professional employee. On the other hand, the U.S. Chamber of Commerce last week asked Congress to eliminate overtime provisions of the Wage-Hour Act requiring time-and-a-half wages for all work over 40 hours.

Film Spots Budgeted

EAGLE-LION FILMS, in budgeting $250,000 for The Upturned Glass starring James Mason, will use spot announcements in key stations throughout the country. Agency: Monroe Greenthal Adv.

DISC JOCKEY

DULUTH, MINN.—Look who’s making tracks with his galloping equine-calculator. Ain’t it the Lone Ranger...it’s Otto Mattick out on a survey of KDAL’s 3-state coverage on that new 5,000-watt power.

Says Otto: “KDAL carries so far on that blessed 610 frequency, not even the Lone Ranger could track down a soul who doesn’t tune in KDAL in this 3-state area.”

The MORAL: If you’d like to make big tracks in this north country (don’t get a horse) just contact Avery-Knodel and they’ll explain why KDAL can carry your message better than ever to more people.

MOVIES DID NOT LAG IN VIDEO—FAIRBANKS

COUNTERING statements of Paul J. Larsen in address before SMPE in New York, Jerry Fairbanks, head of film production firm bearing his name, expressed belief that film industry had not missed movie boat as applicable to video.

“Independent Hollywood producers have been on the band wagon for some time,” he said. “Mass production of films exclusively for television is already under way,” Mr. Fairbanks explained.

“Some producers have been experimenting with films on video for more than three years and have developed techniques which compare favorably to theatrical pictures,” he concluded.

Finally, in defense of major movie producers whom Mr. Larsen charged with apathy, Mr. Fairbanks pointed out that “some, like Paramount have actually helped pioneer television” but “most majors have no real reason to aid the program. Television will be just a sideline to the exhibitors, despite all the blue-sky talk about theatre television.”
Houston is more than just the South's first market. It is America's third largest port. And KPRC is first in this tremendous market. First by the yardsticks that count: audience rating... network affiliations... local programs.

The easy way to put your client in touch with the biggest audience in all Houston and the Gulfcoast area is obvious: Pick KPRC. Call us. Or call Petry for availabilities now.

KPRC
HOUSTON 950 Kilocycles 5000 Watts
National Representatives: Edward Petry & Company
Affiliated with NBC and TQN - Jack Harris, Manager
A good hunter doesn’t waste shells on the “Fringe Birds”... he places his shots where they’re Bunched.

A time-buyer doesn’t waste his “sales shots” either. That’s why so many are buying KPDA, an American affiliate, in the AMARILLO, TEXAS MARKET. The station that reaches the POPULOUS PART of this aggressive market—EFFICIENTLY AND ECONOMICALLY.

Ask a John E. Pearson representative for facts.

DONALD A. NORMAN, formerly of NBC National Spot Sales Dept., has been appointed sales manager of WHBC New York, effective Nov. 10. He replaces WILLIAM G. TILHENUS, who has resigned to join John Blair & Co., New York. Mr. Norman joined NBC National Spot Sales four years ago in San Francisco as an account executive, moving to Hollywood as spot sales manager of the Western Div. Before joining the network he was Pacific Coast field supervisor for the A. C. Nielsen Co.

DON I. KEARNEY has been named national sales manager of Mutual network co-operative programs. Mr. Kearney joined the network’s co-operative department last April as an account executive. Before that he was an account executive for Katz Agency in Houston and New York.

HILDA LEBLANC CLARK, local representative for sales of WFPA Dallas, has been elected to board of directors of the Dallas Adv. League.

ROLLAND REICHERT, former traffic supervisor with NBC Central Division, has been appointed program bookings supervisor of the division succeeding LAURA SATTERWHITE WICKER, resigned.

CHARLOTTE F. STERN has been appointed director of advertising and promotion for WBAB New York, DuMont television station. Miss Stern was formerly television promotion manager for NBC.

AVERY-KNODEL Inc. was appointed national representative for WAGS Atlantic, formerly represented by HEADLEY-REED Co.

JOSEPH HERSHEY McGILLYRA, Inc., station representative, has announced the openings of southeastern office under management of CLAYTON J. COOKE. The office will be located in New Bern, N. C.

Mr. Cosse formerly was exec. vice president of Salisbury-Webb merchants A & N, and previously had been with Starback Co. Ltd. of Salisbury.

EDWIN POND, formerly with advertising department of Auguste & Sonr chronicle, has joined sales staff of WENT Augusta.

MARGIE CLARKE, formerly with WOST, Atlanta, has joined traffic department of WWL New Orleans.

HEADLEY-REED Co. has been appointed national representative for WCON Atlanta, Ga., effective Nov. 15.

B. B. DRAIBERG, effective Nov. 1, station representative of CBC, Toronto, has resigned to return to Toronto as an independent producer. Before joining commercial department earlier this year, he was farm broadcaster of CBC.

WEED & Co. has been appointed national representative for WVET Rochester, N. Y.

ALBERT H. MEYER has joined KIST Santa Barbara, Calif., as account executive.

JULIUS DUNDEE, sales promotion manager of WCBS New York, is the father of a girl, Sue Reese.

HOMER GRIFFITH CO., station representative, has moved into offices to 619 Hollywood Blvd. Telephone: Hollywood 6281.

HENRY FLYNN, head of CBS Radio Sales, Los Angeles, is the father of a girl, Rachel.

ANDRIENNE HOVDE and PATTY SMITH have joined traffic department of WBAM Pullman, Wash.

DAVID M. KIMEL, sales manager of WLAW Lawrence, Mass., and Grace Berry have announced their marriage.

DOROTHY PHILLIPS, chief accountant of KFOX Long Beach, has announced her engagement to Robert Engman, who will set his wedding date to be set in November.

NEIL MURPHY, accountant at WTV New Orleans, is the father of a girl.

The extent of Broadcasting Coverage is Discussed

Radio reaches more people than any other advertising medium, Frank E. Pellegrin, NAB Director of Broadcast Advertising, told the Cincinnati Advertisers Club at a Radio Week luncheon.

He reviewed the extent of broadcasting coverage, citing case histories to show its effectiveness as an advertising medium. Also a guest at the luncheon was C. C. Cosgrove, past president of Radio Manufacturer’s Assn., general manager of the Crosley manufacturing division, and chairman of the Joint NAB-RMA liaison committee that planned the week’s celebration.

**BREAKS IN MOOD**

WWRL Ties in Announcements

With Adjacent Programs

CUSTOM-tailored station breaks are the latest production innovation at WWRL New York.

The station has prepared a total of 101 listener-triggered announcements, each written to follow or precede a specific show or type of program. Idea was originated by Fred Barr, WWRL program director, who says: “Little attention is paid to the station break. Serious dramatic or solemn religious program will be followed by a light one that comes on like gangbusters, while a popular record show is often followed by a station break voiced by a somber, dirge-toned announcer.”

For popular music show, for example, WWRL is currently using 24 varied station breaks with the announcer giving the call letters against a background of light music. Sample: “Your dial is set at the bright spot for music, WWRL New York.” Serious music programs are followed by station breaks that are allowed against a harp and vibratone background. WWRL news shows are preceded by one of 30 different crisp-voiced announcements.

**Pet Milk Renews**

OLDEST continuous program on CBS, Mary Lee Taylor has been renewed by the Pet Milk Sales Corp. for a 15th year, it has been announced by William C. Gittinger, CBS vice president in charge of sales. When Pet Milk began advertising on CBS with Mary Lee Taylor in 1933 it spent less than 10% of its consumer advertising budget with the network, according to Pet. Since 1937, Pet Milk has devoted its entire consumer advertising budget to CBS radio. Mary Lee Taylor is heard Saturdays, 10:30-11 a.m., and Saturday Night Serenade, also sponsored by Pet, and now in its 12th year on CBS, is heard Saturdays, 10:30-11 p.m. Agency for both shows is Gardner Adv., St. Louis.
EXTRA REACH GETS EXTRA RESULTS!

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

KXOK plays Romeo . . . and woos a plump extra market that'll put extra profits right in your lap! It's that famous KXOK reach that does it (Bless that clear signal at 630 on the dial). Yes, KXOK reaches all around those 30 lush and prosperous counties within a hundred miles of St. Louis, and gathers the listeners in!

KXOK, alone, delivers over 22.1% of the total listening audience. (Bless that clear signal at 630 on the dial). Twenty other stations, from near and far, divide the rest. How plump is this extra market? These thirty counties add practically a million spenders to KXOK's million and a quarter "home market," St. Louis. Compare KXOK's long reach . . . and low rates . . . you'll see why KXOK is rated tops with advertisers marketing in St. Louis and the thirty-county area. The thirty counties are just a portion of KXOK's 115 daytime counties . . . 98 nighttime counties according to BMB.

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

ST. LOUIS 1, MO. • CHESTNUT 3700
630 K C • 5000 WATTS • FULL TIME
Owned and Operated by the St. Louis Star-Times
WORLD FEATURE LIBRARY

Announcing

HERE'S WHAT YOU GET:

2100
selections by more than 100 popular entertainers—

1800 programs in a single package—

Over 2100 individual broadcasts.

The World Feature Library is composed of 12 Features, each made up of 156 15-minute broadcasts. There are more than 2100 musical units in the Library, which may also be used individually in the building of programs to meet special needs.

World Feature Library

Hoosier Hot Shots
Sagebrush Serenade
Songs of Beautiful Hawaii
Vibraphonia
Accordiana
Golden Bantam Revue

Chapel Hymns
Jam Session
A Call From Les Paul
Here Comes Louis Jordan
Polka Holiday
Fiesta Grande

Available in either vertical or lateral recording. Supplied complete with disc file cabinets and index file pockets.
A GREAT VARIETY of musical entertainment by well known artists. Music of wide appeal. Sparkling Continuities. Each show, a gem of its kind, is made up of 156 15-minute broadcasts.

The music embraces instrumental novelties, Western songs, Hawaiian music, Polkas, Sacred Music, Latin American, Hot Jazz, Accordion and Guitar—and Louis Jordan, the biggest little band in America.

Here is an ever ready source of complete shows and transcribed music equally suitable for sponsored or sustaining programs.

In all, the World Feature Library contains more than 2100 musical selections. There are 1404 15-minute Continuities plus musical programming for another 468 quarter hour broadcasts, enough material for over 1800 15-minute programs.

The whole Library—Music and Continuities—is delivered to you in a single package, which means that you can guarantee delivery, when you offer these shows for sponsorship.

Lasting Value

Most of these Features have already been tested—and proved—on the air. This great variety of musical material is of the kind that never grows old—which can be played and enjoyed again and again.

World-Famous Quality

All are available in either vertical or lateral form. All are of the superior quality for which World is famous. Their high fidelity makes them equally valuable for either AM or FM broadcasting.

Exclusive rights for most markets at LOW COST. For full information and prices, write, wire or phone the nearest office of

WORLD BROADCASTING SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.

NEW YORK
50 West 57th St.

CHICAGO
22 West Hubbard St.

HOLLYWOOD
6750 Santa Monica Blvd.

Distributed in CANADA by Northern Electric Company, Limited
1261 Shearer Street, Montreal 22, Quebec
Editorial

Toward Freedom

LAST WEEK National Radio Week was observed throughout the nation. Launched three years ago to promote set sales and stimulate listening, it has done much to instill the public with two facts: 1. Free radio is one of the nation's most prized possessions. 2. America is one of the few places on this globe where there is a free radio.

American radio doesn't have to be sold. For the price of a receiver everyone, everywhere, no matter what his station in life, can hear the finest entertainment the world offers. The American audience is made up of 94% of all the families in the nation.

But radio's right to be free can't be taken for granted. It is freedom of speech that is involved and that must be defended constantly. Radio is the first line of defense, a fact which other media have only recently realized.

An example is John S. Knight, leading publisher and more recently station owner, who leased the B&W Hook and杨幂 upon the free speech guaranteed by the Constitution. "A free press and a free radio should go hand in hand," he said in an editorial published in his newspapers (Chicago Daily News, Detroit Free-Press, Miami Herald, Akron Beacon-Journal) pledging their support to the cause that is as basic as the Bill of Rights itself.

Paul V. McNutt, counsel for the Motion Picture Assn., in the toils of the House Un-American Activities Committee investigation of Hollywood, pointed out that the basic issue of the inquiry is not Communism but freedom of speech. He held the "free screen" has been injured first for an attack on its right of freedom of expression and that the press, the radio and other instruments of communication will follow. We concur in the scope of the threat but not in the sequence. Radio was first target of the attack and received little help from other media, perhaps because it was then a new competitor for the advertising of the newspaper and the audience of the silent screen.

It has taken time and travail to impress these older media with the danger to all in radio's plight. If all media for mass communication unite there can be no failure. The public would not condone it. But the public must be kept informed and only by maintaining a free flow of speech, by whatever means it is conveyed, can the public know.

So radio observed its 27th anniversary all last week—a week in which the movies were on the hot seat and the press became incensed over the movies' plight. A new kinship was developed.

Newspaper Week, Oct. 1-8, was recognized by the White House with a strong admonition of vigilance in defense of press freedom. Last Wednesday—after Radio Week was half-through—the President sent a personal note from the President to NAB President Justin Miller that made no reference to the freedom of radio.

It is a pity that, in spite of the object lesson of a kind, Moscow radio daily spewing angry words against America, the President did not emphasize, as he has before, the need for even greater freedom for American radio.

The Nub of NARBA

WITHOUT DETRACTING from the obvious potentials of both FM and television, standard broadcasting is destined to be the foot-soldier in the radio parade for some time. It therefore behooves all those in radio to look to the safeguarding of AM service, lest we lose by default, lethargy or overt act, any substantial amount of service before these other media are full-blown or ready to take over.

Two proceedings of paramount importance to the welfare of standard broadcasting are current. One is the preliminary engineering conference in Havana, which met under way in Nov. 1 and which precedes the treaty conference in Canada next August. The other is the wind-up of the final phase of the clear channel case before the FCC.

The clear channel case we must assume will be decided in due course on its merits. It has been around almost since broadcasting began. It is approaching the point of decision, involving as it does, the question of minimum power to be used on clear channels.

But there are steps that should be taken to safeguard our hemispheric position before any decision is reached on the power issue alone domestically. Mexico has proposed a minimum power of 100,000 w on clear channels. Our present limit is 50,000 w, a value of a "sense of the Senate" resolution adopted in 1958, but which actually does not have the force of law.

The NARBA treaty now provides that if a nation does not make maximum use of a channel in a year, it may be used by others.

If, therefore, Mexico, perchance, should prevail on its proposed increase to a 100,000 w minimum and we stick to a limitation of half that output, we would stand to lose choice facilities to other nations in our own country, but through preemption by other North American nations.

This is not to support clear channels with higher power or to argue, conversely, for full-scale duplication. Let that decision come on an appraisal of the testimony. But let us take the necessary steps to preserve our position as a nation and our right as to the use of the channels now exclusively assigned to us.

Mexico's demands for a full-scale reallocation of the broadcast band are too ludicrous to take seriously. But Mexico may be asking for an arm with the idea of settling for two fingers: Boosting of the power limit, and involvement of our one-year preemption clause.

There are now four stations in Mexico using 100,000 w—double our maximum. At least two of these are equipped for 200,000 w output, but can no longer go up because the primary power plants can't supply the energy.

Mexico is poised to exercise squatter's rights. You can expect other nations on the continent, who show only cursory interest in FM, to follow through with ambitions to get Uncle Sam spend the pioneering money) to cast covetous eyes on our standard channels. That's why, as long as standard broadcasting remains the bread and butter medium, it is of fundamental importance that we protect our allocations among nations of this continent.

Decision of Democratic party leaders to hold their convention in Philadelphia gives television undisputed claim to the title "Lastest In Pertaining to the Year. Recognizing the appeal of "seeing as well as hearing" the convention and its leaders, the Democratic Committee followed in the footsteps of its G.O.P. counterpart. It gave the nod to the Quaker City because the "convention could be televised for half the country from Philadelphia but not from San Francisco," the rival bidder.

Our Respects To—

ALBERT WAYNE COY

I F WAYNE COY has a radio credo, it runs something like this: "Bring your audience up to the level of your programs; not your programs down to the level of your audience."

That is not to say this journalist, turned Federal administrator and latterly broadcaster, believes in the precepts of an FCC Blue Book. He applauds that which the Blue Book achieved, but perhaps he would question the manner in which it was accomplished.

A mild-mannered man of 44, who wouldn't displace 150 pounds soaking wet, Mr. Coy has a well-earned reputation in Washington officialdom of being an astute super-efficient administrator, who can be as stern as the occasion demands.

Assistant Director of Budget

But Mr. Coy never liked dealing in digits, though he approached genius in putting them together and making others like them. He was Assistant Director of the Budget from 1942-44, after having served two years as one of President Roosevelt's anonymous assistants, and in other high Federal capacities under former Federal Security Administrator and ex-High Commissioner of the Philippines, Paul V. McNutt.

Brilliant but not flashy, Albert Wayne Coy is a rather unique combination of man who has preserved his sound Hoosier sense of proportions up through his Indiana newspaper days, his term of distinguished political service and his career as an independent broadcaster. Introduced to radio in 1944, when he joined the Washington Post as an assistant to owner Eugene Meyer, he has developed a deep appreciation of and affection for the medium. He regards it as, a projection of journalism and as a field which still has plenty of places to go. It's a challenge. Mr. Coy's love for that kind of adventure has carried him around the world.

In his four years in radio, Mr. Coy has served as one of the moving spirits of the FM Broadcasters Inc., forebear of the present FM Assn., as a member of the latter's board, and as a small station director of NAB. He has served on a number of NAB committees. His flair for organization resulted in the recently announced sharp reduction in application forms for broadcasting operation by the (Continued on page 54)

BROADCASTING • Telecasting
Radio Station KOIN
New Heathman Hotel
Portland 5

Dear Sirs:

I want to express my admiration and gratitude for your excellent program Wednesday, "The Walls of Jericho." To my way of thinking it was an outstanding piece of work both as to script and production. The philosophy employed, giving the people of Portland examples of need and then so nicely tossing the responsibility upon them for caring for those needs, was powerful. I do believe the community will support the Chest properly only when it is thoroughly familiar with the reasons funds are needed.

Your emphasis upon the value of prevention is music to the ears of this agency. Our program stresses prevention more and more because we are certain that an investment in prevention will pay lasting dividends.

Such well handled programs as you did Wednesday will help a lot, and I feel sure our whole board would be as enthusiastic as I am if they heard the broadcast. Thank you for the job.

Sincerely yours,

October 10, 1947

Mrs. John R. Catlin
Respects

(Continued from page 58)

FCC. He headed the industry committee that worked it out with the Commission.

Albert Wayne Coy began his political life in 1933 when he left the editorship of the Delphi Citizen, a militant weekly in that militantis Hoosier state that perhaps as spawned more famous newspaper men than the other 47 combined. He became secretary and right-hand man to the newly elected Gov. McNutt. He then became director of the Governor's Commission on Unemployment Relief; then administrator of the State Welfare Dept., which he organized. His first call to Federal service came in 1935 when he served as state and regional administrator of the Works Project Administration. This two-year tenure brought him into intimate contact with Harry Hopkins, and it was Washington, the White House, and the New Deal whirligig from there on.

When Mr. McNutt went to the Philippines, Mr. Coy was at his elbow. Returning in 1939 with Mr. McNutt, who had been named administrator of the Federal Security Agency, Mr. Coy found himself assistant administrator. Two years later, it was the White House proper, as special assistant and liaison officer of the White House and Office of Emergency Management. There he was the "eyes, ears and legs" of the President. He was between the White House and all of the emergency agencies, channeling and interpreting their moves to the President, and imaging him on to the agencies. He once described it as "a sort of leg-man job," or "a minor clerk in a major way."

Washington columnist Ernest K. Lindley once wrote of Mr. Coy: "Coy knows public administration as few men do who have not given their lives to it—and in the process lost all their imagination. Like Budget Director Smith and a handful of other first-rata public administrators, Coy is able to understand public policies and to devise means of furthering them."

He is, Mr. Lindley continued, "a level-headed liberal without an ax to grind or personal political ambitions, and a top-notch administrator."

Wayne Coy has turned down a half dozen proffers of both Government and private jobs in the last few years. A couple of them have been in radio, but he won't discuss these. It is public record that in March 1946, he was unable to accept an offer to become Assistant Secretary General of United Nations, under U.N. Lie. As to the personal history of Albert Wayne Coy: Born in Shelby County, Ind., Nov. 23, 1909. Received his AB from Franklin, Ind., College in 1926; in 1940 his alma mater made him an honorary degree of Doctor of Let-
ters. He married the charming Grace Cady in 1927. They have two children, Stephen, Cady, 16, and Albert Wayne 9.

Before going to college, Wayne Coy began earning his livelihood as a reporter. At the ripe age of 16 he broke in on the Franklin (Ind.) Star, becoming its city editor in 1926. From 1930 to '33 he was editor and publisher of that enterprising Delphi (Ind.) Citizen. In between, he worked on the Indianapolis Star and spent a harrowing city hall experiences as befell most crusading reporters. But he doesn't talk about those either.

Mr. Coy is a member of the American Academy of Political Science, Phi Delta Theta, Sigma Delta Chi. He is a Baptist. He indulges in occasional waltzes and is a top-notch bridge, but is an easy mark for Mrs. Coy at gin-rummy. He claims the distinction of having the highest handicap and the highest score of any Washington golfer.

Clay Replaces Kellam

As Manager of KWKH

Management of KWKH, 50,000 watt Shreveport (La.) Times CBS outlet, was taken over Oct. 23 by Henry B. Clay, former general manager of WLAG-GM, Shreveport, Ala., and previously associated with WLAK Lakeland, Fla., and WDAC Columbus, Ohio. He succeeds Kenneth K. Kellam, who left KWKH to manage WVEA - Fulton Motor Co., Marshall, Tex.

Mr. Clay, a native of Atlanta, Mr. Clay entered the Navy in June 1941 following his graduation from Vanderbilt U. After attending midshipmen's school at Northwestern U. he was commissioned an ensign. He had reached the rank of lieutenant-commander when he was re-leased to inactive service in September 1945.

