a little primer

ON SOME VERY BIG SUBJECTS

This is Mr. Stover; J. Timothy Stover. Mr. Stover owns a farm. It is one of 916,072 farm homes in the WOR listening area. Altogether these farms house 4,912,637 people who have $3,470,496,000 to spend yearly on themselves and their farms.

These men are retailers. Men like these own 493,088 stores in the states and counties covered by WOR. Their annual sales amount to $19,133,587,000. Not so long ago, a cross-section of retailers voted WOR the station they'd choose first to help them make more sales.

This is Barnabas Butterby. He makes stoves. Here you see Butterby in a state of advanced shock. He just received a WOR statement telling him that the people in the WOR-listening area spend at least $2,662,021,000 a year for general merchandise.

If you have a product or service to sell, WOR can tell your story to 34,057,161 people, or more than 1/4 of the nation's population, in 450 counties in 18 states. That, Gentlemen is a buy at our rates!

WOR
heard by the most people
where the most people are

mutual
Erik Orstedt, as Swedish as his name, is moulder in the iron foundry at Plano, Illinois. He lives with his wife and four children in a pleasant, well-shaded home in the nearby community of Somonauk. Until three years ago, the Orstedts were farmers but they decided to give up farming until they could own their own place. That's what they're saving for now.

Moving from farm to town didn't alter their radio listening habits at all. "We still start the day with you folks," Mrs. Orstedt says. We've enjoyed that five o'clock Smile-a-While program for a long time . . . the whole family of us."

Weather broadcasts continue to be of interest, with Erik driving several miles to work every day and with three youngsters in school. "We always like the friendliness and fun the WLS announcers have;" the Orstedts explain.

For twenty-three years, our microphones have been focused on homes and families like this one. It is the entertainment and service we have given them, the sincere friendliness, that has made them loyal listeners. And upon loyal listeners depend advertising results.

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.
Hooper Survey Reveals

Tremendously High Tune-In in Intermountain Area

(13 cities outside of Salt Lake City)

28.3% of sets in use in MORNINGS
29.3% of sets in use in AFTERNOONS

Intermountain Network Has:

42.2% of Morning Audience  49.7% of Afternoon Audience

In 13 Intermountain Network cities outside of Salt Lake City, the daytime radio tune-in is far, far in excess of the city proper—AND Intermountain Network cities have an average morning rating of 11.9 and an average afternoon rating of 14.5. What a buy for coverage!

Station Hooperatings—Winter, 1947, City Zone

MONDAY THRU FRIDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets In Use</th>
<th>INTERMOUNTAIN NETWORK Average Rating</th>
<th>A Network Average Rating</th>
<th>B Network Average Rating</th>
<th>C Network Average Rating</th>
<th>All Others Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m. to 12 noon</td>
<td>28.3%</td>
<td>11.9</td>
<td>4.4</td>
<td>4.2</td>
<td>7.7</td>
<td>0.1</td>
</tr>
<tr>
<td>12 noon to 6:00 p.m.</td>
<td>29.2%</td>
<td>14.5</td>
<td>3.2</td>
<td>2.2</td>
<td>9.2</td>
<td>0.1</td>
</tr>
</tbody>
</table>

13 Intermountain Network cities comprised of the following: Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming, and Twin Falls, Idaho.

Ask Avery-Knodel for further details!

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the people live

New York — Chicago — Los Angeles — San Francisco — Atlanta
FOUR MEMBERS of William Esty Co., New York, will be named vice presidents effective Jan. 1.

FCC, which has fared well in its budgetary quests even with an economy-minded administration, got another good break out of Budget Bureau last Wednesday through persuasive presentation of Acting Chairman Walker. With FCC earmarked for about $8,800,000 for 1949 fiscal year which begins next July, Mr. Walker understood to have walked away with commitment of around $7,000,000—equivalent to this year's budget.

GENERAL FOODS, leading experimenter with television programming among national advertiser ranks, is discussing plan to test video presentation of public relations programs, with 4A-ANA campaign for improving advertising likely to be first subject. Howard Chapin, chairman of GF special TV committee, expected to report within few weeks on surveys conducted by company's three agencies—Benton & Bowles, Foote, Cone & Belding, and Young & Rubicam.

INFORMAL POLL of NAB board of directors (with 24 present) indicated substantial majority looked with favor upon prospective appointment of Wayne Coy, director of WINX Washington, as FCC chairman. Mr. Coy sat on board last year as small station representative.

WITH CONGRESS BACK in session, there's speculation as to how Mr. Coy's nomination would fare in Republican-controlled Senate and with upcoming campaign year. Preponderant view is that while going might be rough along party lines he ultimately would win confirmation.

AND WHILE in FCC realm, informed sources say that you still can't count out of running: Judge Frank Roberson, former Mississippi attorney general, now practicing radio law in Washington; J. Leonard Reinsch, managing director of Gov. James M. Cox stations, or former Idaho Senator D. Worth Clark (BROADCASTING, Nov. 3, 10, 17).

FM ASSN. definitely won't hold any more conventions in conflict with NAB. Next FMA meeting slated for mid-October in Chicago.

FCC COMMISSIONER E. K. JETT has asked State Dept. to relieve him as chairman of U. S. delegation on Provisional Frequency Board which meets in Geneva in January. Welter of FCC work on domestic front, plus personal considerations, led to determination to stick to Washington fort rather than spend three to six months abroad. He is presiding over PB planning committee activities until successor is named and departs Dec. 30. Possible successor: Commissioner E. M. Webb.

(Closed Circuit)

Upcoming


Nov. 30: Natl. Assn. of Radio Farm Directors banquet, Stevens Hotel, Chicago.


Dec. 6: Florida Assn. of Broadcasters, Soreno Hotel, St. Petersburg. 

(Broadcasting, Nov. 27, 28)

Business Briefly

JERGENS SIGNS • Andrew Jergens Co., Cincinnati, renewes Walter Winchell for 16th year, and Louella Parson's Hollywood commentary for fourth year, effective Dec. 7, 52 weeks. Mr. Winchell heard Sunday, 9 p.m., and Miss Parsons Sunday, 9:15 p.m., over ABC. Agency, Robert W. Orr & Assoc., New York.

PHILCO FM EVENING • Philco Corp., Philadelphia, to sponsor full evening of music, 6 p.m.-12 midnight, Mondays on WABF New York, FM station. Program to be heard on two frequencies, 96.5 and 47.5, me, with no interruption for commercials.

HIRES MAY EXTEND • Charles E. Hires Co. Hires to You Sunday 2:45-3 p.m. on CBS may be extended to half-hour 6-7:30 p.m. Sundays, in place of Ozzy and Harriet show which moves to another day. Agency, N. W. Ayer & Son, New York.

SHEFFORD AGENCY • Standard Brands, New York, names New York office of Dancer-Fitzgerald-Sample as agency for Shefford Cheese. Account formerly placed by Leo Burnett, Chicago.

REPLACEMENT SOUGHT • Kudner Agency said to be looking for replacement for high-budgeted Tony Martin show sponsored by Texas Co., New York, Sunday nights, 9:30 on CBS.

BORDEN RENEWAL • Borden Co., New York, renewes County Fair, Saturdays, 1:30-2 p.m. on CBS, 52 weeks. Agency, Kenyon & Eckhardt, New York.

NBC Affiliates to Meet in September

NBC WILL HOLD its second annual convention next September at resort to be selected, probably in central west. This was determined Friday following recommendation from NBC's Station Planning and Advisory Committee in New York.

After two-day session, Chairman Paul W. (Fritz) Morency, WTIC Hartford, also announced that, at request of affiliates, three regional meetings, in New York, Chicago, and San Francisco or Los Angeles, will be held during 1948 on workshop basis for benefit of program managers, promotion directors and chief engineers. They will meet with opposite numbers of network in one or two-day sessions. Decision premised upon determination of NAB to confine next convention in Los Angeles in May to top-drawer policy level. Area meetings will not be held on tour basis but scheduled according to affiliates' desires and availability of NBC personnel.

Settling questions raised at first NBC convention at Atlantic City last September proposing formation of separate independent organization of affiliates were results of questionnaire survey conducted by SPAC among NBC's 160 stations. Affiliates voted 3 to 1 in support of present SPAC organization of eight broadcaster members. By 4-1 vote affiliates supported present SPAC election procedures with vote tabulated by Ernst & Ernst. Affiliates likewise expressed enthusiasm for NBC affiliates' convention and suggested it be held separate from NAB and at different locales. Anticipated attendance at next convention (most broadcasters bring their wives) is 450.

At closing session Friday afternoon, SPAC discussed proposal of Niles Trammell, NBC president, in support of all-network code preparatory to industrywide standards of practice. All NAB department heads met with SPAC committee at intervals during two-day session.

Entire SPAC was present: Chairman Morency; Richard H. Mason, WPTF Raleigh; H. W. Slavick, WMC Memphis; William H. Way, KV(0) Tulsa; John J. Gillin Jr., WOW Omaha; Walter E. Wagstaff, KIDO Boise; H. Quentin Cox, KGW Portland, Ore.; Milton Greenebaum, WSAM Saginaw, Mich.
Serving Listeners and Advertisers for a Quarter of a Century

On the occasion of the 25th anniversary, these four Steinman Stations salute their listeners and advertisers. The growth of these stations is the result of a program of long range planning...a firm policy of balancing NBC's foremost network shows with outstanding local programs and continuous active participation in all worthwhile community endeavors.

Today, these stations offer better programs to their listeners, greater selling power to their advertisers. Your inquiry is invited.

Steinman Stations

Represented by
Radio Advertising Company
New York Chicago Los Angeles San Francisco
Warm-up to More Customers

Mr. and Mrs. Mid-Southerner extend traditional Southern Hospitality to commercial messages broadcast on WMC. No other station in Memphis and the Mid-South can boast an audience as large, and as faithful, as the Memphis NBC outlet.

FIRST IN MEMPHIS YEAR after year ACCORDING TO HOOPER

WMC "the station most people listen to most"

MEMPHIS • 790 KC • 5000 WATTS DAY & NIGHT

WMC-FM

the first FM broadcasting station in Memphis and the Mid-South

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

NATIONAL REPRESENTATIVES — THE BRANHAM CO.
CATCH THE Local
FOR RESULTS IN NEW ENGLAND

WNAC Boston, Mass.  WONS Hartford, Ct.
WFAU Augusta, Me.  WHYN Holyoke, Mass.
WJOR Bangor, Me.  WLNH Laconia, N. H.
WICC Bridgeport, Ct.  WCOU Lewiston-Auburn, Maine
WKXL Concord, N. H.  WLLH Lowell-Lawrence, Massachusetts
WSAR Fall River, Mass.  WKBW Manchester, N. H.

Twenty-three local stations on the line—local stops where you have direct access to New England markets.

It's your choice. Buy any availability on any individual station or any number of stations separately. Or buy the whole network, or a group of network stations, where time can be cleared for your own network program.

These home-town stations give you the greatest flexibility and the greatest choice of coverage.

Each station has local acceptance by department, food, drug, hardware stores and other retail outlets. Each station has audience acceptance as the Mutual-Yankee station in its area. It has everything in entertainment and information to hold its audience.

Here is the local impact where you want it. Don't take the express that whizzes through. Take the local that makes all the stops you want to make.

"This is The Yankee Network"
Member Stations Mutual Broadcasting System
50 KW — One of the larger members of the G-E transmitter family. Note wide doors, providing full accessibility for "walk-in" maintenance. Like all high-power G-E transmitters, this model uses transformers filled with a non-inflammable liquid. This eliminates necessity for fireproof vault and lowers installation costs and insurance.

1 KW — Compactness is an outstanding quality of this sturdy equipment. Reliable, high-standard performance makes it an ideal transmitter in its power class. Now in stock and ready for immediate delivery.

10 KW — Tube switching from the front panel minimizes program cut-outs. This model is a unified assembly of exciter-modulator, power amplifier, and rectifier-control units.

General Electric's complete new line of AM TRANSMITTERS—now in production

TRANSMITTER-CONTROL CONSOLE
This versatile unit can be used to control a transmitter of any power rating. The de luxe version includes a separate clock panel for timing transmitter interruptions; also, an executive type desk and chair of matching color.
HERE are five outstanding AM units that will help you profit from your station investment. Featuring lower cost per hour of broadcast service, these transmitters are built to one high standard of quality, backed by one source of responsibility. Every detail of this completely new line reflects the unequalled engineering and operating experience of the General Electric Company.*

The G-E line of broadcast equipment covers all your station needs—transmitters from 250 watts to 50,000 watts, complete studio equipment, the AM station monitor and accessory units to fit every requirement.

Whether you are planning a new station or modernizing an existing one, take a big step in the right direction by calling your nearby General Electric broadcast representative (see list below), or write to Transmitter Division, General Electric Co., Electronics Park, Syracuse, N. Y.

*G.E. built its first commercial broadcast transmitter in 1922. Since that time the company has produced broadcast transmitters whose combined power ratings total over 2,500,000 watts.

5 KW—An exclusive G-E feature of this transmitter is the spare tube switching of all high-power stages from front panel. Air-cooled throughout, as are all G-E standard broadcast transmitters.

ATLANTA 3, GA. 187 Spring Street Walnut 3767
BOSTON 1, MASS. 140 Federal Street Hubbard 1800
CHICAGO 54, ILL. 1112 Merchandise Mart Whitman 3915
CINCINNATI 2, OHIO 319 W. 3rd Street Parkway 3433
CLEVELAND 4, OHIO 4866 Woodland Avenue Endicott 4660
DALLAS 2, TEXAS 1801 N. Lamar Street LD-224
DENVER 2, COLO. 650 17th Street Keystone 7737
KANSAS CITY 6, MO. 106 W. 16th Street Victor 9745
LOS ANGELES 14, CALIF. 530 West Sixth Street Trinity 3147
MINNEAPOLIS 2, MINN. 12 Sixth Street Main 2541
NEW YORK 22, N. Y. 570 Lexington Avenue Wickerham 2-1311
PHILADELPHIA 2, PA. 1405 Spruce Street Pennypacker 3-1000
SAN FRANCISCO 4, CALIF. 235 Montgomery Street Douglas 3740
SCHENECTADY, N. Y. 10 Second Avenue Main 7100
WASHINGTON 5, D. C. 804 15th Street N. W. Executive 3600

250 WATT—Highest quality performance at lowest operating cost—you profit both ways with this 250-watt AM transmitter. Simplified circuits. Numbers and types of tubes minimized. Immediate delivery from stock.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

100-F10-8916
WKY's new studio on wheels.

ALTHOUGH the permanent destination is marked WKY Oklahoma City, the new highway bus that is WKY's studio on wheels really gets around throughout the state. The bus contains a complete broadcasting station.

Just back of the driver's compartment are two transcription turntables and recording equipment. In the same section are three receivers, AM and FM; 200-w transmitter; monitor speakers and a speech input console. The studio is just behind this mobile control room, connected by a glass-panelled door. There are two microphones set on tables attached to the floor, and a long, lounge-type seat stretches across the rear of the studio.

The back compartment of WKY's mobile studio contains a Bell System radio telephone, public address amplifier, antenna tuning unit, police receiver and a 5-kw AC generator. Atop the bus there are receiving antennas and a 35-foot hatched...

Sellers of Sales

HAD Walter M. Erickson been less nimble of foot on one occasion during the war, he would not now be assistant radio director and time buyer for Gray and Rogers agency, Philadelphia.

Walter, parachute removed contrary to regulations, was leaning around Navy airplane taking aerial pictures. The pilot was not used to working with photographers and instead of a gradual bank, veered sharply.

"For a split second all I could see was space—and my life history," Walter reports.

But by dint of frantic scrambling, he managed to remain aboard.

Discharged as a photographer first class after four years in the Navy, he now limits his flights to elevator ascensions in the PSF Bldg., Philadelphia, where Gray & Rogers maintains offices on the 18th floor.

There he works directly under Edmund H. Rogers, a senior partner. Some of the large accounts he works on include Bell Telephone Co. of Pennsylvania, Southern States Iron Roofing Co., Fleischmann's Bakery, Philadelphia Saving Fund Society, Fidelity-Philadelphia Trust Co., Keystone Automobile Club and Capital Bakers Inc. among others.

Recently he bought his first television show, a sports package sponsored by Barby's Inc., Reading (Pa.), brewers of Sunshine Beer. The show is scheduled Friday evenings over Philco's WPTZ Philadelphia just before the weekly program of boxing bouts from Madison Square Garden. He is enthusiastic about video's future.

"Television is a grand thing and its potentialities in the advertising field are virtually unlimited," he says.

Walter entered advertising after a varied background that included public school, private school (Germantown Academy) and engineering school (Drexel Institute)—plus many jobs. A former commercial photographer and a printing salesman, he entered advertising with the J. G. Lamb agency, now Lamb, Smith and Keen, Philadelphia.

With Lamb, he bought radio time, helped write scripts and commercials, and arranged and set up radio shows. His hobbies include sailing off Barnegat and Ocean City, N. J., and color photography with eight and 35 mm cameras.

A resident of Strafford, on Philadelphia's Main Line, he is 31 and single.
it's like that out here

Always Pioneering

Yes, we're always pioneering out here... pioneering new ways to do things better. That's why KVOO's new mobile unit, the first of its kind, complete in every detail for on the spot farm broadcasts, recording and public address work, is rolling across Southwestern farm and ranch lands at a rate of better than 50,000 miles a year! Truly, here is a modern covered wagon that brings KVOO farm listeners and KVOO Farm Department staff members into an ever closer and more profitable relationship! Today, as always... the Southwestern farmer is the KVOO Farm Department... a working partner whose interest is the same as ours... to build a more permanent and prosperous Southwestern agriculture! Thanks to our farm partners, together we have built the Southwest's greatest Radio Farm Department!

KVOO

50,000 WATT NBC AFFILIATE

EDWARD PETRY & CO., INC.,
National Representatives
November 24, 1947 • Page 11
Just to prove our point that there's a whale of a lot of originality and showmanship in national spot-radio, here's a fairly typical little story from South Texas.

Every morning at 7:15, Station KRIS at Corpus Christi features "Trader Jack", a crackerjack local personality who comes on the air with stacks of letters from listeners, offering items for sale or trade—everything from wedding dresses to mountain lions—actually selling as many as 1726 items in a single month!

Listenership? It's terrific. We'll gladly send you the facts. But the main point is that with Bull's-Eye Radio, F&P can usually offer you something very hot on almost any station we serve. Name your markets, gents!

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932
Petrillo Changes Tactics, Talks Terms

**New York Parleys Start on Cordial Note**

JAMES C. PETRILLO, in a "conciliatory" mood sharply contrasting with the truculence he displayed last summer before a House labor committee, opened his new round of negotiations looking toward renewal of network contracts.

The AFM president, who last summer bluntly told the House subcommittee he was considering withdrawing his network radio after the expiration of present contracts Jan. 31, announced he now approaches negotiations "on the basis that we want to settle."

Mr. Petrillo seemed struck with a burst of determined affability when, talking to newsmen after the first of three meetings with network executives, he said: "We want to start (the negotiations) with a friendly feeling." That his cordial attitude prevailed also within the conferences—held at his 34th floor offices in New York—was confirmed by network executives who were present.

Strictly Friendly

Network sources also reported that Mr. Petrillo had adopted unusual tactics in his opening negotiations. Rather than presenting the networks with demands, he solicited from them an outline of conditions they would seek in the new contract.

"We weren't prepared for this sort of thing," one network executive said, adding that the networks were busy preparing a definitive account of their position for their presentation to the AFM leader at the third negotiational session Friday afternoon. The "bill of particulars" proposed for this meeting included such items as network contracts, FM duplication, music for television, delayed broadcasts and repeats, and cooperative programs.

These proposals would seek to break the present stalemate existing in FM and television.

It was believed that once the network proposals were submitted, Mr. Petrillo would counter them with a presentation of his own. The reversal of common procedure was prompted, network sources guessed, because of the AFM president's wariness of recent labor legislation.

At his first news conference, Mr. Petrillo himself said that negotiations would proceed cautiously because of complications resulting from the new labor laws. The union president expressed similar concern over limitations imposed by the Taft-Hartley and Lea acts during the conversations, it was learned.

Announced Aims

Mr. Petrillo's repeatedly announced intention to seek broader employment for musicians in broadcasting appeared last week to have been at least tempered. At the first two conferences with network executives, this subject was informally discussed, and the networks made it plain that they "could not be of much assistance in this respect," it was reported.

Some guessed that Mr. Petrillo's earlier insistence on this matter had at least partly been dictated by a desire to reassure AFM locals that the international was vigorously interested in their behalf. Mr. Petrillo was accompanied in the negotiational sessions by leaders of New York and Los Angeles locals.

At neither of the first two meetings were wage scales discussed, it was learned. Discussions were general and were described as "exploratory."

Following each of the first two meetings the press and radio were admitted to the AFM chief's offices for news conferences in which Mr. Petrillo took the lead, although network executives were present.

Length of Negotiations

It was believed that the negotiations would proceed for at least two weeks. Mr. Petrillo having reported his intentions to remain at his New York offices for that period.

Present at the first negotiating session were Niles Trammell, Frank Mullen, NBC; Frank White, CBS; Mark Woods, Robert Kintner, ABC; Robert Sweezy, MBS; T. C. Streibert, WOR New York; Mr. Petrillo; Charles Iucci, secretary of AFM Local 502, New York; Dick McCann, Local 502 president; Sam Suber, Local 502 vice president; Phil Fischer and Charles Gros, of AFM Local 47, Los Angeles. The second day's attendance was substantially the same except that Mr. Trammell and Mr. Kintner did not attend.

Mr. Petrillo will meet with network officials in Chicago Dec. 8 to continue negotiations. The AFM head said Friday after the third session with broadcasters, "We are coming closer and closer to an understanding. They (the broadcasters) are being frank and honest as we are."

**Says No Proposals**

Mark Woods, ABC president, as spokesman for networks, denied they had submitted contract proposals at the Friday meeting. He said the session was devoted to exploring the changes in radio, including FM duplication and television, and discussing how best to adjust a new pact to these changes.

Mr. Petrillo said AFM will file the contract termination notice required by the Taft-Hartley Law by today or tomorrow.

OPENING of negotiations between networks and James C. Petrillo, AFM president, is critical facet in indusdywide music crisis. The union president is on guard as they wanted, a reversal of his usual strategy of starting off with exorbitant demands. Last summer, at House investigation into Petrillo, AFM leader threatened to stop all musicians from broadcasting over more than one station at a time. Apparently he has completely changed his position in this respect. In addition, he is displaying cordiality in negotiations and to rumors. On another front Rep. Kearns, New York House member, has sued to reopen Petrillo inquiry (see page 80).

ON HAND when network executives conferred with James C. Petrillo, AFM head, in New York last week were: Standing (1 to r) Charles Iucci, secretary, Local 802, AFM; Dick McCann, Local 502, AFM; Frank E. Mullen, NBC executive vice president; Sam Suber, vice president, 802; Frank White, CBS vice president; Niles Trammell, NBC president; Theodore C. Streibert, president of WOR New York; Charles Green, member of executive board, Local 47 (Los Angeles), and Phil Fischer, radio representative, Local 47. Seated, Mark Woods (l), ABC president, and Mr. Petrillo.

November 24, 1947 • Page 13
Separate Network Code Plan Slated for Further Discussion

NETWORK chiefnats conferred last week in New York at the invitation of Niles Trammell, NBC president, as to the possibility of adopting interim standards of practice pending further action by the NAB in establishing an industry-wide code.

The meeting was called Tuesday after Mr. Trammell had issued a statement expressing the "great disappointment" of NBC in the decision of the NAB Board of Directors to postpone action on the code.

Executives of the other major networks were reluctant to com- ment as to the possibilities of positive inter-network action resulting from the conference, but the prospects of some sort of interim standards emerging could not be dismissed.

A second meeting was scheduled Thursday but postponed until this week because of other business, not the least of which was the beginning of negotiations with the AFM (see story page 13).

Reluctance Noted
Discussion at the first conference was said to have been exploratory, at least two networks—which had never taken the spirit- edly affirmative position regarding the code that NBC had taken—have expressed reluctance to join in precipitate action.

Mr. Trammell reported that all four networks had for some time considered the possibility of establishing a network code of standards but had "postponed action in the hope that the industry as a whole would adopt a code."

Because the NAB had failed to act promptly, it was NBC's belief, said Mr. Trammell, that the network should "reopen discussion as to the advisability of immediate consideration of an interim code to be adopted by all national net- works."

NBC, it was recalled, had taken the most vigorously approving view of the proposed NAB code. In a resolution adopted at its affilia- tes convention preceding the Atlantic City convention, NBC had plumped hard for the proposed code, even committing its stations to the affirmative position.

CBS followed suit with a favor- able resolution from its affiliates advisory committee. ABC and Mutual were more cautiously approving.

Friday Meeting
The question whether NBC ought now to lead the way in arranging adoption of an interim code by all networks or, that failing, to adopt a code of its own modeled after the proposed standards of the NAB, was in debate at a meeting of the NBC Stations Planning & Advisory Committee which convened in New York Thursday and Friday.

Despite the official resolution pledging NBC support of the proposed code last fall, some NBC affiliates later objected to certain commercial restrictions, it was learned. This suggested that the NBC SPAC might not be unani- mously disposed to authorize adoption of either an inter-network or NBC code containing provisions which had been found objectionable in the NAB proposed standards.

It was regarded as doubtful that all other networks would agree to commit their stations to an interim code.

BAC Rumor
The rumor was heard repeatedly that the inter-network meeting had revived discussion of the formation of a Broadcasters Advisory Coun- cil, composed of tripartite repre- sentation of broadcasting, agencies and sponsors. Network executives who attended the meeting, how- ever, denied this.

Purchase of Capitol By ABC Discussed
Companies Conducting Informal Negotiations in N. Y.

NEGOTIATIONS between ABC and Capitol Records look- ing toward the network's acquisition of the recording firm as a subsidiary companies were expected to reach a decision stage within a fortnight.

Discussions concerning ABC's possible purchase of Capitol Rec- ords, one of the major firms in the record-making field, began several weeks ago, it was learned. Both ABC and Capitol executives char- acterized negotiations thus far as "informal." Both parties admitted, however, that further discussions would be held. Gallen Wallicha, one of the companies' executives, has denied that the move was contemplated, but he has not excluded the possibility that a deal might be consummated.

Since negotiations were said to be still in preliminary stages, neither the network nor the recording firm would comment on the price tag being attached to Capitol. It was understood that a transfer of ABC stock to Mr. Wallicha and other owners of Capitol had been discussed, but the amount involved was not divulged.

Discussions concerning ABC's acquisition of Capitol have pro- duced the announcement by James C. Petrillo that the AFM would quit playing for recordings after Dec. 31.

An ABC executive said that the AFM record ban would not be a factor in the network's considera- tion of the purchase since Capitol, like other record companies, has amassed a considerable backlog of recordings to be released after the AFM work stoppage takes effect.

Cone Gives 3-Point Plan To Cut Advertising Cost

ADVERTISING COSTS can be cut down by more intelligent use of the media, Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, told 200 members of the Chicago Federated Advertising Club Nov. 20.

Speaking on "How to Cut Adver- tising Costs by Increasing Adver- tising Efficiency," he said too many agencies have "two-fingered" methods to reach audiences. He cited the selling themes of "whiter whites and brighter colors" of leading soap products as an example, and said advertising campaigns need to be based on independent creative thinking.

Mr. Cone listed three ways to in- crease advertising efficiency — (1) by utilizing the story of the product and sticking to it, (2) by knowing all about the product and its prospective customers and (3) by refraining from facile and exag- gerated advertising claims.
Revised Code to Be Given Convention

NAB Takes Steps To Insure Full Acceptance

By J. FRANK BEATTY

THE NAB code may go into operation by mid-summer of 1948 provided the Los Angeles convention and a later referendum show industry acceptance.

A sharply-revised version of the code is expected to come out of a series of steps which NAB believes will satisfy stations that democratic methods are being followed.

The vast majority of code critics, whose views were heard at the Atlantic City convention and since that time, approve the board's action in postponing the effective date indefinitely. A survey conducted by Niles Trammell (see separate story this page) shows that all but a half-dozen of those who have expressed their views publicly believe the board acted wisely Nov. 15.

However, many of those who approved the postponement insist that additional study be given the standards, with adequate chance for the industry to express its views and then vote on the final version. In general they approve the relaxing of commercial time limitations.

Serious industry split, with threats to existence of NAB itself, may have been avoided by the board's action, judging by views of some station managers.

Possible rift was still a subject of network discussion last week at a meeting of the four network presidents called by Niles Trammell, NBC (see separate story page 14). Mr. Trammell called the board's action a "great disappointment" and suggested networks adopted their own code. The four met Tuesday but did not act and will convene again this week.

Will Study New Version

The board, having postponed the Feb. 1, 1948, effective date and having softened commercial restrictions to meet insistent demand (see page 46), will work up a new version of the standards at its next meeting in late February.

Tentative calendar of code events may run in about this order:

• Meeting of board's code subcommittee within a month to start rewriting.

• Meeting of Program Executive Committee to study subcommittee's findings, perhaps before year-end.

• Board meeting in February to take up new version of code, including commercial provisions adopted Nov. 15; board may approve final provisions.

• Committee action to incorporate board's findings and refine details.

• Submission to industry, perhaps by April 1, for pre-convention study.

• Debate by membership at Los Angeles convention during week of May 17.

• Final approval of post-convention version by board, except for drafting details.

• Submission to membership for referendum in early June.

Convinced that the swift steps taken last summer would have wrecked any code adopted in haste, the board is leaning over backward to produce a set of standards that will command industrywide acceptance.

'Democratic Process'

President Justin Miller told Broadcasting last week that the board's action goes far beyond industry requirements in following democratic processes.

"Broadcasters themselves by referendum vote delegated the task of working the Standards of Practice to the board," Judge Miller said. "Under that delegation, as a matter of board policy, the board complied with the mandate in preparation of the standards and submission to broadcasters.

"The democratic process was followed by the board in three progressive steps beyond the point of delegated power given almost unananimously: First, in recognizing democratic processes by submission to the Atlantic City convention; after the convention the board submitted the code to broadcasters for recommendations; before final adoption they will be submitted again to broadcasters.

"Judge Miller has continually emphasized that the matter of adopting standards is a legislative process requiring careful industry study.

"The board's revision of the commercial limitations in the code wound up a three-day Washington meeting that included morning-to-midnight Friday meeting [BROADCASTING, Nov. 17]. The code debate was completed Saturday afternoon. Efforts to act on other portions of the code were deferred.

"The board repurposed only a small portion of the physical document, but in tentatively adopting new commercial limitations it disposed of the most controversial provisions.

"In other actions the board set up a tentative five-day convention procedure for the Los Angeles convention during the week of May 17. The board is definitely thinking in terms of management programming for conventions as the industry grows and annual meetings get too big for efficient handling.

General membership of the Southern California Broadcasters Association will be held Nov. 11 at Los Angeles to name local committees and work out plans. C. E. Arney Jr., NAB secretary-treasurer, is to meet with local committees within a month to work on arrangements.

Hotel Facilities

SCBA executives said there had been opposition among members, but that all are now solidly in support of the selection of Los Angeles. It is believed about 75% of members can be housed in downtown Los Angeles during the convention, including both first and second-rate hotels. The Biltmore has 400 rooms available to NAB. Others include the Clark, Mayfair, Alexandria, Ambassador, Town House, Hollywood Plaza, Hollywood Roosevelt and Beverly Wilshire, Beverly Hills Hotel.

The first two days, May 17 and 18, are slated for an engineering conference to be directed by the NAB Engineering Committee. Daylight hours Wednesday will be set aside for registration.

A banquet will be held Wednesday evening. It will be formal, with (Continued on page 85)

Majority Approve Code Postponement

Reaction Proves Varied On Decision to Relax Commercial Limit

GENERAL approval of the NAB board's action in postponing indefinitely the date for operation of the proposed Standards of Practice and granting a referendum vote is indicated in a nationwide survey conducted last week by Broadcasting among those who publicly expressed their views.

Station reaction varied on the board's decision to relax the commercial time limitations, but a majority of managers favored the step. Only a few managers among those officially opposed to a code, did not indicate approval of postponing.

Would Like Creed

Sentiment still exists for adoption of a creed or "affirmative" code, with many taking the position that it is difficult to adopt a set of standards which will please all stations in all parts of the country.

Excerpts from the views of those who discussed the codes at the convention and who have stated their positions since that time, along with comments of other managers contacted by Broadcasting, follow:

George B. Storer, president, Fort Industry Co.—"I have maintained all along that mere reduction by a few seconds here or there in commercial copy will not necessarily improve American broadcasting. Therefore I do not feel the latest revisions in limitations on commercial time are any difference. I still maintain intelligent and carefully controlled presentation is much more important."

Robert O. Reynolds, vice president, kcpc, Hollywood—"It is the only thing to do since there are many differences among stations in station management minds, particularly independent ones. It would be foolish to attempt to put over the Code without representative opinion."

