Miller and Rhoads, one of the South’s largest and finest department stores, has just renewed, for its third consecutive year, on Richmond’s radio station, W-L-E-E... just as we go into our third year of broadcasting.

Miller and Rhoads has long been known for its progressive thinking. It has many firsts to its credit. First department store in America to be completely air-conditioned. First with an electric elevator. First with escalators that go all the way from the basement to the top shopping floor. It was one of the first to revolutionize window display and its windows are famed throughout the country.

We are proud to contribute to the success of what has been called... “more than a mere commercial enterprise. Miller and Rhoads is one of the most respected Virginia institutions.”

When you want low cost sales results in Richmond, look to...

W-L-E-E

Mutual...in Richmond

TOM TINSLEY, President • IRVIN G. ABEOFF, Gen. Mgr. • Rep. by HEADLEY-REEE
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 LISTENERS! More local advertisers! More network and spot advertisers! Higher ratings!

You'll find all these features... and more... in KEX's record for 1947. And the best is yet to come: KEX soon will increase its power tenfold, becoming the first 50,000 watt station in the State. The new Westinghouse 50HG transmitter will be a fitting power-partner for KEX's new Radio Center, with its 15,000 square feet of studios, control rooms, offices. All together, these facilities... plus KEX program-skill... make a magnificent "buy" for advertisers seeking West Coast business. See Free & Peters!

KEX
The ABC Affiliate in Portland, Oregon

WESTINGHOUSE RADIO STATIONS Inc
KYW · KDKA · WBZ · WBZA · WOWO · KEX
National Representatives, NBC Spot Sales—Except for KEX
For KEX, Free & Peters
Closed Circuit

QUESTION of what to do, if anything, about occasional indelicacies in audience participation shows again confronts FCC. It arose from protests against blunt, sexy tagline which ex-Army nurse hung on romantic description during Oct. 15 interview on CBS Double or Nothing (Campbell Soup, 3:30 p.m. EST). Some FCC authorities think something should be done to prevent such incidents, though conceding licensees aren't responsible. Others feel licensees doing good job, realizing accidents will happen but best regulated families. Possible development: FCC letter to licensees urging renewed caution.

FRICION between Bob Hope and Charles Luckman, Lever Bros. president, has led to speculation over possible break. Rift has grown from comedian's trip to England for participation in command performance and ceremo- nies attendant upon royal wedding, necessi- tating three broadcasts out of country—two from England, one ship-to-shore. Foote, Cone & Belding executives concede anxiety but indicate nothing likely to happen before Hope's return. To guard against possibility of poor trans-Atlantic transmission, comedian was re- portedly transcribing his comedy spots in New York before leaving country.

WPTF, RALEIGH 50,000-watter, will continue operation at same old stand under same own- ership, auspices and management. Board of Durham Life Ins. Co., parent company, con- cluded last week to end all speculation about imminent sale of station, deciding no further propositions would be entertained.

WITH eye cocked toward television, one top-ranking national representative is looking for staff member who has video experience and background or who might fit into such an assignment.

TWO interesting questions may be raised if New York Daily News goes to court on FCC denial of its FM bid (story page 18). One is whether FCC has right to "discriminate" against newspaper applicants. Other is whether Charles R. Denny, whose resignation to join NBC had been announced when deci- sion was made, had right to vote on case, particularly since it involved stations in city where NBC is licensee.

AS RESULT of anti-Petillo editorial re- action to his recording ban, AFL and CIO leaders alike dread anticipated 60-day notice by AFM cease of network work stoppage. They fear even more violent reaction—especially in Congress, with legislators demanding more teeth and more restraints in Taft-Hartley law.

ALTHOUGH no official confirmation is forthcoming from CBS Hollywood executives, it is understood network is set to lease audience studio at Sunset Radio Center, 6000 Sunset

Upcoming

Nov. 15-16: Assn. of Women Broadcasters, 13th District, annual conference, Gunter Hotel, San Antonio.

Business Briefly

CANDY COMEDY • Euclid Candy Co. of California, San Francisco (Dolly Dimple candles) adds WOR New York and WNAC Boston to comedy quiz show The Best of All. Half Sun., 3:30-3 p.m. on MBS. Agency, Al Paul Lefont Co., New York.

WWJ-TV UPS RATES • WWJ-TV, Detroit News television station, rate increased from $250 to $300 per hour effective Dec. 1. Among new accounts are Ford Motor Co., General Electric Supply Corp., and American To- bacco Co.

MULHENS DEBUT • New transcribed show, Bouquet of Music, sponsored by Fred Mulhens Inc, New York, was to make debut Saturday over ABC's owned and operated stations and six affiliates. Agency, Kelly Nason Inc., New York.

DROPS MORGAN • Eversharp Inc. fails to pick up option on Henry Morgan show, ABC. Wed., 10:30-11 p.m. in retrenchment move. Contract expires Dec. 3. Unless sponsor appears, show probably will continue as sustainer.


CONRAD NOLL JR. NAMED OPERATING MANAGER OF WJR • APPOINTMENT of Conrad Noll Jr., Springfield (Ill.) lawyer, as operating manager of WJR Detroit, succeeding Owen F. Uridge to be announced today (Monday) by Harry Wis- mer, assistant to President G. A. Richards. Mr. Noll is attorney and communication law specialist who during war was superintendent of Willow Run bomber plant. In that capacity he authored production analysis of B-24 bombers and coauthored another on air ser- vice bomber production. He holds degrees in engineering from U. of Toronto, Harvard Busi- ness School and Law School of St. Louis City College. He is 38.

As operating manager of WJR he will report directly to Mr. Wismar, whom he has represent- ed as legal counsel for three years. Mr. Uridge, resigned Oct. 8 in disagreement over operating policies, after 20 years at WJR.

AAA OFFERS CODE IDEAS • "SUGGESTIONS" concerning proposed broad- casting code given Friday to Justin Miller, A. D. Willard Jr., and Harold Fair, NAB executives, by representatives of Radio-Tele- vision Policy Committee of American Assn. of Advertising Agencies at meeting in New York (code story page 15). Nature of points discussed at meeting was not disclosed, but AAAA spokesman admitted "suggestions were made." Meeting of AAAA, NAB and ANA officials scheduled this afternoon (Monday) in

Bulletin

PAUL RAIBOURN, vice president of Para- mount Pictures in charge of television, denied Friday implication in RCA release that RCA was responsible for installing video relay link that carries Notre Dame football telecasts from South Bend to Chicago. Relay link was built and is operated by Paramount's Balaban & Katz station WBKB Chicago and equipment for relay link was furnished by General Electric Co., he said.

FREDERICK J. SAGER, promoted from assistant treasurer to treasurer of RCA Communica- tions Inc., New York, and Ashton Dunn Jr., personnel manager of NBC, named direc- tor of personnel of RCA Communications. Theodore Thompson, assistant director of NBC general service department, named manager of personnel department of network. Bur- roughs H. Prince named assistant manager of operations of NBC news department.

PETRILLO TO WAIVE JURY TRIAL ON LEA ACT CHARGE • JAMES C. PETRILLO, AFM president, will waive jury trial when charge of Lea Act vio- lation comes before Judge Walter C. LaBuy in U. S. District Court next month, he said Friday. Mr. Petrillo told his International Executive Board in Chicago, "My lawyers want me to have a jury trial but the hell with that. They'll bring in my wife, my children and my grand-children. I don't want a jury trial." Asked if he intended to extend his re- cording ban to live music on networks, he said the board had "nothing to say."

Deadline for filing answer to Government's amended bill of information against Mr. Pet- rillo is Nov. 12, when Judge LaBuy can accept motion to dismiss or set date for trial. In latter event case will be tried on its merits based on facts surrounding charge brought by government on behalf of WAAF Chicago, that AFM head violated Lea Act by attempting to force WAAF to employ musicians "not needed."

Supreme Court, which had earlier upheld government's contention that Lea Act was
KCMO is now at the 8-TEN Spot non-directional

with 50,000 watts day,
10,000 watts night

Complete, economical coverage of Mid-America on Greater Kansas City's most powerful station...
*KCMO Kansas City, Missouri...Basic ABC*

Represented by John E. Pearson
Omaha's BERG CLOTHING Co. Renews Again on KOIL

"In again renewing our sponsorship of the 8 o'clock morning news on KOIL, we know that our advertising will continue to be heard and remembered by a peak audience of Omaha and Council Bluffs business men," says W. R. Winslow, Advertising Manager of Berg Clothing Co., the largest exclusive store for men in Omaha. "Men are particularly interested in clothing and men's wear at this hour of the day so we successfully feature the outstanding brands of apparel we handle."

A specific type of program on KOIL directed to a specific group of listeners works successfully for Berg Clothing Co., it can work for you, too. Remember, we have the programming "know-how" as well as the thousands of loyal listeners in the Omaha-Council Bluffs area. Call us or Petry today.
As natural as gravity

KSFO SAN FRANCISCO

Walter I. Damm, President • Philip G. Lasky, Vice-President and General Manager
REPRESENTED NATIONALLY BY THE BOLLING COMPANY
The full power of power-full radio—concentrated, specifically directed, localized—that is Spot Broadcasting.

The full power of Spot Radio—market-wise, audience-wise, selling-wise—works for you when you concentrate on these stations—

**SPOT RADIO LIST**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
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<tbody>
<tr>
<td>WSB</td>
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<td>NBC</td>
</tr>
<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
</tr>
<tr>
<td>WNAC</td>
<td>Boston</td>
<td>MBS</td>
</tr>
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<td>NBC</td>
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<td>NBC</td>
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<td>Ft. Worth</td>
<td>ABC</td>
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<td>Hartford</td>
<td>MBS</td>
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<td>NBC</td>
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<td>KFOR</td>
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<td>KFI</td>
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<td>WTMJ</td>
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<td>NBC</td>
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<td>Mpls.-St. Paul</td>
<td>NBC</td>
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<tr>
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<td>Nashville</td>
<td>NBC</td>
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<tr>
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<td>New Orleans</td>
<td>NBC</td>
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<td>NBC</td>
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<td>MBS</td>
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<td>NBC</td>
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<td>Providence</td>
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<td>ABC</td>
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<td>CBS</td>
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<tr>
<td>WOAI</td>
<td>San Antonio</td>
<td>NBC</td>
</tr>
<tr>
<td>KQW</td>
<td>San Francisco</td>
<td>CBS</td>
</tr>
<tr>
<td>KOMO</td>
<td>Seattle</td>
<td>NBC</td>
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<tr>
<td>KTBS</td>
<td>Shreveport</td>
<td>NBC</td>
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<tr>
<td>KGA</td>
<td>Spokane</td>
<td>ABC</td>
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<tr>
<td>WMAS</td>
<td>Springfield</td>
<td>CBS</td>
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<td>WAGE</td>
<td>Syracuse</td>
<td>ABC</td>
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<tr>
<td>KVOO</td>
<td>Tulsa</td>
<td>NBC</td>
</tr>
<tr>
<td>WSUA</td>
<td>Wausau, Wisc.</td>
<td>CBS</td>
</tr>
<tr>
<td>WVA</td>
<td>Wheeling</td>
<td>CBS</td>
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<tr>
<td>KPH</td>
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<td>CBS</td>
</tr>
<tr>
<td>WAAB</td>
<td>Worcester</td>
<td>MBS</td>
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</tbody>
</table>

**REPRESENTED NATIONALLY BY**

EDWARD PETRY & CO., INC.

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

THE YANKEE AND TEXAS QUALITY NETWORKS
Feature of the Week

FROM out of the sagebrush thundered the pounding hoofbeats of the Vigilantes. Within a moment they had control of the crowd, and with no opposition moved in to take their man.

He was—no, it couldn’t be, and yet it was—Herb Akerberg, vice president of the Columbia Broadcasting System.

His offense? Appearing at the chuck wagon dinner at Wild Horse Ranch near Tucson in clothes “not fittin’ for the West.” All the other CBS executives and station managers in Tucson attending the 9th District CBS affiliates meeting (Broadcasting, Nov. 3) were wearing the “Western works”—even though some of the sombreros were stamped “Jr. C. of C., Tucson.”

So in the midst of the pre-convention barbecue, attended by the conference and their wives, the Vigilantes descended upon Mr. Akerberg. The rope was around his neck and he was about to be strung up when Lee Little, manager of KTUC Tucson, supplied the proper attire, boots, chaps and all, and saved the vice-presidential neck from the noose.

When the executives got down to serious business, sales, marketing, scheduling and program standards were discussed at meetings presided over by Clyde Conover, KARM Fresno, with KTUC acting as host.

Complete roster of CBS meeting (Continued on page 84)

Sellers of Sales

IN more than a quarter century of experience in advertising, George McGivern, director of all media for Grant Advertising Inc., Chicago, has wandered in many pastures.

George broke into radio time-buying in the happy days B. H.—Before Hooper—when, he says, it was a honeymoon.

If there is a phase of advertising media that George has not personally used, he can’t recall it. He estimates that in his lifetime he has been in excess of a quarter-billion-dollars’ worth of space and radio time. He has worked for some of the biggest agencies in the country, starting with Crichtfield and Co., as an order taker and working his way up the ladder to media director of Blackett-Sample-Hummert Advertising.

That took from 1927 to 1940 and ended for a very good reason. He got fired. George admits it and says now that it is the best thing that ever happened to him.

All other jobs George left to advance himself, and these included pay checks from Erwin, Wasey Ltd., where he was media assistant to Walter Millinger; J. Walter Thompson Co., where he was assistant to George Pearson; the Monroe (Wis.) Times, where he was business manager, Ms. W. Publishing (space salesman), and the Chicago Sun. On the latter paper George was directly responsible for setting up a rate card for all advertising lineage, a card still in use.

George is too busy to think much about his role as a timebuyer, but he does believe it is everything. “Get position and you get the ultimate,” is his way of putting it. Since Grant buys such shows as Dr. I. Q., Curtain Time and Nick Carter, a quick glance at their respective positions will bear out this basic tenet.

George has been with Grant for almost five years and looks forward to next March 8 when he will receive a watch from the company in accordance with its custom.

The veteran timebuyer spent most of his boyhood in Chicago, his birthplace, with the exception of (Continued on page 77)
In the Intermountain West BMB does not mean listeners—as these statistics show

<table>
<thead>
<tr>
<th>CITY</th>
<th>SALT LAKE STATION A</th>
<th>IMN STATION</th>
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<tbody>
<tr>
<td></td>
<td>BMB</td>
<td>Hooper*</td>
</tr>
<tr>
<td></td>
<td>Daytime</td>
<td>Daytime</td>
</tr>
<tr>
<td>Price, Utah</td>
<td>70%</td>
<td>8.5%</td>
</tr>
<tr>
<td>Rock Springs, Wyoming</td>
<td>64%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Twin Falls, Idaho</td>
<td>69%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Idaho Falls, Idaho</td>
<td>65%</td>
<td>5.3%</td>
</tr>
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<td>Nampa-Caldwell, Idaho</td>
<td>18%</td>
<td>0%</td>
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<tr>
<td>Billings, Montana</td>
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<td>0%</td>
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<tr>
<td>Casper, Wyoming</td>
<td>24%</td>
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<tr>
<td>Sheridan, Wyoming</td>
<td>14%</td>
<td>0%</td>
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<tr>
<td>Powell, Wyoming</td>
<td>11%</td>
<td>0%</td>
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<tr>
<td>Miles City, Montana</td>
<td>12%</td>
<td>0%</td>
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Note that a high BMB does not necessarily indicate a high Hooper.

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<th>CITY</th>
<th>SALT LAKE STATION A</th>
<th>IMN STATION</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>BMB Nighttime</td>
<td>Hooper* Nighttime</td>
</tr>
<tr>
<td>Billings, Montana</td>
<td>44%</td>
<td>Breakdown not available. All outside stations get 2.5%</td>
</tr>
<tr>
<td>Casper, Wyoming</td>
<td>58%</td>
<td>Breakdown not available. All outside stations get 2.0%</td>
</tr>
<tr>
<td>Idaho Falls, Idaho</td>
<td>74%</td>
<td>8.2%</td>
</tr>
<tr>
<td>Nampa-Caldwell, Idaho</td>
<td>38%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Twin Falls, Idaho</td>
<td>72%</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

Note that a high BMB does not necessarily indicate a high Hooper.

This is only part of the Intermountain story. Ask Avery-Knodel for details.

**The Intermountain Network Inc.**

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York – Chicago – Los Angeles – San Francisco – Atlanta
Speaking again of those regional preferences that make Bull’s-Eye Radio so vastly superior to scatter-gun radio, leave us consider Station WIS’s “Hillbillies” in Columbia, South Carolina.

On their 270 personal appearances last year, WIS’s Hillbillies played in practically every city and village in the State—drew 67,500 admissions. On just one fifteen-minute radio test by WIS, the Hillbillies pulled 11,421 letters, without any previous build-up whatsoever!

We grant that the WIS Hillbillies might not pull so hard in Boston or Buffalo. In fact, that’s our whole point about Bull’s-Eye Radio vs. scatter-gun radio! May we suggest a list of Bull’s Eyes for you, in any or all the markets at the right?

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932
Reaction May Force Probationary Code

Board Is Meeting On Revisions This Week

By J. FRANK BEATTY

NAB'S Board of Directors, meeting this week to rewrite the Standards of Practice in line with industry suggestions, faces opposition so widespread that it may decide to adopt a probationary code for the three-month period between Feb. 1 and the spring convention.

Though committed to industry adherence to a code as of Feb. 1, the board will be confronted with an analysis of changes proposed by nearly 200 stations as well as those from a dozen state associations.

The analysis will show that a predominant share of stations submitting their views are in favor of a set of standards. However, it also will show that large numbers of stations sincerely believe they cannot operate profitably under the commercial limitations tentatively adopted by the board at Atlantic City.

All Give Views

As the board meeting approached, code reaction was coming from the groups that buy radio time — advertisers, agencies and representatives.

The National Assn. of Radio Station Representatives adopted a resolution calling for changes it felt should be considered if the code is to be satisfactory to all industry elements (see separate story, page 78).

NAB code representatives, including one from each network, met Friday at the Union League Club, New York, with the AAAA radio committee. This afternoon (Monday) the NAB representatives will meet with the radio committee of the Assn. of National Advertisers.

The meeting will be held at ANA headquarters, 295 Madison Ave., New York. NAB President Justin Miller, back from the West Coast, was to participate in both sessions.

Persistent demand is heard for some form of referendum on the code as revised by the board. The probation plan would permit industry vote at the spring convention after the standards have been tried out in practical operation.

Among last-minute demands for delay was that of the Southern California Broadcasters Assn., which proposed Thursday that the board put off final action until the spring membership meeting. The group unanimously adopted a resolution asking NAB to withhold decision on the standards.

Basis for the resolution was the fact that the proposed code has not been acted on by a majority of the membership. The association felt the standards should be given a prominent place on the convention agenda, early in the proceedings, "to permit fullest expression of general sentiment."

When the three-day session convenes Thursday morning the board will consider first of all a tentative agenda calling for Friday discussion of the standards.

Adverse Reaction Possible

With board members themselves representing all different segments of the industry, the job of taking final action on the code involves the danger of driving some member stations from association ranks.

On top of that delicate situation is superimposed the touchy proposal to raise dues of the membership in line with the broadened operation of the association's headquarters staff and committees.

Both issues can touch off explosive results among segments of the membership. Samples of this type of reaction have come from some of the more ardent code opponents, though code advocates point out that any sort of standards of practice would bring such complaints.

A number of other industry problems are nearing the critical stage and will get serious board study. They include BMB, which appears to have a clear road ahead since networks have given it their (Continued on page 79)

TWO-DAY SESSION marked special NAB board committee's study of industry's reaction to Standards of Practice. Analyzers (l to r) : Ben Miller, assistant director, NAB Program Dept.; Willard Egolf, WBCC- FM Bethesda, Md., FM Class A director; Harold Fair, director, NAB Program Dept.; Harold E. Fellows, WEEI Boston, District 1 director; John F. Meagher, KYTS Mankato, Minn., District 11 director.

Mutual Network Subscribes to BMB

Action Brings NBC, CBS, ABC Automatically Into Fold

By BRUCE ROBERTSON

MUTUAL Broadcasting System became a BMB subscriber last week and automatically brought with it into BMB the other three nationwide networks whose contracts, while signed earlier, were provisional upon network unanimity.

With the acceptance of these network contracts, the owned and operated stations of the networks also become BMB subscribers. All the contracts are now "unconditional," BMB's announcement stated.

Mutual's failure to sign up by Oct. 1, with the result that the network lost 10% discount on its first year's dues, was based on MBS' insistence that BMB give full consideration to "listenability" as a companion measurement if not a substitute for the BMB measurement of station and network audiences.

Mutual executives had said that they felt they could do more to get this full consideration as a BMB prospect than as an enrolled subscriber.

BMB has indicated that it will not brush off the "listenability" plan but that it will receive a full examination by the research experts of advertisers, agencies and broadcasters alike. At a BMB board meeting in Atlantic City at the time of the NAB convention, the board decided to study the plan and (Continued on page 80)

November 10, 1947 • Page 13
TALKING out of both sides of its mouth is nothing new for the FCC. It's latest opus on station economics, aptly labeled the "Lemon Book," follows by something less than two years its predecessor Blue Book on station program responsibilities. Having been burnt once, the FCC moved cautiously in accepting the findings of its economics staff in promulgating the new survey, but it still ventures into areas which are forbidden to it if the law's intent is taken at face value.

The Blue Book was a masterpiece of attempted regulation by indirection and innuendo. The objective was to force stations to strike a ratio between commercial and sustaining programs, irrespective of their character. The Lemon Book cites the pitfalls if the economic wherewithal isn't there. It does not deal in mathematical formulas of commercial versus sustaining.

What next? How long a stride is it from a Blue Book dealing in programs and a Lemon Book on profits (or losses) respectively, to a rate book? The trend is in that direction.

Now for a dispassionate and unpuckered objective analysis of the Lemon Book.

The inescapable inference from this voluminous economic survey can not be limited to AM alone, although the report confines itself strictly to that boundary. The whole of broadcasting is involved, and along with AM the Commission's hypotheses for FM in particular would seem to suffer.

If it be true that 47% of the 2,250 AM stations which FCC foresees for 1948 will be located in "over-expanded" or "problem" areas and consequently face perilous competitive problems in time of depression, then whence will come support for the four or five thousand FM stations which FCC expects will one day dot the nation?

Where will be the support to permit attainment of the day of which then-Chairman Charles R. Denny spoke, at the NAB convention in September, when he envisioned multi-networks of FM stations, and "FM sets with, say, 10 push-buttons," each bringing a different type of program service?

Whence will come the support for thousands of AM stations plus thousands of FM stations --plus the 400-odd television stations, infinitely more expensive to operate, which FCC's allocations plan contemplates?

The answer to these questions is also the best answer to the ill-famed Blue Book. Some stations will fail, of course, as we have repeatedly insisted. Others will trail red ink for months or years before they consistently turn a profit. Those that survive will be stations which, competitively, render superior service to their listeners, and, consequently, to the advertisers.

That is the practical fact which, aside from questions of law, renders the Blue Book pointless and unnecessary. And in its warning that many stations will have to scrimp for every minute of advertising they can get, the report --the Lemon Book--itself effectively answers the Blue Book admonition to stations to put a ceiling on commercial time and a floor under local live.

The question of survival in a highly competitive art, of course, hinges to a great extent on the ingenuity of individual stations both in programming and in selling time, and on their efficient Blue Book management.

These factors are considered in the economic report, but they are intangibles which, despite their importance, do not show up in charts and graphs.

Quite aside from FCC's right to issue any such economic study, which we challenge--and in which we presumably are joined by Comr. Robert F. Jones, who voted against issuance of the report--there appear to be several important failures of the survey. Admittedly, it contains useful statistical information. But much of its meaningfulness is limited: by such exclusive use of averages which give no weight to regional differences and other variables, for example; by reliance upon census figures that are seven years old and deceptive, and by failure to take retail sales, or some other index of local purchasing power, into account.

FCC claims the report does not indicate any change in basic licensing policies; that economic conditions are still "out." This challenges credulity. Consciously or unconsciously, the Commission's thinking must necessarily be affected by some of the findings.

In a document of this scope and in the light of past experience, it is difficult to believe that the moving finger, having writ, will be content to move on without pausing to dabble.

SWIFT & CO. IS FIRST TV NETWORK SPONSOR

SWIFT & CO., Chicago meat packer, became television's first full-network sponsor when its Friday afternoon (1:15 p.m.) video show SWIFT Home Service Club, made its debut on a three-station NBC television network last week.

Swift's contract with NBC, negotiated by Richard Erickson, New York, calls for the use of the full NBC video network. In addition to the three original stations--WNET New York, WNSW Washington and WPTZ Philadelphia--WRGB Schenectady will be added as soon as that station can arrange for this daytime pickup.

Swift is also the first advertiser to arrange for a commercial contract with WRGB, which heretofore has carried all programs without charge as experiments, but will soon issue a rate card effective Dec. 1. Other stations will be added to the Swift lineup as they join NBC, with Baltimore and Boston seen as the next additions.

Program, aired by WNET for some months, stars the radio husband-and-wife team, Tex McCrary and Jinx Falkenburg, with Martha Logan, home economist, and Sandra Gale, home decorator, also appearing weekly. Following a woman's service magazine format, divided about equally between entertainment and instruction, the program also presents weekly guests.

FERRY MORSE SPONSORS

FERRY MORSE Seed Co., Detroit, will sponsor Garden Gate on the full CBS network for 16 weeks starting Jan. 17, the network announced last week. This is the fourth consecutive year that Ferry Morse has sponsored the garden program during the pre-planning season. Show will be heard Saturdays, 10-11:15 p.m. MacManus, John & Adams Inc., Detroit, is the agency for Ferry Morse.

NEWSCAST SERIES

PETER PAUL Co., Naugatuck, Conn., candy and gum manufacturers, begins sponsorship of an early morning newscast series over MBS effective today (Nov. 10), the network announced last week. The news broadcasts, running for 52 weeks, will be heard Mondays, Wednesdays and Fridays at 8 a.m. in three of the four time zones, and at 7 a.m. in the Mountain time zone. Agency is Platt-Forbes Advertising Co., New York.

NBC EFFECTS CENTRAL DIVISION RESHUFFLING

RESHUFFLING of NBC Central Division sales personnel, brought about by decision to separate national and WMAQ local sales departments, was accomplished last week with appointment of Edward C. Cunningham, Jr. as assistant to Oliver Morton in charge of WMAQ local sales.

With Robert Ewing as assistant to Mr. Morton in charge of national spot sales, the agency, Sales Dept. is now split into local and national sales segments which will function directly under Mr. Morton.

In addition to the above appointments, George Creech, sales traffic manager for both national spot and local sales, will direct national spot sales traffic only. Frank Derosa, assistant to Mr. Creech, has been named WMAQ sales traffic manager.

Mr. Cunningham will have as members of his staff George Halleman and George Morris Jr. Mr. Ewing's staff will consist of John McPartlin, Robert M. Flanigan, Howard B. Meyers, and William Brewer, promoted from assistant continuity acceptance director.

"Gismo! You can't say 'Stun' Perfume spelled backwards is the 'nute'!"

BROADCASTING * Telecasting
Halft of AM Outlets in Hard-Time Belts

Commission Economic Report Evaluates Radio's Prospects

Feb. 7, 1947, the cutoff date in the temporary expanding plan undertaken by FCC early this year. Estimates of the 1945 station totals were based on licenses and permits outstanding as of Feb. 7, plus the number of applications pending at that time. Spokesmen said experiences since then indicate this method would produce a "conservative" estimate and that actually population figures, over-expansion was assumed if the following station totals were exceeded:

In cities under 25,000, one station; 25,000 to 50,000, two stations; 50,000 to 100,000, three; 100,000 to 250,000, four; 250,000 to 500,000, seven; 500,000 to 1,000,000, also seven; over 1,000,000, no standard. (A summary of "problem" areas determined in this light is presented in Table 16 on page 40.)

The report made it plain that the study "does not go to the question of any single community's capacity to support any given number of stations," and that "it is not the purpose to predict whether or not all or some of the stations in these communities will fail to yield a net return during their first year of operation, or during the next few years."

It was estimated that the 2,250 AM stations assumed for 1948—which contrast with 909 on Oct. 8, 1945 (radio's VJ-Day) and with 1,877 now—would need annual revenues totaling $383,059,000. The estimated 1,350 postwar stations alone, FCC said, would require approximately 500,000 in annual revenues on the basis of 1945 averages. But the report conceded that this estimate, in itself 50% higher than actual revenues of all AM stations operating in 1945, "possibly overstates" the minimum requirements. (Revenue needs of existing and future stations are in Table 17 on page 40.)

Postwar-Station Profits

Among postwar stations, returns from 249 (52%) of those that were on the air indicated a 50-50 split between red ink and black ink. The local parttime station emerged as the best bet for early profitability (19 out of 30), followed by the full-time local of 121 (for 1945) and with the full-time regional at the bottom of the list (one of nine). Two out of three stations entering new radio communities—those without stations before Oct. 8, 1945—were found to be operating profitably, while approximately the same proportion of those going into old radio communities, along with time- established outlets, were operating at a loss.

The survey found that profitable stations achieved profitability in an average of 18 months. Those in new radio communities became profitable earlier (1.3 months) than those in old radio cities (2.3 months). Nineteen new radio communities turned stations profitable faster than any other class, followed by local unlimited and local parttime stations in that order.

As of last April the profitable new stations were averaging $1,200 a month after operating costs, and unprofitable operations were averaging monthly losses of $1,645. (Breakdowns of postwar construction costs is shown in Table 18, on page 45, while average revenue, expense and income are depicted in Table 20 on page 44.)

The assumed expansion to 2,250 stations in 1948 will bring a marked change in the size of the "average radio community" — it will have 12,500 listeners, as compared to 2,250 on VJ-Day. Two out of three radio communities will still have only one station, as compared with three out of four in the past. The number of listeners of single-station communities will decline to 8,300 as compared to 17,800 on VJ-Day. (Effect of the expansion on particular sized communities is shown in Chart 2 on this page.)

Fulltime locals will still be the (Continued on page 84)

BROADCASTING Telecasting
Subcommittee to Map Music Strategy

Early Meeting Is Seen To Plan Petrohil Counter-Action

STRATEGY for the coming industrywide campaign to meet the stop-work tactics of AFM President John W. Petrohil will be drawn up by a special subcommittee named last week as the united-front movement got under way.

The six-man planning subcommittee will call another meeting of the 36-man overall industry committee in the near future. The subcommittee will submit proposals for operation of the units of the subject to approval by the full committee.

At this point the strategy calls for flexibility, to meet developments in the music situation as they unfold.

Support was given the movement last week when Radio Manufacturers Association, indicated it would take part provided its board of directors lends approval. RMA representatives at an NAB-RMA liaison meeting Thursday apparently would support the measures if necessary consent is obtained (see separate story on liaison meeting).

The Wednesday meeting of the industrywide committee failed to produce any concrete results but it was designed purely as an exploratory and organizational session. Actually it was deemed an important development in the music situation since all phases of the industry have never before joined in a common fight against the Petrohil union.

Because the committee is so large, an executive committee may be named. This group would represent each branch of the industry participating in the united-front project.

A program of action was announced by NAB in a short notice to act as the music emergency requires.

Pre-meeting threats to kick up a fuss on the subcommittees of NAB was trying to claim sponsors as the committee failed to materialize. A terse news release covering the meeting was turned out by NAB but it carried the label "Industry Music Committee."

Program of Action

Actually much of the afternoon's discussion was devoted to organizational matters and the news release, with the subcommittee charged with the job of drawing up a program of action.

After the meeting, members representing all groups felt a good start had been made. They agreed a combined front attack against the union problem was the best strategy in sight at this time. The recorders' representatives are willing "to try it on for size" and will go along with the committee if it appears that definite action will be taken.

Named to the planning subcommittee were NAB President Justin Miller for broadcasters; William Fay, WHAM Rochester for FM stations; Charles Gales, Frederic W. Ziv Co., for transcriptors; Edward Wallerstein, Columbia Recording Corp., for recorders; Richard P. Dougherty, NAB Director of Employment and Relations, executive secretary; Bond Geddes, RMA (subject to RMA board approval).

NAB Survey Started

NAB last week started a survey to determine how many musicians are employed by record companies. First such survey was conducted in early 1946, with a second survey also covering 1946 employment.

NAB's questionnaire asks number of staff musicians (sidemen and leaders) employed during the week of Oct. 27; changes contemplated prior to Feb. 1, 1948; number of musicians employed during any October week; basic weekly wage scale or rate; whether contract or agreement exists with musician when signed and when terminating, and whether in terms of dollars or men; change in contractual relations since 1946; does contract require hiring only AFM members?

Attending Sessions

Attending the meeting were: NAB representatives: Miller and Dougherty; A. D. Willard Jr., Don Petty, Robert K. Richards.

FM Assn.—Leonard Marks; Willard Wagoner, KGW, Portland, Bluffs, Iowa; Mr. Fay; Ray E. Dady, KWK St. Louis; Paul W. Reed, WFAH-(FM) Alliance, Ohio.

Diamond, New AFM Counsel, Negotiated 43 Petrohil Pact

By IRVING MARDER

MILTON DIAMOND, who as attorney for Decca Records was largely responsible for negotiating the Decca-AFM pact in 1942, was released from the resistance to the musicians' boycott of recording in September 1943, last week was appointed counsel to the union by James C. Petrohil, its president.

Mr. Diamond is now senior partner in the New York law firm of Poletti, Diamond, Rabin, Frieden & Ray. He was an associate counsel to the AFM in 1943-44. Albert Woll was appointed an AFM attorney in Chicago several weeks ago after the death of Joseph Padula, counsel for the AFM, with which the AFM is affiliated.

As secretary and general counsel for Decca and World Broadcasting System Inc., Mr. Diamond negotiated the AFM contract which set the pattern for other recording pacts and established the system of royalty payments which were outmoded by the Decca pact.

Decca was the first company to yield to Mr. Petrohil's demands during the musicians' boycott of recording and transcription work in 1942-43. Decca's concession was regarded at the time as rapidly forcing capitulation by other members of the industry.

The appointment of Mr. Diamond as AFM counsel last week was seen as indicating—for the first time—that Mr. Petrohil might be willing to negotiate with record companies after Dec. 31, the date of expiration of present contracts.

Heretofore the AFM chief has stated only that his musicians would quit work for records and transmissions after that date and said nothing about new contracts.

Wouldn't Discuss Plans

After his appointment, Mr. Diamond refused to discuss the future of AFM relations with either the recording or broadcasting industries and deferred all questions pertaining to impending conferences between Mr. Petrohil and networks, whose AFM contracts expire Jan. 31. Such conferences, according to Mr. Diamond, were scheduled for mid-November in New York.

Following is an approximation of (Continued on page 81)

NAB Study

PUBLIC relations techniques of stations in all parts of the country are being compiled by NAB, with the Sales Managers and Small Market Stations Executive Committees providing material for the study. In a letter to stations, J. Allen Brown, Assistant Director of Broadcast Advertising, asked for details on all types of stations, including community projects, employ relations, sponsor movements and other techniques.
Plans to Telecast Party
Conventions Begun; Relay to Open

TELEVISION'S next major development, the orderly organization of the new relay circuit, opening of networks into networks, was triply foreshadowed last week.

First, eastern telecasters met in New York to begin planning their coverage of the Republican and GOP national conventions to be held next year in Philadelphia. The Pennsylvania metropolis was selected by both political parties largely because television networks will make their proceedings visible to millions of televiewers along the eastern seaboard from Massachusetts to Virginia.

Second, AT&T announced that this Thursday, Nov. 13, will mark the formal opening of its New York-to-Boston radio relay, which will extend the present New York-to-Washington video network service to much of New England.

Swift & Co. Contract

Third, Swift & Co. contracted with NBC for its full video network for the Friday afternoon Swift & Co. Home Service show, starting last Friday on WNBT New York, WNBW Washington and WPTZ Philadelphia, with WRGB Schenectady to be added in a few weeks and other stations in other areas as they join the NBC lineup.

Partial official of the present radio networks are giving much thought to duplicating or bettering their AM positions in TV, with DuMont organization as the first step, in this file. NBC, whose New York video station, WNBT, has been operating on a regular schedule since 1939, is leading the video networks in TV. Steinheuser, who acts as head, had the feeling that the Bell System is pushing cable facilities across the country as fast as it can, but it will be some years before two-way coaxial service will be available for television on a coast-to-coast basis. Radio, which may yet have a more feasible solution to the video networking problem, are as yet untested over long distances.

Another major problem for television networks is one of economics. The costs of programming and of program transmission are far (Continued on page 81)

**Planning for Convention Television Coverage Launched**

INITIAL planning for television's biggest undertaking, its coverage of the Republican and Democratic national conventions in Philadelphia next June and July, was commenced last week. New York at a meeting of representatives of video networks and stations. Serving as chairman of the first television committee for national political conventions, group is headed by J. Mr. Poppe, vice president and secretary of Bamberger Broadcasting Service (WOR New York) and president of Television Broadcasters Assn., who was named coordinator.

Contrasting the 1948 situation with that of 1940, when the GOP convention in Philadelphia was covered by two video cameras whose pictures reached an audience of less than 10,000 viewers, Mr. Poppe stated that "next year batteries of television cameras situated at strategic points throughout the Municipal Auditorium in Philadelphia will give millions of television viewers an intimate glimpse of every facet of convention activity. The audience for these telecasts will be situated along the coast of the nation, from the eastern seaboard to the West Coast, and to Virginia and from the East Coast into the Middle West," he added.