Allegro Alligator

ALLEN GREY, producer at WIPN Philadelphia, raised his eyebrows when Herbert C. Brown, 79 years old, walked into the studio and said he yearned to have his picture in a book called The Collectors Told...So You Want To Be A Disc Jockey. Moreover, Mr. Brown, a native of England, announced this jive stuff was not for him and that he intended to spin nothing but Wagner. "If I win," said the oldster, "I'll play something light next time, like Debussy."

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WCAU—The Philadelphia Station with Umbrella Coverage

With 50,000 watts of power surging out in all directions, WCAU covers—and is listened-to-by—more people than any other Philadelphia radio station*.

*Pulse of Philadelphia
Hooper
RMS

WCAU
50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

BROADCASTING • Telecasting
Ray Ovington, formerly of CBS New York and freelance director, has joined radio and television department of Birmingham, Castleman & Pierce, New York.

Bobbett Adv. Service Inc., transacts advertising firm doing business in seven states, has moved headquarters from Brooklyn to 401 W. Va St., Atlanta.

Julian Kirk, formerly of Loomis & Russ Advertising, Kansas City, Mo., is now with Hall, Foyers, formerly of Glenn Adv., Fort Worth, has joined agency's Dallas office. Mr. Kirk will manage new Houston office and Mr. Dyess will manage Fort Worth office.

L. W. Scott, formerly with Montgomery Ward & Co., Chicago, has joined John W. Shaw Inc., Chicago, as vice president and account executive.

Ebert Clark has joined production department of Brooke Smith, French & Dorrance Inc., New York.

Jack Rourke Productions, Holbrook & Gordon, 1147, Adv., New York, have announced mutual representation with their clients. Day Service will represent Jack Rourke Productions in the East, while Rourke Productions will handle the Day productions and musical commercials.

Military Bliss, head of Blow Co., New York, has been elected chairman of that agency, are in Hollywood to confer on new Morris-Jepson account starring Dinah Shore and Harry James.

James S. Beard, formerly with NBC in California and with Canadian network, has been appointed radio and television account executive for the agency's Toronto office. He will be based in Chicago.

J. J. Gibbons Ltd., Toronto, has made working arrangements with Glenn, Pemberton & Co., Ltd., London, England, to represent the English agency's accounts in Canada, with English agency representatives handling the Gibbs accounts in Great Britain.

Robin Knott, director of London office of J. Walter Thompson Co., and Andrew Sinclair, secretary of J. Walter Thompson Co. Ltd., have arrived here to spend several weeks consulting with Advertising Specialists and visiting U. S. offices.

D. DeMunn, formerly of DeMunn & Co., Harvard, Ill., agricultural consultant, has joined agency as advertising director of Chicago office of Sherman & Marquette.

The MacLaughlin Agency, Buffalo, has changed traffic manager and with MacLaughlin Agency, and has moved to larger quarters at 361 Elm Square, Buffalo. Firm formerly was located at 377 Fillmore Ave.

E. E. Potter office of Los Angeles, vice president of Young & Rubicam, was scheduled to fly to Detroit Nov. 2 for two weeks to review duties as vice president and manager of Detroit office. He takes over that post Jan. 1. (BROADCASTING, Oct. 27)

Ernest N. George office of Los Angeles agency, has moved to larger quarters at 1805 Wilshire Blvd. Telephone: Fairfax 8304.

Paul Andrews, executive director of World Republic Inc., Chicago, has resigned to become West Coast regional and radio director of Hal Makemco Inc.

G. Frederick Riegel has resigned as publicity director of Brooks Brothers, to join Abbott-Kimbrell Co., New York, as vice president and member of the board.


Charles Hotchkiss, head of television, publicity and promotion department of Draper & Fitzgerald in New York, has been named account executive of the Painted Lady account in the agency's Chicago office.

Lewis Nemerson, who has been with Hirshon-Gerfield Inc., New York for the past nine years as an account executive, copy chief and assistant to the president, has been appointed vice president of the agency.

John Airheart, with New York office of J. Walter Thompson Co., has been transferred to staff of agency's Rio De Janeiro office.

H. L. McClinton, vice president in charge of music department of WAGA, Atlanta, has joined foreign department of McCann-Erickson, New York. Phyllis Curran, formerly with Ohio Finance Corp., also joined agency's foreign traffic group.

Edward B. Fuxton, formerly with John PaulsonArn & Son, Philadelphia, has joined Ellington & Co., New York, as copy writer on Cittis Service account.

Pat Patrick, Glendale, Calif., has moved to larger quarters at 102 South Central Ave. Telephone: Chapman 5-3531.
Here's someone you should know...

...if you're planning a 250 Watt AM Station

He's Mr. X—the engineer or manager of the station nearest to you operating a Western Electric 250 watt AM transmitter. You can get his name and address from your local Graybar man.

Get in touch with Mr. X and ask him to tell you—from his own experience—about the dependability, quality and economy of this widely used 250 watt transmitter. We're sure he'll recommend it highly on every count. So—if you're planning a 250 watt AM station—ask your Graybar Broadcast Representative about the Western Electric 451 type transmitter and complete line of audio facilities, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric

—QUALITY COUNTS—


November 3, 1947  •  Page 57
Better stake a claim on

CLELLAN

...He's WCCO's next sold-out star!

It has happened before.

An advertiser wanted to sell in the Northwest. Naturally he picked 50,000-watt WCCO. And naturally he wanted Cedric Adams, Larry Haeg or some other high-rated WCCO star.

But we have had to say: "Sorry. He's sold out. With a long waiting list."

That's why you better stake a claim now on Clellan Card. As WCCO's newest star—and next sell-out—he can be a gold mine for you!

Back at WCCO for less than twelve weeks, Clellan already is working for four sponsors.* And no wonder. They know he gets the kind of results he got for other WCCO advertisers from 1934 to 1944: 16,000 box tops pulled in response to fifteen announcements; 15,700 jokes pulled in a nine-week story telling contest, etc. and etc.

WCCO's winning Card is available for participating sponsorship as emcee of WCCO's "Spinner's Sanctum" (11:30 p.m. to 1:00 a.m., six days a week). Taking the place of "Night Owl," this new livelier show inherits 36% of the listening audience and 100,000 "Night Owl" club members.

To put your sales message on our Card and have it delivered personally throughout WCCO's territory with 906,600 radio families, better stake a claim on Clellan Card. Get in touch with us or Radio Sales.

---

*Butternut Coffee—"Man on the Street"
Gold Seal Wax—"Open House"
Colgate-Palmolive-Peet—"Quiz of the Twin Cities"
Marshall-Wells Hardware—"The Marshall-Wells Show"
†CBS-WCCO Listener Diary. Av. quarter-hour share of audience (10%-100% BMB Area)
CARD

The property of GOLD SEAL WAX "Open House"

The property of COLGATE PALMOLIVE PEET "Quiz of the Twin Cities"

The property of BUTTERNUT COFFEE "Man on the Street"

The property of MARSHALL-WELLS HARDWARE "The Marshall-Wells Show"
AM-FM TABLE MODEL radios for each of the 38 grade schools in Syracuse, N. Y., are presented by Col. H. C. Wilder (1) on behalf of the stations he heads, WSYR and WSYR-FM. Receiving the gift is David H. Paton, superintendent of the Syracuse public school system. Series of educational programs expressly for school children will be aired by WSYR and WSYR-FM.

WATTS DAY AND NIGHT

... when Good Neighbor Mike Delivers your message to the

BEST BALANCED MARKET IN THE UNITED STATES

Retail Stores 21,019
Retail Sales $882,318,223

Food Sales $318,972,000

Drug Sales $331,194,000

Gen. Msd. $155,455,000

BROADCASTING 

MURRAY, vice president of RCA Victor since 1917, serving at Montreal and Winnipeg, and has been in charge of the Galaxy office since 1936. R. G. ANTHES has been appointed senior radio engineer of Stromberg-Carlson Co., Ltd., Toronto. He has been a lecturer at U. of Toronto for past eight years and is past president of Toronto section of Institute of Radio Engineers.

BILL RICHARDS, former West Coast head of Columbia Records for 11 years, has been named Western sales manager for RCA Victor records, New York, as assistant to SAUL BOURNE.

JACK EDWARDS Jr. is forming television statistics concerning radio and television such radio actors as Irene Tedrow, Bill Johnston, Janet Waldo, Peggy Webber, Sam and Florida Edwards.

RCA TUBE DEPT. has enlisted the services of Cartoonist Ralph Stein to design Radio Service cartoons which are available to dealers and servicemen through RCA, Cuningham, and RCA Victor tube distributors.

J. R. ELLIOTT, vice president in charge of RCA Victor Home Instrument Dept., and R. N. MURPHY, vice president in charge of RCA Victor Record Dept., have been appointed co-chairmen, respectively, of the radio and record manufacturers industry committees of the National Radio Council.

AIR KING PRODUCTS Co., Brooklyn, manufacturer of radio cabinets, and wire record, has announced the appointment of two new distributors, the Chicago Electric Service of Pennsylvania Ltd., and its outlets in Philadelphia, Allentown, Camden, Wilmington, and Whitehall, and Hi-Fi Distributors, Jamaica, Long Island, N. Y. WMCA, with WWXJ, Peoria, Ill., and KSS, Davenport, has assigned appointed sports director of Teleschmitz, Inc., Chicago, new wire service firm.

EXCESS INSURANCE COVERING LIBEL AND SLANDER

We pioneered this field and now serve Newspapers and Broadcasters for full protection. Write us for full details and quotations—or have your Broker do so.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG. KANSAS CITY, MISSOURI

Page 60 • November 3, 1947

CANTON, OHIO

The Best Balanced Market in the United States

BROADCASTING • Telecasting

Here's what's in store...
Millions on the Move...by Air!

No public service in the history of the nation has expanded so quickly to meet public demand as the Scheduled Airlines of the United States. The Airlines today have more than doubled their early postwar seating capacity. The number of planes in service has jumped from 440 to 913. The number of seats has increased from 10,000 to 26,807. And still more capacity is on the way...to keep ahead of the new thousands who daily adopt air transportation as their way to travel. Air freight capacity has tripled in a year and air freight rates have been radically reduced.

From coast to coast and border to border... wherever you live or wherever you're going...there is new efficiency in Airline service. More frequent and faster schedules are the rule. And rates are cheaper than before the war.

Millions are on the move...by air. Millions more will be reserving their seats... for the first time...tomorrow. The Airlines are ready to serve them.

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

Air Transportation Strengthens America

THE SCHEDULED AIRLINES OF THE UNITED STATES
PLAYING a couple of favorite pieces for B. F. Few (standing), vice president of Liggett & Myers Tobacco Co., which sponsors his 11 a.m. CBS Chesterfield "Show," is Arthur Godfrey. Mr. Godfrey also has another attentive listener, William S. Pyle, CBS board chairman. The CBS executive and Mr. Few called on Mr. Godfrey following one of his Chesterfield broadcasts.

Texas Co. Will Sponsor Concerts by 'Met' Opera

THE TEXAS CO. will sponsor the weekly performances of the Metropolitan Opera Assn. over ABC, it was announced jointly last week by H. T. Klein, president of the Texas Co., Mark Woods, president of ABC, and George A. Sloan, chairman of the board of directors of the Metropolitan Opera Co.

The broadcasts, beginning Nov. 5, will continue for 4 consecutive Saturdays and will be heard in Canada over CBC. The Texas Co. has sponsored the weekly ABC broadcasts since Dec. 7, 1940.
It's Full Speed Ahead

With a new crew aboard . . .
and its fuel tanks full

WGH

The Hampton Roads Broadcasting Corporation
at the crossroads of Norfolk - Newport News -
Portsmouth

announces
the appointment of

FREE & PETERS, Inc.

as

exclusive national representatives
effective November 1, 1947

“ABC OUTLET FOR THE HAMPTON ROADS AREA”

---------------------------------- 250 WATTS NOW

And Soon----------------------------------

5 KW

Watch for the WGH Announcement!

AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY
VAL LINDEN, announcer at KEX Portland, Ore., has been appointed program producer, succeeding MEL MADISON, who has been named assistant manager of KKL, Tillamook, Ore. DON RICKLES, former announcer at WFWY, New York and RUSK KHAN has joined KEX announcing staff.

PAUL VELLA, news announcer and dramatic artist at KMOX St. Louis, has joined KNX Los Angeles.

ROY A. MERRIDITH, production di-rector of WPEN, Philadelphia, is the new "Face of Robert E. Lee," which has been published by Scribners.

EVERLY REICH has joined WLB Le- banon, Pa., as secretary and assistant to operating manager. MTW announce, has resigned to join WRAV Reading, Pa.

BOY EADIE and ARTHUR OHAGAN have joined announcing staff of KSHP, Oswego, Ill.

LOY OWENS has joined CFBB Toron- to, as staff announcer. He was formerly with WJCV Virginia, and on numerous Canadian network programs as commer-cial announcer. He replaces FRAY FORD, who has been appointed director of transcriptions, and will also announce on local commercials programs.

DICK MABRY, announcer at WBG, Philadelphia, is the father of a girl, Christiana.

RALPH BORELLI, who inaugurated WQX and the Philadelphia Aircrash 17 years ago, has joined WTEL station, N.Y., after an airwaves absence of three years.

MILTON STARR, musical director at WIP Philadelphia, is the father of a boy.

TERRY MCGOVERN has replaced TOMMY BERNARD as "El Cap Ballard" on NHC "The Great Oldieslueve.

RUDY BLOOM, personnel manager at WCAU Philadelphia, has resigned. His duties at present are being carried on by splitting them among four different departments.

SKEE WOLFF, writer with WBBM Chi-cao and author of his "Men May Live," has written a new novel, "The Tutored Mob," which has been accepted for publication by Crown Publishers, New York.

JOHNNY BAMBIDGE, conductor and composer, formerly with St. Louis Municipal Opera, Orchestra, and Symphony, and other orchestras, has joined KMOX St. Louis, as musical di-rector.

HARRY WOOD, formerly with WNEW New York, has joined announcing staff of WDRC Hartford.

STEVE MARVIN, formerly with CBS television has joined WTVJ-TV Detroit, as producer-director.

PEGGY LEE, vocalist, has withdrawn from WRTH-TV.Former NBC Jimmy Durante show "for at least one month" on medical advice. According to N. W. Levy & Son, Hollywood agency handling pro-gram for Renal. No replacement has been determined.

DON FUHRMANN has joined announcing staff of KJYE Grand Forks, N. D., DOUG BEWICK, former staff an-ouncer with WLAB Worcester, Mass., has joined announcing staff of WBFR Springfield, Mass.

BENZO NISHIM and RENZO SACE- ROTI, WOV New York script writers, have been given four-hour course provided for Institute For Democratic Education which will be awarded and distributed to all Italian language stations in the U.S.

TERRY COWLING, announcer at WCP Boston, and Eleanor Bates have an-nounced their marriage.

RALPH SMITH, member of "Arthur Miller's The Crucible" has joined WBT Charlotte, is the father of a girl, Jacqueline.

EDMUND LIGNEHAN, program director of KSJ Des Moines, is the father of a boy, Thomas Wright.

CLYDE LUCAS, well known band leader, has turned disc m. c. with a Mon-Fri. record show on WABG Columbus, Ohio.

JEANETTE McDAHLIES has joined con-tinuing staff of WWJ New Orleans.

DON HOLZAPPEL, with engineering department of Port Wayne For past five years, has been appointed chief engineer of station. AL S. TOLMAN has joined WOL engineering staff.

JAMES FAULKNER has joined engi-neering staff of WTU Augusta, Ga.

WILSON C. WEAH, former radio engi-neer with FCC, has joined the consult- ing radio engineering firm of Fulkerson, Leekson and Associates, Inc., Washington, D.C.

Mr. Wearn, DONALD K. de- NEUF, former operating vice president of Peco Wireless Inc., has been ap-pointed chief engineer of Rural Radio Network. Albion, Mich., which recently received FCC permits to construct a six-station FM broadcasting system to serve rural areas of 12-county area. Mr. deNeuf previously was with Hay- phon Mfg. Co., New York.

IRVING MEGOFF has been appointed chief of the Technical Service Mfg. Corp., New York, Mr. Megoff first received an order of mechanical design for Philharmonic Radio Mfg. Corp. For several years his own firm has designed and built radio re- ceivers and transmitters.

C. M. CULICO, formerly with WHINX-FM Gainesville, Oa., and WDRB Augusta, Ga., has been appointed technical advisor of WTNT Augusta.

ELECTRONIC SOUND ENGINEERING (Ca., has introduced a high-fidelity wire recorder, sold under trade-name Phonophonic Sound Recorder. It includes special amplifier circuit which reduces distortion and puts realism on wire, according to company engineers. Built-in six-inch speaker, with range up to 10,000 cycles, is included and has special diaphragm for smooth reprodu- ction of high frequencies. Phonophonic Sound will sell for $50,000.

J. L. MIDDLEBROOKS, head of ABC tech-nical development is in San Francisco conferring 100,000-w power in- crease of KGO.

PHILIP MCKEEL, control room operator of KIST Santa Barbara, Calif., has joined the FCC as an instructor.

GILBERT DE LA LAING, of engineering staff of KEX Oakland, has resigned to become business manager for Local B-202 of IBEW in central California.

PERRY M. ROBERTSON, chief transmis-sion engineer at WBT Charlotte, has been appointed to the station's Park and Recreation Commission.

GENE SALMON, formerly of technical department of KFPI Tulsa, Okla., is now in Honolulu where he is engaged in work of a similar nature.

FARM STATION?

Yes! For almost a quarter-century our enter- tainment and services have been planned for farmers in Kansas and adjoining states.

NEWSDAY THE VOICE OF KANSAS

BROADCASTING • TELECASTING
originators of the famous 920 Club

announces

A NEW MILLION DOLLAR PROGRAM IDEA...

"The MILLION DOLLAR BALLROOM"

million dollar talent and music to produce millions of sales for you, in America’s richest market!

Inquire Now... ABOUT OUR GUARANTEED 13-26-52 WEEK CONTRACT PLAN

WORL BOSTON MASS.

FOR JOE & CO., National Representatives
October 24 Decisions . . . DOCKET CASE ACTIONS

Petition Granted
Adopted order granting petition of Narragansett BeStc, requesting FCC to adopt proposed decision at final decision to grant Narragansett application for new station Fall River, Mass., 1400 kw 250 w un., subject to filing within 60 days application for mod. of CP specifying trans. site and ant. system meeting requirements of Commission standards.

AM-1080 kc
Announced final decision granting application of Mid-America BeStc., Corp., for new station Louisville, Ky., 1000 kw N 5 kc un., mod. and denied application of Kentucky BeStc., Corp. (now authorized to change assignment of Louisville from 1240 kc 250 w un. to 1280 kc 1 kw-D and un. change location of trans. site (Commr. Walker, Hyde and Jones not participating).

AM-850 kc
Announced proposed decision looking toward grant of application of Frank B. Smith Jr, for new station Beaver Falls, Pa., 1250 w un. and to deny/apply of Eagle Printing Co., Inc. seeking same facilities at Butler, Pa. (Commr. Durr, Hyde and Webster not participating).

AM-850 kc
Announced proposed decision looking toward grant of application of Theantenna cond.-conditional 2000 kc 35 ft.-sun.-set. mod.-modification 1 kw 2000 w un.-unlimited hours

A. S. Abell Co., for new station Baltimore, 850 kc 1 kw un. DA-ON and to also grant application of Berks BeStc., Co. to change assignment of WEEU Reading, Pa., from 850 kc 1 kw-D to 850 kc 1 kw un. DA-ON and make changes in equipment (Commrs. Durr, Hyde and Webster not participating).

FCC CORRECTION
Announced correction to order of Oct. 17 to substitute following item in lieu of item under same name:

Rogers & MacDonald Newspapers, Inglisville, Calif. — Adopted order disallowing application without prejudice re: filing after final decision has been rendered with respect to applications of KCQ and KKSFO, or after those applications have otherwise been disposed of; and dismissed as moot petition of Rogers & MacDonald Newspapers for reconsideration.

AM-1290 kc
Announced proposed decision looking toward grant of application of Frank B. Smith Jr. for new station Beaver Falls, Pa., 1250 w un. and to deny/apply of Eagle Printing Co., Inc. seeking same facilities at Butler, Pa. (Commr. Durr, Hyde and Webster not participating).

AM-850 kc
Announced proposed decision looking toward grant of application of The

October 24 1947

Page 66 - November 3, 1947

BROADCASTING  Telecasting

Page 66 - November 3, 1947

When you need it fast and you need it right, that is when you need the BROADCAST Yearbook. It’s helped us out of many a spot.

Clarke A. (Fritz) Snyder
Director, Radio Advertising
BULOVA WACH CO., N. Y.

Advertising Deadline
NOV. 15 IF PROOF DESIRED  DEC. 1 FOR COMPLETE PLATE

BROADCASTING  Telecasting

Page 66 - November 3, 1947
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<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Specialization</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building, 1337 Wisconsin Ave., N.W., Washington, D.C. Adams 2414</td>
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<td>RAYMOND M. WILMOTTE</td>
<td>1469 Church St., N.W., DE. 1234 Washington 5, D.C.</td>
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<td>RING &amp; CLARK</td>
<td>44 Years' Experience in Radio Engineering, Munsey Bldg., Republic 2347 Washington 4, D.C.</td>
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<td>JOHN P. MAY</td>
<td>1422 F St., N.W., Kellogg Bldg., Washington, D.C. Republic 3984</td>
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<tr>
<td>GILET &amp; CARR</td>
<td>Washington, D.C. 1605 Connecticut Ave. MI. 4151 Dallas, Texas 1720 Wood St. Riverside 3611</td>
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<tr>
<td>E. C. PAGE</td>
<td>Consulting Radio Engineers, Bond Bldg., Executive 9670 Washington 5, D.C.</td>
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<td>A. EARL CULLUM, JR.</td>
<td>1146 Briarcliff Pl., N.E. Atlanta, Ga. ATwood 3328</td>
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<tr>
<td>WILLIAM L. FOSS, INC.</td>
<td>Consulting Radio Engineers, 927 10th St., N.W. Republic 3483 Washington 5, D.C.</td>
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<tr>
<td>ANDERSON &amp; MERRYMAN</td>
<td>New York City 31 W. 46th St. Blue 7-9901-8, Raymond 6111 Laboratories: Baton Rouge, La. Roosevelt Road</td>
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<tr>
<td>A. R. BITTER</td>
<td>Consulting Radio Engineers, 1100 W. ABRAM ST. PHONE 1218 Arlington, Texas</td>
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<td>WARNER BLDG.</td>
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<td>REPUBLIC 2347 WASHINGTON, D.C.</td>
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<tr>
<td>LENT and POAST</td>
<td>1370 Connecticut Ave., N.W. Washington, D.C. ADams 3771</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1701 K St., N.W. Republic 1901 Washington, D.C.</td>
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<tr>
<td>JOHN CREUTZ</td>
<td>710 14th St., N.W.-Metropolitan 447 Washington, D.C.</td>
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<tr>
<td>FRANK H. MCINTOSH</td>
<td>710 14th St., N.W.-Metropolitan 447 Washington, D.C.</td>
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<tr>
<td>WILLIAM B. MERRY &amp; ASSOC.</td>
<td>1700 18th St. N. W. Room 1210 DISTRICT 4127</td>
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<td>KEES &amp; KENNEDY</td>
<td>1700 K St., N.W. Republic 1901 Washington, D.C.</td>
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<td>GUY C. HUTCHESON</td>
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BROADCASTING • Telecasting

November 3, 1947 • Page 67
FCC Actions
(Continued from page 68)

October 24 Applications

ACCEPTED FOR FILING

AM-1450 kc

Diamond H. Ranch Bests, Auburn, Calif.—CP new standard station 1450 kc 250 w uni., AMENDED, re changes in ant. and trans. and studio locations.