Mr. Reynolds

Leonard L. Ash, president, wbeca (fm), Schenectady, N. Y.—"The multiplicity of new AM and FM stations is such that the second generation of broadcasters will bring on a rate cutting and mutual 'tearing down' of competitors. Broadcasters can live very well under the amended code and its general adoption is vital if broadcasting is to remain competitive with other media."—Dr. Leon Levy, general manager, WCAU Philadelphia—"Since 1935 WCAU has limited commercial copy and has not sold time for religious, educational or controversial subjects. We believe these standards are in the best interests of broadcasting and that the industry would promote better public relations if all stations adopted similar standards."

C. L. McCarthy, general manager, KQW San Francisco—"I favor postponement. The standards were contrary to best interests of the industry. By mid-December we adopted a resolution declaring any code must establish conditions uniformly applicable to all stations in all areas. This is my sentiments."

William B. Ryan, general manager, KFI Los Angeles (NAB board member unable to attend recent meetings)—"Once the code was circulated it was evident all stations there were many differences of opinion. It is a good idea to delay final action. I doubt if airing at a convention will accomplish the complete revision. The final form still will have to come from committee action representing the will of the majority of broadcasters."

Art Westlund, general manager, KBRC Bend, Ore.—"The decision is commendable. I believe it will bring the industry closer and prevent a split."

Wilt Gunzendorfer, general manager, KROW Oakland —"The (Continued on page 86)
Coast Boxing Manager Sues To Stop Telecasts of Bouts

VIDEO is violence for box office, according to George Parnassus, West Coast fight manager. And to prove it, he intends to file suit for a restraining injunction against the Hollywood Legion Stadium and W6XAO, Don Lee Broadcasting System's video station in Hollywood. This may prove to be a painful television precedent for boxing as well as other sporting evenst.

Jules Covey, Los Angeles attorney and former member of the California Athletic Commission, has been retained to draw up suit against the station and the arena. Action is to be filed in Superior Court at Los Angeles today or tomorrow (Nov. 24 or 25).

Mr. Parnassus claims he refused to sign a waiver granting permission for television in Los Angeles, yet they were telecast. As a result, he has advised stadium officials he is going to court "as a favor to boxing in general and your club in particular."

Don Lee officials contend that their contract is with the Hollywood Legion Stadium and responsibility for what happens rests with the arena's management.

Mr. Covey, counsel for Mr. Parnassus, "advised Broadcasting that his plea will charge "an appropriation of skill has occurred while Don Lee Broadcasting has not contracted for services." Further, Mr. Covey concedes that there is no specific law in California covering the situation, but there is in New York, but feels that an ample foundation of general law exists.

He indicated that financial damages are not the real aim but rather that the suit will serve as a test case in an effort to establish precedent.

Mr. Parnassus declared that "in time television will kill the boxing game. It's simple. Fans will be able to stay at home or in a saloon and watch a fight for nothing, instead of going to a club and paying to see a show."

All for One Beer

"I am told there are already 18,000 sets in this area alone. Most for in public places. Anyone can drop in a place and see the fight for the price of a bottle of beer."

Industry estimates state that 5,000 sets in use in Los Angeles, of which approximately 700 are in public places.

Fears of this nature caused the Los Angeles Olympic Stadium to have KTLA Hollywood withdraw its cameras from boxing exhibitions last July. Yet the telecasts of wrestling bouts from this same arena have improved crowds, according to Olympic management.

ANNOUNCEMENTS of more new model television receivers were made last week by three firms: RCA, Motorola, and the Cleervue Television Corp., New York.

First RCA Victor built-in television unit was introduced by the Consumer Products Dept. of the RCA Victor Division. The unit, known as "The Clubman," has a 12 x 20 inch screen and includes a four-stage intermediate frequency amplifier for picture sensitivity and two stages of video amplification. Model is priced at $1,495, exclusive of construction work and decoration.

Deliveries of two new model television receivers in limited quantities throughout Chicago are being made by Motorola, Inc., with nationwide distribution set for Jan. 1, according to W. H. Stellner, vice president in charge of home radios for Motorola.

First of the Motorola television line is a table model receiver now retailing at $179.95. The receiver, known as VT71, weighs 26% pounds, and is equipped with a 7-inch cathode ray tube. The 8-position tuning knob is adjustable to any eight of the 18 video channels now available for television broadcasting in any one community.

Motorola's console television receiver, VK101, has 25 tubes, three rectifiers, and a 10-inch cathode ray tube. In addition, the console provides for AM and FM bands.

"Cleervue Television Corp., New York, introduced five new video receivers last week, deliveries to begin this week. All models incorporate color, new, video, power supply, sweep deck and tuning supply features. Twelve-inch screen set is $495.00, ten-inch $460. Chair-side style is $475. Twin set is housed in two cabinets, one containing record changer, the other a 12-inch screen television receiver. Combination sells for $505. Regency model at $750, has 16-inch direct view screen. Rumpus model, $750, operates by remote control, using 16-inch screen."

LOOKING over RCA's new table television receiver preceding the first Chicago showing of large-screen television projection are (1 to r): Reynold Kraft, NBC television sales manager; R. H. Hooper, promotion manager, RCA Victor Division, Camden, N. J.; L. E. Showerman (top) vice president in charge of NBC Central Division; H. A. Renholm, regional manager, RCA Victor Division, Chicago. Showing, which featured presentation of Notre Dame-Army football on WBKB, Balaban & Katz station, was sponsored by network and RCA Victor Division of RCA. Telecasts marked station's second use of new micro-wave relay link from South Bend, Ind. [BROADCASTING, Nov. 10].

RCA Victor, Motorola and Cleervue Announce New Model Video Receivers

Navy Considers Training Recruits by Television

MASS TRAINING of recruits by television is under consideration by the Navy, Comdr. Noel Gaylor, of the Special Devices Center, Sands Point, L. I., disclosed last week before representatives of the Navy Industrial Assn. in Washington.

Comdr. Gaylor said the Navy plans to televise typical Navy training situations.

"The concept is to take the best possible instructor available in a given subject, equip him with the best training material available, have him give his instruction in the subject and then syndicate this material to where the trainee is," he explained.

"This method appears to have tremendous advantages over conventional ones. It is always up to date, it is always complete, it always deals with the exact problem for which training is required," the commander added.

BROADCASTING • Telecasting
Death Knell Impends for TV Channel 1

Need More Space Video Proponents Insist to FCC

BY RUFUS CRATER and LARRY CHRISTOPHER

A BITTER, many-sided week-long fight for Television Channel No. 1 (44-50 mc) was waged before FCC last week by video, FM, and assorted non-broadcast interests, and the consensus of most observers at the end was that television had lost.

Although they protested that video must have more channels, not fewer, many of television’s principal exponents conceded that they would prefer to have 12 channels unshared by other services—as contemplated in FCC’s proposal to reallocate Channel 1, which was the subject of the hearing—to have 15 channels and share them with others as at present.

In view of the multiple demands for more spectrum space for other services, those who broadcast fields of police, fire, utility, emergency and the like, it was considered unlikely that the Commission in its final decision would stop short of the general plan encompassed in its original proposal.

That would eliminate the sharing of television frequencies by other services, except for Channels 7 and 8 (174-186 mc), by taking Channel 1 away from television and allocating it to other services. Acting Chairman Paul A. Walker merely announced that the Interdepartment Radio Advisory Committee (IRAC) had indicated that Government services’ sharing of Channels 7 and 5 would be eliminated if sharing of the other channels by non-government services is found impractical.

The question of Government allocations was raised frequently, accompanied by charges that Government agencies have far more than their share, are not using all they have, and should give up or share many of them with non-government operations.

FM Seeking 44-50 mc

FM vied with the non-broadcast services in claiming a right to take 44-50 mc from television, urging that this band be used particularly for FM network relays linking stations across wide areas and on a high-fidelity basis.

Leaders in this campaign included Edwin H. Armstrong, FM inventor, who charged RCA with attempting to hold FM back (which brought a prompt denial from RCA) and reiterated his claim that FCC erred in moving FM upstairs from the 80- mc area; and spokesmen for RCA, who contended that AT&T was reluctant to provide high-fidelity lines for FM network operations, that 13 channels for TV were too many in view of the demand, and that video’s proper place is in the 480-890 mc band.

Television spokesmen countered that TV “has arrived” and is swiftly growing, that additional channels are vitally needed, and that any reduction in the number of frequencies would rob many communities of video service and seriously relax interference standards.

Spokesmen for Allen B. DuMont Labs said FM may one day be the aural component of television and that 88-174 mc—which includes the non-broadcast FM band—eventually could be used readily for television.

The American Radio Relay League suggested that Channel 2 (54-00 mc) be deleted from television instead of Channel 1.

It appeared generally agreed that the sharing of video channels by non-broadcast services would not work, except possibly in selected areas where there are no television stations.

The hearing was conducted before the Commission en banc with upwards of 200 industry representatives on hand for the final sessions. Acting Chairman Walker presided, and Assistant General Counsels Harry M. Plotkin and Lester W. Spillane appeared as FCC counsel.

Running account of the sessions follows:

MONDAY

Members of FCC’s engineering department presented reports and a motion picture on tests covering interference to television from various sources, including shared operations with other services and adjacent and co-channel operations. Witnesses were Ralph Renton of the chief engineer’s office; E. W. Chapin, chief of the Laboratories, and J. Presswood, chief of the Allocation Section, Television Broadcast Division.

H. I. Rommes, AT&T rate engineer, contended that many narrow television channels may be shared by common carrier fixed services, particularly point-to-point telephone service, and asked that this be permitted “subject to not causing interference to television.”

He also recommended that “adequate provision” be made for the general mobile service, suggesting that stations might be shared with government services in many instances.

E. H. T. Bartelink, appearing Monday afternoon for General Counsel, approved FCC’s engineering department’s proposal but added a request for TV Channels 7 and 8 for mobile and point-to-point service where his firm operated. Chairman Walker said video can’t serve every

(Continued on page 76)

Royal Wedding Is Big Video Event

Immediate AM Coverage Points Up Lack Of Speed in TV

LACK of trans-Atlantic video transmission facilities was never more keenly felt than last Thursday morning when the screens of American television sets were blank while for two hours the networks in a pooled broadcast brought their listeners a minute-by-minute, on-the-scene description of every phase of the wedding of Britain’s Princess Elizabeth to Lt. Philip Mountbatten. Many a televi er reported a feeling of loss that such an inherently pictorial event could not have been covered for him by television as it progressed, while credit ing radio for doing its usual excellent job of verbal reporting.

American video stations, however, in cooperation with the news and picture services, made the best use of the pictorial material available. On Wednesday evening the NBC television network broadcast a film, The Princess Comes of Age, depicting the growth of Elizabeth from little girl to young womanhood, concluding with pictures of her with her future consort at the time their engagement was announced. The picture, comprising 780 feet of film and running eight minutes, was furnished to NBC by International News Service and International News Photos as edited from their movie files, and represented one of the first INS-INP ventures into video newsreel operation.

Biographical Film

Thursday evening ten video stations across the country ran a 16-minute biographical film of the princess, this one prepared by British Information Service and made available for tele-showing in the United States through United Press and Acme News Telephoto, supplemented with still photographs of the wedding ceremony radioed that day from London. Film and stills were accompanied by a special script prepared by the UP television staff, which also provided musical sources for background use during the half-hour presentation.

This program, A Princess Marries, was prepared under the supervision of Phil Newmark, news manager, who is also handling UP video production. It was telecast on the DuMont network of WABD New York, and WPTG Washington, and individually by WCBS-TV New York, WRGB (Continued on page 84)

RCA TV Transmitters Received by Three More RCA television transmitters have been delivered to the Philadelphia Evening Bulletin, WJL Baltimore and WCBS-TV New York. RCA reported last week, making a total of 13 postwar RCA-equipped video stations. Others are: WNBW and WMAL-TV Washington, KSD-TV St. Louis, WFLD-TV Chicago, WTVM-TV Milwaukee, WLWT Cincinnati, WBB-TV Boston, WBEN-TV Buffalo, KOB-TV Albuquerque, DuMont stations in Baltimore, Los Angeles, Toledo, Dallas and Detroit, RCA said.

Other developments of the week in this issue:

- RCA announces new video models... p. 16
- Three firms announce new film models... p. 16
- Navy may train by television... p. 16
- Larger ad budgets to old television... p. 19
- New GE video transmitters announced... p. 21
- McClure tells Philadelphia news photo conventions will give TV biggest boost... p. 48
- $650,000 appropriation for WJR includes video production... p. 28
- Austrian cities coming television boom to AAAA meeting... p. 31
- Television Workshop expands operation... p. 38
- TV and radio carry Truman address to Congress... p. 40
- Table console TV most popular in N. Y. ... p. 56
- DuMont stations' operating cost and revenue... p. 58
- 160,000 video sets in 1947... p. 79

[Also see various notes for departments for television personnel changes, appointments, etc.]

BROADCASTING * Telecasting

November 24, 1947 | Page 17
CBS Estimates Audience by Radar

Results Are Instantaneous
In Revolutionary IAMS System
By RALPH TUCHMAN
MEASURING radio audiences by an application of radar, known as IAMS (Instantaneous Audience Measurement System), has been pos-
sibility now before the industry as a result of an announcement by Dr.
Frank Stanton, CBS President, before a luncheon gathering of talent,
network and station executives at Beverly Hills (Calif.) Hotel Nov. 18. Two similar Los
Angeles groups heard about IAMS, Nov. 19-20, with a San Francisco
session Nov. 21.

Explaining its performance, Dr.
Stanton said "it will measure and
report the audience to your broad-
cast instantaneously on a minute-
to-minute basis as the very moment
of listening." Emphasizing its
worthiness, he said the device
will measure as many families and
kinds of families as exist in a cross
section under study.

How It Operates
Operationally, a high frequency
audio beep signal of a few milli-
seconds of a second is transmitted
in all directions from an existing
standard radio station in an area.
In effect, it is inserted in the stan-
ard transmission of a given sta-
tion in an area under study.

Then a cross section of all radio
homes in an area, already equipped
with a special receiver and a box
of a portable typewriter, will auto-
matically signal by ultra shortwave
to a central point once each minute.
This report will show whether the
radio is in use and that listening is
being heard. At the central point,
a tape recorder will reflect the
minute-by-minute listenership of
sets in use per family as exists for
audiences of all programs.

Developed exclusively by CBS,
under the direction of Dr. Peter
C. Goldmark, director of engineer-
ing research and development, the
project is expected to be opera-
tional in New York during summer
of 1948. As rapidly as possible
thereafter, it is understood similar
systems will be installed in other
cities where ABC, NBC and CBS has
owned and operated stations exist.

A practical field demonstration
of IAMS will be conducted at the
first annual "CBS Listener Re-
search Forum" scheduled for New
York in spring. In announcing this
Forum, Dr. Stanton said it would
be concerned with three areas of
research: 1. techniques for quanti-
tation of measured audience and
audience such as the automatic record-
er, coincidental telephone, etc.; 2.
quantiative approaches to listener
preferences; 3. a systematic exp-
ansion of the field of literary criticism, particularly as it is related to radio programs.

Realizing that there were spe-
cifics of IAMS' operation yet to be
ironed out, Dr. Stanton conceded,
"It is too early ... for me to say
just how it will be set up on a regular
basis." For example he cited need for FCC permission to use a single high frequency radio
channel for the reporting units.

"We plan to explore the most prac-
ticable method for launching the
service whether it be a joint indus-
try project, an independent out-
side research service or one to be
underwritten and conducted by CBS.

While no specifics of sample size
were covered by Dr. Stanton, it is
understood that the ratio of IAMS
units to homes will resemble that
of Nielsen (1 per 16,000). With the
information obtained from an
adequate sample, he said each fam-
ily report will contain four differ-
ent kinds of information: 1. when
the set is in use; 2. what program is
being listened to, minute-by-
minute; 3. income level of the lis-
tening family; 4. location of the
listening family in terms of city,
town, or farm.

With sum of reports, recorded
electronically and cumulatively, an
available record will result show-
ing minute-by-minute program
audience size and that of competing
programs, kinds of people com-
ing through, experience as well as
comparative audiences of competing
programs.

Far from presenting IAMS as a
cure-all measurement system,
Dr. Stanton felt that the field of
qualitative measurement still re-
 mains for such methods as the

CBS Program Analyzer. He also
advised his listeners not to discount
the Nielsen Radio Index since it
"will continue to supply the indus-
try with much valuable information
on basis--information not readily available from any other source."

Combination Advantageous
"Certainly a combination of
IAMS and NRI will tell us almost
everything we will want to know
for the present at least about a program," he said.

Recognizing there is no "sub-
titute for creative talent" since "top
programs come from top program ideas," he nevertheless stressed the
value of research as a tool in tight-
ening loose elements eliminating
weak ones. "Given a free flow of
plot and talent and information, the
American people can be trusted to
decide what they want, whether it is
tertainment they are voting on or
any social issue," Dr. Stanton urged
upon his listeners.

In his opening remarks at the
Wednesday session, Dr. Stanton
advised that "the Government has
to continue to expand danger-
ously with respect to radio." He
advised that a continuance of this
"ditching up process . . . by Gov-
ernment will become a regimental
march."

Referring to the recent Wash-
ington hearings relative to the
movie industry, he was "glad that
the issue has been joined with the
motion pictures and the movies
and the press are all seen clearly
today to be in the same fight—the
fight that must be won over and
over again to keep America what
it is.

AFTER REVEALING the new audience measurement technique, Dr.
Stanton (1) discusses the subject with (1 to r) Harry Witt, assistant
general manager, CBS Western Division; Howard S. Meighan, CBS
radio manager; Ed Cashman, Knudsen Agency Hollywood
manager; and Wayne Tiss, BBDO vice president and associate radio
director of the agency.

BMB to Name Counsel for Tax Fight
Board Votes to Extend Discount Period
Until Jan. 1
BMB soon will name special tax
counsel to guide the tripartite or-
ganization in its fight to win re-
versal of Treasury Dept. ruling that
the BMB is not eligible for tax
exemption permitted non-profit or-
ganizations [CLOSED CIRCUIT, Nov.
17].

The BMB board at its meeting
last Monday in New York au-
thorized President Hugh Felts to
make the appointment, and gave
him a number of suggestions which
he is now weighing. Probability is
that appointment will be made
early next month.

The matter is far from academic,
as the Internal Revenue Bureau has been looking into the delinquent
tax payments to the tune of
$200,000. The BMB method of op-
eration, with money collected over
a two-year period and then ex-
pended in a few months na-
tionwide survey, tends to show
large yearend balances of cash on
hand, making the organization a
heavy taxpayer if it cannot win
exemption such as given other non-
profit cooperative groups.

The board, in addition to consid-
ering the tax situation voted to ex-
tend the discount period on new
and renewal subscriptions until Jan.
1 from the original deadline of Oct.
1. Board felt that since the dis-
counts had been allowed on net-
work contracts which did not be-
come firm orders until Nov. 4,
although ABC, NBC and CBS had
submitted their conditional con-
tracts prior to the original dead-
line date, it was only fair to ex-
tend the discount period for sta-
tions as well.

Discount Plan
Stations who were subscribers to
the first nationwide BMB survey
thus will be allowed a 10% dis-
count on their first year's dues un-
der the new 15-point plan, and new
subscribers will receive a 5% dis-
count for the first year, provided
their subscriptions come in before
Jan. 1.

The board also approved the for-
novation of a network liaison com-
mittee to confer with the BMB
concerning the handling of network
data in future BMB studies. J. Har-
old Ryan, Fort Industry Co., vice
president of the BMB board chair-
man, will appoint the committee
members within the next few days.

Recommendation of its Research
Committee to defer a decision on
the adoption of "listenable"
messagings as a BMB service until
the committee has concluded its
examination of this measure-
ment, which take considerable
time, was unanimously accepted by
the board. Committee pointed out
that if the decision is favorable,
additional time will be needed to
secure Board of Governors and
grades of "listenable."

Expressing its gratitude to Mu-
tual "for having made available to
the BMB staff and committee the
information it has obtained and
the services of its own experts," the
committee said that it will in-
struct the Technical Committee "to
include a study of the relationship
between delivered signal and actual
audience as part of the bureau's con-
 tinuing experimental and devel-
oping stages." The committee's
report also included the value
(Continued on page 80)
Large-Scale Demonstration Of Fax Planned In Capital

PROPOSAL for a large-scale demonstration of facsimile broadcasting to be held in Washington next spring, probably in conjunction with the annual meeting of the American Society of Newspaper Editors in April, was discussed last week at a meeting of prospective facsimile broadcasters held at the headquarters of Radio Inventions in New York.

Group included representatives of a number of newspaper publishers and broadcasters who have written the RI experimental apparatus and programming and who have facsimile transmitters and receivers on order from General Electric Co., which is building the equipment to RI specifications.

First GE transmitter, plus a number of receivers, will be delivered to the Miami Herald (WQAM, WQAM-FM) about Dec. 1, it was reported. The paper plans to begin its facsimile broadcasts as soon after that date as it is possible to get the station on the air.

The Philadelphia Inquirer (WFIL, WFIL-FM) is scheduled to get its equipment from GE early in December and hopes to get on the air by Jan. 1. After that, the New York Times (WXRF, WXQX) and WOR New York will receive their GE transmitters and receivers and will probably begin experimental facsimile programming early in 1948.

Operations Discussion

Meeting discussed all phases of facsimile operation from the proper way to file applications with the FCC to the best way to promote facsimile stations and programs, including the installation and maintenance of equipment, how to contact ice reproducers with paper, training of personnel, and the like.

The proposed demonstration probably will be presented through the cooperation of the technical sections of QST (WINX, WINX-FM) which should be broadcasting facsimile programs by that time, it was reported. Demonstration probably will show the uses of this form of picture broadcasting in education and its military applications, as well as for entertainment, information and advertising.

Meeting was conducted by John V. L. Hogan, president of Radio Inventions and of WQXR. Attending were: Wayne Coy, Washington Post (WINX); Tom Brooks, Hearst Radio (WBAL Baltimore); William Luke, CBS; Bruce Barrington, St. Louis Star-Times (KXOK); Otto Arnold, New Bedford, Mass., Standard - Times (WNBH); Kenneth Cole, Akron Beacon-Journal; John M. Butler Jr., Atlanta Journal (WSB); Lee Hills, Miami Herald (WQAM); Elliott Sanger, Ivan Velt, Elliott Sanger Jr., New York Times (WQXR); Charles Singer, WOR New York; Roger W. Clipp, Charles Ginsberg, Merrill Fanitt, David Podney, Louis Littlejohn, Philadelphia Inquirer (WFIL); R. W. Bristol, Elliott Crooks, Edgar Felix, Radio Inventions.

COURT EXTENDS DATE FOR REPLIES TO WSAY

U. S. SOUTHERN District Court, New York, has extended to Dec. 10 the date by which the four networks must file replies to the $12,000,000 damages suit brought against them by Gordon P. Brown, president of WSAY Rochester [BROADCASTING, Nov. 17]. Original deadline was Nov. 20.

Meanwhile, the Circuit Court of Appeals has agreed to hear argument during the first week in December by Mr. Brown’s attorneys who seek a reversal of the District Court decision denying WSAY an injunction restraining MBS and ABC from dropping WSAY as their Rochester affiliate. It was reliably learned, however, that Mr. Brown will not press for an appeal from the injunction denial.

UNESCO Unit Asks Half-Million More

Subcommittee on Mass Media Recommends Increase

UNESCO’s subcommittee on mass media recommended to the full group an increase of $500,000 in the 1948 budget for the mass media section, or a total of $800,000, as debate continued on the question of removing obstacles to a free flow of information.

J. B. Priestly, British delegate and author, urged approval of the report so that UNESCO could be brought alive to millions of people, press and films. This, he said, would give them hope and courage to fight present fears.

Mr. Priestly emphasized that the increased allotment should be used to obtain immediate results. “It is essential,” he said, “to avoid devoting too much money or energy to surveys which may not produce results for years to come.”

The U. S. definition of the free flow of information was attacked by the Czechoslovakian delegate, Adolf Hoffmeister, who described it as “misinformation.” Taking issue with the definition of culture, Mr. Hoffmeister said U. S. delegate, Mr. Hoffmeister said he did not consider as art or culture American movies, baseball games or comic strips.

Serious Shortages

The commission on technical needs, which conducted a survey of 12 war-devastated countries in Europe and Asia to determine the shortages in the radio, press and film fields, made public its report. It states inquiries “have clearly shown the lack of certain means of transmission, such as teleprinter and radio telegraphic transmitting and receiving material.”

The shortages were considered serious by the commission since they obstructed their efforts to supply collected and distributed news. Greatest need was said to be in five countries — Czechoslovakia, China, Greece, Poland and Yugoslavia.

Small Market Stations Get Management Study

NINTH of a series of confidential management studies showing details of actual station operation was released last week by NAB’s Small Market Stations Division. The station is a 250-w fulltime MBS Don Lee affiliate in a Pacific Northwest city of 8,000-11,000 population and owned by the local newspaper.

The station has been on the air 12 years, with 12 fulltime employees of which 10 double as salesmen. The study was made by Arthur C. Stringer of MBS Special Services. Head of the Small Markets Stations Division is J. Allen Brown.

Larger Ad Budgets To Aid Television

Kersta Foresees Video Growth During Next Ten Years

A NATIONAL annual average advertising expenditure during the ten-year period, 1946-1955, of $3.8 billion, about 50% more than was spent for advertising during the prosperous year of 1945, was predicted by Noran E. Kersta, director of the operations for NBC, in a New York talk before the monthly meeting of the American Television Society.

The telecasting industry, he stated, is expected to grow to maturity during a decade when advertisers will have $1.2 billion more to spend each year than in 1946. It is apparent that there will be plenty of advertising dollars available for the support of the emerging television industry.

Citing a 20th Century Fund study predicting an average gross capital formation of $2 billion a year for the 1946-1960 period, Mr. Kersta reported this would be accompanied by gross national sales of some $160 billion annually, making the U.S. a logical advertising market, according to past relationships between sales and advertising.

The increase of $1.2 billion a year should give television the chance to have additional support without cutting in on other media, he said, pointing out that the annual total of all radio advertising is somewhere between $500 million and $400 million. “We have all heard statements,” Mr. Kersta concluded, “that on one can afford to pay for home television, that advertisers cannot possibly foot the bill for television broadcasting as they do in sound broadcasting, that programming costs are prohibitive, and so on. Those who have these thoughts desire to wind up with no part of television or advertising.”

MILLER HEADS MARCH OF DIMES RADI0 UNIT

FORMATION of the National March of Dimes Radio Committee, headed by Justin Miller, NAB president, was announced last week by Basil O’Connor, president of the National Foundation for Infantile Paralysis.

Named co-chairmen with Mr. Miller were: Charles C. Barry, vice president of ABC; Hubbell Robinson Jr., vice president of CBS in charge of programs; Edith R. Rank, president of Mutual, and Ken R. Dyke, NBC vice president.

The committee will use more than 3,000 stations, including AM, FM and TV and transmitters in publicizing the March of Dimes campaign to further infantile paralysis research and to aid stricken victims of the disease, according to Howard Long, national president of the Foundation for Infantile Paralysis.

BROADCASTING • Telecasting

DISCUSSING Skelly Oil Co. program, This Farming Business, are (1 to r): Louis Roen, NBC announcer; T. P. Bannion, Skelly advertising manager; Alex Dreier, NBC commentator heard on Skelly program, and H. A. Carlson, account executive of Henri, Hurst & McDonald Inc., Chicago. Mr. Bannion was in Chicago for American Petroleum Institute meeting. Program is heard on NBC midwest stations Mon.-Fri., 7:7-15 a.m. (CBS), but is carried in Chicago area on WMAQ 6:45-7 a.m. (CST).
The meeting brought together all the agencies having to do with high frequency bands and broadcasting for the purpose of drafting U. S. proposals to be presented at Geneva in March. At that time the five-nation planning committee designated by the recent Atlantic City conference, and which has worked out recommendations for the 2300 kc allocated by the ITU for distribution among the nations of the world, the five-nation committee consists of Mexico as chairman, India, Russia, United Kingdom and the United States.

The American delegation will present the recommendations of its Government-Industry Committee to the Geneva Conference, scheduled to run from March 22 to May 22. The Geneva Conference will combine the American plan with that of the other four nations and attempt to produce a workable agreement.

Outline of Plan

This plan will then be distributed to the entire membership of the union following the Geneva Conference for consideration and study. Then, based upon the suggestions and criticisms from the nations, the Geneva Committee will meet again in Mexico City on Oct. 1 and attempt to revise the plan for presentation to the World High Frequency Conference which gets under way at the end of September.

Since it was evident at the Atlantic City Conference that the nations of the world require about 25% more channels as the 2300 kc allocated to the United States is felt that the American delegation will recommend some sort of frequency sharing arrangement. In addition, many stations will probably have to slash their estimated requirements.

Users of other services attach much importance to the work of this committee and are said to be desirous of assisting it to arrive at a practical solution, since that would make it possible for high frequency broadcasters to get back in their bands and make available the ones they are currently using.

The group was divided into two working subcommittees, one on frequency sharing and the other on technical matters, and comprised by Forney A. Rankin, associate chief of the State Dept.'s International Broadcasting Div., and one on engineering headed by Curtis Plummer, head of FCC Engineering Dept.'s Television Div., as chairman.

The committee was addressed by William T. Stone, Kenneth D. Fry and John M. Begg of the State

**TOP PROGRAM HOOPERS**

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
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<tbody>
<tr>
<td>Fibber McGee &amp; Molly</td>
<td>141</td>
<td>S. C. Johnson &amp; Son</td>
<td>Hooper-Doherty</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>128</td>
<td>Pepsodent Div., Lever Bros.</td>
<td>Doherty</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>160</td>
<td>American Tobacco Co.</td>
<td>Doherty</td>
</tr>
<tr>
<td>Radio Theatre</td>
<td>147</td>
<td>J. Walter Thompson</td>
<td>Doherty</td>
</tr>
<tr>
<td>Charlie McCarthy</td>
<td>143</td>
<td>Standard Brands</td>
<td>Doherty</td>
</tr>
<tr>
<td>Amos 'n Andy</td>
<td>149</td>
<td>Lever Bros.</td>
<td>Doherty</td>
</tr>
<tr>
<td>Fred Allen</td>
<td>143</td>
<td>Standard Brands</td>
<td>Doherty</td>
</tr>
<tr>
<td>Fred Sheldon</td>
<td>150</td>
<td>B. &amp; W. Tobacco</td>
<td>Doherty</td>
</tr>
<tr>
<td>Mr. District Attorney</td>
<td>133</td>
<td>Doherty, Clifford &amp; Shenfield</td>
<td>Doherty</td>
</tr>
<tr>
<td>Music Hall</td>
<td>139</td>
<td>Kraft Foods</td>
<td>Doherty</td>
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<tr>
<td>Walter Winchell</td>
<td>212</td>
<td>Jorgen, Jr.</td>
<td>Doherty</td>
</tr>
<tr>
<td>My Friend Irma</td>
<td>145</td>
<td>Lever Bros.</td>
<td>Doherty</td>
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<tr>
<td>Bandwagon</td>
<td>158</td>
<td>F. W. Fitch</td>
<td>Doherty</td>
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<tr>
<td>Don't Be Tense</td>
<td>134</td>
<td>Bristol-Myers</td>
<td>Doherty</td>
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<tr>
<td>Truth or Consequences</td>
<td>136</td>
<td>Proctor &amp; Gamble</td>
<td>Doherty</td>
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<td></td>
<td></td>
<td>Compton Adv.</td>
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† Includes first and second broadcasts.

* Not reported a year ago.

**EVENING**

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<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
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<tbody>
<tr>
<td>Our Gal, Sunday</td>
<td>84</td>
<td>Whitehall Pharmaceutical</td>
<td>Dancer-Fitzgerald-Sample</td>
</tr>
<tr>
<td>Aunt Jenny</td>
<td>67</td>
<td>Sterling Drug</td>
<td>Doherty</td>
</tr>
<tr>
<td>Young Wicker Brown</td>
<td>142</td>
<td>Whitehall Pharmaceutical</td>
<td>Doherty</td>
</tr>
<tr>
<td>Romance of Helen Trent</td>
<td>84</td>
<td>Sterling Drug</td>
<td>Doherty</td>
</tr>
<tr>
<td>Stella Dallas</td>
<td>142</td>
<td>Sterling Drug</td>
<td>Doherty</td>
</tr>
<tr>
<td>Ma Perkins (CBS)</td>
<td>80</td>
<td>Proctor &amp; Gamble</td>
<td>Doherty</td>
</tr>
<tr>
<td>Backstage Wife</td>
<td>142</td>
<td>Sterling Drug</td>
<td>Doherty</td>
</tr>
<tr>
<td>Pepper Young's Family</td>
<td>128</td>
<td>Proctor &amp; Gamble</td>
<td>Doherty</td>
</tr>
<tr>
<td>Right to Happiness</td>
<td>143</td>
<td>Proctor &amp; Gamble</td>
<td>Doherty</td>
</tr>
<tr>
<td>Partie Lives Face</td>
<td>87</td>
<td>General Foods Sales</td>
<td>Doherty</td>
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</tbody>
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**DAYTIME**

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<tr>
<th>Program</th>
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**Index**

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<tr>
<th>Program</th>
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**LEGISLATIVE** revision of the Fair Labor Standards Act to make it "effective and equitable" was requested last week by Robert T. Doherty, director, Employer-Employee Relations Dept., NAB, in a statement submitted to Rep. Samuel K. McConnell Jr. (R-Pa.).