Organizational meeting was attended by video executives of ABC, CBS, MBS, NBC, DuMont, WPTF, WNBT, WXML and WPTZ Philadelphia, WMAR Baltimore, Bremer Broadcasting Co., Newark, and representatives of the Philadelphia city committee for political conventions.

Group named sub-committees to plan the installation of equipment in the convention hall and the distribution of programs to the various stations, and agreed unanimously to pool all programming and production because of limited network cables, Mr. Poppe reported.

General committee comprises:
Noel Jordan, Al Jackson, NBC; George Grossman, Paul Whitley, NBC; Paul Mowrey, Tom Voseta, ABC; Sam Morehead, Mutual; Lee Arries, J. J. Caddigan, Scott Heit, DuMont; Richman, WJSA; WMAR; George Crootty, WMAL; Clarence Thomas, R. J. McDevitt, Mutual; Edward Evans, Don Miller, WJTL; Roger W. Cripps, Mutual; W. K. Kornegay, Gifford Committee; Tom Mangel, Boy Meredith, WNBT; Earl Bahn, Frank V. Bremer, Bremer Broadcasting Co.; Will Balth, WHAS; Edward T. Sibley, the Republican National Committee and J. M. Keating of the Democratic National Committee are ex-officio members of the committee.

Sub-Committees

Five sub-committees on individual phases of television convention coverage, appointed by Mr. Poppe, include:

Committee on pooled programs: Burke Crootty, WMAL, chairman; Bob Kurland, WJSA, secretary; John Avery, DuMont; George Milne, ABC; Ken Brown, NBC; Jack McLaughlin, Mutual; Clarence Thomas, Philco.

Committee on television newswrap coverage: Paul Mowrey, ABC, chairman; Paul Ayer, NBC; Robert Armstrong, Mutual; Neil Swanson, WMAR; Roy Meredith, WPTF; James L. Caddigan, DuMont; Representatives of the AP, UP, and IPS will be invited to serve.

Committee on technical arrangements: Ray Bowie, WJTL; acting chairman; David V. Wheeler, VP; Harold See, WJSA; George Milne, ABC; Charles Bing, Mutual; Frank J. Bremer, WJTL; Carl Mopper, WMAR; Jack McLaughlin, Invitations are to be extended to representatives of the telephone companies and Western Union to serve.

Committee on eastern television: Leonard H. Hone of CBS, chairman; Noran E. Kent, NBC; Larry Moore, Don- ald McKay, WPTF, Kennedy; Stewart, WMAR; Bob Bendick; Neil Swanson, WMAR; Paul Mowrey, ABC; Bert Hartman, Mutual; John Ten, WJSA; Karl Basset, Berkeley, WPTF, TV; Representatives of AT&T and Western Union will be invited to serve.

Committee on coordinating, finances and logistics: Paul Whitley, ABC; Bob Bendick, WMAR; Noran E. Kent, NBC; Robert Sweeney, Mutual; William Bendick; Ir- ving Rosenhaus, WJTL; Paul Mowrey, ABC; Paul Ayer, Mutual; Mayer committee secretary, and Burke Crootty, WMAL, chairman.

Committee on publicity: J. R. Poppe, chairman; Will Balth, WMAL.

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**Stage Set to Organize TV Networks**

AT&T N. Y. to Boston Relay Circuit to Open on Thursday

AMERICAN Telephone & Telegraph Co. will formally launch its new radio relay circuit opening between New York and Boston on Thursday afternoon, with a television program originating in Boston, New York and Washington as the high spot of the inaugural ceremonies.

The video program, to last about 20 minutes, will include a three-minute dramatic sketch depicting the history of communications and greetings from Walter S. Gifford, AT&T president; F. P. Lawrence, vice president in charge of long lines, and Lawrence Gilmore, president, New York Telephone Co., from New York; Joseph Howell, president, New England Telephone Co. from Boston; Acting FCC Chairman Paul A. Walker and Randolph Maddox, president, Chesapeake & Potomac Telephone Co., from Washington. Out-the-window shots of historic landmarks will be made in both Boston and Washing- ton to prove actual origination in those cities to skeptical at-home viewers.

Program will be carried by

BROADCASTING • TELECASTING

Luckmo Boomerang

CHARLES LUCKMAN'S publicity stunt has boomeranged in St. Paul as result of a farm program on WDPG, Leland J. Melrose, editor of Minnesota Farmer, would tell listeners to observe soapless Monday on his 12:45 newscast on WDGY and said he has already received 450 letters on the subject. Some of the letters, Mr. Melrose said, asked him to petition Mr. Luckman for Levin Brothers, one of the nation's largest soap manufacturers, for home recipes for soap making.
FCC Begins 3-Week WBAL Hearing

Station to Argue Appeal Before D. C. Court

Nov. 21

LONG-AWAITED FCC hearing in the battle for the facilities of WBAL Baltimore — involving WBAL's quest for renewal and the Pearson-Allen application for the facilities — began an expected three-week session before Comr. Rosel H. Hyde last week.

The Hearst-owned clear-channel station opened the hearing Monday with repeated — but futile — claims that Blue Book references to its past operation are prejudicial and should be "corrected" before the competitive hearing continues. WBAL is expected to need at least until the middle of this week to complete its case. Public Service Radio Corp., principally owned by Columnists Drew Pearson and Robert S. Finch, is scheduled to begin its presentation. The two principals of Public Service Radio are to appear late this week or early next week.

Court Hearing Nov. 21

Meanwhile, on another front, the Court of Appeals for the District of Columbia disclosed Thursday that it would hear argument Nov. 21 on WBAL's appeal from a District Court judge's dismissal of a WBAL complaint against the Blue Book [BROADCASTING, July 7, 14]. WBAL is seeking to have its suit remanded to the District Court for trial. If successful, this would raise again the complaint's request for reinstatement of a stay order against FCC's proceeding with its own hearing until the court case is settled.

The clear channel facilities involved in the proceeding are 1000 kw with 50 kw fulltime. WBAL filed its renewal application in February 1945, requesting license renewal for the period May 1, 1945 to May 1, 1946. The application was designated for hearing and filed in February 1946. The Pearson-Allen application was filed in September of that year and consolidated as requested with WBAL's hearing in November.

The WBAL presentation was led by William J. Dempsey of Dempsey & Koplovits, Washington, counsel for the Hearst station. In conjunction with Littlepage & Littlepage, Washington, Leonard Marks of Cohn & Marks, Washington, represented Public Service Radio, which also has retained Frank, Sken & Oppenheimer, Baltimore, to handle preparation of local legal matters.

Hearst Subpoena

The request of Pearson-Allen counsel for FCC to subpoena William Randolph Hearst still stands. Comr. Hyde earlier had indicated he would reserve decision until later in the hearing after following admittance of sufficient evidence on which to base his opinion. Mr. Marks is expected to press for Mr. Hearst's appearance, however. WBAL counsel already has indicated that it would not be wise to summon the publisher from his home in San Simeon, Calif., because of his health. It has been suggested that his testimony might be taken by deposition.

Running account of the hearing follows:

MONDAY

Hearing opened Monday morning in Baltimore with a motion for further postponement by WBAL counsel, Mr. Dempsey. He contended that the last-minute revelation that former Undersecretary of State Sumner Welles was acquiring stock in Public Service Radio [BROADCASTING, Nov. 3] required that WBAL be given reasonable time to investigate the matter. Comr. Hyde held that the point was unduly emphasized, noting that the Pearson-Allen motion for leave to amend their application to include Mr. Welles had been denied because of the immediacy of the hearing.

Hearing 'Improper'

Reading from earlier WBAL petitions, Mr. Dempsey reiterated that the competitive hearing was improper and that the allegedly false Blue Book charges should first be corrected. Explaining that the WBAL renewal should have been cleared before admittance of Public Service Radio, he stated it was unfair to be required to meet the charges of the Blue Book and at the same time compete with Pearson-Allen.

Mr. Dempsey's charge of "prejudicial discrimination and unjust proceeding" and his claim that Blue Book "prejudice hovers over the whole hearing" were met by repeated requests by Commissioner Hyde to proceed with a hearing of both sides so that the case might be judged on the record. Offers "Fuel Hearing"...

The Commissioner at one point said, "A full hearing is being offered. What more can we do?" He stated that the claims of Public Service Radio must be given a fair hearing and regarding WBAL stressed that the Blue Book was not "a weapon" and that it was not to be treated as such. He added that there were no incorrect statements in the Blue Book.

Mr. Dempsey commented that upon this last statement the full Commission has never decided and said he wanted it clear as to the charges hanging over the head of WBAL.

Mr. Dempsey asked that an inspection of the WBAL plant be the first step in his case since that was before Chairman Charles R. Denny notified WLIB of FCC's proceeding. The two groups had been working on a "special program arrangement that will serve the entire community."

With respect to the News, FCC's proposed decision gave preference to that newspaper over WLIB, affiliated with the New York Post, on grounds that radio competition between two newspapers would be promoted. In the final decision, the majority eliminated the News and WLIB applications altogether on grounds that grants to non-newspaper applicants would promote diversity in the ownership of media and competition in the dissemination of news and information.

Hyde-Jett Contention

Comrs. Hyde and Jett contended, however, that the News should have a grant. Mr. Hyde argued that both WLIB and the News made "superior showings" and that "the argument that competition in the dissemination of news and information in the New York market would be promoted by preferring other applicants is unrealistic." Mr. Jett insisted that a grant to

(Continued on page 82)

Leaders Feted

DAVID SARNOFF, president and board chairman of RCA; Charles E. Wilson, president of General Electric, and Comr. Peter S. Giardino, president of AT&T, were among those cited by Forbes Magazine as "today's fifty foremost leaders" at a dinner last week at the Waldorf-Astoria, New York.

among the issues. The invitation was not accepted in view of bad weather.

The afternoon session continued with presentation by WBAL of Paul F. Peter, of the radio management consulting firm of Frazier & Peter, who said he had been retained by WBAL a year ago to install a continuing program analysis and to help in the renewal hearing by preparation of certain analyses.

Program Report

Mr. Peter presented a WBAL program analysis report for the FCC-specified composite week of 1945, stating the report was considered a minimum showing in support of WBAL.

This included an "expanded" tabulation showing commercial and sustaining percentages and pre-

(Continued on page 82)
DISC JOCKEYS

The second portion of Broadcasting Magazine's station managers' poll on disc jockeys is presented herewith. This poll, tenth in the series conducted by Audience Surveys Inc., was partially reported in the Oct. 15 issue of Broadcasting.

- "Are your disc jockey programs easier or harder to sell nationally and locally than other locally-produced shows?" (See Table I)

Thirty-five per cent of the stations find disc jockey programs harder to sell to national accounts than other locally-produced programs—twice as many as find them easier to sell. Approximately a quarter (27%) find them present about the same problem as other locally-produced shows. Twenty-one per cent were either unable to or refused to answer.

- "Are your disc jockey programs more or less profitable than other locally-originated programs?" (See Table II)

Although 45% of the stations find the profits in disc jockey programs about the same as for other locally-produced programs, almost as many (37%) find platter shows more profitable, three times as many as reported they were less profitable (12%) than other local origination.

With new network disc jockey programs getting underway and an expanded list of nationally-offered transcribed service platter programs available, the next question was:

- "Do you plan to carry any network-produced disc jockey programs?" (See Table III)

Almost half of the stations plan to carry at least one network-offered disc jockey program. Thirty percent say they have no such plans, including some respondents who are not network affiliates. Seventy-four percent of the stations have not been offered such programs, and 9% are indefinite.

- "Do you plan to carry any transcribed service disc jockey programs?" (See Table IV)

Sixty-four percent of the stations have no plans to carry a transcribed service platter show, compared to 11% who do. Twenty-five percent are indefinite or failed to answer.

Because of the interest in the reactions to the network-produced and nationally-offered transcribed platter shows, the respondents were asked to comment in their own words on:

- "In your opinion, what effect will these network-produced and transcribed disc jockey programs have on your own locally-produced platter shows?" (See Table V)

A majority (51%) of the stations foresee no effect at all on local programs in the network and (Continued on page 77)

PRINCIPAL POINTS covered in the first portion of the Broadcasting Trends analysis of station managers' views on disc m.c. programs [Broadcasting, Oct. 13] were the extent to which stations are using locally-produced disc jockey shows, the times of day when these shows are featured and the kinds of records (popular, classical, etc.) used. The second portion of it, presented herewith, goes into the selling phases of locally-produced disc m.c. programs and the plans of station managers with respect to network-produced and transcribed service disc jockey shows.

Shift in FCC Policy Is Possibility

Only Walker, Hyde, Jones Appear As Fixtures On Commission

The next few months may witness a metamorphosis at the FCC through the shift of the majority from moderate to middle-of-the-road, or even right.

The resignation of Charles R. Denny as chairman may be followed by two and possibly three others before the 1948 elections. Commissioner Clifford J. Durr, radical Democrat from Alabama, is keeping his own counsel, but may retire before his term expires June 30. Commissioner E. K. Jett, former chief engineer, and teammate of Mr. Denny, may accept an outside offer following the NBRA conference, which he is likely to head, next August. And Commissioner E. M. Webster, retired Coast Guard Commodore, is not expected to seek reappointment upon expiration of his term in 1949. Only Acting Chairman Paul A. Walker, whose term runs until 1953; Rosel Hyde, Idaho Republican, who is not up until 1952, and the Commission's newest member, former Rep. Robert F. Jones, Ohio Republican, who was named this year for a seven-year tenure, are regarded as fixtures.

While there has been nothing concrete from the White House, indications are that the President won't nominate his new FCC chairman until Congress convenes in regular session on Jan. 6. Wayne Coy, radio director of the Washington Post stations, WINX and WINX-FM, was President Truman's choice. Mr. Coy was disposed to accept.

Nothing definite. In a political year, however, Washington observers point out that nothing can be regarded as certain until it happens. Mr. Coy has been offered several other Federal posts. He did not seek the FCC vacancy. He did not want a recession, however, and President Truman desired to avoid embarrassment for the special session with partisan or political questions. With some two months remaining before the regular session Jan. 6, observers say, almost anything can happen. The President might have other plans; Mr. Coy may decide against returning to Government service; the political complex may augur for appointment of a middle-of-the-road.

There was even speculation about an appointment at the Nov. 17 special session of an attorney whose name has not yet been published.

Since Mr. Denny resigned, stress has been placed upon the desirability of having on the FCC one who has had practical broadcasting experience. Thus, in addition to Mr. Coy, the name of J. Leonard Reinsch, managing director of the Cox stations (WSB Atlanta, WIOD Miami, WHIO Dayton) has been heard most frequently. Mr. Reinsch has served as radio advisor to the President since the 1944 vice presidential campaigning days. Like Mr. Coy, he has not been an avowed (Continued on page 77)
1881 Charles W. (Chuck) Myers 1947

CHARLES W. (CHUCK) MYERS, 66, associate and former president of KOIN Portland, Ore., and president of the NAB in 1936-37, died at the Good Samaritan Hospital in Portland Nov. 3 following several weeks illness. The lawyer had suffered a heart attack Sept. 15 and had been confined to the hospital since that date.

A cautious and militant broadcaster until he disposed of his controlling interest in KOIN to the Marshall Field Enterprises in March 1946, Mr. Myers had lived in semi-retirement since that time. He disposed of KOIN for $950,000 because of somewhat impaired health. Previously, KALET Portland, which he then headed, had been turned over to the Portland Journal in a stock exchange transaction, in compliance with the FCC's anti-duopoly regulation barring ownership of more than one station of the same class in the same area.

At the NAB convention in 1936, Mr. Myers was elected president to lead out of a morass of factional disturbance which had threatened the unity of the industry. It was during his regime that plans were evolved, in tentative form, to retain a paid president for the NAB rather than one elected from the industry. He had served on the NAB board in 1933, and served as second vice president during 1934-35 and served as first vice president the year preceding his election to the presidency.

Born on Iowa Farm

Charles William Myers was born on a farm near Muscatine, Iowa, on Jan. 28, 1881, and attended country school on a catch-as-can basis until he was 13. The only child in the farm family, "Chuck" left home at 14 and took a job in the mailing room of the Clinton (Iowa) Herald.

For seven years he served on that newspaper, successively in the circulation department as circulation manager, advertising manager and business manager.

In 1910 he left Clinton to become advertising manager of the Bay City (Mich.) Tribune. After a year he joined the advertising department of the Des Moines News of the Scripps League, and in 1913, he began his trek to the country's "last frontier," as he characterized it. He was made advertising manager of the Portland (Ore.) News, also of the Scripps League, and served there for 10 years. The first six were as advertising manager and the last ten as business manager.

Circulation of the News increased in that span from 14,000 to 64,000.

Recognizing broadcasting as an important projection of the newspaper, Mr. Myers in 1925 organized a group of businessmen and established KOIN, procuring a minority interest. Six years later, as the station developed under his capable management, along with its sister station, KALE, which was acquired afterward, Mr. Myers left the business management of the News to devote full time to broadcasting. In the interim he had acquired controlling interests in both stations. He initiated an affiliation with the Journal which acquired minority interests in both stations.

Mr. Myers' association in his broadcasting operations was the late C. Roy Hunt, who served as general manager and stockholder.

Possessed of a whimsical sense of humor, Mr. Myers was a master of the pun and wordplay. He pronounced the letters "K" and "A" as "gag" but he afterward confessed that he had devised the combination because they spelled words and words were much more easily committed to memory than a series of tongue-twisting consonants and vowels.

Likened Photographic

Before Chuck Myers left Iowa for Michigan in 1916 he knew Gertrude Nichols, of Clinton. Both were ardent fishermen and sailors. Mr. Myers also was an enthusiastic photographer. It wasn't unusual for him to carry several hundred pounds of equipment and films to NAB meetings for private performances.

Myers' bosom friend and constant companion on vacations until his illness was Arthur B. Church, owner of KMBC Kansas City. Mr. Myers was a Mason and Shriner and Jester, the latter an honorary Shrine organization. He was active in Portland civic affairs and several times was president of the Chamber of Commerce and the Advertising Club.

Funeral services were held last Thursday at the Portland Masonic Temple. Mr. Myers is survived by his wife, Gertrude Nichols Myers, and two daughters and a son.

Myers, Edwin O. 1931-35

EDWIN O. PERRIN, 58, partner of the Henry A. Loudon advertising agency, which he joined in 1933, died Oct. 30, at Wickermans Hospital in New York. Prior to his affiliation with the Loudon agency, Mr. Perrin was for 14 years a vice president and director of McCann-Erickson. Surviving are his wife, two daughters and a son.

NBC Will Reduce Its Protection Period On Network Rate, Discount Adjustments

ANNOUNCEMENT that it would reduce its protection period for rates and discounts from the present one-year guarantee to six months was made by NBC last week. The revised policy, effective May 1, 1948, was announced by Harry C. Kopf, NBC administrative vice president, in a letter to advertisers and agencies. Mr. Kopf said no general network rate increase or discount adjustment would be made before next May.

Uncertainties of future network costs were said to have motivated the NBC decision to reduce the protection period. In his letter, Mr. Kopf pointed out that operating and overhead expenses of NBC, exclusive of costs of television development, had increased 38.5% since September 1943.

In budgeting for 1948, the network is "squaresly confronted with the necessity of self-protection against constantly mounting costs," the letter read. These cannot be overcome by increasing business volume, Mr. Kopf said, because only two hours per week of network time remain unsoiled. Under these circumstances, Mr. Kopf said, "the one-year protection we have hereafter for our clients represents a serious problem to us in the event costs continue to rise."

Mr. Kopf said there had been no general NBC station rate increase since October 1939, although some individual station rates had risen. Additionally, he said, in August 1942 NBC introduced a full network discount plan providing 10% annual discount above all other volume or frequency discounts. Despite a withdrawal of 2% of volume discounts in September 1943, "net costs to qualifying advertisers during the period from 1939 to the present have decreased more than 6%," Mr. Kopf reported.

The new policy: "NBC will make no general network rate increase or discount adjustment before May 1, 1948. And on that date in the event of rate or discount adjustments, NBC will guarantee six months' protection to current advertisers, from the date of increase, instead of one year as heretofore."

Paid Radio Column In Papers Planned

33 Large U.S. Dailies For Syndicated Project

A "SYNDICATED" newspaper column devoted solely to radio news will appear as paid advertising in 33 large U. S. newspapers starting in January, it was announced last week by the new firm of Randall & Cooper, 50 E. 42nd St., New York.

To be known as "Ears to Radio," the project is described by John E. Randall, of the firm and former KMOX St. Louis news editor, as a completely new idea in newspaper advertising for radio programs. Contracts will be made with leading advertisers and networks on a 13-week basis to publicize their shows, Mr. Randall said. Since newspapers will print this material on a paid space basis the great element of chance involved in "planting" free publicity is absent, he said.

Newspapers Contracted

Newspapers which have contracted to print "Ears to Radio" include the Times-Dispatch, New York Herald-Tribune, Chicago Tribune, Philadelphia Inquirer, St. Louis Post-Dispatch, Washington Post, Boston Globe, Charlotte Observer, Des Moines Register, Minneapolis Star-Journal, and more than 23 others with an aggregate circulation of more than 14,800,000, according to Mr. Randall. In addition to the 33 papers which will print the column initially, others have agreed to carry it when the newspaper shortage ends, he said.

Space in "Ears to Radio" will be sold to advertisers with a guarantee of three to six-inch insertions per program on a minimum 13-week contract, according to Mr. Randall. The rate is $1,322.15 per one-time insertion on the base contract, with progressive discounts on 26 and 52-week contracts.

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Large Stores Lead

FREDERIC W. ZIV Co., Cincinnati, disclosed last week that department store is leading in sponsorship of half-hour and one-hour described dramatic series, Favorite Story, starring Ronald Colman. Sixteen large stores are airing the programs in 36 markets, according to John J. Fluh, national vice president of the Ziv Co. The show is also popular with public utility firms, seven of which are sponsoring it in their locality, Mr. Sinn said.
The 1947 Iowa Radio Audience Survey is a complete, brief text-book on radio-audience listening habits and preferences in Iowa. It answers practically every question you could ask, and because these answers are furnished in chart and map form as well as in statistical break-downs, it tells you what you want to know, almost at a glance.

Here are a few of the subjects covered by this authoritative research (compiled from answers furnished by 8,682 Iowa families—1 out of every 73 in the State):

Preference-ranking of every station heard in Iowa, day and night.

Percentage of total audience preferring each station.

Areas in which each station is preferred.

Break-down of preferred listening-periods, by daytime quarter-hours.

Types of programs preferred.

All the above—and many others—are broken down by age, sex, educational status and place of residence (city, village, farm). This is a survey for the exclusive use of which any large agency would gladly pay thousands of dollars. It is yours FREE on request, so long as the supply lasts. Get your copy NOW. Use the coupon.

WHO for Iowa PLUS

DES MOINES ... 50,000 WATS

B. J. PALMER, President ... P. A. LOYET, Resident Manager

FREE & PETERS, INC., National Representatives
**RELIGIOUS TIME SALES**

Poll Shows Minority of 50-kw Stations Do Charge

ONLY 25% of a cross-section of 50-kw stations make a practice of selling religious time, an analysis of religious programming conducted by Rev. Albert H. Salter, director of religious programs for KMPC Hollywood, indicates. Rev. Salter’s survey extended over a period of months, he reports, and his analysis is based on replies received from 40 stations of 50-kw power.

- Average of religious time (both commercial and non-commercial) carried per week was three hours and a half. The average for Sundays was 2.55 hours and for weekdays 1.35 hours.
- Station-sponsored daily prayers are carried on only 12 of the 50-kw stations, Rev. Salter found.

DISHING OUT grub for sponsor is Groucho Marx (second from r) at recent party celebrating start of ABC You Bet Your Life (Elgin American Co.). Being fed are (l to r): A. B. Gellman, president of Elgin American Co.; John Guedel, program packager; Marvin Mann, vice president and radio director of Weiss & Geller Inc., Chicago agency servicing account; Frank Samuels, ABC Western Division sales manager.

**FALSE AD PRACTICES DISCUSSED BY FREER**

VOLUNTARY correction is the key to elimination of false and misleading advertising and other unfair trade practices, according to R. E. Freer, vice chairman of the Federal Trade Commission.

Speaking before the American Marketing Assn. in New York, Commissioner Freer said that of 641,402 radio broadcast continuities examined by the Commission, 9,573 were marked for further study. He added that much credit was due national and regional networks, transcription producers, stations and publishers who cooperate with the Commission by “furnishing the grist ground in the mill.”

In cases where an agency or station has prepared or participated in preparation of advertising questioned as false or misleading, then that agency or station is considered a party to any corrective action, according to the Commissioner.

To date stations which have done no more than serve as dissemination media have not been considered parties, but, said Commissioner Freer, Section 12 of the Federal Trade Commission Act, as amended by the Wheeler-Lea Act, makes it “unlawful” merely to “disseminate, or cause to be disseminated, any false advertisement of a food, drug, curative device or cosmetic.”

**Gillette Is Army-Navy Sponsor for AM and TV**

BOTH radio and television coverage of the 1947 Army-Navy football game on Nov. 29 will be sponsored by the Gillette Safety Razor Co., it was disclosed in New York last week.

The broadcast of the game, to be played at Municipal Stadium in Philadelphia, will be carried exclusively by MBS starting at 1:15 p.m., according to an announcement by Joseph P. Spang, Jr., Gillette’s president. NBC will televise the grid classic through its East Coast network stations—WPTZ Philadelphia, WRGB Schenectady, WNBW Washington, and WNBAT New York. Mazon Inc., New York, is the Gillette agency.

**PORTAIT 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.

**AMERICAN MUTUAL**

WSIX gives you all three: Market, Coverage, Economy

Represented Nationally by THE KATZ AGENCY, INC.

WSIX The Voice of Tennessee's Capital City

5,000 W. 980 KC

Page 22 • November 10, 1947
And when we talk profits, it's in
down-to-earth terms of total daytime coverage
and total retail sales. In a recent survey of
13 major U. S. markets—the Cleveland area
ranked 2nd in number of radio homes . . . and
in the 10 most concentrated counties in this
rich Northern Ohio market, WJW reaches
95% of the homes, accounting for 94% of the
total retail sales. WJW stands for complete
coverage in Northern Ohio!

WJW

CLEVELAND'S

Chief

STATION

BASIC

ABC Network

CLEVELAND

850 KC

5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY
The college with the 50,000-watt professor
Washington University has added a new department—Radio Broadcasting...and a new professor—the 50,000-watt “Voice of St. Louis.”

Now, undergraduate students are attending the most comprehensive course in radio broadcasting ever offered by any college. Classes are held in the KMOX studios. Laboratory work is done at KMOX’s new 50,000-watt transmitter. And all the teaching is done by KMOX staff members.

The appointment of KMOX to Washington University’s staff is of more than academic interest to astute advertisers...

It is eloquent evidence of the enterprising management that has made KMOX the most “listened-to”, most “talked-about” station in Mid-America.

It is evidence, too, that when you want Mid-Americans to learn something about your product, KMOX can teach them.

**KMOX Columbia Owned • 50,000 watts**
Represented by Radio Sales...Radio Stations Representative...CBS, New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta
SHACKELFORD ELECTED TO HEAD IRE IN 1948

BENJAMIN E. SHACKELFORD, manager of the License Dept. of RCA International Division, New York, has been elected president of the Institute of Radio Engineers for 1948. Dr. Reginald L. Smith-Rose, superintendent of the radio division, National Physical Laboratory, Teddington, Middlesex, England, is the new vice president.

Chosen as directors-at-large for the 1948-50 term were: James E. Shepherd, research engineer of the Sperry Gyroscope Co. Inc., Great Neck, L. I., New York; Dr. Julius A. Stratton, professor of physics and director of the Research Laboratory of Electronics at M. I. T., Cambridge.

Herbert J. Reich, electrical engineer, Dunham Laboratory, Yale U., was elected regional director for 1948 and 1949 of the North Atlantic region. The Central Atlantic region’s new director is John V. L. Hogan, president of the Interstate Broadcasting Co., Inc., WQXR, WQQX, Radio Inventions Inc., and Faximile Inc., New York. Mr. Hogan is a former officer of IRE. John B. Coleman, assistant director of engineering, RCA Div., Camden, N. J., will serve as director of the Central Atlantic region, and John A. Hutcheon, associate director of research, Westinghouse Electric Corp., East Pittsburgh, Pa., was elected director for the East Central region. Theodore Hunter, president of Hunter Manufacturing Co., Iowa City, Iowa, and staff consultant in the Psychology Dept., U. of Iowa, will direct the Southern region, and director of the Pacific region is Frederick E. Terman, dean of the School of Engineering at Stanford U., and a past officer of IRE. Frederick S. Howes, associate professor of electrical engineering and consulting engineer at McGill U., Montreal, is director of the Canadian region.

Larmon Is Chairman

SIGURD S. LARMON, president of Young & Rubicam Inc., has been appointed chairman of the committee on advertising for U. S. associates of International Chamber of Commerce. Others on committee are Elton G. Borton, president, Adv. Federation of America; Justin Dart, president, United Rexall Drugs; Frederic R. Gamble, president, American Assn. of Advertising Agencies; Clarence Gos- horn, president, Benton & Bowles; Charles Luckman, president, Lever Bros.; Charles G. Mortimer, vice president, General Foods Corp.; Joshua B. Powers, president, Joshua Powers Inc.; William E. Robinson, vice president, New York Herald Tribune; Niles Trammell, president, NBC, Irwin Vladamir, president, Irwin Vladamir Co.

CONGRATULATIONS are in order all the way around as three staff members of KLZ Denver get promotions to new posts. Main Morris (r), a member of KLZ’s sales staff for the past six years and national sales manager for the past few months, becomes commercial manager. Lee Fondren (center), KLZ promotion manager since 1941, is moved to national sales manager and John Connors (l), writer, succeeds Mr. Fondren as promotion manager.

Journalism School Check In 40 Colleges Launched

JOURNALISM courses at some 40 colleges are being checked by a committee of the American Council on Education for Journalism. The project was started by the NAB Educational Standards Committee, with examiners named by Wilbur Schramm, chairman of the Council on Radio Journalism. Earl England, U. of Missouri, is executive secretary of the accrediting committee.

First journalism school checked for accreditation was that at Northwestern U. Arthur C. Stringer, NAB, secretary-treasurer of the council, checked Emory U. and the U. of Georgia last week and will visit Butler U. Nov. 17-18. Kari Koerper, KMBC Kansas City, will check U. of Missouri Nov. 17-18 and Kansas State Nov. 21-22.

ACA Elects Officers

HAROLD J. G. JACKSON, advertising manager of Chrysler Corp. of Canada, Windsor, was elected president for 1948 of Assn. of Canadian Advertisers at 33rd annual meeting at Toronto. Other officers elected to ACA were: vice-presidents, George S. Bertram, Swift Canadian Co., Toronto; Lee Trenholm, Underwood Ltd., Toronto; Mrs. Muriel Gillespie, Courtaulds (Canada) Ltd., Montreal; Hedleigh T. Venning, Shirriff’s Ltd., Toronto; and J. G. Hagey, B. F. Goodrich Rubber Co. of Canada, Kitchener, Ont.; directors, E. T. Gater, Sterling Products, Windsor; M. M. Schneck- enburger, House of Seagram, Montreal; and James F. Scurtun, H. J. Reinz Co., Toronto; treasurer, J. P. Lyons, vice president, Life Assurance Co., Toronto; general manager, Athol McQuarrie, Toronto; secretary, J. A. M. Galilee, Toronto.

AMERICAN BROADCASTING COMPANY’S Regional outlet. 1,000 Watts on 1460 Kilocycles.

WACO, TEXAS, with a metropolitan population of 100,000 persons, has an average family income of over $4,000.

WACO 1,000 WATTS 1460 KILOCYCLES

NATIONAL REPRESENTATIVE: WEEG & COMPANY

WACO, TEXAS

Page 26 • November 10, 1947
You gave us our priceless heritages for...

the right to our beliefs . . . A Democracy

. . . the right to worship as we please . . .

the right to freedom of speech . . . the

right to an uncontrolled radio . . . We

Americans cherish these freedoms . . .

We are thankful.
BIGGEST ADVERTISING agency in America, the agency that bought $12,000,000 worth of radio time last year, is opened to public view in the November issue of Fortune. J. Walter Thompson, gross billings estimated at $82,000,000 in 1946, is the subject of another of Fortune's thoroughgoing examinations of the U. S. business scene.

Established in 1872, the agency has an annual payroll of $8,000,000, offices in eighteen cities abroad and five cities in the United States. A total of 3,268 executives, artists, copywriters, receptionists, paste-up boys and secretaries make up the staff. There are 43 vice presidents.

Thirty per cent of the client's dollar in the years 1942-46 has been allocated to radio. The J. Walter Thompson Radio Department under Vice President John Reber, places ten and three-quarters of national radio time a week, three hours on regional networks, and 70,000 spots and local programs.

The first successful radio venture was the Standard Brands Radio Valley Show—which was the first of the "family shows," characterized by music, humor, guest stars, and the easy-listening commercial for the sponsor.

Second in size to Dancer-Fitzgerald-Sample, which devotes two-thirds of its efforts to radio advertising, J. Walter Thompson's Radio Department is going ahead full speed to produce the kinds of shows the public wants to hear—and to advertise the client's product.

Fortune's editors have done a thorough job on the agency—down to giving the list price for a Pond's Engaged Lovely, which is $100-$300. The gentle art of selling the American consumer what he wants to buy is the specialty of J. Walter Thompson. Its president, Stanley B. Resor, says flatly that advertising "raises the standard of living through education to new desires, leads to actual improvement of products and cuts distribution cost," and that is J. Walter Thompson's policy.

Elsewhere in the issue, Fortune carries a profile of Smith Davis, newspaper, magazine and radio station broker, who will direct commissions on sales this year of more than $30,000,000. In its "Shorts & Faces" Department, the issue discusses the radio giveaway shows. Clients have been known to dispense with agency control of radio time after taking on giveaway shows. Fortune's report on the giveaway calls it "the closest thing to something for nothing that has hit advertising for years."

Radio Newsmen to Lead Sigma Delta Chi Panel

RADIO NEWS panel, led by top network newsmen, will be a highlight of the four-day convention of Sigma Delta Chi, professional journalistic fraternity, which gets under way in Washington on Nov. 11.

Heading the panel will be Claude A. Mahoney, CBS Washington commentator. Others scheduled to take part are Bill Henry, CBS Washington news correspondent; Ray Henle, editor of the Three Star Extra heard on NBC; Albert Warner, chief of MBS Washington news staff, and Francis Tully, Washington correspondent for the Yankee Network.

CP Turned Back

ATTRIBUTING its decision to competitive situation, Grass Valley-Nevada City Broadcasters Inc. fornight ago turned in its CP for a new station (1230 kc, 250 w) at Grass Valley, Calif. Horace Thompson, president, who also owns KMYC Maryville, noted in letter to FCC that the grant had been issued for another station in Grass Valley (10,501 in 1940), said his company didn't think that market could support two stations.

HISTORY OF WCCO Minneapolis was presented in National Radio Week dramatization, which featured two of station's old-timers, Clellan Card (l) and Cedric Adams (r), shown with Merle Jones, new WCCO station manager. Mr. Adams, news commentator, appeared in his original role of narrator on a 1931 series of Oriental mysteries. Mr. Card contributed the Scandinavian accent which made him popular with WCCO listeners when he joined in 1934.

You can cook up some mighty big sales in KFH's Twin farm and city markets. Double coverage has made KFH "That Selling Station for the Southwest".

WICHITA IS A HOOFERATED CITY

KFH WICHITA

WINTER IS COMING

CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETTY OFFICE

Page 28 • November 10, 1947

BROADCASTING • Telecasting
Once there were 38 beavers—(that's us)—eager as the dickens to start a Problem-Solving Service for overworked timebuyers and Hooper-minded advertisers. We had the experience—46 years of it—on national networks, major stations and in 4-A ad agencies. But no station.

Doleful Donalds and Pooh-Poohers said we couldn't do it; they said we couldn't even get in the fight for Rochester's new 5000 watt station. BUT WE DID. And won. In just 18 months, from start to finish. And now we're out to win some major sales battles for YOU.

WVET's strategy: ACTION, not excuses. RESULTS, not promises. SERVICE, not boon-doggling. And by service, we mean PERSONALIZED service—based on your product, your problems and competition, your markets, your sales objectives!

None of this hit-or-miss, take-it-or-leave-it stuff. WVET is staffed and equipped to give you Complete Advertising and Merchandising Service-of-the-Air—from troubleshooting and testing shows to giving you expert, on-the-spot help with local distribution problems.

Still another big competitive advantage for you—WVET is the ONLY Rochester station with a New York office!

And it's right smack in the heart of the radio "empire": (1) to make sure we hear about new developments FIRST so we can pass them on to you while they are new; (2) to help WVET advertisers out-scoop local competition! (3) to bring you the best in talent, programming and other dollar-making "pluses".

So if it's plain old-fashioned get-up-and-go you want—and plenty of action—hurry and write us for full details on WVET—Rochester's new live-wire, up-and-at-'em station!

VETERANS BROADCASTING COMPANY, INC.
204 GRANITE BLDG., ROCHESTER 4, NEW YORK

HAVE YOU HEARD THE ONE ABOUT THE 38 EAGER BEAVERS?

WVET

5000 WATTS
1280 ON YOUR DIAL
(YOUR MUTUAL STATION)
NATIONALLY REPRESENTED BY WEED AND COMPANY
Presto Presents
Something New in Recording Amplifiers...

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

1. Selector switch and meter provide both output level indicator (not for “riding gain”) and plate current readings for all tubes.

2. Chassis is vertically mounted. Removal of the front panel gives access to all circuits without removing amplifier from rack.

3. The output stage has four 807's in push-pull parallel with an unusual amount of feedback. This produces ample peak power with low distortion and an extremely low internal output impedance for best performance from magnetic cutting heads.