License for CP

WDLP Panama City, Fla.—License to cover CP, as mod., which authorized new standard station to change type trans., to approval of ant. and trans. station and to specify studio location.

WWNL, Newport, Ky.—CP, which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify studio location.

WWTC Holland, Mich.—Mod. CP, which authorized new standard station to approval of ant., trans. and studio locations.

AM-1450 kc

Bower Implement Co., Breckendridge, Minn.—CP, which new standard station 1450 kc 250 w uni., AMENDED to change name of applicant from Don H. Bower and Kline E. Bower partnership d/b/a Bower Implement Co. to Interstate Bower Corp.

Modification of CP

KJSK Columbus, Neb.—Mod. CP, which authorized new standard station to approval of ant., trans. and studio locations.

License for CP

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

AM-1410 kc

Dairad Assocs., Dalhart, Texas—CP new standard station 1410 kc 250 w uni., AMENDED to change power from 250 w to 500 w D.; hours from uni. to D. and change type trans.

KROD El Paso, Texas—CP increase 500 w -N 1 kw-D to 5 kw-DN, install new trans. and DA-N and change trans. loc. AMENDED to make change in DA and change trans. loc. AMENDED to make change in DA and change trans. loc.

License for CP

KITE San Antonio, Texas.—License to cover CP, as mod., which authorized new standard station and change studi location and authority to determine operating power by direct measurement of ant. power.

KTVY Stephenville, Texas.—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.

Modification of CP

KRUS Brigham City, Utah.—Mod. CP which authorized new standard station to change type trans., and for approval of ant., and trans. and studio locations.

KVOG Ogden, Utah.—Mod. CP which authorized new standard station to make changes in trans. equipment and for approval of ant., trans. and studio locations.

WLFE Richmond, Va.—Mod. CP which authorized changes in vertical ant. and mount FM ant. on AM tower, to change from 1500 kc to 1250 kc, increase 750 w to 150 w, install new trans. and DA-DN (DA-2) and change trans. loc., for extension of completion date to 180 days after grant. (Unl. except Sec. Sun. 3 a.m. to 12:15 p.m., and 8 to 9 p.m. EST).

KROW-FM Oakland, Calif.—Mod. CP which authorized new FM station to change trans. site, ERP to 907 w, make changes in ant. system and change commencement and completion dates.

WGKB Chicago—Mod. CP, as mod., which authorized changes in FM station, for extension of completion date.

WRUN-FM Utica, N. Y.—Same.

WCOL-FM Columbus, Ohio.—Same.

WFMH Toledo, Ohio.—Mod. CP which authorized new FM station to specify trans. site, type trans. and specifications.

WHBP Reading, Pa.—Mod. CP as mod, which authorized new FM station for extension of completion date.

KWWT-FM Wichita Falls, Tex.—Same.

Remote Pickup

KALR Inc., Portland, Ore.—CP two new remote pickup stations on two frequencies within 152-150 mc band power of 5 kw plus special for FM, hours in accordance with Sec. 4.68.

Modification of CP

WBWW Washington, D.C.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

WTVJ Miami, Fla.—Same.

WBOG Cleveland—Mod. CP, as mod., which authorized changes in non-commercial educational station for extension of completion date.

WHA-FM Madison, Wis.—Same.

Low-down Diggers

Operators of a ditching machine in Tulsa, Okla. are being called less complimentary names these days after they accidentally ruptured a telephone cable which piped programs of KACC and KFMJ from studios to transmitter. KACC, however, had had equipment available at the tower and the engineer filled with recordings till the staff arrived at the transmitter. Regular programs had to be dropped, but no air time was lost. KFMJ also rushed personnel to its transmitter, but was off the air about one hour.

The operators now have the machine operating to dig ditches under traffic or against the wind, and they will try to be more careful in future.

Low-down Diggers

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There are Truscon Radio Towers in almost every state in the Union, and in many countries overseas. To meet varying conditions and requirements in these many installations, Truscon Radio Towers are available in gayed or self-supporting types, either tapered or uniform cross section, and can be built to any height for AM or FM service.

Call in Truscon Engineers during the early stages of your plans for antenna installations. Their experience assures satisfactory, trouble free operation today—tomorrow—and during the years to come. Truscon can help toward the correct antenna decision—toward orderly and efficient transition to the newest in radio.

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

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

Page 68 • November 3, 1947

BROADCASTING • Teletasking
Assignment of CP
KTSI, Hollywood, Calif.—Assignment of CP as mod. authorized new standard station, to change type trans., for approval of ant. trans. and loc. to specify station.

Assignment of CP
KZOE San Diego, Calif.—Assignment of CP as mod. authorized new standard station, to change type trans., for approval of ant. trans. and to change location.

Assignment of CP
KURC, Aptos, Calif.—License to cover CP as mod. authorized new standard station, to change type trans., for approval of ant. trans. and loc. to change station.

Assignment of CP
KWTV, Oklahoma City, Okla.—License to cover CP as mod. authorized new standard station, to change type trans., for approval of ant. trans. and loc. to change station.

Assignment of License
KXJE-FM Los Angeles—Voluntary assignment of license to Don Lee Holding Co.

Modification of CP
KSDO San Diego, Calif.—Modification of CP which authorized new FM station, to change type trans., for approval of ant. trans. and to change location.

Modification of CP
KWBU, New York, N. Y.—License to cover CP as mod. authorized new standard station, to change type trans., for approval of ant. trans. and loc. to change station.

Modification of Conversion
KFVS Fort Smith, Ark.—License to cover CP which authorized change hours from 4:30 a.m. to 3:00 a.m. for direct measurement of power and install DA-N and authority to determine operating power by direct measurement of ant. power.

AM—1400 kc
WSTC Stamford, Conn.—Install new vertical ant. and mount FM ant. on AM tower, and change trans. location.

AM—850 kc
WRRF Galveston, Tex.—Change hours from limited time to unlimited time, install new tower at site of old tower, and change trans. location. AMENDED to change location, AM—1100 kc
WFBR Columbus, Ohio.—License to cover CP which authorized change hours from 10:00 a.m. to 11:00 a.m., to change type trans. from 5 kw for aux. purposes only, employing DA.

Modification of CP
KROR Abilene, Tex.—Mod. CP which authorized new standard station, to change type trans. and for approval of ant. trans. and to change location. AMENDED to change studio location.

AM—1300 kc
WFBF Baltimore, Md.—Authority to determine operating power by direct measurement of ant. power (aux. trans.) Also authorize new standard station, to change type trans. and for approval of ant. trans. and to change location. AMENDED to change location.

AM—1400 kc
WSAM Saginaw, Mich.—Authority to determine operating power by direct measurement of ant. power.

AM—1220 kc
WCMA Corinith, Miss.—CP makes changes in vertical ant. and mount FM ant. on AM tower, and change trans. location.

License for CP
WROB West Palm Beach, Fl.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1260 kc
WRAL Raleigh, N. C.—CP will install new vertical ant. and mount FM ant. on AM tower and change trans. location.

License for CP
WCOL Columbus, Ohio.—License to cover CP as mod. which authorized move old main tran. (present location of main tran.) to be used as aux. tran. with 2 kw.

AM—900 kc
Community Bestz. Service, Allentoppa, Pa.—CP new standard station 1120 kc 250 w D. AMENDED to change frequency from 1120 to 990 kc.

Modification of CP
WVJP Cuyahoga, P. R.—Mod. CP which authorized new standard station, to change type trans. and vertical type ant. and to change studio location.

WAEJ Mayaguez, P. R.—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location, to specify studio location. AMENDED to make changes in ant. and change trans. location.

License for CP
WXG Richmond, Va.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP
WWJW Chattanooga, Tenn.—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify trans. location.

AM—950 kc
Evans Radio Co., Stevens Point, Wis.—CP new standard station 990 kc 250 w D.

Assignment of License
KHJ-FM Los Angeles—Voluntary assignment of license to Don Lee Holding Co.

Modification of CP
KSDO San Diego, Calif.—Mod. CP which authorized new FM station, to change type trans., for approval of ant. trans. and loc. to change station.

KSDO-FM Los Angeles—Mod. CP which authorized new FM station, to change type trans., for approval of ant. trans. and loc. to change station.

Transfer of Control

FM—105.5 mc
Northwestern Theological Seminary and Bible Training School, Minn.—CP new FM station on frequency to be determined by FCC. AMENDED to change frequency from "to be determined by FCC" to Channel 390, 105.9 mc.

(Continued on page 78)
Would You Be Interested In

...A Stimulating Business Connection
With No Restrictions On Earning Power?

This offer is to a few men who, though
rated successful by ordinary standards,
feel they are up against a stone wall, as
far as earnings go, in their present con-
nections.

Bastian Bros. (AAA-1 rated), top leader
in its field, employs 500 skilled workmen
and has offices coast-to-coast. Every busi-
ness is a prospect for a Bastian product.
We make point-of-sale display and signs;
advertising specialties; name plates for
manufactured products; celluloid and
metal buttons for political campaigns
and unions; convention badges; employee
service and safety award emblems;
manufacturers' parts; calculators; celluloid
pocket calendars; anything in plastic
sheets or to 10" in die-stuck metal, etc.

This comprehensive line, with acceptance
of the Bastian name and continuous pro-
motion opens wide the door of oppor-
tunity. Capable Bastian representatives
maintain much better than average stand-
ard of living in both good times and bad.
As representative for Bastian, you would
actually be in business for yourself, but
would make no capital investment beyond
first few months' time it takes to get well
established. You work close to home, on
your own hours, in your own way, com-
ing in contact with leading business
people of your community. And you
should earn a substantial income.

If this awakens your interest, you would
like to hear from you. Write us today!

BASTIAN BROTHERS COMPANY
1750 Clinton Ave., Rochester, N. Y.

NOW
WEED & CO.
are Exclusive National Representatives for

WCBM
"Listening Habit"
in the profitable Baltimore market

WCBM

John Elmer, President
George H. Roeder
General Manager

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

They Say...

"FM STATIONS are springing up all
over the nation like little mush-
rooms popping up in a wet forest...
They represent the courage,
the conviction, and the imagina-
tion of several hundred investors,
who foresee their brilliant future...
FM isn't any longer "on the way."
It has arrived and the "in-
fiu industry" of last year is a
hunky schoolboy learning fast the
best possible methods of utilizing
this new medium of entertainment,
information and commercial selling
in the public interest."

Editorial in Daytona Beach (Fla.) Evening News.

"THE PUBLIC IS NOW ready for
something new in radio recep-
tion. It is fed up on commercials,
singing jingles, static and the soap
operas. The success of the con-
verter (the Meck FM converter-
tuner) which has already added
thousands of new FM listeners, is
proof of this. A new listening audi-
cience is being created andFM
vision, FM has an unlimited vista
for commercial exploitation."
John Meck, President
John Meck Industries
Plymouth, Ind.

"ALTOGETHER, assuming nor-
mal economic stability, the manu-
facture and sale of 5,000,000 re-
ceivers in the next five years is a
thoroughly conservative outlook.
Television is facing a billion-dol-
lar market... With the expan-
sion employment of hundreds of
thousands, television is bound to
have a stimulating effect on our
national economy. It will do much
to help sustain and maintain
prosperity."

Edwin M. Martin, Vice President
and Secretary, Farnsworth Tele-
vision & Radio Corp., Rochester
before Indiana Bankers Assn.

"FROM the listener's standpoint
the resignation of [FCC Chair-
man] Denny may be regarded with
real misgivings. Together with
Clifford J. Durr, who reportedly
also may be leaving the Commis-
sion soon, he was a staunch de-
fender of the Commission's Blue
Book... If reports out of Wash-
ington are true, there is more than
casual reason to believe that the
Blue Book may have seen its most
influential days and that we are
on the verge of a return to the
"laissez-faire" policy in radio as of
old."


FIRST SPONSOR to complete arrangements for time on WHUC, 250-w
fulltime independent which took the air at Hudson, N. Y., Oct. 21
1250 kc, was the 100-year-old J. C. Rogerson Hardware Co., whose man-
ger, Arthur T. McEvoy, is shown seated at desk. Standing by at
contract negotiations are completed are (1 to r): Thomas Stack, account
executive; Robert Strakos, commercial manager; John Kearney, station
manager, and Paul Baron, program director. Licensee of WHUC is
Colgren Broadcasting Co., owned by Mr. Kearney and Mr. Strakos.

KXXL SALE GRANTED;
2 OTHERS APPROVED

SALE of KXXL Reno, Nev., by
Chet L. Gonce to a three-man part-
nership for $30,000, expansion of
the ownership of WWV Fair-
mont, W. Va., and sale of a mi-
nority interest in KSBW Salinas,
Calif., all new stations, have been
approved by FCC.

The Commission also approved
assignment of license of KYL
Mesa, Ariz. (1490 kc, 250 w) from
Sun Valley Broadcasting Co., a
partnership, to a corporation of the
same name, and assignment of con-
struction permit for FM station
Ky. (1340 kc, 250 w) from Bul-
lard, Metcalf & Goodlette, a
partnership, to BMG Broadcasting
Corp.

The permit for KXXL (1290 kc,
250 w) goes to Edward Margolis,
Frederick W. Kirks, and Byron
J. Samuel, trading as Station
KXXL. Mr. Margolis is president
and 25% owner of Telectronics,
manufacturers of electronicequip-
ment, and of Wired Music & News
Co., which transmits news and
music by leased wire. Mr. Samuel
has been associated with stations
in the San Francisco area, and
Mr. Kirks owns a clothing store at
San Bruno, Calif.

The transaction involving KSBW
(1380 kc, 1 kw) involves reorgani-
zation of a partnership into a cor-
poration in which Dan O. Bardin,
wartime chief of radio operations
of FBI and liaison between FBI
and FCC, and Niles C. Cunning-
ham, Salinas attorney, are added as
minority stockholders.

Under the reorganization plan,
William M. Oates and J. M. Hall,
one-third owners, acquire the re-
maining one-third interest from
Harold DeHaven for $11,711, and
set up a corporation in which they
will have 60% and Messers. Bardin
and Cunningham have 20% each.
The new company is Salinas Broad-
casting Corp.

The WWV case involves incor-
poration of the permittee group,
Fairmont Broadcasting Co., and
the addition of the following stock-
holders, who agreed to invest a
total of $22,000: J. Harvey McCoy,
managing engineer of Press Wire-
less, N. Y., who will have 10% inter-
est; George J. Feinburg, half
owner of Concord Cheille Co.
N. Y., 25 1/2%; and J. George Fred-
man, Jersey City attorney, 7%. Ex-
isting partners and their interests
in the new corporation: J. Patrick
Beacom, president, 42 1/2%; Clar-
ence E. Smith and Robert L. Mc-
Coy, 4 1/2% each, and Jennings
Randolph, former Congressman,
6 1/2%. Mr. McCoy is assigned 1490 kc
with 250 w.

AGENCY BUYS TV
Institutional Program Planned

For Philadelphia Series

PHILIP KLEIN Advertising
Agency, Philadelphia, has bought
a 23-week series of television shows
over WPIL-TV Philadelphia, ther-
by becoming the first agency in the
country to sponsor its own shows
via the new medium. Shows start
Oct. 28, and will be telecast every
Tuesday from 8:15 to 8:30 p.m.

The unprecedented purchase of
wrapped up in a purely institu-
tional-type show, with the agency's
advertising message kept to an ab-
solute minimum. In fact, press
plans call for no commercials what-
ever in praise of its services.

Philip Klein personally runs the
shows, acting as m.c.

Series is titled "Philadelphia
-A Great City" and each show
will introduce sections of the city's
vast cultural treasures. Representative
atives of the city's museums,
churches and historic sites will be
brought before the cameras.

First program brought a mill-
ion dollars worth of rare book-
before the cameras in a dramat-
zation of the city's free library
system.
STUDENTS in Tulsa, Okla., are busy these days searching in downtown stores for pictures of Tulsa U. Golden Hurricane football teams, according to KVOO Tulsa, which is conducting a new football contest. Blown-up pictures of each member of the T.U. team have been placed in 11 Is store windows and students participating in contest must locate pictures, identify players, position they play on team, etc., which could win them the top prize of $1000. 'KVOO's, promoting "New Look" getting game. Students participating in contest must submit definition of good sportsmanship. Winner of the contest will receive a biography football from members of the team and with autograph from John Henry, KVOO sportscaster, in the broadcasting booth at the T-U-Arkansas Thanksgiving game.

Tape Measures
COLORFUL paper tape measures were distributed by WIP Philadelphia, as promotion for its special broadcast Oct. 24 of "Win a House in Hollywood," as Program featured outstanding fashion experts who demonstrated how to "Get New Look." "Fashions of the Future" show was a feature of WIP's regular "Forum of Polish Opinions." Tape measures are a yard long and are printed on bright red, green, yellow, and blue with instructions in red reading. "The Last Word on the 'New Look' in Fashion... WIP."

PROGAMS
PROGRAMS, personalities and general radio stories are featured in new monthly magazine published by WNHC New Haven, Titled "Connected "Tomorrow," eight-page fan magazine is distributed free upon request. In addition to feature articles, each issue also includes seven complete program schedules for month.

WBT--Supporting Cast
GETTING station promotion into every phase of community activity in the city of WBT Charlotte, and it seems to have the staff members to carry through. Recipients of WBT's sponsored Little Theatre "The Male Animal," proved to be a good plug for magazine by placing their letters. Phot of the play includes a question concerning location of a physical program to unfold the drama. "Marketing" is currently heard in theMem- phis area are not likely to forget too soon. In tune with its recent increase in power and change of call letters to WMBF, Memphis last month launched an intensive promotional campaign around that slogan. Paid advertising salutes appeared in both Memphis dailies. Highlight of the campaign was a "68 Cent Salute Day" worked out between Marty Breslin, WMPS promotion reports that over 600--spot beds were completely merchandise at 68 cent-ers and ended at 68. Free meal was served to the audience at an appearance by "Sears" luncheon counter, and an advertising premium was given the 680th customer entering the store.

\[Call Letters in Lights\]
\[NEON illuminated sign is now flashing \]
\["WGBK and WGBK-FM\]
\[Utica, N. Y. over downtown Utica from daily. Sign, 3 phase, 25 by 30 feet, shines from the top of Utica Building in Utica, New York. A nightly alternate shows the call letters of each station. Sign is designed by Dev- erve, and sign is erected by General Outdoor Ad. Co.\]

Lincoln Brochure

\[STATUE of Lincoln which appears inside the Store\]
\[is located on second floor of the store\]
\[cover of WMAG Chicago folder, dis- \]
\[tributed as promotion for "Lincoln, \]
\[WBT-Mon., by the broadcast station\]
\[is shown standing at the foot of the statue. \]
\[Inside of folder presents cheerful letters to \]
\[WBT-Mon., Wed., Fri. 10:45 p.m. \]
\["You're not a football fan, but you are a \]
\[fanatic for building a Lincoln statue in \]
\[the city. as Lincoln's birthday is \]
\[Dec. 9, Lincoln is pictures, the program \]
\[is designed by General Outdoor Ad. Co.\]

KCKC Makes Promotional

SPORTS motif is carried out in latest promotion sheet issued by KCKC Kan- sas City. Done in bright color, the sheet features football players and carries an in- scription, "When KCKC 'Carries the Ball for You... You'll Make More Sports Touchdowns' in Greater Kansas City."

Advertising Report

OF TOTAL BILLINGS of 57 Cana- dian advertising agencies in 1946, the Dominion Bureau of Statistics, Ottawa, showed that $4,999,999 and under, accounted for in radio advertising. Total billings were $52,100,000, an increase of nearly 20% over 1945. Report was made up from reports of individual agencies and only gives figures as to totals of all agencies. Analysis of the report shows that firms with billings of $400,000 and under, accounted for the over-all percentage of 18.3 in radio, while firms with billings in excess of $1,000,000 placed 7% in the lead. Canadian advertising agencies in 1946 made gross revenue of $8,400,000 as against $7,100,000 in 1945. Sales and wages amounted to $5,600,000 in 1946, said the report.

HEALTH COMMISSIONER Israel Wein- stein of New York City has commended WKNY New York for its "25 years of Service," in broadcasting on Oct. 12 a half-hour documentary feature "How to Keep Your Poison," reporting on sanitary conditions in New York restaurants.

KBOW Oakland-San Francisco has been awarded a certificate of appreciation by U. S. Veterans Administration for outstanding service to veterans through the medium of radio.

BROADCASTING • Telecasting

JIMMY SCRIBNER

UNCLE REMUS

"You're goin' after Chris'mas sales you better be gittin'"

143 orders for "Uncle Remus," the brand new Christmas merchandising package of 20 quar- ter-hour shows have been received.

Recaill bought Los Angeles, Boston and San Francisco. Local stores for Montgomery Ward, Western Auto, Fire- stone and many others are included in the 143 alert merchandisers who are utilizing this special radio tool for building Christmas sales.

ARE YOU

MISSING THE BOAT?