Chairman of the House Education and Labor Subcommittee on Wages and Hours.

Pointing out that during the 1938-1947 period when the Fair Labor Standards Act was in effect, the average annual earnings of fulltime radio employees was between 70% above the level of average earnings for all employees in private industry, Mr. Doherty said that the radio industry is therefore in a fundamental opposition to the principle of fair minimum wages. However, he said, the character and application of the overtime provisions are matters of serious concern.

**Overtime Provision**

Conceding that overtime provisions had achieved an excellent wage record, Mr. Doherty said that their application "has unfairly penalized and harassed the broadcast industry." And, he added, "unless the Congress of the United States corrects the inequities and weaknesses of these overtime provisions, a contingent liability will continue to be created throughout the radio industry, as well as in most other fields of business, through no fault of either employers or employees."

Mr. Doherty then listed the following measures which he recommended be included in that section of the revised act pertaining to premium pay for "so-called overtime work."

(1) Overtime should be based only upon the regular hourly rate of pay for the standard workweek as defined in union contracts or agreed to between employers and employees so long as those agreements and contracts do not set a standard workweek in excess of the maximum so defined by the Fair Labor Standards Act.

(2) Payments made to employees in the form of profit-sharing and bonus distributions should not be included in the calculation of "average hourly earnings" upon which premium overtime is paid.

(3) Extraordinary wage payments, commissions for "extra curricular" work and special fees for other than normal work assignments should be omitted from the calculation of "average hourly earnings" which are used as the basis for overtime premium wages where such fees, commissions, incentive bonuses, etc. as determined on an hourly basis in relation to the time spent earning them are equal to, or exceed one and one-half times the regular hourly rate of pay.

(4) Pyramiding of overtime wage payments should be prohibited.

(5) The prescribed exemptions for bona fide executives, administrators, professional employees and outside salesmen should be retained but with certain additional clarification. These were listed as: (a)
Take it off, we know you!

A mask is a safety factor in electric welding. Safety engineers swear by it. And whenever welding is done, you'll see signs around for the unwary, reading “Don't Look At The Flash!”

A mask is fine on a welding job, but there's no need for one in radio time buying.

All you have to do is take a wide-open look at the facts in the glowing light of what goes on. It isn't a bit dangerous . . . and sometimes it's most enlightening.

Take radio in Baltimore. If you stare right straight at the naked facts, you'll discover that it's the independent station that's the buy in this big 5-station town.

It's W-I-T-H that delivers more listeners-per-dollar-spent than any other station in this 6th largest city.

The smart time buyers don't use blinders . . . they know what goes on in Baltimore. That's why W-I-T-H heads so many lists!

WITH
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, President • Headley-Reed, National Representatives
SEC Index Shows Radio Stock Greatly Increased

LATEST statistical bulletin of SEC shows that most recent index figures of closing prices of radio manufacturing companies' stocks on New York Stock Exchange increased more than those of any other of the 27 industry groups for which records are kept.

The index for the week ending October 11, was at 132.2, a 5.4 increase and for the week before at 145.9, a 5.2 increase. Only other industry group which came near equalling radio makers was that of aircraft manufacturing, which had an index increase of 5.1 for the week ending October 11 and of 5.4 for the previous week.

PLANS have been completed for transmitters, office and studio building of KYBC Yuma, Ariz., owned and operated by Yumena Broadcasting Co. KYBC will be one of four stations of Sun Country Network.

WELCOMING Swift & Co. as NBC Television's first full-network client [Broadcasting, Nov. 10] during the Nov. 7 telecast of Swift Home Service Club, Frank E. Mullen, NBC executive vice president (r), beams approvingly at (1 to r) Jinx Falkenburg and Tex McCrary, hosts on the program, and O. E. Jones, Swift vice president in charge of sales. Program originates from WNET New York.

IT ALL STARTS HERE where the fishing's fine!

There's good fishing aplenty in the thousands of water courses throughout the Nashville market territory . . . fishing may be all these fresh water streams mean to the "completist angler". But for a complete picture of the market, just move downstream past the great stock farms and numerous factories. Don't forget the hargie trains or the TVA dams that give cheap, abundant power . . . This diverse, water-dependent activity keeps employment high and buying income well over $600,000,000 yearly . . . A-n-d they make the Nashville market a rich sales area for you. Cover it effectively—and at reasonable listener cost—over WSIX.

PHILCO YIELDS; DROPS "SELL 'N WIN" DRIVE

PHILCO CORP., yielding to pressure from business and government, has abandoned its "Sell 'N Win" campaign to promote radio receiver sales after complaint by the FTC that the drive involved a lottery, deceived the public and disparaged competitive products [Broadcasting, Nov. 17].

Early indications were that Philco would fight the case to the end, but the company's sudden decision to bow to the FTC makes it one of the most quickly concluded big cases to come before that body.

In a statement explaining its position, Philco still took the stand that there was nothing wrong with the campaign. It also announced that prizes earned in the campaign up to the time of the discontinuance would be awarded.

James H. Carmine, vice president in charge of merchandising, who made the statement, said:

"While Philco believes that it was acting in line with general sales practices in offering the incentive of the 'Sell 'N Win' campaign to all of its cooperating dealers and their salesmen, the company, in order to avoid protracted litigation and controversy, has agreed with the FTC to discontinue this special sales program."

Taylor Nobel Speaker

DAVIDSON TAYLOR, CBS vice president, will address the seventh American Nobel Anniversary Dinner, to be held Dec. 10 at New York's Hotel Astor. Other speakers will be George V. Denny Jr., founder and moderator of America's Town Meeting of the Air; Trygve Lie, Secretary General of the United Nations; Jan Masaryk, Chairman, Czechoslovak delegation to UN; Herbert H. Lehman, former Governor of New York; Rufus M. Jones, Honorary Chairman, American Friends Service Committee; Wilhelm Morgenstierne, Norwegian Ambassador; Lennart Nylander, Swedish Consul General; Dore Schary, Vice President, RKO Pictures; and Nobel Prize Winners Emily Greene Balch and Dr. James B. Sumner.

New GE Transmitters

TRANSMITTER Division of General Electric Co.'s Electronics Dept. at Electronics Park, Syracuse, has announced development of GE television transmitters Type TT-6-A and TT-6-B with a 5 kw visual transmitter and a 3 kw aural transmitter for operation on television channels 1 through 13. Early shipment of the first low-band transmitter is scheduled for WRGB, GE's video station in Syracuse. WGN Chicago is to receive the first high band transmitter.
In four weeks, WLW reaches 81.2% of the 3¼ Million Radio Homes in this area...

The total impact of The Nation's Station within the WLW Merchandise-Able Area—the exact over-all performance of WLW and leading competing stations—is now available through a special report of the Nielsen Radio Index, based on four measured weeks of listening in February and March, 1947.

As an actual or potential user of radio advertising, you should be vitally interested in these new coverage and circulation data. They provide an accurate picture of WLW's total coverage in terms of homes reached... intensity of coverage in terms of minutes listened... share of total listening within the area... the comparative performance of WLW and its leading competitors.

For example: during the four report weeks, WLW reached 81.2% of all radio homes in the area between 6 AM and midnight, as compared to 29.3% averaged by the next 15 leading stations. And among these homes reached by WLW, the number of minutes of listening during the average week was 550 for The Nation's Station, as compared to 233 minutes of listening per week averaged by the next 15 stations.

Even more remarkable, we believe, is the fact that WLW received one fifth—19.3%—of all listening to all 175 stations heard within the area.

WLW Sales Offices in Cincinnati, New York or Chicago will be glad to show you this new NRI report. On the West Coast, contact the Keenan & Eickelberg office in Los Angeles or San Francisco.

CROSLEY BROADCASTING CORPORATION
Research in telephony has given birth to many of the important advances in the transmission, amplification and reproduction of sound. Out of the telephone transmitter came the first successful commercial microphone in 1920...out of the receiver came the loudspeaker in 1919...out of the vacuum tube repeater—developed for telephony in 1913—the modern science of electronics.

It is only natural that Bell Laboratories scientists and Western Electric engineers, working as a team to improve telephony, have pioneered in the design and manufacture of equipment in all of these fields which have sprung from the telephone.

Whether you are interested in radio broadcasting, mobile radio, sound motion pictures, sound systems, radar, hearing aids or radio telephony, you'll find it wise to look to equipment designed and manufactured to fill your needs by the Bell Telephone Laboratories-Western Electric team.

— QUALITY COUNTS —
can lead in all these fields

- **Broadcasting**
  - AM, FM

- **Sound Systems**
  - Public Address, Music Distribution, Wired Music

- **Sound Pictures**

- **Hearing Aids**

- **Radio Telephony**
  - Overseas, Ship-to-Shore, Point-to-Point

- **Mobile Radio**
  - Police, Marine, Aviation, Railroad, Urban and Highway Service

- **Radar**

**Bell Telephone Laboratories**
World's largest organization devoted exclusively to research and development in all phases of electrical communications.

**Western Electric**
Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.
Self-Made Hooper

THE FAMILIAR Hooper telephone survey has been adapted by Those Websters (MBS, Sunday, 9 p.m. CST) with great success, according to the program's agency, Ruthrauff & Ryan, Chicago. For several weeks now the program has opened with a telephone call and interview which goes like this:

Q: Are you listening to your radio now?
A: Yes.
Q: To what program are you listening?
A: Those Websters!
Q: And who is the sponsor?
A: Quaker Oats, of course!

Idea is that of Warren Johnson, of R&R's media department, and Roz Metager, R&R radio director. Both claim increased sponsor identification.

Says Party Conventions Will Give TV Big Boost

BIGGEST BOOST television has had was the recent World Series and the next biggest boost will be the two 1948 political conventions in Philadelphia, according to Don McClure, director of television for N. W. Ayer and president of the American Television Society, who spoke before the Television Assn. of Philadelphia Thursday evening.

He urged the Philadelphia Assn. to organize itself and grow in order to do all it could to help in the television opportunity which the Philadelphia political conventions afford. Joseph G. Caida, editor in chief of Billboard, spoke on the televising of special events. Roland Tooke assistant general manager of Philco's television station, WPTZ Philadelphia, was in charge of the program. Kenneth Stowman, television director of WPIL-TV Philadelphia and president of the Association, presided.

 greensboro, n. c.
5000 w. day & nite
Columbia affiliate
Edney Ridge, director represented by Hollingbery

Announce Winners Of '48 IRE Awards

Medal of Honor Goes to Horle, Chief RMA Engineer

BOARD of directors of The Institute of Radio Engineers has announced winners of its 1948 awards, to be presented at the IRE national convention in New York next year.

L. F. Horle, 1940 president of the Institute and now chief engineer of the Radio Manufacturers Assn., in charge of the RMA Data Bureau, will be awarded the IRE Medal of Honor. The board cited "Mr. Horle's distinguished service rendered through substantial and important advancement in the science and art of radio communication."

W. H. Huggins is winner of the Browder J. Thompson Memorial Prize for his paper on "Broadband Noncontacting Short Circuits for Conical Lines," which appeared in the last three issues of Proceedings. The prize was established in memory of Browder J. Thompson, a director of the Institute, who was killed in action during the recent war while on a special mission for the Secretary of War. Mr. Huggins is a radio engineer with the Army Air Forces at the Cambridge Field Station of Watson Laboratories.

The third award, the Morris Liebmann Memorial Prize, will go to S. W. Seeley, who is director of the RCA Industry Service Laboratories in New York City. The prize also commemorates the memory of a fellow of the Institute, Col. Morris N. Liebmann, killed in action during World War I. Mr. Seeley was chosen for "his development of ingenious circuits related to frequency modulation."

FORMAL dedication of WLAW-FM Lawrence, Mass., Nov. 10 was the occasion for this gathering. L to r: Chief Announcer Fredrick Laffey; James T. Mahoney, program director; Irving E. Berg, president; and treasurer of the Hildreth & Rogers Co., owner and operator of WLAW and WLAW-FM; and General Manager Harold B. Morrill. WLAW-FM operates on 93.7 mc, Channel 299, from 3 to 9 p.m. daily. Transmitter is located in Burlington, Mass. Station eventually will attain a power of 10,000 w. [BROADCASTING, Nov. 17]
"It pays to be ignorant... but NOT ABOUT WMT AND EASTERN IOWA..."

What a combination for a thorough selling job! WMT, Eastern Iowa's No. 1 station with those exclusive good, good CBS programs and well over a million* listeners with a dependable, spendable income.

It DOESN'T pay to be "ignorant" about this great market and the terrific selling job we are doing in an area where industrial plants are going up as fast as our farm crops. Time buyers have a real chance to "look good" when they recommend WMT. Get all the facts and get on WMT. Contact your Katz Agency man at once.

*to be exact—1,131,782 within our 2.5 MV line.

Now in our 25th year... The Station Built by Loyal Listenership!
**PROMINENT broadcast men in aid to Europe group**

**PROMINENT** broadcasters, national advertisers, and industrialists are among those named to the National Council of the newly-organized Committee for the Marshall Plan to Aid European Recovery, of which Henry L. Stimson is national chairman.

They include: David Sarnoff, RCA board chairman and president; Niles Trammell, NBC president; Arthur Hays Sulzerger, president, WQXR New York and New York World-Journal; Raymond Swing, MBS news analyst; Gardner Cowles, KNRT Des Moines president; Gerard Swape, honorary chairman, Internatonal General Electric Co.; Alfred P. Sloan, General Motors Corp. board chairman; A. W. Robersen, Westinghouse Electric Co. board chairman; Lee Bristol, Bristol-Myers Co. vice president.

**MAINE BROADCASTERS ADOPT CONSTITUTION**

**BROADCASTERS** of the State of Maine, an organization formed last month, have adopted a constitution, following a preliminary draft by Frank Hoy of WLAM Lewiston. Founders of the organization were: William H. Rines, WCSH Portland, president; Faust Couture, Twin City Broadcasting Co., vice president; Jack S. Atwood, WRDO Augusta, secretary-treasurer.

At the meeting at which the organization was formed, Harold E. Fellows, WEEI Boston and NAB District 1 director, outlined the background of the NAB Code Committee's work. The Maine association favors the adoption of the code for the industry but feels that such revision is necessary before a final set of standards is set up for the entire industry.

The association formed plans for emergency pool broadcasts utilizing facilities of all stations for simultaneous broadcasts. The plan went into effect soon after the meeting when the fires that swept New England necessitated six-statewide pool broadcasts carrying the voices of the Governor and the State Forest Commissioner throughout the state.

**AMF** obtained garnishment writs against all of WMLO's local advertisers and called on them to observe the union's "unfair" edict against the station. The union also "pulled the plug" on WMLO remote originating in the Hotel Shroeder cocktail lounge and withdrew its musicians from the Peter Oeh's Show.

In a statement outlining the station's decision to appeal to the NLRB, Jerry Sill, WMLO general manager, said: "We have no need for the musicians in question. This situation involves no disagreement about wages, hours, working conditions or employment of union musicians. It is simply a case of the Petrillo union attempting to force us musicians for whom we have no need."

Claim Union

"We have never employed non-union engineers or musicians. The union's latest move is an attempt to embarrass us in the eyes of our advertisers (by garnishment proceedings) to a point that would force us to choose between what we consider practices detrimental to the cause of honest trade unionism.

"We have been advised that the union's unreasonable decrees violate two federal statutes: The Lea Act and the Taft-Hartley Act. On the basis of this we are proceeding to have the NLRB determine whether or not the AMF has been guilty of unfair labor practices."

"We believe this action on our part is not only in the interest of employer-employee relations but also essential to the industry of which we are a member."

Lee Freeman, of the law firm of Rooks & Freeman, employed by WMLO to set up a defense of the case, said: "As the station's attorney, WMLO is to file a complaint against the Lea Act such action must come from the Attorney General's office."

**Bond Covering Salaries**

The law firm said a bond of $6,000, covering the amount of salaries that would have been paid the four musicians up to April 1945, had been posted to release advertising to the station. The four men were fired and all calls made by the station since then are charged with violation of the Taft-Hartley Act. The action is said to be in aid of the Marshall Plan.

Under terms of the contract between AFM musicians and WMLO of Lewiston, the station was to pay the men $231.00 a week as staff musicians. They did not work in any other capacity, such as librarians or record-turners, and played only one quarter-hour show a day, Mr. Sill said.

**WJR SETS $650,000 SUM FOR AM, TV, FM**

THE WJR Detroit board of directors has appropriated $650,000 for television, FM installations and station remodeling, according to Harry Wiesner, assistant to WJR President G. A. Richards. Breakdown of the appropriations calls for $300,000 for television equipment and installation; $250,000 for remodeling and expansion of complete WJR office suites and studios; $100,000 for FM equipment and installation. Installation of FM equipment is now two-thirds complete. Remodeling of the AM station is expected to be completed by Dec. 10.
JOHN SMITH STARTED IT...

In 1608 from Jamestown, Virginia, Captain John Smith "himself carried about thirty (of the colonists) about five miles down the river (James) to learn to cut down trees." Today Virginia's bountiful forests, covering 58% of the State's total area, provide basic raw materials for the manufacture of fine papers for writing, blotting, and printing and Kraft paper for packaging. Thereby making a most important contribution to the progress and prosperity of Virginia's ever-increasing industrial empire.... an empire well served by Virginia's only 50,000 watt radio station.

50,000 WATTS NIGHT AND DAY... STUDIOS IN RICHMOND AND NORFOLK, VIRGINIA
POPULATION DENSITY GREATER THAN INDIA’S

---AND WITH A $ BILLION DOLLAR BUYING INCOME!

Yessir, that’s Texas Twin-Cities’ CONCENTRATED market that WRR, Dallas, and KFJZ, Ft. Worth, cover so effectively with your radio dollar. Simultaneous or separate schedules for ONE price on ONE billing.

WRR - KFJZ AREA
(100 Mile Radii)

*Population . . . 1,898,300
*Buying Income . $1,890,148,000.00
Bank Deposits . $1,904,769,000.00
*Retail Sales . . . $1,239,913,000.00
*Wholesale Sales $1,662,055,000.00
Auto Regis . . . 498,255
†Radio Families . 410,033

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

NATIONAL REPRESENTATIVE
WEED & COMPANY
NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD
3 CANADIAN STATIONS ASK BOOSTS TO 50 KW

THREE CANADIAN stations will apply for power increases to 50 kw at meeting of the Canadian Broadcasting Corp. board of governors at the Parliament Bluffs, Ottawa, Nov. 27-29. CFRB Toronto has applied for 50 kw on 1010 kc and CKLW Windsor-Detroit for 50 kw on 800 kc. CKAC Montreal is applying for temporary 10 kw and permanent 50 kw on 730 kc. CHML Hamilton is asking for daytime increase to 10 kw on 990 kc. CFAR Flin Flon is requesting increase from 250 w to 1 kw on 590 kc.

Applications also are to be heard for three new 1-kw stations and five 250-w stations in various parts of Canada. These are for 1 kw on 1470 kc at Shavingin Falls, Que.; 1 kw on 1250 kc at Mantane, Que.; 1 kw on 920 kc at Sydney, N. S.; 250 w on 1570 kc at Victoria, B. C.; 250 w on 1540 kc at St. Georges de Beauce, Que.; 250 w, no frequency stated, at Beauceville, Que.; 250 w on 1540 kc at Saskatoon; and 250 w, no frequency stated, at Summerside, P. E. I.

CFAB Windsor, N. S., is asking for a satellite station at Kentville, N. S. Pick-up licenses are being requested by CHSJ St. John, N. B.; CJL Kirkland Lake, Ont.; CKGB Timmins, Ont.; CFCH North Bay, Ont.; CJFP Riviere du Loup, Que.; and CKWS Kingston, Ont.

FM applications are to be heard for CJIC Sault Ste. Marie, Ont.; CPFA Port Arthur, Ont.; CFRN Edmonton; CKUA Edmonton; CJOB Winnipeg; Toronto Daily Star; Toronto; Pollock Enterprises, Kitchener, Ont.; C. O. Talham and Charles Perry, Woodstock, Ont.

NEW LOW-PRICED AM table radio receiver has been added to General Electric line. Known as Model 112, receiver is five-tube AD-DC superheterodyne with built-in antenna loop and permanent magnet loudspeaker. List price $24.50.

AID FOR FRIENDSHIP TRAIN
Stations Across Country Go All-Out in Promoting
And Covering Food-for-Europe Project.

RADIO STATIONS from coast to coast assisted in making the Friendship Train food-for-Europe project a huge success. In addition to promotional efforts for the project, which netted upwards of 200 freight cars of food, stations gave complete news coverage as the various Friendship Train sections moved from West Coast eastward to New York.

Following are examples of what individual stations did:
All five outlets of the McClatchy Broadcasting Co. in California and Nevada aired special half-hour programs as the train headed eastward. In Sacramento KFBK fed its broadcast over a coast-to-coast ABC network Nov. 9. Shortwave equipment was installed in a radio-prop car aboard the nine-car train and for 15 minutes before train's arrival in Bakersfield, Fresno, Stockton and Reno KERN KKJ WGK and KOH presented descriptions of the train. Then, for another 15 minutes each of the stations described its area's contributions of food after the train's arrival.

In the Southwest KHTT Houston reported that it turned over 14 hours of daily operation to cooperate with the Houston Lions Club from now (Armistice Day) until next Monday when the Houston Friendship Train leaves for New York." The station management said KHTT arranged to have cans of food left at its new Radio Theatre and also at a huge bin in downtown Houston.

KFAB Omaha organized a food-saving contest under the direction of its special events interviewer, Ruth Daly Neuhaus, who boarded the Friendship Train at Fremont, Neb., and while en route from Fremont to Omaha transcribed a 15-minute interview featuring Drew Pearson, originator of the Friendship Train idea, Mayor Charles Leeman of Omaha and other notables.

KMA Shenandoah, Iowa, one of the stations which was instrumental in promoting the train's success at all of its Iowa stops, broadcast as it was released from Louisville, Ky., and then dispatched its farm service director, Merrill Langgitt, and its program manager, Glenn Harris, to formally present to Drew Pearson the $900 contributions sent in by KMA listeners. Presentation was aired by KMA.

In eastern Iowa WMT Cedar Rapids reported that its "price-of-one-meal" campaign had brought to all of its listeners cash gifts in excess of $30,000. The money was spent on oatmeal from the millers of Quaker Oats and the National Oats Co. in Cedar Rapids with the proceeds earmarked for special breakfast cereal. When the Friendship Train reached Cedar Rapids on Nov. 13, the WMT management reported, seven carloads of oatmeal were waiting on a siding to join it. WMT said its one-week drive for funds involved the air time of more than 300 station-break appeals.

At Fort Wayne, Ind., where residents donated cans of milk which were put aboard the train when it stopped there Nov. 15, WGL aired a half-hour dramatic program as a tribute to the contributors. Titled One Great Heart, the program told the story of the late Jane Addams of Chicago's Hull House and her efforts to bring about world peace. WGL staffers and members of the Fort Wayne Civic Theatre made up the cast.

In Pittsburgh WWSW made a 15-minute recording of the Friendship Train ceremonies Nov. 15 at the Pennsylvania Railroad's East Liberty yards. The transcription, shortwave via WRUL Boston to France and Italy, featured addresses by Pittsburgh's mayor, David L. Lawrence, and Drew Pearson.

KXEL-FM Starts
KXEL-FM Waterloo, Iowa, took the air Nov. 16 and is operating on a daily schedule of 11:30 a.m.-10:00 p.m. on W9G 1540 kc (15400). Joe DuMond, president of Josh Higgins Broadcasting Co., licensee of KXEL-FM and KXEL, announces. The interim operation is held on 14 kw, but KXEL-FM has been granted a construction permit for radiation of 50 kw, Mr. DuMond reports. Studios and the interim transmitter are located in Waterloo.

BREAKING GROUND for transmitting building of International Ladies' Garment Workers' Union's new FM station, KVUN, on M. Wilson, near Los Angeles, is David Dubinsky, union's president. Mr. Dubinsky said station will represent an investment of $100,000. Watching the union leader as he wielded the shovel is Morris Novik, radio consultant for the ILGWU.

New Texas Station Set For Early December Debut
KCTI Gonzales, Tex., new 250-w fulltime station on 1450 kc, expects to take the air early in December, according to Lawrence M. Walshak and Frank Wilson, Jr., partners in Gonzales Broadcasting Co. owners and operators. Mr. Walshak will be station manager and Mr. Wilson chief engineer. Other personnel are Rosemary Herrmann, program director; Don Marshall, Jimmie Traber, Tommy Wilson, and Nixon Shuler, announcers; and Frank Semba, engineer.

Studios and offices are located in remodeled basement of Rather-Randle Bldg. Transmitter building and antenna are 1½ miles east of Gonzales on Highway 201.

Station uses AP news service and Capitol Transcription Service. Equipment was supplied by RCA.

KRUS Ruston, La., Goes On Air as MBS Affiliate
KRUS, new 250-w fulltime Mutual affiliate on 1490 kc at Ruston, La., used small aerial bombs to herald its official launching Nov. 8. Programs featuring county seat towns in the area highlighted KRUS' schedule for the next two days. The licensee, Ruston Broadcasting Co., is owned by Clarence E. Faulk Jr., who is also owner and publisher of the Ruston Daily Leader. Joel M. Hirsch is station manager, Allen Hundley program director and Henry Shean chief engineer.

KRUS is housed in the Radio Bldg. in Ruston. The studio facilities include 14 rooms, all of them using a different color combination, Mr. Faulk reports.

NATIONAL TUBERCULOSIS Assn. has plans for promotion by use of its 3000 affiliated state and local clubs at 15th annual Christmas Seal Sale, Nov. 24 to Christmas, in 41 states. Agreement space approximately 1,800 of the discs with local stations.

November 24, 1947 • Page 29
You can't cover California's Bonanza Beeline without on-the-spot radio

The spare-less motorist pictured above suffers from inadequate coverage. And so do advertisers who try to cover the Bonanza Beeline—California's rich central valleys plus nearby Reno—with outside radio. Because the Beeline is surrounded by mountains that interfere with outside radio signals.

How good is this mountain-ringed market? Beeline people annually spend more on retail purchases than all San Franciscans and all Seattleites combined.

So remember that the only effective way to radio-sell prosperous Beeliners is with on-the-spot radio. Use the five BEELINE stations. Each is located right in a major Beeline city... each is the oldest in its area. KMJ Fresno, for example, was established in 1922. And BMB reports the KMJ home-county audience as 90% daytime, 97% at night.

McCLATCHY BROADCASTING COMPANY

KFBK
Sacramento (ABC) 10,000 watts 1530 kc.

KOH
Reno (NBC) 1000 watts 630 kc.

KERN
Bakersfield (CBS) 1000 watts 1410 kc.

KWG
Stockton (ABC) 250 watts 1230 kc.

KMJ
Fresno (NBC) 5000 watts 580 kc.
RATING 'HYSTERIA' ASSAILED BY WEIR

Austrian also tells 4-A meet of his outlook in television

RESEARCH hysteria in radio as well as in other media has led to the growth of a "Frankenstein monster" which threatens to destroy the industry which created it, according to Walter Weir, president of Walter Weir Inc., New York, who spoke last week at the Eastern Annual Meeting of the American Assn. of Advertising Agencies, at the Waldorf-Astoria Hotel, New York.

Program ratings, through the "slavish obeisance" of broadcasters and advertisers, have become ends rather than means to ends in the industry, Mr. Weir declared. As a cure he proposed a return to "creative copywriting" planned to result in sales rather than merely impressive audience statistics.

In the radio production session—which alone of the day's seminars was closed to non-4-A members and the press—the prediction that "...by the end of 1948, in the first 50 cities by sales rank in the U. S., there will be not a single television channel available" if the present rate of video expansion continues, was made by Ralph B. Austrian, vice president in charge of television of Foote, Cone & Belding. Mr. Austrian's remarks were read by Roger Fryor, a video executive of the agency.

Video Boom Results

Mr. Austrian further predicted that the boom in television in the New York area will cause a corresponding drop in radio listening there by the end of 1948. This may be accompanied by lowered program ratings and possibly decreased radio time rates, he said.

He estimated that in the New York area alone there will be 400,000 video sets in use with a combined audience of 2,400,000 by the end of next year.

The importance of showmanship in television commercials was emphasized by William E. Forbes, manager of Young & Rubicam's television department, who was an

ORCHIDS to Lenore Sanders, time-buyer of National Export Advertising Service, New York, from Frank V. Webb, general manager of KULA Honolulu, to celebrate first Jimmy Fidler program on that station. Program is sponsored on KULA by Carter Products for Arrid, with business placed by Miss Sanders. Admiring Miss Sanders and the lei of orchids, flown in from Honolulu, are Ed Bunker (l), account executive of Avery-Knodel Inc., representative of KULA, and Thomas Hughes, agency account executive on the Carter account.

other 4-A speaker. "The straight commercial became passe in a hurry—for good reason," he declared. The position of the AAAA committee on radio and television policies that the adoption of a code or standards of practice by the NAB would be "in the interests of improving radio as an advertising medium" was restated by the committee's chairman, Louis N. Brockway, Young & Rubicam executive vice president.

Leonard T. Bush, Compton Advertising vice president, touched on the significance to agencies and advertisers of the AFM's announced ban on recording after Dec. 31. The radio production session was under the chairmanship of L. T. (Ted) Steele, Benton & Bowles vice president and radio director.

Whitehall Cleared

A COMPLAINT charging Whitehall Pharmacal Inc., Jersey City, with misrepresentation in the sale of "Aspartame," a medicinal preparation, was dismissed without prejudice last week by the Federal Trade Commission. The order says that the corporation has discontinued business on the product.

NRDGA to Promote Contest Winners

Decision Will Be Announced At Jan. 12 Convention

NATIONWIDE promotion will be given by National Retail Dry Goods Assn. to winners of awards in the NRDGA's second installment of its "Radio Program Contest. Entries for the contest will close Dec. 1, according to Howard P. Abrahams, NRDGA Sales Promotion Division manager.

Despite the fact that a large number of entries will face the judges, NRDGA plans to mail the names of winners in time for the radio session at its annual convention Jan. 12-16 at the Hotel Pennsylvania, New York.

Three of the convention meetings will be of interest to broadcasters. They include a morning sales promotion session Jan. 14 with the theme, "Major Store Problems in 1948 and What Sales Promotion Can Do to Solve Them"; newspaper-radio sales promotion meeting that afternoon; major application and radio session on the morning of Jan. 15.

Submit Disc

Stores entering the contest are to send one transcription of a regularly scheduled broadcast program, with at least two copies of the script for the same day's program. Each store, if classified according to audience it is primarily beamed to: Children, teenagers, women, men, farmers, people, general family, and miscellaneous audiences. Basic objectives of programs should be listed. Judges will give awards to programs which best achieve the store's particular objectives and reflect its individuality and personality in its own trading community.

Lee Hart, NAB assistant director of Broadcast Advertising, urged stations to aid retailers in evaluating effectiveness of programs in attaining objectives. Stations were advised that if the second annual contest is successful, it should automatically become a permanent event—and a million-dollar promotion for radio.

Airline Distance Table Seen as Engineers' Aid

PUBLICATION of an extensive table of airline distances between U. S. cities was completed last week. The table was put out by the Coast and Geodetic Survey, Dept. of Commerce.

Although it is primarily to meet requirements of air navigation, the data is said to be useful for persons interested in problems relating to radio engineering.

Titled "Airline Distances Between Cities in the U. S." and referred to as U. S. Coast and Geodetic Survey Special Publication No. 238, the table can be bought for $1.75 from the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

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IN EASTERN

NORTH CAROLINA

YOUR SALES

ALPHABET STARTS

WITH ABC...

AND PAYS OFF WITH

NRDGA TO PROMOTE CONTEST WINNERS

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'Voice of America' Vigorously Endorsed at NARND Meeting

IN A BUSY final session, the members of the National Assn. of Radio News Directors passed resolutions supporting the "Voice of America" program, spoke out for "equal access to news sources" for radio news men, and re-elected 1947 officers for another term. The association completed its second annual convention in Washington Nov. 15.

It was a busy week for the members of the Association, who visited President Truman and Sen. Robert Taft; and heard Sen. Bourke Hickenlooper of Iowa, who addressed them at the convention banquet. These special events were side-linés to the main purpose of the meeting, which was to swap ideas and information, and listen to expert radio news men participating in a series of roundtable discussions.

A strongly worded resolution supporting the basic right of radio to editorialize was withdrawn from the floor in the closing hours of the three-day NARND convention. [Broadcasting, Nov. 17].

The expected opinion on the Mayflower decision was withheld by general consent, on the grounds that this ruling was a matter of concern to radio management only. It was learned, however, that, if the association were called upon to testify before the FCC on the Mayflower decision, its officers would support management in its battle for editorial rights.

The resolution that was withdrawn, although definite in its support of a change in FCC rulings, was equally insistent upon equal safeguards against the abuse of editorial privilege. Members felt that expressions of editorial opinion should be "clearly identified as such," that competent news personnel should handle broadcasts of this kind, and that editorializing should be limited to certain specific times.