Push buttons select any of these recording characteristics: flat, 20-17,000 cps, 78 rpm, standard NAB lateral, NAB vertical—all within an accuracy of +1 db. Distortion is only 1 1/2% at full output.

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

WSYR Syracuse Sold to Newhouse

Wild 5-kw Outlet Purchased For $1,200,000 Price

SALE of WSYR Syracuse for $1,200,000 to S. I. Newhouse，New Jersey and New York newspaper publisher and principal owner of the Syracuse Herald-Journal and the Syracuse Post-Standard, was completed last week, pending FCC approval.

Under the terms of the agreement，Radio Projects Inc.，headed by Mr. Newhouse and owned by himself and immediate family，acquires from the Central New York Broadcasting Corp.，headed by Col. Harry C. Wilder，all 15,000 shares of outstanding common voting stock and all 300 shares of preferred non-voting stock. Of the 15,000 shares of common stock，12,000 are now owned by Colon Wilder；his wife，Isabelle H. Wilder，and his father，Mark S. Wilder. The remaining 3,000 shares are owned by 12 members of the WSYR staff.

Colonel Wilder，who has been president and general manager of WSYRI since 1932，will continue in that capacity under the new operation，according to Mr. Newhouse. Stating that he realized the value of WSYR and WSYR-FM's continued operation under the direct supervision of Colonel Wilder，Mr. Newhouse said that his company would take up the colonel's current five-year contract with Central New York Broadcasting Corp.

Besides Colonel Wilder，the entire WSYR staff will continue unchanged. In addition，the purchaser plans to push FM and will enter the television field in the near future. Mr. Newhouse，his wife and two sons own the stock in Radio Projects Inc.

WSYR，a 5-kw basic NBC outlet operating on 570 kc，was a 250-watter when purchased by Colonel Wilder and his father in 1932. Within five years，it had 1 kw and in five more，it increased to its present 5 kw on 570 kc.

Colonel Wilder is also president of WTRY Troy and WELE New Haven，but they are not included in the present deal and are not up for sale，according to the colonel.

Before entering the radio field，Colonel Wilder’s varied background included such positions as sales manager for wire，copper，rubber，utility and refrigeration companies；partner in an advertising agency，president of a light and power company and magazine publisher. During World War I，he saw action in four major offensives as an artillery officer.

Central New York Broadcasting Corp.，was represented in the transaction by the Washington law firm of Dow，Lohnes and Abertson，while Radio Projects Inc. engaged Segal，Smith & Hennessy，also of Washington.

Economic System Topic For 2 AAAA Meetings

THE “Program for Better Understanding of Our Economic System” sponsored jointly by the Assn. of National Advertisers and the American Assn. of Advertising Agencies will be presented to AAAA members in New York and Chicago at regional meetings this month，it was announced last week.

The program was outlined to Pacific Council AAAA members at the Yosemite meeting three weeks ago. It will be reviewed at the AAAA’s Eastern Annual Conference to be held Nov. 18 at the Waldorf-Astoria in New York，and at the Central Council Annual Meeting set for Nov. 21 at the Hotel Drake，Chicago.
WORL Files Notice of Appeal From FCC Decision Denying Its License Renewal

WORL Boston last week filed notice of appeal from FCC’s decision denying its license renewal, and simultaneously asked the Commission to extend its present temporary license to permit operation until the appeal is decided [CLOSED CIRCUIT, Nov. 3].

FCC’s customary procedure in such cases has been to grant extensions while litigation is in progress, although it had not acted on WORL’s request late last week. Nor had it indicated that it intends to call off the hearing it previously ordered for Dec. 15 on the six pending applications for WORL’s 950-kc, 1-kw daytime facilities [BROADCASTING, Oct. 27]. The station is currently on temporary license to Nov. 30.

The notice of appeal, filed in the Court of Appeals for the District of Columbia by John P. Southmayd of the Washington law firm of Fisher, Wayland, Duvall & Southmayd, contended FCC erred in 19 instances in reaching the conclusion that WORL owners willfully concealed or misrepresented information and are not qualified to operate a station. A brief presenting the station’s case in detail will be filed later.

WORL is owned by Harold A. Lafount, general manager of the Arde Bulova stations and a former Federal Radio Commissioner; and Sanford H. and George Cohen, New York attorneys. The decision to deny license renewal came on a 5-to-1 vote, Comm. E. K. Jett dissenting and Comm. Rosel H. Hyde not participating [BROADCASTING, Oct. 20].

NEW AUTHORIZATIONS
FOR 17 FM OUTLETS

CONSTRUCTION permits in lieu of previous conditions were authorized fortnight ago by FCC for the following four Class A and 13 Class B FM stations, as reported in BROADCASTING, Nov. 5, but details of which have not been given. Power given is effective radiated power and antenna height is above average terrain.

The grants:

KFPW-FM Port Smith, Ark.—Class B, 94.0 mc, Channel 238, 310 kw, 310 ft.
WKAT-FM Miami Beach, Fla.—Class B, 93.1 mc, Channel 228, 320 kw, 720 ft.
WNEX-FM Macom Ont.—Class B, 96.9 mc, Channel 245, 47 kw, 415 ft.
WGL-FM Ft. Wayne, Ind.—Class B, 94.6 mc, Channel 297, 14 kw, 529 ft.
WKIL Kankakee, Ill.—Class B, 100.7 mc, Channel 254, 9 kw, 273 ft.
WEPM Chicago—Class B, 99.5 mc, Channel 243, 6 kw, 273 ft.
WUNY Boston—Class B, 102.5 mc, Channel 272, 39 kw, 300 ft.
WHYN-FM Holyoke, Mass.—Class B, 93.1 mc, Channel 229, 2.5 kw, 885 ft.
WLAL Lakewood, Ohio—Class A, 104.9 mc, Channel 285, 689 w, 250 ft.
WFTM Tiffin, Ohio—Class A, 98.3 mc, Channel 252, 450 w, 120 ft.
KFPO Fremont, Ohio—Class A, 99.3 mc, Channel 257, 1.0 kw, 200 ft.
KFNP Port Clinton—Class B, 95.5 mc, Channel 238, 3.4 kw, 850 ft.
WKVX-FM Providence, R. I.—Class B, 94.1 mc, Channel 231, 15.5 kw, 545 ft.
WLIV Providence, R. I.—Class B, 107.7 mc, Channel 206, 20 kw, 495 ft.
KVOF-FM Elmhurst, Tex.—Class A, 106.9 mc, Channel 252, 1.2 kw, 225 ft.
KFM San Antonio, Tex.—Class B, 101.5 mc, Channel 250, 225 kw, 520 ft.
WWVA-FM Wheeling, W. Va.—Class B, 98.7 mc, Channel 254, 13.3 kw, 355 ft.

DOWN BUT NOT OUT

AN OLD LEG INJURY put Bill Diehl, winner of the National Headliners Award for news coverage in 1945, in the hospital for a few weeks but it didn’t prevent him from airing his Sunday night program Inside Story over WCLT (FM) Newark, Ohio. Mr. Diehl solved the problem by wire-recording the program in his hospital room. The station, owned by the Newark Advocate, for whom Mr. Diehl works as a feature writer and photographer, reports that the program has been as well received as when Mr. Diehl was able to broadcast it from the WCLT studio. Show is sponsored by Phalen and Cunningham Co., Newark Chevrolet dealers.

Ford Sponsors Allen

ALTHOUGH the Fred Allen Show sponsorship shifts from Standard Brands Inc. to the Ford Dealers Assns., beginning Jan. 4, it will continue through May 5, 1949 under terms of Mr. Allen’s contract with Standard Brands, the expired portion of which will be fulfilled by the Ford dealers, it was understood last week. At the end of that time, according to NBC, Standard Brands will have first option and the Ford dealers second on the 8:30-9 p.m. Sundays time slot in which the program is now heard.

The No. 1 Farm Station in the No. 1 Farm Market would like you to

MEET GLENN!

This is Glenn Harris, new KMA program manager.

Glenn comes to us with a wealth of experience in that friendly, personal type of programming that has made KMA a Midwest favorite. He knows farmers and farm listening habits.

Glenn handled many farm shows for KYSM, Mankato, Minn., KMBC, Kansas City, KDYL, Salt Lake City, and KSTP, Minneapolis. His outstanding farm programs, special news broadcasting, and live talent shows have won him a widespread reputation in radio circles.

It takes a man of Glenn’s special talents to really sell to farmers. He can wrap up your selling message in sincere, down-to-earth programming that farmers listen to with a loyalty backed by hard, cold cash.

Glenn Harris and KMA make an A-1 selling combination. Write KMA, or contact your nearest Avery-Knodel, Inc., office.

AMERICAN Broadcasting Co.
KMA
960 KC
SHENANDOAH, IOWA
5000 WATTS

AVERY-KNODEL, INC.
National Representative

BROADCASTING • Telecasting
One of the keystones of a radio station's relations with sponsors, advertising agencies and the public is the all-important post of promotion director. Coordination of station publicity and advertising, progress reports to agencies, watchdogging of many public service activities—all these fall within the jurisdiction of Bob Hancock. He is a graduate of the University of Oregon in journalism and advertising, and has directed many special promotion campaigns. European theater duty as a line infantry officer, and postwar special duty assignment with Special Services aided in preparing Bob for his present position at KGW. So—whether you're an agency timebuyer, account executive or a sponsor, Bob Hancock's your man. He's right there when it comes to increasing audience for your program on KGW.
Radio Fort Wayne Wins Long Battle
Requests of 2 Rival Applicants Rejected in Indiana Case

DECISION in the strongly con-
tested and multi-opinion contest for 280 w fulltime on 1450 kc at Fort Wayne, Ind., was issued last week by FCC to grant the applica-
tion of Radio Fort Wayne Inc. The

grantee had been favored last July
by the Commission in its final
decision which must be set aside
for argument before the full Com-
mision.

Last week’s decision denied the mutually exclusive requests of Homer Rodeheaver and Community Broadcasting Corp. The Com-
mission preferred Radio Fort Wayne
according to the report, because of
full participation in operation and
management by local resident
owners.

In its original proposed decision
FCC proposed to grant Community
Broadcasting and to deny Radio
Fort Wayne and Mr. Rodeheaver.
The final decision switched the
grant to Radio Fort Wayne and this action resulted in a petition
for rehearing by Community on
grounds that the decision was not

made by a majority of the Com-
mision present at the oral argu-
ment.

Subsequent Order

Subsequently the Commission
issued an order setting aside the
final grant to Radio Fort Wayne
and designated the proposed deci-
sion and exceptions thereto for
oral reargument before the Com-
mision ex parte. This reargument,
plus memorandum filed by Com-

munity and a relative answer by
Radio Fort Wayne, were basis for
the FCC’s consideration in the
present decision.

Evangelist as leader and publish-
er and interested in farming, a hotel
and music school, Mr. Rodeheaver pro-

posed to direct general policy of
his station but would entrust the day-
to-day management to a selected staff.
He had named Walter F. Bennett, Chi-
cago radio advertising agency man, as
general manager.

Community Broadcasting is chiefly
owned by ex-ABC Commentator Arthur
S. Feldman and his wife, Rhoda M.
Feldman. Mrs. Feldman formerly had
been executive secretary to NBC’s New
York program operations director. Fort
Wayne attorney James M. Barrett Jr.,
is 1% owner. The Feldmans proposed
to move to Fort Wayne.

The grantee, Radio Fort Wayne,
is headed by Merlin H. Smith, former
Washington Civil Service investigator
as president. Firm also includes Charles
A. Sprague, transmitter supervisor of
WOWO Fort Wayne, vice president and
Glenn R. Thayer, WOWO studio super-

visor in charge of technical personnel
and responsible for transmitter operat-

ion, secretary-treasurer. Each holds
one-third interest.

Proceedings of Clear Channel Hearing
Are Briefed for Oral Argument Jan. 19

INDUSTRY participants and FCC
staff members went individually to

work last week on one of the most
 voluminous records that FCC files
have known: The record in the cur-
cent clear-channel case. Their job:
To fashion their respective briefs
for oral argument.

When testimony was completed
Oct. 31, there were 6,247 pages of
testimony and 404 exhibits, many
of which consisted of hundreds
of pages each. There had been 40 days
of hearings stretching from Jan-
uary 1946, and the participants had
spent countless weeks in prepara-
tion from the time the issues were
announced in February 1945. By
comparision, the 1938 clear-channel
hearing produced about one-third
as many pages of testimony and
about half the number of exhibits.

Briefs are due Jan. 5 and oral
argument before the Commission ex
parte will start Jan. 19 [BROADCAST-
ing, Nov. 9]. The Commission will
issue a final rather than a pro-
duced decision but, even so, admit-
tedly will be pushed close to the
May 1 deadline for filing final U.S.
proposals for changes in NARBA,
which depend upon the clear-chan-
nel case’s disposition of channel
and power questions.

There has been no ruling yet on
the CBS petition for reconsidera-
tion of the decision to exclude FM
data from the hearing; an affirm-
ative answer presumably would re-
open the record for further evi-
dence, but observers felt the Com-
mion would not retreat from its
decision to stick to evidence on AM
exclusively. Nor has there been a
ruling on the request of Clear-
Channel Broadcasting Service ask-
ing that John H. DeWitt Jr., its
engineering director and president
of WSM Nashville, be permitted to
present engineering phases of the
OCBS oral argument.

NEW TELEVISION microwave
relay used to bring programs origi-
nating in New York to the video
audience of WRGB Schenectady is
inspected by three FCC engineers,
shown with W. J. Purcell, engineer
of broadcast operations for Gen-
eral Electric (far l), part way up
the 125-ft. tower at the Helder-
berg terminal of the relay system.
The FCC visitor (l to r): Virgil
Simpson, assistant to the chief
engineer; Louis E. DeLaFleur,
frequency allocation engineer; Cur-
tis B. Plummer, chief, Television
Broadcast Division.
IT'S NOT LONELY HERE ANYMORE

As the crow flies, it's only two miles to a neighbor. But over the mountain the distance is long. It was lonely here until I got my radio. Now WSM keeps me company—makes the entire world my next door neighbor.

That is not a direct quotation. But it is the essence of a great number of letters, mostly painfully written with pencil-stubs, from the back-country areas which are so completely dependent on WSM.

These isolated listeners are by no means the bulk of our five million audience. But they are always in the forefront of our program planning, because they are so completely dependent on WSM.

HARRY STONE, GEN. MGR.  •  EDWARD PETRY & CO., NATL. REPRS.
WGST-FM Programs Start On 941 mc, Channel 231
WGST Atlanta's FM station, WGST-FM, started broadcasting Nov. 8, on 941 mc, channel 231. The present transmitter is located at Atlanta, but within a year WGST-FM will move to a location near Jasper, Ga., and will use an effective radiated power of 345 kw.

Operating schedule is from 3 p.m. to 9 p.m. On Saturdays, the station will broadcast all Georgia Tech football games. Most of the programs will be transcriptions, with a portion of the regular WGST programs broadcast in addition. Regents, Georgia School of Technology is licensee.

WGST-FM is an independent station. Songs on "WNEW New York City" are broadcast and produced by the New York independent station are broadcast each week.

Film Forced Landing
TWO PHILCO distributors from South Africa, who were among passengers in the "Bermuda Sky Queen" when the trans-Atlantic airliner was forced to land in the ocean, took motion pictures of the landing and rescue. Taking the pictures were Ross Glenn, of Pretoria, and Patrick Lewis of Johannesburg. Their films gave Philco television station WPTZ a scoop in presenting first-hand accounts to the Philadelphia video audience. Both men came to this country to attend the recent Philco International Corp. convention in Atlantic City. While there Mr. Glenn was a guest on Don McNeill's Breakfast Club show by means of a Chicago-Atlantic City hookup.

WMBM in Miami Beach
On Air With 1 kw Power
WMBM Miami Beach, operating on 800 kc, with 1 kw power, went into operation Oct. 27. Licensee is Bis-cayne Broadcasting Co. Formal opening of the station will be held at a later date, on completion of the new, modern studios and transmitter building.

Staff of WMBM includes: T. C. McCullough, president and general manager; Calvert A. Carter, program director; Mary Lucille Carter, office manager; George Chamberlain, music director; John D. Miller, chief engineer; Thomas McGrath, engineer; Arnold Kaufman, announcer; Jean Johnson, continuity director; Bertha Kinney, bookkeeper and traffic manager; Bert Y. Johnson, Jay P. Charlton, salesmen; Nancy Axtell, receptionist and typist.

OKAC Montreal issued a silver medal marking its 25th anniversary, and distributed the medal widely in the broadcasting industry.

THE 5 NUNN STATIONS
believe in

KFDA
Amarillo, Tex.
(ABC) Howard P. Roberson, Mgr.

WBIR
Knoxville, Tenn.
(ABC) John P. Hart, Mgr.

WLAP
Lexington, Ky.
(ABC) J. E. Willis, Mgr.

WMOB
Mobile, Ala.
(ABC) D. H. Long, Mgr.

WCMI
Ashland, Ky.
Huntington, W. Va.
(CBS) C. C. Warren, Mgr.

RESPONSE-ABILITY IS THE BUY-WORD

- The Nunn Stations firmly believe that consistent promotion is a most necessary "ingredient" to successful broadcasting. They also regard the client's advertising schedule as not merely a current expense but a real investment. In making such an investment profitable promotion plays an important part. Newspapers, direct mail, trade journals, house organs, lobby displays, street signs, air announcements and other forms of promotion are used on a year-round basis by all five stations. When you use a Nunn Station you use a sales producer.

WFLR in Freeport Begins Operations on 1570 kc
WFLR Freeport, Ill., new 1 kw daytimer on 1570 kc, began operations Oct. 28. The station provides a primary AM signal to the Freeport-Stephenson County area. WFLR is an independent, licensed to Mr. and Mrs. Vincent S. Barker.

Mr. Barker is general manager. Staff includes: Bud Houghton, program manager; Dave Taylor, commercial manager; Dick Carroll, manager of copywriters department.

WCEC, WCEC-FM Start
WCEC and WCEC-FM, new stations at Rocky Mount, N. C., owned by Joel L. Horne Jr., publisher of the (Rocky Mount) Evening Telegram, began operations Nov. 2. WCEC is a 1 kw daytime outlet operating on 810 kc. WCEC-FM plans a six-hour daily schedule on Channel 264 (100.7 mc) with 33 kw power. Manager of the stations is Melvin J. Warner, formerly with Evening Telegram advertising department. Studios are at 115 N. Church St., Rocky Mount.

WBUZ (FM) Opens Soon
WBUZ (FM) Bradbury Heights, Md., scheduled to be on the air about Dec. 15, will operate on 96.7 mc, channel 244, with 1 kw. The station, with offices at 1810 Southern Ave., S. E., Bradbury Heights, is licensed to Chesapeake Broadcasting Co. Mary Myers has joined the staff as executive secretary, and Robert Dean is now a salesman.

HOAGY CARMICHAEL replaced Jean Sabon on CBS Sun. 5:30-5:45 p.m., effective Nov. 9. Mr. Sabon made last broadcast for Hudnut Face Powders on Nov. 2.
Mornings . . . Afternoons . . . Evenings WHBF is the No. 1 station in the Quad-Cities. In many periods, WHBF gathers more listeners in the Quad-Cities than all other stations combined!

HERE is your proved audience. HERE is proved leadership. HERE is your logical station for advertising, national and local, in the Quad-Cities.

For complete findings of the Hooper survey . . . contact WHBF or nearest Avery-Knodel office.
**You Reach TWICE the Buying Power Every Hour on WMT!**

Iowa's per capita wealth of $4,322 is almost twice as large as the per capita wealth of the rest of the U.S.A. It's a market with twice as much buying power for your product. And, Iowa incomes are almost evenly divided between rural and urban areas. Go after this ten billion dollar twin market on WMT—Eastern Iowa's only CBS outlet. Ask the Katz man for details.

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**NAB TO HOLD VOTE TO AMEND BY-LAWS**

The REFERENDUM vote will be taken soon by NAB on a proposal to amend the new By-Laws to remove a defect in procedure for election of district directors. The referendum was authorized by the board of directors at Atlantic City.

The vote will cover Section 2, Paragraph A of the By-Laws, which provides for election of district directors at district meetings. Because of the board's action moving annual conventions from autumn to spring, and district meetings from winter-spring to autumn, special district meetings would be required next year to elect directors.

Under the proposed amendment, district directors will have the option of calling special election meetings or holding referendum votes in their areas. Directors for even-numbered districts are elected in even-numbered years; for odd-numbered districts in odd-numbered years.

Details of the referendum proposal have been submitted to the special By-Laws Subcommittee consisting of George D. Coleman, WGBI Scranton, Pa.; Wiley F. Harris, WDIV Jackson, Miss., and G. Richard Shafto, WIS Columbia, S. C. The revised language was drawn up by C. E. Arney Jr., NAB secretary-treasurer.

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**Hartley Threatens Tougher Labor Law**

**Plays Congressional Move Aimed At AFM if Record Ban Sicks**

A WARNING has been issued by Rep. Fred A. Hartley (R-N.J.), co-author of the Taft-Hartley labor law, that he intends to put teeth into his bill if AFM President James C. Petrillo carries out his scheduled Dec. 31 broadcast of San Francisco's records and transcriptions. It would be done, he said, by re-introducing at the next regular session of Congress Title III of the original bill, which would make labor unions responsible for conspiracies in restraint of trade.

Action to Curb Petrillo

Speaking before the Super Market Institute of Chicago last week, Representative Hartley said that the action he proposes may be necessary to curb the AFM president's activities, which he described as a deliberate attempt to wreck an industry and deprive the American people of a modern necessity. "If Petrillo goes through with his threat to stop recordings," he told the group, "I will re-introduce Title III as a separate bill."

The congressman pointed out that the Taft-Hartley bill was passed in the House by a three-to-one margin with Title III intact, but the section was taken out by a joint committee because it was felt that it would not obtain the necessary two-thirds majority in the Senate. In its original form, the bill would have applied the principles of the Clayton and Sherman anti-trust Act to labor monopolies. Representative Hartley added that he thought his proposal had "a pretty fair chance of going through if Petrillo goes through with his recording ban."

He revealed further that the House Labor Committee, of which he is chairman, would begin hearings in January on a proposal the measure which would make it a federal offense to interfere with the right of a worker to go to his job. This, he said, specifically referred to mass picketing, which in itself would be a powerful weapon in the hands of Mr. Petrillo should AFM members attempt to break away from the union under the no-recording contract.

First witness scheduled for the January hearings is Cecil B. DeMille, Hollywood producer, who was suspended from AFRA for refusing to pay a $1 union assessment.

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**Radar AIDS TV**

**DuMont Uses Radar Antenna In Remote Telecast**

ONE PROBLEM of remote television pick-ups from moving objects was solved by WABD New York, DuMont television, in a telecast late last month from the destroyer, U.S.S. Beatty, 14 miles at sea. The Beatty was escorting the Army transport ship, Joseph V. Connelly, returning 6,200 dead from World War II to this country.

DuMont video crew installed two image orthicon cameras, a transmitter and a directional antenna aboard the destroyer, beaming the signals to a receiver in the Chrysler Bldg., New York. From there they were microwaved to WABD for rebroadcast and transmitted by coaxial cable to WTTG, DuMont video station in Washington.

To solve the major problem, that of keeping the antenna pointed directly at the receiver in the Chrysler Bldg. at all times, the DuMont crew, with the cooperation of the destructor's personnel, hooked up its transmitter to the ship's radar antenna which was equipped with an automatic tracking device. Although the ship frequently changed course and pitched and rolled, the video beam at no time deviated more than 5 degrees from its target, according to Lawrence Phillips, director of DuMont television network.

Jack Murphy, WABD director of mobile operations, directed the remote unit.

---

**Basic Columbia Network**

5000 Watts 400 K.C. Day and Night

---

**You Reach the Buying Power Every Hour on WMT!**

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

---

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Jack Murphy, WABD director of mobile operations, directed the remote unit.
"Always giving something extra!"

*Just ask your Raymer representative*
Text

(Continued from page 15)
terference from the new stations. B. In new single-station radio communities.

The 405 new stations which are going into the communities where they will be the sole stations will face competition from existing local advertising media (newspaper and other forms), and from media located outside the communities (metropolitan newspapers, other broadcast stations) which may have served the local advertisers well or poorly in the past. The new stations will encounter least financial difficulty in areas where there has in the past been little competition for the local advertisers’ money. Moreover, the new local stations will enter the field with certain competitive advantages of cost and coverage. The steady decline in the number of small-town newspapers during the past 20 years has in many areas removed the new station’s keenest competition. Moreover, the limitation of the new station’s coverage to approximately the area of the local advertiser’s market gives it an advantage (assuming a competitive rate structure and adequate management) over the metropolitan paper or the distant broadcast station. The effect of newspaper competition in areas where there are local newspapers, moreover, may be mitigated in those cases where the newspaper and new station are commonly owned.

In the competition for national advertising revenue—both network and spot—the new stations, as late-comers, may suffer disadvantages as against the older and larger stations in nearby communities. However, to the extent that they are able to secure network contracts, their financial prospects will be improved.

Overall, these new stations are in a rather favorable competitive position. Their economic prospects, thus, are primarily dependent on two other major factors: (1) the extent to which they are able to attract and hold new listeners in their area, thus enhancing its attractiveness to both local and national advertisers, and, more fundamentally, (2) on the maintenance or increase of economic activity and consumer purchasing power in their areas. Being in small communities, these stations are typically dependent on the purchasing power derived from a single industry, for example, agriculture, a mine, or a textile mill.

Presently these areas and industries are riding the crest of the postwar boom. If they should return to anything like their prewar status, their new stations may run into financial difficulties.

For example, in 1940, 37 percent of the stations in communities of less than 10,000 population were reported as operating at a loss, and for stations in communities of 10,000 to 25,000 population, 32 percent reported losses. If these proportions were applied to the 395 new stations in single station communities of the same population size, 143 of them would lose money. This, in effect, would be on the assumption that the economy returned to 1940 levels of business activity. However, even if the experience of 1945 is applied to the new single station communities, it appears that losses

(Continued on page 48)

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Table 16

Summary of "Problem Areas": The maximum number of VJ-Day stations in any community in each population group (1) and the number of expanded and new radio communities which may have more than maximum number of the postwar expanded and the total number of stations included in such communities segregated by the number in existence on VJ-Day and the number which will be added.

<table>
<thead>
<tr>
<th>Population in</th>
<th>Maximum number of VJ-Day stations</th>
<th>&quot;Expanded&quot; number of stations</th>
<th>Total number of stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000-20,000</td>
<td>12</td>
<td>77</td>
<td>117</td>
</tr>
<tr>
<td>25,000-99,999</td>
<td>35</td>
<td>224</td>
<td>322</td>
</tr>
<tr>
<td>100,000-199,999</td>
<td>94</td>
<td>661</td>
<td>729</td>
</tr>
<tr>
<td>200,000-299,999</td>
<td>250</td>
<td>1,531</td>
<td>1,780</td>
</tr>
<tr>
<td>300,000-399,999</td>
<td>892</td>
<td>5,777</td>
<td>6,571</td>
</tr>
<tr>
<td>400,000-499,999</td>
<td>2,720</td>
<td>16,470</td>
<td>19,190</td>
</tr>
<tr>
<td>500,000-599,999</td>
<td>8,220</td>
<td>47,929</td>
<td>56,148</td>
</tr>
<tr>
<td>600,000-699,999</td>
<td>24,000</td>
<td>135,017</td>
<td>159,037</td>
</tr>
<tr>
<td>700,000-799,999</td>
<td>74,000</td>
<td>418,078</td>
<td>492,078</td>
</tr>
<tr>
<td>800,000-899,999</td>
<td>220,000</td>
<td>1,206,049</td>
<td>1,226,049</td>
</tr>
<tr>
<td>900,000-999,999</td>
<td>674,000</td>
<td>4,872,019</td>
<td>5,932,019</td>
</tr>
</tbody>
</table>

---

Table 17

Aggregate station revenue in 1945 and additional future revenue which may be required as a result of postwar grants and applications, within specified population groups.

| Population groups | Number of radio stations in 1945 | Number of AM stations in 1945 | Number of stations in 1945 in 1945 revenue | Additional future revenue required over 1945 | Percent increase over 1945 (6)
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
<td>(5)</td>
<td>(6)</td>
</tr>
<tr>
<td>Less than 5,000</td>
<td>27</td>
<td>188</td>
<td>$1,098</td>
<td>$6,997</td>
<td>582.6%</td>
</tr>
<tr>
<td></td>
<td>(27)</td>
<td></td>
<td></td>
<td>$6,997</td>
<td></td>
</tr>
<tr>
<td></td>
<td>50,000-249,999</td>
<td>294</td>
<td>2,592</td>
<td>14,619</td>
<td>618.6%</td>
</tr>
<tr>
<td></td>
<td>(50,000-249,999)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>250,000-399,999</td>
<td>294</td>
<td>2,592</td>
<td>14,619</td>
<td>618.6%</td>
</tr>
<tr>
<td></td>
<td>(250,000-399,999)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>400,000-599,999</td>
<td>294</td>
<td>2,592</td>
<td>14,619</td>
<td>618.6%</td>
</tr>
<tr>
<td></td>
<td>(400,000-599,999)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total under 50,000</td>
<td>923</td>
<td>4,185</td>
<td>24,834</td>
<td>670.6%</td>
</tr>
<tr>
<td></td>
<td>(923)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>50,000-100,000</td>
<td>22</td>
<td>55</td>
<td>358</td>
<td>30.1%</td>
</tr>
<tr>
<td></td>
<td>(50,000-100,000)</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>100,000-199,999</td>
<td>23</td>
<td>77</td>
<td>272</td>
<td>4.3%</td>
</tr>
<tr>
<td></td>
<td>(100,000-199,999)</td>
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<tr>
<td></td>
<td>200,000-299,999</td>
<td>23</td>
<td>77</td>
<td>272</td>
<td>4.3%</td>
</tr>
<tr>
<td></td>
<td>(200,000-299,999)</td>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>300,000-399,999</td>
<td>23</td>
<td>77</td>
<td>272</td>
<td>4.3%</td>
</tr>
<tr>
<td></td>
<td>(300,000-399,999)</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Over 500,000</td>
<td>23</td>
<td>77</td>
<td>272</td>
<td>4.3%</td>
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<tr>
<td></td>
<td>(500,000-599,999)</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total over 50,000</td>
<td>140</td>
<td>464</td>
<td>$196,424</td>
<td>42.3%</td>
</tr>
<tr>
<td></td>
<td>(140)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>U. S. Total</td>
<td>566</td>
<td>1,663</td>
<td>$232,539</td>
<td>46.1%</td>
</tr>
</tbody>
</table>

---

Notes:
1. (Editor’s Note: For the purposes of this survey, FCC used the number of applications pending on Feb. 1, 1947, as a basis for the total AM stations as of Oct. 8, 1946, plus all subsequent applications not pending as of Oct. 8, 1946. This column was actually derived by multiplying the number of authorized stations in each class and population group by the average 1945 revenue for that group.)
2. There were only three communities out of a total of 571 in this population group which on VJ-Day had only two stations.
3. There was only one community out of a total of 58 in this population group which on VJ-Day had five stations.
4. With respect to the 11 metropolitan districts over 1,000,000 population, the application of the FCC rating inaccurately reflects the operation of stations in cities of the size on VJ-Day. For example, one metropolitan district had only four stations, two had seven stations, two had nine stations, while others have as many as twenty-three stations.
5. Census of population, 1940. All communities of 50,000 or more are metropolitan districts. Communities of less than 50,000 are independent cities outside metropolitan districts.
6. These numbers are independent cities outside metropolitan districts.
7. There were only three communities out of a total of 571 in this population group which on VJ-Day had two stations.
8. Percent future listeners are riding the crest of the postwar boom. If they should return to anything like their prewar status, their new stations may run into financial difficulties.
9. For example, 37 percent of the stations in communities of less than 10,000 population were reported as operating at a loss, and for stations in communities of 10,000 to 25,000 population, 32 percent reported losses. If these proportions were applied to the 395 new stations in single station communities of the same population size, 143 of them would lose money. This, in effect, would be on the assumption that the economy returned to 1940 levels of business activity. However, even if the experience of 1945 is applied to the new single station communities, it appears that losses...
new 1947 MICHELSON porto-playback FOR 16 INCH TRANSCRIPTION RECORDS

Brand New • Improved • Prompt Delivery From Stock

Here's Charles Michelson's 1947 version of the famous PORTO-PLAYBACK, for playing 16" transcription records at 33⅓ r.p.m. and phonograph records...an entirely new conception of compactness, flexibility, tonal quality and ease of operation.

It has everything from good looks to the new permanent sapphire stylus and 16" transcription arm. Guaranteed to meet the exacting requirements of radio stations, advertising agencies, transcription companies and schools.

TO TELL AND SELL YOUR SALES STORY BETTER, ORDER YOUR PORTO-PLAYBACK NOW

CHARLES MICHELSON, inc.
PIONEERS IN RADIO TRANSCRIPTIONS SINCE 1934
67 West 44th St., New York 18
Phone: MURray Hill 2-3376

specifications and features

WEIGHT: 26 pounds complete.

CASE: Sturdy, lightweight, attractive maroon luggage, finished in fine grain water-repellent fabric. All brass fittings rustproof.

SIZE: 20" long, 12" high and 8⅝" wide.

SPEAKER: Latest design 6½ inch permanent magnet speaker with special oversized magnetic field.

AMPLIFIER: Powerful 4 tube matched amplifier.

PICK-UP: Latest type 16 inch transcription arm crystal pick-up with permanent sapphire stylus.

MOTOR: Dual speed, alternating AC current, 33⅓ and 78 r.p.m., with improved heavy duty motor sealed in oil.

CONTROLS: Separate tone, equalizer, and volume controls.


GENNET AND SPEEDY-Q SOUND EFFECT RECORD LIBRARY
TRANSCRIBED PROGRAMS
would be expected for 54 of the 386 stations.

C. In new multi-station radio communities.

New stations going into the 97 other new radio communities where they will be in competition with one, two or three other new stations will face competition with these stations in addition to that described for new single station communities in the preceding paragraph. The competitive position of each of these stations will be affected by its success or failure in obtaining a network contract, in developing a loyal listening audience, and in countering advertising resistance arising from the fractionating of the relatively small radio audience. These new multi-station communities, like the single station communities, are small and heavily dependent on the prosperity of single industries, according to the 1940 Census data; it is difficult to see how these communities can be expected to support two, three or four stations, unless their size has expanded greatly since 1940, and they have acquired a diversified economic base. It is apparent that they may be highly vulnerable in the event of a recession or depression.

D. Expanded radio communities.

The 734 new stations entering the 290 expanded radio communities which already had 624 stations as of VJ-Day will face the sharpest competition from other stations and other advertising media. The established stations may already have the only network affiliation that is available in these communities; they may have advantageous power and frequency assignments; and they presumably have developed listening audiences habituated to their programs. While the established stations may not have exhausted the advertising potential, they may well have skimmed the cream. In addition to facing competition from the established stations, however, the new stations may sharply affect the generally lucrative position of these established stations.

The competition resulting from the postwar expansion will operate in a number of ways in these expanded communities. Many of its effects will also be felt, if less sharply, in the unexpanded and new radio communities. The following section discusses as to certain of the tendencies which may be expected to apply to a greater or lesser degree in all radio communities.

SECTION 2

General competitive factors affecting the economic outlook for broadcasting.

These factors are presented separately below as between (A) those favorable to the expanded AM industry, and (B) those unfavorable.

A. General factors favorable to the expanded broadcast industry.

1. The extent to which, during the next few years, business levels, as measured by the magnitude of disposable income, are maintained at or near present levels.

2. With the return to a free market in consumers' goods and increased consumer spending, overall advertising volume will tend to increase in relation to disposable income.

3. A tendency to increase the size of the radio audience. Factors promoting this expansion are as follows:

(a) Increased number of stations. The 403 AM stations, previously referred to as going into "new" radio communities may be particularly important in this connection to the extent that they provide signals or programs attractive to present non-listeners.

(b) The sale of new sets, the increased number of sets per home, and the wider utilization of sets in automobiles, trains, and commercial places.

(c) The development of programming designed to appeal to groups which now may listen only occasionally or not at all to radio, such as foreign language groups, classical music lovers, etc. This may take the form of both differentiation as to program content at hours of peak listening, and better utilization of off-peak listening hours.

4. Factors favoring radio in competition with other advertising media:

(a) A wide popularization of the advantages of radio advertising during the last few years.

(b) The continued shortages of newspaper limiting the extent to which newspapers can expand in the immediate future.

(c) The large amount of radio time

(Continued on page 44)
Rollicking kids’ quiz reaps listeners harvest

Each week a group of enthusiastic youngsters gather around the “mike” at Nashville’s great children’s welfare center, Youth, Inc. for a new quiz-stunt program . . . another WLAC first! Using a combination of 6 popular network quiz stunts, the show is fast-paced, laugh-packed for the kids and listening audience alike.

Phillips & Buttorff, one of Tennessee’s oldest and finest mercantile establishments, was so well sold on the “idea” they purchased the program sight-unseen. After the first broadcast, they were overwhelmed with congratulations. They had bought a hit . . . another of WLAC’s creative ideas that sell!
available to the advertiser as a result of the increased number of stations.

(d) The lack of a local newspaper in many communities which, however, have a local radio station. In general, the number of local radio stations has been declining while the number of local radio stations has been expanding and no change in these trends are indicated.

(e) The advantages to national advertisers of the radio rate structure and the existence of nationwide and regional networks.

(f) The necessary availability of program material for local advertiser, as well as national advertiser, sponsorship through the growth of program markets.