Cost per program based on metropolitan population area; Under 2,500 -- 3.00 Under 10,000 -- 5.00 Under 75,000 -- 10.00 Over 75,000 -- 15.00

For audition disc write or wire
THE
CARDINAL COMPANY
New York • Hollywood • Chicago
6000 Sunset Blvd., Hollywood 28, California

KISSI San Antonio, Tex., Oct. 27 extended its 9 hours of operation to 12 hours.

November 3, 1947 • Page 71
FCC Actions
(Continued from page 69)

Applications Cont.: 259 99.7

Modification of CP
KCFM Kansas City, Mo.—Mod. CP as modified which authorized new FM station for extension of completion date.

FM—97.3 mc

Mitton J. Hinlein, Sedalla, Mo.—CP for new FM station (Class B) on Channel 259 99.7 mc, ERP 13.2 kw.

License for CP
WJTN-FM Jamestown, N. Y.—License to cover CP as modified which authorized new FM station.

FM—99.3 mc

Sandusky Newspapers Inc., Sandusky, Ohio—CP for new FM station (Class B) on Channel 245 99.3 mc, ERP 50.4 kw and ant. height above average terrain 306 ft.

Modification of CP
WSJN San Juan, P. R.—Mod. CP which authorized new FM station, as mod. for extension of completion date.

WRAP-FM Portsmouth, Va.—Mod. CP which authorized new FM station, for extension of completion date.

WWW-AM Wheeling, W. Va.—Same.

Relay Assignments
Don Lee Bestg. System, Los Angeles—Assignment of license WKKX to Don Lee Holding Co.

Don Lee Bestg. System, Hollywood, Calif.—Assignment of license WXXM, including construction permit as mod. to Don Lee Holding Co.

Don Lee Bestg. System, Los Angeles—Assignment of license WXXM and construction permit as mod. to Don Lee Holding Co.

Don Lee Bestg. System, San Francisco—Assignment of license KABB to Don Lee Holding Co.

Don Lee Bestg. System, Los Angeles—Assignment of license KAGO to Don Lee Holding Co.

Don Lee Bestg. System, San Francisco—Assignment of license KEOB to Don Lee Holding Co.

APPLICATIONS RETURNED
Modification of CP
WISH Indianapolis—Mod. CP which authorized change frequency, increase power and changes in DA-DM, to take place in DA and mount FM antenna.

License for CP
KSLO Opelevus, La.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power. RETURNED Oct. 17.

TENDERED FOR FILING
AM—550 kc

Patrick G. Smith, Bishop, Calif.—CP new standard station 550 kc 30 kw D.

Modification of CP
WTPS-FM New Orleans—Mod. CP to change hours from 8 to 9 am., power from 7 kw to 30 kw.

AM—1380 kc

Peninsula Broadcasting Corp., Pontiac, Mich.—CP new standard station 1380 kc 500 kw D.

AM—1150 kc

York County Bestg. Co., Rock Hill, S. C.—CP new standard station 1150 kc 1 kw D.

AM—1490 kc

WSKY Asheville, N. C.—CP increase 100 kw to 220 kw and makes changes in ant. system.

AM—1400 kc

WLAG Rome, Ga.—CP change frequency from 670 to 1400 kc, hours from 8 to 9 am., decrease power from 1 kw to 250 watts, install new transmission and new location.

October 27 Decisions...

DOCKET CASE ACTIONS
AM—1450 kc

Announced proposed decision looking toward grant of application of Radio Corp. of Cedar Rapids for new station at Cedar Rapids, Iowa, 1450 kc 250 w un., cond., and denial of applications of Cedar Rapids Bestg. Corp., Inc. and Moline Dispatch Pub. Co. seeking same facilities at Cedar Rapids and Moline, Ill., respectively (Comm. Walker, Jett and Jones dissenting).

Petition Granted
Announced order granting petition of Lycoming County Bestg. Co. to reopen hearing in applications of Lycoming County Bestg. Co. for new station in Williamsport, Pa., and Williamsport Radio Bestg. Assoc. for new station at same city, for purpose of admitting newly discovered evidence concerning unsatisfied judgments against former partner of partnership of Harry J.秦澄等 and Carl Streidemann and William P. Wilson d/b/a Williamsport Radio Bestg. Assoc. re opened hearing for further hearing Dec. 1, to permit taking of evidence with respect to matters alleged in said petition.

TRENTON-CAMDEN CASE
Announced proposed and supplemental decision and proposed order of mod. license in proceeding on application of WOAX Inc. (WTNJ), Trenton, N. J. et al, looking toward following actions:

Denying renewal application of City of Camden, WOAX Camden, N. J., if before 60 days from adoption, it has not affirmatively shown to Commission’s satisfaction that it has exclusive use and control of station and that no further effect will be given to agreement declared in decision to be contrary to public interest.

Modifying temporary license of WOAX to authorize operation 1310 kc 230 w unl. upon condition that conditions set forth above with respect to control of operation of station have been met and satisfactory showing is made within stipulated date regarding technical and financial ability to make certain equipment changes and to operate fulltime.

Denying renewal application of WOAX Inc. (WTNJ), Trenton, N. J.

Modifying existing temporary license for WTVN to authorize temporary operation 1300 kc 250 w D.

Granting renewal application of Radio Industries Broadcast Co., WCAP Asbury Park, N. J., and dismissing as moot its application for mod. license.

Mod. license of WCAP to authorize operation 1310 kc 230 w unl.

Granting application of Runafik Comp., d/b/a Radio WEDN Camden, N. J. for new station 800 kc 1 kw D.

Denying application of Independence Bestg. Co., WMF Philadelphia, for use of 800 kc, and mod. license of W8XO as so authorized, 800 kc 300 kw unl., such mod. to be subject to authorization of license to operate 1300 kc 250 w unl. by WTVN, and no objection to such proposed mod. is filed within certain date by licensee, such proposal shall be treated as an order to which cause why such license should not be mod. and licensee will be afforded opportunity to be heard thereon.


Super-Bulp

WHEN WTER Norfolk got around to building its new 595-kt AM-FM tower last month, the question was what to do with the old one which had originally cost $5,600. It was decided that it was simpler and more economical to just to drop it rather than dismount and sell it. The tower fell as planned, but much to the amazement of all concerned, the light next to the top remained intact and even the filament in the bulb was not touched.
FCC Soon to Announce Rules on Citizens Radio

Issuance of proposed rules on licensing and use of Citizens Radio Service stations is expected at an "early date," FCC said in announcing adoption of previously required rules and procedures for obtaining type approval of the equipment in this service.

Citizens Radio continues in experimental status at present but additional of technical data, FCC said, will permit work to proceed on design of equipment (460-470 mc band) so it will be ready for the public when licensing procedures are established.

October 28 Decisions . . .

**BY THE SECRETARY**

KLJU Santa M., Calif.—Licensed for new FM station 103.1 mc 350 kw.

WGNC-FM Gastonia, N. C.—Same except 101.9 mc 11 kw.

WAJQ-AM Stamford, Conn.—Same except 106.7 mc 300 w.

WCTF-AM Berkeley, Va.—Same except 101.3 mc 3 kw.

WTWJ-AM Jacksonville, Fla.—Granted mod. CP for approval of ant. and trans. location.

WTMC-AM Ocala, Fla.—Granted mod. CP to change type trans., and ant. location.

WBSC-AM Phippsburg, Maine—Granted mod. CP to change type trans., and location.

KTLA-AM Pasadena, Calif. —Granted mod. CP to make changes in ant., and mod. CP to make changes in ant. and mod. CP to make changes in ant., and mod. CP to make changes in ant.

The Milwaukee Journal—Milwaukee, Wis.—Granted for new FM relay station.

WWXK-AM Dubuque, Iowa.—Granted CP extension of completion date for period of 3 months.

KWWL-AM Waterloo, Iowa.—Granted CP for approval of ant. and trans. location.

WHCU-Ithaca, N. Y.—Granted CP installation of new trans., and mount FM ant. on AM tower, and change trans. location.

WZP-AM Covington, La.—Granted CP to change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans., and change type trans.
**Programs**

**Three-Way Coverage**

**NATIONAL COTTON PICKING**
Contest held early in October, received complete coverage by KLCO Blytheville, Ark., when station used all facilities to air event for its listeners. Walkie-talkies were used in the field by Broadcast Manager Karl Strode, giving complete detail of great interest. The series is sponsored by the Arkansas Cotton Com- mission to publicize cotton as the nation’s leading fiber. The broadcast begins on KLCO at 2 p.m., and is heard each Sunday at 2:30 p.m. Public and private sales are conducted by members of the Business Assn., selling products and stories of the cotton industry.

**Family Problems**

BREAKING down national problems to family scale is theme of “Keeping Up With the Wiggins” which was scheduled to start Nov. 2 on WEBN Providence, R. I. Series is sponsored by AAMES Employment Service, offering placement service on professional level II. It is designed to inform the public with stories taken from life of family and to suggest how they can help with the problem.

**Industry Relations**

TO INFORENF about its relationship to a local industry, Wories, Inc., a firm of WREB File, was featured on Nov. 4 under sponsorship of WMRO Auburn, N. Y. It is sponsored by the company and is a local industry, industry and its activities, to give plane’s workers opportunities to participate in programs, and to increase civic pride and responsibility. Local school district programs also are featured during the week.

**Video for Children**

HANDICRAFTS demonstrated in simple form for children is one feature of the new television series. "Playtime," on WMBO, NBC video station in Washington, D.C., is a part of the "National Children’s Hour," which is broadcast every week on WMBO. The series is sponsored by the National Association of Broadcasters, Inc., to give children an opportunity to learn about the world around them. Each week a different theme is covered, such as "The United States," "The World," or "The City." The series is designed to be used in conjunction with local school programs, and is available to schools at no cost. The series is available at 10:30 a.m. on Thursdays on WMBO. The series is available at 10:30 a.m. on Thursdays on WMBO.

**Ralph Smith**

Executive Vice President
DUANE JONES CO., INC. N. Y.

**The Broadcasting Yearbook is truly the Book-of-the-Year with our people. We find it to be a quick, accurate and indispensable guide.**

**Ralph Smith**

**ADVERTISING DEADLINE**

NOV. 15 IF PROOF DESIRED - DEC. 1 FOR COMPLETE PLATE
America's favorite
250-watt AM transmitter
model BTA-250-L

With operating features as familiar to broadcast engineers as station call letters, RCA 250-watt AM transmitters . . . more than 350 of them . . . have been making close friends with station owners since 1940.

Need we say more?

See your RCA Broadcast Sales Engineer, or write RCA, Broadcast Equipment Section, Department 19-K Camden, New Jersey.
MAJOR DATA IN THE 1948 YEARBOOK

Advertising
Network
Regional & Spot
Advertising Agencies
Billings Network
Broadcast Advertising Analysis
Broadcasting Stations
By Call Letters
By Frequencies
Equipment Manufacturers
FCC Executive Personnel
FCC Rules
FM Commercial Stations
Highlights and Headlines
National Assn. of Broadcasters
Newspaper-Radio Ownership Affil.
Regional Networks
Station Representatives
Television Stations
Transcription Prod., Prog. & Talent

THROUGH 13 years key buyers of time have depended on the BROADCASTING Yearbook. They've studied its documentary of the year in radio; its reviews of past years. Daily, they've consulted its hundreds of references on AM, FM, TV. Its figures on broadcast advertising sales have been quoted time and again.

The 1948 edition is guaranteed 16,000 circulation—more copies to top buyers than ever before. Bills are not rendered until Feb. 1948. Deadline is Nov. 15 if proof desired; Dec. 1 for complete plate. Reserve space today.
Roesler Tosses
A Nice Bouquet

EDITOR, BROADCASTING:
I have just received the framed copy of the "Seller of Sales" sketch for which I want to sincerely thank you. If anybody doubts that BROADCASTING Magazine doesn't have complete readership, just refer them to me. Frankly, it was a new experience in that I received letters, wires and phone calls from all over the country and, incidentally, heard from several people whom I haven't been in touch with for years. There is no question about the fact that BROADCASTING is really read.

George Roesler
Radio Telemeterer
Hentz & McDonald Inc.
Chicago

Compares State Figures
With the Census Report

EDITOR, BROADCASTING:
We Montanans are the easiest people in the world to get along with. It's not a slogan but a dictum I hear here that "the heart is in the handshake." Plenty hard to make mad. But BROADCASTING succeeded.

Let's bring that Oct. 20 census story up-to-date. Montana is pictured as having suffered a decline of 11.7% in population during the period April 1, 1940-July 1, 1947. We'll go along with that, knowing that this state furnished more men, women and boys, to the armed services than any other state during those two World Wars.

But now they're coming back and thousands of people across the country are beginning to "discover Montana." The Montana Unemployment Compensation Commission's official figures for August show that the state had 982,000 people—an increase of 88,300 over your figure for July 1947. In the two months since then, Montana's population has shown an appreciable gain, attested to by higher school enrollments, industrial expansion, greater rural settlement and tourists who came to see—and stayed to settle.

Ah, we're not really sore, Mr. Editor. Just set the record straight for us, will you?

W. C. Blanchette
Program Director
KGYO Missoula, Mont.

(Editor's Note: We're sure glad Reader Blanchette isn't sore. Our story simply reported the figures as released by the Census Bureau, but we're glad to straighten the record about one state that Horace Greeley must have had in mind when he gave his famed advice to the young man.)

Federation of Broadcast Associations
Heads by NAB Urged by Sillerman

FEDERATION of broadcast associations, with NAB functioning at the top level in a supervisory role, was advocated by Michael M. Sillerman, president of Keystone Broadcasting System, in an address last week before the Pittsburgh Radio & Television Club.

The industry is "bursting at the seams," he said, with scientific advances bringing new services and functions. This vast industry has matured into a new and complex form, he explained, with new, specialized and peculiar problems.

As a result, according to Mr. Sillerman, the NAB organizational setup is too limited for the handling and solution of these new problems. He cited the Atlantic City convention, where scattered over miles of seashore boardwalk, broadcasters found the meetings too spread out physically and too general in subject to serve their individual needs and interests.

He referred to separate FM and television associations, and the new representatives organizations, as illustrating the thinking of special groups concerning the need for specific, function organizations.

Though NAB has a standing small station committee, Mr. Sillerman said, the "surface has not yet been scratched in this area, and there is sufficient work for a permanent association in this field alone." He referred also to the music situation as a case in point, with transcription and recording companies lacking permanent organizations, resulting in NAB's formation of an industrywide music committee.

"The quality of leadership embodied in NAB could be capitalized in bringing about a strong and efficient federation of American broadcasters," he said. He proposed that spokesmen for various broadcasting facets meet with the NAB board to study the project.

Announce Details
Of NARND Agenda

NEWSMEN from affiliates of each of the major networks will hold group meetings with their colleagues from other stations of the same network as a feature of the National Assn. of Radio News Directors second annual convention in Washington, D. C., Nov. 13-15.

Convention program also will include clinics on newswriting libraries and filing systems, cultivating local news sources, use of recorders in radio news gathering, libel in radio news and editorializing on the air. John F. Hogan, of WCHS, Portland, Me., NARND president, announced.

Scheduled for the afternoon of the opening day of the convention is a cocktail party, with the Radio Correspondents Assn. as host, Mr. Hogan said.

NARND members and other newsmen planning to attend the convention are being advised to make hotel reservations promptly, since special session of Congress opening Nov. 17 is expected to tax hotel facilities. Convention headquarters will be at the Hamilton Hotel. Some convention sessions are to be held at American U.
Decisions Cont.:  
WFAR Alliance, Ohio.—Granted li- 
cense for new FM station.
WWHG Hornell, N. Y.—Same.
WJAC-FM Murfreesboro, Ind.—Same.
WSRC Charleston, S. C.—Granted 
modification to change to FM sta-
tion and to change location.
WSPL-FM Springfield, Mass.—Grant-
ed modification to change trans.
type, and to make changes in ant.
system.
WDWS Champaign, III.—Granted mod.
ification to change trans. location.
WFOR Hattiesburg, Miss.—Granted mod.
ification for extension of completion date to 2-24-47.
KMBH Monroe, la.—Same to 12-31-47.
WJBR-FM Lindenhurst, N. Y.—Same to 
3-31-47.
WHOO-AM Orlando, Fla.—Same to 
2-10-48.
WMOR-FM Mobile, Ala.—Same to 
2-10-48.
WEBR-FM Bradford, Pa.—Same to 
1-1-48.
WKJG-FM Fort Wayne, Ind.—Same to 
10-12-15.
WHEC Chicago.—Same to 5-1-48.
KNZV-FM Houston, Tex.—Same to 
2-7-48.
WKNR Fort Smith, Ark.—Same to 
11-29-47.
WJFU Fort Wayne, Ind.—Same to 
3-31-48.
WFLY WHHI United Bectt. Co., area of 
Cleveland—Same to 11-29-47.
KORX Durham, N. C.—Same to 1-
WGMU Miami.—Fla.—Same to 2-16-48.
WFIL Philadelphia.—Same to 1-12-47.
KWWK Madison, Wis.—Same to 3-5-
48.
KUGN-FM Eugene, Ore.—Same to 12-
7-47.
WMXW Louisville, Ky.—Same to 5-15-
48.
KVSO-FM Ardmore, Okla.—Same to 
1-14-48.
WXEL-FM Royal Oak, Mich.—Same to 
KPRC-FM Houston, Tex.—Same to 
11-29-47.
WRAM-FM Fall River, Mass.—Same to 
9-30-48.
WRAM-AN Allentown, Pa.—Same to 
5-2-48.
WYXU Paducah, Ky.—Same to 5-
WGTR Worcester, Mass.—Same to 1-
WNPN Port Angeles, Me.—Same to 1-

BY A BOARD:
WING Dayton, Ohio.—Granted renewal of 
license for aux. trans. for period ending 
1950.
WHIP Baltimore, Pa.—Same.
WBNS Columbus, Ohio—Same.

October 29 Applications . . .

ACCEPTED FOR FILING

AM—556 kc  
Patrick G. Smith, Bishop, Calif.—Cp 
new standard station 556 kc 250 w.  
Assignment of CP

KOWL Santa Monica, Calif.—Volut-
ary assignment of CP from Arthur H. 
Croghan to KOWL Inc.

Modification of License

KLKN Canon City, Col.—Modification to 
change hours from D to specified hours.

License for CP

WKAT Miami Beach, Fla.—License to 
cover CP, as mod., which authorized 
new standard station and to establish 
operating power by direct measure-
ment of ant. power.

Modification of CP

WFLR Freeport, Ill.—Modification to 
new CP, as mod., which authorized 
new standard station for extension of 
completion date.

License for CP

KKX Kokomo, Ind.—License to cover 
CP, as mod., which authorized new 
standard station and to determine 
operating power by direct measure-
ment of ant. power.

WZIP Covington, Ky.—Same.

RAD Paducah, Ky.—License to cover 
CP, as mod., which authorized install 
new vertical ant., change trans. location

and install new trans. and authority 
to determine operating power by di-
rect measurement of ant. power.

AM—1190 kc  
Quachita Best, Co., West Monroe, La.—CP 
new standard station 1190 kc 250 w.

AM—1520 kc  
WLS Lansing, Mich.—CP change fre-
quency from 1240 to 1320 kc, power 
from 250 w. to 1 kw D and hours oper-
ation from uni. to D; omit request to 
install new trans. and change trans. 
location. AMENDED to change hours 
from D to uni, using DA-N and change 
trans. location.

Modification of CP

WCAI Northfield, Minn.—CP 
which authorized install new trans., 
for extension of completion date.

License for CP

KWOA Worthington, Minn.—License 
to cover CP, as mod., which authorized 
new standard station and change studio 
location and authority to determine 
operating power by direct measure-
ment of ant. power.

License for CP

WGFM Greenwood, Miss.—License 
to cover CP, which authorized new 
station and location, and make changes in 
operating power by direct measurement 
of ant. power.

License for CP

WRAL Northfield, Minn.—CP 
which authorized install new trans., 
for extension of completion date.

AM—950 kc  
Boone County Broadcasting, Columbia, Mo.—CP 
new standard station 950 kc 1 kw DA uni.

AM—1290 kc  
Radio Central, Moberly, Mo.—CP 
new standard station 1290 kc 300 w. uni.

Modification of CP

WNJR Newark, N. J.—CP, as mod., 
which authorized change station 
for extension of completion date.

Assignment of CP

KERS Elko, Nev.—Vacant assign-
ment of CP from Herschel Bulen 748 
Kaktivy Co. to Elko Bectt. Co.

AM—880 kc  
WRZL Clinton, N. C.—Authority to 
determine operating power by direct 
measurement of ant. power.

Modification of CP

WAKR Akron, Ohio.—CP, as mod., 
which authorized changes in DA-N and 
make changes in ground system, for 
extension of completion date.

Transfer of Control

KNPT Newport, Ore.—Involuntary 
transfer of control of permittee cor-
poration, & L. E. Schacter, executor of 
estate of Carl Schacter, deceased, to 
Thomas R. Becker and Andrew H. 
Becker. (300 sh. of capital stock 80-95).

License for CP

WORA Mayaguez, P. R.—License to 
cover CP, as mod., which authorized 
new standard station and specify studio 
locations, and to determine operating 
power by direct measurement of ant. power.

Modification of CP

KIRO Seattle, Wash.—CP, which 
authorized new standard station 
for extension of completion date.

Modification of CP

KIRO Seattle, Wash.—CP, which 
authorized new standard station 
for extension of completion date.

License for CP

KSER Lubbock, Tex.—License to cover 
CP, as mod., which authorized increase 
power, change hours, install DA-N and 
mount FM antenna on AM tower, 
and authority to determine operating 
power by direct measurement of ant. power.

AM—1450 kc  
Rockbridge Bestg. Corp., Lexington, Va.—CP 
new standard station 1450 kc 250 w uni.

WDXE Birmingham, Ala.—Mod. CP, 
as mod., which authorized new FM sta-
tion for extension of completion date.

KFWF-FM San Diego, Calif.—Same.

WLET Topeka, Kansas—Same.

WKMO-FM Kekomo, Ind.—Same.

FM—62.5 mc  
Radio Station KWWG, Popular Bluff, Mo.—CP 
new FM station (Class B) on 
Channel 222, 923.5 mc. ERP 8.6 kw.