Executive Secretary Ed Wallace of WGR Cleveland took the floor late in the convention to discuss the recent charges by an AP managing editor in Detroit that radio was a "parasite" on regular news gathering agencies. Mr. Wallace said this was an "ill-considered statement." The membership felt that the charge should not be dignified by an answer, and no action was taken by the convention.

The "Voice of America" broadcasts were endorsed by NARND unanimously. A resolution urging more funds for the overseas broadcasts was passed with little more than routine discussion. The resolution follows:

"This association favors any congressional action that would increase dissemination of information abroad about America, its government, institutions and customs. We favor the appropriation of additional funds for the Voice of America or a similar program."

Difficulties encountered by the newsmen in the use of wire recording equipment were brought to light in the business meeting, when a strong resolution was passed demanding "equal access to news sources for radio news men and their equipment." It was obvious from discussion preceding adoption of the resolution that radio newsmen had met severe obstacles in attempts to use their newest tool, the wire recorder. The famous Henry Wallace speech, delivered over the MBS recording microphone, was cited as an outstanding example of the kind of discrimination radio newsmen suffered in the attempt to use wire recorders.

The following resolution was passed:

"Radio news reporters are entitled to equal access to news sources and shall be recognized as having the same privileges, legal and otherwise, as representatives of other news media. Radio equipment necessary to broadcasting shall be given equal consideration to equipment used in reporting by other news media, and in the public interest we condemn the action of any person in violation thereof."

Identification Asked

NARND also passed a resolution asking proper identification on the air for all persons reading news broadcasts. The resolution was aimed at the labeling of news announcers as "commentators," "analysts," "editors" or "correspondents" when the announcer had no part in the gathering of the news, or preparing it for broadcast.

Dave Banks, news director of WIVS Jackson, Tenn., took the floor during the final session to ask for a resolution criticizing the wire services for bias in news reporting, as being detrimental to radio's reputation for impartial reporting. Mr. Banks declared that many small stations were dependent upon wire services for news and that the bias was repeated many times over in news broadcasts by unsuspecting announcers.

No action was taken on this suggestion.

Standards of radio news editing, written at the mid-year meeting of the NARND Board of Directors, were formally adopted, without change, by the membership. Sereno Gammel, WHTT Hartford, presented them to the convention. As adopted, the standards are these:

1. The basic function of radio news presentation is to get the public interested and therefore, the news director's first responsibility is to the public.

2. The news director should be responsible (within the station organization) only to the station management and not necessarily recommended by NARND and the NAB.

3. The news director should be consulted in all station programming pertaining to news and special events for the purpose of getting a good balance of news programs.

4. Only the news director should be granted authority by the manager to accept or reject news.

5. Adequate coverage of his own area is the primary obligation of every news director.

6. The minimum essential for every station—one trained newsmen.

7. Commercial news should be separate and separate from the news content and NARND recommends that a different voice be used.

8. Selection and presentation of news should be unbiased, objective, accurate, impartial, and in good taste.

During their stay in Washington, the news directors called at the White House to see the President [Broadcasting, Nov. 17], and had a 40-minute press conference with Senator Taft. Senator Hickel, president of the convention banquet in Washington's Mayflower Hotel, told the radio newsmen of his recent trip to Europe for the subcommittee investigating the effectivness of the "Voice of America" program. The Senator said, "I am convinced that our own best interests demand that we enlarge our program of information to the world . . . such enlargement must be within reason and must be confined to factual information about the United States, and about the implements and institutions of free government."

Two and a half days of the convention were devoted to panel discussions of various problems afflicting radio news operations. The sessions opened with discussions (Continued on page 34)

Page 32 • November 24, 1947

Boards of Directors assembled after the ballots were counted at the close of the association's second annual convention in Washington, D.C. They are (1 to r) Bob Reden, WOC Davenport, Iowa; Soren Munkhoof, WOW Omaha; David Kessler, WHAM Rochester; John Murphy, WCKY Cincinnati; Bob Eastman, KOMA Oklahoma City; Sig Mickelson, WCCO Minneapolis; Ben Chatfield, WMAZ Macon; and NARND president and board member, John Hogan of WCHS Portland, Me.
Our 25 years have given us Magic!

If you want to see some real stunts in the way of advertising results, ask for a performance by WDAY.

What with 25 years of practice, we know what it takes. Big talk? Well, according to surveys, WDAY is the 6 to 1 favorite in the Red River Valley—and when any station gets listener preference like that, the advertising results become just automatic.

Let us prove it—or ask Free & Peters.

FARGO, N. D. NBC...970 KILOCYCLES...5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives
Murphy, WCKY Cincinnati, treasurer, and Ed Wallace, WGAR Cleveland, executive-secretary. Continuing board members are: Bob Mahoney, KWH Shreveport; Jack Kreuger, WTMJ Milwaukee; Soren Munkhof, WOW Omaha, and Tom Eaton, WITC Hartford.

The new board of directors met after the convention, and made plans for an extensive membership drive. The board also set up a News Operations Committee, to aid members in solving the problems of radio news operations, especially in smaller stations where there is a one- or two-man news department.

A report of the Awards Committee of the association urging that awards be given for the best spot radio coverage of news events was approved, and the board was asked to give the matter further study. Meanwhile, the association voted to give a series of continuing awards for excellence in news coverage, throughout the year, whenever a particular broadcast merits special notice.

No site was selected for the 1948 convention, but strong feeling for western location was expressed. Denver was mentioned as a likely possibility.

The following persons attended the Washington sessions:


Dave Geslez, WCHA Champaign, Ill.

2 1/4 MILLION PEOPLE

ONE COLUMBIA STATION SERVER US ALL!

MEMO FROM

The heart of our market story is exclusive Columbia coverage of 2,690,000 people—7 out of 10 Northern Californians! Let us show you how easily KQW can turn these people into customers.

Manager

Pacific Agricultural Foundation, Ltd.
San Jose, California

KQW

EXCLUSIVELY DELIVERS THE COLUMBIA 14 COUNTY SAN FRANCISCO-OAKLAND BAY MARKET (Represented Nationally by Edward Petry & Co., Inc.)

740 ON YOUR Dial San Francisco Studies Palace Hotel

Difficultly of Measuring Limited Groups Stressed

"If the telephone sample falls down in any particular, it is in the measurement of 'class' or foreign language program audiences," C. E. Hooper advised the San Francisco Radio Executive Club Nov. 11.

But he explained that "such programs are broadcast for limited groups and should not be measured by any universal yardstick." As result of inability to reach small cities, towns and farms speedily or cheaply, he explained that current audience size facts are confined to 82 largest cities by populations. Conceding the need for some measurement of audiences beyond the reach of telephone, he said mail contact has been effectively managed with that segment. Finally, he stressed importance of using available data only in measurement of what it attempts to survey.
With ALLIED MILLS, Inc. It's
"LET'S GO VISITING"...
AND SELLING
with SPOT RADIO

When Med Maxwell goes on the air, you

...
PHILIP MORRIS TO ADD THIRD NETWORK SHOW

PHILIP MORRIS Co., New York, effective Dec. 14 will add a third network program to its radio campaign. It will take over the 10:30-11 p.m. Sunday night spot on NBC Adam Hats which is dropping sponsorship of The Big Break [BROADCASTING, Nov. 10]. The cigarette firm will sponsor the Horace Heidt program in that period.

The company, in addition, is scheduled to renew the Milton Berle program, Tuesday, 8-9:30 p.m. on NBC [BROADCASTING, Nov. 17]. Originally the Horace Heidt show was bought by the Philip Morris agency, Biow Co., New York, as a replacement for the Berle show.

Sponsor will also retain its Friday 10:30-11 p.m. period on CBS. Although the show currently in that time is It Pays to Be Ignorant, it is scheduled to be replaced by the Dinah Shore-Harry James show in January.

Biow Co. is the agency for both Philip Morris and Adam Hats accounts.

Co-ops More Popular

NATIONAL advertisers have increased their interest in cooperative programs, according to a survey made by ABC among its co-op program sponsors. The comparison indicated a 49% total increase in the number of sponsors in November 1947 as compared with November 1946, with the largest gains made by financial and insurance firms. Their sponsorship increased 93%, followed by auto dealers and auto accessory stores with a 91% increase, and furniture stores and bakers with a 90% increase.

Henry Saxe

HENRY SAXE, 62, veteran radio, dramatic, and vaudeville actor, died in Chicago Nov. 6. He was best known for his role as Daddy Warbucks in Orphan Annie, which he played for six years. He was a native of Montreal. Surviving are his wife, Mrs. Germaine La Pierre Saxe, his mother, five sisters, and three brothers, one of whom, Alfred Saxe (Alan Wray) is a producer-announcer with CBS in New York.

Y & R PUBLICITY IN HIGH GEAR

Attention-Getting Gadgets Point Up Agency's Promotion of Programs

SHOWMANSHIP doesn't end with the show at Young & Rubicam, New York. As a matter of fact, in the case of its hard-hitting promotion and publicity department that's really where it begins.

Talk of the promotional industry in New York is the canny follow-through of the Y & R publicity and promotion bureau headed by Harry Rauch with the support of Randy Mebane, director of program promotion.

Lining the decks and living quarters of radio editors and network station men throughout the country are gadget gifts ingeniously chosen to arouse and hold the attention of these persons to the agency's programs.

When the My Friend Irma show took to the air for Swan Soap, Y & R appropriately drew notice to it with a soft, over-size bath towel cradling a bar of the sponsor's soap.

Archie returned to Duffy's Tavern on NBC for Bristol-Myers and the proper folks were made aware of the fact with the receipt of a man-sized beer schooner that went perfectly with the free-lunch-and-sawdust dialogue at the Tavern.

International Silver, sponsors of Ozzie and Harriet on CBS, contributed a set of six silver demitasse spoons.

For lost editors the Gulf Oil people sent a road map case to evoke attention to its We the People Show on CBS.

General Electric Co.'s souvenir for its GE House Party on CBS was a miniature ball-point pen.

Lipton's Tea responded with a whistling tea kettle to remind folks of its product and its Arthur Godfrey's Talent Scouts program on CBS.

The Jello people heralded the Baby Smokey Show with an aluminum mixing bowl.

Forgetting no one—not even the gin-rummy advocates—the Y & R promotion department closed out its list with a set of playing cards on behalf of The Aldrich Family.

Upcoming gifts will feature eight-inch shears which the agency describes for that "cut-up" Danny Thomas, promoting the premier of the show for Sanka Coffee in January.

CBS Shuffle

A TIME SWAP involving the Old Gold and Borden shows was announced in New York last week by CBS. The Frank Morgan-Don Ameeche Old Gold Show, currently heard Wednesdays 8-9:30 p.m., will move to Fridays 9-10:30 p.m. after Jan. 1, replacing the Mark Warnow Borden Show, which in turn will move into the Wednesday slot. Shufle is part of the CBS plan to build a solid Friday night comedy lineup.

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The Season for Thanks

TO LISTENERS (daytime and nighttime)...

Thanks for telling Mr. Hooper that you listen so regularly to Westinghouse stations. TO ADVERTISERS (local, spot, and network). Thanks for filling our broadcast hours with so many likeable, listenable programs. TO AGENCIES (large, small and in-between). Thanks for putting Westinghouse stations at the top of so many schedules. TO OUR REPRESENTATIVES (national)*. Thanks for your alertness in providing advertisers with up-to-the-minute information on availabilities, costs and talent. And many thanks to all the people in all our stations who’ve made these results possible!

WESTINGHOUSE RADIO STATIONS INC

WBZ · WBZA · WOWO · KEX · KYW · KDKA

*NBC Spot Sales—Except for KEX · For KEX, Free & Peters
Crosby Again Dominates Cleveland Poll; Bob Hope Second on 'All-America Team'

IT'S CROSBY AGAIN in the annual radio poll conducted by the Cleveland Plain Dealer. "Der Bingle" dominated the field in the nation's oldest readers' poll for the second successive year, edging out his friendly rival Bob Hope for top spot on the All-America Radio Eleven for 1947-48.

Bing's waxed series rated second in the first 10 program choices, first among variety shows, and he was rated radio's best male pop vocalist. Votes rolled in from 80 cities and towns in Ohio, besides Cleveland, plus a few from Pennsylvania, Indiana, New York, and Florida.

Besides Crosby and Hope, members of the All-America team, in order of votes received, follow:

Don McNeill (ABC), Red Skelton (NBC), Fibber McGee (NBC), Kate Smith (Mutual), Henry Morgan (ABC), Fred Allen (NBC), Charlie McCarthy (NBC), Jack Benny (NBC), Al Jolson (NBC).

Other poll results, in voting order, follow:

PROGRAMS-Family Theater, Bing Crosby Show, McNeill Breakfast Club, Fibber McGee-Molly, Bob Hope Show, Jack Benny.


VARIETY-Bing Crosby, Jack Benny, Fibber McGee, Charlie McCarthy, Fred Allen.

SERIAL DRAMA voting revealed only one series with a heavy audience rating—One Man's Family.

DRAMA-Family Theater, Radio Theater, Theater Guild, Greatest Story Ever Told, Cavalcade of America.

CLASSICAL SINGERS (male)—James Melton, Nelson Eddy, Lauritta Melchior, Christopher Lynch, Robert Merrill, Donald Dams.

CLASSICAL SINGERS (female)—Rise Stevens, Lily Pons, Eleanor Steber, Gladys Swarthout, Evelyn MacGregor.

POP SINGERS (male)—Bing Crosby, Ferel Como, Denuly Day, Frank Sinatra.

POP SINGERS (female)—Dinah Shore, Jo Stafford, Ginny Simms, Kate Smith.

COMEDIENNES—Joan Davis, Judy Canova, Fanny Brice, Molly of Fibber McGee and Molly, Eve Arden, Gracie Allen.

SYMPHONIC—New York Philharmonic, Detroit Symphony, Boston Symphony, NBC Symphony.

SEMICLASSICAL—Phil Spatsiny Clark Girls' Ensemble, Fred Waring, Album of Famous Music, Don Voorhees Concert, Howard Barlow Concert.


QUIZ SHOWS—Information Please, Quiz Kids, Dr. F. Q. Twenty Questions, Take it or Leave It, Truth or Consequences.

EDUCATIONAL—America's Town Meeting, Cavalcade of America, University of Chicago Round Table, Ohio Story (WTAM Cleveland), Greatest Story Ever Told, Exploring the Unknown, CBS Is There.

CLEVELAND SHOWS—Ohio Story (WTAM), Here's Bowling (WJMO), Fairy Tale Theater (WOAR), Big Broadcast (WKE), Jake and Lena (WJMO), Cleveland City Club (WOAR).

GOV. EARL WARREN (1) of California and Tony Koester, chief of the KFRK Sacramento bureau of news and special events, go over their notes for a network cut-in in which the governor announced he would be a candidate for the Republican nomination for President.

Cut-in was made on ABC's Headline Edition Nov. 13.

TELEVISION WORKSHOP EXPANDS OPERATIONS

EXPANSION plans for the Television Workshop were announced last week by Irwin Shane, executive director and founder, on the occasion of the organization's fourth anniversary. Negotiations are under way for additional quarters, to be fully equipped with cameras, control consoles, lights and sound equipment—everything a video station has except a transmitter, Mr. Shane said.

Ten new courses will be offered to video students when the new studio is completed, Mr. Shane reported. These will include camera work and maintenance, control board operation, trouble shooting, studio design, station operation and management, scenic design, special effects, advanced studio aspects of production, remote pickups, film laboratory. Workshop's present courses cover writing, production and direction of video programs.

No Comments

Mr. Shane also announced that the Workshop will shortly open branches in other cities, starting with Philadelphia, where an affiliate already has been organized, and including Chicago, Detroit, Cleveland, and St. Louis. Other cities, such as Hartford, which will not support a fulltime workshop, will be serviced by visiting instructors, he said.

Workshop's touring companies, presently covering a New York-Schenectady - Philadelphia circuit, will increase their routes to include Baltimore, Washington, Detroit, St. Louis and Cincinnati in the near future, Mr. Shane said, stating that his goal is 50 companies touring 80 cities within five years.

U. OF MIAMI Nov. 16 opened its new radio studio on the school campus. Dedication programs were aired over WQAM Miami Beach, Sunday at 4:30 p.m. School studio will cooperate with local stations in broadcasting public service and cultural programs from the university, according to school officials.
"THERE OUGHT TO BE A LAW!"

REMEMBER THE RECENT FIRE TRAGEDIES? Remember the demand that swept the nation for building codes, laws and law enforcement? An aroused press and citizenry asked for—but didn't get—an end to wholesale death by fire.

What happened in your community to guard your own life and welfare? It's time to take a serious look—in light of these shocking facts:

Of 16,220 municipalities in the nation, less than 2,000 have adopted a building code for the legal protection of the community against known fire hazards. Many of the 2,000 building codes in effect are fifteen to fifty years old—so obsolete as to be practically worthless.

Fire prevention must start with law and law enforcement. It isn't enough to cry "there ought to be a law," after bodies are taken from smoking ruins.

Action—concerted action must come through the collective will of every citizen. Action—before disaster strikes! Such action must have the unified support of state and local officials charged with fire safety.

Dangerous buildings must no longer be allowed to escape the regulation which is essential to the safety of human life.

The President of the United States has recognized the need for action now. He has declared all-out war against fire—a serious menace to our national life.

The fire insurance industry has perfected building codes for all communities. Responsibility for their adoption rests with local authorities and you, whose lives are at stake.

TAKE THIS ACTION NOW! Interested local authorities and citizens are invited to write for a copy of "The Report on Laws and Law Enforcement." Address: The President's Conference on Fire Prevention, Washington, D. C.

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

"THE danger that is most threatening to America today is the terror of our lives, the danger of fire. In the entire field of fire prevention, there is no subject that needs attention more than that of statute and ordinance enforcement."

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Radio and Video Carry Truman Address; TV Coverage Pooled

THE GALLERIES of Congress were overflowing with microphones, television cameras and correspondents last Monday as radio concentrated on bringing the nation President Truman's address to the special session.

As with the World Series, television coverage was on a pooled basis, and indications were that it would continue that way for the time being on major events of national interest. Video stations carrying the President's speech were WNBW, WMAL-TV and WTTG Washington; WNBT, WCBS-TV and WABD New York; WABD Boston; WABC New York; and WOR New York.

In addition to the pooled pickup, WNBW, NBC's Washington outlet, originated for the NBC television network the telecast of Sen. Robert A. Taft's reply to the President's remarks on foreign aid and domestic problems. According to NBC, members of the senator's personal staff were impressed with the program and expressed interest in future television appearances for Senator Taft.

Previous Shows

Programs devoted to the special session were aired by all major networks a day or two prior to the opening. CBS, in place of its regular program As Others See Us, Sunday at 12:30 p.m., carried a special foreign and domestic round-up which discussed the coming session from three viewpoints, the legislator's, the news analyst's, and the average man's. From London, New York, Berlin, Rome, Chicago and the West coast, people from various occupations explained what Congress could do for them. In addition, two congressmen - Sen. Bourke Hickenlooper (R-Iowa) and Rep. Thomas A. Jenkins (R-Ohio) - stated their opinions and, finally, there was an overall analysis by CBS Newsmen Joseph Harsch and Don Pryor and M.C. Gunnar Beck.

Mutual called on news editors in seven affiliated stations around the country from 10-10:30 p.m. the night before Congress convened. Each of the participants explained what the people in his area expected of the special session.

Problems of Session

Two congressmen, A. S. (Mike) Monroney (D-Okl.) and George Bender (R-Ohio) gave their views and predictions on a special ABC program, What Congress Faces, at 10:30 p.m. Nov. 13. Problems relating to the session were discussed by NBC participants on the Saturday night show, Our Foreign Policy. NBC also revealed plans to expand regional coverage of Congress by transmitting news of special interest to its affiliates in particular areas.

Truman Rating

PRESIDENT TRUMAN'S
Nov. 17 address opening the special session of Congress was heard by 9,097,000 adults, according to CBS estimate based on a special survey by C. E. Hooper Inc. The President's Hoopering for the 1:30-2 p.m. talk was 18.2, his share of the audience 88.1. His Hoopering for his "State of the Union" address last Jan. 6 from 1 to 1:15 p.m. was 20.4.

MAKING FRIENDS ON THE FARM, TOO

WSBT covers a true cross-section of America's industrial-agricultural population. With increased power, WSBT gives increased service to farmers as well as city folks. One example of this service is "Farm Report," the newest WSBT program. It is aimed directly at the rich farm market of Indiana and southern Michigan.

WSBT makes friends everywhere it goes. Today, with increased power and increased service, it is making them fast-in the city and on the farm.

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WSBT makes friends everywhere it goes. Today, with increased power and increased service, it is making them fast-in the city and on the farm.

ACKERMAN, FINESHRIBER GIVE CBS APPOINTMENTS

TWO MAJOR program department appointments were announced last week by CBS. Harry S. Ackerman, Young & Rubicam vice president in charge of radio program operations, joins CBS with the title of executive producer in New York, effective Jan. 1. William H. Fineshriber, formerly assistant CBS director of broadcasters, has been given the newly-created position of general manager of the network's program department.

Mr. Ackerman's new duties, the network said, will consist primarily of working with Hubbell Robinson Jr., CBS vice president in charge of programs, in planning and production of all CBS shows originating in New York.

Mr. Fineshriber will continue to work with Mr. Robinson and with Davidson Taylor, CBS vice president and director of public affairs, "... on entertainment and public affairs programs on the planning and entertainment level."

Mr. Ackerman joined Young & Rubicam in 1936 as an assistant director, was made production supervisor in 1942, and associate director of radio for the agency in 1945. Mr. Fineshriber came to CBS in 1931 as a publicity writer. He was manager of Carnegie Hall, New York, 1934-37, and later returned to the network and was named assistant director of CBS broadcasts in 1943.
Taylorville, Illinois is a real good town... its 10,500 people are justly proud of their 12 churches, 7 schools, hospital, parks and modern buildings... and Taylorville is the County Seat of Christian County, right in the middle of one of the richest agricultural regions in the entire nation... in 1946 Taylorville's retail sales were over 12 million dollars. It is located some 195 miles from Chicago, between Springfield and Decatur.

As might be expected Taylorville has an aggressive Association of Commerce... this Association, in conjunction with the University of Illinois, recently published a 1947 Consumer's Buying Survey. Every fourth house in the entire town was personally interviewed. They found out a lot of interesting things and one of the questions asked was: "Name your three favorite radio stations." Of all the stations mentioned, 4 were in Chicago, 3 in St. Louis and 1 in Nashville and, also as might be expected, WGN led the entire list by a very substantial margin.

Taylorville, Illinois typifies countless other rich farm towns in the midwest. We know we are well received in the rural areas... we know because the Broadcast Measurement Bureau tells us we have more coverage exceeding 50% than any other Chicago station (example: Taylorville, 73% day and 78% night) and because surveys invariably bear this out. Whether your sales message is for the metropolitan or rural areas, it will do a better job on WGN.

---

A Clear Channel Station... Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 330 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
WJIM Lansing Gets Frequency Change

WKRC's 5-kw Fulltime Appeal Denied by Commissioners

FCC HANDED down a final decision last week granting WJIM Lansing's request for authority to move from 1240 kc with 250 w to 550 kc with 1 kw, and denying "without prejudice" the application of WKRC Cincinnati for 5-kw full-time, rather than 5 kw day and 1 kw night, on the same channel.

An appeal to the courts by the Cincinnati station, owned by the Cincinnati Times-Star, was regarded as likely.

The denial of WKRC's request was "without prejudice to applicant's filing within 60 days an application for use of 550 kc...which would afford protection in accordance with the Standards to all existing and proposed stations except that it may radiate 150 millivolts per meter equivalent for a .311 wavelength antenna in the horizontal plane in the direction of Lansing, Mich."

Had Proposed Grants

The final action was comparable to the proposed decision except that FCC at that time [BROADCASTING, May], granted WJIM full-time on condition that its nighttime radiation toward Lansing not exceed the same values which are specified in the final decision.

Both WJIM and WKRC were among 11 applicants originally involved in the 550-ka case, and both received grants. But WKRC was unwilling for acceptance of the conditions specified at that time and the Commission severed the two applications from the nine others and issued its proposed decision to grant WJIM's proposal and to grant WKRC's conditionally.

Dissenting from the final decision, Comr. Robert F. Jones agreed with the Cincinnati station that there was nothing in the record regarding the feasibility of WKRC operating with a radiation of less than 465 mv/m toward Lansing. He took the position that "further information is necessary to determine an efficient and equitable nighttime use of the frequency 550 kc by both WKRC and WJIM," and therefore argued that WKRC's request to reopen the record "to obtain this information" should have been granted.

Claims 'Insufficient' Record

"Until such information is obtained, I believe the Commission has an insufficient record upon which to make a final determination in this case," he declared.

WJIM's grant involves use of directional antenna fulltime. WKRC's application also proposed fulltime.

The final decision was adopted Oct. 29. Then-Chairman Charles R. Denny and Comr. Rosel H. Hyde did not participate.

Grants for WFMD Set Aside by FCC

Case Will Be Heard With WPAT Request on Same Frequency

FCC last week set aside its seven-month-old grant for increased power for WFMD Frederick, Md., and designated the application for hearing with the application of WPAT at Paterson, N. J., for nighttime operation on the same frequency.

The action was taken on petition of WPAT, which claimed that its own proposed operation on 930 kc with 5 kw fulltime (instead of 1 kw, daytime only) would be severely limited by WFMD's authorized increase from 500 w to 1 kw on 930 kc.

Issued Without Hearing

The grant to WFMD was issued April 10 without hearing. WPAT petitioned for reconsideration on April 30, and subsequently submitted engineering affidavits to support its contention that its proposed operation would suffer serious limitations from the WFMD operation. FCC contended that WPAT's petition was "fatally defective" because it failed to submit engineering affidavits within the 20-day limit prescribed by FCC.

To this the Commission responded, in its opinion last week, that "such a claim is without foundation." FCC's rules, the opinion declared, do "not require such an affidavit to support a claim of interference to service proposed in a pending application." While theoretical measurements show relatively slight limitations would result between the two proposed operations, FCC asserted, the data submitted by WPAT on the basis of actual measurements charge substantially greater claim of interference and justify a hearing before any decision is reached on either application. The hearing was set for Nov. 26.


WGY Schenectady was saluted by National Safety Council for having the "most original farm safety week radio program" in the council's recent program contest. WGY won the award of honor for distinguished service to safety.
United Nations Council Under Glass!

Many architects believe that the world of tomorrow will be a world of glass buildings. And now as one further step toward this new world comes the proposed home of the United Nations Council to be located on the East River in New York City.

The U-N’s central buildings literally will be houses of glass, about the most radically designed buildings in history. The structures probably will be the first to have walls that are practically transparent glass. No masonry will be visible, and an illusion will be created that the building is supported entirely by glass, although actually the frame will be the regular skyscraper construction of steel encased in concrete.

Toledo—The Heart of America’s Glass Industry—will play an important role in creating this new home for world peace.

And WSPD is proud of the fact that during the past 26 years it has become such a well-established part of the daily lives of the people who live and work and buy in this great industrial center—Toledo, Ohio.

It is the purpose of WSPD to merit increasingly the name, “The Voice of Toledo”.

Just ask Katz

A QUARTER CENTURY • THE VOICE OF TOLEDO
WSPD TOLEDO, OHIO
5000 WATTS
NBC
“HAPPY HURDLERS” Robert E. Dunville (l), vice president and general manager of Crosley Broadcasting Corp., and James D. Shouse, Crosley president and Avo board member, exchange congratulations on their tenth anniversary with Crosley. Employees at Crosley Square, Cincinnati, gave the executives a surprise cocktail party Nov. 6. They also got together the background poster, showing the two taking the hurdles.

NEW NEGRO NETWORK PLANNED FOR CHICAGO

FIRST NEGRO-OWNED and operated network of radio stations in the United States is planned by stockholders of newly formed Afro-American Broadcasting System Inc., which announced intention to file for AM-FM stations serving South Chicago's 400,000 Negroes.

Articles of incorporation filed last week by the Illinois Secretary of State listed Dr. Clifford F. Kyle, Chicago minister, as president and chairman of the board. Other officers are Andrew R. Carter, chief engineer and vice president; Winona R. Stone, secretary, and J. W. Williams Sr., treasurer.

Board members include Dr. Kyle, Mr. Carter, Louis E. Ferguson, Rev. A. Alfred Watts and Quentin Mease. Rev. Watts and Mease are war veterans.

Dr. Kyle said that following consolidation of KVON (Voice of the Negro) and KVON-FM, plans for a network of Negro stations in “at least five major Negro markets” would begin. Application to file with the FCC will list $58,000 in Class A stock, and $12,000 in Class B stock.

NAB Offers Amendment
To Solve Election Problem

PROPOSED amendment to the NAB by-laws designed to solve an election problem in even-numbered districts was submitted to the membership last week for membership vote [BROADCASTING, Nov. 10]. The proposal would amend Section 2 A of Article IV to permit a referendum voting for directors in even-numbered districts in 1948.

Source of the confusion was transfer of NAB conventions from summer to spring, with switch of area and district meetings to summer. Even-numbered districts elect directors in even years. By-laws change will avoid the necessity of sending special ballots in the spring of 1948 merely to elect district directors. After 1948 all district directors will be elected at odd-numbered years. Revised wording will specify that directors “take office” in even or odd years, rather than be “elected” in those years.
IT MAKES A DIFFERENCE WHERE YOU SIT!

WSM was founded 22 years ago on the recognition of a group of people—a minority group if you will—who could be reached only by radio. Cut off from so many things the urban family enjoys as a matter of course, these people came to depend on this station as their only contact with the outside world.

In programming for them, WSM has developed a schedule so perfectly balanced that it has made loyal friends of the 5 million folks in our listening area.

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

WSM
NASHVILLE
Incredible as it may seem, there was one such advertiser eleven long years ago—and there has not been one since in the true sense of the word national—coast to coast and border to border. You remember the famous Chevrolet "Musical Moments" program. It was on more than 400 stations with three quarter-hour evening programs per week. Today there are regionals and other programs destined for eventual network consumption, but not one truly national spot program advertiser.

This situation is all the more remarkable when it is recognized that national spot is one of the greatest advertising mediums ever known. It offers advertisers outstanding advantages. For most of them it provides a means of reaching more people far more economically and effectively than any other radio medium. It makes possible intelligent direction and control to give the advertiser the most for his dollar.

Here is what a national spot program advertiser can do with this and no other medium:

...Select freely any number of stations—one or a thousand.
...Select freely the markets he wants where he has distribution or need—and only those markets.
...Select freely the best station in each market, for his purpose, regardless of size or network affiliation.
...Select freely the best time in each market, regardless of time zones.
...Double up in any market where pressure is needed, by using multiple stations, as multiple newspapers are now used.
...Hear programs including commercials before they go on the air—assuring standard excellence.
...Get extremely valuable free local merchandising support offered by many stations for spot program sponsors.
...Get the powerful advantage of local tie-up or cut-in announcements without extra cost.
...Get the freedom of a two weeks' cancellation clause instead of the usual thirteen.
...Control advertising for seasonal or climatic changes or for social or racial differences, or for any other intelligent sales purpose.

With such tremendous practical advantages, why haven't we scores of national spot accounts similar to Chevrolet? That is, accounts that use spot for its basic qualities and not just for a test on a trial campaign. We mean accounts that buy top-name Hooper rated programs on transcriptions, put them on radio stations and keep them there year after year.

Here is the greatest potential business in radio, not only for new stations but for others feeling the first pinch of competition. Network business is limited to those few advertisers having national distribution. Local business is limited. But there are literally thousands of advertisers, with regional or sectional distribution, who form the vast potential for national spot. From this great field will come the major radio station income of the future.

How can this reservoir of new business be opened? Present day methods obviously are inadequate. No single station or small selling group ever has or ever can accomplish much alone. The answer is simple—collective efforts and national organization! National Spot radio will be the greatest and most profitable business of radio!
U. S. — Ether Hog?

THE TIGHTLY CROWDED condition of the radio spectrum which prompted last week's FCC hearing on television channel No 1 serves to emphasize one fact which, though it was mentioned repeatedly, cannot be over-played. That is the point that Government itself is hogging the ether to the detriment of both broadcasting and the safety services. Witnesses in the hearing phrased it more politely. There were varying estimates of the amount of space it commanded by the Government. Several engineering witnesses calculated that Government holds some 43% of the frequencies between 15 and 210,000 kc.

It seems incongruous, if not preposterous, that television, FM, and a host of vital non-broadcast services should have to scramble badly for the relative handful of frequencies involved in Television Channel 1, while Government gets first chance at a whopping large number of channels and refuses to let go, whether it's using them or not.

Government in this case, as a start from FCC. The President, not the Commission, allocates channels to Government agencies, acting upon recommendation of the Intergovernmental Radio Advisory Committee (IRAC). We hope that FCC, which is not an IRAC, will explore this avenue of relief. Here lies an immediate answer to the "scarcity" argument. There are many channels which Government holds but is not using, or is not using to any great extent, that are well used or at least shared by the growing and already cramped non-Government services.

There is no question of Government's right to recall frequencies in time of emergency, or of radio's willingness to cooperate with Government in such times. But there is no justification for Government's clinging to channels it doesn't need in the meantime.

Reverse Lend—Listen

WILLIAM B. DOLPH, Washington radio entrepreneur, executive vice president of WMJ, Cedar Rapids, an inventor and manager of Fulton Lewis Jr., has an idea.