5. Increased competition among radio stations will force new and old stations to develop more intensively than in the past the local and national spot advertising market. The largest portion of radio advertising in the past has been national network advertising and it has been concentrated in a small number of stations and in a small number of advertisers. Stations in the smaller size communities, particularly, have to depend on local business for a high proportion of their revenues. This presents both a challenge and an opportunity to the expanded industry.

6. The high profit levels of established stations indicating they can sustain a certain amount of diversion to "new" stations. This tends to defer the time when "destructive" competition would set in.

B. General factors unfavorable to the expanded industry

1. The possibility that a recession in the economy may set in at a time when the bulk of the new stations are in their early months of operation. During these months stations are most vulnerable to unfavorable factors.

2. The fractionating of the radio audience. This results partly from the addition of new stations which can be heard, and partly from engineering interference which limits the effective listening area to points closer to the transmitter than was previously the case. Fractionating the radio audience tends to reduce the value to the advertiser of the broadaster’s salable commodity: the number of listeners habituated to his station, expressed in relation to total radio families in the listening area. The effect of this factor will be greatest in the multi-station communities.

3. Trendiness for advertisers (particularly national advertisers) to make more critical comparison of the cost and effectiveness of broadcast as contrasted with other media.

4. Sharper competition from other media. During the war and pre-war years, broadcasting was to a degree sheltered from competition from other media by various factors. The basis of this competitive advantage will tend to disappear. Newsprint will become more available of printed media as has already been pointed out. Continued high-level business activity will have a greater influence on magazine and newspaper advertising than on broadcast. Last, but not least, newspapers, particularly, may develop more effective methods of selling space than the old methods which gave broadcasting a competitive advantage.

5. Burden of high station sale prices. The burden of servicing capital investment made in purchasing a station at a price which reflects current earnings derived from impermanent advantages may be serious for some stations. Such future obligations will introduce an element of inflexibility into the station’s operations. As an element in making time rates, these inflexible obligations will tend to make rates non-competitive, or alternatively will result in operating revenues below levels at which they would otherwise be. Whether this will be true for a particular station will depend on the timing of the liquidation of the capital obligation in relation to the duration of the competitive advantages which were the inducements for the purchase. For the management which does not pay off such capital obligations during the life of these inducements, other depressing tendencies will be magnified in their effects.

6. More time for sale. The more than doubled amount of radio time which may be placed in the time market may result in rate cutting with depressing effects, after a certain point, on revenues and income. The addition of this new time will tend to depress the time market, especially in the expanded radio communities. Rates will be subject to pressures which will tend to prevent increases and may cause decreases. As a result some of the time now sold, or offered for sale, will be withdrawn from the market. Along with this withdrawal there is the redistribution of sold time as between stations. The equilibrium previously existing between rates, revenues, and income will be distorted by the greater supply of time on the market. In the testing and probing towards new equilibrium, downward pressures will be exerted on rates, revenues and income.

7. The revenue-cost relationship. The tendency for station costs to rise as station revenues fall off and vice versa will be a generally unfavorable factor in the future. This factor will depend in its effect on the individual station upon the relative costs of the commercial and sustaining programs which are substituted. It will apply more sharply where live programming is used on both.

### Table 20

<table>
<thead>
<tr>
<th>Communities of 50,000 and over</th>
<th>Local Unlimited</th>
<th>Local Part-time</th>
<th>Regional Unlimited</th>
<th>Regional All Classes</th>
<th>Part-time of Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profitable Stations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average Monthly Revenues</td>
<td>$9,124</td>
<td>$7,992</td>
<td>$5,854</td>
<td>$2,984</td>
<td>$4,678</td>
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<tr>
<td>Average Monthly Expenses</td>
<td>$7,625</td>
<td>$6,010</td>
<td>$3,821</td>
<td>$2,197</td>
<td>$3,331</td>
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<td>Average Monthly Income</td>
<td>$1,527</td>
<td>$1,982</td>
<td>$1,695</td>
<td>$1,356</td>
<td>$1,760</td>
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<td>Losing Stations</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Average Monthly Revenues</td>
<td>$7,584</td>
<td>$6,125</td>
<td>$4,848</td>
<td>$1,925</td>
<td>$3,159</td>
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<td>Average Monthly Expenses</td>
<td>$5,978</td>
<td>$4,454</td>
<td>$2,433</td>
<td>$1,356</td>
<td>$2,525</td>
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<td>Average Monthly Income</td>
<td>$1,689</td>
<td>$1,671</td>
<td>$1,156</td>
<td>$1,000</td>
<td>$1,519</td>
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<td>All Stations</td>
<td></td>
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<tr>
<td>Average Monthly Revenues</td>
<td>$7,219</td>
<td>$5,266</td>
<td>$9,773</td>
<td>$2,808</td>
<td>$7,777</td>
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<td>$5,890</td>
<td>$6,245</td>
<td>$11,768</td>
<td>$2,197</td>
<td>$8,140</td>
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<td>Average Monthly Income</td>
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<td>$1,068</td>
<td>$9,119</td>
<td>$1,995</td>
<td>$1,995</td>
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<td>Communities of less than 50,000</td>
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<td></td>
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<td>Profitable Stations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average Monthly Revenues</td>
<td>$4,407</td>
<td>$4,515</td>
<td>$7,652</td>
<td>$2,808</td>
<td>$4,796</td>
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<tr>
<td>Average Monthly Expenses</td>
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<td>$3,437</td>
<td>$6,258</td>
<td>$2,197</td>
<td>$4,974</td>
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<tr>
<td>Average Monthly Income</td>
<td>$1,094</td>
<td>$1,068</td>
<td>$9,060</td>
<td>$2,197</td>
<td>$708</td>
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<td>All Cities</td>
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<tr>
<td>Profitable Stations</td>
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<td></td>
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<tr>
<td>Average Monthly Revenues</td>
<td>$5,699</td>
<td>$5,475</td>
<td>$10,791</td>
<td>$2,808</td>
<td>$5,157</td>
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<td>$4,856</td>
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<td>$1,031</td>
<td>$1,949</td>
<td>$2,722</td>
<td>$1,356</td>
<td>$1,659</td>
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<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Average Monthly Revenues</td>
<td>$4,257</td>
<td>$4,016</td>
<td>$7,564</td>
<td>$2,808</td>
<td>$4,961</td>
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<tr>
<td>Average Monthly Expenses</td>
<td>$3,945</td>
<td>$3,203</td>
<td>$6,562</td>
<td>$2,197</td>
<td>$4,510</td>
</tr>
<tr>
<td>Average Monthly Income</td>
<td>$1,042</td>
<td>$1,498</td>
<td>$2,016</td>
<td>$1,356</td>
<td>$1,548</td>
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<td>All Stations</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Average Monthly Revenues</td>
<td>$5,224</td>
<td>$4,965</td>
<td>$8,178</td>
<td>$2,808</td>
<td>$5,637</td>
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<tr>
<td>Average Monthly Expenses</td>
<td>$4,188</td>
<td>$3,518</td>
<td>$6,138</td>
<td>$2,197</td>
<td>$4,974</td>
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<tr>
<td>Average Monthly Income</td>
<td>$1,067</td>
<td>$1,396</td>
<td>$5,040</td>
<td>$2,197</td>
<td>$708</td>
</tr>
</tbody>
</table>

Symbols:
- ( ) represents operating deficits.
- $ Since a small number of stations submitted income figures without the revenue and expense column there are a number of cases in which the table does not balance exactly.
- # Station supplied Income only.
YEP, PADNAH, BLEW INTO TOWN ABOUT A YEAR AGO. CALCULATE AS HOW LUBBOCK IS A RIGHT PERT BUSINESS PLACE, AN' I'VE GOT A HANKERIN' TO STAY A SPELL LONGER. WE'RE POWERFUL QUICK ON TH' TRIGGER, AN' READY TO SHOOT IT OUT AT TH' DROP OF A HAT ON ANY CIVIC OR COMMERCIAL CHORE.

TEST CAMPAIGNS INVITED

- COTTON—LUBBOCK IS THE THIRD LARGEST INLAND COTTON MARKET IN THE NATION.
- LIVESTOCK—OVER 100,000 HEAD OF CATTLE, 200,000 SHEEP, AND 250,000 HOGS ARE FINISHED FOR MARKET ANNUALLY.

MUST BE DIFFICULT

- GRAIN SORGHUM—THE LUBBOCK AREA PRODUCES MORE THAN ONE-FOURTH OF THE SORGHUM OF THE UNITED STATES.
- OIL—THE PERMIAN BASIN LOCATED IN THE LUBBOCK TRADE TERRITORY CONTAINS 5,000 PRODUCING OIL WELLS.

950 KC. (KSEL can sell for you)

1000 DAY

BOX 1524

LUBBOCK, TEXAS

500 NIGHT

PHONE 6376
HERE IS THE LATEST WCKY STORY

LET'S LOOK AT THE RECORD.

WCKY increased its total share of audience during the summer of 1947 over 1946

18%

WCKY was the Only Cincinnati station not carrying baseball to substantially increase its audience in 1947 over 1946, and the only station not carrying baseball to increase its share of audience weekday mornings, afternoons and all evenings.

Here is the Hooper story, from May through September 1947:

<table>
<thead>
<tr>
<th>Time Period</th>
<th>WCKY</th>
<th>NETWORK STA A</th>
<th>NETWORK STA B</th>
<th>NETWORK STA C</th>
<th>NETWORK STA D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekday Morning</td>
<td>19.2</td>
<td>14.4</td>
<td>19.9</td>
<td>26.3</td>
<td>19.7</td>
</tr>
<tr>
<td>Mon thru Fri 8.00 AM-12 N</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weekday Afternoon</td>
<td>17.9</td>
<td>24.9*</td>
<td>15.1</td>
<td>30.5</td>
<td>11.2</td>
</tr>
<tr>
<td>Mon thru Fri 12 N-6 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evening</td>
<td>14.8</td>
<td>19.9*</td>
<td>20.9</td>
<td>31.6</td>
<td>12.3</td>
</tr>
<tr>
<td>Sun thru Sat 6.00 PM-10.30 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday Afternoon</td>
<td>11.0</td>
<td>47.5*</td>
<td>11.3</td>
<td>18.5</td>
<td>11.3</td>
</tr>
<tr>
<td>12 N-6 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday Daytime</td>
<td>18.6</td>
<td>29.7*</td>
<td>20.6</td>
<td>19.3</td>
<td>10.6</td>
</tr>
<tr>
<td>8 AM-6 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Rated Time Periods</td>
<td>16.5</td>
<td>23.5*</td>
<td>18.3</td>
<td>28.3</td>
<td>12.9</td>
</tr>
</tbody>
</table>

(Note * include baseball broadcasts * Baseball ended Oct. 7th)

INVEST YOUR AD DOLLAR WCKY'S-LY
AND . . .

WCKY's total share of audience in September 1947 increased 25% over May, 1947.

THEREFORE . . .

This winter, WCKY will give you an even greater share of audience than last year when WCKY's share of audience, 8 AM-8 PM, Monday thru Friday, was exceeded by only one station (based on C. E. Hooper Fall-Winter 1946).

WCKY's independent block programs give you far greater audience during many periods of the broadcast day than do topnotch network features. Just look at the ratings of the WCKY Makebelieve Ballroom 3.30-4.30 PM Monday thru Friday*, versus Station D's recorded network disc jockey program at the same time.

<table>
<thead>
<tr>
<th>WCKY BALLROOM</th>
<th>STATION D</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.30 PM</td>
<td>3.8</td>
</tr>
<tr>
<td>3.45</td>
<td>4.0</td>
</tr>
<tr>
<td>4.00</td>
<td>4.7</td>
</tr>
<tr>
<td>4.15</td>
<td>4.3</td>
</tr>
</tbody>
</table>

(*—C. E. Hooper Summer 1947 Report)

WCKY RECEIVES THOUSANDS of LETTERS EVERY DAY FROM LISTENERS IN OUR PLUS COVERAGE AREA OF 36 STATES.
Editorial

Double Jeopardy

IN THE days just ahead American radio faces two crises—one of their own making; the other thrust upon them. Code and Petrillo, respectively. Unless they are pursued wisely and tactfully, either can result in irrevocable injury. As always, unity is the cornerstone.

The NAB board meets this week to pursue its announced intention of revising the code proposed in Atlantic City as circumstances seem to dictate. It is effective Feb. 1. Opposition to a code has snowballed. The opposition always is more vocal. There have been threats of withdrawal from NAB if a code under which “we cannot live” is in vogue. Some want to make the whole music Breen secret poll is loaded in that direction.

It should be evident that the majority of stations want a code. Isn’t it just as likely that certain stations would be disposed to withdraw from NAB if a code isn’t adopted?

Radio’s freedom is threatened because Congress has not been convinced that radio has tried to help itself. Unless steps are taken, something like the White Bill will be radio’s lot. Congress will have its way. It’s too late to talk about steamroller tactics at the NAB convention in November. We said then, and we repeat now that the NAB erred in not releasing the proposed code weeks in advance. A new session of this Congress meets in regular session in two months. Hearings on the White Bill were recessed. They can be resumed. Unless there is a code radio won’t stand a chance of getting the kind of law it seeks. At the last session it was hopeless.

What to do about Petrillo? A 33-man committee representing all music users identified with radio has held its first meeting—a meeting of minds to devise ways to cope with the problem. There are understandable signs of jitters. Whole industries are at stake.

Petrillo has left no alternative. He has banned recording effective at the year’s end. Every point points to just one answer—withdrawal of music from the networks as of Feb. 1. Petrillo obviously wants the users to come to him, so he can circumvent the Taft-Hartley and Lea acts. To do so would be to court trouble with the Government.

So the stakes are high. To break the united front on either code or Petrillo would spell eventual disaster. Radio has the capacity to cope with these problems. The will is there too. At no time has it been more essential that all in radio hold fast, and hold together.

Beware of the Label

VIGILANT radio commentators and newsmen have currently brought to public attention regulations proposed by the Security Advisory Board which might enable any federal agency to cover its operations or its mistakes under a “confidential” label. Reason given for the proposal was it would protect national security.

That responsible people should attempt to implement a plan which reeks so strongly of government censorship seems unthinkable. We are still recovering from a war crisis. We survived partly because of the cooperation of radio and press in voluntary censorship plan.

Discovery of this proposal proves again that eternal vigilance is one price we must pay for our democratic freedom.

Chuck Myers

ANOTHER of radio’s “first generation” figures slipped away the other day. Charles W. (Chuck) Myers, founder of KOIN Portland, Ore., and former president of the NAB, died of a heart condition at 66—less than two years after he had gone into what he chose to call semi-retirement. He had sold KOIN but had beenimported to remain on the station’s board.

Chuck Myers was another of the small group of pioneers who forsook the newspaper field to enter radio as a new and more adventurous sphere of “audible journalism.” He launched KOIN in 1925. He had his own notions about station operation. He felt in the middle of all community activities—probably one of the first broadcasters to recognize the opportunity for public service that is peculiarly available to radio.

Chuck Myers became a mentor to many aspiring broadcasters. He was regarded as a model sort of operation. His verve and enthusiasm for anything he undertook kept him in the forefront. He seemed almost incessively as director, second vice president, first vice president and president of the NAB in those turbulent formative years of 1933 through 1937.

There were others in radio who have given unselfishly of their time and strength in behalf of the art and the medium. Few of them, however, have surpassed Chuck Myers as to industry, wisdom and contribution to radio’s welfare.

We believe we bespeak the view of all in radio who knew him when we express to his bereaved widow Dr. and his sons. The magic of radio was still in his voice when he went to meet his Maker.

Surrounded

WSAV Savannah, Ga., a respectable station to which it found one of its paid advertisements relegated by the Savannah Morning News, a journal also regarded as respectable—by journalistic standards.

WSAV had bought space to promote an NBC program, The Great Gildersleeve. To the editor of the WSAV ad was a display on behalf of Pacific Retail Bag Co., of LaSalle, Ill. Only a week before it was an advertisement offering relief for flatulence. A medicine—“Inner-Aid”—was described as a grateful patient having “wasted away”—that my stomach reduced four inches... Bowels have also been given a great cleansing.”

Above the WSAV Insertion was a message of hope for the rectally-troubled. “Ease Torture of Simple Piles,” this cheering advice proclaimed in praise of a remedy called “Pazo.” Pazo, it was said, “lubricates dry, hardened parts—helps prevent cracking and soreness.”

Other advertisements which promised cures for less irritating diseases appeared on the same page with the WSAV ad.

It is perhaps needless to remark that none of the copy surrounding the WSAV advertisement would be acceptable on any radio station of stature in the U. S.

The matter is reported here not to arouse alarm at the precariousness of health in Savannah, but to remind that segment of the American press which is betimes hyper-critical of radio that some of its own members indulge in advertising ethics which could stand a scrubbing. If radio advertising is open to criticism by newspapers on the grounds of taste, it seems newspaper advertising ought to be subject to inquiry on the same grounds.

Our Respects To—

ELTON KAISER HARTENBOWER

ELTON Kaiser Hartenbower is a mouthful; but it doesn’t take long to say “Joe”... so Joe Hartenbower it is. That’s a little ahead of our story, though, so let’s jump back to a town in Illinois called Tonica, where Joe Hartenbower, now manager of KGOM Kansas City, first saw the light of day... and for five years drove his teachers crazy.

After Tonica, on to LaSalle, III., where in 1925 he was graduated from the LaSalle-Peru Township High School. Then it was the College of Commerce at the U. of Illinois. All work and no play make a dull boy, so for extra-curricular activity he joined in the publishing of the Gas Meter Gazette, a campus humor magazine. After two years he left the university and joined the Los Angeles County Forestry Service at Los Angeles Playground, Big Pines, Calif. There he policed and patrolled forest areas, and supervised camp activities. Came the spring of 1929, and he returned to the U. of Illinois for a taste of the Summer School session. That fall he became associated with Wilson and Co., Chicago meat packers.

About a year later romance entered his life in the person of Dorothy B. Westwood of East St. Louis, III. She had been his university sweetheart, so it was no surprise to their friends when they were married in August 1929. A few months later he joined the K. McCann Co. (now McCann-Erickson) as assistant to G. Victor Lowrie—then media director. While in that position, he worked with magazine, newspaper and radio representatives on the placement of media schedules.

Then in ’31, Wisconsin called and Mr. Hartenbower joined the Oconomowoc Canning Co., of Oconomowoc, Wis. For almost two years he worked on the merchandising of Teeny-Weeny Peas, and such brands as Miss Wisconsin and Land O’ Lakes, as well as associated food merchandising.

But the old magic of advertising was still calling him, and in March 1933, he joined NBC Chicago, as assistant to Emmons Carlson, promotion manager, where he worked on and prepared promotional material for WMAQ and WENR. In addition, he handled preparation of promotional material for local and network programs, prepared commercial sale; the National Farm and Home Hour; educational and school broadcasts; sports broadcasts; and the Fordney-Settle Balloon Ascension.

After approximately three years in this promotion work, he joined the sales staff of WMAQ and WENR. There he took an active (Continued on page 50)
By any yardstick... WOAI dominates the Southwest

Whether you use Hooper ratings, BMB measurements or public response as your "yardstick," WOAI is supreme in the Southwest.

Hooper ratings clearly indicate the high percentage of WOAI listeners. In 82% of daytime rated periods and 79% of nighttime rated periods, WOAI leads all other stations in San Antonio.

BMB measurements show tremendous reaching power. WOAI is listened to at night by 50% or more of the radio homes in 138 counties.

And, when WOAI celebrated its 25th Anniversary in September with a stage show, requests for seats reached the 5500 capacity with less than three days' announcements! The announcements were stopped immediately but over 5500 more requests poured in before the show, a week later.

Yes, by whatever "yardstick" you use, WOAI dominates the Southwest. See your Petry man for more details about WOAI's superiority.
Nero Life of Riley, worked include: mental casts, work staff as account executive. And as NBC's Blue Copy, for the past year he has been busy guiding KCMO to become a 50,000 watt ... plus developing KCFM—KCMI's new FM station. In spite of these tasks, he has still had time to make a lot of friends. He is a member of the Minneapolis Club, Radio Executives Club of New York, Merchants and Manufacturers Club of Chicago, Kansas City Chamber of Commerce, Cosmopolitan Club, Allied Food Club, Advertising and Sales Executives Club, The University Club, and Indian Hills Country Club. Probably best of all he likes to fish ... especially when they're biting. But next in line he likes golf and the handicrafts. However, there hasn't been much time for hobbies with greater problems at hand. Some of these have been solved with KCMI going to 50 kw day and 10 kw night ... and others will be solved with the advent of KCFM. Joe Hartenbower is plus of the staff he has built since going to KCMI, and rather than take credit for KCMI's progress himself, he maintains the greater share should go to his entire organization.

Coy in Boonville
Wayne Coy, radio director of the Washington Post stations, WINX and WINX-FM, whose appointment as chairman of the FCC next January is widely predicted, left Washington last Tuesday for Boonville, Ind., to attend the funeral of his father-in-law, J. Frank Cady. Mrs. Coy has been in Boonville several weeks at the bedside of her ailing father.

Hull Heads NAB
National Assn. of Educational Broadcasters, at recent School Broadcast Conference in Chicago, elected Richard B. Hull, of WOI at Iowa State College, Ames, as president. Other officers for the forthcoming year are: John W. Dunn, director of WNAD, U. of Oklahoma, vice president; W. I. Griffith, Iowa State College, treasurer, and Morris Novik, formerly with WNYC New York, executive secretary. In addition, the NAB chose six directors for 1948.

Flannery Leaving CBS
Charles Collingwood, CBS news analyst, takes over Nov. 17 in Hollywood from Harry Flannery, who leaves network after 12 years. Change of sponsors also has been announced. Household Finance Corp. effective Nov. 4 replaced Planters Nut and Chocolate Co., as sponsor of Tuesday-Thursday-Saturday periods (6:00-5:45 p.m. EST) for 52 weeks, on nine CBS western stations. Agency is Shaw-LeVally, Chicago. Bekins Van & Storage Co., Los Angeles, continues sponsorship of Mon.-Wed.-Fri. newscasts.

Features for Dad
Featuring special evening programs to interest the man of the family, CFRB Toronto illustrates its daily newspaper advertisement with a picture of the man of the house in his comfort- able living room — a sign that "Disturb—Dad." Underneath, copy lists early evening listening for the man of the house.
I.T'S THAT MAGICAL PERIOD in the morning, 9:30. The kids are at school: the breadwinner at work. At that rich moment, NERN greets Mrs. New England Housewife Monday through Friday with a new half hour musical program, "Theatre of Melody", conducted by Robert E. Smith.

Bob uses his own library of 11,000 records of great show tunes by famous Broadway, Hollywood and European composers. He knows music, having been an entertainer, recording producer and talent manager. He draws upon this varied experience and his wide friendships among composers and performers to space his program with anecdote-filled comments.

FOR THE FIRST TIME NERN OFFERS PARTICIPATING SPONSORSHIP WITH "THEATRE OF MELODY"

"Theatre of Melody" is another NERN feature that enables you to cover the entire New England market economically. You can give New England Housewives your sales message at the very moment she is planning the day's shopping. Program is tailored for five 50-second announcements.

ONLY $140 PER PARTICIPATION
less usual discount and agency commission

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<tr>
<th>NERN STATIONS</th>
<th>Frequency</th>
<th>Watts</th>
<th>City</th>
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<tr>
<td>WRZ 1030</td>
<td>50,000</td>
<td>Boston, Mass.</td>
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<tr>
<td>WSH 970</td>
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<td>WJAR 920</td>
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<td>Bangor, Maine</td>
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<td>WLI 620</td>
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<td>WTIC 1080</td>
<td>50,000</td>
<td>Hartford, Conn.</td>
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These stations are NBC affiliates and carry the nation's popular top-ranking shows. These stations represent over twice the power of any other combination in the area.

NERN COVERAGE
New England—where 97.4% of the population listens regularly to NERN.
New England — where 8% of the nation's retail goods are consumed annually.
New England — where 11% of the capital resources of U.S. banks are held.

NERN TIME
A day-time quarter-hour costs only $10. No line charges. Free studio facilities in Boston, Hartford or New York.
Nationally represented by WEED & COMPANY
New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

WHEN YOU BUY NERN YOU BUY A NETWORK
Revised List of FCC's Field Offices As of Oct. 31 Released by Commission

REVISIONS in the list of FCC field offices were summarized by the Commission in an order, dated Oct. 30, amending its rules and regulations to reflect the changes, additions, and deletions.

Inspection and Operator Examination Section has been moved from 316 F Street, N.E., Washington, to Room 2055, Temporary L Bldg., Washington, in line with recent moves to consolidate Washington headquarters [BROADCASTING, Oct. 13].

Locations of radio district offices have been changed as follows (addresses are those of engineer in charge):

District No. 1, 1800 Customhouse, Bos- ton 9, Mass.; No. 2, 1200 S. Custom- house, Philadelphia 6; No. 3, 324 U. S. Appraisers Bldg., 7300 Wingoate St., Houston 11, Tex., with Suboffice at 1925 S. 10th St., Oklahoma City; No. 4, 152 S. Post Office Bldg., Beaumont and Ship Office at 406 Post Office Bldg., Galveston; No. 5, Suboffice at 530 U. S. Customhouse, San Diego 12; No. 6, 329-A Customhouse, San Francisco 26; No. 7, 406 Central Building, Fort Worth 5, Tex.; No. 8, 321 Customhouse, Denver 2; No. 9, Suboffice at P. O. Box 944, Rm. 39 Federal Bldg., Anchorage, Alaska.

Ofices of the Regional Managers of the Field Engineering and Monitoring Division, Engineering Department, set forth below, are as follows:

North Atlantic Region, 209 Federal Bldg., 541 Washington Street, New York 14; Gulf States Region, 332 U. S. Appraisers Bldg., 7200 Wingoate Street, Houston 11; North Pacific Region, 801 Federal Office Bldg., Seattle 6; Alaska Region, P. O. Box 644, Rm. 39 Federal Bldg., Anchorage; South Pacific Region, 329-A Customhouse, San Francisco 26; Central States Region, 876 U. S. Court House, Chicago 4.

Address of the Primary Station of the Engineering Department in Honolulu, T. H., is now F.C. 609 Stangenwald Bldg., Honolulu 1, T. H.

Addresses of the following Secondary Monitoring Stations of the Engineering Department are changed:

From 27 South Sixth Avenue, P. O. Box 347, South Miami, Fl., to 27 South第六 Avenue, P. O. Box 347, South Miami; from Thirteenth and

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Peer Int!

MADE FOR EACH OTHER

On Transcriptions: LANG.WORTH—AI Trace;
WORLD—Russ Morgan; NBC-THESAURUS—
Sweetwood Serenaders.

On Records: Xavier Cugat-Buddy Clark—Col. 37959;
Monica Lewis—Monica Lewis 5105; Dick Farney—Maj. 7273; Earle Madriguera—Nat. 9028; Desi Arnaz—Vic. 20-2550.
JAMES E. HANNA, in radio department and JOHN D. UPTON, of New York office of Allied States Assn., has been named executive vice presidents of New York & Son.

LEO BLAIR, account executive of Buchanan & Co.s Garden City Office, has been elected a vice president in charge of the Garden City Office.

GEORGE BOLUS, former assistant account executive at WMAQ, has been named assistant director of research and market analysis at Emig Mogul Co., New York.

SHORT & BAUM ADV., San Francisco, has moved to new quarters at 388 Stockton St., San Francisco.

ENMETT (OVERSEAS), Ltd., London, England, England has opened offices in Montreal and Toronto. M. F. DIEL, of Canada, has been named general manager, and will head Montreal office.

BRUCE BUTLER, account executive of the J. J. Hagerty Ltd., Toronto advertising agency, will be manager of Toronto office.

ROBERT SORIA, assistant CBS director for past five years, has been named assistant director of KLST, San Antonio, as of radio and television.

ROSS SAWYER ADV., Los Angeles, has been named account executive at Farore Atlantic, Toronto.

GEORGE C. GABRIEL, former assistant advertising manager and publicity director of Western Auto Supply Co., Los Angeles, has been named account executive at The Los Angeles Times.

ED HULLEY, account executive of Kittinger & Thomas, Los Angeles, is being named assistant advertising manager of The Los Angeles Times.

JOSEPH H. HEALY, former radio director of WABC, New York, has been named The Art Ad Agency, New York, as director of radio and television.

LELA F. BINGHAM has been appointed joiner of membership in the American Assn. of Ad Agencies.

HENRY SODERBERG, who has been appointed to handle account of Puerto Rico, has been appointed head of radio department of TV-58, Los Angeles.

BARTON WAREFIELD, former copy chief of National Export Adv., has been appointed to handle account of Y & R as an account executive.

GOLDEN ADV. has moved to new quarters, 36 Fulton St., Brooklyn, from its former office, 39 Flatbush Ave., Brooklyn.

LAWRENCE PESKIN, of production staff of Salinas Morning Call, New York, has been named production manager of the agency.

HARRY L. GRAFEN, former executive vice president of Emerson Drug Co., New York, has joined management staff of Hanley, Hicks & Montgomery Inc., New York.

BOB DAVIS, former publicist director of WNBC New York, has joined Carl Byro & Assoc., New York, as publicist.

FIL MANDL, former production manager for Mandel's Department Store and account executive for Ivan Hill Adv., Chicago, has joined Harry J. Lazarus & Co., Chicago, as production manager and assistant account executive.

W. EARL BOTHWELL, Inc., New York, has named 280 Park Ave. to larger quarters in John's Manville Bldg., 22 East 40th St.

BOZELL & JACOBs has moved Los Angeles offices to 607 Sunset Blvd., Hollywood.

SALLY MARTIN, publicist director of RKO-Kimbolco Co., Los Angeles, has resigned to go to New York.


ROSE & CHILD ADV., Portland, has dissolved partnership and moved to 1515 N. Vancouver Ave., WALLY ROSS opening commercial art offices at 350 SW Main St.

ADELAIDE BAINBRIDGE, formerly with Portland, Ore. agencies, has joined Buter Emmett Adv., that firm's Los Angeles branch.

ROY V. VERNSTROM, formerly with Joseph R. Gerber Co., Portland, Ore., has resigned to join Pacific Light Co., same city, as advertising manager.

MURRAY TURNER has been appointed manager of Winnipeg office of Pacific Light Co., Brown & Co., Ltd., succeeding L. R. CLAYTON, who has resigned and will be western consultant for the company.

WILF CLEMENT, recently resigned from sales staff of CHUM Toronto, has joined S. A. Rutland & Co. Ltd., Toronto, to handle radio accounts.

DAVID STRAUSS III, formerly with Weyward Agency of New York, N. Y., has been named account executive of Weyward Agency in Los Angeles.

C. W. HOWARD NOLAN and ROBERT S. ARBIB, Jr., have been promoted to copywriters, to copy supervisors at Grey Adv., New York.

COLE & CHARON ADV., New York, has moved to 8 West 56th St. Telephone: Circle 7-2664.

FRANCIS M. STIFLER, account executive of N. W. Ayer & Son, Philadelphia, has been appointed Mason-Wright director of Army radio recruiting program.

BURLINGTON ADV., Washington, D. C., has been named account executive in McCann-Erickson's New York foreign department for Colombia, Central America, and the west for two weeks on client business.

GEORGE H. GIESE, vice president of McCann-Erickson Corp., and account executive in McCann-Erickson's New York foreign department for Colombia, Central America, and the west for two weeks, conferring on CBS "Round Off" and other Army recruiting matters.

ED CASHMAN, manager of Kudner agency, has moved his office to 202 New York, for home office conferences.

WMGC, FM outlet of WHN New York, has resumed operations after brief period off the air for installation of 10-kw Western Electric transmitter.

MONDAY Thru FRIDAY
10:30 to 2:30 p.m.

Make Tommy Dorsey your star salesman and watch him sell—sell—sell. Available now—quarter-hour strip Monday thru Friday—see your sales management—strip at—extremely moderate rates. Call or wire WMAI or ABC Spot Sales today!
WMAZ General Manager Cobb (r) presents pin honoring Mr. Rankin for his 25 years' service to station.

WMAZ, 5-kw CBS outlet at Macon, Ga., has started its second quarter century of operation. In observance of its silver anniversary the station held a banquet to honor its president and co-founder, George P. Rankin, who has been with WMAD continuously since it took the air in 1922 at Mercer U. in Macon.

Highlight of the banquet, held Oct. 30, was the presentation to Mr. Rankin of a silver-diamond pin, which was pinned on his lapel by WMAD's general manager, Winton E. Cobb. Mr. Rankin, who doubles as chief engineer of WMAD, started the station in cooperation with Dr. Claude L. Fountain, of Washington, D. C., at Mercer U., where Dr. Fountain was professor of science and Mr. Rankin a student.

Richard C. Hottelet, CBS correspondent, represented the network at WMAD's birthday celebration and made one of his newscasts from the station. He was a speaker at the anniversary banquet.

On WMAD's birthday, which also was the sixth annual Wesleyan Day in Macon, students of Wesleyan Conservatory's radio department operated the station. They wrote commercials, presented original shows, took over as announcers and news reporters and made the WMAD news department's weekly Feature Story the occasion for telling the 25-year history of the station.

Census Issues Report
GROWTH of metropolitan districts in the U. S. from 1900 to 1940 is described in a publication issued last week by the Bureau of Census Dept. of Commerce. Planned and written by Dr. Warren S. Thompson, director of the Scripps Foundation for Research in Population Problems, the report traces the growth of the nation's cities decade by decade. It is felt that the report will meet the need for single brief publication summarizing the data on metropolitan districts.

CITY Toronto has been authorized by Radio Station Dept. of Transport, Ottawa, to operate a 250-w FM station on channel 351, 98.5 mc. Transmitter will be located at CKY's AM transmitting site. FM equipment has not been purchased as yet.

H. A. FLATEN, with CBS Radio Sales for six years, has joined CBS Network Sales Executive, as an account executive. Veteran 14 years in radio, Mr. Flaten previously was with KFIM (now KILO) Colorado Springs, Colo., and was commercial manager of WNTA, Duluth from 1936 to 1941, when he joined CBS Radio Sales.

VICTOR W. LAND, program promotion director of Don Lee Broadcasting System, Hollywood, has been named sales manager following resignation of BETTY KOBALD. ROB STOKES takes over as program promotion director and JIM PARSONS becomes log editor.

WILLIAM O. TILLENUS, who recently resigned as sales manager of WNBC New York (BROADCASTING, Dec. 24, 1948), has been appointed account executive in New York office of John Blair & Co., effective today (Nov. 10). Mr. Tilenius joined NBC in 1939, serving as handling sales service duties in network and local sales departments. In 1944 he became an account executive in NBC's Spot Sales Div., later was appointed sales representative, and was named sales manager of WNBC in February 1946.

J. H. MACDONALD has been named commercial manager of CJOB Belleville, Ont.

CHAB Moses Jews, Sask., has appointed Horace Stotin & Co., Toronto, as exclusive representatives.

KTFI Increases Power
KTFI Twin Falls, Idaho, NBC affiliate, has increased its power to 5 kw day, 1 kw night, and has expanded its schedule to 18 hours per day. The station began broadcasting with a power of 250 w in 1928. KTFI's FM station was scheduled to begin operations last week, according to Florence M. Gardner, manager.

KQV Pittsburgh's Aggressive Radio Station

Riding with the Winners!

Signing colorful Jock Sutherland, Pittsburgh Steeler football coach, for a Friday night series on KQV is just one more example of how we're constantly accenting local appeal. Jock joins a large list of local names and shows heard exclusively on KQV — one more reason why KQV shows are terrific audience builders.
Five Pressing Applications For FCC Grants on 1560 kc

IS 1560 kc a Class I-B or Class II channel? And if I-B, does the claim of WQXR New York to that assignment effect "an equitable allocation of facilities"?

Those were the basic questions considered forty years ago in a proceeding before FCC Hearing Examiner James D. Cunningham involving the applications of KPMC Bakersfield, Calif., Lake Broadcasting Co. Inc., Gary, Ind., and KWOW Chickasha, Okla., in addition to that of WQXR.

KPMC seeks boost from 1 kw to 10 kw on 1560 kc, with directional array fulltime. Lake Broadcasting, which originally had been party to another proceeding and whose application was incorporated by the Commission in the present case, requests a new standard station at Gary on 1560 kc with 500 w and 1 kw day. KWCO requests change from 250 w daytime on 1560 kc to 250 w fulltime operation on the channel.

Petition Content

The WQXR application asks increase of power from 10 kw to 50 kw on 1560 kc, directional. The New York Times petition further pursues recognition of its six-year claim to I-B status on the frequency. FCC's rules permit assignment of both Class I and II stations to a given frequency.

In a petition to the Commission preceding and indirectly related to the hearing, WQXR stated that ever since its assignment on 1560 kc was first authorized, it has "endeavored to obtain a ruling from the Commission that it was a I-B station or to have the Commission take such steps as might be required by the North American Regional Broadcasting Agreement to obtain the requested classification." The petition cited correspondence with FCC dating from April 1941 unsuccessfully seeking I-B acknowledgement and steps which would afford it I-B protection from potential Cuban I-B operation.

In concluding the petition requested that FCC protest the temporary authorization by Cuba to WCMH Havana for 5 kw on 1560 kc to notify Cuba that WQXR has been operating with its existing service being afforded I-B protection since NARBA went into effect in 1941 and that FCC advise of steps being taken to protect status of 1560 kc and present WQXR service in forthcoming NARBA revision.

This background underlay most of WQXR presentation. President John V. L. Hogan stated that the importance of I-B operation in reaching an extended audience with WQXR's non-duplicated and distinctive programming. He pointed out that the station enjoys a consistent audience of 700 to 800 miles radius in scope. Mr. Hogan substantiated this with figures on requests for program booklets, correspondence volume and source and location of homes of members of the program advisory committee.