Modification of CP

WABF New York.—CP, as mod., 
which authorized new FM station 
for extension of completion date. 
WBBR-FM Bess-Deville, Pa.—CP, 
as mod., which authorized new FM station 
for extension of completion date.

Modification of CP

KVMV Magnolia, Ark.—CP, which 
authorized new standard station to 
specify 500 kc 1 kw D, to change 
type trans., for approval of ant. 
trans., and studio locations.

AM—750 kc  
WGN Chicago.—CP change in 
vertical ant. and mount FM ant. on 
AM tower.

Modification of CP

KIOA Des Moines, Ia.—Mod. CP 
which authorized new standard station 
to make changes in DA-N and mount 
FM ant. on No. 3 tower.

BCTO Lebanon, Ky.—Mod. CP 
which authorized new standard 
station to change type trans., for approval 
of ant. and trans. location.

WQK Westwood, N. Y.—Mod. CP 
which authorized new standard station 
and studio locations.

KRFQ-FM Chicago.—CP, which 
authorized new standard station to 
change type trans., to specify studio 
location, and for extension of completion 
date. Assignment of CP

WNNC Newton, N. C.—Mod. CP 
which authorized new standard station 
to change type trans., and for approval of 
trans. and studio locations.

WRCV-FM Andover, Mass.—Mod. CP 
which authorized new standard station 
to change type trans., to specify studio 
location, and for extension of completion 
date.

WOL-FM Washington, D. C.—Mod. CP 
which authorized new standard station 
to change type trans., and for extension of 
completion date.

WOC-FM Pinellas Park, Fla.—Mod. CP 
which authorized new standard station 
to change type trans., and for extension of 
completion date.

WONC-FM Crystal City, Mo.—Mod. CP 
which authorized new standard station 
to change type trans., and for extension of 
completion date.

WONC-FM Crystal City, Mo.—Mod. CP 
which authorized new standard station 
to change type trans., and for extension of 
completion date.

Greenwich Bestg. Corp., Greenwich, Conn.—CP 
new FM station, Class A, on 
Channel 328, 932 mc. ERP 340 w 
and height above average terrain 75 ft.

FCC Actions

(Continued from page 78)
NEW OFFICERS of North Carolina Asan of Broadcasters are following their recent meeting in Greensboro. Group includes (1 to r): James Campbell, WKSS Kinston, secretary-treasurer; Allen Wannemaker, WGTW Wilson, executive committee member; Robert Wallace, WOHS Shelby, vice president; Frank Jarman, WDNC Durham; Harold Essex, WJSN Winston, president.

FM—103 mc
Western New York Rept Co., Buffalo, N.Y.—CFM new FM station (Class B) on Channel 277, 903 mc, ERP 3.2 kw.

Modification of CP
WWRP-FM Albany, N.Y.—Mod. CP as mod., which authorized new FM station for extension of completion date.

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

Modification of CP
WHIT-AM Louisville, Ky.—Mod. CP as mod., to change frequency to Channel 5, 736 mc, change ERP to 1.5 km, and change tower location and to make all ant. changes.

TV—76 mc
Bluff City Rept Co., Memphis, Tenn.—CP new commercial television station on Channel 5 76-62 mc, ERP vis. 135 kw.

TV—76 mc

APPLICATIONS DISMISSED
KPBX Laramie, Wyo.—Mod. CP as mod., which authorized new station to change frequency from 1090 to 1080 mc, hours from D to uni, using 10 kw.

Modification of CP
KPBX Laramie, Wyo.—Mod. CP as mod., which authorized new station to change frequency from 1090 to 1080 mc, hours from D to uni, using 10 kw.

TENDERED FOR INSTALLATION
DNJ—300 kw
San Diego Rept Co., San Diego, Calif.—New new station 300 kw 1 kw.

Modification of CP
WLAB San Juan, P.R.—Mod. CP to change frequency from 1230 to 1190 kw, power from 5 kw to 10 kw and install DA-N.

TENDERED FOR INSTALLATION
AM—1350 kw
WGAD Gadsden, Ala.—CP change 1 kw uni. to 1 kw 5 kw D, change from DA-DN to DA-BN, install new trans., make changes in ant. system.

AM—1340 kw
KUUCB Memphis, Tenn.—CP new standard station 1340 kw 250 kw uni.

AM—1050 kw
Creekston Rept Co., Creekston, Minn.—CP new standard station 1050 kw 1 kw D.

October 29 Decisions
DOCKET CASE ACTIONS
Assignment of License
Announced decision granting application for consent to assignment of license to QSL Medford, Oreg., and FM CP, from Mrs. W. J. Virginia to Medford Radio Corp., competing as signee, providing they enter into and comply within 30 days contract for assignment of license and FM CP in accordance with Commission rules. Application for assignment to Gibson Brothers, Inc. is denied (Com. Denny not participating).

October 29 Applications
ACCEPTED FOR INSTALLATION
Modification of CP
KFQD Anchorage, Alaska—Mod. CP as mod., to install new ant., move main trans. and increase power, install new trans., for extension of completion date.

License for CP
KTNQ Fresno, Calif.—License to cover CP as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP
WWDM Miami Beach, Fla.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP
KSYO Des Moines, Iowa—Mod. CP as mod. which authorized new station DA-N, install new trans. and FM antenna at top of AM tower and change DA-N, for extension of completion date.

WTHA Thomson, Ga.—Mod. CP as mod. which authorized new standard station for approval of ant., trans. and studio locations.

WWNEW New Orleans, La.—Mod. CP as mod. which authorized new standard station, to change frequency, to uni., change 1 kw D to 5000 kw, 1 kw, install DA-N and for extension of completion date.

AM—1410 kw
WJCJ Columbia, Miss.—Authority to determine operating power by direct measurement of ant. power.

License for CP
KOMJ Havre, Mont.—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—1240 kw
WUSJ Glens Falls, N.Y.—CP change frequency from 1530 to 1410 kw, increase 500 kw to 1 kw, install new trans. and DA-N, and change trans. location.

Modification of CP
WLRB Bloomington, Ill.—Mod. CP as mod. which authorized new standard station to change type trans. and for extension of completion date.

WMNF New Orleans, La.—Mod. CP as mod. which authorized new standard station, to change frequency, to uni., change new ant. installation, install new vertical ant. with FM ant. mounted on top and ground system, for extension of completion date.

WCSC Charleston, S.C.—Mod. CP as mod. which authorized new standard station, to change type trans., and for installation of antenna, trans. and studio location.

License for CP
WFAN Atlanta, Ga.—License to cover CP which authorized installation of new trans.

WBAP Fort Worth, Tex.—License to cover CP which authorized installation of new trans.

KEPO El Paso, Tex.—Mod. CP which authorized new standard station to change type trans. and for extension of completion date.

WFLI Springfield, Ill.—Mod. CP as mod. which authorized new standard station to change type trans. and for extension of completion date.

WBNG Bowling Green, Ky.—Mod. CP which authorized new standard station to change type trans. and for extension of completion date.

WHAV-FM Haverhill, Mass.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP
WWDM Miami Beach, Fla.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP
KHOP Anchorage, Alaska—Mod. CP as mod. to install new ant., move main trans. and increase power, install new trans. for extension of completion date.

KNEV-CP Elko, Nev.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WWNY-FM Watertown, N.Y.—Mod. CP as mod. which authorized new standard station for extension of completion date.

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

FM—85.7 mc
B. Albert Lee, Houston, Tex.—CP new FM station (Class B) on Channel 250, 85.7 mc, ERP 45 kw and height above average terrain 339 ft.

Modification of CP
KAIL San Francisco—Mod. CP as mod. which authorized new standard station in non-commercial educational station, for extension of completion date.

License Renewal
KQW Lawton, Okla.—License renewal AM station.

TENDERED FOR INSTALLATION
Modification of CP
KSBW Salinas, Calif.—Mod. CP to modify DA, using 1 kw on 1500 kw with DA-DA.

(Continued on page 80)
FCC Actions (Continued from page 79)

Applications Cont.:  
SSA—1050 kc  
WZIP Covington, Ky.—Request for SSA to operate from 6 a.m. to 6 p.m. or sunset, whichever is later, with 250 w on 1050 kc for period of regular license.  
AM—1460 kc  
KIMA Yakima, Wash.—CP increase 500 w to 500 w, N 1 kw D and make changes in vertical anti.  

October 30 Decisions . . .  
DOCKET CASE ACTION  
AM—850 kc  
Announced adoption of order making final grant of application of The A. B. Abell Co., Baltimore, for new standard station 580 kc 1 kw uni. DA-DN and application of Berk's Best Co. to change assignment of WJZ to Reading, Pa., from 820 kc 1 kw D to 850 kc 1 kw uni DA-N and make changes in equipment.  

Hearings Before FCC . . .  
NOVEMBER 3  
AM—Hearing  
KFRE Fresno, Calif.—CP 970 kc 1 kw uni. DA-DN.  
KTRC Fresno, Calif.—CP 940 kc 50 kw uni. DA-DN.  

AM—Hearing  
WBAL Baltimore-License renewal 1000 kc 50 kw main 10 kw aux. DA uni.  
WCBM Service Radio Corp., Baltimore—CP 1090 kc 50 kw uni.  

AM—Hearing  
WDIV held before Conc. Hyde in Room 451, Post Office Bldg., Calvert and Fayette streets, Baltimore, 10 a.m.  

NOVEMBER 3-4  
AM—Hearing  
W. W. Board, Kerrville, Tex.—CP 1220 kc 350 w uni.  
Leonard A. Brown, Kerrville, Tex.—Same.  

To be held in District Court Room, County Court House, Kerrville, 10 a.m.  

NOVEMBER 3-5  
AM—Hearing  
Times Pub. Co., Erie, Pa.—CP 1400 kc 10 kw uni.  
Erie Bestg. Co., Erie, Pa.—Same.  
Community Bestg. Co., Erie, Pa.—Same.  

To be held in Court Room, U. S. Court House Bldg., 6th and State Sts., Erie, 10 a.m.  

NOVEMBER 6  
AM—Hearing  
WIJQ Florence, Ala.—CP 1280 kc 1 kw uni.  
WGFB Evanston, Ind.—CP 1280 kc 5 kw uni. DA.  
Intervenor: WJBN New Orleans.  

AM—Hearing  
Midwest Bestg. Co., Mt. Vernon, Ill.—CP 1300 kc 250 w uni.  
Raleigh M. Shaw, Lawrenceville, Ill.—CP 1300 kc 1 kw D.  

NOVEMBER 6-7  
AM—Hearing  
Besar Bestg. Co., San Antonio, Tex.—CP 985 kc 1 kw D.  
Fort Bend County Bestg. Co., Rosenberg, Tex.—Same.  

To be held Nov. 8 in Court Room, Bexar County Court House, San Antonio, and Nov. 7 in City Hall, Rosenberg.  

FM—Hearing  

To be held in Court Room 4, U. S. Post Office Bldg., Pittsburgh, 10 a.m.  

ADD NOV. 6  
AM—Further Hearing  
WHP Harrisburg, Pa.—CP 500 kc 5 kw uni. DA-N.  
WARM Scranton, Pa.—CP 590 kc 1 kw uni. DA-DN.  
WBAX Wilkes-Barre, Pa.—Same.  
Intervenor: WDWA Lynchburg, Va.  

SWEZEY CITES RADIO ROLE IN ACA SPEECH  
"RADIO'S primary function in helping to build a nation and to sustain it strong and free is to keep the people of that nation fully and fairly informed on all important domestic and foreign issues," Robert D. Sweezy, MBS vice president, said Friday in an address before the Asn. of Canadian Advertisers annual convention at the Royal York Hotel, Toronto.  

"It is no less a function of radio in the interests of the national security to act as the voice of a nation in bringing the opinions of its people strongly and clearly to the peoples of other nations," Mr. Sweezy stated. "I don't think anyone can overemphasize the importance of the job the BBC and the other allied radio services did during the last war in keeping up the morale of the people in the occupied countries and in bringing them the information, hope and encouragement necessary to pave the way for victory.  

Mr. Sweezy also pointed out, "radio must not only educate its listeners and support the economic system, it must provide a diversified entertainment schedule for the public. Reliable surveys indicate that a higher percentage of people in the States depend upon radio for this entertainment and diversion than upon any other medium. Wholesome entertainment is an indispensable factor in building a sound social foundation for a nation and maintaining the morale of its citizens."

NBC "Kraft Music Hall" has increased the station list to 50 with addition of KERO Bakersfield, KIST Santa Barbara, KEBA Sacramento, KAWT Douglas Ariz.

KBS Adds 37  
KEYSTONE Broadcasting System has added 37 stations to its system in the past seven weeks, according to Michael M. Sillerman, KBS president. Figures boost the KBS member stations to 302.

New Home of KPAS  

New KPAS Plans Start Next Sunday at Banning  

Assisting Carl Phillips in management of station is his brother, Robert. Alan K. Abner, formerly with KFVD Los Angeles is commercial manager. Francis Dunn, an engineering consultant with Navy during war, is chief engineer. Martin L. Bryan, formerly with CBS Hollywood, is program director. Charles A. Poteet, former manager of a Banning business firm, is assistant commercial manager. Announcers are Roger Nedy, Robert Wagner and George Posey.  

AP news wire will be used. Gene Grant will represent station nationally.

NOW!  
Bountiful Kansas  
the area that counts  
is yours when you  
SELL TOPEKA with WREN, ABC for all eastern Kansas.  
New offices, new studios at  
WREN'S new location, 411 West 10th,  
Topeka; WREN'S programs rate first  
in Topeka; write for current survey proof!
Radio Gives Maximum Service
In New England Forest Fires

By PAUL FULGOMER

NEW ENGLAND'S forest fires, latest in the succession of 1947 disasters which have taken heavy toll in life and property, found radio once again more than equal to its task. Reports from stations and networks gave an overall picture much the same as that which radio provided in earlier 1947 disasters—the tornadoes, the floods, the Texas City explosion and hurricanes.

It was a story of stations staying on the air 24 hours a day to give maximum service, of staff members who worked long hours with little or no sleep to give listeners latest information about the progress of the fires and to warn them when the flames were coming dangerously close.

"A look at our log tells the sad story," WHEB Portsmouth, N. H., reported, and other stations had similar reports—"frantic appeals for fire fighters... Red Cross offers for Red Cross activities, food and prayers... official notices of road closings, postponements of meetings and general offers of assistance from service organizations. And, of course, latest, on-the-scene bulletins."

Yankee Network listeners heard Lester Smith, director of Yankee's special features department, tell his story from the Coast Guard cutter Bibb as the ship arrived off Bar Harbor. Gus Saunders, flying above Bar Harbor, also related his story to Mr. Smith who relayed it to the Yankee audience.

Also utilizing ship-to-shore radio facilities of the Bibb were WBOZ Boston and WLBZ Bangor. WBOZ dispatched its Chief Morris to Bar Harbor, and his description was transmitted directly from a telephone receiver and aired by the station. In addition to regular bulletins for the WZB audience, Mr. Morris also fed to NBC on-the-spot bulletins during the height of the Bar Harbor emergency.

From WGAN Portland, CBS affiliate, came a report that its entire staff lived on the air and kept WGAN on the air 24 hours daily, though Portland itself was at times in danger of being encircled by flames. WGAN ordered cancellation of all commercials during the fire emergency.

Indicative of how completely radio devotes itself to any emergency was a statement of WGAN's program director, Howard Bates, that the station had "out in right in the middle of a sentence, whether it's a sponsored program or not" to air vital news and bulletins. "Until this emergency is over," he said, "this station is in nothing but the fire fighting business."

With one fire only 15 miles from Portland, Mr. Bates got in touch with CBS headquarters in New York and the network immediately dispatched 16 cases of shortwave equipment for use by WGAN in

**WIRE-RECORDING** an on-the-spot story of one fire gutted area in New England is this Yankee Network trio (1 to r): Tom Foster, engineer; Leland C. Bickford, editor-in-chief of the network's news service; Lester Smith, director of the special events department. The trio accompanied Maine's governor, Horace Hildreth, through the state's fire-ravaged areas, and this broadcast was a description of the damage of the damage in the Kennebunkport area.

relaying news and vital information from outlying districts.

WGAN and WGYU Bangor, Me., both owned by the Guy D. Gannett enterprises, teamed up with the Gannett newspapers in Maine—the Press Herald, Evening Express and Sunday Telegram—and Press Herald at Portland, the Kennebec Journal at Augusta and The Sentinel at Waterville—to keep Maine citizens informed of the forest fire developments. The emphasis was on accuracy, with sensationalism barred, according to C. E. Gatechell, WGAN station manager.

Another Portland station, WCHS, was at point of origination for five programs aired by NBC detailing progress of the fire fighting efforts. W. W. Chaplin, NBC correspondent, handled these shows.

**ABC Coverage**

WSPR Springfield, Mass., and WOKO Albany, N. Y., fed forest fire programs to ABC. Reports on the Bar Harbor blaze also were fed to ABC for its special fire program 4:30-4:45 p.m. on Oct. 24 by member of the news staff of WLAM Lewiston-Auburn, Me., who had flown over the stricken resort town. WLAM scheduled several extra broadcasts of fire news, receiving reports phoned direct from fire areas by its correspondents throughout the state.

Emergency messages from Maine's Governor Hildreth were aired as the occasion demanded via a special hook-up by the Maine Broadcasters Assn.

Although his state was not as hard hit as Maine, Gov. Robert P. Bradford of Massachusetts, sensing the potential danger in the worst epidemic of forest fires the Bay State had ever experienced, issued a press release and telephoned the commonwealth's citizens. This warning was transmitted by technicians at WBZ Boston, and 30 copies were rushed to other Massa-
President Ready
(Continued from page 15)

his statement, obviously threatening an all-out confirmation fight. He said it was the prerogative of the President to nominate anyone he may choose for "this important position" and that it is also the prerogative of the Senate to "con- firm or reject the nominee."

"It is to be hoped," his statement added, "that a realization of this divided authority and responsibility will result in an appointment which will be mutually satisfactory. In passing, it might be re- marked that it would seem to be advisable to fill this important post with a man who has had broad experience in, and possesses practical knowledge of, the broadcasting industry."

Mr. Reece first called upon the President in filling the prospective vacancy to "give a practical demonstration of that 'cooperation'" which he had promised. He cited the GOP's interest in the character and ability of the FCC's personnel, pointing out that his committee is charged with responsibility of running a Presidential campaign next year and that "one of the most important instruments available to it for the conduct of that campaign is radio." A Commission dominated by persons "willing to put partisan interests ahead of impartial administration," he added, "could interpose serious difficulties."

Mr. Reece said it has been "somewhat disturbing" to note published reports that the President was considering the appointment "of a man who has been associated with the left-wing of the Democratic Administration since its very inception, who has been closely associated with the White House, and who is a graduate of the Indiana Democrat machine in the days of the notorious Two Per Cent Club." A man with that background might well experience difficulty in convincing the public that he would be an impartial administrator."

Term Ends 1951

The Denny vacancy is for the term which ends June 30, 1951. The nomination by the President would be for the commissionship, rather than the chairmanship. Under the Communications Act, the President selects the chairman from among the seven commissioners.

It is a foregone conclusion that the President's intention is to name Mr. Coy as chairman. Mr. Coy initially was not receptive, because of the sharp reduction in income that would be entailed. The FCC post pays $15,000, but it is understood that Sen. Wallace White Jr., of Maine, majority leader and head of the Senate Inter- state Commerce Committee, will propose an increase to $15,500 at the next session for all Commissioners.

Senator White had no comment either on the indicated Coy ap-
pointment or on Chairman Reece's statement. He said that he didn't care to make a statement until the appointment actually was announced and came before his committee. He added, however, that he understood it was to be a "Democratic nomination." He said he did not know Mr. Coy, and therefore was in no position to comment.

Sen. Albert Hawkes (R-N.J.), member of the Interstate and Foreign Commerce Committee, said that he hadn't read the Reece statement but agreed that he would be "against" such a man as the statement described (presumably Coy) and "for" a man with the practical experience Mr. Reece labeled as desirable.

Coy Background

Mr. Coy fulfills the primary requisite which the President had indicated he would seek in naming a new chairman. The 45-year-old executive is a newspaperman turned broadcaster. Who's Who defines him as a "government administrator," stemming from nine years of unbroken service in government which began in 1935.

Mr. Coy, a mild-mannered man, never busies himself as a stern and efficient administrator. Several other federal posts were proffered him, but he was disposed to reject them. When prospects of the FCC opening developed, Mr. Coy was importuned by friends and associates to accept it, despite the economic loss.

He feels that opportunity exists for a contribution to the public and to radio—a sphere of activity which whetted his interest when Eugene Meyer, owner of the Washington Post,
acquired WINX, 250-w Washington local, in 1944. A strong proponent of FM, Mr. Coy was active in FM Broadcasters Inc., precursor of FM Assn., in 1944. He sat on its governing committee and served as an officer and director of the organization. Last month Mr. Coy completed a one-year term as a Small Stations director of the NAB. He had the solid support of the FM group, by virtue of his avid interest in promotion and development of that medium.

**KGO-FM San Francisco Planning to Start Today**

ABC’s new FM station in San Francisco, KGO-FM, is scheduled to start today (Nov. 9). It will operate on a six-hour daily schedule, with main program content duplicating regular KGO-ABC programs. Station is assigned channel 291 (160.1 mc) with 3 kw.

Gayle Grubbl, general manager of KGO and the FM station, stated that the initial period of FM broadcasting is an interim, non-commercial operation pending selection and development of KGO’s television site. Temporary location for the FM transmitter is alongside KGO’s AM transmitter in Oakland. Later the FM transmitter will be permanently installed at the television site.

KGO has been granted a license for television by the FCC and preliminary engineering for its video outlet is now under way. Increase of KGO’s AM power from 7.5 to 50 kw is scheduled to start on Dec. 1.

**KSFH (FM) Started**

KSFH (FM) went on the air in San Francisco, Oct. 22. The station is licensed to the Pacific Broadcasting Co., with headquarters in the Fairmont Hotel. C. A. Gibson is president of Pacific. KSFH staff includes: H. R. Hurst, station manager; Forrester Mashbir, program director, and Walter T. Selsted, chief engineer. Billy Heyward and Wally Hutchinson are staff announcers. KSFH is on channel 235, 94.9 mc.

**HUNTING SEASON?**

No need to hunt in Worcester for the station that delivers most listeners per dollar . . .