It's a wallowing good idea, which we commend to Congress and Washington officiand now grappling with problems of distributing the Marshall Plan to feed and finance the desperately poor peoples of Europe.

In a nutshell, Mr. Dolph proposes: As one of the conditions in any foreign monetary aid to those over-poor, uncared-for, undernourished nations, enter each of the 16 recipient countries agree to broadcast over their state-owned radio systems at least two 15-minute news broadcasts per day telling exactly where the grain, food and fuel are coming from. They would spread the gospel of America.

These news broadcasts would be in the native tongue and in all occupied areas, including the Soviet. They would be broadcast over long wave (equivalent to our standard band), the only means of reaching the masses on the continent by radio. Short wave sets, capable of receiving the "Voice of America" are owned largely by Europe's handful of high-brass.

Mr. Dolph's plan will put the "Voice of America" in long pants over long waves, and take it out of the short pants coverage of the short waves. Instead of spending $50,000,000 a year fighting to capture a split of the world's audience, he would use this $50,000,000 to recapture substantial credits from time charges.

A further condition suggested is that each beneficiary nation be required to send daily "voice for the deprived" transmission to the Library of Congress for review and inspection.

That would ensure that American generosity is not overstamped in the peoples' mind by the imprint of other nations, as happened too often in the distribution of UNRRA goods.

Our Respects To—

WILLIAM BARLING MAILLEFERT

THE IDEA for WVET, Mutual's new 5 kw affiliate in Rochester, N. Y., was conceived under a palm tree in the South Seas. Bill Mailefert was spending the winter—and summer—of 1946-44 in the South Pacific as a member of the Army Transport Service when the plan for his own radio station began to haunt him.

When he returned from the Pacific in January 1946, he took his idea to a luncheon table at the Holland House in New York and presented it to two friends. They were Hal James, formerly of Compton Agency's radio department, and Harry Bennett, a Compton account executive. The three decided to pool their respective experiences, form a partnership, jump the agency fence into greener pastures and get into the broadcasting side of the radio business.

Several weeks later, Jack Houseknecht, who had been business manager of Compton's radio department, and who was still in service at the time of the luncheon, was told of the plan and decided to join the group. Since Mr. Houseknecht was from Rochester and the other men had Chicago or New York City roots, it seemed logical to select his home city as the spot for a proposed operation.

In March and April 1946, the four men met with 34 Rochester World War II veterans and the Veterans Broadcasting Co. was organized.

One year later, after long hearings and much difficulty, WVET was issued a construction permit. Commercial operations began this October. And Bill Mailefert's dream under the palm trees came true.

He was born and reared in Westfield, N. J. He is a graduate of the local high school where he was editor-in-chief of the school's publication and active in dramatics. While in high school, he participated in football, basketball, track and baseball. Bill Mailefert had the distinction of being on the second team of more sports than any other man in Westfield High School.

Summer were spent working aboard tramp freighters. During this time he took trips to the West Coast and to Europe as a deck hand. In 1930 he entered Rutgers (commuting on a one-cylinder motorcycle) where he majored in English and Composition. During depression years he was forced to drop out of Rutgers and was employed in a series of jobs which enabled him to help support his family. These jobs included gas station attendant, maintenance handyman, landscape gardener, department store salesman, chauffeur, truck driver, (Continued on page 54)
TALKING TURKEY...that's our business, too! New—accurate—informative—WOV's Pantry Survey is the real turkey talk you've been waiting for. It shows you accurately and currently the relative sales position of 365 items in 37 different classifications, in the New York market. This study was made for you—to help you know exactly where you stand—to help you know where your competitors stand—to help you know more about yourself and about others. We would like you to see our Pantry Survey. See how WOV is opening the door to a clearer, deeper, more intelligent approach to advertising sales problems. There's no obligation of any kind. SEND THE COUPON NOW.

To take the guess out of buying, it's WOV's 5 Audited Audiences...real, basic, vital inside info on specific listening groups...all available upon request.

★ WAKE UP NEW YORK with Bill Williams
★ BAND PARADE with Bill Gordon
★ 1280 CLUB with Fred Robbins
★ PRAIRIE STARS with Rosalie Allen
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. Larger than Pittsburgh.

Ralph N. Weil, General Manager • John E. Pearson Co., National Representatives

WOV • 9 West 56 St., New York 19, N. Y.
We are interested in WOV's Pantry Survey.
We are especially interested in (Type of products):

NAME

ADDRESS

Company's Name

November 24, 1947 • Page 49
THIRTY LOCALS FORM GEORGIA ASSOCIATION

GEORGIA ASSN. of Local Stations, a regional network and sales organization, has been formed by 30 stations in the Peachtree State with Tom K. Vassy of WMLT Dublin as president. Tom Carr, general manager of WGAA Cedartown and WLBB Carrollton, will be secretary-treasurer and sales director of the new association, with offices in the Robert Fulton Hotel, Atlanta.

Belmont Dennis of WMOC Covington has been named vice president and the following are directors: Lewin Doster, WGAU Athens; Paul Sauve, WWNS Statesboro; James S. Rivers, WMJM Cordele; and Dean Covington, WROM Rome. Mearns, Vassey, Dennis and Carr also will serve on the board.

These stations are charter members of the association: WDEC Americus, WGAU Athens, WLBB Carrollton, WHF Cartersville, WGAA Cedartown, WMJM Cordele, WMOC Covington, WBLJ Dalton, WLMT Dublin, WKEU Griffin, WFOM Marietta, WMVG Milledgeville, WROM Rome, WFRP Savannah, WWNS Statesboro, WWOS Tifton, WRLC Toccoa, WQNN Vidalia, WAAY Waycross and WRLD West Point.

Mr. Carr states 10 more stations soon will join the organization.

INDIANA U., Bloomington, Ind., is now offering course in "Radio as an Advertising Medium." Course gives three hours credit.

COMPANY

WHB Kansas City

* Mutual Network
* Coming
* Full Time
* 5000 Watts
* 710 Kilocycles

Edward C. Powers, veteran radio advertising salesman, has been appointed commercial manager of WFAK Charleston, W. Va. Mr. Powers will supervise both local and national sales and will plan new programs and packages. Post of commercial manager is new at WFAK, those duties have formerly been handled by general manager, Allan C. Wester, who conducts two sports programs on WFAK, has also been assigned selling duties.

Mr. Burdick

Mr. Burdick

Changes Name

RADIO SALES, CBS spot sales organization, will henceforth be known as "Radio Stations Representative, CBS," J. L. Von Volkenburg, network's general sales manager, announced last week.

Research on Commercials Urged by CBS' Wilson

Elmo C. Wilson, CBS research director, told the St. Louis chapter of the American Marketing Assn. last week that program ratings and share-of-audience figures alone are not apt to be a measure of giving a sponsor the whole story of program value.

"It is only by the type of internal analysis available through the Lazarfeld-Stanton Program Analyzer that the sponsor may fully evaluate the strengths and weaknesses of his broadcast product," Mr. Wilson said.

Speaking of CBS research into the effectiveness of commercials, he said "...the whole area of commercials is probably the most under-researched of all radio's efforts, and the CBS research department presently is surveying and investigating several facets dealing with commercials."

ABC network will carry major address by Harold E. Stassen, Republican presidential candidate, before a mass meeting at the Milwaukee "Faassen-for-President Club" in Milwaukee auditorium Nov. 24 at 8:30 p.m. (CST.)
LEADING all other San Antonio network stations in locally sponsored programs.

LEADING all other San Antonio network stations in local advertisers.

LEADING all other San Antonio stations in public service programs and announcements carried in the public interest.

LEADING all other San Antonio stations in hours of FM operation. KISS now operates 13 hours daily — FM Station "B" operates 11½ hours daily — and FM Station "C" operates 8 hours daily.

LEADING all other San Antonio stations with 27 new, completely air-conditioned studios and offices.

LEADING all other San Antonio stations in sports broadcasts.

Represented Nationally By

JOHN E. PEARSON CO.
YOUR 1948 BUDGET MUST INCLUDE WAAT

TO REACH THE NORTH JERSEY NEW YORK CITY MARKET.

...25 NATIONAL-REGIONAL. 61 RETAIL ADVERTISERS ARE USING WAAT...because they know that...

WAAT DELIVERS MORE LISTENERS PER DOLLAR IN NORTH JERSEY AND NEW YORK CITY THAN ANY OTHER STATION...INCLUDING ALL 50,000 WATERS.

FIRST IN AM
FIRST IN COMMERCIAL FM
SOON FIRST IN FACSIMILE
SOON FIRST IN TELEVISION

New Jersey's 1st Station
WAAT
NEWARK-NEW JERSEY

BROADCASTING • Telecasting

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ROBERTA WICHEN, executive assistant to Tom Shaw, has been appointed vice president of the company, effective January 1.

William L. Collins, former assistant news manager of International News Service's Chicago bureau, has joined the offices of Needham, Louis & Brborich, Chicago.

William J. Wilkerson, account executive and service manager of John W. Shaw Inc., has been appointed vice president in charge of production and service.

Hugh (Rod) Ernst Jr., former producer of Raymond Morgan, has been named manager of radio in J. Walter Thompson Co's Buenos Aires office, which he is expected to remain in the U.S. for several weeks.

Blackwell Smith, secretary and treasurer of the Kender Agency, New York, has resigned to join Liberty Co., formed by R. E. Stettin & Co. Jr. to develop resources of African Republic, and to engage in other legal and business activities as a consultant, effective Jan. 1.

Peter Hilton Inc., advertising agency, has opened offices in 505 Fifth Ave., New York, and will handle general accounts. Mr. Hilton, formerly with D'Amico & Co., has been named vice president of Mason Inc., New York, for eight years, is in advertising for future campaigns.

Meyer Sacks, copywriter at Walter Weir Inc., New York, has been appointed manager of agency's plans division, working directly under Walter Weir, president. Sacks, who has been in advertising for over 20 years, in copy and contact work as well as in consumer and public relations for several agencies, is now in charge of New York office.

GILLETTE to Plug Newest Idea on Bowl Gridcasts

GILLETTE Safety Razor Co., Boston, Massachusetts, is seeking the advertising for its new plastic package of Gillette Blue Blades during the three New Year's Day bowl football games broadcast, which will be the company's sponsor. Package, holding 20 blades which are unslipped and can be slipped from the case and ready to use by a single thumb, is available and will be used with more than a million dollars worth of advertising, including newspaper and magazine space as well as the commercials on Gillette's sport broadcast. December 1 includes the NFL Bowl, the West Coast Bowl and the East-West Game on Mutual.
BUILDS LOCAL PROGRAMS THAT SELL!!

"The Old Gold Variety Show"

WITH

BOB ELSON
(One of the Nation's Leading Sportscasters)

AND

ERNIE SIMON
(Chicago's most talked-about Radio Personality)

COMEDY . . . . MUSIC . . . . COMMENTARY . . . . SPORTS

Highlighting each program is the guest appearance of a leading personality from stage, screen, sports or civic circles.

11 A.M. MON. thru FRI.
ON
WJJD
50,000 WAVTS

A MARSHALL FIELD STATION, REPRESENTED NATIONALLY BY AVERY-KNODEL BROADCASTING • Telecasting

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Respects
(Continued from page 14)

assistant painter boss, plumber’s helper, refrigerator repair man, etc. During this depression period he subscribed to a correspondence course and studied at home.

Early in 1936 he sat down with a typewriter and a copy of a New York City Classified Phone Book determined to enter the advertising field as a copywriter. After some market research experience with two New York advertising agencies, which involved door-to- door interviews and research tabulation, he finally joined Compton Advertising in January 1937. In June 1937, he became assistant radio buyer under the famous Murray “Slide Rule” Carpenter, now part-owner and general manager of WPOR, Portland, Me.

In September 1938, he was made head radio buyer, a position which he held until August 1943, when he entered service. During the period from 1938 to August 1943, the radio media section tripled in size and radio expenditures more than quadrupled. By 1943 there were four assistant radio buyers.

For approximately four years, Mr. Maillevert served on the AAAA Radio Committee, on the Time Buyers Committee and participated in discussions of many leading industry problems, working closely with NAB. He worked on the standardization of rate cards and the revision of the Standard Spot Radio contract form with the Sales Managers Committee of NAB, and also met with that committee in their first informal meeting to standardize methods of determining coverage. This meeting later led indirectly to the formation of Broadcast Measurement Bureau.

He was a charter member and vice president for two years of the Radio Executives Club of New York. He was the radio representative on the AAAA Media Panel at the Waldorf Astoria in November 1946.

In July 1943, he was appointed a member of the Agency Radio Advisory Committee of the War Advertising Council which worked exclusively on government war- time appeals to the public.

While employed at Compton, Mr. McCall served and corresponded with the personnel of hundreds of individual stations with whom the agency did business. He traveled extensively, visiting radio stations and securing firsthand working knowledge of the operations of large, medium and small stations.

Radio Research

He has been intensively active in radio research problems, with which the Compton agency has always been concerned.

It was essential for Bill Maillevert to know what programs were best accepted on different types of stations, large and small, and by geographic areas.

He entered service in September 1943 with the Army Transport Service. He remained in service until discharge in September 1945. He claims to be the only man he ever met who actually discharged himself from service. In September 1945, after V-J Day, he was “Acting Captain” of a 185-foot tanker which was undergoing repairs in the Charleston, S. C. Navy Yard. In the ATS, which is sort of a special Merchant Marine Unit of the Army, a man cannot secure a discharge except from the captain of the vessel. One day while rummaging thru the supplies in the captain’s desk he came across the official discharge pad. So filling it out properly he “discharged himself,” sent the papers through the proper channels and returned to the Compton Agency.

Overseas Duty

While overseas, he was stationed at Sydney, Australia, at Milne Bay, Oro Bay, Finschhafen in New Guinea and at Cape Gloucester in New Britain.

In April 1939 he married Cath- rine Josephine, Newark. They have one child, Christopher William—aged 18 months.

Mrs. Maillevert, who is on WVE's continuity staff, worked at the
They Talk For You...of Many Things

— "of shoes and ships and sealing wax, of cabbages and kings."

They talk for you to 41% of Georgia’s radio homes...to half the State’s population.

Whatever is required to put your sales message across effectively here is the announcing talent to do it. Their versatility is the spice and variety that makes WAGA Atlanta’s listened-to station. Their combined years behind a microphone adds up to the announcing know-how that puts WAGA away out front in sales producing results.

True, the flavor may be Southern, as Southern listeners like it, but the accent is strictly on SALES. Try 'em!
WOC advertisers get our votes every day!

Earl W. Keys Jr., former program director with WPGO Atlantic City, has assumed program and production staff of WEWS (TV) and WEWS-FM Cleveland, Ohio.

Jack Leighton, program director of KMOX St. Louis, CBS O&O station, has joined NBC's flagship station, Chicago station, WGN, as production manager. Formerly with WJZ, New York, Mr. Leighton was succeeded at KMOX by AL BLAND, special events announcer of BROADCASTING (Nov. 17).

Norman McDonald, CBS Hollywood assistant director, has been named director of dramatic auditions in addition to present duties.

Marvin Miller, Hollywood announcer, has been signed as announcer of "The World of Johnny Carson." Mr. Miller was with CBS-TV and ABC-TV.

Jose Rodriguez, Los Angeles music authority formerly with KFI, has returned with station's five-week, three-hour recorded program "The World of Johnny Carson." Mr. Rodriguez was with KFWB and KNX

George B. Partridge, former producer and special events director at WJZ, New York, has joined WINS, Louisville, as public service director. He previously was with WOR, New York, and the Yankee Network, and during war was radio director for AAP at Bovenden Field, Louisville.

Harvey Grant, actor and announcer of WOC Chicago's "Let's Eat Fun," has taken an important role on the station, succeeding JIMMIE COSTELLO, who resigned to accept theater and nightclub engagements.

Jack Angell, former news and special events director of WFMF Brantford, III., has joined NBC Central Div. as country acceptance editor. He previously served four years with AAP in offices around the country, and later was with L. W. Raymond Co., Chicago, as sales representative. HUGO ROWLANDS, City editor and Chicago actor and script writer, also has joined Central Div. as director of local sales. Mr. Angell succeeds WILLIAM BREWER, who transferred to local sales staff of WOR, Chicago, and Mr. Rowlands replaces ROBERT GUILBERT, who was named producer of Central Div.

Art Stanley, formerly with WHRP Rock Island, Ill., and freelance announcer in Chicago, has joined announcing staff of KWSY, Spokane, Wash.

Frank Allen, former announcer with WWL New Orleans and KMOX St. Louis, has joined KOCA Oklahoma City.

Curtis Newton, former radio operator in radio for 14 years, has joined announcing staff of WIVL, Urbana, Ill.

Jim Frisbie, formerly with KJFR Miles City, Mont., has joined announcing staff of WAD, New York.

Fred Bernstein, member of sales staff at WVLK, Walton, Ky., has been appointed program director of that station.

Gerald E. Bowman, program director of WWGP Sanford, N. C., has been elected secretary of Sanford Kiwanis Club, and JOHNNY GILL, WWGP continues as his writer-announcer, has been named member of club's program committee.

Reg Finnemore, formerly of CBS-FR, has joined announcing staff of CKS-FM Woodstock.

Kurt Webster, m.c. of "Midnight Dance Party" on WBT, Charlotte, N. C., has been named "Night Chief of Police" of Mecklenburg County. Mr. Webster is First Sergeant of Police who sold on lineberry, during open house celebration held at WBT in observance of the 50th Anniversary of the "Midnight Dance Party."

Warren Quade, formerly with WJZ, Johnson City, Tenn., and WCAP Aurburn, Mass., has joined announcing staff of KTMS, Santa Barbara, Calif.

Bob Carlin, formerly with WHCA Columbus, Ohio, has joined announcing staff of WDAY Fargo.

Don John Ross, formerly with WFO Fort Wayne, and WJWL and WMAI, both of Washington, has joined announcing staff of WDRC Hartford.

Norman Barry, narrator of WMAQ Chicago's "Howdy, Mr. Lincoln" program, was cited and elected corresponding member of Chicago Historical Society. Gettysburg battlefield broadcast of Nov. 19, Mr. Barry was cited, in part, for demonstrating "that American history can be handled with dignity over the air and that the same time be made of absorbing interest to large numbers of listeners."

George Snell, program manager of KEEN San Jose, has been elected to nominating committee of San Jose Adv. Club.


Only WOC delivers satisfactory year-round NBC service to the Quad-Cities ... the largest metropolitan area between Chicago and Omaha, and between Minneapolis and St. Louis. Approximately 218,000 people work and live here . . . make up the 40th retail market in the nation,

5,000 Watts, 1420 Kc.

B. J. Palmer, President

Burl Lottidedge, Manager

Davenport, Rock Island

Moline, East Moline

MINNEAPOLIS ST. PAUL

CHICAGO

QUAD-CITIES

WOC

WOC-FM

DAVENPORT, IOWA

National Representatives:
FREE & PETERS, Inc.

WIBW

THE Voice of Kansas in OPEKA

Table-Model Video Sets Most Popular in N. Y.

WOC-FM

BROADCASTING • TELECASTING

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

New York Dec. 1. He has been with WNY since December 1942. During war he served in ETO, first as a parachute trooper and later with American Forces Network.

Robert Walter, formerly of CKC Kelowna, has joined announcing staff of WCJO, Duluth.

Melville Radio Institute, New York has announced opening of eight new classrooms in Melville Bldg., 15 W. 46th St. New rooms will accommodate 350 more students.

Table-Model Video Sets Most Popular in N. Y.

WOC-FM

BROADCASTING • TELECASTING

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“Beauty and perfect acoustics are combined to form one of the finest broadcasting studios in existence.”

That’s how the “Graybar Tag” described Nashville’s new radio station in 1926. Now, 21 years later, it still can be said that WLAC is “one of the finest broadcasting studios (stations) in existence”.

November 24, 1947 marks the 21st anniversary of our station. WLAC got off to a good start. Its progress has never been interrupted. Keeping pace with our growth from 1,000 watts to 50,000 watts has been this station’s development in business and public service.

For the success of WLAC we are indebted to the hundreds of local and national accounts and the many thousands of listeners whose confidence and loyalty give proof that our operation has been “in the public interest”.

J. J. Ward, Owner
J. C. Sowell, Manager

WLAC’s “Crystal Studio,” the talk of the nation in 1926.

WLAC’s ultra-modern floating studio, 1947.

Represented by The Paul H. Raymer Co.

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DuMONT NETS $152,757 IN FIRST 5 1/2 - MONTHS

ALLEN B. DuMont Laboratories showed net earnings of $182,757.13 for the first five and a half months of 1947, compared with a loss of $3,181,892.31 for the last six and a half months of 1946. Company reported its first net loss in a statement to stockholders dated Nov. 10.

Gross income for the period from Dec. 30, 1946, to June 15, 1947, was $4,929,005.92, against a gross of $4,000,223.75 for June 10-Dec. 29, 1946. For the 12-month period June 16, 1946, to June 15, 1947, the gross was $3,573,738.52 with a net loss of $1,166,383.23.

Operation of the DuMont television stations, WABD New York and WTTG Washington, cost the company $319,174.24 during the latter part of 1946, when income from broadcasting totaled $524,437.34, making a net loss on this operation of $466,796.15.

Earnings for the six months of 1947, cost of operating these stations was $4,241,415.03, with income of $2,310,753.78, or a net loss of $404,100.24. For the year, June 16, 1946, to June 15, 1947, the cost of the DuMont television stations was $438,558.62, with income of $75,746.09 making a net loss of $868,404.34 for the year.
A couple of weeks ago Philadelphians and New Yorkers by the thousands found out what it was like to go up in an airplane... how it seemed to fly in a military formation... saw downtown Philadelphia as the pilots see it.

They won their wings... by way of the WPTZ mobile units... without ever leaving their easy chairs!

This airborne telecast was part of a television program produced in cooperation with the U. S. Navy, direct from the Naval Aviation Station at Willow Grove, Pa., as a reserve training promotion.

As you can imagine, getting power in and a signal out of an airplane is the kind of undertaking that makes engineers old before their time.

With very little effort, we could go on to great length about how this telecast marked a milestone in television history... what an important "first" it was... how it opened a new field of television operation. However, to agencies and advertisers we think it has more immediate significance.

Here at WPTZ you'll find the over-all experience, the engineering talent, the trained, qualified personnel to make your advent into television productive and profitable. Let's talk it over.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building • Philadelphia 3, Penna.
In Music

CHICAGO TERMINAL NATIONAL BANK has started a series of spot announcements on WJJD and WOCL to promote savings accounts, personal checking accounts, and personal and real estate loans. The service to be used in the campaign, handled through Kuttner & Rouse, Inc., includes the Chicago Savings Club. Live announcements will be used, and shortly after December transcribed spots will replace live ones. Program schedule will run for 12 weeks.

GENERAL ELECTRIC Co. Nov. 17 began sponsorship of "Walter Compton and the News" on WTTW Washington, Mon.- Fri. 6:47-7 p.m. Program is also telecast by WGN and WXYZ network as cooperative program. Program utilizes Transcripts News, Harris & Ewing (Washington) photos and personal interviews with Capitol personalities. Agency: M. Beimoni Ver Standig Advertising, New York.

CATHOLIC TIES FIFTH AVENUE SHOPS, New York, (retail-seller of the $1,000,000) has budgeted approximately $20,000 for its first radio advertising campaign. Firm is using two half-hour programs on Saturdays, two half-hour programs on Sundays and one quarter-hour program on Saturdays. Agency: William War- ren Agency, New York.


BRISTOL-MYERS, New York, has ap- pointed McCann-Erickson's office in Burlington to handle advertisement of its product, Muir deodorant, in Argentinian.

FORD DEALERS, through agency, J. Walter Thompson Co., New York, will participate in sponsorship of Louis C. Cowan package program, titled "Hoppin' America." Thurs. 9:30-10 p.m. on Milne effective Jan. 8, 1948. Program is part- icipation/quiz show and is directed specifically at farm audience. Program will be tied in with national, state and local farm organizations and will origi- nate in Chicago. Ford Dealers also sponsor "Fred Allen Show" on NBC.

J. WILLIAM HORNEY, president of DeLong-Store Co. Ltd. and Bakers, both in Canada, and of J. William Horsley Corp., of Toronto, has been elected chairman of the board of Orange Crush Co. of Illinois. Inter-American Orange Crush Co., and Orange Crush Ltd., of Canada.


COCLOGE-PAIMOLIVE-FEET CO., To- ronto, has begun a five-week quarter- hour spot announcement campaign on large number of Canadian stations. Agency: Walter & Mills Ltd., Toronto.


PALM VILLAGE LAND Co., Palm Springs, Calif. (subdivision), has appointed Harrison, Whitney & Hunt Inc., Los Angeles, to handle regional advertising and is sponsoring daily five-minute "Let's Talk About the Weather" on EMPO Hollywood. Western Southern California spot radio is planned.

ALIDA PRODUCTS Co., Tujunga, Calif. (Golden Dager Lipstick), has ap- pointed A. James House Co., Los An- geles, to handle advertising. Media now being considered.

YANKEE DOODLE ROOT BEER, Los Angeles, has appointed Grant Adv., Hollywood, to handle national accounts. Radio will be used.


ONTARIO HYDRO ELECTRIC SYSTEM, Toronto (conservation campaign for electric current), is using transcribed spot announcements on all Ontario stations. Agency: J. J. Gibbons Ltd., Toronto.

PRINCESS EYE PRODUCTS Corp., New York (cosmetic accessories), has appointed Capka & Kennedy Adv., Hol- lywood, to serve national account.

QUAKER OATS Co., Pocophone, Ont. (Quaker products), has started five-spot program and spot advertisement campaign on number of Canadian stations. Agency: Spitzer & Mills Ltd., Toronto.

PERFECTION CORSETS Ltd., Quebec (foundation garments), has started promotion, spot announcement cam- paign on number of Canadian stations. Agency: R. C. Smith & Son, Toronto.

U. S. Educational Levels Found to Be Still Rising

EDUCATIONAL LEVELS in the United States have continued to rise, according to latest Bureau of the Census figures released last week. J. C. Capt, Census director, issued an estimate which showed that over half the people over 20 years of age in the U. S. have completed the first year of high school.

One person in ten had completed less than five years of schooling, however, and the median number of grades completed is now nine- and-a-half. Females have a slightly higher level of attainment than males. The proportion of college graduates is higher among males, but a higher proportion of females has finished high school.

Younger people show a much higher educational level than the older groups. Persons 65 or older averaged 7.7 grades completed, while 20-24-year-olds have aver- aged 12.1 grades completed.

Network Accounts

New Business

LAMBERT PHARMACAL Co., St. Louis, Mo., for 12 weeks "Ace Burrows Show" on CBS, Sat. 7:45-8 p.m. Agency: Lambert & Feaster, New York.

Net Changes


Manning Results

STATION and network sales exec- utives often wonder about the sales pull of their program's commercials. But Knob Magazine's CBS Hollywood commentator, is no longer left to slight ability to deliver for one of his sponsors. The Washington Street Apple Association, following a recent broadcast, the manager of a Los Angeles restaurant, called Mr. Manning and asked him to two car- loads of apples shipped.

It's as easy as 1-2-3 to SELL the DALLAS-FORT WORTH MARKET with WFAA

Frequencies 820-570

NETWORKS NBC - ABC and Texas Quality

It's the Dallas-Fort Worth Market with WFAA radio service of the Dallas Morning News

Represented Nationally by Edward Petry & Co., Inc.
WORL
ORIGINATORS OF THE FAMOUS 920 CLUB
does it AGAIN!
WITH A NEW MILLION DOLLAR PROGRAM IDEA!

YOU CAN'T MISS
...ON THIS!

“THE
MILLION
DOLLAR
BALLROOM”

million dollar
talent and music
to produce
millions of sales
for YOU
in America's
richest market!

INQUIRE NOW ABOUT OUR GUARANTEED
13-26-52 WEEK CONTRACT PLAN

WORL
BOSTON 16, MASS.
FORJOE & CO. • NATIONAL REPRESENTATIVES

BROADCASTING • Telecasting
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Mrs. Pearl Broxam

MRS. PEARL BENNETT BROXAM, 57, public interest director at WMT Cedar Rapids, Iowa, was fatally injured when the car she was driving collided with a truck near Cedar Rapids on Nov. 16. Before joining WMT in 1945, Mrs. Broxam spent 12 years as program director of W.S.U.I, the state university’s station in Iowa City. She was a former president of Zeta Phi Beta women’s professional speech arts fraternity. Mrs. Broxam organized the Cedar Rapids Radio Council and belonged to other educational organizations.

Dr. W. A. O’Brien

DR. WILLIAM A. O’BRIEN, 54, head of the postgraduate study department of the U. of Minnesota Medical School, who had been heard regularly over WCCO Minneapolis in health talks for 18 years, died suddenly Nov 15 at Minneapolis after suffering a stroke. Dr. O’Brien, representing the Minnesota State Medical Asn., was one of the first prominent physicians to go on the air for a regular series of health talks. His first broadcast was on April 3, 1928, and his last was given on the morning of his death. Dr. O’Brien was a graduate of Notre Dame and the St. Louis U. School of Medicine. He is survived by his wife and six children.

Radio Broadcasting for Retailers

By Enid Day

Undoubtedly the most successful kind of radio program for retail merchants is the “personality” type. Here is a detailed account of how to build a sales and prestige producing program, by an outstanding and experienced exponent of this style, Enid Day, radio director of the Davison-Paxon Co., Atlanta, Ga., has written a book giving her formula for success in this type of program; it is based upon seven years of achievement.

For station executives, agency personnel, retail sponsors and radio careerists, Enid Day has an absorbing and fruitful story. She sheds light on a vast and somewhat overlooked field of opportunity in radio. Get your copy of this new book soon. More than 200 pages of sparkling text, with six appropriate pictures from the radio life of the author. Only $3.50. Mail your order now.

Fairchild Publications, 8 E. 13th Street, New York 3, N. Y.

Gentlemen:

Please send me ... copies of Television Encyclopedia by Stanley Kemper at $6.50 each.

Please send me ... copies of Radio Broadcasting for Retailers by Enid Day at $3.50 each. (Please add 2% sales tax if delivered in N.Y.C.)

Name

Address

City

State

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WOAI opens the door to this huge Southwest market

From the standpoint of either coverage or market, WOAI is tops in the Southwest.

Take WOAI'S primary daytime range, where there is a total of 381,600 families*. According to BMB† it covers 66 big, wealthy Texas counties in which 50% or more of the radio families listen to WOAI regularly. The people in these counties spent $814,314,000* in retail stores last year. They have an estimated net buying income of over a billion dollars*

WOAI is the only single medium through which you can reach and tap this vast reservoir. Your Petry man can give you the details.

*Copy. 1947 Sales Management Survey of Buying Power; further reproduction not licensed.
†Source: BMB Study No. 1, Mar. 1946—Complete report free on request.
WESTERN ELECTRIC

The 22D Portable Speech Input Equipment

The rugged, time-tested 22D operates either from commercial a-c lines or from self-contained batteries. Chromium position-reference markers and raised pointers of the mushroom-type mixer knobs permit the operator to keep his eye on the event he's covering, while maintaining complete control.

If you're looking for convenience of operation plus long dependability and accessible service in an easily carried equipment, order your 22D now from your nearest Graybar Broadcast Equipment Representative, or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Western Electric


—QUALITY COUNTS—

Page 64 • November 24, 1947

A THONY (Tony) J. KOELKER has been appointed station promotions manager for ABC Central Divisions, Chicago, succeeding ROBERT J. JONES, Jr., who resigned to take over management of WRL, new Feoria, Ill., station. Mr. Koelker has been a sales manager for ABC Central Div. since his discharge from U.S.N. in October. He joined ABC as press department manager in 1942.

CHUCK WILEY, former member of MBS' midwest publicity office, and recently chairman of network co-op sales for division, has joined publicity department of WNDN Chicago.

CODY PFANSTEHL, director of press information at WTOP, Washington, has been appointed promotion manager in addition to his present information duties. Mr. Pfansteil joined WTOP in July 1947. CAROL GROSS, former ad- vertising manager for Faie-Boo Co., Charlotte, N. C. and previously UP bureau manager in Charlotte, has joined WTOP press information and promotion staff as assistant promotion manager.

WDBN Tees Off

GOLF TEE inserted in promotion card released by WDN Durham, N. C., an- nounces that: "Room WDNC Will (tee) Off With 5000 Watts." Card is mailed to owners which reads: "Here's the Story of the 5000." Copy is written in two-color lettering stating that: "the station that has always been noted for its sports is about to deliver in a manner straight down the airways for top-flight sports in steps a ... way up to 5000 watts."

Key Promotion

COLORFUL mailing piece featuring "Rex Allen Remembering," program heard on KLX Oakland, has been issued to the trade. Mailing piece is headed: "KLX Has the Key to Millions of Dollars More Profits For You!" Keyhole on cover shows car- toon drawing of boy and girl holding hands. Inside pages of folder present illustrations of promotional gimmicks being used by the station to promote the show. This is second in series of campaigns in Northern California being conducted by KLX.