Mr. Hogan's relation of the part skycrave transmission plays in serving this extended audience was supported by testimony of Frederick Schottland, New York consulting engineer. His allegation that FCC's skycrave propagation curves (Figure 1 of the standards) don't apply at 1560 kc was accompanied by data on recordings of measurements made independently by the National Bureau of Standards from January 1946 through July 1946.

Elliott Sanger, executive vice president of WQXR, told of program efforts and station policy. WQXR counsel at the hearing was Philip G. Loucks, Arthur W. Scharf and Maurice M. Jansky of the radio law firm of Loucks & Scharf. The firm also represents KPMC.

Engineering testimony only was offered in behalf of KPMC by William E. Plummer, member of the consulting radio engineering firm of Glenn D. Gillett & Assoc. It was indicated the proposed operation of that station in no way would affect that of any other of the stations in the proceeding. The presentation was not contested.

The record has been left open to receive if necessary any further testimony from KPMC since Presi dent F. G. R. Schamblin had been advised by his physician not to make the trip to Washington at this time.

Lake Broadcasting, through its counsel, Robert L. Irwin of Dow, Lohnes & Albertson, held to its position that WQXR use of the 1560 kc frequency has been considered by the FCC as a Class II assignment and therefore Gary should be given local service. Such would not be possible if WQXR were I-B.

Similar stand was taken by KWCO. The outlet was represented by its president, George C. Robinson Jr., and Thomas P. Littlepage Jr. of Littlepage & Littlepage.

WTOD Toledo, Ohio, which had been a party to the proceeding in seeking switch from daytime to fulltime 1 kw operation on 1560 kc, had been granted petition by FCC to the application without prejudice. It was stated WTOD was looking for another frequency.

The Commission earlier also had granted petition of WQXR and KPMC to dismiss the application of The Montgomery Network for failure to file a written appearance due May 27. Montgomery Network had sought a new AM station at Butte, Mont., on 1560 kc, 1 kw fulltime.

WCAO Baltimore's new FM transmitter undergoes inspection by Martin L. Jones (l), WCAO chief engineer, and Irving Mager, Westinghouse sales engineer. The new transmitter is expected to be in operation in the near future.

Groups to Deal With War Propaganda to Be Set Up

NATIONAL associations representing the U. S. radio, newspaper, magazine and motion picture industries were asked last week to appoint committees for dealing with war propagandizing within their respective fields.

The proposal was made in letters sent by the Committee of Public Relations Counsellors on the United Nations to Justin Miller, NAB president; Cranston Williams, American Newspaper Publishers Assn., general manager; Frank Braucher, Periodical Publishers Assn., president, and Eric Johnston, Motion Picture Assn., president.

It followed adoption last week by the UN General Assembly of a resolution condemning all propaganda likely to threaten world peace.

WTOD Miami was recently presented a certificate from the National American Legion Auxiliary and the Miami Harvey Seeds Unit No. 79 in recognition of "important contributions to the education, entertainment and inspiration of this community."

We're Selling POWER - That's Got SELLING POWER

PHILADELPHIA'S MOST POWERFUL NEWS SPORTS MUSIC INDEPENDENT BROADCASTING • Telecasting

Owner - Buyers • Contact Us For Radio Station Transactions

We have affiliations for a combination of vitally important services by highly experienced consultants.

S A L E S

Highly trained personnel. Your interests analyzed for quick results. Definite sales plans formulated. Cooperation with Advertising Dept. Listings with us offers client a wide selection of clients.

A D V E R T I S I N G and P U B L I C I T Y

Complete programs in national and regional media selection. Complete "how to" advertising of your station. Popularity with clients.

T E C H N I C A L

Evaluation of substance of station's facilities and physical properties. Client's interest correctly portrayed. Secure action when justified or permitted. Forecasts policy changes, exposure of clients.

L E G A L


We are interested in the welfare of your facility and take pride in the improved status of the public relations department. We are prepared to assist you in placing your station best interests. We are eager to assist interested clients in the purchase of radio stations.

LIST YOUR RADIO STATION WITH US — We service all AM - FM - TV

Phone: NATIONAL 1559 NA 8961-2-3 or WRITE WARNER BLDG., MAURICE B. MUMFORD, WASHINGTON, D.C.
ROYAL WEDDING VIDEO COVERAGE IS PLANNED

BBC is planning full video coverage of the wedding of Princess Elizabeth and Lt. Philip Mountbatten on Nov. 20, using both of its television units. One will be stationed opposite Buckingham Palace, the other outside the west door of Westminster Abbey.

Starting with an introduction from its studios at 10:50 a.m., the BBC telecast will switch to Buckingham Palace at 11 to show the departure of the queen, moving then to Westminster to watch the arrival of the royal guests. Another pickup at the Palace will show the king and Princess Elizabeth leaving for the Abbey.

Following the wedding service, the video cameras will report the departure of the newlyweds and the wedding guests, returning to the Palace where the royal family will make the traditional appearance on the balcony.

United Press has secured the video rights in the United States to British Information Service films showing the growth of the princess from babyhood to the announcement of her engagement to Philip. These, with a script for running commentary plus still pictures of the marriage ceremonies, radiated from London, to make up a half-hour program, are being offered by UP to American video broadcasters.

If BBC films the ceremonies, these films will be available to NBC Television under exchange agreement between the two networks.

Miller Sends Greetings
As BBC Marks 25th Year

BBC, which will celebrate its 25th anniversary Nov. 14, is planning a series of special broadcasts extending over a two-week period to mark the occasion. The network, founded Nov. 14, 1922 as the British Broadcasting Co. Ltd., has received greetings from many U.S. broadcasters and from the president of NAB, Justin Miller. In a recorded message to be broadcast during BBC's silver jubilee celebrations, Mr. Miller emphasized the necessity for the "freest possible communication of ideas uninhibited by barriers of any kind." He expressed the hope that "the splendid cooperation between our respective broadcasting systems during the war may continue in these difficult times of peace to advance the cause of freedom...."

Richard W. Cull

RICHARD W. CULL, 63, news director of WHIO, The Dayton (Ohio) Daily News station, died of a heart attack at his home in Dayton last Tuesday. He was a former managing editor of the paper. Throughout many years of newspaper work, Mr. Cull had worked on the Cincinnati Post and Cleveland Plain Dealer. He was with the Dayton Daily News from 1922 until 1956 when he organized and became head of WHIO news room.

BROADCASTING • Teletcasting

FINAL ADVERTISING DEADLINE

DEC. 1

ELECTRONIC BARGAINS

1220 feet, 4 conductor, rubber coated, shielded all copper wire only $25 a reel
F.O.B. Louisville.

ELECTRONIC SERVICE CO.

431 W. Jefferson St.
Louisville, Kentucky

On steel reels, used, excellent condition. Quantity Discounts.

SPECIALS!

WE 2' patchcords $5 each in lots of 12.
List $11.00.

WE 6' patchcords $5 each with test clips on one end.

Brand new TP-3 sound powered field telephones, complete with manual, $17.50 each.

RCA 7098 VHF and television sweep generators, complete, brand new, only $400 each. Factory list is $475 today!

WE 218A jacks, new, 25c each, in lots of 50 Quantity discounts.

WE single and double jack mounts, less jacks, $8 and $15. With jacks, $15 and $30.

Send for our new bargain list of new, used, surplus broadcast gear. Only a few of those coaxial line dehydrators left at $200.00 each.

New DuMont Model

DuMONT'S first table model video set, The Chatham, claimed to be the first combination VHF and FM Table model to be put on the market, was introduced last week. The set has a 12-inch tube, largest of any video table model, producing a picture of 78 square inches, and retails for $445.
MPAA Head Cites Threat to Freedom

Likens Movie Probe to Attack On Radio and Press

BITTER criticism of the House Un-American Activities Committee was expressed fortnight ago by Mr. Joelson, president of the Motion Picture Association of America, who said that he was as much concerned about Government intervention in pictures as he would be if it were against radio or the press.

The committee, which has been investigating Communism in Hollywood, adjourned indefinitely Oct. 30 after two stormy weeks during which the movie industry occupied a sizzling hot chair and attracted world-wide interest.

Mr. Joelson, both in testimony before the investigators and in an open letter to Congressional leaders deplored the Committee’s tactics, “You don’t need to pass a law to choke off freedom of speech or free press or to deliberately curtail it,” said the movie czar. “Intimidation or coercion will do it just as well.” Declaring that he intended to use every influence he could command to keep the screen free, he said, “I don’t propose that Government shall tell the motion picture industry directly or by coercion what kind of pictures it ought to make. I am as wholesomely against that as I would be of dictating to the press or the radio.”

Among other groups calling for an end of the committee probes were the Progressive Citizens of America and the Americans for Democratic Action. O. John Rogge, former special assistant U. S. Attorney General, called the committee unconstitutional and said it violated the First, Fifth, Sixth, Ninth and Tenth Amendments. Similar accusations were voiced by Mr. Crum and Robert W. Kenny, counsels for the 19 “un-friendly” witnesses subpoenaed by the committee. Mr. Crum predicted that should the investigation succeed it would be followed by a censorship of books, radio, stage and the press and Mr. Kenny said the committee represents the first step to a complete blackout of freedom of expression in this country.

100% HOMECOUNTY

BMB

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GRAND JUNCTION

COLORADO

WXYZ Votes to Continue Affiliation With IBEW

OPERATORS AT WXYZ Detroit, in an NLRB election conducted Oct. 28, voted 14-2 to continue their affiliation with IBEW as bargaining agent. The vote followed that of NABET to disallow IBEW after purchase of King-Trendle Broadcasting Corp. by ABC network.

IBEW officials plan to petition NLRB to hold security bargaining elections at WXYZ and WARL Arlington, Va. NLRB recently overruled its general counsel’s decision that non-communist affidavits must be filed by AFL officers. Since that time IBEW has been certified as bargaining agent for WARL operators.

Westinghouse New High

WESTINGHOUSE Electric Corp. net sales billed for the first nine months of 1947 hit a new peak-time high of $492,179,245, 8% higher than in 1946. In contrast, shipments during the first nine months of this year were approximately $152,000,000 less than the volume of new orders received. But it was explained that if certain military orders were excluded, unit production in the past six months had exceeded new orders.

James J. Shallow, who has been with Philco Corp. in sales capacity for 13 years, has been named general sales manager of Philco Distributors Corp. by Bourne New Kirk, who joined Philco in 1936, has been appointed television sales supervisor of the distributing firm.

Robert F. Lamons, member of Chicago sales staff of Andrew Corp., has been appointed Eastern sales representative for that firm. His headquarters will be in New York and he will be exclusive representative for Andrew line of coaxial transmission line and antenna equipment in the East. Mr. Lamons joined Andrew engineering department in 1935 and transferred to sales staff following year. He previously was with Western Electric Co.

J. H. Kelly, southeastern district manager for past three years for Farnsworth Television & Radio Corp. Fort Wayne, has been appointed manager of Farnsworth Sales Div. WARL, which has been named to succeed Mr. Kelly as southeastern district manager. Charles W. Busch, president of Lincoln National Bank & Trust Co., Fort Wayne, has been elected a director of Farnsworth & Radio Corp. Francis L. Elmendorf has resigned as a director of the Farnsworth firm.

Joseph C. Folsom, former personnel manager of Standard Transformer Corp., has been named director of personnel and labor relations for Balsam, Belmont Radio Corp., Chicago, and director of personnel for General Radio Co., New York.

W. K. Burlingame, former national service manager of Allen & David Laboratories, has been appointed field operations manager of Telcon Corp. and of its sister company, Inter-Vid Corp. of America. Televised-factures large-screen video receivers; controls master antenna systems for video and FM reception in multiple-dwelling buildings.

Theodore W. Buchter, installation and service expert of U. S. Television Corp., Madison Av., has been elected a director of service committee of Radio Manufacturers Assn.

William G. Haas, formerly with sales department of Broadway Broadcast Co., division of Marshall Field Enterprises, has been appointed sales manager of Marshall Field Region for Crosley Radio Div., Arco Manufacturing Corp. Prior to war he was with the service department of Arco and Arco Manufacturing Corp. Mr. Haas spent ten years in sales department of Crosley Radio Corp., predecessor of present Arco Div.

G. L. Hartman, former merchandise manager with Firestone Tire & Rubber Co., Akron, has been named general sales manager of Belmont Radio Corp., Chicago.

Capt. Ed Sherwood, who was separated last week from Army Ground Forces, Public Relations Radio Div., is planning publicity-public relations staff of Admiral Radio Corp., Capt. Sherwood handled radio exploitation for Army Ground Forces Band shows, served on public relations staff of Sen. Eisenhowers and was appointed relations work in connection with Nurnberg Nazi war trials.

Joseph P. Maxfield, pioneer in research and practical development of sound transmission, with recording and reproduction work, recently retired from Bell Telephone Labs., has joined Ailie Lansing Corp. New York, as consulting engineer, and recently engaged in World War II, Mr. Maxfield, who was a leave of absence from Bell Labs, was director of DIV. of Political War research at Duke U.

Charles D. Brown, program assistant, Radio Division of Veterans Administration, is the author of a profile of Brig. Gen. Harry H. Vaughan, military aide to President Truman. Profile will appear in an early issue of Salute Magazine.

Chuck Riker, former program director of Telecast Corp., has been named video director of National Rifle Foundation and Theatre of Comedy. He will help develop and sell television package shows based on books written by Gagwrit Institute, school conducted for veterans by the VA.

Roy S. Frothingham, owner of Facts Consolidated, San Francisco research firm, has been appointed president of the American Marketing Asn.

John F. Little has been appointed field manager of General Instrument Corp., Belmont, N. J., producer of radio components.

Chicago Board of Education has presented award to WBBM Chicago, for "outstanding contribution to educational radio" through its WBBM-FM Studio Theater.

Radio stations, representatives and advertising agencies find the Calfone Portable Transcription Player indispensable for auditioning programs and soliciting new accounts. Its fidelity is excellent and it is easier to carry than a portable typewriter.

Compare these 12 Features:

• Excellent professional fidelity.
• Exceptional musical fidelity.
• Excellent fidelity to all range of frequencies.
• Exceptional performance in transcriptions and radio broadcasting.
• Exceptional performance in transcriptions and radio broadcasting.
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Model 6-A

Low-Cost

$49.95

Calfone Portable Transcription Playback Gives You Excellent Fidelity and 10 Pound Portability.
Abuse of Civil Rights Seen In Federal Security Checks

With several statutes on the books authorizing prosecution of Federal employes who reveal restricted information, misuse of loyalty checks can "inhibit freedom of opinion and expressions," according to the President's Committee on Civil Rights.

The committee's report to President Truman was submitted Oct. 29. It is a 178-page document reviewing abuses of civil liberties and recommending steps to preserve America's basic freedoms.

The report came shortly after directors of the American Society of Newspaper Editors, meeting in Cleveland, announced an effort to implement the President's "loyalty order" of last March with directives which they said would "place even the ordinary affairs of Federal civilian agencies beyond public scrutiny."

The directors opposed security regulations prepared by the Security Advisory Board of the State, Army and Navy Dept. Coordinating Committee. Already these regulations are contained in a Veterans Administration regulation, which the resolution said "evidently is a pattern for directives to be issued to other Federal agencies."

Faced with the editors' censorship charge, the security board in its Tuesday action dropped plans to classify as "confidential" any Government information which, if divulged, would cause "serious administrative embarrassment." It also deleted from the proposed order the provision involving disclosure of information prejudicial to the interests or prestige of the nation "or any governmental activity thereof."

Another deletion, in the "top secret" classification, was trimmed to eliminate the phrase "the prestige of the nation or any governmental activity thereof" from the language, which involved information paramount to security.

Details of the proposed security order still have not been divulged but Michael J. McDermott, special assistant to Secretary of State Marshall, called the changes a "loosening up."

It is understood the order will require installation of a "security officer" in each Federal department and agency who will have the job of protecting classified information, but this could not be confirmed.

According to the ASNE board resolution, "the broad nature of this language could be used to deprive the public of information to which it is entitled. While the announced purpose of the President's loyalty order is to protect the nation in the difficult international situation which now exists, the VA directive classifies confidential information which does not affect the national security."

Rejected Proposal

The editors' group felt the secrecy coordinating committee had gone "far beyond any reasonable exercise of its authority," and urged the President "to nullify the VA gag rule and to strike any such rule out of the regulations for other departments."

"Congress even in war time refused to adopt a similar proposal. Any administrative officer could shield himself from public scrutiny or criticism by simply labeling the information as 'confidential.'"

"If the VA directive is made effective to all Federal agencies, no person in the Federal Government could give information to the press without fear of grave reprisals from his superiors."

The President's Committee on Civil Rights pointed out that "in a free society there is faith in the ability of the people to make sound, rational judgments. But such judgments are possible only where the people have access to all relevant facts and to all prevailing interpretations of the facts. How can such judgments be formed on a sound basis if arguments, viewpoints, or opinions are arbitrarily suppressed. The Committee reaffirms our tradition that freedom of expression may be curbed by law only where the danger to the well-being of society is clear and present."

Emphasizing that the "principle of disclosure" is the appropriate way "to deal with those who would subvert our democracy by encouraging disunity and destroying the civil rights of some groups," the committee noted that the FCC, among other agencies operates under a statute that requires it "to collect information to further the purposes of those who attempt to influence public opinion." It referred to disclosure of Owners and control of radio stations.

In its recommendations to the President, the committee recommended "enactment by Congress and the state legislatures of legislation requiring all groups, which attempt to influence public opinion, to disclose the pertinent facts about themselves through systematic registration procedures."

It also urged Congress and the executive branch "to clarify loyalty obligations of Federal employes, and establish standards and procedures by which the civil rights of public workers may be scrupulously maintained."
TIME SALES RISING, S & P SURVEY FINDS

INDICATIONS that radio time sales are picking up are discussed in the current Standard & Poor's Industry Survey. The Survey, citing that earlier in 1947 several advertising programs had been cancelled on more profitable evening hours, said, "Apparently...advertisers became more cost conscious."

Time sales were also said to have felt the effects of a seasonal slump during the summer.

However, S & P points to advertising as returning to the fall season with a noticeable improvement occurring with considerate billing now larger than in 1946. It is also noted that rates are higher and full-year 1947 revenues from the time sales will probably increase. At the same time, S & P reports "a much more marked rise in costs is narrowing margins.

Wages are up sharply and talent and operating expenses are materially higher."

WHBF-FM Commences

FIRST FM station in quad-city area of Marquette Rock Island, Moline and East Moline, Ill., and Davenport, Iowa, began Oct. 22 when WHBF-FM, sister station of WHBF, ABC affiliate and Rock Island Argus owned outlet, took to the air. Initial operation was planned in conjunction with National Radio Week, according to Leslie C. Johnson, general manager. Station is on channel 255, 98.9 mc.

NETWORK ACCOUNTS

New Business

BROTHELORD OF RAILROAD TRAINMEN Nov. 15 begins for 52 weeks quarter-hour slots in a show called "Rolling" by Judy Puhlhelm, director and world traveler, on ABC, Sat., 5:45 p.m. Agency: Wane Van Zeebe & Co., New York.


Renewal Accounts


EFFECTIVE radiated power of KACK-FM Tulsa, Okla., has been increased to 20 kw from base of 1 kw by a new permanent antenna. Antenna is a 45-foot high bare wire tower and was erected on top of the station's 250-foot KACK-AM tower.

S. T. CARTER, formerly of Westinghouse Radio Stations headquarters engineering staff at Philadelphia, has been transferred to Portland, Ore., where he becomes a technical supervisor at KEX. First duties will include work on installation of the station's new 50,000-watt transmitter.

ERNEST G. RUCKLE, former chief engineer of WCAP and WLAC-Nashville, Tenn., and recently with WLAK-Lakeland, Fla., has been named chief engineer in KALB-Opelousa, La.

PAUL HUNDORF, former engineer with KTRH and KJIT in Houston, has been named chief engineer of KLEM, new station under construction at Houston.

AL ZAMBACKIAN, formerly of WPUN-Pulaski and WBTW-Williamson, W. Va., has been named chief engineer of WTOL-Blanton, Va. He replaces RICHARD TOLMIE, who is now chief engineer of WFTMY-FM Tallahassee, Fla.

HERBSTROM, formerly of KHIB & WBBM, has been named chief engineer of WXTQ-Richmond, Va.

J. W. BAIN, senior radio engineer of Dept. of Transport, Ottawa, heads Canadian delegation to Havana NARBA meeting. J. W. BAIN, senior radio engineer of Dept. of Transport, Ottawa, heads Canadian delegation to Havana NARBA meeting.

W. G. RICHARDSON, engineer of Canadian Broadcasting Corp., will make up rest of Canadian delegation.

HERB STEINMETZ, control room engineer for WHO Des Moines, is the father of a girl.

DR. FRANK G. BACK, physicist and inventor of Zenith Radio Corp., New York for California, according to announcement by Zenith Radio Corp., New York. Dr. Back will visit television stations manager.

LEE W. CLIFFORD has joined engineering staff of WLAB Lawrence, Mass.

FRANK KOCKADAY has joined CBQ Belleville, Ont., as transmitter attendant.

Television Permits

A PERMIT is required for erection of a television antenna in Baltimore, according to an announcement made by Paul A. Cohen, building inspection engineer for the city. He said that such permits could be obtained only by licensed electricians since the building code classifies antennae as electrical installations. Permits must also be gotten for installation. No work can be completed without them, he added. Fee is $1.

“QUEEN FOR A DAY” program will be broadcast; Nov. 10 to 14 from Convention Hall with usual Hollywood personnel in charge, including Jack Bailey, m.c. Program will be carried by WIP. Mutual outlet in 166 cities. Invitations will be limited to visitors to Trailer Mfg. National Convention at the Hall.

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DEBUT of FM service at WJTN-FM Jamestown, N. Y., was featured by appearance of ABC guests. The AM and FM operations are managed by Simon Goldman. Taking part in inaugural were (seated, 1 to r) Harold P. Kane, sales executive; H. R. Baukhage, ABC; Dean Kenneth G. Bartlett, Syracuse U. Radio Workshop; Ted Malone, ABC. Standing: Harold Kratzert, WJTN chief engineer, and Mr. Goldman.

MINIMUM Duplication
Programming of New Arkansas FM Station, KUOA-FM,
Aimed at Diversity From AM Schedule

POLICY of minimum duplication of the programs of its AM affiliate has been adopted by a new Siloam Springs, Ark., FM station, KUOA-FM, which took the air Oct. 11 with 2000 w on 105.7 mc. The new FM outlet also has departed from practices followed by many FM stations in two other particulars—it stayed off the air until its entire installation was completed, and instructions were given that its call letters were not to be mentioned on KUOA, “at least until listeners in the coverage area become thoroughly familiar with the benefits of FM.”

Commenting on the decision to avoid AM-FM duplication as much as possible, Storm Whaley, station manager, said: “We feel that we must give listeners a reason besides technical quality for buying FM receivers.” With this in mind KUOA-FM scheduled high school football games that were not being carried by any other station. Similarly it is carrying U. of Arkansas games, since its AM affiliate is broadcasting Army games through Mutual.

In the first ten days of KUOA-FM's operation, with a schedule from noon until 10:15 p.m., KUOA and KUOA-FM duplicated an average of only two and a half hours daily, Mr. Whaley said. Although KUOA-FM had had its transmitter for six months and could have gone on the air with a temporary antenna at any time, it made what Mr. Whaley described as a “difficult decision” to wait until the entire installation was complete because “we felt that if we should go on the air with a weak or insufficient signal our FM station might be lost in negative impressions and 'I-told-you-so's.'

With reference to the policy of avoiding mention of KUOA-FM call letters on KUOA, Mr. Whaley said: “Many people unaware of frequency modulation’s benefits have mistakenly gotten the idea they were listening to FM when they heard the ‘double station break’ used by many other stations.”

FOR MORE LISTENERS PER DOLLAR
IN NEW ENGLAND’S 3rd LARGEST CITY

it’s

WNEB

MASSACHUSETTS

Represented By

Adam J. Young Jr., Inc. and Kettell-Carter

PROPOSED Decision Issued to Skyland
Dayton Corp. Applies for 5 kw Fulltime on 980 kc

PROPOSED decision was adopted this week by FCC looking toward grant of the application of Skyland Broadcasting Corp. for a new standard station in Dayton, Ohio, on 980 kc with 5 kw fulltime, directional.

The decision proposes to deny the mutually exclusive requests of WTOL Toledo to switch from 250 w on 1230 kc to 5 kw on 980 kc and Ohio-Michigan Broadcasting Corp. for a new station in Toledo on that assignment. The new ex-Chairman Charles R. Denny and Comr. Robert F. Jones did not participate in the decision.

The proposed grant to Skyland is subject to the condition that Ronald B. Woodyard, president and 17% owner, sever his relationship with WIZE Springfield, Ohio, within 90 days. The proposed Dayton station would overlap 100% in rural service and 90% in urban service with WIZE, 45% owned by Mr. Woodyard, according to the report.

Favoring Skyland over the other applicants was based upon a more efficient use of the frequency in Dayton than in Toledo, FCC stated. Skyland would provide primary daytime service to about 937,000 more people than either of the other applicants. However, it would serve 48,000 less nighttime, FCC found.

Daytime Interference

While not considered adversely to the Toledo applicants, apparent excessive daytime interference to CPPL, London, Ont., and WKRC of the North American Regional Broadcasting Agreement was noted by the Commission. It was stated Canada informally had advised it would have no objection to this Dayton operation, also which would cause some interference. The case was not decided on this issue, FCC said.

Ownership of the new applicants:

Skyland Broadcasting Corp.—Principals: Ronald B. Woodyard, active in radio since 1924 and 44.5% owner WIZE Springfield, Ohio, president; Lorens M. Kane, owner L. M. Berry & Co., telephone directory advertising sales firm, and minority owner of FM applicants for Elyria and Columbus, Ohio, vice president; J. F. Gallaher, 65% owner Gallaher Drug Co., Dayton, treasurer-secretary; Gustav Hirsh, Columbus, Ohio, consulting electrical engineer, director. Each holds 17.49%. Remaining interest divided among 10 other local individuals.

Ohio-Michigan Broadcasting Corp.—Principals: Lynn C. Smiley, Washington consulting radio engineer, president and owner 2,334 shares; Harold E. True, active in radio since 1924, vice president and proposed general manager and owner 2,333 shares; Nicholas J. Walinski, attorney, secretary-treasurer and owner 2,333 shares; Electric Auto-Lite Co., owner 3,500 shares. Firm has authorized 15,000 shares common no par valued at 10c per share, has issued 10,500 shares. Electric Auto-Lite to loan $130,000 at 4% per annum for seven years and would participate in management.
PHILCO DISTRIBUTORS Inc., New York metropolitan distributors of Philco radio and television receivers and home appliances, have postponed their sponsorship of Nov. 6 of an extensive spot and network program, the company's first, due to the heavy demand for its products. The program is scheduled to be aired on WNYW and WMCA, both in New York, on Nov. 6 through Sternfeld-Godley, New York, for 32 weeks.

RAISER-FRAZER Corp., Willow Run, Mich., in line with policy of further expansion in radio field, has contracted through Swainy, Drake & Benett, Chicago, for three-hour Sunday period of simultaneous entertainment broadcast in Chicago, independent station, beginning in mid-December.

RCA-VICTOR DISTRIBUTING CORP., Chicago, has bought "Junior Jamboree," a four-day, five-day weekly show on WBBM, Chicago radio station. LEO J. Metcalf, Los Angeles, manager of radio division on West Coast, has bought "Junior Jamboree," ten-minute show on KTLA, Los Angeles television station. Sales are reportedly for purpose of dramatization to boost video receiver sales.

CLARIDGE FOOD Co., Flushing, L.I. (packaged meat products), has appointed Al Paul LeFeon Co., New York, to handle advertising. Radio will be used, but definite plans are not yet formulated.

NATIONAL DISCUT Co., New York, has appointed McCann-Erickson to handle all local Pacific Coast advertising for company in addition to national advertising which the agency has been placing.


OTHER MARKETS for 1948 campaigns are being negotiated. Campaigns will be in April, in compliance with the baseball season. Firm's advertising manager is PETER SANNORD, who will handle the business.


AMERICAN TOBACCO Co. has expanded its television coverage of Andorra's game this month, Saturday, to include WNYW New York, while as WORC Chicago, Later telecast was live on Saturday afternoon. In addition, a spot telecast on WORC is on films made during the NBC network. NBC's Chicago and San Francisco stations to New York for editing and processing. The tapes will then be moved to New York for presentation on WNYW Sunday night.


PACIFIC CHEMICAL Co., Los Angeles, (several lines of household products), has appointed Raymon R. Morgan, Hollywood, to handle national advertising. Company's advertising manager is J. R. Gable.

COAST VAN & STORAGE Co., Los Angeles, has appointed Timothy F. Lee, Chicago, to handle advertising. Firm is active in both California and New York.

FLEMING'S PEANUT BUTTER, Los Angeles, has appointed Willard G. Bradshaw, Los Angeles, to handle advertising. Company is active in both California and New York.

TAMARACK-PLYMOUTH CITRUS EXCHANGE, Weslaco, Tex., has appointed Frank D. White, Los Angeles, to handle advertising.

BROOKLYN LACE, Inc., Brooklyn, N.Y., has appointed Edward J. K. O'Leary, New York, to handle advertising.

NATIONAL GARDENING, Inc., Allentown, Pa., has appointed Harry J. Brown, Philadelphia, to handle advertising.

INTERNATIONAL SUGAR CO., New York, has appointed John W. A. O'Hara, New York, to handle advertising.

PHILADELPHIA WRIGHT STATIONARY CO., Philadelphia, has appointed W. E. Wright, New York, to handle advertising.

LEWIS & SANFORD, Los Angeles, has appointed W. A. Lewis, New York, to handle advertising.

EDGAR F. HURFF Co., Swedenborg, N. J. (food products), started 11-week test campaign on WOR, New York. Two spots are being run during period, the first being run during the week of Oct. 29.

BATES FABRICS, New York, in connection with John Wanamaker, New York department store, has scheduled a one-time, 30-minute half-hour telecast on WABD New York, Nov. 10, during which a fashion show will be presented both during the week and summer dresses, feature "Miss America."

YESS BEVERAGE Co., New York, in addition to spot campaign, is now co-sponsoring "Brush Creek Polishes" on KMBE Kansas City, Sat. 9:30-10:15 p.m. Contract is for 26 weeks. Spot announcements, newspaper and billboards are being used in promotion of show.

THE BENNEN CO., Newark, N.J. (men's toiletries), will begin extensive foreign campaign with 5-hour film, transcribed, to 20 foreign countries, effective Jan. 1, 15 minutes per day, for 52 weeks. The 5-minute films will be aired three times weekly. Agency: Irwin Vladamir & Co., New York.

E. L. STAFFORD, manager of sales office, C.F. Cooper & Co., Los Angeles, for past 14 years, has been named advertising manager for division as well as his northwest subdivision. He replaces Donald B. Massie, resigned.

CELLA VINEYARDS, Fresno, Calif. (wine), has appointed McNeill & McNeil, Los Angeles, to handle national advertising.

DENTON'S FOODS, Oakland, Calif., has announced a new campaign for its products. Agency: The Sonora Advertising Co., Los Angeles.

TEXAS CITRUS EXCHANGE, Waco, Tex., (citrus fruits), will use 50 to 60 radio stations in major markets for radio spots, in addition to television and other media, to test the goodness of Texas citrus fruits.

ROSEFIELD PACKING Co., Akeley, Minn., has renewed its annual contract with ABC, for 1948-49 season, for the distribution of its products. Agency: The Sonora Advertising Co., Los Angeles.

WHITE-CLIFFE Corp. of Canada Ltd., Toronto (lighters), is using spot announcements in eastern and western Canada. Agency: F. H. Hayhurst Co. Ltd., Toronto.

SHEPPARD'S WHEAT CO. Ltd., Niagara Falls, Ont. (Shreddies), has announced a new campaign of spot announcements. Agency: The Sonora Advertising Co., Los Angeles.

WALTER THORNTON of Canada Ltd., Toronto, has appointed George C. Carter of Carter Ltd., Toronto, to handle advertising. Plans for radio campaign are underway.

EDWARD J. O'LEARY, former president of Du Pont, has joined Schenley Import Co., Philadelphia, as chairman of the company's board of directors. O'Leary was formerly president of Schenley Import Co., and is chairman of the board of directors of the firm.

TRAVOX RADIO, Inc., Chicago (airline and long-distance radio telecasting), has announced that it will start a new series of five day spot announcements. Agency: Hayhurst & Co., Philadelphia.

DON McKEE, formerly of Russell & Ostrander, Ltd., Los Angeles, has been appointed advertising manager for Shreddies, Canada Ltd., Toronto.

PHONOCORP of America, Los Angeles, has announced a new contract with Schenley Import Co., Philadelphia, for 1948-49 season. Company is handling advertising.

SACHS QUALITY STORES, New York, through its agency, William Warren & Associates, has announced a new contract for 1948-49. Company has been handling advertising for Sachs since 1940.

Pierce's Proprietary Co., Inc., Buffalo, N.Y., has signed a new contract with WQXR New York. Contract will extend for five years and will include advertising on WQXR's new program on WMCA. Agency: F. H. Hayhurst Co., New York.

CONSOLIDATED LAUNDRIES CORP., New York, signed with WNYW New York, for contract for five years and will include advertising on WNYW's new program on WMCA. Agency: F. H. Hayhurst Co., New York.
The Collins 26W-1 Limiting Amplifier, an important link in KWPC's audio chain, is recommended for use in any AM or FM installation to control the amplitude of audio frequency peaks, thus preventing overmodulation and the accompanying distortion and adjacent channel interference. It performs with equal satisfaction in recording equipment and high quality P. A. systems.

Collins Supplies Entire Stations

In addition to the 250 watt 300G transmitter* shown above, most of the speech equipment and accessories installed in KWPC were also furnished by the Collins Radio Company.

It is wise to depend on us for your entire equipment, for you are thus assured of uniformly high performance every step of the way from the microphone to the antenna.

Whatever your plans—whatever your needs for an AM or FM station of any power from 250 watts to 50 kw, be sure to get our recommendations before making your decision.

*We are now shipping Collins 300G 250 watt transmitters from stock.

COLLINS RADIO COMPANY, Cedar Rapids, Iowa
11 West 42nd Street, New York 18, N. Y.
458 South Spring Street, Los Angeles 13, California
WHAM TOPS THEM ALL
IN WESTERN NEW YORK

IN LISTENERS... In Western New York they have the WHAM listening habit. WHAM programs are tops in audience preference.

IN COVERAGE... WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market...43 county coverage.

IN AUDIENCE BUYING POWER... WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous homeowners with money to spend.

Write for your copy of
WHAM MARKET DATA

WHAM
ROCHESTER, N. Y.
50,000 Watts • Clear Channel
NBC AFFILIATE

GEORGE P. HOLLINBERY CO.
"The Stromberg-Carlson Station"

Page 64 • November 10, 1947

WILLIAM L. SHIRER (center), commentator and author, who returns to the air over MBS on a sustaining basis Nov. 30, discusses terms of a contract for sponsorship of his Sunday afternoon (1-1:15) series by the Piedmont Shirt Co. (Wings shirts) beginning Jan. 4, 1948. Program will be carried by more than 200 Mutual stations. L to r: Bernard Aron, sales and advertising manager for Wings shirts; Shepard Saltzman, president of the shirt company; Mr. Shirer; Joseph Kleining, shirt firm's vice president; Harry Trenner, vice president in charge of radio for William Weintraub Co., advertising agency handling the account.

CAB Independents Urge CBC to Allow More Stations on Canadian Networks

INDEPENDENT Canadian broadcasters on Oct. 30 urged Canadian Broadcasting Corp. to take early action on allowing more stations on Canadian networks, or face the alternative of network sponsors choosing other forms of radio advertising. At a joint meeting of committees of Canadian Assn. of Broadcasters and CBC, CAB delegates pointed out that as a result of a survey made in recent months, network advertisers and advertising agency executives want to have additional markets available through network stations.

CAB recommended to CBC board of governors that "the policy in relation to supplementary stations on either of CBC's two networks, be one of approval to applicants. This need create no problem for the CBC, since it must be by the efforts of the supplementary station, and not the CBC's commercial department, that the facilities of the supplementary station must be sold."

Restriction is Seen

CAB briefly pointed out "that any action by the CBC to restrict the appearance of further supplementary stations, or to curtail existing supplementary contracts, may result in serious financial losses to CBC. This is prompted by what our committee has been told by existing network advertisers, some of whom have indicated very strongly and positively that, if supplementary stations are restricted or curtailed, they will discontinue certain of their present network advertising, and employ other forms. It is obvious that only relatively few network advertisers need pursue this course before the financial losses accruing to the networks would be literally staggering. With supplementary markets available to the advertiser, however, the status quo of the network revenue seems assured."

CAB also showed that as a result of listener surveys, curtailment of popular networks in Canada, through advertisers dropping them, would bring Canadian listeners to tune in American stations along the border, a prevalent practice in southern Ontario.

CBC is taking the matter into consideration and making a survey of conditions so as to present the entire problem to the forthcoming meeting of the board of governors at Ottawa, Nov. 24-27. Decision is expected to be made at this meeting, as CBC also realizes that problem is urgent, and survey by CAB was made at suggestion of CBC board of governors when independent stations brought subject up at Calgary meeting in September.