It’s


Represented by:

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

BROADCASTING • Telecasting

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IRA HERBERT (!) WNEW New York, vice president in charge of sales, shows Phil Harris, president of S. Klein, New York department store, how wire recorder works. In its first use of radio advertising, S. Klein has signed 52-week contract for half-hour three-a-week show, The Inquiring Recorder, which combines wire interviews at the store with musical recordings in a kind of mobile disc jockey program.

**CLAY WILL USE RADIO IN PROPAGANDA FIGHT**

 RADIO seemed destined to play a major part in the new U. S. program for counteracting pro-Communist and pro-totalitarian propaganda in Germany.

Gen. Lucius D. Clay, U. S. Military Governor in Germany, in announcing the new campaign last week indicated he would use every means at his disposal and that hereafter controversial subjects would not be avoided by the U. S.

General Clay disclosed that in addition to using the regular facilities of the Voice of America, he is considering the use of new cultural program against Communism which would make use of two shortwave stations in Germany heretofore employed only to broadcast information on general military Government policies.

The program will require more money. General Clay revealed, but he added that he didn’t expect that to prove an obstacle. He said Congress shortly would be asked for more funds.

**New NARS Unit Organized in N. Y.**

$50,000 Budget to Be Spent Promoting Spot Broadcasting ORGANIZATION of the National Assn. of Radio Station Representatives, composed of leading companies in the field, was formalized in New York last week during a two-day meeting attended by officials of 23 firms.

Officers of the association were elected and a $50,000 budget voted to carry out preliminary phases of a campaign to promote and develop spot broadcasting. An executive committee was instructed to prepare a preliminary plan for the campaign for presentation at the association’s next meeting, Dec. 10.

The following officers were elected to one-year terms: Paul H. Rayner, of Paul H. Rayner Inc., president; H. Preston Peters, of Free & Peters Inc., vice-president; Lewis H. Avery, of Avery-Knedel Inc., treasurer, and Joseph J. Weed, of Weed & Co., secretary. As part of its committee will be composed of the association’s officers as well as Eugene Katz, of the Katz Agency, who will serve a three-year term; Edward Petro, of Edward Petro & Co., a two-year term, and Adam J. Young Jr., of Adam J. Young Jr. Inc., a one-year term.

At the two-day meeting which ended last Thursday, time and the newly association adopted by-laws formalizing the organization.

Those attending the meeting were:

Mr. Avery and Arthur H. McCoy, of Avery-Knedel; John Blair and Dick Buckley, of John Blair Co.; Joe Timlin, of the Branham Co.; Henry Pete and Joseph Mahoney, of Burke & Mahoney; C. Stanley Bailey, of Burn-Smith; Nick Madonna, of Donald Cooke Inc.; Joseph Bloom, of For Joe Co.; Mr. Peters, Harry A. Friedenberg, of the Friedenberg Agency; Archie J. H. Spencer Jr., of George P. Hollingbery Co.; Mrs. W. H. Poppen; John Livingston, of Homer Griffith Co.; Fred Headley, of Headley & Co.; P. J. Spencer Jr., of George P. HOLlINGBERY Co.; Bruce W. Headley, of Hal Homan Co.; George Brett and Mr. Katz, of the Katz Agency; Max Everett, of J. A. McKaye & Son; Joseph Bernbe McElvira, of the American National Riverhead Agency; Howard Hatcher, of John E. Pearson Co.; Bob Mondeville, of John H. Perry Assoc.; Mr. Petry, Lenore Moore and Herb Messer, of Radio Adv. Co.; Mr. Rayner and Fred Brokaw, of Paul H. Rayner Inc.; Joe Bogner, of Bears & Ajer; Fred Lake and Max Weis, of the Walter Co.; Mr. Weed, Lionel Colson, of Helen Wood & Colson; Mr. Young and Paul Wilson, of Adam J. Young Jr. Inc.

**Expansion Planned**

WILLIAM BANKS, president of WWAY, Philadelphia, has announced that the grant of fulltime operation by FCC to his station on 1340 kc, 250 w, will signalize start of an extensive expansion program. Equipment is being ordered including a new transmitter and console. Modernization of studios and offices also is planned. Station may move to new quarters.

**NEW YORK’s Police Commissioner Arthur Wallace has presented an award to WOR New York, for outstanding service to Police Athletic League through WOR’S "P.A.L. Show."

November 3, 1947 • Page 83
Television Swings

(Continued from page 15)

safely say that the audience would run into millions.

In addition to the regular station coverage, Mr. Clipp revealed that television receivers and large screens will be placed in the base- ment of Convention Hall and in adjoining Commercial Museum. In this way, all the party members who cannot find room in Convention Hall, plus about 25,000 spectators a day can be accommodated close to the actual scene of activity.

Describing the potential coverage, Mr. Clipp said that coaxial cable and established relay links will tie together at least 14 stations in the East. These include WTTG, WNBW and WMAL-TV Washington; WFIL-TV, WPTZ and WCAC-TV Philadelphia; WABD, WGBS-TV, WNBT and WMOR-TV New York; WBZ-TV Boston and WRGB Schenectady. These stations, he said, will carry the conventions to all or portions of 15 states with a total population of 42,644,278 and an electoral vote of 168.

To supplement this, plans call for a special, experimental East-coast network of stations to carry into the Middle West. This chain is to be tied into the tested coaxial cable and will link all or portions of Ohio, Indiana, Illinois, Michigan and Wisconsin with the others to bring the total population to 68,567,269 or 257 electoral votes.

Other TV Outlets

Besides that, Mr. Clipp points out, seven more television stations along the Eastern network are expected to be in operation by the time the conventions start and will intensify the coverage.

Philadelphia's advantage, said Mr. Clipp, is its central location, which allows it to draw upon the pool of skilled television personnel located in the East and makes it easily accessible for hard-to-get equipment. He estimated that financing the job will require $175,000 for both conventions.

A date has not yet been set for the Democratic Convention, but it is generally believed that it will be held a week or two after that of the Republicans which begins on June 21. Seating arrangements for radio and television correspondents have been left to the Radio Correspondents Association, which will make the assignments under the supervision of the Committee on Arrangements of the Democratic National Committee.

The Republican National Committee, meanwhile, said that as a result of a meeting in New York last week with representatives of the broadcasting industry, plans are all set for the broadcasting and television of its convention. Assignment of booths has been made and an organization has been developed, according to the committee. Jack R. Poppele, president of the Television Broadcasters Assn., heads the new television committee which consists of: Will Baltin, TBA; Joel Jordan, WNET New York; Al Jackson, WNBW Washington; Henry Grossman and Robert J. Thome, WCVS New York; Frank Arries, WTTG Washington; J. L. Caddigan, WABD New York; A. A. Schecter, WBMP; Neil H. Swanson, WMAL Baltimore; Kenneth Berkeley, WMAL Washington; Roger W. Clipp, James T. Quirk, WFIL-TV Philadelphia and also on the Philadelphia City Committee, O'reilly Thomas and Bay Major, WPTZ Philadelphia; Kenneth Stowman and David Minter, Philadelphia Inquirer; Ben Larson, WPEN-TV Philadelphia; Irving Rosenbaum and Frank Drew, WCX New Jersey City; Paul Morey, George Milne and Thomas Velotta, ABC.

All Cooperating

Mr. Poppele's committee will work with two sub-committees of the Republican National Committee, the Radio and Press, and Tele- vision and Motion Picture, headed by Committee men John E. Jackson of Louisiana and Guy Gabrielson of New Jersey, respectively. Ed Engle of the Republican National Committee is Ex-Officio Chairman of the latter two committees which will work with all three in perfecting arrangements.

Video coverage will be the same as that for the Democrats and will be on a pooled basis. AM coverage will be similar to that of the last convention, but with the addition of many new stations which have since taken the air, it is estimated that some 1,500 stations will carry the proceedings.

Colorfax Article

ARTICLE in the November issue of Popular Science describing color facsimile and entitled "Tune in a Painting" was transmitted over WGHF, facsimile station operated by Finch Telecommunications Inc., New York. The article, profusely illustrated, pointed out that "as a communications device, Colorfax opens up a whole new world to the home owner and businessman alike."
Truman Tribute Keynotes Radio Week

27th Anniversary Marked By Full Observance Over Nation

LED by President Harry S. Truman, who broadcast with that of totalitarian governments (see text on page 17), the nation's last week observed National Radio Week and the 27th anniversary of the medium.

Two essay contests in which high school pupils and women in more than a thousand communities participated, featured the observance. Broadcasters, civic and educational institutions, business and trade groups, and all other branches of the national life took part in the third Radio Week.

At countless meetings and lunches in all parts of the nation, the story of broadcasting and its role in American affairs was recited. Networks and stations offered special programs and carried announcements, joining with radio dealers and affiliated trade associations in the promotion campaign.

Mr. F. Balcom, president of Radio Manufacturers Assn., and Justin Miller, president of NAB, keynoted observance of the week by the two associations, which cooperated in arrangements. Mr. Balcom spoke Wednesday before the Radio Executives Club at the Roosevelt Hotel, New York. Judge Miller was scheduled to speak at 1:30 p.m. Saturday on WBBM.

Hundreds of radio sets were given as prizes by manufacturers and dealers in the contests. The high school contest was jointly sponsored by the U.S. Junior Chamber of Commerce, and broadcasters and dealers. Four national winners are to be selected, each to be awarded a $500 NAB scholarship. The U.S. Office of Education endorsed the contest, based on the subject "I Speak for Democracy." Advance material for the essay was supplied by NAB in the form of a series of five-minute transcribed programs.

WMAR Baltimore Sunpapers' Television Outlet Launched

As a preliminary to the official launching of the station, WMR, television station of the Sunpapers (Baltimore Sun), presented its first video program last Thursday afternoon, picking up two horse races from the Pimlico track, the Colin Purse and the $10,000 Grayson Stakes. Participating in the launching of the new station were Governor Lane of Maryland and Mayor D'Alessandro of Baltimore.

With special temporary authorization for commercial operation on Channel 2 (54-60 mc), WMR had previously transmitted its first television signal at 6:20 p.m. on October 27. Operational tests will continue for the next few weeks, and during this period all programming will be on a tentative basis.

WMAR's studios are in the O'Sullivan Bldg., Baltimore's tallest. The station's antenna atop the building is 591 feet above the ground.

Both Governor Lane and Mayor D'Alessandro hailed Baltimore's initial television broadcast as a landmark in Maryland's progress. The television cameras were mounted on the roof of the Pimlico grandstand, connected by coaxial cables with a transmitter in the WMR mobile unit set up behind the grandstand. Equipment in this unit transmitted the images of the horses on the track to the main WMAR transmitter at the top of the O'Sullivan Bldg. by means of microwave relay.

Descriptive narrative before and between the races was given by Robert Elmer, WMAR field commentator. During the running of the events, the track commentator was picked up in the background, with Sunpapers racing writers interpolating additional comment at critical stages of the races. William Boniface, Sunpapers racing editor, gave a running commentary on the horses leaving the paddock, through the post parade and finally into the winner's circle.

WMAR televised the professional basketball game of the Baltimore Bullets and Indianapolis Kautskys.

sons to serve as national judges in the contest were announced last week by NAB and the Junior Chamber. They are: Omar N. Bradley, Administrator of Veterans' Affairs; Attorney General Tom C. Clark; Father Edward J. Flanagan, founder and director of Boys Town; Mrs. Ovetta Culp Hobby, executive vice president of the Houston Post, operating KPBC; Sen. Warren G. Magnuson (D-Wash.); Fleet Admiral Chester W. Nimitz, Chief of Naval Operations. Three judges will choose the four national winners. Competitions above the community level will be conducted by transcriptions of local and state winners and will be supplied the national judges for final selection.

Winners will be announced at a national awards dinner in Washington, slated for early December. The contest will be an annual Radio Week event.

Second contest, for women, was sponsored by the NAB's Assn. of Women Broadcasters, with listeners invited to write letters on the subject "Your Favorite Radio Program—and Why." Seventeen district prizes, radio-phonograph consoles and a deluxe national prize were donated by RCA members.

5,433,574 People REMEMBER what they hear on . . .

WMAR, television station of the Sunpapers (Baltimore Sun), presented its first video program last Thursday afternoon, picking up two horse races from the Pimlico track, the Colin Purse and the $10,000 Grayson Stakes. Participating in the launching of the new station were Governor Lane of Maryland and Mayor D'Alessandro of Baltimore.

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WMAR televised the professional basketball game of the Baltimore Bullets and Indianapolis Kautskys.

As a preliminary to the official launching of the station, WMR went on the air with its test pattern for the first time at 9:34 p.m. on the day preceding the telecasting of the races and the basketball game.

Allied

(Continued from page 18)

BROADCASTING • Telecasting

November 3, 1947 • Page 85
KMED Sales Decision Final; Jones Dissents on Bid Terms

A DECISION giving finality to its original proposal to approve the sale of KMED Medford, Ore. to the competing bidder under the Avenue rule, not to be the "chaser," was issued by FCC last week, accompanied by a strong dissent by Comr. Robert J. Jones.

The Commission majority, with Comr. Chairman R. Denny not participating, ruled that Medford Radio Corp., a new firm owned by eight Medford residents, should be preferred to Gibson Broadcasting, principally owned by Owner Luther E. Gibson of KHBU Watsonsville, Calif., who negotiated the original contract to buy the station from Mrs. W. J. Virgin.

Under Aveo Rule procedures, Mrs. Virgin may either sell or refuse to sell to the approved purchaser. If she chooses to sell, she has five days to sign a contract with Medford Radio. Sales price is $250,000 plus $20,900 in stock in the purchasing company.

While the majority followed the proposed decision in the case [Broadcasting, July 7], Comr. Jones, who was not then a member of the Commission, protested that Medford Radio's offer does not match the "same terms and conditions" of the Gibson offer, as required by the Aveo Rule, and should therefore be denied.

Terms in Contract

He pointed out the contract provides for 76% of the sales price to be secured by note, payable $2,000 at the end of the first year and $2,000 monthly thereafter until paid in full. Whereas Mr. Gibson agreed personally to endorse and guarantee the Gibson Broadcasting note to Mrs. Virgin, he asserted, the stockholders of Medford Radio made no comparable offer.

The majority's decision that Medford Radio's and Gibson Broadcasting's offers are "substantially the same in ..., terms," Comr. Jones declared, may not serve Mrs. Virgin to "have confidence in Medford's officers, directors and stockholders to meet the corporate obligations without any security whatsoever. The said officers, directors and stockholders do not have such confidence in themselves; i.e., they refuse to personally endorse the Medford corporate note. Lacking such faith, she may have no alternative but to retain her license and facility."

Mr. Jones said "this difference in scale of sale is substantial and the Gibson offer to endorse the Gibson corporation note is not unique."

He added: "If it is argued that the Gibson endorsement of the Gibson corporation note is a unique term not contemplated by the Aveo Rule, then the only endorsement by Gibson of the Medford Radio proposal is equal to the Gibson endorsement of the Gibson corporation note, and that the majority did not have any duty in finding that $20,900 of the Medford corporation stock (7.7% of the total authorization) equals $20,900 of the Gibson corporation stock (34.4% of the total authorization). The personal endorsement of the respective stockholders of their respective corporate obligations is not unique and should be considered which is why competing applicants under the Aveo Rule..."

Mr. Jones argued that "it is not necessary to make a comparative determination as to which of the applicants is better qualified," since Medford Radio "did not, under the Aveo Rule, satisfy the condition precedent for comparative consideration with the Gibson corporation. Hence, the Gibson offer is to be viewed on the same terms and conditions ..."

He asserted belief that Gibson Broadcasting is qualified and that its purchase of KMED should be approved.

KMED operates on 1440 kc with 1 kw, fulltime, and has a grant for future operation. The sales transaction includes an FM construction permit.

The majority's choice of the competing bidder was based on local ownership. The decision noted that while Mr. Gibson proposed to spend two days a month at Medford if his application were granted, all stockholders of Medford Radio's firm do not match the same terms and conditions of the Gibson offer, as required by the Aveo Rule, and should therefore be denied.

McCaw Honored

ELROY J. McCAW, Northwest broadcaster, was awarded the Order of the British Empire at a ceremony held Oct. 31 in the Interdepartmental Auditorium in Washington. Mr. McCaw was honored for his Navy service in setting up North Atlantic Communications in 1942 and for his radar work with the British. He is part owner of KDQ, Hollywood, KCR, Seattle, and KYAK, Dallas. David Anderson, NBC correspondent, was awarded by proxy a Certificate of Mention in Dispatches.

EXECUTIVES of WSTF-FM Stamford, Conn., discuss opening of the new station, operating eight hours daily since Oct. 18. Seated is Julian Schwartz, manager. Other station executives are (1 to r): Edward L. Markham, engineering; W. F. Massa, sales manager; Fred Daiger, program director. Station is owned by Western Connecticut Broadcasting Co., which also owns WSTC, AM station.

PROPOSED AM GRANT GIVEN CEDAR RAPIDS

PROPOSED decision was announced last week by FCC favoring grant of new local station on 1450 kc, 250 w unlimited, at Cedar Rapids, Iowa, to Radio Corp. of Cedar Rapids. Denials were proposed for the competitive applications of Cedar Rapids Broadcasting Corp., Inc., Cedar Rapids, and Moline Dispatch Pub. Co., Moline, Ill.

The publisher of the Moline Dispatch was disqualified on a technical issue. While Radio Corp. of Cedar Rapids was preferred over Cedar Rapids Broadcasting on basis of proposed program presentation, active participation by officers, and diversification of local resident ownership.

The FCC report cited as unfaorable to Cedar Rapids Broadcasting the fact that a 7% stockholder, Scott McIntyre, was partner in the investment banking firm of Scott McIntyre & Co., which was expelled in 1942 from the National Association of Securities Dealers by the Securities and Exchange Commission for fraudulent securities dealings.

The Commission stated that the proposed operation of the Moline Dispatch would cause mutual interference with WOC Davenport, Iowa, under the 40 kc separation rule. Overlap of the WOC and proposed station 25 mv/ums was cited.

Ownership of the applicants:

Radio Corp. of Cedar Rapids—Principals: Gale E. Miller, retail grocer, president and 55% owner; James D. Carpenter, vice president, general manager and 15% owner; W. R. Plumhoff, manager. Other stockholders: James B. Boudreau, 12%, William J. Beahle, 7%, W. E. Winter, 7%.

Cedar Rapids Broadcasting Corp.—Principals: Alfred K. Anderson, banker, president and 25% owner; William C. Thomas, vice president, 25% owner; F. J. Storer, 12%, and 7%; John W. F. Beck, 10%, and 7%; W. K. Pullins, 7%; A. A. Sexton, general manager, KBOI Clinton, Iowa, to be general manager.

Cedar Rapids Broadcasting—Principals: W. S. Jacobson, 66% owner and president, and remaining interest divided among 11 local people.

Page 86 • November 3, 1947

BROADCASTING • Telecasting
**Birthday Center**

LISTENERS in the Lansing, Mich., area are birthday-con- scious since WJTM Lansing started its Breakfast Bingo, early morning live-away show, using birthdays as the basis for prizes. Station reports that in the last six months, 45,000 of the Lansing area's 110,000 residents have registered their birthdays with the station. Now all they can do is wait and listen to find out whether they will be lucky enough to win the birthday gift of the day.

**Baltimore Regional IS GRANTED BY FCC**

ORDER was adopted last week by FCC making final its grant of the application of A.S. Abell Co. for a new standard station in Baltimore on 850 kc with 1 kw unlimited time, directional, and grant of the application of WEEU, Reading, Pa., to switch from 1 kw daytime only on 850 kc to 1 kw fulltime, directional night, on that frequency. The Commission's proposed decision to grant both of the applications was issued only a week previous [BROADCASTING, Oct. 27].

The Commission's order was based on waiver of oral argument by both parties and request for final grant of both applications. A.S. Abell Co. is publisher of the daily Baltimore Sun and permit- tee of WASA (FM) and WMAR (TV). WEEU is licensed to Berks Broadcasting Co. and is an ABC affiliate.

Issue of possible mutual interfer- ence between the two outlets was resolved in the hearing.

**Does the Job Alone**

WOW

OMAHA

NBC

590

5000 WATTS

WRITE OR PHONE JOHN J. GILLIN

JOHN BLAIR & CO., Representatives

Please note: Reports are current that Comr. Durr is resigning his FCC post to return to college professorship [BROADCASTING Aug. 11].

WASU

Mich., Mississippi

promoting our

LISTENERS

Annual Promotion

WJIM Lansing did a good job today -- the most extensive coverage of the NAB Convention, Washington. The NAB Convention is the most important event of the year for the broadcasting profession, as evidenced by the more than 3,000 broadcasting executives who attend the annual meeting and related events. The convention provides a forum for broadcasters and industry leaders to discuss the latest trends and developments in the broadcasting industry.

**Upcoming**

- Nev. 4-14: National Electronics Conference, Edgewater Beach Hotel, Chicago.
- Nev. 4-14: Industry Music Committee, NAB Hdrqs., Washington.
- Nev. 4-14: Southern Assn. of Advertis- ing Agencies Fall Convention, El Paso, Tex.

**Radio Warns SBC That Radio May Be Next Congress Probe**

RADIO may soon be next on the list for investigation by the House Un-American Activities Commit- tee now probing charges of Com- munion in the motion picture indus- try.

This warning was sounded Oct. 25 at the opening of the 11th Annual School Broadcast Conference at the Sheraton Hotel in Chicago by FCC Comm. J. Durr, speaking on "The Commission and Educational Radio." Fifteen hundred educators and broadcasters attended the three-day sessions. He said the investigation would follow because radio is the "greatest medium of entertainment and education" and because many of its programs, "conceived in honesty to create better understanding among all races and creeds," interfere with the commercial uses made of broadcasting. The commissioner charged that many broadcasters were continuing to disclaim their responsibility toward public service but at the same time that the radio industry should not be made to suffer for the sins of the few.

The FCC commissioner, known as the "great dissenter," lashed out at the investigation of the motion picture industry which he branded as a "contrasting spec- tacle" to the ideals of the Freedom Train.

On Tuesday, Commissioner Durr was cited by the National Assn. of Educational Broadcasters and the Assn. for Education by Radio as radio's "man of the year." The cit- ization was awarded by sixty-five members of the advisory committee of the SBC representing both or- ganizations.