Dayton Business

REPRINT of article from Dayton (Ohio) Daily News revealing that business in the Dayton area is riding a "Merry-go-round" has been released to the trade by WIB Dayton. Article outlines turnover in business and letterhead and banner below in illustrations of promotional gimmicks being used by the station to promote the show. This is second in series of campaigns in California being conducted by KLX.

WIB Promotion

CIRCULARS promoting "The Ford Theatre," "NBC show heard on WIB Columbus," "The Philco Don't Be Merry-Go-Round," "Mutual's NEWFORD," "A.D.T. is also distributing folders during the Youth Speaks" program, heard Sat., 11 a.m. to 1 p.m. All folders are in two-page format of show and invites comments. nutrenda Feeds Dealers

Sponsoring Iowa Co-op NUTRENA FEEDS dealers throughout Iowa are sponsoring a 52-week weather roundup over Iowa Corn Network, in which each over 25,000 Nutrena Feeds dealer will be recognized. Each local station acknowledges three of its dealer sponsors on each of its two daily weathercasts. Froshipment is handled on a local cooperative basis.

Show is aired four times a day: 7:45 and 8:30 a.m. 1:15 and 4:15 p.m., with two local and two network programs. Clair Hull is account executive for Bruce-Breuer agency handling account, George Webster, general manager of Iowa Corn Network, arranged for the programs. They are heard on: KJX TYK JBF KDF KFJ KTRI KIOD KAY KSWI KSIN KOKX KFPC.

Promotion

WEST POINT CADETS will be entertained by KYW Philadelphia on Sunday at 5 p.m. wearing their uniforms. MARCHING BANDOF 25 members will march in an elaborate costume. The KYW has been named sponsor of the show. Mr. Cummins grouped nominees into three groups, each of which has been sent to the station to be considered. KYW January 24th, 1942.

Key Promotion

COLORFUL mailing piece featuring "Rex Allen Remembering," program heard on KLX Oakland, has been issued to the trade. Mailing piece is headed: "KLX Has the Key to Millions of Dollars More Profits For You!" Keyhole on cover shows cartoon drawing of boy and girl holding hands. Inside pages of folder present illustrations of promotional gimmicks being used by the station to promote the show. This is second in series of campaigns in Northern California being conducted by KLX.

Dayton Business

REPRINT of article from Dayton (Ohio) Daily News revealing that business in the Dayton area is riding a "Merry-go-round" has been released to the trade by WIB Dayton. Article outlines turnover in business and letterhead and banner below in illustrations of promotional gimmicks being used by the station to promote the show. This is second in series of campaigns in California being conducted by KLX.

WIB Promotion

CIRCULARS promoting "The Ford Theatre," "NBC show heard on WIB Columbus," "The Philco Don't Be Merry-Go-Round," "Mutual's NEWFORD," "A.D.T. is also distributing folders during the Youth Speaks" program, heard Sat., 11 a.m. to 1 p.m. All folders are in two-page format of show and invites comments.

Nutrena Feeds Dealers

Sponsoring Iowa Co-op NUTRENA FEEDS dealers throughout Iowa are sponsoring a 52-week weather roundup over Iowa Corn Network, in which each over 25,000 Nutrena Feeds dealer will be recognized. Each local station acknowledges three of its dealer sponsors on each of its two daily weathercasts. Froshipment is handled on a local cooperative basis.

Show is aired four times a day: 7:45 and 8:30 a.m. 1:15 and 4:15 p.m., with two local and two network programs. Clair Hull is account executive for Bruce-Breuer agency handling account, George Webster, general manager of Iowa Corn Network, arranged for the programs. They are heard on: KJX TYK JBF KDF KFJ KTRI KIOD KAY KSWI KSIN KOKX KFPC.
Accurate Facts about 13,000 Advertisers and their Agencies

The REGISTER Lists
- The Advertiser, Address, Capitalization
- Products with Trade Names
- Corporate Executives
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- Sales Manager
- Printing Buyer
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- Handling Account
- Account Executive
- Advertising Media Used
- Expenditures for previous year—Magazine, Farm Paper, Radio
- Advertising Appropriations
- Character, Extent of Distribution

The AGENCY LIST
- If you’re directly or indirectly connected with advertising — if you need selling facts about the Companies and their Agencies who spend 95¢ of every national advertising dollar — you need the STANDARD ADVERTISING REGISTER.

- Here, cross-indexed for instant reference, are 13,000 companies with executive personnel, 12,000 brand names, and 47 product groups subdivided into 82 classifications. Here’s the pertinent information you need to solicit the Advertiser or Agency by person or mail.

Free
Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It’s yours for the asking.

NATIONAL REGISTER PUBLISHING CO., INC.
330 West 42nd Street
New York 18, N. Y.

November 24, 1947 • Page 65
November 14 Decisions

BY COMMISSION EN BANC

AM - 1390 kc
San Luis Obispo, Calif. - Granted CP new station 1390 kc 250 w.
... 1 25 kw.

AM - 1380 kc
Wilmington, Del. - Granted CP new station 1380 kc 1 kw DA-DR sharing with WMZ, Wilmington, Del.

AM - 1390 kc
Waukesha, Wis. - Granted CP to change hours from L-KOA to 1000.

Hearing Designated

Baker Berg, Des Moines, Ia. - Designated for hearing application for new station 1890 kc 1 kw uni. to be made to the Commission.

Modification of CP

WMRS, Kennewick, Wash. - Granted application for CP, to make changes in DA to obtain GBA approval, and for extension of completion date.

KREE Houston, Texas - Granted mod. CP, to change antenna tower location.

LWJG Fort Wayne, Ind. - Granted mod. CP to increase antenna tower height.

WTDM, Wilson, N. C. - Granted mod. CP to change antenna tower location.

KJYR, San Diego, Cal. - Granted mod. CP to increase power of DA, and to change tower location.

Kколо Colorado, D. C. - Granted mod. CP to increase power of DA to 500 kw.

KGGM, Grass Valley, Cal. - Granted mod. CP to increase power of DA to 500 kw.

WMPC Lake, Rich., Mo. - Granted CP for hearing application for new station.

Petition Denied

Birney Blyes, Jr., Grenada, Miss. - Petition denied.

Licenses Renewed

WBBW, Lynchburg, Va. - Renewed.

KX, Visalia, Calif. - Renewed.

KTNM Tucumcari, N. M. - Renewed.

KYY Fort Dodge, Iowa - Renewed.

WCTC, Green Bay, Wis. - Renewed.

KXYR, Columbus, Ohio - Renewed.

Licenses Modified

KYOS Merced and KXXD Sacramento, Calif. - Modification of CP for new station.

WLQG and WROM Rome, Ga. - Modification of CP for new station.

WMTW Portland, Ore. - Modification of CP for new station.

WORF Fort Worth, Texas - Modification of CP for new station.

WTVF Nashville, Tenn. - Modification of CP for new station.

WBTM Danville, Va. - License to cover CP as modified.

WFIR Great Falls, Mont. - License to cover CP as modified.

KSYR Newark, N. J. - License to cover CP as modified.

WMLS Columbus, Ga. - License to cover CP as modified.

WYAH Tuscaloosa, Ala. - License to cover CP as modified.

AGH Athens, Ga. - License to cover CP as modified.

November 14 Applications

ACCEPTED FOR FILING

Assignment of CP

WAOF Fort Worth, Texas - Assignment of CP from John T. Hubbard, John F. Smith, Fred C. Monroe and Jack F. Burtis to John T. Hubbard.

WCTC Fort Collins, Colo. - Assignment of CP from John T. Hubbard, John F. Smith, Fred C. Monroe and Jack F. Burtis to John T. Hubbard.

WJFD Daytona Beach, Fla. - Assignment of CP from John T. Hubbard, John F. Smith, Fred C. Monroe and Jack F. Burtis to John T. Hubbard.

October 20

WLBG Laurens, S. C. - License to cover CP as modified.

KSYR Newark, N. J. - License to cover CP as modified.

WAPA Washington, D. C. - License to cover CP as modified.

WTVF Nashville, Tenn. - License to cover CP as modified.

WBTM Danville, Va. - License to cover CP as modified.

WJFD Fort Worth, Texas - License to cover CP as modified.

November 14 Applications

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WJFD Daytona Beach, Fla. - Assignment of CP from John T. Hubbard, John F. Smith, Fred C. Monroe and Jack F. Burtis to John T. Hubbard.
DESIGNED with almost every known device for cutting your high-fidelity reproductions, this professional recorder has everything you need for versatile control of cutting to meet any recording situation.

- For instance, a new improved cam-operated lowering device prevents stylus damage and overcutting... because it enables you to lower the flutter-proof cutting head gently with decreasing speed as the head approaches the spinning record.

- For instance, start and finish spiralling is controlled by a separate motor... push-button operated. Spiralling pitch: approximately 6 lines per inch at 78 rpm and 2.5 lines per inch at 33⅓ rpm.

- For instance, you can change cutting from inside out to outside in by the simple turn of a dial... without adjusting the lead screw or driving gears. The pitch is continuously variable, while recording, from 96 to 152 lines per inch to handle program overruns. During actual running, too, you can adjust the stylus cutting angle and cutting depth. Groove grouping is eliminated because the head rides smoothly along a tubular enclosure that protects the feed screw.

An automatic equalizer... available on special order... compensates for recording-level variations due to changes in surface speeds.

For additional facts ask your RCA Broadcast Sales Engineer for Bulletin 1J3137... or write Dept. 19-K.

CHECK THESE SPECIFICATIONS

- Frequency response... 30 to 10,000 cycles, ± 2 db
- Head sensitivity: groove velocity, 6.3 cm/sec., 0.00079" peak to peak at 1000 cps... 4-30 dbm (1.0) watt
- Turntable accuracy... ± ½% 33⅓ or 78 rpm
- Speed regulation (wows): 0.16% rms at 33⅓ rpm
- Turntable drive... 2 hysteresis type synchronous motors, using rim drive through rubber idler rollers

- Type of stylus... Sapphire or Steel
- Microscope... 36 power Spencer
- Playback removable plate provided for mounting RCA Universal Pick-up arm, MI-11871

RCA Type 73-B

RCA 73-B RECORDER, with its optional cabinet type MI-11827

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

In Canada: RCA VICTOR Company Limited, Montreal

November 24, 1947 • Page 67
November 17 Decisions

DOCKET CASE ACTIONS

Petition Granted

Announced memorandum opinion and order granting petition of Lee-Smith Bost Co., Fairbank, Minn., insofar as it requests that Commission reconsider and vacate grant made July 28, 1947, authorizing KFPRF Inc, Bensandahob, Iowa, to change trans. site, install new ant. and increase D power of KFPRF from 1 to 5 kw, operating on 920.500 kHz W-N; insofar as it requests that Commission grant this application, subject to condition that application be for mod. CP specifying D-A-D which would afford protection to operation in accordance with FCC standards, it is denied.

Ordered that parts of July 28 order granting application of Lee-Smith Bost Co., Fairbank, Minn., insofar as ant. and trans. location on 920.500 kHz W-N; and application of KFPRF Inc, Bensandahob, Iowa, to change trans. site, install new ant. and increase D power of KFPRF from 1 to 5 kw, operating on 920.500 kHz W-N; insofar as it requests that Commission reconsider and vacate grant made July 28, 1947, authorizing KFPRF Inc, Bensandahob, Iowa, to change trans. site, install new ant. and increase D power of KFPRF from 1 to 5 kw, operating on 920.500 kHz W-N; insofar as it requests that Commission grant this application, subject to condition that application be for mod. CP specifying D-A-D which would afford protection to operation in accordance with FCC standards, it is denied.

Petition Granted

Announced memorandum opinion and order granting petition of Lee-Smith Bost Co., Fairbank, Minn., insofar as it requests that Commission reconsider and vacate grant made July 28, 1947, authorizing KFPRF Inc, Bensandahob, Iowa, to change trans. site, install new ant. and increase D power of KFPRF from 1 to 5 kw, operating on 920.500 kHz W-N; insofar as it requests that Commission grant this application, subject to condition that application be for mod. CP specifying D-A-D which would afford protection to operation in accordance with FCC standards, it is denied.

The Roberts L. Kaufman Organization

Technical Management, Construction and Business Services for Broadcast Stations

Mansfield Blvd., Mansfield, Ohio 44903

District 2322

Reproductive Repair Service

All Makes—Specialists 8A & 8B

Now & 48 Hour Service

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Wynfield Scott McCracken and Associates

Consulting Radio Engineers

Television Specialists

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District 9523 Sunset 3257W

William E. Richardson Consulting Radio Engineer

1935 S. W. Moss St. Cherry 4707 Portland, 1 Oregon

Lynne C. Smiley

Consulting Radio Engineers

820 13th St. N. W., Ex. 8073

Washington 5, D. C.

Lloyd R. Amoo Consulting Radio Engineer

121 Eighth St. S.E. Phone 846-S Washington, D. C.

Lee B. Baker Consulting Radio Engineer

Firth Baker & Associates

818 & 81 Landers Bldg.

Springfield, Missouri

WTCO Albany, N. Y.—Granted license for new station 500 kw 3 kw-L 1 kw; in new trans. and studio location.

KGMJ Tyler, Tex.—Granted license for new station 600 kw 500 W-N.

KSCD Santa Cruz, Calif.—Granted L for new station 2 kw 1 kw D.

KELF El Paso, Tex.—Granted license for new station 1200 kw 5 kw D.

KSAK Manhattan, Kan.—Granted license for new station in power, install new trans. and vertical ant. and change in trans. location.

KQX Mankato, Minn.—Granted license for new station 1100 kw 1 kw D.

KXSY Mankato, Minn.—Granted mod. CP for expansion of completion date to July 4, 1948.

KWRT Renton, Wash.—Granted mod. CP for expansion of anti. trans. and studio locations.

KWBB Wichita, Kan.—Granted mod. CP to change type trans. and for approval of ant. and trans. location.

KWHC Absecon, N. J.—Granted mod. CP for approval of ant., trans. and studio location.

WLZT Bridgeport, Conn.—Granted mod. CP for approval of ant. and trans. location.

Were following were granted extension of completion date to July 4, 1948:

KWWX Farmington, N. M.—Granted extension of completion date for permission to increase power from 5 kw D, ERP of 1 kw D to 2 kw D, ERP of 5 kw D.

WPIC Pocomoke, Md.—Granted extension of completion date for permission to change frequency from 1480 to 1500 kw.

WFHR High Point, N. C.—Authority to determine operating power by direct measurement of ant. power.

AM-1470 The Midwestern Bost Co., Toledo, Ohio—Granted new station 1470 kw 1 kw D. assignment.

AM-1270 Suburban Bosts., Jacksonville, Mich.—Granted new station 1430 kw 1 kw D.

AM-1410 WBBM New York, N. Y.—Authority to determine operating power by direct measurement of ant. power.

AM-1330 KSEE San Antonio, Texas—Authorized new station 1490 kw 1 kw D.

WOMC New Orleans, La.—Mod. CP as mod., which authorized new FM station for extension of completion date to July 4, 1948.

License for CP

WMUS-FM Muskegon, Mich.—License for CP which authorized new FM station.

Modification of CP

WMWN-FM Wayne, Mich.—Mod. CP, as mod., which authorized new FM station for expansion of completion date to July 4, 1948.

(Corresponded on page 78)
WHEN the most desirable FM location happens to lie in a congested area, tower design is of prime importance.

It is therefore necessary that such a structure be designed to have an adequate margin of safety, and be of pleasing appearance.

This installation has back of it the experience and engineering ability acquired in building thousands of Towers and Vertical Radiators, both here and abroad... This obvious advantage adds nothing to the cost of a Blaw-Knox job.
hurry... hurry... hurry...

DECEMBER 1 DEADLINE for your ADVERTISING COPY

The 1948 YEARBOOK

...is guaranteed 16,000 circulation... reaching every national and regional agency and sponsor of radio consequence.

WIRE YOUR RESERVATION collect today

ELABORATE election returns reporting service was set up by WSPR Springfield, Mass., the former radio station of the board of aldermen, school board and common council. As returns came in at the city hall, the names of the candidates were announced to the crowd in the lounge of Hotel Shelton and posted on the blackboard (above). Cumulative total was maintained by WSPR throughout the evening of election day. L. L. T. Wayne Henry Latham, WSPR program director and production chief in election returns broadcasts, Elaine M. Knyeck, Elise E. Blocker and Beverly M. Bethun.

Breakfast Show AUCTION-participation show, aired from Click Theatre Restaurant, Philadelphia, is scheduled to start on WFIL Philadelphia, Nov. 29, under sponsorship of Parkway Baking Co. of Philadelphia. Lesley Miller, WFIL morning man, will make show, which is titled "Breakfast at the Click." Mr. Miller will interview restaurant crowd, awarding prizes to outstanding women in several categories, such as woman with most children, most recent bride, etc. Musical trio will move from table to table, serenading breakfast audience.

Thanksgiving Special SPIRIT of Thanksgiving will be carried out on Nov. 22 broadcast of "Men-on-the-Scene" show on WHIO, Dayton, Ohio. Bill Peterson, WHKX announcer, and his wife will attire themselves in costumes of old fashions and will serve as waiters in the grand prize of the day will be a large turkey. Each show will be mounted on top of WHKX radio car, for display purposes. Each family will receive a prepared turkey, dressed and ready for cooking. Each person interviewed that day will purchase tickets for a turkey; correctly, will receive quart jar of cranberry sauce as consolation prize.

Complete Coverage PLANE, home in on the Sherman tank were among broadcast points used by WONS Murfreesboro, Tenn., to cover the Korean war. Planes, using four pick-up points, WONS believes it covered the battle zone completely, as possible. Point of command was on balcony of Rutherford County Courthouse, where John Dold did color an-

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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.
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4. Very low harmonic distortion—less than 1% from 50 to 15,000 CPS with 100 KC frequency deviation.
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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.
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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.
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<td>Consulting Radio Engineers 622 Madison Avenue TOLEDO 4, OHIO</td>
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<td>Telephone 4-5440 Fort Worth, Texas</td>
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FCC Actions
(Continued from page 68)

Applications Cont.

Modification of CP

WHNY Hempstead, N. Y.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

License for CP

WWMG New York.—License to cover CP, which authorized changes in FM station.

Modification of CP

KONO-FM Seattle, Wash.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WMJS Cleveland—Mod. CP, as mod., which authorized new commercial television station, to erect minor antenna changes, involving slight change in ERP, to designate transmitters, to change studio location, to designate trans. location.

TY-174-180 mc

United Best Co., Cleveland—CP new commercial television station on Channel 7, 174-180 mc, ERP 32 kw, aur 18 kw and 50 kw.

TY-192-198 mc

Empire Coil Co., Inc., Allison Park, Pa.—CP new commercial television station on Channel 19, 192-198 mc, ERP 25.8 kw, aur 13.6 kw and 11 kw.

TENDERED FOR FILING

AM—1320 kc

The Shelbyville Best Co., Shelbyville, Ill.—CP new standard station 1220 kc 250 w D.

AM—1440 kc

WWRK Greenville, S. C.—CP change frequency from 1490 to 1410 kc, power from 250 w to 1 kw, install DA-DN and new tower, and change trans. location.

November 18 Decisions...

DOCKET CASE ACTION

AM—590 kc

Announced decision granting application of WJIM Madison, Inc., to change facilities of WJIM Lansing, Mich., from 1440 kc 250 w untl. to 980 kc 1 kw untl. DA-DN, and denial of application, of The Cincinnati Times-Star Co., to change facilities of WRCC Cincinnati from 550 kc 3 kw-D untl. to 950 kc 1 kw-D untl. and to change DA, without prejudice to applicant's filing within 90 days application for use of 550 kc at Cincinnati which would afford protection in accordance with standards to all existing and proposed stations except that it may radiate 175 mw/sr equivalent for a 311 wavelength unit in horizontal plane in direction of Lansing, Mich. (Comrs. Denney and Webber, participating; Comrs. Jones dissenting).

BY THE COMMISSION

WMRO Aurora, Ill.—Designated for hearing application of WJIM Madison, Inc., to change frequency from 1290 kc 250 w D to 1260 kc 100 w N-W, as mod., which authorized new standard station and to change location and to make changes in trans. location.

WJIM Lansing, Mich.—Grant petition to cover WJIM Madison, Inc., to change frequency from 1290 kc 250 w D to 1260 kc 100 w N-W, w-as mod., which authorized new standard station and to change location and to make changes in trans. location.

WJIM Lansing, Mich.—Grant petition to change location from Lansing to Ann Arbor, Mich., and to make changes in trans. location and to change time of completion.

KTLK Blytheville, Ark.—Denied petition to cover WJIM Madison, Inc., which authorized new standard station at Blytheville, Ark., to change time of completion.

 League of Commerce

KXLY Spokane, Wash.—Grant petition to cover KCYX Tacoma, Wash., which authorized new standard station at Pemberton, Wash., and to change location.

KZTV Demopolis, Ala.—Grant petition to cover WJIM Madison, Inc., which authorized new standard station at Demopolis, Ala., and to change location.

KXLM Longview, Tex.—Grant petition to cover WJIM Madison, Inc., which authorized new standard station at Longview, Tex., and to change location.

KXQC Jackson, Miss.—Grant petition to cover WJIM Madison, Inc., which authorized new standard station at Jackson, Miss., and to change location.

WJIM Madison, Inc.—Grant petition to change frequency from 1490 kc to 1410 kc, power from 250 w to 1 kw, install DA-DN and new tower, and change trans. location.

November 19 Applications...

ACCEPTED FOR FILING

License for CP

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

Modification of CP

KSTC Tucson, Ariz.—Grant petition to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WKNF Fort Myers, Fla.—Grant petition to cover CP which authorized install new trans.

License for CP

KITU San Bernardino, Calif.—License to cover CP, as mod., which authorized new standard station and specify studio and trans. location and to make changes in trans. location, to change time of completion and to change time of change in trans. location.

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

Modification of CP

WAFB Baton Rouge, La.—Grant petition to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

License for CP

WLPO La Salle, Ill.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

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

WKIC Hazard, Ky.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WAFB Baton Rouge, La.—Grant petition to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WLPO La Salle, Ill.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

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

Modify power by

Modification of CP

WAFB Baton Rouge, La.—Grant petition to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

License for CP

WLPO La Salle, Ill.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

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

WKIC Hazard, Ky.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WAFB Baton Rouge, La.—Grant petition to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

November 19 Decisions...

BY THE COMMISSION

AM—393 kc

Announced adoption of memorandum opinion and order granting petition of North Jersey Best Co., Inc. for reconsideration of Commission's action of April 10, 1947, granting permission of The Monocacy Best Co., Inc. to increase power of WFMF Frederick, Md., from 50 kw to 1 kw, operating untl. on 930 kc; and for action and disposition of application for hearing, commencing Nov. 20, 1947, in consolidated proceeding on application of North Jersey Best Co., Inc. to increase power of WOC and WHNY, N. J., from 1 to 3 kw and change time of operation from D to 11 w-untl., on 930 kc (Comrs. Hyde and Webster not participating; Comrs. Jones dissenting).

November 19 Applications...

THE STANDARD OF COMPARISON IN BROADCASTING

RCA Power Tubes for FM

RCA's leadership in FM tube development again contributes more, new efficient tubes for FM broadcast stations.

New metal header types. Originated by RCA tubes, such as the RCA-7C24 shown above, and the RCA-0C26, have opened new horizons in FM broadcast transmitter design and performance.

RCA's modern manufacturing and quality-control techniques are your assurance of higher quality FM power tubes which reduce your operating costs. For real tube economy in your station operation, buy RCA tubes. For information, write RCA, Sales Division, Section P36-K1, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA
The NORTH CAROLINA STATE NETWORK BLANKETING THE TARHEEL STATE
with 1 kw Daytimers announces the appointment of

The FRIEDENBERG AGENCY, Inc.

as EXCLUSIVE NATIONAL REPRESENTATIVE

WGLT—KANNAPOLIS
870 kc (charlotte)
1210 kc

WTNC—THOMASVILLE
790 kc

WBOO—FOREST CITY
780 kc

WKBC—NORTH WILKESBORO
810 kc

WFNS—BURLINGTON
1150 kc

E. C. QUALLS, President
INTERNATIONAL ANGLE entered the picture at the broadcasters' party of Southwestern Assn. of Advertising Agencies in El Paso. William L. Kline (1), manager of the new 5-kw KEPO El Paso (scheduled to begin about December), was host to 35 agency executives and their wives at a dinner dance at Juarez, Mex. Nov. 9, in conjunction with the SAAA convention. Second from left is Herald Beckjord, executive assistant secretary of AAAA; beside him is Cecilia Partearroyo, Spanish copywriter for deBruyn Advertising Agency; at right is Thomas F. Corroy, head of San Antonio agency bearing his name and past president of SAAA.

PM station for extension of completion date.

TV—44-50 mc
E. Anthony & Sons Inc., North Dartmouth, Mass.—CP for new commercial television station to be operated on Channel 1 44-50 mc. ERP of vis k w sur. 700 kw un.

Remote Pickup
James R. Doss Jr., area Tuscaloosa, Ala.—CP for new remote pickup station to be operated on 32.82, 33.74, 33.82, 33.98 mc, power of 20 w and emission all hours of operation in accordance with Section 4.463.

ACCEPTED FOR FILING
Modification of CP
WDTN Detroit, Mich.—Mod. CP, as mod., which authorized new non-commercial educational station for extension of completion date.

TENDERED FOR FILING
Assignment of License
WEJW Breton, Ala.—Consent to assignment of license to Breton Bestg. Co. 1240 kc.

Transfer of Control
KOOL Phoenix, Ariz.—Consent to transfer of control from Carl Dexter Raymond, John K. Clarke, Herbert M. Bingham, Frank Beer, James A. Murphy, Paul F. Bensol and Jerrold P. Gehan to Coronet Gene Atray.

AM—1490 kc

Transfer of Control
KVNI Court St., Abilene, Idaho and KNEW Spokane, Wash.—Consent to transfer of control of stock from The Scripps Newspapers, Inc., to Burl C. Madgome and Harry Hanke Jr.

AM—560 kc
KQQ Wenatchee, Wash.—CP to make changes in DA system.

Changes in NARB

‘National’ Urged to Replace ‘Clear Channel’ Designation

SEVERAL proposals for revision of North American broadcast assignments were submitted last week to the NARBA meeting at Havana by the Cuban delegation as discussion of Part II of the agenda continued. Part II covers technical-policy matters.

Nicolas de Mendoza, of the Cuban delegation, said the country will ask the Canadian conference next August for approximately 12 Class I assignments and urge that 60 of the 107 channels be made Class I, including 540 kc. Canada previously proposed that 540 kc be IA for Canada.

Cuba also suggested that clear channels be called "national channels," with minimum power of 10 kw. Should stations on these channels go over 50 kw, this would be the maximum power permitted to go away any other country. Cuba proposed that Class IV be increased to a maximum of 1 kw daytime, with minimum of 1 kw for Class II.

Cuban Standpoint

Mariano Durland, speaking for Cuba, favored elimination of the present 650-mile restrictive rule and substitution of specific field strength contours since Cuba is only 90 miles from the U. S. border at Key West.

The U. S. presented a new skywave chart which takes into consideration latitude effects. These show 10% and 50% skywave curves.

All but Mexico agreed to the U. S. 50% RSS procedure in determining night interference but Mexico deferred decision pending further study for its effect on the present allocations structure. All agreed, however, to change to RSS instead of present RRM procedure.

The Havana meeting is expected to wind up about Dec. 15. It opened Nov. 1.

NAB Publishes Industry

Testimony on White Bill

INDUSTRY testimony at hearings on the White Bill (S-1833) to amend the Communications Act is excerpted in a 322-page volume published by the NAB. It is mailed to 10,000 institutions and individuals as "a unique and important contribution to the subject of Federal law and regulation, and freedom of expression, in the field of mass communications."

An appendix carries text of the proposed bill, section-by-section commentary and information on network operations. The book is designed to serve as a reference work in any study of laws and regulations affecting broadcasting as well as a guide in formulation of future legislation.

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

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 $575 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.

ELECTRONIC BARGAINS

431 W. JEFFERSON ST.
LOUISVILLE 2, KENTUCKY

November 24, 1947 • Page 75
Death Knell
(Continued from page 17)
city with 13 channels, let alone with 10.
F. W. Littell, Shell Pipe Line Corp., Houston, representing the Petroleum Industry Electrical Asn., urged the recognition of a real radio service for his industry.

Don E. Petty, NAB general counsel, objected to FCC's proposal on grounds that it would narrow the portion of the spectrum available for broadcast services; would force cessation of specific operations, thus working immediate hardship on the public; would foreclose development of local community TV, and would violate the allocation plan of 1945, the "assurance of the certainty of which has been the basis of planning, construction and operation in the broadcast services."

George Grammer, technical director, American Radio Relay League Inc., recommended elimination of TV Channel 2 (54-60 me) rather than Channel 1. He said this would solve for TV "the greater problem of second harmonic interference" from industrial-scientific-medical, "amateurs and other services now working in the 27 to 30 mc region."

Aeronautical Radio Inc., represented by counsel, Donald C. Beeler, said that because of terrain problems it may need 72-76 me for a few years for communications and control operations pending development of permanent uhf link service in 950-980 mc area.

Thomas N. Dowd, counsel for Trent Broadcasting Corp. and Yankee Network, pointed out loss of all primary TV service for Trenton and Hartford, and to some extent for Bridgeport, through adoption of FCC's proposal. Trent Broadcasting, WTMN Trenton license is applied for TV Channel 1 in that city while Yankee seeks Channel 1 at Hartford. He also pointed out the extensive local-broad FM network operations of Yankee through WGBR Boston and WMNE Portland, Me., citing the great loss of existing service which could not be replaced immediately even by wire lines.

F. J. Bingley, Philco Corp., testifying as chairman of the RTBP Panel 6 Committee on Shared Services, said video service could be practically destroyed within the 5,000 mw contour due to interference from local fixed stations on adjacent channels and that a substantial amount of the rest of the service area could be lost due to other causes.

TUESDAY

Under cross-examination Tuesday morning, Mr. Bingley said he thought the only problem in AT&T's sharing plan would be its possible effect on "a growing television service," and that, with respect to ARRL's proposal, he thought the Commission plan was better.

J. R. Poppele, vice president and chief engineer of WOR, New York, and president of Television Broadcasters Assn., said TBA was convinced "that 12 channels without sharing are certainly preferable to 13 channels with sharing." He insisted that "a minimum of three additional six-me, interference-free channels are necessary for an adequate, equitable television broadcast service."

He characterized the present 13 channels as "the foundation" of TV service. Deletion of Channel 1, he said, would deprive many metropolitan areas "of any means of community self-expression by television broadcast," and, "of an even more critical nature," would cause a similar loss to "the hundreds of small towns which would necessarily rely upon Channel 1."

With 15 commercial TV stations now on the air and 55 under construction, he said the dollar value of annual video broadcast equipment production would be $4,790,000 in 1947 and reach $12,000,000 in 1949, while the value of sets produced this year would be $74,000,000 and approximately $460,000 in 1948. He estimated annual television production at 176,000 sets and anticipated 1,106,000 in 1949. Total annual television production (transmitting and receiving) was estimated at $375,000,000 for 1947, $397,000,000 for 1948, and $472,750,000 for 1949.

Prospects Not Rosy

Mr. Bingley, appearing this time in behalf of Philco Corp., also testified to the need for additional video channels, though he conceded that the prospects of getting them now are "not too bright."

The "nub of the problem," he said, is the "suburban problem." The "big cities have first been served, but the smaller towns where broadcast service tends to grow less rapidly, are, as a result, not going to be able to establish their necessary local service to any appreciable extent." The solution, he declared, is additional channels.

He agreed that 12 unshared channels are better than 13 which are shared, but insisted that FCC's proposal "is unsatisfactory in that it fails to recognize the suburban problem, and will introduce cases of interference due to relaxed allocations standards."

Gustav B. Margraf, attorney, presented a statement on behalf of RCA-NBC emphasizing the need for "stability" in video allocations and objecting to the removal of Channel 2. He noted that small cities would lose the possibility of having local television service and contended that, in the reallocation of remaining channels to compensate for some of the losses, mileage separation between stations on the same and adjacent channels would be reduced and consequently larger areas of interference between stations would result.

Mr. Margraf insisted that "every effort" should be made to get additional space from government services. If additional space cannot be found by this method, he said on cross-examination, then 12 unshared video channels are more desirable than 13 shared channels.

Dr. T. T. Goldsmith, research director of Allen E. DuMont Labs, presented voluminous data compiled in a study of field strength measurements of DuMont's WABD New York.

Concerning FCC's proposal, Dr. Goldsmith stated it was "thoroughly the desirable thing" and that 12 channels free of sharing were to be preferred to 13 with such interference. As TV is a growing industry, he envisioned future needs for expansion, and said 88-174 me eventually can be very readily used for TV.

'Sound Interim Service'

He felt the present high-band FM service may become the aural component for video. FM now is providing a sound interim service, Dr. Goldsmith stated, commenting that the "public may become dissatisfied with only a sound service."

Concerning the ARRL proposal to delete TV Channel 2 instead of Channel 1, Dr. Goldsmith said FCC's proposal is preferred since TV would have to protect two sides of the channel under the ARRL plan instead of one under the FCC plan.