Attending the meeting for CBC were A. D. Dunton, chairman of board of governors; Dr. A. Frigon, general manager; E. A. Weir, commercial manager; Walter Powell, assistant commercial manager; E. L. Bushnell, program director-general; George Young, station relations supervisor; W. G. Richardson, engineering department; and Charles Jennings, supervisor of programs. CAB was represented by A. M. Cairns, CPAC Calgary; Ken Sobol, CHML Hamilton; Gordon Henry, CJCA Edmonton; Guy Herbert, All-Canada Radio Facilities, Toronto; Bill Guild, GJOCH Lethbridge; Ralph Smereke, CFOS Edmonton; and Doug Scott, CAB director of broadcast advertising, Toronto.

GATES OPENS CAPITAL OFFICE, DISPLAY ROOM

OPENING of a suite of offices and a display room on the tenth floor of the Warner Bldg. (formerly the Earle Bldg.) in Washington, D. C., has been announced by the Gates Radio Co., whose main factory is at Quincy, Ill. On exhibit in the display room are transmitters, speech equipment, transcription turntables, remote equipment and other items used by broadcasters. Parker Gates, president of the firm, stated.

Consolidation of the firm's New York office with the Washington office also was announced by Mr. Gates. Owen McReynolds, formerly in charge of the New York office, has been assigned to management of the Washington office (telephone numbers METropolitan 0522 and 0523). Mr. McReynolds had been a development engineer in the Gates engineering department at Quincy for several years before his transfer to New York in 1945.

Also assigned to the Washington office is Larry Cervone, who has been in charge of New England sales for Gates.

The company maintains an office in Hollywood also, and has distributing branches in most major cities. Gates equipment is sold overseas by Westminster Electric International Co.

NEW 50-kw transmitter of CCBTCrotono is now nearing completion at same location as CBF. Toronto, also 50-kw before that of new transmitter is expected to start early in 1948. Present 1-kw transmitter, transmitter house and site, are expected to be sold, according to Dr. A. Frigon, CBC general manager. Transmitter house of new 50-kw CBF is to be completed, according to latest CBC report. No date has been announced as to when transmitter will be installed or go on the air on 1610 kc.
**OPERATION DIKE**  
Station Aids in Emergency Flood Action

IN FORT PIERCE, Fla., there is a dike which holds back a wall of water eight feet deep. Behind this dike there is a town and 40,000 acres of citrus trees and tomato fields. This dike broke at 8:30 a.m., Oct. 18, under the pressure of torrential rains and with which Florida has been cursed this fall.

At 9:25, WIRA, The Indian River Broadcasting Co.'s outlet in Fort Pierce received the news of the break. What followed is another bright chapter in the history of the station. WIRA, which is operated for the benefit of local dealers in paint and allied products, who believe that "good quality is good business," has started a new series which it hopes will publicize its clients.

**Flugs Quality**

DESIGNED to promote quality rather than product, a club emblem rather than an individual dealer, "Candledight and Silver," weekly transmitted music show, is heard on WSAV Savannah, under sponsorship of Savannah Paint and Varnish Co., and is being offered for sponsorship by local photographic unions or councils of an affiliate. Series features commercial supporting radio spots and tunes to promote quality. Cost of series is $180.

**FM Quiz**

GRAND PRIZE for new weekly quiz show on WCSI (FM) Columbus, Ind., is a radio set, which conveniently serves as promotion for the station. Series, titled "Quiz Time," is aired from stage of local theatre on Sunday evenings at 8:30 p.m. with Paul Wagner, WCSI general manager, as master of ceremonies. For the 3-minute show picked from theatre auditions, silver dollars and theatre passes are awarded as consolation prizes.

**Sports Education**

SPORTS DEMONSTRATIONS, from wrestling to football formations, are telecasts over WIXCT, exclusive station of the Motion Picture Broadcasting Corp., Cincinnati, as educational features preceding each athletic event televised by the station.

**Voice Analyst**

UNIQUE series of programs offering telephone voice analyst service has been started on WWR, New York, three times weekly sponsored by Maurice Graubard, voice analyst. Known as "The Voice Checkers," the show is heard Tuesdays, Thursdays, and Saturdays at 11:30 p.m.-12 midnight. Mr. Graubard also appears on the show and analyzes the telephone voices of listeners for a $1 fee.

**WEM Profiles**

LEADING NATIONAL personalities are subjects of "Washington Profile" program, heard on WEM Arlington, Va., now airing a series of 12 programs with new series which is aired Sat. night. Mr. Price, who originated the program, talked with current news. He presented story which is a great announcement of his candidacy for President.

**Victor Varities**

DAYTIME VIDEO got a big boost in WIRA's "RCA Victor Varities" started on WNBD, NBC television station, beginning with a weekly hour long program. "I'll be back with the show," which is presented on WSR, will be heard on Sundays at 2:30 p.m. The program is heard in metropolitan areas of Pibbs, Calif., the West Coast, and in the South. The show is designed for home shoppers with good fashion, show and variety acts. Sport feature of week will be televising of Saturday night football games.

**Video Explained**

VIDEO EXPLANATION of television is theme of "Ease with Witudes," a series which began Nov. 6 on WNBW, NBC network station, and is sponsored by RCA. Series is sponsored by RCA National Broadcasting Co., NBC, to provide a program which will explain the problems which begin with the word "television." Each 15-minute show will be presented on NBC's network, "RCA Victor" station, and will explain the problems which arise from the use of television. The series will be repeated on NBC's network, "RCA Victor," every night until Oct. 11.

**The 1948 YEARBOOK**

NOW...in print...

16,000 CIRCULATION Guaranteed

December 1 deadline

14 th CONSECUTIVE YEARBOOK

The tested selling medium for all in the radio field

Regular rates apply
WIRE YOUR RESERVATION
Collect today to

BROADCASTING - Telecasting

NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.

November 10, 1947 • Page 65
October 31 Decisions...

BY COMMISSION EN BANC

TV—186-187 MHz

Empire Cell Co., Inc., Cleveland—Granted CP new commercial TV sta-
tion WXYZ, New York City, 15 kw vhf, 15 kw aud. 275 ft.

Approved...

Authorized cond. granted for one Class B FM station, granted three requests to vacate FM CPs, for discon-
nection of licenses, authorized CPs two FM Class B stations.

Order Vacated...

Coastal Plains Bcast Co., Tarboro, N. C.—Order vacating
Commission's permission to grant without hearing respective appli-
cations for two Class B FM stations vacated.

Order Granted...

petition requesting Commission to grant without hearing respective appli-
cations for two Class B FM stations.

Petition Denied...

Matta Broadcasting, Pittsburgh Bcast. Co., Pittsburgh—Denied joint
petition requesting Commission to grant without hearing respective appli-
cations for two Class B FM stations.

Petition Granted...

Minnville Bcast. Co. and Yarnall Bcast. Co., Ore.—Granted
petition for hearing application for new station 1450 kHz w.

Order Vacated...

Hanover Bcast. Co., Hanover, Pa.—Order vacating
application 1450 kHz w. in consolidated proceeding with

Order Granted...

W. W. Roark, bas., Tex.—Granted order granting petition of W. W. Roark
for change of call sign of application with re-

Assignment of Licenses...

Don Lee Bcast. System, Los Angeles, Calif.—Granted
petition for assignment of licenses held by
Don Lee Bcast. System, Inc. to controll-

Petition Granted...

Western Michigan Radio Corp., Muske-

dated for consolidated proceeding for new
station 1400 kHz w.

License Renewal...

WEN-FM Nashville, Tenn.—Granted renewal of license for period ending
May 1, 1949.

Temp. Extension...

WEGO Concord, N. C.—Present license extended on temp. basis for period 60 days.

Petition Granted...

American Radio Broadcasting Co., New York City—Granted
petition requesting reconsideration of
action of Commission.

HONOR of turning first spadeful of earth for
Winchugar tower and RCA 2R-2 antenna of
WLYN Lynn, Mass., is erecting

Orders of the FCC...
RAYTHEON'S 250 WATT FM TRANSMITTER
INCORPORATING THE NEW

Cascade PHASE SHIFT MODULATION

250 Watt FM Transmitter, also standard exciter unit for all higher power.

Thorough tests in actual competition with all other systems of modulation have proved the superiority of the Cascade Phase Shift Circuit—in signal quality, simplicity and dependability.

Raytheon's Cascade Phase Shift Modulation is a basically direct circuit which adds the phase shift of six simple stages to produce the required phase shift needed for high fidelity modulation—at an inherently lower noise level. This extremely simple circuit eliminates the major faults of other systems and brings important advantages never before possible (See features).

Carefully compare and you will buy Raytheon. Place YOUR order now for Fall delivery.

YOU WILL WANT EVERY ONE OF THESE TEN IMPORTANT FEATURES...ONLY RAYTHEON CAN GIVE THEM TO YOU

1. Simplified circuit design thru the Cascade system gives stability and efficiency to Raytheon FM.
2. Direct Crystal Control, independent of modulation, gives positive and automatic control of the mean carrier frequency. No complicated electronic or mechanical frequency stabilizers are used. A single high quality crystal does the job.
3. An inherently lower noise level is achieved by Cascade Phase Shift Modulation which adds the phase shift of six simple stages.
4. Very low harmonic distortion—less than 1.0% from 50 to 15,000 CPS with 100 KC frequency deviation.
5. Conservatively operated circuits prolong tube life—prevent program interruptions.
6. No expensive special tubes. The modulator unit uses only inexpensive receiver type tubes of proven reliability.
7. Unit construction. There is no obsolescence to Raytheon FM Transmitters. Add an amplifier later to give the desired increase in power. All units are perfectly matched in size, styling and colors.
8. Simple, very fast tuning. Circuit can be completely tuned up in two or three minutes without external measuring instruments.
9. Lasting economy. Low first cost—low power cost—advanced engineering design—plus modern styling, guarantee years of satisfaction.
10. Easy to service. Excellent mechanical layout, vertical type chassis and full height front and rear doors make servicing fast and easy.

RAYTHEON MANUFACTURING COMPANY
Commercial Products Division
Waltham 54, Mass.

RAYTHEON
Excellence in Electronics

November 10, 1947 • Page 67
**Promotion**

**Western Electric**

**757A LOUDSPEAKER**

With uniform response from 60 right up to 15,000 cycles—a 90 degree coverage angle—power handling capacity of 30 watts—is the SPEAKER where highest quality in sound reproduction is a must!

'The 757A is just one of the complete line of new high quality speakers—from 8 to 120 watts—developed by Bell Laboratories and made by Western Electric.

For details, write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.—or...
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Roosevelt Road

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Hollywood, California

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NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wis.

BROADCASTING • Telecasting
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This RCA Switching System consists of a master "on-the-air" monitor and oscilloscope, a waist-high control panel (enlarged view, above) and mixing amplifier, below. This equipment becomes one of the standard-size sections of RCA's unit-built video console (top of page). Any combination of camera-controls and monitors is possible to fit your particular station.
New RCA Camera Switching Unit provides convenient, push-button control at your video console

**HERE**, in one compact unit, is a control center for your television programs. Into it can be brought as many as six video inputs—from studio cameras, film cameras, relays, and network. One operator can handle the lot!

Twelve different types of switching are your assurance of a smooth, dramatic presentation, whatever the program. Look at the possibilities:

Your operator can instantly switch:
1. between two local camera signals;
2. between two remote signals;
3. from local to remote;
4. from remote to local;
5. from local to black screen (no signal);
6. from remote to black (screen);
7. from black to remote. With the special manual fader control he can, at any desired speed:
8. fade out local to black;
9. fade in local from black;
10. lap-dissolve between any two locals;
11. superimpose two locals and adjust the level of each. All sorts of trick effects are possible by moving the two levers that make up the fader control.

Tally lights provide an instant check on which input is being used and whether a remote signal is being received. If remote sync fails for any reason, local sync automatically takes over.

The monitor in the top of the console section allows the operator to either view the on-the-air signal or preview one of the two remote signals.

An unusually flexible intercom switching system (not shown) is included to permit private, special-group, or conference communication between practically all personnel. All have access to program sound through one earpiece of their headsets.

Here, we believe, is a switching system that represents the most advanced engineering in television station techniques. It will help you simplify television station routine—bring new possibilities to television programming. Be sure to get the complete story. Write Dept. 18-K, Radio Corporation of America, Engineering Products Department, Camden, N. J.

In Canada: RCA Victor Company Limited, Montreal
FCC Actions
(Continued from page 66)
ed application for new station 1370 kc 500 w DA-1 uni.

WOKO Albany, N. Y.—Present
temporary allocation of station WOKO extended for period of 10 days.

AM—1310 kc
WDUK Durham, N. C.—Granted CP change hours operation from D to uni.;

SERVICE DIRECTORY

change power from 1 kw D to 500 w D.

WOKO Albany, N. Y.—Granted CP

Northeast Georgia Broadcasting Co.,

Gainesville, Ga.— Granted petition to

remove from hearing application and

adopted order removing from hearing
docket and granting application for

new station 1370 kc 500 w DA-1 uni.

subject to approval of site, and sys.

system by CAA, and further subject to

cond. that no operation be commenced

until station WATL Atlanta ceases op-

eration on 1400 kc and commence operation on 1370 kc.

Assignment of License

WKWB Buffalo, N. Y.—Granted con-

cessions for construction of trans. of

Giacinto Broadcasting Corp. to Broad-

casting Foundation of Greater Buffa-

lo.

Hearing Designated

Lakes Area Broadcasting Co., Pryor,

Okla.—Hearing on petition for initial

allocation for new station 990 kc 250 w D;

made permissible by KFOP Wichita Falls, Tex., party to proceeding.

Petition Denied

KYKU Youngstown, Ohio.—Adopted order
denying petition requesting reconsider-

ation of grant of to 250 w AD-92.

Ki-month application for change of

frequencies of new station to 1350 kc 2 w-5 kw kw-1 250 w.

WKMH Dearborn, Mich.—Adopted order

removing from hearing docket and

granting application for station KWMX

to 250 w kw k-8.

Petition Granted

WKNX Knoxville, Tenn.—Granted CP

for moves to 990 kc of station.

Modification of CP

Following were granted CPs to extend completion dates as shown:

WHMA Madison, Wis., to 2-1-48;

KQWJ Kansas City, Mo., to 1-15-48; KVHY Eugene, Ore., to 1-12-48;

WCCP Savannah, Ga.—Granted CP

change moves in vertical ant. and

amplifier location.

WBOE Cleveland, to 2-15-48; WNNW Cleveland, to 1-2-48.

VARO

(Continued from page 500)

Wisconsin

1009

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BROADCASTING • Telecasting

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Oklahoma City, Oklahoma

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Consulting Radio Engineer
Price Basset, a Associate
120 2 Ladd St. Bldg.
Telephone 6 581
Springfield, Mo.
KICK-OFF BREAKFAST is held following recent start of Ray Miller, News (Union Oil Co.) on 43 stations of Don Lee Broadcasting System, Mon.-Fri., 7:30-7:45 a.m. (PST). Coffeeing are (I to r): Haines Finch, Union Oil advertising manager; Mike Corcoran, account executive of Foote, Cone & Belding, Los Angeles; Sydney B. Gaynor, Don Lee general sales manager; Dave Taylor, radio director of agency's Los Angeles office; Mr. Miller.

plication of Evanville on the Air, Inc. to show applicant's name on it. An Air, Inc. former orderly that the consolidated hearing to re WOOF and WOJ applications scheduled for Nov. 6, be continued to Dec. 1, 1947.

Bexar Bestco., San Antonio, Tex. -Granted petition for leave to amend its application so as to specify its frequency 990 kc in lieu of 600 kc. The amendment was approved and application removed from hearing docket.

Fort Bend County Bestco., Rosenberg, Tex. -Granted petition requesting change of type of hearing now scheduled for Nov. 6, and continued same to Dec. 11 at Rosenberg, Tex.

Okeechobee Bestco., Waycross, Ga. -Granted petition for leave to amend its application so as to specify 1 kw max., in lieu of 1 kw-D and 500 w N, etc.

WVAQ Memphis, Tenn. -Granted petition for leave to amend its application to revise proposed daytime directional array; Radio Courier, Inc., East Liverpool, Ohio -Granted controlled application to specify trans. site; ac- ceded to Bestco., Fort Worth, Tex. -Granted amendment to remove out of jurisdiction of its application for CP for new station.

Midwest Bestco., Mt. Vernon, Ill. -Granted petition requesting dismissal without prejudice of its application for CP; further ordered that application of Ralph M. Shaw, Lawrenceville, Ill. be removed from hearing docket.

Public Service Radio, Hartford, Md. -Denied petition for leave to amend its application to show the purchase of 200 shares of perpetual stock of friend Wellis from DREW Pearson, since good cause has not been shown by answering 1,365 of the Commission Rules why the petition for leave to amend should be granted.

November 3 Applications . . .

ACCEPTED FOR FILING

AM-1350 kVA Gadsden, Ala. -CP to change power from 1 kw to 1 kw 5 kw D, install new trans. change from em- ploying -Da-DN to Da-N use only, and change trans. location.

AM-920 dB Donney Bestco., Co., San Diego, Calif. -CP for new standard station to be operated on 920 kc, power of 1 kw and D.

AM-1470 kVA Pacific States Radio Engineering, Pittsburgh, Calif. -CP for new standard station to be operated on 1470 kc, power of 1 kw and D, change power from 250 w to 500 w and change type trans.

MODIFICATION OF CP

KBEW Santa Barbara, Calif. -Mod. CP as mod. which authorized new standard station for approval of DA system and to specify studio location.

AM-1390 dB Turlock Bestco., Turlock, Calif. -CP for new standard station to be operated on 1390 kc, power of 1 kw and D, change power from 250 w to 500 w and change type trans.

Modification of CP

KXNO Lafayette, Ind. -Mod. CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KWNN Fort Smith, Ark. -Mod. CP which authorized new standard station and authority to change trans. site and change type of trans. for extension of completion date.


Assignment of CP

WSBU-New York, N.Y. -Voluntary assignment of conditional grant to Stephens Bestco., Inc., WLAB-FM Lawrence, Mass. -Mod. CP as mod. which authorized new FM station for extension of completion date.

WOSF-FM Orange, N. Y. -Same. WAGE-FM Bayonne, N. J. -Same. WHNL Philadelphia, Pa. -Mod. CP which authorized new FM station for change frequency to Channel 235, 87.9 mc, and commencement of completion dates.

WSDR-FM Nashville, Tenn. -Mod. CP as mod. which authorized new FM station for extension of completion date.

Remote Pickup

American Radio, Los Angeles, San Francisco, Area Chicago, Area New York, CP new remote pickup stations on 1806, 2074, 2122, 2758 kc, power 1 kw, new trans. and studio locations for commencement and completion dates.

License for CP

WFRG Tyrone, Pa. -License to cover CP for extension of completion date.

License for CP

WFPM New York, N. Y. -License to cover CP for extension of completion date.

Assignment of License

CPS of New Orleans, La. -Voluntary assignment of license to Stephens Bestco., Inc., for extension of completion date.

Assignment of License


Modification of CP

KXUS Des Moines, Iowa -Mod. CP as mod. which authorized new standard station and specify studio location 1 kw and D, authority to determine operating power by direct measurement of ant. power.

Modification of CP

KXNU Logan, Utah -Mod. CP as mod. which authorized change frequency, increase power, install new trans. and DA-N, to make changes in DA and for extension of completion date.

AM-1460 dB KIMA Yakima, Wash. -CP change 500 w to 500 w N, 1 kw D and install new trans.

Modification of CP

KWHR-FM Fort Smith, Ark. -Mod. CP which authorized new standard station and authority to change trans. site and change type of trans. for extension of completion date.


Assignment of CP

WDSU-FM New Orleans, La. -Voluntary assignment of conditional grant to Stephens Bestco., Inc., WLAB-FM Lawrence, Mass. -Mod. CP as mod. which authorized new FM station for extension of completion date.

WIOS-FM Oneonta, N. Y. -Same. WAGE-FM Bayonne, N. J. -Same. WHNL Philadelphia, Pa. -Mod. CP which authorized new FM station for change frequency to Channel 235, 87.9 mc, and commencement of completion dates.

WSDR-FM Nashville, Tenn. -Mod. CP as mod. which authorized new FM station for extension of completion date.

Remote Pickup

American Radio, Los Angeles, San Francisco, Area Chicago, Area New York, CP new remote pickup stations on 1806, 2074, 2122, 2758 kc, power 1 kw, new trans. and studio locations for commencement and completion dates.

License for CP

Fishers' Bestco., Inc., Area, Seattle, Wash. -License to cover CP for extension of completion date and power.

TV-82-88 er

WFBM Inc., Indianapolis, CP new educational station on Channel 6, 82-88 mc, ERP vis. 28.2 kw, aural 18.09 kw and D.

Modification of CP

WIVW Bloomington, Ill. -Mod. CP as mod. which authorized new noncommercial educational station for extension of completion date.

TENDERED FOR FILING

WIBS Columbus, Ohio -CP from 1400 to 920 kc, power from 250 kw to 500 kw, D, new trans. and change trans. location.

AM-1390 dB Whittle Advertising, Whittier, Calif. -CP new standard station 1390 kc and D.

AM-1310 dB KTVL Medford, Ore. -CP from 1300 to 250 kw, power from 250 kw to 500 kw, D.

Transfer of Control

WIOB and WIOB-FM Hammond, Ind. -Consent to transfer of control of stock in AM station and CP for new standard station to Robert C. Adair.

WASK Lafayette, Ind. -Consent to transfer of control of stock in licensee corp. from Robert C. Adair to O. E. Richardson.

Assignment of License


AM-390 dB Buttery Bestco., Inc., Billings, Mont. -CP new standard station 580 w 5 kw-D.

WSVA Harrisonburg, Va. -Request for SIA to transfer to new owner 1 kw unit for period of regular license.

November 4 Decisions . . .

DOCKET CASES ACTION

The Commission announced final decision (Com. Jones not participating) authorizing Petes Bestco. Co. to file five petitions and denial for 12 other applications (see story this issue).

By the Secretary

KTWL Texas City, Tex. -Granted mod. CP for approval of ant. trans. and studio locations.

WLTC Gastonia, N. C. -Granted mod. CP to change type of trans.

WAVL Apollo, Pa. -Granted mod. CP to change type of trans. and for approval of ant. and studio locations.

WJOJ Jamestown, N. Y. -Granted mod. CP to change type of trans.

WAVY Sioux Falls, S. D. -Same except to WJWJ Newark, N. J. -Same except to WAKR Akron, Ohio -Same except to WAKB Lufkin, Tex. -Same except to 1-14-49.

November 4 Applications . . .

ACCEPTED FOR FILING

KUOA Fayetteville, Ark. -Authority to determine operating power by direct measurement of ant. power.

AM-460 dB KYCV Bedell, Calif. -Mod. CP which authorized change in frequency, increase in power, installation of new trans. and DA for D-N use, and change trans. location for extension of completion date.

AM-1440 dB The Bristol Broadcasting Co., Bristol, Conn. -CP for a new station on 1440 kc, power of 250 kw 1 kw-D, new trans. and change type trans.

AM-1340 dB WFLR Marianna, Fla. -Mod. CP which authorized change frequency, installation of new trans. and in trans. and studio locations and U.S. 90, 1 mile from Marianna, Florida and Cor. Cajadillo & LaFayette St. Marianna, Fla. request to Intercession of U.S. Hwy. No. 90 and Florida No. 1, 1/2 mile East of Marianna, Fla. (Continued on page 74)
November 5 Decisions...

DOCKET CASE ACTIONS

AM-1350 kc
Announced final decision granting application of Governor Donnan Bestg, Corp. for new standard station in Albany, N. Y., 1460 kc 5 kw, cond. upon filing within sixty days after approval of application for mod. which was sought adoption by it of D-A-N proposed by The Joseph Henry Bestg. Co., Inc. and selection and approval of a site which would enable it to give complete coverage of the City of Albany. At the same time Commission denied application of The Joseph Henry Bestg. Co., Inc. for license to operate present facilities of WOKO and denied applications of Van Curter Bestg. Corp. and The Joseph Henry Bestg. Co., Inc. each requesting CPs new stations at Albany on 1460 kc 5 kw.

Commission's decision also granted temporary authority to Governor Donnan Bestg. Corp. for interlaced operation on present facilities of WOKO (which will cease operation in Albany area on Nov. 10, 1947) until such time it has constructed and placed into operation its 1.5 kw station, said temporary authority to be granted, however, only upon filing of appropriate application therefore and submission to Commission of satisfactory proof that facilities of WOKO are available through lease or purchase agreement.

FM-1511 mc
Announced memorandum opinion and order granting application of Providence Journal Co. for CP new Class B FM station. VKS, Channel 266, 20 kw ERP and antenna height of 1,360 ft. for new Class B FM station satisfactory to CAA. (Comm. Katz, Hyde, O'Connell and Jones, Durr and Walker dissenting in separate opinion).

AM-1450 kc
Announced decision granting application to troof for new WOXY Inc. for new station in Fort Wayne, Ind., 1450 kc 250 w on cond. that it file within sixty days from date of grant application for mod. CP or any existing transmission, site and antenna, system meeting requirements of Commission’s standards, and subject further to cond. that it shall not commence operation until Fairmont Telev. and Radio Corp., licensee to station WOL Mt. Wayne, shall be licensed for and accepted by Commission. Application of Homer Rodheaver and Community Bestg. Corp. seeking same facilities are denied. Comms. Durr and Hyde dissenting, considering that proposed decision toward grant of Community Bestg. Corp. application should be made final).

AM-380 kc
Announced proposed decision looking towards grant of application of Skyland Bestg. Corp. for new station Dayton, Ohio 1050 kc 5 kw cond. subject to approval of proposed trans. site and antenna system by CAA. Further cond. that within ninety days from date of approval of proposed trans. site and antenna system by CAA, said plant must sever its relationship with Radio Vice of Springs Radio, Inc., licensee to station WBOC, Salisbury, Md., and sever its relationship with Radio Vice of Springs Radio, Inc., licensee to station WJOX, Springfield, Ohio, and that evidence of this severance be submitted to Commission. Applications of Ohio-Michigan Bestg. Corp., for same facilities, to Station WJAS, Toledo, and application of Community Bestg. Co. to change facilities of WTOC from 1230 kc to 250 w untl. to 950 kc 5 kw, are proposed to be denied. (Comms. Denny and Jones do not participate).

BY THE COMMISSION

Transfer of Control

WABY Albany, N. Y.—Granted application for transfer of control of WABY to licensee of WABY, from Harold E. Smith and Raymond E. Curtis to The Press Co. Inc. for total consideration of $145,700.

Petition Denied

Creston Broadcast Corp., Shannan, Pa.—Adopted order denying petition for leave to amend and reinstate in consolidated hearing its application to specify location in lieu of 890 kc, to Licor to file new amendment filed May 2 and accepted by Commission May 9, 1947.

November 6 Decisions...

BY COMMISSION ON BANC

FM CPs Issued

Authorized CPs for six Class B FM stations and authorized CPs in lieu of previous cond. for four Class B FM stations. See story this issue.

Hearing Designated


Assignment of Permit

WFOB Fosteria, Ohio.—Granted application for FM permit for WFOB from Laurence W. Harper to Seneca Radio Co. Inc.

Transfer of Control

WGYN New York.—Granted consent to transfer of WIZY and WIZY licensees to WIZY for $1,000,000. To Contegy for license to operate.

Action Vacated

Board of Education of Buffalo, N. Y.—Adopted order vacating Commission’s action of Oct. 17, 1947, granting City Unified School Dist., Buffalo, N. Y. application to change character of FM station WQBS, Buffalo, N. Y., to noncommercial educational FM station, and dismissed application for failure to prosecute.

Sacramento Unified School Dist., Sacramento, Calif.—Adopted order vacating Commission’s action of March 1, 1947, granting application for non-commercial educational FM station, and dismissed same without prejudice for failure of prosecution.

AM-1570 kc

AM-1056 kc
Sulphur Springs Bestg., Sulphur Springs, Texas.—Granted CP new station 1590 kc 250 w 250 w d; engineering cond.

AM-1458 kc

FCC Actions

(Continued from page 78)

Applications Cont.:

WLIB Bowling Green, Ky.—Mod. CP as mod. which authorized change in frequency, increase in power, changes in transmitter equipment, and installation of new antenna, to mount FM antenna on A. tower to change station location and verticals.

AM-1290 kc
KSLQ Opleus, La.—License to cover as mod. which authorized station to change type of trans. and to change studio location.

AM-960 kc
WBOC Salisbury, Md.—Mod. CP as mod. which authorized change in frequency, increase in power, changes in transmitter equipment, and installation of new antenna for night use to install new trans. and change in trans. location for extension of coverage.

AM-620 kc
KDDH Fairbault, Minn.—Mod. CP which authorized new station to change to a new location or to change studio location.

AM-960 kc
WMFF Plattsburg, N. Y.—Mod. CP as mod. which authorized change in frequency, increase in power, changes in transmitter equipment, and installation of new antenna, to mount new antenna on top and ground system and authority to determine operating power by direct measurement of ant. power.

AM-1280 kc
WKST New Castle, Pa.—Mod. CP as mod. which authorized changes in vertical ant. and to mount FM antenna on A. tower for completion date.

AM-1290 kc
WJAS Pittsburgh, Pa.—License to cover CP which authorized to install FM antenna, to mount new antenna at and authority to determine operating power by direct measurement of ant. power.

AM-620 kc
WROL Knoxville, Tenn.—License to cover CP as mod. which authorized change in power, changes in trans. equipment, and installation of new antenna.

AM-1010 kc
KAMQ Amargo, Tex.—License to cover CP as mod. which authorized new station and authority to determine operating power by direct measurement of ant. power.

AM-1280 kc
WEMP Milwaukee, Wis.—Mod. CP which authorized installation of new vertical ant. and to change trans. location for extension of completion date.

KTTY-TF Twin Falls, Idaho.—License to cover CP as mod. which authorized new FM station for extension of completion date.

WINW Winchester, Ky.—Mod. CP which authorized new FM station to change trans. site, ERP to 263.5 w, height above average terrain to 685.5 ft.; changes in the, to change commencement and completion dates.

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

WCSB-FM New York.—Same.

WCCF-FM Rocky Mount, N. C.—Same.

WFLN-FM Las Vegas, N. M.—Same.

WRAL Wake, N. C.—Same.

W10XDB New York.—License to cover CP for experimental TV relay station.

W10XPF New York.—Same.

TENDERED FOR FILING

AM-1240 kc
KFKM San Bernardino, Calif.—Sent to assignment of license and CP AM station and CP KFKM-FM to Leo Brothers Broadcasting Corp.

AM-1180 kc
KFOX San Bernardino, Calif.—Sent to assignment of license and CP AM station and CP KFXY-FM to Leo Brothers Broadcasting Corp.
JUDGES in the KXL Oakland, Calif., $1,000 listener-promotion contest — Gregory Peck and Lorraine Day of the screen — seem to be getting a big kick out of the entries. (Photo by Glenn Shaw (L), KXL general manager. Entrants write on a card, “My favorite song is ...” followed by the name of the song plus another line to rhyme with it.

GRANTED

Uni. contest: hange type 7P /esignated for hearing application for new station 1450 kc 250 w uni.

Waisburg Bestg. Corp., Waisburg, Colo.—Granted CN new station 1450 kc 250 w uni.; engineering cond.

Mendocino Coast Bestg. Co., Fort Bragg, Calif.—Granted CP new station 1220 kc 250 w uni.; engineering cond.

Dawson Co., Dawson, Ga.—Granted CP new station 990 kc 1 kw D; engineering cond.

Land O'Lakes Bestg. Corp., Cambridge, Wis.—Granted CP new station 1270 kc 1 kw D.

KGDE Fer gus Falls, Minn.—Granted CP erect new ant. and increase N power from 100 to 1250 w operating on 1230 kc w-D.

WPPR Poughkeepsie, N. Y.—Granted. JP to change trans. location; engineering cond.

KNSG Hanford, Calif.—Granted. CP to change trans. location and change type trans.

KQDR Butte, Mont.—Granted. JP to make changes in DA; engineering cond.

KVLU Lubbock, Tex.—Granted. JP to increase power from 250 w to 1 kw. In accordance with cond. grant, no. to change trans.


WKER Rochester, N. Y.—Granted. JP to change from DA-N to DA-N, and to specify studio location; engineering cond.

Hearing Designated


Petition Denied

Metropolis Bestg. Co., Metropolis, Ill.—Adopted order denying petition for reconsideration of grant for additional capacity for new station 1460 kc 1 kw D. and to designate said application of WQRO Mobile, Ala. for hearing.

L. A. Werners Inc., Davenport, and The Gate City Co. Keokuk, Iowa—Denied for consolidated pending hearing application of Andrews for new station 1230 kc 250 w uni. for new station 1580 kc 1 kw D.

Three Rivers Bestg. Co., Kennewick, Wash.—Granted for hearing application for new station 1450 kc 250 w uni. near Moses Lake, Wash., to party to proceeding.

Marietta Bestg. Co., Parkersburg, W. Va.—Designated for consolidated pending hearing application of WETA Bestg. Co. and The Zanesville Bestg. Co. for new station 1570 kc 250 w uni. at Parkersburg, W. Va., and Zanesville, Ohio, respectively. Applicant to be heard in consolidated application with application of Rockford, Ill., et al. granted.

Hewepell Bestg. Co., Inc., Hewepell, and Russell & Co., Petersburg, Va.—Denied for consolidated hearing application of WEMB Bestg. Inc. for new station at Altma on 1250 kc D; and WEMB at Dayton to operate on 1250 kc 5 kw.

William M. Gies, Sparta, and Evans Radio Co., Stevens Point, Wis.—Designated for consolidated pending hearing applications of Gies for new station at Alma to operate on 1250 kc D; and Gies at Bay City to operate on 1250 kc 500 w.

Petition Granted

Lewis Service Corp., Weston, W. Va.—Adopted order granting petition to reconsider and grant without hearing application, removed from hearing docket, application for license for new station 1450 kc 250 w uni. subject to CAA approval.

Western Oklahoma Bestg. Co., Clinton, Okla.—Granted petition to reconsider and set aside opinion designating, for hearing and granted said application for new station 1220 kc 1 kw D.

License Renumbered

WERC Erie, Pa.—Adopted memorandun opinion and order denying petition for review of action of April 14, 1947, by board of Commissioners; affirmed said order of board in denying petition for reconsideration of Commissioner's action in granting application of Community Service Bestg. Co. for new station at Erie, Pa. Adopted memorandum opinion and order granting petition for reconsideration of action taken Sept. 15, 1947, by board of Commissioners, to reconsider that action in which petitioners after two attempts to secure change in Ord. or Show Cause were not permitted to go into hearing after 12-3-47. License Renewal

KWK St. Louis—Granted renewal of license for period ending Nov. 1, 1950.

Hearing Designated

Engwood Radio and Recording Co., Engwood, N. J.—Designated for hearing application for new station 1230 kc 250 w uni. and VKRO Winooski, Vt., for new station 1450 kc 250 w uni. and VKRO at Winooski, Vt., for new station 1450 kc 250 w uni.

Continental Bestg. Co. and KYER Albuquerque, N. M.—Designated for hearing in consolidated pending applications of Continental for new station 1360 kc 250 w uni. at Albuquerque, N. M., and KYER for new station 1360 kc 250 w uni. at Albuquerque, N. M., respectively.

WECW Ponce, P. R.—Designated for consolidated pending hearing applications of WBYW to change from 1450 kc 250 w uni. to 1350 kc 1 kw D. and to make changes in DA.

November 6 Applications

ACCEPTED FOR FILING

AM-1490

WBBS Huntstville, Ala.—CP change frequency from 1490 to 230 kc. make changes in 1 kw, new trans, and DA-N and change trans. location.

Transfer of Control

WNTB Talladega, Ala.—Voluntary transfer of control of license corporation to" Hearing Applications—Continued on page 76"

License for CP

KUSN San Diego, Calif.—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

EGO San Francisco—Mod. CP, as mod., which authorized increase power, install new trans, and DA-DN and change trans. location, from change type trans. and to make changes in DA.

AM-1360

Whitbler Bestg., Assoc., Whitbler, Calif.—New standard station 1350 kc 250 w D.

License for CP

KTPI Twin Falls, Idaho.—License to cover CP, as mod., which authorized increase power, install new trans, and change studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WBRE Indianapolis, Ind.—CP which authorized new standard station for extension of completion date.

AM-1319

KTTL Mesa, Ariz.—CP change frequency from 1490 to 680 kc. Increase power from 1 kw to 1 kw, install new trans, and DA-N and change trans. location. AMENDED to make changes in DA and change trans location.

License for CP

WGRD Grand Rapids, Mich.—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

KYSM Mankato, Minn.—CP which authorized changes in vertical ant. and mount FM ant. on top of AM tower for extension of completion date.

(Continued on page 76)
FCC Refuses to Reopen Case Involving Newspaper Policy

By A 4-to-3 vote, FCC has refused to reopen hearings to consider charges that the new FM station operated by an FM applicant exhibits partisanship in its handling of news.

The applicant, Providence (R.I.) Journal Co., was issued a grant for a new Class B FM station.

The charges included a resolution of the Rhode Island House of Representatives contending that it has been necessary for the future of our state to purchase advertising space in the Providence Journal and Evening Bulletin to reply to news articles and editorials affecting their reputation and character.

The FCC majority concluded that, "without purporting to determine the merits of the charges," it was satisfied from the evidence already submitted in the case that the company's program policies "are such as to insure, insofar as is possible, that incidents of this nature would not recur in connection with the broadcasting station."

The dissenting members—Chairman Charles R. Denny and Comrs. Paul A. Walker and Clifford J. Durr—argued however, that the allegations, if true, raise serious questions, a mong others, of whether the Providence Journal would operate a broadcasting facility in the public interest with respect to permitting the free and full discussion of controversial issues important to the listeners of the community and its surrounding areas."