The advisory committee also awarded citations to WBMB and CBS Chicago, for its program series, Studio Theatre, presented in cooperation with Northwestern U. Ray Guild; KLX, Denver, for its program series, Learn and Live, on behalf of child safety education; the Westinghouse Co. School Serv- ice for its transcribed series Educational. (TV). WEEU, Reading, Pa., to switch from 1 kw daytime only on 850 kc to 1 kw fulltime, directional night, on that frequency. The Commission's proposed decision to grant both of the applications was issued only a week previous [BROADCASTING, Oct. 27].

The Commission's order was based on waiver of oral argument by both parties and request for final grant of both applications. A. S. Abell Co. is publisher of the daily Baltimore Sun and permit- tee of WASA (FM) and WMAR (TV). WEEU is licensed to Berks Broadcasting Co. and is an ABC affiliate.

Issue of possible mutual interfer- ence between the two outlets was resolved in the hearing.

**Planned Promotion Pays**

In our bracket, we just won 2nd place in Billboard's 10th Annual Promotion Contest. We feel we did a good job promoting our increase to 5000 watts—and such wide-awake planning adds and hold our buying audience. Incidentally, they buy, too! Effective Buying Income in Mississippi is up 257%.

-Ross Management.

American Broadcasting Co.

**Broadcasting • Telecasting**

**Using Education**

In the final SCB session Wednesday evening, "Educational Radio: Radio Looks to the Future," Dwight Her- rick, public service department manager, NBC, New York, told educators and administrators that NBC feels its obligation to pro- vide educational programs extends primarily to the network's "owned and operated stations rather than to its affiliates." He pointed out that, due to certain limitations, many public service programs could best be given by affiliates themselves on the local level.

**WCHS Charleston, W. Va.**

WCHS all the time... Well if I'm not here I listen to the proceedings—best I'll do for the show. yrs. agly.
Help Wanted

Experienced manager needed by successful small town 250 waster. State full qualifications in first letter. Box 739, BROADCASTING.

Wanted—Experienced announcer for 250 watt station in Northern California. Station progressive and will pay well for good man. Send full information, qualifications and references. Box 781, BROADCASTING.

Position available for experienced staff announcer with ability to handle current events, local and national news, features, etc. Send bio-graphy and audio disc to WBEA, Herald-Examiner.

Program director—Excellent opportunity for experienced man mastering producing and supervising good local programs. Must have experience in first letter, including salary, experience and references. Atlantic seaboard, four hours from New York City. Reply promptly important. Box 793, BROADCASTING.

—Three first class combination operations manager and sales director for set chief engineer. State full information on background, and expect to be paid for sales experience in first letter. Box 799, BROADCASTING.

Wanted—Station manager for small market ABC station, one of group operation. Man must be young, aggressive, with proven selling programs. Send full information, qualifications and references. Box 810, BROADCASTING.

Engineer—First class license for AM and FM stations in Central New York. Send full information, qualifications and references. Box 821, BROADCASTING.

Commission salesmen. Chief engineer-announcer. New Rocky Mountain station wants top-flight Talent-experienced in all aspects of sending. Box 847, BROADCASTING.

Lifewide salesmen with ambition and radio experience wanted. Openings in New England network affiliate. The right man will get choice accounts and a money-making set up. Write Box 849, BROADCASTING.

Two good salesmen to work draws commission metropolitan midtown station. Must be very aggressive and have excellent traffic-contact ability. Also, full information on background and experience breakdown. Sample continuity. Box 856, BROADCASTING.

Wanted to hire by the month—Young architect to assist in preparing plans and specifications for new newspapers and radio studios in the southwest. State salary and qualifications in first letter to Box 857, BROADCASTING.

STATION MANAGERS WANTED

Available soon, prestige-building, highly progressive AM/FM news director—broadcaster—commentator (currently full time) for excellent station. Apply to news director—broadcaster or other interested parties. The right man can be assured of future. Prefers climate of New England. Must have top-flight management and satisfactory assured by reputation. Young, yet experienced. Desires executive position. Prefer war correspondent, 13 years in radio, excellent action advisor. Address P.O. Box 186, EVANSTON, ILL.

WANTED

SALES MANAGER

An outstanding 50,000 watt network station in an eastern market is seeking an outstanding sales manager. He should be enthusiastic, aggressive—and a crack salesman. He must be familiar with major market operations both direct and local. Must stress spot aspects. He will direct a local sales organization and work closely with the national station representatives.

This position offers unlimited opportunity to the right man. Please include all details and include picture. Box 880, BROADCASTING

MODULATION MONITORS

On a production overrun we have seventeen (17) model MO-2659 modulation monitors (AM) FCC approval 1556 for immediate shipment until sold. Price $360.00 with tubes FOB Quincy, Illinois.

GATES RADIO COMPANY

Manufacturing Engineers since 1922

Quality, Illinois, USA

- 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 each word above. No illustration. Deadline two weeks preceding issue date. Send box number and check to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted (Cont'd)

Announcer-engineer wanted by 1,000 watt NBC station. First class license necessary. Send complete information, qualifications and name. Will be experienced in WLRK, Lakeland, Florida.

Wanted—Announcer with rural background, five years’ experience, for 5,000 watt station. Must be capable of routine announcing, new shows, topflight network news, starting salary good. Also ability to do play-by-play football, baseball, etc. Send details, Box 840, BROADCASTING.

Wanted—Announcer complete details including salary requirements. Send photo and disc. Radio Station WSVH, Pueblo, Colorado.

Announcer—Opportunity with lively small-market station in fast growing southern city. Applicant must be experienced, have good voice and be first class ad-lib man for $12,000 per year, with opportunity. Box 877, BROADCASTING.

Announcer—Must be thoroughly experienced, have top-notch technique and ability. Topflight network news, shows. In hurry, just looking for the right man. All details first letter. Box 878, BROADCASTING.

Wanted—First class transmitter engineer with ear immediately for 250 watt in Pgh. area. $45 for the month. Write details. Box 891, BROADCASTING.

One kilowatt FM now on air is lengthening life span. Good voice and immediate opening for experienced program director or general manager. Other need not apply. Telephone Boston 4-5742. Write A. C. Hutchinson, Kansas. Telephone 4600.

Announcer-operators wanted by new local AM station. Position entails writing, producing and supervising network shows, experience desirable. Sample of work will be considered. Address, WPIK, New London, Connecticut.

Wanted—Independent FM station going on the air soon has opening for program director—annoncer, traffic supervisor, computer, typist, etc. Good cooperators (radio-space) top position for top station sales job. RR, Employment Service, Box 413, Philadelphia.

Combination man—Southeast California AM station needs experienced engineer-announcer—writer. Twenty years, new equipment, excellent wired and wireless, voice desired. Send disc, KXO, El Centro, Calif. 50 kw CBS affiliate—KWRH, Sunrceport, Long Island. Needs experienced engineer-announcer. Position entails working shifts but more important is a man who is versatile and specialty considered in selection of material and program and background and audition disc.

Sales, drawing account, commission, established station, none as good. Write full details. Box 857, BROADCASTING.

Continuity-traffic. MBS station, midwest needs experienced young lady now doing this work, $45 per week, unen- cumbered. Give references, experience colors, etc. Box 866, BROADCASTING.

First phone man with announcing ability wanted by 5,000 watt station in WLRK, Lakeland, Florida. Good base pension, topflight technique and engineering opportunity.

Help Wanted (Cont'd)

Engineer—No announcing or control work. Experience unnessary. Must have car. Clean moral and personal references. Some college. Must have experiences. Contact Chief Engineer, WCFB, Tarboro, N. C.

Good announcer with first class license for NBC 5 kw 19-year-old station with superb opportunity. Must be able to work along with qualifications and salary requirements. KXLP, Butte, Montana. The originator of a radio department in a private employment agency who has just opened new offices to serve this growing city. Send letter now. Must have experience in any type of radio personnel for spots in every state. Contact us immediately. 30 Mundie Blvd, Room 32, Chester-12th Bldg. Cleveland 14, Ohio.

An outstanding progressive 10,000 watt station with unlimited audience drive. Must be experienced, have good voice and be first class ad-lib man for $12,000 per year, with opportunity. Box 877, BROADCASTING.

Topflight promotion man available, background, with qualifications and salary. Send complete details on background, experience. Send samples of work. Address, Station WIVY, Petersburg, Virginia.

Topflight national sales manager available. Must be experienced in top-flight network news. stamp selling, etc. Will send resume, Box 849, BROADCASTING.

Engineer—1st phone. 13 years service, Army and amateur experience. Grad Civil Eng. Married. Box 850, BROADCASTING.

Engineer—1st phone, grad leading Ny tech school, considers himself stunt man. Will travel. Box 851, BROADCASTING.

"Feudal and A'Pulsat," Wire says I should consider this ad for an experienced commercial, news, disc shows, sales job. Must have writing, producing and supervisory ability and knowledge of board, desires position with opportunity. Box 853, BROADCASTING.

Small city station, local news conscious. Some experience desirable. Must accept position on board. Drivers and disc shows. Box 855, BROADCASTING.

Sportscaster seeking sports-minded station in southeast—prefer Triangular area. Will work anywhere. Send full details. Box 858, BROADCASTING.

Announcer-1st phone. Slight experience preferred. Send letter for position on board. Interested in all phases. Box 859, BROADCASTING.

Announcer—otexperienced but capable. One year leading broadcasting school. Age 26, personable, affable, good voice. Will accept position on three months trial. Colleges OK. No week-end. Travel almost anywhere. Write for photo reference and application letter. Box 862, BROADCASTING.


HERE'S THE "DREAM" JOB for the right young man. The man who has plenty of "zip"—who can write—who can act as producer of several weekly shows—who has a thorough knowledge of sports—who wants to become a topflight agency man in radio and who is willing to work in New York agency's Baltimore office—will find himself a "dream" job. If you think you have exactly what he wants—write to the reason you think so—plus salary desired. Box 880, BROADCASTING.

Situations Wanted

Topflight promotion man available, with background of almost 10 years experience, working on three 30 stations. Interested in promoting new acts, does additional promotion "without cost to you." Would consider suitable position in national commercial staff. Box 879, BROADCASTING.

News-public service-public relations, commercial. Mature, sober, married man looking for connection with progress- ing department. Has additional experience in small, affiliated station. Will send photo request. Box 840, BROADCASTING.

Small station manager. Thoroughly experienced new stations to 5 kw. Excellent agency contacts. Best reference possible for anyone interested. All phases. Box 804, BROADCASTING.

Time salesman—Will travel. Proven ability, experienced, has knowledge, drive and courage, no family troubles, state anywhere. Will work for more than salary now. Write, Box 842, BROADCASTING.

Situations Wanted (Cont'd)

Topflight promotion man available, with background of almost 10 years as regional director, working on three 30 stations. Interested in promoting new acts, does additional promotion "without cost to you." Would consider suitable position in national commercial staff. Box 879, BROADCASTING.

News-public service-public relations, commercial. Mature, sober, married man looking for connection with progress- ing department. Has additional experience in small, affiliated station. Will send photo request. Box 840, BROADCASTING.

Small station manager. Thoroughly experienced new stations to 5 kw. Excellent agency contacts. Best reference possible for anyone interested. All phases. Box 804, BROADCASTING.

Time salesman—Will travel. Proven ability, experienced, has knowledge, drive and courage, no family troubles, state anywhere. Will work for more than salary now. Write, Box 842, BROADCASTING.
Situations Wanted (Cont'd)

Experienced manager—Highly successful in sales, promotion and admin- istration. To save time, please state maximum offers. Box 500, BROADCASTING.


Answer to your own ads!!! With twenty years experience, including re- mission, editing, and outside presentation. Engineer, maintenance and construction. Can also sell time. Thirty-day notice to prevent loss. Hard working and conscientious! West coast one two, eastern one two, New York and vicinity one ten weekly! Contract basis. Six years with present employers. Write Bernard Lawrence Rosenberg, 5118 Eight Street, St. Paul, Minn. Box 994, BROADCASTING.

FOR SALE—Radio complete. Twenty five foot tower complete with equipment. Complete control and power. Will sell for lower than market price. Box 873, BROADCASTING.

WILLIAMSPORT CASE WILL BE REOPENED

FCC LAST WEEK granted the petition of Lycoming County Broadcasting Co. to reopen the hearing in the competitive pro- ceedings to establish a new standard station at Williamsport, Pa., on 1340 kc with 250 w full-time. Lycoming County Broadcasting Co. was successful in obtaining evidence concerning former and present partners of Williamsport Radio. Date set for the new in- quiry is Dec. 1.

Williamsport Radio earlier had been granted the petition of Lycoming County Broadcasting in a proposed de- cision of the Commission [BROAD- CASTING, June 9].

The petitioner, according to FCC's order, indicated it wished to place in the record alleged newly discovered evidence concern- ing unsatisfied judgments against a former partner of the proposed associate, Charles K. Kil- aling, Carl F. Strochmann and William P. Wilson doing business as Williamsport Radio Broadcast- ing Assoc. Further new evidence was cited in connection with the case and desist order of the Federal Trade Commission entered under the Robinson-Patman Act against one of the present partners of the Williamsport Station.

For Sale (Cont'd)


1006 watt Western Electric Type 35361 transmitter. In excellent condition. Sold by WPRF, Chicago, Ill. Box 747, BROADCASTING.

350 watt FM, Type G-2, complete with transmitter, output transformer, receiver, and operation—control room equip- ment, and dispatching. Factory and service department personnel. Some recording, Amplifier work, complete. Sold to KFBC, Peru, Ill., 250, date set, Williamsburg, Va.

Announcer—Verbatim, capable, amb- itious, experienced, will be asset to any station. Prefer east, but will go any- where in U. S. Write to Box 866, BROADCASTING.

Program director—Announcer. Thorough- ly experienced in all phases of radio. Age 35. Box 832, BROADCASTING.

Chief engineer, new, experienced, equipped to supervise complete install- ation, maintenance, operation, di- recting personnel and taking full re- sponsibility for complete operation- employment by progressive broad- caster. Box 881, BROADCASTING.

Highly experienced radio engineer— Versatile, capable, ambitious, experienced, will be asset to any station. Prefer east, but will go any- where in U. S. Write to Box 881, BROADCASTING.

Program director-announcer. Thorough- ly experienced in all phases of radio. Age 35. Box 832, BROADCASTING.

Chief engineer, new, experienced, equipped to supervise complete install- ation, maintenance, operation, di- recting personnel and taking full re- sponsibility for complete operation-employment by progressive broad- caster. Box 881, BROADCASTING.

For sale—FM, 2 kw, complete. Includes transmitter shop including tools, in excellent shape. Can be bought for $1500.00. For sale—874, New York, N. Y.

For sale—FM, 2 kw, complete. Includes transmitter shop including tools, in excellent shape. Can be bought for $1500.00. For sale—874, New York, N. Y.

WANTED—Broadcasting engineers to handle and operate equipment in station area. Appointments made by telegram. WANTED. Box 885, BROADCASTING.

FOR SALE (Cont'd)

WANTED—Broadcasting engineers to handle and operate equipment in station area. Appointments made by telegram. WANTED. Box 885, BROADCASTING.

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FOR SALE (Cont'd)

WANTED—Broadcasting engineers to handle and operate equipment in station area. Appointments made by telegram. WANTED. Box 885, BROADCASTING.
Clear Channel (Continued from page 18)

Julius Brauner for CBS, and Andrew G. Haley for ABC.

Chronological account of the week’s session follows:

MONDAY

Comr. Hyde accepted BMB survey data in evidence Monday morning over objections of CCBS and NBC counsel, who contended the information was irrelevant. They were assured the data would not be regarded as engineering information.

The ruling followed completion of direct testimony, started the previous Friday, by Richard Wycoff, who reviewed his activities in the BMB poll.

W. E. James, Alabama attorney and former associate to the FCC general counsel, made an unsuccessful plea for acceptance, in the record, of a statement by Alabama Governor James Folsom.

Comr. Hyde sustained objections that the statement should be excluded since the Governor was not present to submit to cross-examination.

The Governor’s statement contended that “it’s about time the FCC either broke down some of these I-A clear-channel agencies, and added a number of 1-B stations on a geographical basis designed to take care of these so-called ‘drops’ and require some of the existing clear-channel stations to move to areas which are now inadequately served.”

Assignment Policy Hit

Edward F. Evans, ABC director of research, introduced maps, based on BMB material, designed to bring up to date previous evidence with respect to service areas of network-owned stations in Chicago and the number of duplicative clear-channel services by other stations. The maps were accepted over the protests of counsel for CCBS, CBS, and NBC.

Mr. Caldwell asked whether ABC favored higher power, maintaining the status quo, or clear-channel breakdowns, drawing from Mr. Haley, ABC attorney, an objection on grounds that President Mark Woods had already put the network’s position into the record. Mr. Caldwell countered that apparently ABC was just saying “what happens” provided that “ABC gets something.”

Mr. Politz, whose testimony the previous Thursday was interrupted to call witnesses who had actually taken part in the BMB survey, took the stand Monday afternoon to review his preparation of clear-channel tabulations made from BMB maps in Ark. Mr. Spearman, attorney for the regional group, who presented Mr. Politz, said the maps were designed to show the limits to clear channel stations and the uselessness of according them greater protection.

Chief Engineer C. Richard Evans, presenting KSL’s bid for higher power, argued that horizontal power increases to regional and local stations in the West would not solve the coverage problem, largely because of co-channel interference, and that the number of regions that there could not be substantially increased.

With 50 kw on its 1160-ke channel, Mr. Evans said, KSL “could supply a vitally necessary improvement in radio service to the rural areas of the western section of the U.S.”

TUESDAY

The KSL engineer said the station would apply for higher power “as soon as the application could be processed for filing” after the 50-kw ceiling had been lifted, and estimated that about a year, depending upon deliveries, would be needed to get into operation after FCC had made a grant.

To questioning by Mr. Spearman, he said he could “see no objection” to duplication on KSL’s channel if the station were accorded adequate protection. But he said he would object to duplication if it resulted in lessening the protection secured by KSL by stations in other countries, under international agreements.

Any consideration of duplication, he said, should recognize the possibility of increasing power.

“We are sure the present power is insufficient,” he asserted.

Mr. Spearman interjected that he “would not be surprised” for a long time that the position of the clear-channel group was to keep clear channels clear and hope to get higher power later, if power increases are not authorized now. Mr. Evans insisted that this was “not entirely” the position, declaring that any duplication of existing service would be “a disservice.”

John V. L. Hogan, president, and Elliott M. Sanger, executive vice president and general manager, introduced seven exhibits tracing the history of WQXR New York, its programs and policies, and declaring that a clear channel and facilities permitting skywave service are necessary for a single station to reach broad areas, and that stations whose programs have wide appeal and acceptance “deserve facilities to serve beyond their local areas.”

Clear channels are “secondary” if programs are carried by networks, the WQXR briefs asserted, but are needed to the possibility of increasing power.

John Preston, ABC chief allocations engineer, submitted tabulations showing NBC has 23 owned or controlled stations providing clear-channel service; that CBS has 20, ABC 7, and Mutual 2. He also presented maps designed to show substantially greater use of nighttime skywave services provided by NBC and CBS as compared to ABC.

Mr. Haley, counsel for ABC, and Mr. Mrgraff, for NBC, exchanged words sharply over ABC’s preparation of the maps on the basis of existing FCC standards rather than on engineering exhibits developed for the clear-channel proceeding.

At one point Mr. Mrgraff asked whether the ABC counsel was “trying to conceal something” and at another, questioned whether the NBC attorney was “proposing duplication.”

Opening the CBS presentation, Mr. Brauner offered a copy of a petition filed by the network that day asking the Commission to reconsider its decision excluding FM transmitters from serving the West Coast because of the Commission’s “inability to serve an area.” The petition said the question of FM evidence apparently was “never specifically presented to the Commission” and that any “specific, direct or affirmative ruling”.

CBS Conclusions

Jay W. Wright, CBS chief radio engineer, testified on a series of charts, maps, and tabulations growing out of a study which he said, though Mrgraff claimed to contest with respect to skywave service, that (1) overlap of program services is desirable and necessary to provide good coverage of all populous areas; (2) there is “no undue or objectionable duplication of CBS program service by Class 1 stations”; (3) engineering exhibits 100-150 miles, the case of radio broadcasting, “is the most comprehen-

sive and best substantiated thus far developed” but still is “inadequate of itself as a basis for the reduction or elimination of use of AM frequencies, including use of higher power.

Several skywave services, he de-

clared, showed overlay available given areas so that listeners may have greater assurance of being able to receive at least one of them. The availability of a given network program to an area, he emphasized, varies according to the stations’ substitution of local shows for network broadcasts and is also affected by various other factors.
Questioned by Mr. Caldwell, he said that outside the CBS FM plan he had made no studies to determine how CBS might provide greater coverage, and that, with respect to higher power, he thought available information was insufficient to permit him to advocate it. Mr. Caldwell expressed "amazement" that CBS had engaged in "so little" study of the coverage problem, adding that the reply from Mr. Wright that the network had offered its FM plan was "a rebuffing," which aroused prompt protest from Mr. Brauner. The FM plan, he said, was "a sincere plan."

Mr. Haley contended that CBS, by not mapping the extent of its Type F service, was "trying to show a minimum of duplication." Mr. Wright replied that F service was "the best that could be done" and didn't justify the work needed to produce a map.

"Something to Conceal?"

Referring to Mr. Margraf's previous comment to him, Mr. Haley asked: "Do you have a song to conceal?" Mr. Wright responded in the negative and Mr. Margraf interjected that "I would like the record to show I made no such statement. I don't know anything CBS put into the record."

The CBS engineer, under further questioning with respect to higher power, said that the variance of the allocation or assignment should be based on the best information available to evaluate the "improvement or degradation."

To questions from Mr. Spearman regarding 750-kw skywave coverage maps put into the record by CCBS, he said in general such maps would provide a good annual grade of service for a "substantially" smaller percentage of nights when the indicated 90%. The coverage contours shown by CCBS for its 20-station plan, he said, would be smaller if the extent of adjacent channel interference were taken into account.

**WEDNESDAY**

William S. Duttera, NBC staff allocations engineer, who opened the NBC presentation Wednesday afternoon, limited his testimony largely to issues relating to the overlap of clear-channel service and the duplications of program services, as the CBS witness also had done. Mr. Duttera said he had a volume of maps and other data to support his contention that "there is no duplication of service if (a) the station does not carry the same programs; or (b) the type of signal delivered is of such low degree of reliability that it cannot be deemed adequate to provide a service."