J. E. Brown, assistant vice president and chief engineer of Zenith Radio Corp., testified that FCC's proposal is "incorrect, inadequate and harmful to the public interest, particularly in rural areas."

Mr. Brown reviewed the allocation of the 88-108 mc FM band as "against the evidence of the leading propagation experts" of the U. S. and gave details of the Zenith Milwaukee-Deerfield, Ill., tests to support his claim that the 100 mc band does not give as good coverage as 50 mc. He proceeded with results of current high-band
to "surrender governmental interests" and was not in a position to "barter with commercial interests."

Comr. Leonard contended that IRAC controlled 50% of the spectrum; allocated in the various Federal agencies, and that FCC takes what is left. He realized the Commission "tries to satisfy all needs" and lamented that essential services in the "so-called non-governmental status must be satisfied with the crumbs from the IRAC banquet table."

Myse Testimony

Pacific Logging Congress, represented by attorney, Daryyl Myse, asked for a move from 70 mc to 50 mc to facilitate better coverage of wide-rugged areas involved in today's mechanized "tree farming" operations.

Lee McCanne, vice president and general manager of Stromberg-Carlson Co., supported FCC's claim to 44-50 mc. He recited personal experience to back his contention that 50 mc gives more reliable reception for regional and FM broadcasting than 100 mc. He said, "We look forward to the day when nearby every city and farm home in the country will receive local programs by FM, the high band being used for city listeners, the low band for regional rural listeners and for linking FM stations into networks, and the AM band being used for transcontinental and sectional long distance broadcasting."

Asked by Comr. Jett if 30 channels would be enough to serve all rural populations, Mr. McCanne said it would if stations were given enough power, antenna height and proper spacing. "Combination of high and low bands could do the job," he added.


to learn the possibilities of 15,000-cycle service and ask AT&T for complete information.

Mr. Dillard argued that television's future lies in the 480-890 mc band (now allocated for experimental television) and said he was "amazed" at the extent of video's promotion of its operations "in a temporary band." He felt 13 channels were too many for television.

(Continued on page 78)

BIDING GOODBYE to her two-year-old son, Charles Casey Murrow, and her CBS newsmen-husband, Edward R. Murrow (r), at LaGuardia Field, New York, is Mrs. Janet Murrow. Mrs. Murrow flew to London early this month to make advance preparations for CBS coverage of Princess Elizabeth's wedding, which Mr. Murrow described from Westminster Abbey Nov. 20. Mr. Murrow followed her to London on Nov. 16. Col. Ward Wheelock (l), president of Ward Wheelock Co., agency handling Mr. Murrow's Campbell's Soups newscasts over CBS, was at the departure.

observations which he said show more rather than less interference is resulting at 100 mc.

The Zenith representative said the FM switch set FM back two years. Commissioner Jett interjected that "Mr. Petrillo has had a part in delaying FM too."

Mr. Brown said Zenith was requesting assignment of 44-50 mc, or equivalent space immediately below 50 mc, to FM.

Asked how he would allocate these additional "superior" channels, Mr. Brown answered: "First come, first served."

PCC Counsel Plotkin questioned him about facilities for other services, such as police and emergency. Mr. Brown answered: "There is no shortage of channels. There is a shortage of imagination to use those channels."

Comr. Donald S. Leonard of the Michigan State Police and chairman of the Communications Committee of the International Police Chiefs Assn. testified that if supply can't be increased it must be curtailed or rationed to demand. He said his service was in no position

"Mr. Dillard expressed repeatedly that he proposed to use the band for relay purposes only, denying implications that the relays would be intended to get listenership among receivers which now operate in that band."

He charged AT&T with reluctance to provide 15,000-cycle, high-fidelity lines for FM relays, denying that the telephone company had promised to have installed, in one year from receipt of an order from Continental, a 15,000-cycle circuit connecting all stations now receiving service from the network via 8,000-cycle lines. AT&T's rates for FM 15,000-cycle lines, he said, are twice those for AM network lines.

Other Possibilities

When he declared that the question of FM network facilities is "a proper subject for investigation," Comr. Jett replied that he had "no doubt" that FCC would inquire into the possibilities of 15,000-cycle service and ask AT&T for complete information.

Mr. Dillard argued that television's future lies in the 480-890 mc band (now allocated for experimental television) and said he was "amazed" at the extent of video's promotion of its operations "in a temporary band." He felt 13 channels were too many for television.

(Continued on page 78)

BOSTON'S EXCLUSIVE ABC OUTLET

Serving the entire Metropolitan area of 3 million people

A COWLES STATION
Represented nationally by the Katz Agency

WCOP

1150 on your dial


dial

New Product? New Campaign?

LOOK TO WHBC, CANTON, OHIO

THE BEST BALANCED MARKET IN THE UNITED STATES

FARM FACTORY

- $1,791 Manufacturing Firms
- $1,417,244,944 Value in Products
- 8 of World's Largest Industries

318,440 RADIO FAMILIES

Whbc

5000 WATTS DAY AND NIGHT A B C

CANTON, OHIO

The Best Balanced Market in the United States

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Death Knoll
(Continued from page 77)

in view of the demand for video stations.

Mr. Dillard, asked about Dr.
Goldsmith's opinion that FM may become the aural component of TV
because the public would demand it, replied: "I feel he is living in a dream
world of test patterns and studio music," he then referred to "one-legged"
television which was putting out test patterns or scenic background stills for pro-
grams of recorded music, trying to
deliver those services are doing better—and "taking six megacycles to do it."

Dr. Edwin H. Armstrong, inventor of FM, testified his prime interest is to get an FM network
going somehow and to provide the spur to make the four major net-
works provide better service to the public. "Let the public hear FM," he continued, and they won't be satisfied with the present network service any more.

As asked by Comr. Jett if micro-
wave relays will not be the back-
bone of networking for the next 25 to 50 years, Dr. Armstrong
replied, "I am not a good enough
engineer to predict 50 years," and he said he has spent "12 years trying to get FM to the people."

Dr. Armstrong quoted the president
of RCA as telling him in 1934 that FM "is not an ordinary invention. It is a revolution."

"From that day to this," Dr. Armstrong charged, "you will find the hand of the manufacturer of RCA working in the background against the advancement of FM broadcasting."

Cites 'Unwise Actions'

Dr. Armstrong also charged that FM has been delayed by "various unwise actions by the Commission . . . . Concerning the FM's switch by FCC to the high band, he said, "Indeed, what has been transpiring in this room for the past three days is eloquent testimony to what happens when the Commission is misled into making a premature decision based on theoretical calculations unsupported by practical experimental data."

The FM inventor discussed re-
sults of his present investigation of the propagation characteristics of his two Alpine transmitters, W2XMN and W2XEA. He said he believed the comparison is the "first in the world to be made be-
tween two high-power transmitters under identical conditions and radiating equal power on the high and low FM bands." These prove the correctness of the Zenith tests dis-
missed as inconclusive by the Com-
mission in 1946, Dr. Armstrong said.

He introduced tape recordings of
field measurements designed to show that fading and drop-outs in the high band for both sky and ground wave signals are far more
severe than in the low band. Be-
cause depth of fade or drop-out, and not average values of signal strength, are the important cri-
terion, Dr. Armstrong stated, he supported the request of FM Assn. and Continental Network for the retention of 44-50 mc or its equiva-
 lent "for a service so essential to the progress of FM."

A supplemental brief was filed by RCA and NBC relating to the FM inventor's charges. "The accusations against RCA and NBC have no foundation in fact. RCA and NBC unequivocally and cate-
gorically deny these charges," the brief stated.

Dr. Daniel E. Noble, vice presi-
dent in charge of Motorola Inc.'s Communications Division, and chairman of RTWP Panel 13, testi-
ified generally in behalf of the fixed and mobile services. He termed TV a "waster of kilocycles."

Dr. Noble asked for TV Channel 1 as the least possible compensa-
tion for cessation of shared-channel opera-
tion. He further requested full use of 72-76 mc and other un-
occupied adjacent TV channels were engineering possible. In addition he asked that a 6 mc
channel somewhere within 76-200 mc be earmarked for expansion.

Wants No Encroachment

That "the entertainment serv-
ices are of importance is undeniable," Dr. Noble said, but space
should be provided to the extent of no encroachment upon the vital
services. He said IRAC should promote the mobile program as a national emergency commu-
ications system and asked that FCC propose changing the IRAC pro-
cedure so that requests for fre-
quencies by the governmental agencies would be judged as to their need for the facilities.

Representatives of three police interests followed, all approving FCC's proposal as the best avail-
able. The witnesses: Zellon P. Audritish, Panel 13 Police Com-
mittee; Arch MacGregor, chair-
man, captains of Boston's Police
Dept., and Vincent J. Doyle, Bay-
onne, N. J., Police Dept., and rep-
resenting the Police Chiefs Assn.

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49.5% of all Iowa radio families "LISTEN MOST" to WHO
(during daytime) 11.4% to Station B!

50,000 Watts DES MOINES Free & Peters, Inc. Representatives

Hi-Rating* 6-Day Strip Show-Only $100 Month

TUNE IN VARIETY FAIR

156 PROGRAMS with UNCLE DAN ELMIRA and the SPOTLIGHTERS

The sparkling musical jamboree that follows the
sure-fire, yolvl-pop-variety pattern. 156 programs, (13-in.), already transmitted, open band, library, 100% flexible to
fit any type sponsor. Already sold over 80 markets. Ratings, daytime up to 6th on
big network stations.

for FREE DISK

UNIVERSAL Radio Productions
HOLLYWOOD, 655 Hollywood Blvd.
NEW YORK, 720 4th Ave.
DETROIT, 134 Michigan Ave.
BOSTON, 6 Beacon Street
ATLANTA, 300 Whitehead Bldg.

New Jersey, New York, Connect-
ticut and Pennsylvania.

F. H. Aldoerfer, president of WLAN and WLAI-FM Lancaster, Pa., requested that the Continental
FM Network service be continued on
grounds that the low band was the only dependable service for net-
work operation. He said FM would be retarded if the low band were
taken away.

The police presentation was con-
cluded Thursday morning by Fred
Crowder, Los Angeles Police Dept.,
chairman of the Frequency Allo-
cations Committee for the California Police Radio Assn. He favored FCC's proposal except to ask for
feasible mobile operation in 72-76 mc. A score of other police in-
terests went on record as favoring the proposal.

Herbert A. Friele, chairman, Inter-
national Municipal Signal Assn., representing fire control in-
terests, said he was in full accord with Dr. Noble’s testimony.

R. O. Klemetti, president, Fore-
sory Conservation Communications Assn., supported the FCC proposal in part, making note of expansion
and future needs.

William F. Koch, radio engineer, California Division of Forestry, requested reclassification of tax-
supported services now in non government category.

Edward C. Phillips, director of telecommunication for the Na-
tional Federation of Shipping, asked spotting of the nine mar-
itime service frequencies in the 44-50 mc band instead of the present block assignment in the 30-
44 mc band.

THURSDAY

Earle D. Glatzel, communica-
tions engineer of Detroit Edison
Co., asked FCC to modify its prop-
sal for 72-76 mc to permit power utilities now using that band to continue operation there for at least 10 years "to fully provide their investment." Comr. Jett replied that FCC can't com-
it itself 10 years in advance. Mr. Glatzel also asked that 72-76 mc be kept available for mobile use
**18 Million Models Expected for 1947**

**Video Receiver Output Is Seen Reaching 160,000 Mark**

TOTAL radio receiver production will exceed 18,000,000 sets in 1947, judging by 10-month figures of the Radio Manufacturers Assn. and factory plans for the last two months of the year. The output will include at least 16,000 AM-TV and 12,000,000 AM-FM sets.

Though October production of 2,002,303 sets by RMA members marked the first time the figure has passed the 2,000,000 mark in a month, sharp decline in output will occur during November and December. October output normally rises to a peak in anticipation of the holiday rush.

RMA members produced 14,364,218 sets during the first 10 months of 1947. Estimated output for November-December totals 2,500,000. Since RMA produces 92% of the industry's total, 12-month output is expected to pass the 18,000,000 mark.

October output of television sets reached a new high of 23,893, although the September reported figure of 32,719 was higher due to inclusion of 16,991 sets produced earlier but not included in production reports.

Production of receivers with FM circuits in October set a new record of 151,244, far ahead of the April record of 122,566. Ten-month total is 830,016 units.

October AM-FM sets included 49,319 table models, 555 converters and tuners, 656 consoles and 100,714 radio-phonograph consoles. Television receivers included 13,508 table models, 10,181 consoles and phone combinations, and 9 converters.

Breakdown of output by RMA members follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>PM-Am</th>
<th>Video</th>
<th>All Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>51,318</td>
<td>5,947</td>
<td>57,265</td>
</tr>
<tr>
<td>Feb.</td>
<td>67,264</td>
<td>6,319</td>
<td>73,583</td>
</tr>
<tr>
<td>March</td>
<td>112,230</td>
<td>7,899</td>
<td>119,129</td>
</tr>
<tr>
<td>Apr.</td>
<td>84,207</td>
<td>8,690</td>
<td>92,897</td>
</tr>
<tr>
<td>May</td>
<td>90,024</td>
<td>11,494</td>
<td>101,518</td>
</tr>
<tr>
<td>June</td>
<td>70,694</td>
<td>10,097</td>
<td>80,791</td>
</tr>
<tr>
<td>July</td>
<td>79,049</td>
<td>10,097</td>
<td>89,146</td>
</tr>
<tr>
<td>Aug.</td>
<td>72,814</td>
<td>12,283</td>
<td>85,097</td>
</tr>
<tr>
<td>Sept.</td>
<td>90,546</td>
<td>32,719</td>
<td>123,265</td>
</tr>
<tr>
<td>Oct.</td>
<td>151,244</td>
<td>23,693</td>
<td>174,937</td>
</tr>
<tr>
<td>Total</td>
<td>830,016</td>
<td>125,081</td>
<td>955,097</td>
</tr>
</tbody>
</table>

* Five weeks.

Melvin H. Dalberg

**MELVIN H. DALBERG,** 71, Dept. of Justice attorney who served as examiner of FCC for several years after its creation in 1884, died in Washington last Thursday following a two weeks' illness. Mr. Dalberg had been in trail health for some time. A native of St. Louis, he had practiced law in New York and had served as attorney on the New York Tax Commission before entering federal service in Washington. He was in the sixties. Funeral services were held in Washington Friday. He is survived by his daughter, Mrs. Ted Steele.

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**PAINLESS COMMERCIALS**

make this a new and different idea in television, as the participants drink the sponsor's Sunshine Beer (Barbey's Inc., Reading, Pa.) while Sunshine Sportman's Show is in progress over Philo's WPTZ Philadelphia. Program, starting Dec. 5, will feature "The Old Coach," Bob Carter (1), and "The Young Fellow," Bob Courtleigh, in a weekly bull session on sports. As they argue, they will fade out and a sports moving picture with nationally known sports figures will be projected on the screen, illustrating the point of issue.

Commercials will be comments on Sunshine Beer as the men sip it during the show. Program was conceived and written by Gray & Rogers, Philadelphia agency. Contract is for 26 weeks, and show is to be telecast every Friday night before the Madison Square Garden bouts.

"on the same engineered basis as the Commission proposed for fixed services" until frequencies above 70 mc are given to power utilities.

G. S. Prince, attorney, and L. J. Prendergast, representing Assn. of American Railroads, stressed railroad services' need for additional frequencies, evoking from Chairman Walker an observation that he is "discouraged at the lack of speed" with which railroads have used frequencies already assigned.

Frederick T. Budelman of Link Radio Corp., endorsed the proposed reallocation of TV Channel 1, but contended that the plan does not sufficiently compensate mobile services for their loss of 72-76 mc. Assignments between 72 and 76 mc, he insisted, should remain as at present, "subject to noninterference with TV reception." He also recommended that definite standards be set up respecting video protection in such cases.

Kelley Griffith, attorney, urged on behalf of the National Assn. of Taxicab Owners that FCC not close the door on possible allocations for taxicab radio in the 44-50 mc band before his organization's presentation on Dec. 8.

Jeremiah Courtney, attorney, pleaded for allocations to users represented by the American Automobile Assn., American Taxicab Assn., and National Bus Communications Inc., and H. A. Radzikowski of the American Assn. of State Highway Officials stressed the need for additional frequencies for highway maintenance radio service.

C. M. Jansky Jr. of the consulting engineering firm of Jansky & Bailey, consultants for FMA, introduced log books on demonstrations conducted at Atlantic City last summer with respect to FM relaying by direct pickup.

Final testimony was to be presented Friday.

---

**'Bottoms Up' Video Show**

Northern Californians are enthusiastic about KSFO's planned music... and discriminating advertisers are enjoying the Pay Off. Ask your Bolling Company representative.

---

**KSFO MUSIC PAYs OFF**

San Francisco

500

Waxey L. Damm, President
Philip G. Latty, Vice-President

**18 YEARS' LEADERSHIP**

Represented Nationally by the George F. Hollingbery Co.
BMB to Name
(Continued from page 18)

of “listenable” to individual stations and their ability to provide such data quickly and inexpensively to themselves, even though it is not under the national uniform conditions that would apply if BMB adopted the measurement.

Board also voted to organize a subscriber service department and to put it into operation as soon as possible. Matter of establishing BMB’s own quarters and personnel for the tabulation of BMB data was discussed but no action was taken.

Subscriber Situation
Present subscriber situation was reviewed, analysis showing that the present 501 station subscribers comprise 35% of all AM stations, 30% of all stations under 500 w, 41% of all stations between 500 and 5,000 w, and 59% of all stations of more than 5,000 w. Of the present BMB subscribers, 222 or 44.3% are under 500 w; 231, or 46.1% are 500 to 5,000 w, 48 or 9.6% are over 5 kw.

Network breakdown reveals 117 ABC affiliates, 46.1% of that network’s 264 stations, as BMB subscribers. Of 164 CBS stations, 52 or 54.3% are subscribers. Of 468 MBS stations, 109 or 23.3% have signed with BMB, as have 96 or 46.5% of NBC’s 203 affiliates. Of 357 non-network stations, 72 or 20.2% belong to BMB.

Analysis by city-size groups shows that 15.5% of BMB’s stations have subscribers located in cities of more than 250,000 population, 13.3% are in cities of 100,000-250,000, 16.9% are in cities of 50,000-100,000, 16.7% are in cities of 25,000-50,000, 21.5% in cities of 10,000-25,000, 10.3% in cities of 5,000-10,000, 4.2% in cities of 2,500-5,000 and 1.6% in cities under 2,500 population.

Board meeting was attended by Mr. Ryan; BMB President Hugh Feltia; D. E. Robinson, LeRoche & Ellis; A. K. Caperton, Dr. Pepper Co.; Carlos Franco, Young & Rubicam; H. M. Beville Jr., NBC; Leonard T. Bush, Compton Adv.; Robert T. Mason, WMR Marion, Ohio; Linaea Nelson, J. Walter Thompson Co.; Justine Miller, NAB president; Hugh B. Terry, KLZ Denver; Melvin Broberg, Needham, Louis and Broberg; C. Burt Oliver, Foote, Cone & Belding; R. E. Davis, Goodyear Tire & Rubber Co.; Albert S. Dempewolf, Celanese Corp. of America; Lowry Crites, General Mills; Roger W. C. Clipp, WFIL Philadelphia; Joseph M. Allen, Bristol Myers Co.; Frederic R. Gamble, AAAA president; E. P. H. James, MBS; John Churchill, BMB; Phil Frank, BMB; Kenneth Baker, NAB; Herald Beckjorden, AAAA.

DON’T PUSH PLEASE!
Arrival of M. C. Causes Riot
In Philadelphia
A CROWD of shoving women, estimated at 8,000 and reaching near riot intensity, put on an unequal demonstration Nov. 10 in a scramble to get 1,000 tickets to the Queen for a Day show, originating all last week in Philadelphia.

The mob scene took place in the Pennsylvania Railroad’s Broad Street Station and before it was over six women fainted, one lost a fur coat, others lost shoes and handbags, railroad operations were interfered with and an extra platoon of police officers had to be summoned.

Despite the size of the crowd and the comic and tragic implications in the scene, only the Daily News, only Philadelphia daily not affiliated with any radio station, carried any play on the proceedings.

The crowd developed as the result of 18 spot announcements over the weekend by WIP Philadelphia.

BEN GIMBLE (r), president of WIP-AM and Jim Morgan (l), producer of the show, tried vainly to protect M.C. Jack Bailey.

MBS outlet which is not affiliated with any local newspaper, to the effect that Jack Bailey would personally give out passes as soon as he detrained from the West.

The women were waiting for him when he came in. Crush of the throng made it impossible for Mr. Bailey to hand out the passes behind the gate in any orderly fashion. Press of the mob was so great that the iron grillwork on each side of the train gate began to shake, so as women pushed through the gate, tickets were just passed out indiscriminately.

Petrillo Hearings Due for Reopening
Action at Regular Session Planned By Rep. Carroll Kearns
PROBABLE reopening of Congressional hearings into the activities of James C. Petrillo, AFM president, if the union leader goes through with his scheduled ban on recordings, was indicated last week by Rep. Carroll D. Kearns (R-Pa.), in a statement to Broadcasting.

Mr. Kearns, who is chairman of a special subcommittee of the House Labor Committee, said he plans to give the matter priority over other pending matters in an effort to kick the coming regular session legislation which would cover the situation.

The congressman said he had discussed the matter with Rep. Fred Hersch, (R-N.J.), chairman of the full House committee, and they felt that with certain elaborations and additions, re-introduction of Title III of the original Taft-Hartley Bill would put a stop to practices such as Mr. Petrillo’s threatened ban on Dec. 31 [Broadcasting, Nov. 10]. Title III makes labor unions re- a restraint of trade.

Mr. Hartley announced, meanwhile, that his committee would begin hearings Jan. 19 on legislation “to guarantee every worker the right to work free of intimidation and threats of physical harm.” He said he considered this among the most important legislation Congress could pass, adding that it is from the standpoint of civil rights, “it transcends all other issues.”

Cecil B. DeMille, Hollywood producer-director, will be the first witness, Mr. Hartley said, at one time was barred from appearing on a radio show because he wouldn’t pay an assessment to AFRA. He was described by Mr. Hartley as a man who “has suffered from injustice himself and realizes the extent to which a man can be made to suffer by forces over which he has no control.”

Representatives of labor and industry will follow Mr. DeMille as witnesses.

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

WNET
MASSACHUSETTS
Represented By
Adam J. Young, Inc., and Kettell-Carter

BROADCASTING • Telecasting
MUTUAL last week announced it would continue to use its "Listenability" survey "for the benefit of Mutual's advertisers and stations" after the BMB board had deferred decision as to whether to adopt the technique for BMB (see other story page 18)

In a statement released after the BMB board meeting, E. P. H. James, MBS vice president, said that "in view of the urgent need for up-to-date coverage figures, we feel that this decision puts it up to us to go right ahead with 'Listenability' on our own.

"We feel," said Mr. James, "that we have done everything possible to make 'Listenability' available for use or adaptation by BMB, and in view of their inability to foresee any early action, we must now go back to our original plans to develop 'Listenability' for the benefit of Mutual's advertisers and stations.

Edgar Kobak, MBS president, "has always been a strong supporter of the basic principle of tripartite research in the advertising field, 'Listenability' and I have been very active in it myself for many years," Mr. James said. "We therefore decided to give BMB an opportunity to take over 'Listenability' as a means of supplying the industry with up-to-date coverage information not obtainable through the mail survey method currently being used by BMB."

Mutual, said Mr. James, would "simultaneously support BMB and proceed without further delay in the development and promulgation of its own 'Listenability' studies."

"We already have considerable evidence that even the limited daytime figures so far released by us," he said, "are of considerable interest and potential value to many important radio advertisers and their agencies."

As evidence that Mutual's "Listenability" figures were conservative, Mr. James cited the "amazing ratings achieved by World Series broadcasts this year." These high ratings, he said, "also emphasize the large extent to which the audience is dependent upon the program itself."

"It is programs which convert coverage into audience—but coverage which indicates the ability of a station to reach listeners."
HELP WANTED

Commercial manager wanted who can work under supervision of small northwest station, $65 weekly. Must have good platter ideas, excellent knowledge of scripts, good personality, vet ideas, and ability to handle controls, maintenance and construction. United Broadcasting Co. 301 E. 23rd St., Muncie, Ind.

Announcer, experienced. All-round performer, 16-20 years network experience. Acceptable reason for changing employment. Send application and references to Box 958, BROADCASTING.

Help Wanted

NEW YORK • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals.

Moderate rates.

Send for Free Booklet to

APPROVED FOR GI TRAINING

THE SCHOOL OF RADIO TECHNIQUE

NEW YORK 20, N.Y.; RADIO CITY, R.E.O. Main

CHICAGO 4, ILL.: 218 S. Wells Avenue

WANTED

EXPERIENCED COMMERCIAL CONTINUITY WRITER

For independent station in Chicago area. Must be 28 years or over. Married man preferred. Starting salary $100 weekly. Must have good references.

Box 1, BROADCASTING

360 N. Michigan Ave.

Chicago 1

$90 to $100 weekly for announcer. Top quality on the air required. Business personal only. Must know and get along with network. Service, addition, complete details. Major southern network. Reply, Box 2, BROADCASTING.

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.

Count 2 words for each full line. Minimum 10c per word. Count 3 words for blank box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

NEW YORK

Planned and completed details. Major network. Reply to Box 888, BROADCASTING. Top pay for right man.

New network affiliate second of group in operation wants three announcers with first class license. Ideal working conditions, $250 additional per month for 40 hour week. Applications must be received by November 20. Box 926, BROADCASTING.

WANTED—Two single first class engineers who would like to announce. Prefer veterans and recent graduates radio schools. Good positions, excellent opportunity. Box 896, BROADCASTING.

WANTED—Chief announcer who can write commercial copy and knows something about programming. Must have first class license. Good conditions. Box 957, BROADCASTING.

Commercial manager wanted who can work under supervision of small northwest station, $65 weekly. Must have good platter ideas, excellent knowledge of scripts, good personality, and ability to handle controls, maintenance and construction. United Broadcasting Co. 301 E. 23rd St., Muncie, Ind.

Announcer—100 watt network station in southeast needs staff announcer. Starting pay $45 weekly. Must have experience. Send letter with previous experience and references. Box 958, BROADCASTING.

WANTED—First class announcer, $55 weekly, time without overtime. Must be clever, experienced, and able to make a creditable showing. Immediate opportunity, all details confidential. Reply Box 998, BROADCASTING.

Experienced announcer who can write continuity in Pennsylvania. Write for full details and letter. Box 958, BROADCASTING.

$7500-$15,000 year potential. Wanted—Young, attractive, sales boosting show runners. Must have successful run-business records and references, both business and personal; this position calls for an executive-type man who can sell. Station in one of the best, southeas.

WANTED—First class announcer, $45 weekly. Must have first class license and experience. Good conditions. Reply Box 958, BROADCASTING.

WANTED—Full time announcer, $40 weekly. Write for full details and letter. Box 958, BROADCASTING.

NEWSPAPER ANNOUNCER

WANTED—Newspaper radio ad manager. Must have first class license and experience. Good starting salary. Reply Box 958, BROADCASTING.

Chief engineer for large recording studio. Must have good recording and broadcasting sense. Must be able to handle controls, maintenance and construction. Write for full details and letter. United Broadcasting Co. 301 E. 23rd St., Muncie, Ind.

Announcer, experienced, who can write continuity. WANE, P. O. Box 926, Fort Wayne, Ind.

WANTED—Radio class announcer. Good salary, commission. Box 958, BROADCASTING.

Chief Engineer, all-round performer. Salary $10,000, first year. Box 958, BROADCASTING.

President wanted for radio station. Will provide opportunity for advancement, good salary, and working conditions. Reply Box 958, BROADCASTING.

ANNOUNCER WANTED!

Good salary—excellent conditions. Full particulars, photo, disc and references. Apply Mr. T. M., Station KNOE-NBC, Monroe, La.

TIMER CLOCK

As Seen on TV!

These 24-hour brass clock movements will turn on and off radio, signs, burglar alarms, or any other equipment placed in 24-hour dial 2" in diameter, can be set for any time of day, any day of week, any time to the minute. Switch in this clock is a standard 3-ampere 125-volt commutator, can be turned on or off at any time to the minute, any day of the week. Send to

CLOCK SUPPLY CO.

3527 Seventh Ave.

Newark, N. J.

for price and postpaid shipment.

Send cash, check, or money order to

CLOCKS, Box 119, Topks, Kan.

SITUATIONS WANTED

Television operator. Experienced RCA TT 5 transmitter, sixteen years extensive radio background, practical knowledge and photography and film production, acceptable resume for chaining employment. Northeast only. Box 863, BROADCASTING.

Announcer—21 years experience dealing alone as future, experienced programmer, production, Vest, college, and studio experience. Box 874, BROADCASTING.

Commercial manager wanted for ABC affil. on waterfront. Needs good platter man to will to work for 60 weekly in pleasant surroundings. Send disc and photo. Box 991, BROADCASTING.

Manager, new $1,000 Northern Montana. Should have good experience with microphone, program knowledge, copy and continuity experience in order to over- come market which has been without sight of other managerial functions. Small staff area, growth opportunity, showing. Immediate opportunity, all details confidential. Box 958, BROADCASTING.

WANTED—Radio class first class operator. Dollar per hour, time paid hours, higher rate for one able to assume more responsibility. Box 997, BROADCASTING.

Chief Engineer, all-round performer. Good salary, commission. Variety ideas, excellent personality. Box 958, BROADCASTING.

TIME CLOCK

As Seen on TV!

These 24-hour brass clock movements will turn on and off radio, signs, burglar alarms, or any other equipment placed in 24-hour dial 2" in diameter, can be set for any time of day, any day of week, any time to the minute. Switch in this clock is a standard 3-ampere 125-volt commutator, can be turned on or off at any time to the minute, any day of the week. Send to

CLOCK SUPPLY CO.

3527 Seventh Ave.

Newark, N. J.

for price and postpaid shipment.

Send cash, check, or money order to

CLOCKS, Box 119, Topks, Kan.
Situations Wanted (Cont'd)

Program director. Do you know that the best way to station promotion from future uncertain economies is to present the creative ideas that compete broadcasters won’t have? I am designed to rival the popularity of leading network shows (2). Time-tested schedules resulting in numerous listeners who never hear a station from another place. Effective in New York, Atlanta, and Midwest. Programs and music ideas ready for immediate production. A former program man, now director of radio research for one of the country’s biggest advertisers, I’m interested only in organizations that want to “be without cost to you.” Would consider suitable positions on commercial or station. Box 679, BROADCASTING.

As entire program department I put FM station on the air in experimental network system. Topflight background. Immediate results. Graduated New York. Box 516, BROADCASTING.


Newspaper—Topflight with high Hoopla, and a little jazz. Replies either head news staff or work as airman. Seven years reporting and writing local news in important city. Good appearance and references. Box 982, BROADCASTING.

Oh, for a chance at a city! Not available. No experience, no job. What a vicious circle! Graduating radio student, who studied radio schools wants to be heard. Knowledge of all sports, intriguing by famous sports announcer. Box 983, BROADCASTING.

Texas station, engineer first class phone, age 27, married. 6 years broadcast experience during a long engineering course. Young, aggressive, ambitious. Box 985, BROADCASTING.

Announcer. Seven solid years’ experience top New York metropolitan area stations. Navy experience, commercial features. Sure fire morning show available. Would work anywhere, anywhere. Box 987, BROADCASTING.

Continuity, commercial copywriter—also capable of doing news in new promotion. 3 years with award winning midwest station. Desires promotion, commissions. Single, presently employed. Box 990, BROADCASTING.

Promotion man. Bubbling over with solid ideas. College grad. 20 years varied promotion background, including business exploitation, promotion and publicity with top music-radio grade paper, and leading record company. Prepare sales presentations, advertisements, promotion brochures, trade promotion. Know layout and production. Box 995, BROADCASTING.

**SITUATIONS WANTED (Cont'd)**

Program director available! 7 years experience, announcing, writing, editing, sales Tiebreak, station manager, traffic and program director qualifies favorably. Just finished programming a new station. Available by air and am immediately available. Do not answer this ad unless you are the program director, I don’t ask for a fortune. Just security for my wife and daughter. Jack Kennedy, 214 Walnut, Grand Forks, North Dakota, phone 2652-W.


Singer, announcer, grad. 2 years broadcasting school, Radio City College. Commercial, newscast, writing. Control board. Opportunity rated above re- numeration. Married. Box 11, BROAD- CASTING.


Studio engineer, thoroughly experienced talking and recording consoles. Presently employed on 5000 watts, de- signs position in New York City or vi- cinity. Write Box 9, BROADCASTING.

Announcer, experienced all types of commercial and news work. Desires position with sta- tion in larger city. Good appearance, much appreciated. Box 14, BROADCASTING.

Control room engineer. Long ex- perience in all intricacies and phase- es of both. Recording experience plus transmissions and maintenance routines. Production work and quick platter turnover, etc.—a specialty. Single, reliable and sober. First class license. Presently employed. Prefer location in the West. Box 15, BROADCASTING.

All-round experienced announcer: commercials, play-by-play, disc jockey, control board-turntable op- eration, sales presentation. Box 19, BROAD- CASTING.