"These allegations are not made by a few private individuals who are seeking to have their charges heard at the previous hearing in this matter," the dissenting opinion continued, "but by responsible elective representatives of the entire public to be served." The dissent contended that "these persons, in their public or private capacity, should be given a chance to support their charges, and the Journal should have an opportunity to refute them."

Opponents of a grant to the newspaper included, besides the House of Representatives, Providence's City Council, Pawtucket Mayor Ambrose P. McCoy, and Woonsocket Mayor Ernest R. Du/pre.

Refuses Monopoly Claim

To the opposition's claim that the Journal has "a virtual monopoly" on news in the Providence area and that a grant would "extend this monopoly to radio," the Commission majority replied that this would not be the result "in view of the fact that six AM and five other FM broadcast stations have been issued in Providence and Pawtucket."

Nor did the majority agree with contentions that a sixth FM station is "unnecessary," as opponents had charged. The opinion noted that channels had been allocated, that one is available, and that to hold hearings to determine the need for such service "would appear to violate the principles enunciated by the Supreme Court."

The protests were filed almost a year after a hearing on the application, and those of other FM applicants in the area had been held in Providence. Grants have been issued to the other applicants, but the Journal's application was kept pending until the protests had been ruled upon. The opinion said that despite the tardiness of the protests, FCC had "reconsidered the evidence" taken in the hearing, and had studied "most carefully" both the opposition and the Journal's counter-arguments, "in view of the fact that the (protests) represent the views of public officials and legislative bodies."

Comrs. E. K. Jett, Rosel H. Hyde E. M. Webster and Robert F. Jones composed the majority. The decision was adopted Oct. 15—before Mr. Denny's resignation became effective—and was announced last Wednesday.
MAJESTIC COMBINATION undergoes a test by Hank Jackson (1), account executive of J. Walter Thompson in San Francisco, as Gayle Grubb (center), manager of KGO San Francisco, and Bill Baldwin wait their turn at the turntable. Mr. Baldwin is a San Francisco announcer who is also in the record business. Occasion for the gathering was the opening of his new and enlarged quarters in the Fairmont Hotel.

WMIT to Move Studios PERMISSION to move its main studios to the Charlotte News Building, Charlotte, N. C., was asked last week by WMIT (FM) Winston-Salem in an application filed with FCC. The move is necessary, said the station, because of the FCC ruling which prohibits the same permanent studio location for two stations of the same class, under the same control, in the same city. WMIT is now located with WSJS-FM which plans to take the air in the near future and both are owned by Gorman Gray. Filed concurrently was an application to increase WMIT's power from 200 kw to 300 kw.

Disc Jockeys
(Continued from page 19)
transcribed service disc jockey programs. Eight percent more see little effect for good or bad. Eighteen percent see a favorable result, largely in strengthening program structures and providing a smooth programming pattern into which locally-produced disc jockey programs can fit.

Against Trend
Eleven percent are against the trend and view it as unfavorable. Of this group many are concerned over the networks' encroachment on stations with a program type they have built and established and with talent that will result in local personalities looking small. Others in this group feel that the disc jockey program achieves its success because of the local personality and local approach and foresee that local-originated disc jockey shows can not do the job of capturing this vital ingredient for success.

CBS COMEDY - VARIETY NIGHT A STEP CLOSER
THE CBS TREND toward building a solid comedy-variety night on Fridays will turn into a reality in January with the transfer of the Ozzy and Harriet Show from Sunday afternoon to the 9:30-10 p.m. period on Friday night vacated by The FBI in Peace and War. Latter show moved into the Thursday period formerly filled by Suspense [BROADCASTING, Oct. 20].

As part of that same comedy motif on Fridays, General Foods last week announced a change from The Thin Man to the Danny Thomas Show in the 8:30-9 p.m. spot [BROADCASTING, Oct. 27]. It was also understood that the network had asked Kenyon & Eckhardt to replace its Mark Warnow Show, sponsored by Borden Co., 9-9:30, with a comedy show.

To complete the "solid comedy" night, the Dinah Shore-Harry James Show will succeed the Phillip Morris program It Pays to Be Ignorant in the 10-10:30 p.m. slot. The Friday night comedy-variety showcase starts off with the Fanny Brice program, 8-8:30 p.m.

Spencer W. Curtiss SPENCER W. CURTISS, 63, president of the San Francisco advertising agency bearing his name, died in Palo Alto, Calif., Oct. 28. Mr. Curtiss is survived by his widow, Mrs. Bessie Curtiss; a son, Nelson, of Washington, D. C.; a daughter, Mrs. Madalyn Sheehan and his mother Mrs. Della W. Curtiss, of Palo Alto.

Sellers
(Continued from page 10) four years when he journeyed to Beulah, Ireland, where he was born. His birth date is Feb. 24 but he stoutly refuses to designate which year. He denies, however, that he was a cowboy on the Chicago Tribune when it was founded in 1847. "Just make it 'year unknown'," he says.

His hobbies are golf and motor trips and he and Mrs. McGivern, the former Henrietta Knox, only recently completed a 7,000-mile jaunt to 17 states. "I wanted to see some of the markets first-hand that I have been covering. They looked pretty good," he says.

During World War I George enlisted in the Navy. Because a classification officer took his definition of "literate" to mean that he found himself a storekeeper, third class. He liked the job but even in the Navy he found himself still taking orders—as an enlisted man in naval training at Great Lakes.

The McGiverns have a daughter, Jane Ann, aged 13, and live in Beverly, a Chicago suburb. After some 25 years in the ad business, George says he has no intention of retiring. "It's just me and fun," he explains, waving a stack of spot radio orders.

BROADCASTING • Telecasting

Shift
(Continued from page 19)
candidate for the post.
Because of the anticipated retirement of other members of the FCC, the White House may be thinking in terms of filling more than the single vacancy. There have been other names casually mentioned in that connection.

Under cover opposition to the anticipated Coy appointment has been heard. This has been premised upon the contention that his appointment would perpetuate the "dynasty" begun by James Lawrence Fly in the chairmanship. Mr. Fly was succeeded by Paul A. Porter, who afterward became OPA administrator, and Mr. Porter, in turn, by Mr. Denzer, who resigned effective Oct. 31 to become vice president and general counsel of NBC. Mr. Coy, former administrative assistant to President Roosevelt, and before that the chief aide to former Gov. Paul V. McNutt of Indiana, is a liberal Democrat.

Walker Named Monday
Last Monday, President Truman named Mr. Walker acting chairman until the successor to Mr. Denny is designated. This appointment [BROADCASTING, Nov. 3] does not require confirmation, since the President is empowered to select the chairman (or acting chairman) from among the seven commissioners.

Mr. Walker called on the President Tuesday. He described it as "merely a courtesy call. During the 15-minute session general topics were discussed, he said, including some "business." He did not describe the nature of that "business."

The FCC will not function with even its six-man strength beginning the first of the year. Commissioned to sail Dec. 30 for Geneva where the Provisional Frequency Board convenes Jan. 30. He is the head of the American delegation. He does not contemplate remaining more than three months of a maximum tenure of six months. Commodore Webster sails Jan. 17 for London for Safety of Life at Sea Conference. There are several other international conferences which will command his attention thereafter.

IBEW Charges
IBEW Hollywood Local 45 has filed unfair labor practice charges with the National Labor Relations Board against Radio Recordings Hollywood production company. The firm is alleged to have relieved two technicians from its recording plant because of union activity. When they were not replaced because of inadequate performance of duties.

NBO Western Network has received top award offered by Direcl Mail Ad. Assn. "Radio Networks—Regional Industry for 1947." NBO also shared in "Radio Networks—National." Helen Murray Hall is manager of advertising and promotion department for western network.
NARSR Proposes Revisions And 'Liberalization' of Code

REVISIONS and "liberalization" of the proposed NAB code were urged last week in a resolution ratified by the National Assn. of Radio Station Representatives and submitted in letter form by Harold Fair, NAB program director.

The NARSR letter declared that "...minimum standards established for an entire industry must necessarily reflect a compromise between the standards of major stations... and the practical considerations involved in the operation of smaller and independent stations."

The suggested revisions, which follow, were offered by the NARSR "...as the final answers to the problem, but... to offer suggested compromises which might prove helpful in drafting a final code satisfactory to all elements of the industry."

(1) Paragraph one (Time Limit on Commercials) revised as follows:
The maximum commercial time, excluding one station break, available in any 15-minute segment of broadcast time, regardless of type of program, or sponsorship, or how such 15-minute segments are divided into program units or announcements, should not exceed three minutes. Service announcements (time and weather) shall be exempt from this limitation providing the entire announcement does not exceed 15 words, and further providing that the exemptions for such service announcements shall be limited to two each hour.

(2) Paragraph 3 (Time Limitation of Commercials) revised as follows:
Home Economics Shows
With the exception of shopping guides, home economics programs and agricultural product programs, all multiple sponsorship programs such as participation programs, announcement programs, and musical clocks which heretofore through general practice have been exempt from only commercial time limitations, are subject to the limitation set forth in paragraph one, and, in the case of such programs of half-hour, three-quarter hour, and hour duration, to appropriate multiples of that limitation. With the same exception, five- and ten-minute multiple sponsorship programs are subject to the limitations set forth in paragraph two for such length programs, namely, one minute and two minutes respectively.

(3) Paragraph 4 (Time Limitation on Commercials), revised as follows:
Programs of news, news commentary and news analysis of five minutes or less in length should contain no middle commercial announcements.

(4) Paragraph 7 (Time Limitation on Commercials), revised as follows:
The placement of more than one commercial announcement between two programs shall not be permitted except for a service (time and weather) announcement, not exceeding 15 words. Station call letters and station ownership identification shall not be construed as a commercial announcement.

(5) Paragraph 9 (Contests and Offers), revised as follows:
All copy pertaining to any contest associated with the exploitation or sale of a sponsor's product or service, and all references to prizes or gifts offered in such connection, in excess of one minute, should be considered as part of and included in the total commercial time allowances as herein provided.

WBMD Baltimore Opens
Nov. 27, 1 kw Daytime THANKSGIVING morning, Nov. 27, is the opening date for WBMD Baltimore. The new station will operate on 760 kc, with 1 kw, daytime only. Licensee is Key Broadcasting Corp.

William R. Burrier is general manager. Studios are at 2 West Eager St., Baltimore.

NAB District 2 Survey Indicates Trend Away From Sponsored Religious Series

TREND away from commercially sponsored religious programs is shown for the past year, according to a survey of small market stations in NAB District 2 (New York, New Jersey). The survey, which is a series of annual reports, was conducted by Simon Goldman, WJTN Jamestown, N. Y., chairman of the NAB Small Market Station Executives Committee.

Quality of all religious programs improved during the year, the survey shows, with a corresponding increase in listening. Highest rating was found in network-produced programs, with local sustaining religious programs next, followed by local commercial and then national spot. Greatest improvement occurred in local sustaining and local commercial programs.

Of the 18 stations studied, five changed their policy last year, despising with local commercial religious broadcasts. Six stations reported they were carrying more religious time than a year ago, with another 12 not carrying more time.

Most of the stations reported a distinct aversion to commercialism in religion, Mr. Goldman found.

Average religious time per week was 5 hours 45 minutes, ranging from a low of 2 hours 40 minutes to a high of 10 hours 45 minutes. Most stations permit churches to build their own programs, usually co-operating by suggesting a format or passing judgment on the programs. Eleven allow responsibility of production to fall on churches, five produce the shows and two combine the methods.

All commercial religious programs averaged 47 minutes less per week than last year, however, and many new stations were added to the noncommercial policy toward religion. A decrease of 45 minutes per week in over-all average for sustaining religious programs is shown, with decided improvement in program quality.

Rotation methods for apportionment of time among denominations are used in most cases, with ministerial associations aiding in attaining equality. Protestant services are most numerous, due to the greater number of such churches. In some communities Catholic and Jewish faiths do not participate, but they are given the same broadcast opportunities, according to the survey.

Other survey findings:

Commercial religious programs averaged 45 minutes less each week, including local, network and national stations.

Ten stations report no local religious commercials.

Nine reported no network commercial religious programs.

Over-all average for sustaining religious is 3 hours 15 minutes.

Local sustaining religious broadcast average 2 hours 45 minutes with the high station carrying 3 hours 20 minutes and the low carrying 1 hour 30 minutes.

Comparing NOTES at the cocktail party given by KING Seattle at the Rainier Club are (1 to r) Joseph F. Hildreth, president, Hildreth, Evans & Merrill Advertising Agency; Mrs. A. Scott Bullitt, president of KING Broadcasting Co., and Henry B. Owen, KING general manager.

FM Day Hook-Up
THIRTEEN North Carolina FM stations pooled their facilities to present a full day (9 a.m.-9 p.m.) of live programming on FM Day during National Radio Week. Reception was excellent, although no landlines were used, H. W. Maschmeier, program manager of WRAL and WRAL-FM Raleigh, reports. Co-operating in the project were: WMIT WNGC-FM WAYS-FM WSIC-FM WAIR-FM WHPE-FM WGBG-FM WMFR-FM WSTP-FM WRAL-FM WGTM-FM WGBR-FM WBBB-FM.

IN RECOGNITION of its outstanding service to the U.S. war veterans KGBK Oakland, was awarded a certificate of appreciation by the U. S. Veterans Administration.
Reaction May Force
(Continued from page 18)
blessing; ASCAP, with the contract
termination date drawing closer;
BMI, which is part of the overall
music problem, slated for long dis-
cussion because of the industry's
approaching Petrillo crisis.

When it starts code discussion
the board will call in a group of
three advantgeous to familiar with all as-
pects of the document since
the drafting job was started last
spring. Ted Cott, WENW New
York, who led the composition of
independents at Atlantic City and later
was elected chairman of a special
NAB-sponsored independent com-
mittee that drew up a revised code,
is to appear before the board to
present the committee's recommenda-
tions. The committee asked to be
be represented at the board meet-
ing when it had a fortnight ago
[BROADCASTING, Oct. 27].

Robert D. Swezey, MBS vice
president, is to appear as chair-
man of the discharged Special
Practice Committee that drafted the docu-
ment submitted to the Atlantic City
convention. Mr. Jones, WCCO Minne-
apolis, is slated to appear as chair-
man of the special standards com-
mee, to which the special
standards committee reported.

Headquarters Experts

Appearing as headquarters ex-
erts will be Harold Fair, Program
Dept. Director, and Ben Miller, As-
istant Director. Messrs. Fair and
Miller spent last week codifying
some 250 letters. The documents
have been cross-indexed to aid
board discussion. The analysis was
undertaken following a two-day
meeting of the board's own code
review committee. This group met
Monday until midnight, and then
resumed the job Tuesday.

Every word of every letter from
stations and industry groups came
under the committee's scrutiny. As
result, the three members will be
familiar with all letters as the
board discusses industry sentiment.

Members of the board review
committee were Harold E. Fellows,
VEEI Boston, District 1 Director;
John F. Meagher, KYSM Mankato,
Minn., District 11 Director; Wil-
ler Egoel, WBCQ-FM Beebands,
lnd., FM Class A Director-at-
large.

The analysis of industry sug-
gestions for code revision will boil
own to the following general pro-
s:

D Relax time limits, includ-
ing exemption of service announce-
ments from the double-spotting
an; also, exempt all station-break
ouncements.

D Give more latitude in distribu-
tion of commercial time.

D Permit more commercial time
for home economies, hopping and airing programs.

D Drop day-night differentia-
tion in commercial time limit and sub-
istute single set of time stand-
ards.

D Ease religion restriction at
least to allow right to distribute
literature, perhaps with limited
solicitation of funds.

D Permit dramatization of con-
troversial-issue programs.

Dozens of other ideas have been
offered, and all will be submitted
to the board. Each suggestion will be
accompanied by tabulations show-
ing the numerical support be-
ind it.

At NAB headquarters the feel-
ing was that stations have

given careful consideration to
the code. The demands are not ex-
cessive, it is believed, and repre-

dents approximately the reaction

antipated by those responsible for
the code-drafting task.

Fourteen stations of Iowa Tall
Corn Network, of which Edward
Breen, KVF Fort Dodge, la., is
president, met Tuesday at a meet-
ing in Des Moines passed a resolu-
tion opposing adoption of any
code "which would in any way limit
or restrict commercials, sponsors,
programs or program content."

Mr. Breen joined with Ralph At-
liss, WIND Chicago, in conducting
a poll of stations, with total results
to be compiled and announced
shortly by the NAB board meeting by
the Chicago auditing firm of Arthur
Young & Co. [BROADCASTING,
Nov. 3].

By Thursday Mr. Breen had re-
ceived comments from 30 stations
in all parts of the country. All but
one expressed complete agreement
with views expressed by Mr. Breen
in his pamphlet, "If You Believe in
Freedom," he said. Mr. Breen added
that two NBC stations and one CBS
station wrote they did not like the
poll. Many stations asked for addi-
tional copies of the pamphlet, he
said.

From other sources the Breen-
Atlass poll was criticized as "op-
Sided" in that the questions were
described as "leading." A number
of code opponents said they could
not vote in the poll because of
the nature of the two questions.

Other Reactions

Among other late reactions
was that of N. Blair Munhofen, secre-
tary of WFSS-FM Coram, Long
Island, N. Y. Mr. Munhofen's de-
tailed analysis proposed easing of
the time limitations; middle com-
mercial in 10-minute newscasts;
right to "defend ourselves from un-
just criticism," "If You Believe in
Television," submission of code to
membership for referendum vote.

Ken R. Dyke, NBC program vice
president, stated in Hollywood last
week that code opposition is com-
in a number of stations unwilling to con-
duct operations at a high level for
a fair and equitable profit. He
claimed it is unreasonable for a ra-
dio station to expect greater ratio
of profit than enjoyed by a local
newspaper or other comparable
service business.

One of the original code draft-
ners, Mr. Dyke said the industry
should set its standards at the
highest reasonable level rather
than endeavor to justify its worst
performance. NAB favors the new
code, he said, and favored the for-
er standards.

As the board meets, membership
totals 1,471 of which 124 are AM
actives, 119 FM actives, 3 television
actives, 122 associates. This repre-
sents a gain of 36 members since
the Atlantic City convention, when
153 new members were admitted.

As expected, opposition has de-
veloped to the proposed increase in
dues. Opponents claim that the as-
sociation has become a dues
spender; that many of the services
are of doubtful value; that reduc-
tions in expenses should be consid-
ered rather than increases; that
many stations will withdraw if
dues are increased.

On the other hand, NAB officials
point out that the board has been
directing that new and expanded
services be provided, such as the
Program Dept. and Standards of
Practice. The developing campaign
to meet Petrillo strikes involves ad-
ditional expense, said the board, in
addition to the cost of drafting
hundreds of new stations.

NAB Needs $850,000

Operating on a budget of almost
$700,000 for the current year, NAB
will need roughly $850,000 in 1948
to continue present services. New
scale of dues will be drawn up by
the board, based on amendment of
the By-Laws last summer. Several
new scales have been considered,
based on the $25,000 steps in an-
nual income. The board thus will
be able to remove many inequities
in the present scale, as well as to
make up some of the $50,000 an-
nual income lost by change of net-
works to associate status.

McINTOSH TO SUCCEED
CAPT. P. D. MILES AT FCC

A. L. McINTOSH, assistant chief of
the FCC Engineering Dept.'s
Frequency Service-Allocation
Division, was named chief of the
Division, effective Dec. 15, when
Capt. Paul D. Miles, who be-
comes the U. S. member and first
chairman of the new International
Frequency Registration Board at
Geneva [BROADCASTING, Sept. 29].
The appointment is effective about
Dec. 15 when Capt. Miles leaves
FCC.

The division's name, meanwhile,
was changed to Frequency Alloca-
tion & Treaty Division, since treaty
functions were transferred there at
the time the International Division
was abolished.

Mr. McIntosh served with Capt.
Miles on the U.S. delegation to the
recent Radio Administrative Con-
ferece at Atlantic City, and has
taken part in other international
sessions.

Mr. Miles, as chairman of IFRB,
will be ex-officio chairman of the
Provisional Frequency Board which
convenes in Geneva in January and

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A "TABLOID television seminar" will feature the Nov. 13 luncheon meeting of the New York Radio Executives Club at the Hotel Roosevelt, William S. Hedges, NBC vice president and president of the club, announced last week.

Richard W. Hubbell, chairman of Richard W. Hubbell & Assoc., television consultants, will act as moderator. Other speakers and their subjects are:


WEATHER-resistant, four-color display signs, promoting "What's Cooking" program on WJKE Detroit, appear on each of 250 miles of Tru-Stix Waldbury's, sponsor of the program. Display signs which are already in demonstration condition show are 22 by 48 inches in size and treated for weather proofing.

Networks, AAAA and ANA See Unity in Mutual Signing

REACTON of the other three major networks, AAAA and ANA, to Mutual signing for BMB was expressed by the presidents of the respective organizations as follows:

ABC

"We of ABC naturally are delighted that all four networks now have membership in the Broadcast Measurement Bureau and that broadcasting now will have uniform coverage methods sponsored by the entire industry. At the outcome of the BMB showed its faith in such a system when, on Sept. 30 last, it signed its contract with BMB."—Mark Woods, ABC president.

CBS

"I have felt from the beginning and repeatedly stated that four-network support is essential to the successful working of the Broadcast Measurement Bureau. The announcement that the other three networks also plan to support BMB is greatly gratifying to me. Now the decks are cleared and we hope every effort will be made to arrive at a formula which will make possible a system of measurement that can be solidly backed by the entire radio industry:"—Frank Stanton, CBS president.

NBC

"The unanimous subscription of the four national networks to the Broadcast Measurement Bureau guarantees solid network support of the principle of furnishing uniform and reliable measurements to buyers of our medium. The fact that no differences of opinions regarding the mechanics of conducting the BMB studies have been submitted to destroy the basic idea of a uniform system of measurement is highly significant.

"NBC hopes that individual stations which have the factually reluctant to subscribe to BMB because of some objection to the details of study No. 1 will realize the values of subscribing now to BMB. From the beginning of BMB's operation, NBC has advocated refinements and improvements in BMB's technique. NBC believes that these are best insured by the continuous active support of BMB by the three sponsoring associations—NAB, AAAA and ANA—and by the subscribing stations and networks which pay the bills. Working within the framework of BMB, we can produce the measurements which will be of greatest practical value to our customers."—Niles Trammell, NBC president.

AAA

[EDITOR'S NOTE: Frederic R. Gamble, president and manager, Advertising Agencies, a few days earlier had stated that "If the broadcasting industry was not yet ready to support the idea of a complete system of measurement, it should be dissolved without further wait." A statement which shows..."

"It is certainly good news that all four of the national networks have renewed their subscriptions to BMB. The second time around figured to be a longer pull. Now that the networks have reaffirmed in substantial manner their belief in the soundness of tripartite cooperative research we hope all individual broadcasters who haven't yet subscribed to BMB will now want to do so promptly."—Frederic R. Gamble, AAAA president.

ANA

"The continuance of standards, methods and procedures for radio research which meet the needs of advertisers and agencies as well as broadcasters, has been immeasurably aided by the continued participation of the four major networks in the Broadcast Measurement Bureau. BMB is not only of great value to advertisers in itself. Its reports also provide reliable and accepted points of departure for further radio research, which is more and more needed by the radio network, increasingly competitive and each advertising dollar is expected to do a better selling job."—Paul B. West, ANA president.

Mutual

(Continued from page 13)

figures which show that with network subscriptions totaling about $140,000 a year and 448 station subscriptions adding another $275,000 annually, the gross income is still $85,000 a year short of the $560,000 which BMB has estimated as its annual need.

Announcement that all four networks had become BMB subscribers was made by J. Harold Ryan, vice president, and Frank Stanton, BMB board chairman. He said that a special network committee will meet soon with other BMB comprimising the former network problems. Commenting on the network subscriptions, Mr. Ryan said:

"This confirms my confidence that BMB would continue to serve as the spearhead of cooperative radio research. It proves once again that the four major networks, as well as individual radio stations, competitors though they may be, are recognizing that BMB is essential to the continued success of the broadcast industry."—Fred L. Stickley, BMB chairman.

"The importance of a united network stand on BMB was stressed by Frank Stanton, CBS president, the day before Mutual came into the BMB fold. "Support by each of the four networks is essential to the continued success of BMB," he said, in making public his letter of Sept. 29 to Mr. Feltis, explaining his network's unwillingness to join BMB on any other basis.

"The principle of having all four networks participating in a uniform, nationwide coverage measurement strikes me as being absolutely basic to the long-range success of BMB," the letter stated. "The four of us, NBC, ABC, and Columbia—come in and Mutual, with its engineering philosophy on coverage measurements, stays out, we will think end up with a divided industry."

New Radio Consultants' Firm Formed in Capital

FORMATION of a new radio management and brokerage firm, Broadcast Enterprises Inc., in Washington, D. C., has been announced by Herbert L. Wilson, president of the new corporation. The firm, with offices in the In-

Mr. Wilson

Officers of the corporation, in addition to Mr. Wilson, who is sole owner and operator of WHLW Rutland, Vt., are Downey Rice, vice president, and Theodore P. Gerth, secretary-treasurer. Mr. Rice, a practicing attorney, was an RFC special agent for ten years. Mr. Gerth, a tax consultant in the capital, formerly was an Internal Revenue agent.

Mr. Wilson assumes his new post with a background of 27 years in every phase of radio. He has been a consulting radio engineer for 19 years, and has served as vice president and a director of WBNX New York. A lieutenant colonel during the war, he served as radio officer on the late Gen. Joseph Stilwell's staff, and after return-

Jones to Head WIRL

APPOINTMENT of Robert B. Jones Jr., station relations manager, ABC Central Div., as general manager of WIRL, new 5-kw Peo-

St. Louis, Ill. ABC affiliate, was confirmed last week by Illinois Valley Broadcasting Corp. Mr. Jones takes over his new duties Nov. 17 and succeeds the late Theodore P. Gerth, vice president of the air Dec. 15. Mr. Jones joined NBC's Eastern Div. sales staff in 1940 and transferred in 1942 to NBC Blue Network. He served in the Navy from 1942 until 1945 when he returned to ABC.

MORE CANADIAN stations have applied for FM licenses, the CBC board of directors announced at Ottawa under their new policy of public hearings and publicity for all applications. CBC Station St. Marie, Orm, CPFF Port Arthur, Ont., CFRN Edmonton, and CJOB Winnipeg, have all applied for FM licenses. Applications have been made for radio services by CHBC, Toronto; CJOY Hull, Ont., and CHP Rivière du Loup, Que. Emergency trans-

CASTING

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Discussion of 'Chromosome' Highlights Electronics Meet

AT FINAL SESSION of three-day Electronics Conference last Wednesday, Arthur E. Bronwell, professor of electrical engineering at Northwestern Technological Institute, disclosed the development of the new color television viewing tube, the "chromoscope," which he invented.

Prof. Bronwell, who is also president of National Electronics Conference, explained that the new tube diffuses the color tubes in that it is the only system with a composite viewing tube and a single electron gun. Other television color systems, he pointed out, have three tubes and two or more electron guns.

'Relatively Simple'

"The chromoscope is a relatively simple, all-electronic device and would add only a small cost to the present black-and-white television set," Prof. Bronwell said. "By coating three screws with a different color phosphor which corresponds with the three primary colors, we have a composite image screen which enables the viewer to see the television programs in natural color . . ." he added.

By controlling the voltage on the screens automatically, each screen may be made to fluoresce in red, blue and green color sequence. The observer sees the three color images superimposed upon each other, forming a composite color image, according to Prof. Bronwell. The system is being developed in the DuMont laboratories at Passaic, N. J.

'News' Denied (Continued from page 18)

the News "would promote competition between newspaper-owned Class B FM stations in New York City since at this time the New York Times is the only New York newspaper authorized to operate such a station. The grants to WMCA and ABC were issued without a dissent. Comr. Walker was the only dissenter from the grant to WPAT. Comr. Jett voted to give the remaining two grants to the News and Board of Missions, joining Messrs. Walker, Durr and Webster on the vote to the church. Comr. Hyde voted for the News and, along with Messrs. Denny, Walker and Durr, for Unity Broadcasting Corp. Comrs. Denny, Walker and Webster also favored a grant to WBYN Newark.

Applicants given denials in the proceedings:


the human eye were also factors, she added.

General Electric engineers at the conference exhibited the company's new "split anode" electron gun tube, which will be marketed by the GE Tube Division at Schenectady, N. Y.

Walter Evans, president of Westinghouse stations and vice president of Westinghouse Electric Corp., appeared on two radio programs while attending the conference. On Monday night he was cut in from Chicago on Taylor Grant's Headline Edition, ABC news program, and spoke on "More Science and Statesmanship." Later that evening he was interviewed on a sustaining broadcast carried by WENR Chicago.

The conference was sponsored jointly by the Illinois Institute of Technology, Northwestern U., of Illinois, American Institute of Electrical Engineers and Institute of Radio Engineers, with the Cooperation of the Chicago Technical Societies Council.

Registration at Chicago's Edgewater Beach Hotel for the three-day national forum on electronics research, development and application was approximately 2,500 persons.

Diamond (Continued from page 16)

a conversation between Mr. Diamond and a Broadcasting reporter:

Reporter: Mr. Diamond, will your work with Mr. Petrolio's union and only electronics research, development and application be in all phases of the activity?

Mr. Diamond: Oh, no. I will represent the AFM in all phases of its activity.

Reporter: Is Mr. Petrolio planning another meeting soon with the broadcasters to discuss the recording crisis?

Mr. Diamond: I wish I could answer that, but I can't because I don't know. I hope you won't think me uncooperative.

Reporter: Not at all, Mr. Diamond. Would you say that further negotiations are in sight?

Mr. Diamond: I'm afraid that's the sort of question I can't answer at this time.

Reporter: Well, in the light of your success in negotiating a contract with Mr. Petrolio some years ago as counsel for Decca Records, many people are hopeful that in your affiliation with Mr. Petrolio's union you will be equally successful in working out a solution of the problem.

Mr. Diamond: Well, I am certainly happy if, as you say, I have raised that hope in some breasts. Some breasts of course are more intransigent than others. But we are all around here if we can raise hope in them [indicating interview was near an end].

Reporter: [searching for some fact, unenlightened, first drop of a downpour began to fall outside]: Thank you very much, Mr. Diamond. It looks as though we're going to have some rain.

Mr. Diamond: Well Mmmmmm. Well . . .

Stage Set

(Continued from page 17)

greater than those of sound broadcasting: a 5:1 ratio is probably a fair rule of thumb.

Advertising revenue will be in line with circulation, a tough rule for first stations in their cities whose programs must be good enough to sell sets, not merely to attract previous set-owners. These stations will look to the networks for aid in programs, but it seems pretty obvious that they will have to share in the cost of their production and transmission. Many plans have been discussed; whichever ones are adopted at the outset will doubtless be modified greatly before the final formula is reached.

The one thing that everyone in television agrees on, with the possible exception of some motion picture interests that would like to see all video program service done by film, is that television networks are a necessity and that whatever the problems, solutions will be found, sooner or later, to provide the American public with a video program service comparable to that which it has received in AM radio, and that means, and again all agree, the best in the world.
FCC Begins
(Continued from page 18)

The Spartan Women and the Chambray

Jane Dalton, Women’s Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn’t enough left to make a doll’s dress!

WSPA
Spartanburg, South Carolina

WBAL’s operation was commercial, 15.5% interpreted commercial, and 14.4% sustaining. It listed 384 commercial spots and 233 “participating” announcements, plus 20 noncommercial public service and six station-promotion spots.

Mr. Dempsey repeatedly sought to show, by questioning, that in Mr. Peter’s opinion WBAL’s operation has been typical of other basic NBC affiliates and substantially less commercial than other stations which had been put on temporary license for Blue Book reasons but which have since received renewals. This line of questioning brought immediate objections from Peter-Dickman counsel, and Comr. Hyde sustained them on grounds that the conclusion was too broad and without supporting facts.

TUESDAY

Mr. Peter remained on the stand for most of Tuesday’s session which marked the return of the proceeding to Washington. Additional comparable program analysis exhibits were offered on the FCC stipulated composite week for 1946, for November 1948 (said to be the first monthly report produced by the newly installed analysis system of Frazier & Peter) and for December 1946.

In explaining an exhibit covering the first full week of each month, January through October 1947, Mr. Peter stated the report was a modification of the previous exhibits and differed in one major way. Where the others had included the “interpreted commercial” category the 1947 study treated commercial programs and announcements as requested in the Blue Book.

The exhibit gave the weekly average as 69.3% for commercial and 30.7% for sustaining time. The average announcement breakdown: Commercial—304 station break, 92 participating; sustaining—11 station promotion, 98 WBAL originated public service and 48 network originated public service.

Mr. David E. Weglein, former superintendent of schools for Balti-
more and since April 14, 1947, WBAL public service counselor, on Tuesday afternoon began explanation and discussion of an exhibit of public service reports covering the present year to October 4. His testimony carried over through Wednesday morning.

Dr. Weglein told how WBAL previous to his association with the station had been very cooperative with the school system, providing time within reason. He emphasized quality and not quantity in public service programs and said he had heard a lot of such programs which were a waste of time. A lot of poor public service programs still can make a good report percentage.

He also emphasized that he “was not for the reason that a program is commercial it is not of public service value.”

Asked if there had been an increase in quantity of public service programs since he took over at WBAL, Dr. Weglein answered “Yes.” Questioned if it were a substantial increase, he replied “I don’t know.” After adding, “Maybe I’ve been granted too much” public service time.

Upon inquiry by Comr. Hyde as to his predecessor at WBAL, Dr. Weglein indicated he had “started from scratch” as far as he knew and explained that John J. Dickman, WBAL program manager, previously had carried the title of special service director.

WEDNESDAY

Mr. Dickman testified at length Wednesday afternoon on the station’s public-service programming in civic, educational, religious and similar fields.

He said WBAL had set aside a total of 14½ hours a week for sustaining local live public service programming, but stressed that it has not always been able to fill these periods with this type of program material, despite its efforts. He said the station was allocating substantially the same amount of time for such programs when he returned from Navy service in September 1945—(before issuance of the Blue Book).

Cites WBAL Cooperation

Mr. Dickman said that in his Navy service he contacted a number of radio stations for assistance with recruiting and similar Navy projects and never encountered one that offered greater cooperation than WBAL. He said the station made its facilities available for “an entire Navy week” and that he knew as he knew it was the only station to do so.

Mr. Dickman was slated to continue his narration of WBAL’s program activities when the hearing resumed Friday morning. There was no Thursday session.

FCC Upholds Own Extension Rights

Denies WEVD, WBYN Requests On WAAW (FM) Completion

FCC RULED last week that it has authority to allow additional time for completing construction of a station whether the permittee requests it in advance of the deadline or afterward.

The ruling, with Comr. Clifford J. Durr dissenting, and Comr. Robert F. Jones not participating, denied requests of WEVD New York and WBYN Newark asking the Commission for its April 29 extension of time for WAAW Newark to complete construction of its WAAW (FM).

WBYN and WEVD had argued that the station for WAAW was actually forfeited because its application for extension of time was not filed within 16 days after the specified completion date (March 15).

Satisfactory Showing

The Commission majority replied that before granting additional time it investigated the reasons for late filing and the reasons given by WAAW in support of its plea for an extension. FCC said it found that the request was filed late “through oversight,” and that the station had difficulty in getting its permits to WAAW in time to WAAW’s operation on the air “not later than June 15,” the Commission added, noting that it did commence operation on July 24.

The opinion argued that both the Communications Act and FCC’s rules are sufficiently broad with respect to forfeiture of permits to support its grant of additional time.

Both petitioners were applicants in the New Jersey-New York FM case (see story, page 18) and contended that allowing additional time to WAAW violated the Supreme Court’s ruling in the Ashbaker case. The FCC majority replied that the WAAW case was “not comparable to granting a new application for a construction permit, and petitioners can not claim that they were entitled to a comparative hearing with the [WAAW] application.”

Durr Dissent

Comr. Durr, dissenting, argued that under both the Act and the Rules the WAAW permit was “automatically forfeited,” and that there has been no sufficient showing that failure to complete construction was beyond the station’s control.

MBS “Queen for a Day” is to be produced as movie with rights obtained by Seymour Nebenzal. Film is scheduled for production early in 1948 with Jack Bailey and other radio personalities in cast.
One-Third of WGVY is Sold by Muzak; WFOB Reorganization Granted by FCC

SALE of one-third interest in FM station WGVY New York by Muzak Corp. to Charles E. Merrill and Radio Sales Corp. was approved last week by FCC. Consideration is $31,000. At the same time FCC approved reorganization of FM station WFOB Postoria, Ohio.

The WGVY transaction marks retirement from commercial radio station ownership by Muzak, the wired-music firm, and it was engineered by ex-FCC Chairman James Lawrence Fly and which is owned chiefly by former Assistant Secretary of State William Benton. Radio Sales Corp., a subsidiary of WFOB, Seattle, Wash., and Merrill have equally shared the remaining two-thirds interest in WGVY.

The transaction involves payment of $100 each by the transmitters to Muzak; cancellation of two outstanding agreements between Muzak and WGVY Inc., licensee, and pursuit of a new agreement covering eventual payment of obligations totaling $31,000 to Muzak. The wired-music firm also agrees not to re-enter radio before 1952.

The WFOB case involves assignment of permit from Laurence W. Ham to Seneca Radio Corp., a new firm composed of station employees and of which Mr. Harry is secretary and 50.25% owner. Other stockholders in Seneca include F. E. Eissinger, president and 24.87%; G. H. W. Bruggeman, vice president and 12.43%; and E. V. Hurst, treasurer and 12.43%.