Mr. Duttera insisted that coverage maps introduced by ABC and the regional group to show coverage of NBC 1-A and 1-B stations "do not give a true indication of the quality of service provided" because they fail to take into account "certain factors determining transmission and interference."

Maps were presented to illustrate the loss of NBC groundwave service which Mr. Duttera said might occur if Class 2, 3, or 4 stations were substituted for Class 1 stations that are involved in more than 10% overlap of groundwave service with other clear-channel stations. Power increases should, he said, permit him to show whether such substitutions and that the computations were made only for illustrative purposes.

**THURSDAY**

Raymond F. Guy, NBC radio facilities engineer, urged that clear-channel services be kept intact whether higher power was authorized or not. He said "considerations for the long-term development of sound broadcasting should control the expansion or development of a particular service" and that "the computations of the entire class of subject matter is equally censorship.

Reviewing the "reasonable" WADC, Mr. Duttera contended, the denial of its application was inconsistent and discriminatory in the face of other FCC actions. The brief cited the recent grants for a Rural Network for six FM stations in New York State which, WADC noted, would "all be operated by the same interest, to broadcast full-time, full-station programming, as a 100% network operation."

The brief also quoted from the Blue Book's assertion that "specialization" by stations is already "to a considerable degree" in New York and that "with the larger number of stations which FM will make possible, such specialization may arise in other cities."

"For years" before the WADC decision, the brief continued, FCC "repeatedly" granted licenses and renewals to stations which "were specially authorized to broadcast programs which are not balanced but which in fact are special service stations." WADC referred to the "dozens" of stations licensed to educational, religious, labor and other groups "serving a special purpose."

WADC conceded that its appeal "involves no question of the power of the Commission to consider programs or proposed programs on a comparative basis" when there are competing applications where all other factors are equal. But, the brief added, "such a case, one being presented to this Court, would raise an interesting question of interpretation of the Communications Act. . . ."

NBC President Niles Trammell, Executive Vice President Frank E. Muthers, and Vice President William S. Hedges, had professed faith that "we will still have AM broadcasting 50 to 100 years from now," insisted that NBC standards should be retained, and favored elimination of power limitations on 1-A channels. Asked the meaning of his earlier statement, "complete or contingent questions are involved in consideration of power limitations, he asserted, after (Continued on page 92)
Clear Channel
(Continued from page 81)
pointed questioning, that one was "economic." He agreed that one of the main reasons for NBC's opposition to the CBBS 20-station plan is that the plan involves reshuffling of network traffic which would link NBC programs available to fewer people. The NBC witness, responding to questions by Mr. Spearman, said it would be possible for stations to operate back-to-back without interference, but that it would be "a tragic blunder" if 1-A channels are broken on a daily basis.

Morris S. Novick, executive secretary of the National Assn. of Educational Broadcasters, former director of WNYC New York, contended that "super-power" to any existing 1-A station "would not only prevent college and university stations from securing night-time hours which are so essential to reach the largest audience, but would also have the effect of seriously curtailing the service to the present radio listening audience during the day." NAEB, he said, proposed that FCC rules be changed to allow day-time stations operated by educational and public service agencies to apply for nighttime operation on 1-A channels. Supporting this position were Michael Hanna of WHCU-Ithaca and Keith Tyler of WOSU Columbus, Ohio.

FRIDAY

Slated to testify in behalf of NAEB when sessions resumed Friday morning were John W. Dunn, WNAD Norman, Okla.; R. B. Hull, WOI Ames, Iowa; M. L. Jansen, WCAL Northfield, Minn.; Burton Paulu, KUOM Minneapolis; H. H. Leake, KOAG Stillwater, Okla.; Robert Coleman, WKAR East Lansing; Seymour Segal, WNYC. Victor A. Shostak, chief engineer of CBBS and also of WHAS Louisville, in a statement scheduled for presentation Friday, offered rebuttal to opponents of higher power for clear channels, declaring:

"We have the frequencies on hand. We have the technical know-how to go into operation at higher power. We have management ready to open the investment in facilities that will improve signals to the largest radio audience in the world. And we have the ability to provide, at long last, a choice of program services on a nation-wide basis.

It is obvious that relocation of clear-channel stations is unfeasible because sparsely populated areas cannot support such stations. He denied that higher power to clear-channel stations would threaten other stations economically, declaring that it has been proven that power alone is not the key profit producer. (Advertisers use home-town stations even though good signals come in from out-of-town stations, and that other stations would not be "swept off" the networks because of superior power of the clearers.

Of the affiliation changes contemplated by the CBBS plan, he asked: "Are we then to urge the Commission to decide in favor of the cash-register interests of a handful of stations? Is it against the interests and rights of some 50,000,000 people?" But he insisted that networks will gain other affiliates to take the place of those they lose.

In answer to the charge that the CBBS plan would put "too much power in the hands of too few," Mr. Shostak reviewed the course of opposition to power boosts from the time when 5 kw was regarded as "superpower." The sixth annual luncheon given by The Pulse Inc. at the Biltmore Hotel in New York. Dr. Sydney Roslow, director of The Pulse, radio program audience measurements research organization, presided at the luncheon, which was attended by about 150 research executives of advertisers, agencies, stations and nets. Mr. Roslow and BMB "have each worked out sample station maps combining both measurements and a format for the Area Report which would show both 'listenable' and audience measurements." He made it clear, however, that the BMB Technical Committee, which began to study the formulas developed by BMB on Oct. 9, after the BMB board had approved the study and appropriated funds for that purpose, had raised "many matters that will have to be looked into in any final report that is to be answered" before any adoption of Mutual's plan by BMB can be considered.

Code
(Continued from page 17)

happened at Atlantic City" and "If You Believe in Freedom.

Mr. Breen said Thursday he had received "hearing reports" by telephone, telegraph and letter from many stations. He found flaws in the proposed code drafted a week ago by a committee representing industry and the FCC (Radio Week, Oct. 27), claiming the committee "is far less representative of the industry than the people who worked on the original code."

The Breen document was paid for by the Association of Broadcasters, "as a sort of Declaration of Independence. We wanted it made a part of the record for we intend that this station shall run in accordance with the standard therein set out, regardless of what may be done by the directors of NAB."

Mr. Breen entered radio in 1926 at WHO Des Moines, going to Fort Dodge in 1932 to practice law. He has been active in the two terms as Democratic Floor Leader in the Iowa Senate. He has been active in KFVD management since the station was formed in 1939. KFVD is an affiliate of CBS and Iowa Tall Corn Network. Mr. Breen is Tall Corn Network president.

Mr. Carpenter became widely known in the industry during the '30s when he created and sold the media post at Compton Adv. With broadcasting entering a critical economic stage, the industry should learn how to make radio advertising more effective and persuasive, increasing the dollar efficiency of advertising, instead of adopting a code which may diminish its efficiency, Mr. Carpenter contends. He supports the statement with a review of general economic trends and a comparative analysis of various media.

Commenting on general aspects of the proposed NAB standards, he points out "hastily worded" portions such as the sentences on "false or deceptive" claims, and "regarded as harmful" on competitors. Here the code "attempts to cover in a sentence a field which the Federal Trade Commission finds it difficult to exhaust with aid of hundreds of lawyers and tons of paper," he notes.

The clause on pending litigation, he argues, actually will "thwart our own argument for freedom of editorial expression." Conceding the section on contests and offers is a "hot issue," he sees no reason to prohibit such broadcasting. He emphasizes, too, that the code may become one of the FCC criteria in determining if a station should be relicensed.

Going into commercial policies, Mr. Carpenter feels the limit on commercial time "won't accomplishment because the advertisers will find legal evasions," citing as an example of 15-minute programs with ten brief, hard-hitting commercials inside the three-minute limit.

Claims Fallacy

The limitations are "rooted in fallacy," he claims, "presumably to satisfy demands" of the press, FCC, and the public, though he finds "it hard to believe that the listeners hate us very much.

"Objectiveableness is a matter of taste—not of time," says Mr. Carpenter. If good taste is to be largely determined by a clock, advertisers naturally will use commercial devices to gain greater penetration into a listener's consciousness with the time at their command.

"Looking down to concrete suggestions, he infers that since the standards can't be killed or emasculated, objectionable clauses can be replaced to show them to be "guides for the judgment of each broadcaster rather than laws . . . to follow whether his judgment runs with or against them."

The clause on "professional advice," he indicates, must be reworded to show the station is the judge of recognized standards. Other suggestions for interpretation are possible, and if some other person's judgment is to prevail, the code should specifically indicate the person.

NAB should set up machinery by which stations can "take exception" to limiting clauses "if they feel good taste is not violated even when the letter of the code is violated," according to Mr. Carpenter.

Breen's Booklet

"In telling the truth about what happened at Atlantic City," the legend on the envelope containing Mr. Breen's booklet, the opening sentence reads, "If you believe in freedom this was written for you."

Mr. Breen terms the convention "a well planned conspiracy by 153 radio and television organized networks to drive all broadcasting within the industry to sell radio freedom down the river." He criticizes the failure to provide members with copies in advance of the convention, which would have "launched attacks on competitors." Here the code "attempts to cover in a sentence a field which the Federal Trade Commission finds it difficult to exhaust with aid of hundreds of lawyers and tons of paper," he notes.

The code is based on two fals assumptions, he said, "1. Selling anything by radio is bad. At best it is a necessary evil which must be reduced to a minimum. 2. The American public is so foolish and must be protected against things they might listen to . . . ."

Most complaints, he claims, come

Plan for Consolidating 'Listenability,' Audience Measurements Under Study

BMB AND MBS research executives have for several weeks been working on a "plan to consolidate both 'listenability' and audience in BMB's next nationwide study." This was revealed by BMB President Hugh Felts last Wednesday in an address which stressed the importance of both "listenability" and audience to all broadcasters and urged Mutual to join the other networks as a BMB subscriber to a "listenability" measurement method which is adopted by BMB as an industry standard.

This first expression of BMB's "listenability" interest, as Mr. Felts phrased it, "that has been widely discussed by everybody except ourselves," was made at the
Indiana Broadcasters Meeting Suggests NAB Code Revisions

AFTER three hours of discussion by members of the Assn. of Indiana Broadcasters, the proposed NAB Standards of Practice emerged a little bruised and slightly bloody. The meeting was held last week in Indianapolis.

While accepting the code generally, the representatives of 18 stations agreed to the changes, but "but" after hearing Harold Fair, director of the NAB program department, explain the proposed Standards of Practice which he defined as "simply a guide to good broadcasting."

Time Clause

A majority of the members voted that the code's time bracket, establishing maximum commercial time allowable, should be stricken out.

The code proposes to limit commercials, including station breaks, in a 15-minute broadcast to three minutes was subjected to the sharpest attack by the Hoosier broadcasters. The suggestion was made that this section be re-worded to read, "Excluding station breaks" instead of "including station breaks."

The suggestion also was offered that the section be completely rewritten to permit three one-minute spot announcements, plus the station break, in each 15-minute segment of broadcast time.

A. Burton, WTRC Muncie, presided at the meeting in the absence of Roy Baker, of WTRC Elkhart, association president, who was ill. Meeting was attended by 30 broadcasters, representing 18 stations in 14 Indiana cities and towns.

The association members voted overwhelmingly a recommendation that the NAB directors eliminate the first paragraph of the section concerning contests and offers.

It was decided to hold next meeting of the association in January.

AFRA Members Strike At Silver Spring Station

ALLEGING unfair labor practices and refusal to bargain with AFRA announcers and a disc jockey struck last week against WOOK Silver Spring, Md., metropolitan Washington, over a policy of 1,500 kw with 1 kw daytime. No interruption to service occurred.

Jesse B. Messitte, counsel for the union, said the employees walked out because Richard Eaton, WOOK, president, had fired one of the announcers and reduced compensation of the disc jockey through cut in his air time because the pair had expostulated union sympathies. In denying the charges, Mr. Eaton said he was a member of AFRA himself, that because of the shortness, the announcer became an extra, and that the disc jockey had taken the initiative in reducing his air time.

Mr. Eaton said he had been approached last Tuesday by Mr. Messitte asking him to recognize the union as bargaining agent for the announcers. Mr. Eaton said he replied that he believed an election was unnecessary for the contract situation and informed such recognition could be voluntary. The WOOK president stated that he told the union representative he would give his answer on Nov. 3, to which the latter agreed.

The dismissed announcer had been given his two-week notice before the visit by Mr. Messitte, Mr. Eaton said. He added that the union spokesman indicated he sought to make WOOK the wedge for approaching the seven non-AFRA contract outlets in the area and that the contract proposed by AFRA was easier than that for full-time stations in Washington since announcers lost extra spot pay due to short hours of operation.

KAB Asks Changes In Proposed Code

MODIFICATION of the proposed NAB Standards of Practice was advocated by the Kansas Broadcasters at its Oct. 25 meeting at Paducah, but the code was approved generally.

Robert L. WLP Lexington, NAB District 7 director, was instructed to seek modification of code provisions which abolishes the practice of reading more than three commercial announcements during a 15-minute program; eliminate double-spotting between consecutive network programs; limit the current program top spot; soil may be used on a program sponsored by more than one advertiser; stop the practice of interrupting new broadcasts with commercial announcements.

Changes in the above provisions were asked on the ground that three commercial announcements every 15 minutes do not pay little more than operating expenses. Raising rates would be needed to save the problem, they said. Harry M. McTyeire, WNN Louisville, was elected president. Other officers: F. Paul strains, WEDO Louisville, vice president; J. Porter Smith, WGRG Louisville, second vice president; Hugh O. Potter, WOFI Owensboro, secretary-treasurer.

CBS EIGHTH, NINTH DISTRICTS CONVENE

SALES, MARKETING, scheduling and program standard problems of radio were covered at a two-day session of the 9th District CBS affiliates at Tucson Oct. 27-28, presided over by Clyde Coombs, KARM Fresno.

Participating from New York headquarters were Vice Presidents Frank K. White and Herbert V. Akerberg, J. Kelly Smith, director of station relations; William B. Lodge, director of general engineering; and C. E. Midgley Jr., assistant network service manager. West Coast network executives included D. W. Thornburn, vice president; Ernest Martin, director of network programs; S. B. Luckett, director of Western Division stations relations manager. Host was Lee Little, general manager of KTUC Tucson.

HIGH INTEREST in current problems was given as the reason for 100% representation of CBS affiliates at the network's 8th District meeting at Dallas, Oct. 29-30. Kenneth Bown, assistant and negotiating director of KWFT Wichita Falls, and district director for Texas and part of Oklahoma and Louisiana on the CBS Advisory Board, acted as chairman of the session which considered music and other topics.
FCC APPROVES TRANSFER OF WKBW TO TABERNACLE

APPROVAL of sale of WKBW Buffalo (1520 kc, 50 kw) by Buffalo Broadcasting Corp. to Cleveland Tabernacle Foundation [Broadcasting, Aug. 4] announced by FCC Friday, ending long dispute. Consideration is $375,000, release of claims against station, and dismissal of litigation. Foundation also gets WKBW FCC license, WKBW studios and 560-000 to Morey, Schlenkler & Murray, attorneys. Hiram W. Deyo is chief officer (91.6%) of Buffalo Broadcasting.

FCC gave consent to assignment of licenses of Don Lee stations from Don Lee Broadcasting System to its controlling company, Don Lee Holding Co. doing business as Don Lee Broadcasting System, and approved change in stockholdings of Vantage TV. A.A. Broadcasting Co., granted for WMAK Nashville. In WMKA case, Frank W. Mayborn raises his interest from 50 to 75% and Edward M. Kirby and Earl C. Arnold reduce theirs to 20 and 5%, respectively.

NAB COMPLETES MEMBERSHIP OF TWO COMMITTEES

MEMBERS of two standing committees announced Friday, 8. B. Other committee appointments to be announced soon.

FM Executive Committee—Leonard Arch, WBQA Schenectady, N. Y.; ROGER L. HOLT, KDKA Pittsburgh; KOCY-FM Oklahoma City; Wayne Coy, WINX-FM Washington; Everett Dillard, KOCY Kansas City; Clarence Einhorn, WJTL Little Rock; Edwin Mullinax, WLAG-LaGrange, Ga.; John W. Shoett, WMUA Madison; WJHL Knoxville; Ingrid M. Taylor, WBGQ Harrisburg, Pa.; George Ribbeck, mem-NBRC Madison; William K. Mason, WBNZ Marion, O. Willard, H. Smullin, EKIM Buresa, Calif.

CLEVELAND TV GRANT

GRANT for Cleveland area's third television station issued by FCC to Empire Coil Co., New Rochelle, N. Y., manufacturer of coils and transformers. To be in Parma, Cleveland suburb, station will use Channel 9 (186-192 mc) with 21 kw visual and 13 kw auroral powers, antenna height 725 feet. Herbert Mayer is president and principal owner of Empire Coil, which has television applications pending for Boston and Waterbury, Conn. Other Cleveland video grantees are NBC (WNBR) and Scripps Howard (WESH), with Allen B. DuMont Labs. as pending applicant.

TARBOGO LICENSE RESTORED

RESTORATION of license of WCP5 Tarboro, N. C. (760 kc, 1 kw) day announced Friday by FCC, which had set it aside as result of stay order issued by U. S. Court of Appeals for D.C. in connection with clear-channel fight against FCC's time-share clear-channel policies [Broadcasting, June 2]. Court vacated stay order in July [Broadcasting, July 21] but has not issued decision in case, which involves appeal against tariff, dominant on 760 kc. WCP5 switched temporarily to 670 kc when stay order was issued.

4 NEW AM STATIONS ARE GRANTED BY FCC

FCC FRIDAY announced grant of four new AM stations, improvement of facilities for three AM stations and temporary renewal for 29 standard stations and temporary license extension for 27 AM stations. FCC authorized one conditional grant for Class B FM station in lieu Class A assignment, granted three requests for temporary renewals and dismissed respective applications, and authorized CPs for two Class B FM outlets.

Temporary authorization of WOKO Albany, N. Y., extended 10 days from Oct. 31.

New standard stations:


Following AM stations granted license renewal for period ending Nov. 1, 1950:

- WHCR Cincinnati—Boomer Broadcasting Co. permittee KSDU-FM (PM): WSA* Rochester, N. Y.: WQBC* Vinckburg, Miss.: WRBL Columbus, Ga.; KLO Ogden, Utah; KLML Las Vegas, Nev.; KGO Indianapolis; KOCK Biddeford, Me.; WHK Cleveland; KIMA Yakima, Wash.; WHPM Columbus; Edward A. Wheeler; EWAN Evansville, Ill.; Harry C. Welden, WSYR-FM Syracuse, N. Y.; Willard E. Keck, WBCB-FM Bethesda, Md.; John Shepard 3rd, WQTR Boston.

INDICATIVE of importance attached to radio in next year's Presidential campaign is tentative decision of Democratic National Committee to withhold naming of radio director until it designates top advertising agency to handle radio placements. Radio director in last Presidential campaign was J. Leonard Reidsville. List of applicants included: J. Harrison, E. A. Franks, A. Stovall, J. H. Brown, R. D. C. DIXIE FM NETWORK PLANS

DIXIE NETWORK, second FM hookup, to exchange sustaining programs of affiliates, according to Fred Fletcher, WRAL-FM Raleigh, network president. Network will cover North Carolina, South Carolina, Virginia and Tennessee. Frank Conkey, WAIR-FM Winston-Salem, chairman; Robert E. B. Shutts, WRAL Raleigh, chairman; J. Walter Sisson, WRAL Raleigh, chairman; C. Hamblen, WRAL Raleigh, chairman; D. J. M. Smith, WRAL Raleigh, chairman; W. E. Moore, WRAL Raleigh, chairman. Other members are Howard Maschmeyer, WRAL-FM Raleigh, and E. Z. Jones, WBBB-FM Burlington. Fourteen North Carolina FM stations said they would use Friday FM for historical celebration as part of National Radio Week. North Carolina hookup will operate on special occasions.

FTC ACTS AGAINST PHILCO

PHILCO CORP.'S "Sell 'N Win" campaign was described as involving lottery scheme, deception of public and disparagement of competitive products in complaint issued Friday by FTC against company. National Better Business Bureau earlier branded campaign as "misleading to public, unfair to competitors, unfair to competitors, untruthful and violation of Rule Eight of FTC's trade practice rules." Issue involves giving prizes to retail clerks selling Philco sets. Respondent has 20 days to answer.

LAST-MINUTE petition for amendment to be show former Undersecretary of State Sumner Welles buying 0.4% interest in Drew Pearson & Robert W. Watson's "Radio Service Corp. was denied Friday by FCC Commissioner Donald E. Hyde. Hearing on application, requesting WBAL Baltimore's 1090-rc, 50-kw facilities, and on WBAL renewal application gets under way today (Monday) before Commr. Hyde in Baltimore.
A Southern gentleman and a Yankee scholar... that's MEL ALLEN, winner for the second successive year of the Sporting News Award for his "outstanding play-by-play description of the Yankee Baseball Games on WINS."

Now the versatile Mr. Allen turns to other records as he assumes the role of a disc personality on his own 2-5 p.m. daily program.

The MEL ALLEN SHOW is important not only because Mel can deliver an audience—witness the 11,000 letters in two weeks he averaged on simple request for all star team nominations—but also because it's the first of the WINS new bloc programming format.

Both listener and advertiser benefit from the MEL ALLEN SHOW for it calls for long range planning and listening. Thus WINS continues its efforts to serve metropolitan New York to the fullest of its ability.
More and more people will go sightseeing by television as the number of stations and home receivers increase. Eventually, television networks will serve homes from coast to coast... bringing you the news as it happens... sports events... drama... vaudeville.

Many of the important scientific advances which have made possible these extended services of radio-electronics, in sound and sight, originated in research conducted by RCA Laboratories.

Recent RCA "firsts" include: ultrasensitive television cameras that give startling clarity to all-electronic television... tiny tubes for compact, lightweight portable radios... "picture tube" screens for brilliant television reception.

In other fields of radio-electronics, RCA has pioneered major achievements—including the electron microscope. Research by RCA Laboratories goes into every product bearing the name RCA or RCA Victor.

RCA LABORATORIES—your "magic carpet"

to new wonders of radio and television