Consideration, according to application, is assets and part of liabilities of assignor, plus organizational and operational expenditures of the assignor from Dec. 1, 1946, to June 30 under special temporary authority. Loss in money expenses over operating income were $2,651.65 as of June 30, with income about one-third of expenses, according to the application.
FCC Predicts
(Continued from page 15)

predominant class (1,044 or 46% as against 465 or 51% on VJ-Day). The forecast anticipates 522 full-time and 307 part-time regions. In all classes, full-time stations would number 1,073, and part-time outlets 577.

Of the "expanded" and "new" radio communities resulting from the assumed total of 2,250 stations in 1948, the report said:

1. Expanded radio communities. — Of the 565 communities which had radio stations on VJ-Day, somewhat more than half will receive added stations. The 250 expanded communities had an average of two stations on VJ-Day; they now will have an average of almost five stations. The 286 unexpanded communities, on the other hand, in practically every case are one-station communities. The main explanation for this unequal growth appears to be the larger average population of the expanded communities, among which are 125 of the 140 metropolitan centers. Moreover, only 3% of the 290 expanded communities were of less than 10,000 population, whereas more than 50% of the unexpanded communities were in this lower population group.

2. New radio communities. — Of the 477 new radio communities, 449, or four out of five, will receive one new station. The remaining 28 new radio communities are cities of under 10,000 population, and 7% are cities of under 5,000 population. Of the remaining 94 new radio communities, 80 will receive two and 14 three or more stations.

Profit Determining Factors

The survey reviewed at length the recent financial history of station operations and the "growth of the revenue pie" as it relates both to total advertising expenditures in all media and the share devoted to radio as compared with newspaper and magazine advertising. It points up in particular the opportunity for expanding radio's share (14% in 1945) of all local advertising.

"Whatever the cause," the report asserted, "the fact remains that the classes of stations which showed the smallest growth in local time sales from 1940 to 1945 also spent the smallest proportion of broadcast expense in programs and talent." The "positive approach for improving the local program appeal" also rests on "development of transcriptions and 'cooperative' live network programs," the survey added, declaring that "the art of program building will both affect and be affected by revenues, cost, time rates, income, and management policy."

Station Price Factor

Among factors which will affect "future capacity of broadcast stations to compete, to survive and to render public service" is listed the effect of prices paid in station sales. Declaring that current sales prices reflect an "unprecedented state of prosperity" enjoyed by AM stations during the war, the report asserted that while total sales prices from 1938 to 1945 ranged from 139 to 299% of the total original cost of fixed assets, the figure was 343% in 1945 and 650% in 1946. Fifty-two stations were sold outright in 1945 at an average price of $411,589, the report noted.

"Even at the prices paid," it added, "the stations were so profitable that collectively their new owners would recover (before Federal income tax) their purchase prices in 64 years, if profits remained at the 1946 levels." But, the report warned, high prices may create an "inflexibility through the necessity of servicing capital obliga-

Ghooup gathered in front of KTUC includes (standing, 1 to r.): Jerry O'Brien, KTUC; Clinton D. McKinnon, KSJD; E. W. Buckalew, CBS Hollywood; E. F. Fox, KGDM; C. E. Midgett, Jr., CBS New York; W. B. Lodge, CBS New York; Saul Haas, KIRO; Frank K. White, CBS New York; Howard Lane, KOIN; H. V. Akerberg, CBS New York; Dick Welsh, KSIL; Lee Little, KTUC; D. W. Thornburgh, CBS Hollywood; Clyde Coombs, KARM and KROY; J.

Kelly Smith, CBS New York; Ernie Martin, CBS Hollywood; Eldora Roth, KARM; Al Johnson, KOY; A. J. Mosby, KGO; Dick Wheeler, KXLY; Seated: Dave McKay, KOLD; Hal Brown, KERN; Ralph Brunton, KQW (face partly covered); George Cook, KOY and KTUC; Amos Barron, KSJD; Stone; Joe Wilkins, KFBB; John Hogg, KOY; Jack Williams, KOY; Harry Buckendahl, KOIN.

CBS executives posing against the cacti are (1 to r) Don Thornburgh, Western Division vice president; Lee Little, KTUC Tucson; Frank White, vice president and treasurer; Al Johnson, vice president in charge of station relations.

Feature of The Week
(Continued from page 10)

included: Frank White, vice president and treasurer, H. V. Akerberg, vice president in charge of station relations; D. W. Thornburgh, vice president in charge of Western Division; J. Kelly Smith, director of station relations; William B. Lodge, director of general engineering; Joe W. Midgley Jr., sales service manager; Dick Buckalew, station relations; Western Division manager; Ernie Martin, program director, CBS Pacific Network; George Cook, WLS Chicago, treasurer of Arizona Network; Ralph Brunton, KQW, San Francisco; Harry Buckendahl, Howard Lane, KOIN Portland, Ore.; Joe Wilkins, KFBB Great Falls, Mont.; Hal Brown, KERN, Bakersfield, Calif.; Ann Barron, Clinton D. McKinnon, San Diego; A. J. Mosby, KGO, Minneapolis, Minn.; R. B. Wheeler, KXLY, Spokane; Clyde Coombs, KARM, Fresno, KROY Sacramento, Dick Welsh, KROI, Silver City, N. M.; E. F. Fair, Karam, Stockton, Calif.; Saul Haas, KIRO, Seattle; Eldora Roth, KARM; Dave McKay, KOLO Reno; D. D. Roderick, Val Lawrence, KROD, Piute; John Hogg, Al Johnson, Jack Williams, KOY Phoenix; Charlie Morris, KKNV, Las Vegas; Ed O'Brien, KTUC Tucson, Ariz.

under construction, dealers reported high interest in television, and in a number of instances orders have already been placed for receivers." Mr. Hinck said.
Ten AM Outlets Granted; KVLU and KGDE Get Boosts

CONSENT was granted last week by FCC for 10 new standard stations, including five authorizations for daytime only operations.

KVLU, Concord, Calif., was granted modification of permit to increase daytime power from 1 to 5 kw in accordance with a previous conditional grant. KGDE is licensed 790 kc. KGDE Fergus Falls, Minn., was awarded a construction permit to erect a new antenna and increase night power from 100 to 250 kw, its frequency, 1200 kc, operates fulltime out of 1230 kc.

The new authorizations:


Sulphur, La.—Sulphur Springs Broadcasting Co., 1790 kc, 250 w. daytime. Co-partnership: Harold A. Dunlap, Tampa hardware merchant; and James D. Bynard, owner of Birmingham, Ala., home appliance store and onetime commercial manager of WCFI Columbus, Ohio. WHAR Clarksville, Va.

Williston, N. D.—Lebanon Broadcasting Co., 1790 kc, 250 w. unlimited. Principals: Earl R. Miller, chairman; now North Dakota Farmers Union and ex-engineer, director; and Ray F. Heidgerick, president; Henry Williamson, former state legislator; president; A. H. Hellmer, former Farmers Union critic, and Francis F. Hendrickson secretary-treasurer. Daytime power unlimited, out of 1290 kc.

San Francisco. to Whorter, wife of Harold, vice president of WBBG Clarksburg, W. Va., and president of WBBG, Lanesville, W. Va., was declared. The new authorization is for a new daytime permit. KGDE Fergus Falls, Minn., was awarded a construction permit.

SENATOR GIVES RADIO NEWSMEN ADMITTANCE

RADIO was present to cover the proceedings when the Howard Hughes hearing resumed in Washington on Wednesday, but up until the preceding night when the committee gave its approval, there had been serious radio newsmen would be admitted. Making a routine check for permission to broadcast the hearings, Mr. Cosgrove also sensed "reductance" on the part of Sen. Homer Ferguson, chairman of the Senate War Investigating Sub-Committee conducting the hearing. The request was then repeated more formally by Albert L. Warner, director of Mutual's Washington news bureau, in a letter to Senator Ferguson and other members of the sub-committee in which he pointed out that no results, would be made by the networks, but no decision was forthcoming until 5:30 p.m. Tuesday when it was learned that radio would be allowed.

A spokesman for Senator Ferguson denied that the senator was attempting to suppress coverage by radio. He pointed out that Senator Ferguson was the first one to permit radio to cover such activities back in January when the attempt was made to unseat the late Senator Walsh. The commonwealth of Massachusetts believed in the purposes of such coverage.

Cities Refer

The reason that the idea of eliminating broadcasters was taken under advisement, said the spokesman, was that previous hearings showed little or no interest, and the committee was seeking to eliminate the source of such contention. With this in mind, he said, an agreement was reached whereby several newsmen would be present, but would remain as inconspicuous as possible.

Mr. Warner, in sharp disagreement with the committee's point of view, pointed out that the microphones would merely reports the hearing verbatim without embroidery. If it's a 'show' in the committee room, it's 'a show' on the air, the fault or merit rests on the committee. I don't see why the language word makes a 'show' any more than big black headlines with a verbal report.
**Help Wanted**

Commercial Announcer, chief engineer—announcer. New Rocky Mountain outlet, seeking senior reference first. Box 686, BROADCASTING.

Production director—producer. Brings sales to region's largest market. Experience in major market required. Box 694, BROADCASTING.


classified Advertisements

Pays in advance—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Box 905, BROADCASTING.

**Help Wanted (Cont’d)**

Personality disc jockey-salesman wanted by modern regionally operated station. Must have the "show and sell" to satisfy commercial, sales, and management. Excellent opportunity to right man in talent and commercial potential. Inquire for full details and qualifications. Box 905, BROADCASTING.


Production man to take charge of department. Experience good. Adaptable management. Excellent opportunity for personal growth. Must have good voice and be well grounded in the field. Box 903, BROADCASTING.

Announcer-writer wanted by NBC station. Experience desirable. Must be able to do strong commercials. Box 905, BROADCASTING.

Announcer-writer-writer wanted by NBC station. Experience desirable. Must be able to do strong commercials. Box 905, BROADCASTING.

Personalities: A 20, N.Y.: $45 week, plus expenses. KIMV FM, Hutchison, Mo.


One kellow FM now on air is lengthening the old school with immediate opening for experienced audio engineer. Wants a man. Others need not apply. Telephone or wire L. Dunn, KNVM-PM, Hutchinson, Kansas. Telephone 4600.

**Help Wanted (Cont’d)**

Independent FM station going on the air in the spring is offering position of program director—announcer, traffic supervisor, and sales representative. Applicants must have the full details of your experience, references, and salary requirements. Write to Mr. O. Peter, 327 N. Gay Street, Baltimore 9, Md.

Announced—Announcer-writer, 1000 watt, midwest ABC station has opening for strong, versatile commercial announcer. $70.00 for 48 hour week. Talent expected. Send qualifications, photo, and transcription to Program Director, WPFD, Flint, Michigan.

Announcer-writer-broadcaster wanted by 1000 watt NBC Florida station. First class salesmanship needed. Qualification must include full details including disc Radio Station Experience. Box 913, BROADCASTING.

The originator of a radio department in a private employment agency has an outstanding opening for a salesperson interested in this growing industry. We need every type of worker from the new graduate with high school training through the old hands with years of experience. Contact us immediately.

Salesman interested in investing and working in proposed California station. Box 913, BROADCASTING.

Wanted—Combination newsman and announcer. Must have the power to take and handle local news and commercial writing. Send audition disc and qualifications to Station WWXL, New Orleans, La.

Wanted—Transmitter engineer one kw, 3W FM. Young, preferably single, but will consider married. Send qualifications, phone number and possible availability. Please apply in person. Box 915, BROADCASTING.

250 watt network affiliated station opening immediately needs proven, experienced station engineer. Assistant production director with ability to meet deadlines. Box 925, BROADCASTING.

To demonstrate qualifications, write to Mr. O. Peter, 327 N. Gay Street, Baltimore 9, Md.

**Situation Wanted**

For Salesman, experience desirable. Must have ability to direct and manage personnel in the sales field. KIDB, 1000 watts, 860, Klamath Falls, Oregon.

**Advertising Opportunities**

Hammont organs—Attention

If you can play any and all requests on the Hammond from pops to classics; if you can read commercial copy in a friendly and interesting manner; if you would like to try working with a gift of gab to go with it, KLEE, 5000 watts, 610 kc, Houston, Texas has a grand job open. Write, enclosing recent radio card and photo to Program Director, WLEE, SHERMAN, KLEE, MILBY HOTEL, HOUSTON, TEXAS.

**Situations Wanted (Cont’d)**

**Help Wanted**

**Commercial Announcer**—Highly successful in sales, programming and administration, seeks position with large market, preferably of Chicago. Box 907, BROADCASTING.

**Announcer—Experience runs gamut from A to Z. Knowledge of programmed entertainment: association with veteran, college, bright ideas.** Box 909, BROADCASTING.

**Situations Wanted**—3 years network affiliation, 2 years station management. Desiring change. Single, college graduate. News, disc, special events. Worth my salt as present and previous employers will testify. What’s your proposition? Box 877, BROADCASTING.

**Assistant engineer, first class license, desired. Dependable, desires responsible position. Experience trained since 19... 7 kilowatts. Consider position as chief in ... station. Box 897, BROADCASTING.

**Announcer.** Vet. Graduate leading Radio station. The right man desires position with station in Pacific northwest or southeastern Alaska. Familiar with Alaska. Box 899, BROADCASTING.

**Television Operator.** Experienced RCA TT 1 transmitter, sixteen years experience, in practical knowledge of and equipment and film processing. Excellent knowledge of EAS. Box 893, BROADCASTING.

**Announcer, inexperienced but capable. One year leading broadcasting school. Well trained, good voice. Will accept position on three monories’ notice. Write, WEDG, 401 W. Zachary St., Chicago.

**Traffic Manager**—Travel almost anywhere. Write, for references and information. Box 858, BROADCASTING.

**Available January 1**

As station manager, small midwest market only; presently executive or widely read trade publication. An answer to this ad will identify man with 17 years newspaper station experience. BOX 909, BROADCASTING 360 N. Michigan Ave., Chicago

**Attention Radio Stations**

Two experienced sports announcers available immediately. WDSO and WDSOS-FM offer opportunities for personality to demonstrate ability. Rush complete information and availability, WDSS, Oceans.
Situations Wanted (Cont'd)

Announcer—2½ years experience; news, music-commercial. WFIL-AM-East Coast. Box 885, BROADCASTING.

Engineer—presently employed. Experience in maintenance, control board operation, remote and recording. Young, healthful. Prefer Philadelphia or New York area. Box 901, BROADCASTING.

Engineer—announcer. Preferably in Eastern Coast. Desires to make career in Broadcasting. Prefer Pennsylvania. Box 902, BROADCASTING.


Not money-mad, but can use good salary. Announcer. Young, dependable, versatile. Prefer Philadelphia. Box 903, BROADCASTING.

Writer—5½ years experience continuity, commercial copy. Wrote and produced own shows. Announcing experience. Vet, single, prefer eastern seaboard. Box 905, BROADCASTING.


One of the leading mid-men of the east desires to make a change as of Janu- ary 1, 1949. Presently employed in leading metropolitan market. Proven sales record. Executive training and experience, 15 years as radio background. Better than average rate. For references, will consider only better than average position. Box 909, BROADCASTING.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Box 910, 5-0560.

Chief engineer, now employed, experienced in all phases of broadcast station installation, maintenance, operation, di- rectional antennas, AM and FM, seeking employment. Prefer Eastern Coast. Box 881, BROADCASTING.

Executive—10 years experience all phases of public service and commercial broadcasting, promotion, program, and financial. Also, public relations and sales. Prefer large market background. Wide acquaintance and good reputation. Excellent rapport with trade affiliates, reliable knowledge of local, 5, 20, 50 kW stations, and present experience in having employed executive post large national organization. Desires a position where there will be no drifter, sober. Prefer east, south, southwest. Will consider responsible position with opportunity for advancement and security with salary based on experience, responsibility, and current living conditions. Box 908, BROADCASTING.

Situations Wanted (Cont'd)

General manager's position with pro- mised future. Offers career by aggressive young man with eight years extensive experience in all phases of management, including establishment of new station in metropolitan area. Box 904, BROADCASTING.


General manager. A real success story is this gentleman. Desires immediate leadership. Excellent reason for leaving present job. Permanent. Experience in all phases of broadcasting, essential. Box 913, BROADCASTING.


V.A. announcer. Presently with major, seeks position with top-flight operation. Has background which includes service with 5000-watt NBC station. Excellent experience in news, sports and a thorough working knowledge of special events. Excellent references, age 27. $800.00 to $1500.00 dollars. Box 819, BROADCASTING.

Engineer, in charge of entire program department, with twenty years experience, seeks position with top-flight network system. Top-flight background. Hollis, N.Y. Box 911, BROADCASTING.

Engineer, veteran with ten years experience seeks position with top-flight operation. Has background which includes service with 5000-watt NBC station. Excellent experience in news, sports and a thorough working knowledge of special events. Excellent references, age 27. $350.00 minimum to $515.00 dollars. Box 917, BROADCASTING.

One of the leading mid-men of the east desires to make a change as of Janu- ary 1, 1949. Box 919, BROADCASTING.

Chief engineer, experienced in operating and construction of 1 kW transmit- ter, experienced in frequency control of large stations. Desires present or future station manager position. Has wide experience in sales, marketing, program production, installation, operation and maintenance of radio and television stations. One or two years experience as engineering manager, or equivalent. Prefer western states. Box 919, BROADCASTING.

Engineer, first phone, five years' experience, new employed, age 29, married. Box 920, BROADCASTING.

Program director. Do you know the best way to safeguard your station against economic cycles is to present new and original programs? I'm interested in competing broad- casts. Would be interested in new program ideas in every phase of radio. Desires to present new and original programs. Prefer network, metropolitan area, preferring one of the largest stations. Prefer New York. Box 919, BROADCASTING.

Chief engineer, experienced in operating and construction of one kW transmitter experience with 250 kW station. Desires position with program- ming organization, anticipation one or two years experience as engineering manager, or equivalent. Prefer western states. Box 919, BROADCASTING.

Salesman Wanted

This successful 1000 watt independent needs immediately one good man experienced in selling local accounts. The few men here enjoy working together and the staff cooperates closely. There are no house accounts. Liberal commission against draw if desired. A car is necessary. Send complete details in first letter to:

Radio Station WMLO
Milwaukee, Wis.

For Sale

Radio station. Radio engineer interested buying partnership, interest or control of local station. Will assume management. Network affiliation pre- ferred. Box 836, BROADCASTING.

Small station, Cash basis. Prefer unit now, presently showing reasonable earnings. Box 862, BROADCASTING.


Miscellaneous

Announcing for Radio Klamath. Newest station on the Oregon coast, with a population of approximately 6000 people. High school diploma required. Day, evening and night hours. Box 882, BROADCASTING.

Jockey's comedy script collection, $3.00. Box 883, 33-21 T 30th Road. Astoria, 2, L. I., N. Y.

For Sale

For sale—250 watt RCA transmitter equipment. 0.3 kw transmitter, Pye antenna, transmission line, supporting tower, speech equipment, New, unused. Immediate delivery at RCA list price. Box 914, BROADCASTING.

For sale—have type 42-E Collins antenna coupling unit that has been used only five times. Replaced by directional coupling. Practically new. Price, $200.00, P.O. Box 995, BROADCASTING.

For Sale

Complete transmitter. Price $75,000. Saginaw, Michigan. Box 916, BROADCASTING.

Station Managers!

Trained personnel available for all phases of studio work.

G. I. students available for on-the-job training.

BRIDING!

Learn the lucrative field of public relations through radio. Train yourself for women's radio programs.

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Intensive 32-week course trains you for real jobs in acting, announcing, writing; producing.

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Effort to Include FM Plans In NARBA Hits Opposition

EFFORT to include FM in the North American Regional Broadcasting Agreement (NARBA) meeting met U. S. opposition as proceedings got under way last week in Havana.

FM proposal was submitted by conference chairman, Nicolas G. de Mendoza, who said FM "undoubtedly will afford relief to the standard band. Regional and local stations are wasting power needed very badly to reach long distances from the cultural centers to the rural areas," he said. "In the next conference we do not contemplate the possibility of relief from FM, we will have once again done an incomplete job, as we did in Havana 10 years ago."

George E. Sterling, FCC engineer and head of the American delegation, replied that the subject is outside the scope of the agenda but could be discussed after completion of conference work.

The U. S. delegates and advisors are participating under renewed government-industry admonitions to stick to engineering and leave policy matters alone.

The conference, to lay the groundwork for the NARBA treaty conference in Canada next August, is expected to last from three to six weeks. The Havana report will not be binding upon the various countries, which have until May 1 to submit final proposals for treaty changes.

In the absence of a decision on FCC's long-drawn clear-channel case—now expected early next year—the U. S. was unable to offer any recommendations regarding channel uses, but expects to cover this phase in its final proposals early in the clear-channel proceeding is decided.

The position which U. S. delegates to Havana will take with respect to changes recommended by the various signatories was outlined in a document prepared by FCC and industry representatives and given general approval in a government—industry conference Oct. 4. For the most part this guide advocates approval of the non-policy phases of the proposals already submitted by the U. S. [Broadcasting, Oct. 13], with some modifications as agreed upon in the government—industry session Oct. 4.

The U. S. delegation, with Mr. Sterling as chairman, also includes Donald R. MacQuilve of the State Dept., Telecommunications Division as vice chairman, and Raymond Harrall, of the U. S. Embassy in Havana.

Other Delegates

Other delegates, all from FCC: James Barr, AM Division chief, Engineering Dept.; Neal McNaughton, who has been closely associated with NARBA work in connection with Engineers, ABC, E. M. Johnson, chief plans and allocations engineer, MBK; Royl V. Howard, engineer, GEB; G. F. Lovering, chief engineer of WJR, Detroit, for Clear Channel Advisory Service; Andrew D. Bing, consulting engineer, for Westinghouse Radio Stations.

J. W. Bain, senior radio engineer of Dept. of Transport, Ottawa, heads the Canadian delegation to Havana meeting. Harry Dawson, Toronto, manager and consulting engineer of Canadian Assoc. of Broadcasters, and W. G. Richardson, engineer of Canadian Broadcasting Corp., Montreal, also are on Canadian delegation.

In the Oct. 24 government-industry meeting, as in a similar session a week earlier [Broadcasting, Oct. 10], emphasis was centered on the importance of considering no questions, engineering or otherwise, which contain policy implications. It was agreed, for example, that the U. S. would recognize the International Telecommunications Conferences' recent authorization for use of $50 kc in broadcasting but would not discuss how it will be used.

TBA PLANS TV CLINIC AT ITS ANNUAL MEET

TELEVISION Broadcasters Assn. will hold a one-day video clinic for its members in connection with the TBA annual meeting, to be held Dec. 10 at the Waldorf-Astoria, New York, TBA President J. R. Pepple announced last week. Day's proceedings will be open to members only, he said, except for the awards luncheon.

Program includes two panel sessions, one for active members, in charge of Lawrence W. Lowman, CBS vice president in charge of television, and one for affiliates, in charge of Ernest A. Marx, manager of the video receiver division of Allen B. DuMont laboratories. Active members will hear talks on getting a video station on the air, local programming, local sales, networking by relays, cable, strato- vision and films, engineering problems, and an address by an FCC commissioner.

Affiliates program will include discussions of agency problems in preparing television programs.

HIGHER GROSS, LOWER NET REPORTED BY CBS

AN INCREASE in gross income but a decrease in net in the first nine months of 1947 as compared with a similar period last year was reported last week by CBS.

Figures for the first nine months of 1947 were not precisely comparable with those for the similar period reported in 1946 because a 40-week period was included in 1947 and only a 39-week period in 1946. Gross income from sale of facilities, talent, lines, and from records made by the subsidiary, Columbia Records Inc., was $74,556,873 in the nine months ending Oct. 4, 1947, and $66,836,024 in the first nine months of 1946 ending Sept. 28.

Net income for the two periods was $5,660,860 in 1947 and $3,997,532 in 1946.
New Dongan Grantee Takes Facilities of WOKO Albany

WOKO Albany, losing a long fight against deletion by the FCC, was slated to go off the air last Saturday night, to be succeeded by a station using its equipment, many of its staff members, and possibly the call letters, but operated by Governor Dongan Broadcasting Corp.

Arrangements were completed Thursday night for Governor Don- gan to buy WOKO's equipment, transmitter plant and necessary studio facilities and office equipment from WOKO Inc., licensee of the deleted station, for $35,000. Spokesmen said many of the staff members would be retained by Gov- ernor Dongan and that others would transfer to WABY Albany, which meanwhile goes under control of the Press Co. Deuel E. Richardson, who has been active in the management of WOKO, said his own plans are indefinite.

WOKO's operation will be continued temporarily by the new operation, but is slated to go to Champlain Valley Broadcasting Corp. when it completes construction of a new WABY.

The Commission announced last week its final decision to grant the Governor Dongan application for WOKO's 1480-ke channel, to operate with 5 kw, and authorized inter ues with WOKO's existing facilities if they could be leased or bought. WOKO operates with 1 kw and 500 w night. Governor Dongan filed an application with FCC Friday morning reporting its acquisition of the equipment and asking for special temporary au- thORIZATION to commination in the company and to use the call letters WOKO.

Date Changed

Today (Monday) had been set as deletion date, but WOKO Inc. decided to take its station off the air Saturday night. While using WOKO studio space temporarily, Governor Dongan plans to move into new quarters in an Albany hotel within two months.

FCC's final decision, as its orig- inal proposal anticipated [Broad- casting, Sept. 11], denied the app- lications of Joseph Henry Broad- casting Co. and Van Curler Broadcasting Corp. for WOKO's facilities. Van Curler, whose application was heard at the same time, was when the request was filed, may appeal but had reached no decision last Friday.

Meanwhile, the Commission granted the long-pending applica- tion for transfer of ownership of WABY Albany from Raymond M. Curtis, WOKO president, and Har- old E. Smith, who was found to have aided in the concealment of ownership for which WOKO was deleted, to the Press Co., a minority stockholder. Total consideration was $143,760. WABY is on 1400 ke with 250 w.

FCC's final decision on the ap-


contained re-written portions which took some of the sting out of the proposed decision's references to Mr. Curtis and Mr. Richardson. Even so, the final decision con- cluded that they "have not demon- strated that they possess the quialifi- cations to be broadcast licensees."

Governor Dongan is owned by 35 stockholders, mostly business and professional residents of the Albany area. The firm is headed by James T. Healey, 18.7% owner, who has been a news commentator and partici- pant in radio programs in the Al- bany area since 1932. Company offi- cials indicated they would employ the staff of WOKO and offer them temporary to buy stock in the company.

The Commission said that in view of this, and with three stations under construction in Albany, "it cannot reasonably be concluded that any of the WOKO employees, including Mr. Richardson, "need suffer a loss of employment" by denial of the application of Joseph Henry Co., which is owned by Messrs. Curtis and Richardson and station staff members. "Likewise," FCC continued, "Raymond M. Curtis would not suffer financial loss... His total in- vestment in Station WOKO from its inception to the date hereof has been $80,000 and he expects to rea- lize approximately $150,000 if the corporation's assets are liquidated. Moreover, he has drawn substan- tial dividends over a period of many years from the profitable op- eration of WOKO.

Mr. Curtis indicated in the hearing that, if the Joseph Henry ap- plication was denied and the WABY transfer to Press Co. ap- proved, there would be no remaining stockholder of WOKO he would liquidate the corporation. The esti- mate of $150,000 from liquida- tion, he said, was made after de- ducting the amount to be paid under a May 15 contract whereby WOKO agreed to purchase Mr. Smith's stock for $180,000 [Broad- casting, June 2].

WOKO has been operating on special temporary authorization since March 1945, when FCC first denied its renewal application.

Stable Advocates Stand on Petrillo

EDITOR, BROADCASTING:

Your editorial of October 27th, (Jimmy's Chips Are Down) was brilliantly written. I'm a strong ad- vocate of unionism, yet, somehow I was pleased that the Petrillo's recent edit was pro- nounced for the benefit of his mem- bers. If anything, it will mean less revenue for his musicians and greater opportunity for non-union artists. And definitely, it will cause disharmony in my organization. I won- der if anyone feels as I do, incon- tinently, that maybe the president of the AFM had uppermost in his mind, the loss of $2,000,000 annual royalties.

Henry E. Stabil Secretary WBES New York

Handing of Petrillo

Story Brings Orchids

EDITOR, BROADCASTING:

It is perfectly apparent to me what a delicate situation you faced in preparing your Oct. 20 issue concerning the general music situ- ation. When I received my copy of this issue, and the news of the Pet- rillo-ban "once and for all" had broken over the weekend, I realized full well what an adroit editor job I could not refrain from sending on to you these words of praise, because it was a a clever job most ably handled.

The story gave an excellent round up of the music situation and the picture even though it was published before the Petrillo sentence was made. While I am aware of the fact that this situation comes up often in journalism, your skillful handling of this all-impor- tant story deserves these orchids which I send you wholeheartedly

Michael M. Stillman President Keeneye Broadcasting System New York

Sends Congratulations

On Petrillo Coverage

EDITOR, BROADCASTING:

This is simply a word of con- gratulations on your fine coverage on the Petrillo matter and espe- cially on the editorial titled "Jimmy's Chips Are Down." I believe that editorials of this nature contribute considerably to writing the press right many contro- versial matters of this sort.

Please accept my heartfelt con- gratulations in appreciation for fine reporting and fine writing.

Earl George General Manager
At Deadline...

TELEVISION OUTLETS SOUGHT BY WGAR, WJR

WGAR Cleveland and WJR Detroit, both owned by G. A. Richards interests, filing with FCC for television affiliates. WGAR requests Channel 7 (174-180 mc), estimates construction costs at $264,000, anticipates 28 1/4 hours operation weekly. WJR seeks Channel 5 (76-82 mc), expects construction to cost $250,000, would operate 29 hours weekly.

In Cleveland, three channels assigned and two others (No. 2 sought by DuMont, and No. 7) now available; but in proposed realignment of allocations FCC has suggested No. 7 be moved to Canton. In Detroit, three assigned and only No. 5 remains. This requested by United Detroit Theatres as well as WJR, with Ft. Industry Co. also seeking to switch to No. 5 from its assigned No. 2. WGAR and WJR applications handled by Washington law office of Kirkland, Fleming, Green, Martin & Ellis.

JOURNAL SHARES SOLD

FCC Friday announced approval of sale of additional 15% interest in Journal Co., Milwaukee radio and newspaper owner, to company employees for $1,345,600. Employees, who already have 40%, thus acquire majority interest, though actual control not involved. Journal Board Chairman Harry J. Grant and Faye McBeath convey 9,000 shares each (1 1/4%) to trustees under Employee Participation Program Agreement, exchanging these for equal number of beneficial interest units to be sold to employees. Some 600 employees will have stock. Mr. Grant will have 2.07% and Miss McBeath about 1 1/4%. Journal Co. owns WTMJ Milwaukee and affiliated FM and TV properties, Milwaukee Journal, and WSAU and WSAU-FM Wausau.

DECCA’S NET PROFIT DOWN

CONSOLIDATED net profit Decca Records Inc., for nine months ending Sept. 30, 1947, amounted to $1,116,483 (unaudited) after provision of $774,322 for all estimated income taxes. This equals $1.44 per share on 776,356 shares capital stock outstanding Sept. 30 and compares with net profit of $1,346,227 or $1.73 per share on basis of comparable number shares outstanding in corresponding period of 1946.

TEMPORARY order restraining ABC and MBS from changing existing relationships with WSAY Rochester, N. Y., continued Friday in U. S. District Court, New York, for “few days” pending further study by court, which expressed opinion on basis of testimony that temporary injunction against networks asked by station should not be granted. ABC contested some of that testimony, if any, is between WSAY and FCC rather than between station and network.

SEYMOUR N. SIEGEL named manager of WNYC and WNYC-FM, New York municipal stations, and director of radio communications for New York, by Mayor William O’Dwyer. His title gives him city commissioner status. He has been acting manager since January 1946.

NORFOLK APPLICANT GETS FINAL GRANT

FINAL DECISION granting application of Norfolk Broadcasting Corp. for new and greater daytime station on 1220 kc at Norfolk, Va., was announced Friday by FCC. Decision, effectuating original proposal [BROADCASTING, May 19], denied mutually exclusive application of World Broadcasting Corp. for full time use of 1220 kc with 100 w at Norfolk. Conn. Durr and Hyde continued their respective dissents. Grantee firm’s ownership:

Nicholas Carter Wright, in automotive business in Norfolk, president, 20%; Fred J. Hart, president, general manager and minority stockholder of WLFM Suffolk, 10%; Leo Broady, treasurer and owner of one share of stock in WLFM, 20%; Frank E. Butter Jr., former stockholder of WLFM, 16%; John G. Dawson, minority stockholder of WPFC Fayetteville and WJNC Kingsport, and WJLB Bowling Green, Ky., 10%; Olin Garrett, businessman, 20%; D. Paul Decker, director of Norfolk Community Centers, 9.4%.

NORTH CAROLINA NET FORMED

NORTH CAROLINA State Network formed by ten 1 kc daytimers, Ed Anderson, WRBO Forest City; Fred Whitley and H. A. Seville, WGTL Kannapolis, authorized to file for charter as $100,000 firm. Stations include WRBO, WGTL, WTNZ Thomasville, WTBW Winston-Salem, WYNO Laurinburg, WABA Wadesboro, WWGP Sanford, WGWR Asheboro, WFVM Burlington, with WIN at North Carolina U. feeding programs to network. Fully leased wire will be used to interchange programs among stations.

Mr. Seville declared all outlets in chain would have FM.

NEW RENEWAL FORMS

NEW RENEWAL forms—No. 303—to be available shortly for stations wishing to use them in seeking renewals for period starting Feb. 1, FCC officials said Friday. Stations up for renewal for that period, numbering about 125, must file by Dec. 1. They may use either old or new forms since use of latter, part of a general reorganization of broadcast applications [BROADCASTING, Oct. 29], does not become mandatory till Feb. 29.

CHICAGO SEESE PROJECTED TV

NBC Central Div., Chicago, sponsored first Chicago showing of projection receiver television Nov. 7 and 8 when it projected Friday evening and Saturday afternoon schedules of WBKB on 8x10 foot screen in Kimball Hall. Held for 250 representatives of trade press, radio editors, clients and agencies, showing was to include telecast Army-Notre Dame football game from South Bend.

DUKE ELLINGTON, famed orchestra leader, has joined disc jockey trade by signing contract with WMCA New York for two-hour daily series to be transcribed and made available nationally by WMCA. He will be sponsored on WMCA by Paradise Wine, through Ollan Adv. Co.

COAST-TO-COAST television in two years predicted Friday by Frank E. Mullen, NBC executive vice president, on first broadcast of Swift Home Service Club on NBC television network.

The (Continued from page 4)

Closed Circuit

Bldv. Terms expected to call for one year’s agreement.

SET manufacturers, heeding broadcaster complaints they spend bulk of ad budgets on white space, have asked NAB Broadcasting Dept. to prepare formal presentation showing how medium can sell radios.

SPOT CHECK of about 100 stations by NAB shows gross revenues from time and talent are up for year in all classes. Not so cheering—and more important—is fact that operating expenses are up too, with reduction shown in net earnings.

FORMULA for disposal of CKY Winnipeg, and CKX Brandon, is understood to have been arrived at by Manitoba provincial government and Canadian Broadcasting Corp., to make way for opening of new 50-kw CBW at Winnipeg next spring on 990 kc. Understood CKY and CKX will be put up for sale by tender, with private interests and CBC thus able to build for two stations, last provincially-owned commercial stations on the air.

TO IMPROVE nighttime listening, one Los Angeles independent station is studying possibilities of eliminating all spot announcements between 5 and 10 p.m. with loss occasioned by procedure absorbed by remaining sponsors.

WHEN FCC hearing on proposal to allocate Television Channel No. 1 to other services opens Nov. 17, it’s safe bet representatives of both video and nonbroadcast groups will make bid to have frequency-shortage problem solved by use of some channels now used by Government. It’s considered equally safe bet they’ll be unsuccessful.

PETITION of recently organized National Assn. of Radio Station Representatives [BROADCASTING, Oct. 6] seeking FCC interference in situation precipitated by CBS alignment of independently owned stations for spot representation now is in hands of FCC law department with prospects of full Commission consideration in about 30 days.

POSSIBILITY of closer cooperative effort between educators and broadcasters indicated by conferences between Robert K. Richards, NAB Director of Public Relations, and representatives of at least nine universities during school broadcast conference in Chicago. Effort was to find mutual recognition between broadcasters and educators of extent to which both are in the same business with массеs.

USE OF WOKO CALL APPROVED

USE of call letters and equipment of deleted WOKO Albany by Governor Dongan Broadcasting Corp., effective 12:01 a.m. yesterday (Sunday), was approved by FCC in special temporary authorization late Friday. STA effective through Dec. 9. (Earlier story page 8b.)

CAPITOL RECORDS transcription division shifting headquarters from New York to Hollywood this month, in move aiming at closer liaison with top-side management and talent.

BROADCASTING • Telecasting
Radio, like Aladdin's famous lamp, can be called upon at any time to serve its master. The men and equipment that make possible this passage of radio from the microphone to the attentive ears of the listening audience oft are forgotten. KMBC employs a staff of highly trained and qualified engineers who are constantly alert to changing conditions. This year, as in the past, KMBC's engineering staff has maintained and conducted the high quality of KMBC's broadcast schedule without interruption.

—KMBC of Kansas City
Free & Peters, Inc.
WKY funnels audiences from one program to the next. Three-fourths of the audience of the average WKY program is inherited from the preceding WKY program according to a study of audience flow by the diary method conducted in 30 counties around Oklahoma City by Audience Surveys, Inc.

WKY’s great line-up of local and NBC programs is responsible for attracting and holding the top share of audience in the Oklahoma City area morning, afternoon and night.

Any program which joins this WKY line-up falls heir to all the benefits of associating with the top audience attractions in this area, most important of which is the inheritance of a large, ready-made audience which WKY funnels from one program to the next.