Program director—Ability write, pro- duce, announce audience-getting shows. Experience with progressive station. Box 21, BROADCASTING.

(Continued on page 81)

**SITUATIONS WANTED (Cont'd)**

RCA graduate—1st class license. Desires broadcast engineering and operation 150 miles radius NYC. Box 996, BROADCASTING.

Newspaper experience all phases editing and rewriting; college degree, top position with a fine paper for 2 weeks notice. Box 994, BROADCASTING.

Engineer—Young veteran, six months operation, maintenance, control board, remote. Desires position in New York area. Box 24, BROAD- CASTING.

Program director available! 7 years experience, announcing, writing, editing, sales, Tiebreak, station manager, traffic and program director qualifies favorably. Just finished programming a new station. Available by air and am immediately available. Do not answer this ad unless you are the program director, I don’t ask for a fortune. Just security for my wife and daughter. Jack Kennedy, 214 Walnut, Grand Forks, North Dakota, phone 2652-W.


Singer, announcer, grad. 2 years broadcasting school, Radio City College. Commercial, newscast, writing. Control board. Opportunity rated above re- numeration. Married. Box 11, BROAD- CASTING.


Studio engineer, thoroughly experienced talking and recording consoles. Presently employed on 5000 watts, de- signs position in New York City or vi- cinity. Write Box 9, BROADCASTING.

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Control room engineer. Long ex- perience in all intricacies and phase- es of both. Recording experience plus transmissions and maintenance routines. Production work and quick platter turnover, etc.—a specialty. Single, reliable and sober. First class license. Presently employed. Prefer location in the West. Box 15, BROADCASTING.

All-round experienced announcer: commercials, play-by-play, disc jockey, control board-turntable op- eration, sales presentation. Box 19, BROAD- CASTING.

Program director—Ability write, pro- duce, announce audience-getting shows. Experience with progressive station. Box 21, BROADCASTING.

(Continued on page 81)

**ENGINEER- MANAGER**

Two years experience all phases 250 to 500,000 watt station. Experience with directional antenna plus FM. Good management and engi- neering. Interest concentrated similar position with stock and bonus incentive. Write Box 3, BROADCASTING.
For Sale (Cont'd)

For sale: 3 kw FM transmitter now in operation. May be inspected at anytime. Box 993, BROADCASTING.

For sale: complete Western Electric 50 kw broadcast transmitter with modern magnetic circuit, multigain and plate voltage regulator. Available as is or completely installed and operating in your station. Reasonably priced. Box 996, BROADCASTING.

For sale: Presto model "F" recorder. Dual turntables complete with amplifiers, cabinet and condition at less than half price. Only $550.00, FOB, Omaha. Wire today Mark W. Bullock, KNBR, Omaha.

Crystal units, 150 kw, including two RCA 12B-1 and one General Radio 376-I frequency monitor crystals.

WWXL, Peoria, Illinois.

Teemo, 250 watt transmitter, new studio console, monitor amplifier, two cabinets in excellent condition. $1,500.00. Please call. WACO, Waco, Texas.

2 Presto 10-A turntables, new never removed from cases. $140 each. Double order, order setting. Also, 2 Presto Music Co. lateral reproducers with vertical and lateral reproducers. Each $5.00. Whole lot $285. WOAC, Augusta, Georgia.

1 General Radio distortion and noise meter. Type 550, with 557-A and RF chalm. Faihflair turntables, serial No. 1781, with 120 watt and several reproducers. Box 8, BROADCASTING.


For sale: Two RCA type 70-C turntables complete with Universal pickup heads and filter. Tested in excellent condition with 120 watt lot. "High bid" bidder. Address reply Paul Rex, Chief Engineer, WINS, Butler, Penna.

Wanted to Buy

Wanted: 2 RCA type 70-C vertical pickup heads. WACO, Waco, Texas.

Radio station. Radio executive interested in buying partnership, interest or control of local station. Will assume management, will pay cash. Address reply Box 836, BROADCASTING.

Station desired. Will pay approximately $100,000 in profitable local or regional. Write Box 837, BROADCASTING with complete details.

BROADCASTER wants purchase whole or part interest in local or regional. Address reply Box 6, BROADCASTING.

Wanted: Exclusive TV services as experienced announcer/actor for small installation in sitting room. Box 13, BROADCASTING.

Miscellaneous


Wanted: Exceptional Young Man For Exceptional Radio Position

Amsterdam, N. Y.'s new radio station, to debut about January 1, seeks young, ambitious, skilled, versatile, energetic. Must be a good salesman. Must also be expert special events announcer. Must have three shows available to the right man. Successfull applicant will train for top executive position. This is a real 5 star job in a real good market, where you will have the opportunity to learn and help with new progressive radio station setup. Full details plus non-returnable photo first letter.

BOX 23, BROADCASTING.

MEDALS OF FREEDOM go to correspondents, accredited to General Eisenhower's SHAPE headquarters during the war, who did outstanding service in the European Theatre. General Eisenhower, (third from left) presented medals Tuesday at National Press Club, Washington. Included among correspondents honored are (1 to r): Joseph Evans, CBS (Newsweek during war); Louis Azzarel, Baltimore News Post; Mark Watson (to right of General Eisenhower), Baltimore Sun; Wright Bryan, WSB-NBC Atlanta, and Atlanta Journal; Thomas Henry, Washington Evening Star; George Hix, ABC; Robert Capa, Life.

Royal Wedding (Continued from page 17)

Schenectedy, WBKB Chicago, KSVD-TV St. Louis, KZV Los Angeles, WFLF-TV Philadelphia, WMAL-TV Washington and WMAR Baltimore. The DuMont telecast was sponsored by the Norge Refrigerator Dealers of Greater New York and New Jersey. The Chevrolet dealers in Baltimore, Washington, Baltimore and Philadelphia sponsored the telecasts. WMAR and WFLF-TV through a special arrangement made with Campbell-Ewald Co. of Detroit, agency in charge of Chevrolet advertising, by Paul Mowrey, ABC director of television.

The UP-Acme still photos of the royal wedding were also televised Thursday evening by NBC's video network, following a showing of a third appropriate film feature, Britain's Future Queen, prepared from films in the NBC video archives under the supervision of Paul Alley, director of video film programs for the network.

NBC Aira TV Films

First motion picture films of the wedding, made by BBC while they were televising the event live for English televiewers, were flown to this country and put on the air Friday by NBC, which has an exclusive program arrangement with BBC. Film, running about 25 minutes, was televised twice Friday at 1:30 p.m. and at 8:30 p.m.

Swift & Co., Chicago, sponsored both showings, the first one being integrated with the Friday afternoon telecast of the Swift Home Service Club, extended from 30 to 60 minutes for this occasion. Swift programs, placed by McCann-Erickson, New York, originated at WNBT New York and was telecast simultaneously by WGRB Schenectady, receiving the program by radio relay, and WPTZ Philadelph and WNBW Washington, receiving it via the coaxial cable. Immediately upon receipt of the film, NBC made copies which were flown to KSVD-TV St. Louis and WWJ-TV Detroit for showing at the earliest possible time. Both of these stations also received the Britain's Future Queen program from NBC as part of its regular newreel service to them.

The UP and INS royal wedding newreels were one-time affairs, but both companies regard them as the best of the series, and one capable of becoming a regular service for television stations. INS is currently offering video broadcasters a special wire service for either a news tape or page printer, and a complete news-photo service comprising cued scripts and INF still photos for two-five minute programs daily on a five-days-a-week basis.

Entered Field Year Ago

The picture program service provides 30 to 35 pictures for each telecast, according to Robert Reid, manager of the INS-INS television department, who said that the photographs supplied are being standardized for size and specially processed to provide the contrast necessary for the best video results.

WRGB Schenectady, which last week began broadcasting the INS Page Printer Service, will begin using the INS photo programs this week, Mr. Reid reported.

INS first got into television about a year ago when it started to provide a video tape ticker service for WABD New York, which televised a running strip of INS news bulletins across the face of test patterns for a couple of hours each afternoon for a period of several months. For the past six months with this tape news service has been telecast by WPTZ Philadelphia, which now has two sponsors for this service, Mr. Reid said.

KSJO in San Jose, WWWL Peoria Sold $100,000 in WWXL Transaction, $76,000 in KSJO Deal

SALES of WWXL Peoria, Ill., for approximately $100,000 and KSJO San Jose, Calif., for $76,717.65 will be reported last week, both subject to FCC approval.

Patrick Healy Peabody, California publisher, is acquiring KSJO from Charles T. Smullin, Eureka Newspapers, and 22 minority stockholders, while Homer D. Morrow and Myron A. Reck, associated with WFLC Chicago for the last 12 years, are purchasing WWXL from Central Illinois Radio Corp. Both transactions include FM grants as well as AM facilities.

Mr. Peabody, whose application for FCC consent to purchase of KSJO was filed with FCC last Tuesday, is owner and publisher of several weekly and semi-weekly newspapers in the San Jose area, including Sunnyvale Standard, Los Altos Weekly and Los Altos Observer and Campbell Press.

KSJO, operating on 1500 kc with 1 kw, daytime only, but authorized to increase its operating time with 500 w at night, is controlled (90%) by the owners of KIEM Eureka, Calif., with the remaining 40% divided among 22 stockholders. KIEM is owned by Mr. Smullin (51%) and Eureka Newspapers (49%).

Field in the wholesale business, Mr. Peabody deposited $28,000 in escrow to cover the 40% held by the 22 stockholders, with $3,717.65 to be paid to the KIEM owners upon FCC approval and the remaining $45,000 to be secured by notes matur- ing $5,000 annually starting in September 1950. Mr. Peabody would receive assets accruing after Aug. 29, 1949, at 4% a year for liabilities. Following that date, the application was handled by Harry J. Ocker- shausen of the Washington law firm of Dempsey & Kolvipita.

In the case of the WXL transaction, handling Blackman-Hamilton Co. of Washington, sellers and their approximate interests are President J. H. Giddon, 55%; Max S. Lipkin, 10%; Sam J. Stone, 13%; Morris Enda, 18½%; Harry Frazier, 3%. The sales plan provides for adjustment of excess of current assets and current liabilities.

Messrs. Morrow and Reck, purchasers, plan to return to Peoria and assume active management of the station upon FCC approval of the sale. Application will be filed with the Commission shortly. WWXL, a daytime station, is on 1560 kc with 1 kw.
Code Operation

(Continued from page 16) an outstanding speaker.

Actual convention meetings will be held Thursday and Friday, winding up with meetings of other organizations. The meetings will be devoted to problems having a national aspect.

Engineering Need

Engineering conference was decided on because of the national aspect such matters assume. Furthermore, the members felt that engineers and management could study equipment displays and follow technical progress during the first three days of the week.

The board decided that basic advertising, selling and programming problems were more suited to local district and area meetings where stations have common interests. These subjects may enter the national convention proceedings, but only where a national aspect is involved.

Panel technique is expected to govern convention meetings. Members will be given full chance to take part in discussion through placement of large numbers of microphones around the theater of the Baltimore Hotel, where sessions will be held.

Already NAB is working on plans for the autumn district and area meetings in 1948. These are in charge of district directors. Because of the Presidential elections, most meetings are likely to be held before November.

The area meetings will be continued, but on a smaller scale. Districts 4 (D.W., N.C., S.C., Va., W. Va.) and 7 (Ohio and Ky.) met jointly last spring but may hold separate sessions in 1948 because of the large number of stations involved. District 11 (Minn., N.D., S.D. in part, Wis. in part, Mich. in part) may decide to hold its own meeting instead. On the West Coast the area idea was especially popular.

The board's three-day meeting brought approval of a $735,000 budget, compared to a figure below $700,000 for last year's scale was revised in $25,000 brackets, with $7,50 minimum instead of $5. In general, the increased rate will not seriously change dues of most stations.

Dues Increase

The new dues, based on membership and income last October, would raise about $700,000 from stations, plus perhaps $50,000 or so from associate members. Expansion of some NAB activities, particularly engineering, will be possible under this budget. The Engineering Dept. will need funds for participation in international conferences.

Were station income to stay at the October figure, the NAB's take from the industry as in 1948 would be up about 9% compared to 1947. A spot survey by the Research Dept. shows station income up 8 or 9% for this year.

The board rejected proposals to set up two new standing committees for network affiliates and for independents.

Next meeting of the board is to be held at the Homestead Hotel, Hot Springs, Va., if accommodations are available in February. Another possible site is the Greenbrier, not far away at White Sulphur Springs, W. Va.

Code topics will dominate this meeting, but routine business will be on the agenda as usual.

The board heard reports on such subjects as the hotel mixup at the Atlantic City Convention and committee activities. The proposal to file suit against several hotels for failure to fulfill contract obligations has been dropped. However, some bills still have not been settled.

The board instructed Mr. Arney to send letters of complaint to hotel organizations and the city's convention bureau.

Activities now centered in New York and Los Angeles offices will be transferred to NAB's Washington headquarters, to be integrated with the Public Relations Dept. Actual transfer is planned for Jan. 31.

All board members attended the meeting but William B. Ryan, KFI Los Angeles, detained by station business. Present were:

Harold Fellers, WEK, Boston; Michael R. Hanna, WBCU Ithaca, N. Y.; George D. Coleman, WGBI Scranton, Pa.; Campbell Armoza, WZAR Norfolk, Va.; Henry F. Johnston, WBDN Birmingham; WIDE, NEW BALTIMORE

DAYTIMER, NOW ON AIR

BALTIMORE'S first daytime station, WSID, took the air last week, operating on 1570 kc with 1 kw.

Sidney H. Tinley Jr., mortgage company executive and station licensee, reports that its range afforded good reception throughout Baltimore County. AP wire service and Capital transcriptions have been obtained.

Albert C. Goldbach, formerly program engineer for WCBM Baltimore, is WSID's general manager; Raymond Kay, previously with WIP Philadelphia, is program director; and Armand Terl, formerly with WASI, Minneapolis, is commercial manager.

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

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Consensus
(Continued from page 15)

board's action is good news. The matter should go back to stations for consideration. They should have a voice in the final action."

Gustav K. Brandborg, commercial manager, KYVQ Tulsa.—"The postponement is in the best interests of the industry. Realization by broadcasters that there can be no freedom to listen without freedom to present is the first step toward guaranteeing a free radio. A free radio must operate by creed, not by code.

Harold B. Shaw, manager, WOWY Oak Hill, W. Va.—"The board action will go far toward securing a sincere acceptance of the proposed standards. I am glad the board has seen fit to submit them to the membership. It is difficult to tell whether the appeal to democratic process will wipe out the feeling of coercion caused by the original procedure."

Edward Breen, president, KYFD Fort Dodge, Iowa.—"The NAB board is learning the hard way. And so should you—learn, that is. At the time Ralph Atlass and I were reporting the results of a poll showing 687 stations against and only 47 in favor, you were still saying editorially that it must be obvious that the stations of the country generally were for a code. I'm glad the NAB is finally going to conduct a poll. Let them put the question squarely, 'Do you want a code and a code authority?' 'Do you want this code?' Let that poll be taken by Price-Waterhouse, Arthur Young & Son, or Ernst & Ernst. This present decree indicates that the stations as opposed to the networks are finally beginning to make themselves heard."

Gordon Gray, assistant general manager, WIP Philadelphia.—"It was a good idea to postpone action giving the membership more time to think about the problem. A code should be considered by the industry and not just jammed through."

Edward C. Obritz, assistant general manager, WPEN Philadelphia.—"It is a disappointment to me that presentation was not taken. However, the board should be commended in view of the wide disapproval. Now there is a new responsibility. All stations and the networks must now join to adopt a single code generally operable without discrimination."

Robert E. White, general manager, KYW Philadelphia.—"I think it was a mistake to postpone action on the code after such wide publicity. The board should sit down again, cop up with a compromise to go into effect about the original date. There must be industry self-regulation or we'll surely have got into a deviant regulation. I doubt if the code would drive many stations out of business."

Murray Carpenter, president, WPOR Portland, Me.—"The Atlantic City code was based on the fundamentally fallacious theory that objectionable programming can be measured by the clock. The fact remains to be proved that it is a matter of treatment more than of time. Why can't our code admit this most obvious and most important fact?"

Ben Strouse, general manager, WWDC Washington, D. C.—"The new standards should prove acceptable to a majority of stations. However, as an independent we see no reason for a daytime-evening differential. We think the limitation of one minute of commercial in a five-minute program between 6 and 11 p.m. may prove a hardship. The local advertisers are a matter of treatment more than of time."

Eugene P. Weil, general manager, WQWC Selma, Ala.—"Obviously the NAB board recognized the value of full democratic procedure and their actions, in revising the Standards of Practice to modern form with different types of broadcasting problems, will do much to strengthen the industry and NAB. The new proposed code as adopted should please most broadcasters."

Red Cross, sales manager,

WMAZ Macon, Ga.—"WMAZ has consistently held that any form of code or creed employing phraseology 'shall' not, must not, etc.' infringes on this station's responsibility to the FCC. Judge Miller, who has made an issue of free speech, might study the idea of freedom for station directors to interpret individual licenses granted by Government to the end that better service interest, convenience and necessity can be rendered to their own locations. The action taken by the board in softening so-called code has not affected our feelings. We are still unalterably opposed to collective interpretation of individual station licenses."

William Fabst, general manager, KFRC San Francisco.—"The delay means the board will give more thought and study that a healthy sign. The industry should be given a chance to be heard before standards are adopted."

James Neale, radio director, Warner-Fitzgerald-Sample, Chicago (nation's top buyer of spot radio)—"Advertisers hope no serious changes from present broadcast standards would evolve from the code. As an agency we will go along with nothing to be ashamed of. The question of length of commercial copy was never pertinent, because content, not quantity determines good or poor standards of practice."

Jerry Sill, general manager, WMLO Milwaukee—"The recommendations as to length of copy seem satisfactory. I believe we should have Standards of Practice, but only if such standards can be lived up to by the industry."

H. A. Burke, radio director, J. Walter Thompson Co., Chicago—"As relaxed rules on chain breaks stand now, the code could be so used as to inflict hardship on network advertisers. Only the good judgment of individual radio stations could prevent chain breaks from becoming one, two, even five minutes long."

Frank Stubbins, manager, KKFN Shenandoah, Iowa.—"At best the one hour permitted special run in. programming is a gesture toward stations that toss a few programs toward the farm audience while doing most of their choice time to the networks and the networks themselves. The new action shows either the board's complete lack of interest in genuine farm service or their complete lack of understanding of the problem."

Al Meyer, station manager, KYKZ Denver—"The board action in working on details reflects earnest effort, and the new code is an improvement, though the pattern may not be adaptable for a long time. Redeeming feature is the decision to submit the code to the membership."

Walter J. Brown, president, WORD Spartanburg, S. C.—"After the NAB board has completed revision of the code it should circulate among members well ahead of the May convention for discussion and ratification. This would follow democratic processes. No code is worthwhile unless supported by the people it involves. After all, the NAB code is a long-term proposition."

William B. McGrath, managing director, WHDH Boston.—"The board has no alternative but to allow full consideration to independent as well as affiliates in any code to which the industry as a whole is expected to subscribe. With regard to the proposed revision, advising broadcasters prior to the press is another step forward."

Ed Yocum, general manager, KGHL Billings, Mont.—"Exceptions for shoppers and agricultural programs are a step forward. I still believe it is fallacious that a station's ethos be measured by any one 15-minute or any set segment of a day. Rather a station should be judged by its records by days, weeks and years. It might be the lesser evils to load certain periods with commercials and showcase certain other periods with none or a minimum of commercial. It is a matter of method and taste, and these cannot be legislated on a national basis."

Glenn Shaw, general manager, KWKW Pasadena, Calif., and president, Southern California Broadcasters Assn.—"We are happy to see NAB has found the association's plea for delay valid. Further study will be possible; then the industry can act in convention."

Harry Maisel, general manager, KFWB Hollywood.—"It is the democratic thing to do. When the NAB convenes this spring ample expression of opinion will be possible. The majority rule."

Norman Osthy, assistant to ABC Western Division vice president—"There is a need for a standard code of practices. Delaying final action is a constructive step since it allows more study by the industry."

John F. Patt, general manager, WGAR Cleveland—"The board has taken the only action possible in the light of so many conflicting views. I favor a strong code which at least 90% of broadcasters would voluntarily live by and if necessary lose a little immediate revenue in order to increase sales as well as respect for our medium. WGAR
has always operated under its own published code. We could very easily live by the Atlantic City model."  

N. Blair Munhofen, secretary, Suffolk Broadcasting Corp., Coram, N. Y.—"WFSS-FM was not a member of NAB when the board was empowered to adopt a code. Unless given a chance to pass on each point, it will be difficult to consider it truly representative. We heartily approve of this letter of George L. Sutherland, Wilming- ton, Del., vice-president, Wilming- ton Tri-State Broadcasting Co.—"NAB must reestablish the reasons for self-regulation. The biggest ref- erendum to determine if the mem- bership wants a code, creed or simple and easily understandable "Ten Commandments of Radio Broadcasting."  

Robert L. Webber, manager, KWDM Des Moines—"Radio sta- tions are responsible to the public, to the advertisers, and to the FCC for their programs. They also should be allowed to fulfill this obliga- tion as it is required by their listening area and the type of pro- gramming they are trying to per- form."  

G. P. Richards, general manager, WHBL Sheboygan, Wis.—"The board's action should be welcome news. It should overcome much of the feeling that the code was being 'railroaded.' Changes discussed are in the right direction, and any code or creed should be adopted only after submission to stations and allied fields."  

Frank P. Schreiber, general man-ager, WGN Chicago (not an NAB member)—"Such a code should have called for a vote of confidence, by mail, in advance of the NAB convention. Anything they can do to repair the damage done to public confidence should help. It was a good example of airing dirty laundry before a government regulatory body."  

Ralph Atlass, president and gen- eral manager, WJJD Chicago—"It is extremely gratifying to see that it is going to be a referendum. I hope it will be a secret referen- dum, that the issues are plainly stated and that members of the industry are given a chance to vote whether or not they want a code."  

Brad Eldridge, manager, WAAP Chicago—"The code should be voted on by members of the in- dustry and not by the directors. It should by all means be by secret ballot."  

Ted Cott, commercial manager, WNEW New York—"The indepen- dent stations' committee was in- vited to sit in at the NAB Board meeting during the discussion of all revisions to the code. It would help should press our thanks at this democratic process, to affirm that all the prob- lems of the independents received honest and careful consideration. The board members were most sympathetic to my views of the non-affiliated stations and allowed the fullest expression by the indepen- dent stations committee chair- man of all points the committee proposed."  

J. B. Conley, general manager, Westinghouse Radio Stations Inc., at meeting of Philadelphia Junior Chamber of Commerce—"We of Westinghouse are not members of NAB. However, as interested broadcasters we are sorry to see the new code rejected. We were not in agreement with all of its provisions, but we feel that it rep- resented a step in the right di- rection. But whatever the outcome of this effort, we already are op- erating under equally high stand- ards and will continue to do so."  

Roy S. Durstine, president of Roy S. Durstine Inc., New York—"It is a good idea to take time to study such a sweeping thing as the code. Certainly it would have worked an injustice on smaller stations in the original proposal. I think it a good idea to go slow and think it over."  

Walter Craig, vice president and radio director of Benton & Bowles—"I feel anything as important as the code certainly deserves all the necessary time to be sure that you have something workable."  

Everyone's point of view should be heard before you make it up. We want an instrument that will be accepted, approved and not sabo- taged."  

Arthur R. Cobb, vice president and treasurer of Doherty, Clifford & Shenfield—"It is an awfully im- portant issue and if matters are still unsettled I think the post-ponement is in order."  

F. B. Ryan Jr., president of Rutherfurd & Ryan—"I am in favor of the code. How they work out the details is something else again."  

N. Y. Radio Jobs  

THE CIVIL Service Department of the State of New York has posted competition for two appointments in the Radio Bureau, Divi- sion of State Publicity, Dept. of Commerce. They are No. 6273, principal state publicity agent, with a salary range of $5,200 to $6,000 and application fee of $5.00, and No. 6274, radio publicity repre- sentative, with a salary range of $4,620 to $5,720, and application fee of $4.00.  

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Ad Lib Precaution Is Taken by NBC
Policy Announcement Prepared For Cut-off Incidents

WITH a weary eye cocked toward future weeks, much as if those were the days before the Armistice, NBC last week released a formal policy concerning how to cut off programming matter off the air.

In the official language of a press release, the network reported that it had devised a 30-second announcement which would take up air time if it became necessary to pull the plug on a program in order to spare listeners from hearing "patently objectionable material."

If a maverick comedian unexpectedly decides to ad lib a crack that makes NBC shudder, an announcer will intrude with the words:

The National Broadcasting Co. regrets interrupting this program in order to delete material which in its opinion would be objectionable to listeners in many American homes."

The policy was said to have emerged from recent conferences between network executives and talent, sponsors and agencies. According to the NBC statement, the conferences sought opinions as to "the best means for protecting the public from possible transgressions against good taste."

Ken A. Dye and Harry C. Kopf, NBC administrative vice presidents, conducted the conferences in New York and Hollywood, it was said.

Niles Trammell, NBC president, was quoted as saying that "our talent, clients and agencies now realize more clearly the urgency of constantly improving the service of American broadcasting to the listener and the advertiser."

Rev. Smith's Donors Generous, WIBK Case Testimony Reveals

A PARADE of witnesses who testified in the National Educational Radio case told the Tennessee supreme court that Rev. John A. Roper, businessman and preacher, has积聚ed huge sums of money but would not have minded were it not repaid was presented in Knoxville last week as the FCC inquiry furthered into Rev. Smith's WIBK there. Begun in Washington last month, the hearing concerns alleged misrepresentation in obtaining a construction permit for WIBK, a 1-kw daytime outlet on 800 kc [Broadcasting, Oct. 27].

Comr. Clifford T. Durr presided.

Rev. Smith, who with his associates built WIBK after being denied commercial religious time on existing stations, is president of Independent Broadcasting Corp., WIBK permittee and FM applicant. His wife, Myrtle Rhoden Smith, is secretary-treasurer and Marvin I. Thompson, formerly with WGRC and WAVE Louisville, is vice president. Each holds one-third interest. Rev. Smith in addition holds all the nonvoting preferred stock.

Other Testimony

Of the witnesses who testified in Knoxville that they had loaned the 37-year-old evangelist sums ranging from $500 to $33,000, almost all reported that they are presently receiving low incomes. Most of the loans have been repaid, according to the testimony.

Charles J. Smith, father of the minister, told the Commission he had loaned his son $33,000 to buy time on a Mexican station and had loaned another $9,386 to Independent Broadcasting for construction of WIBK. The elder Mr. Smith, who testified he distrusted banks, was reluctant to divulge the source and amount of his income in WIBK buying but offered to present a financial statement to Comr. Durr and to counsel.

Rev. Roper, according to the testimony, had invested $47,000 in program time at the station and had received full value in return, he continued, "but I felt that I had sustained a loss in that I would no longer be able to reach the huge listening audience I had built up. My primary business was to win souls to Christ, and for winning them they had been denied me."

In answer to questions by FCC counsel, Rev. Smith admitted that he had been offered free time on the station following the cancellation of paid time. The minister said he turned down the offer because WNOX wouldn't agree to free time also for the other ministers who had been heard on Mr. Smith's programs.

No Knowledge of Threats

Rev. Smith also denied knowledge of reported threats against Richard Westergard, WNOX manager. The station has its office in Washington that he had been threatened was the first I knew about it," he declared.

Rev. Smith stated that earlier programs on Mr. Durr refused to allow him to broadcast a program on WIEK in Charlotte, Carolina, and WSPA Spartanburg, S. C., were cancelled because he preached against the liquor interests of that area."

Arthur C. Gonzales, part owner of the Mexican station XERF Villa Acuna, testified that he and his partners put up $30,000 for erection of the station and Rev. Smith put up $100,000. In return for his investment Rev. Smith was to receive 30 minutes morning time and 30 minutes evening time daily for the next 20 years, plus a note for $15,000, Mr. Gonzales stated.

Under cross-examination the XERF witness denied that the minister holds any stock, has any interest in or exercises any control over the policies of the station. "We could not have built the station without Rev. Smith's aid," he testified.

Feature of the Week

(Continued from page 10)

Radio Newspaper Cooperation Urged

At Chicago NEA Advisory Conference

SMALL MARKET radio stations need to serve the community in much the same way as small town newspapers, more than 300 delegates to the Advisory Council session of the National Editorial Assn., were told Nov. 23 by Edward M. Anderson, general manager of WBBO Forest City, N. C.

The NEA is comprised of 5,000 weekly and semi-weekly newspaper publishers, comparable to the ANPA, trade association of newspaper dailies.

Mr. Anderson, who is also Legislative Committee chairman of the NEA, said in his opinion radio station ownership by newspapers is essential to good community public service. "I have found," he said, "that the success of a radio station in a small town is dependent, in large measure, upon employment of the same basic principles used in the establishment of a successful newspaper." Mr. Anderson said that since WBBO went on the air two months ago, he and the newspaper (The Forest City Courier) have shown an increased volume of business. In his two months of station operation he said he had learned that radio reaches masses to a greater extent than newspapers but that newspapers exert a stronger influence on public opinion.

"Local radio stations give the community a single voice and provide a valuable service to small-town America," he said. "Because of their value to communities, there should be more and more of a marriage between these two great indispensable mediums of mass communication and public service."
Radio’s Partnership With Press Is Cited

THE BUSINESS of getting news was described as having become “a real partnership between radio and newspapers,” by NBC’s Ray Henle, editor of Sun Oil Co’s Three Star Extra, in a radio news panel discussion before the TET convention held in Washington Nov. 11-14 [BROADCASTING, Nov. 17].

Mr. Henle, along with four other radio newsmen, appeared on the last day of the convention and described to the delegates radio’s part in the news picture. Radio, said Mr. Henle, like newspapers, has what is uniquely its own to the public’s understanding of the day’s events. He said that as radio news coverage has striven to become more complete, regional coverage has become more important and will continue to be so in the future.

Macom Reed of MBS and Francis Tully of Yankee Network demonstrated operation of the wire recorder and described its usage at recent Congressional committee hearings. Mr. Reed predicted that within two years regular meetings of the House will be aired by means of the new recording device.

A warning that use of the recorder might, prove difficult was voiced by Bill Henry, CBS newsmen, who pointed out the possibility of cutting and adding to the recording tapes in such a way as to change the entire meaning of the original recording. Referring to the differences of opinion expressed between the approach of radio and newspapers, Mr. Henry said they are not so numerous as are the similarities.

Students’ Opportunity

In the open discussion period, Wilton Combs, General Manager, WMZX Macon, Ga., told of the work his station is doing with local news and pointed out that the news flow is offered as a great service for journalism graduates. He suggested that schools should increase their training in voice.

Claude A. Mahoney, CBS commentator, was moderator of the panel.

In the final business session that afternoon, the fraternity elected the following slate of officers for the coming year:


Apostles of Gloom? Here’s Man Who Isn’t

EDITOR, BROADCASTING:

In all the talk about over-expansion in local broadcasting, through licensing new stations, the current and general opinion seems to be:

— that progress in this country has suddenly come to a complete stop;

— that populations will not increase;

— that broadcasting has reached a high of influence;

— that no new businesses will be established or new accounts uncovered;

— that radio advertising appropriations have reached their peak;

— that revenues allocated to radio will be sliced so many ways all will starve.

Will just one man rise and say that he knows all these things to be absolutely true?

Surveys, charts and prognosticators to the contrary, current opinion in the past has always been contrary to the future. If this hypothesis is not true, we would have no America as we know it today.

America has been built upon the spirit of progress and never-ending expansion—upon the simple philosophy of honesty, sincerity and hard work.

Before our apostles of gloom bring our heritage of progressive thinking to a timorous, halting and faltering stop—why not renew our spirit of the past by hitting the line hard.

Thousands of new accounts can be developed for local broadcasting which have never used this type of advertising. Everyone, who believes in broadcasting is now getting only a small share of local advertising expenditures.

In the state of Connecticut there are some 60 flourishing daily and weekly newspapers which have been financially sound for years—along with countless local magazines, periodicals, news papers, billboards and bus advertising spaces, direct mail pieces, ad infinitum.

Twenty AM stations are on the air, right now, with applications pending for an additional seven or eight.

If Connecticut can, and does, support 60 newspapers and thousands of other forms of printed advertising, does it necessarily follow that these 20 radio stations should operate in the red if this number were to be increased to 50 or more? It is questionable that, with the increased licensing of broadcasting stations, the battle of existence is so much between stations for potential business—as it is broadcasting’s battle against other existing forms of advertising expression.

Larry Edwardsen, President, The Connecticut Broadcasting Co.

New Britain, Conn.

KFNF Is Denied Power Boost to 5 kw; Faribault Grant for 920 kc Proposed

GRANTS to KFNF Shenandoah, Iowa, for a power boost on 920 kc and to Lee-Smith Broadcasting Co. for a new station on that channel at Faribault, Minn. [BROADCASTING, Aug. 4] were set aside by FCC last week, followed immediately by a proposed decision to grant the Faribault application and deny KFNF’s.

The denial to KFNF, which is seeking authority to operate with 5 kw instead of 1 kw, to continue with 500 w night, would be without prejudice to the station’s filing a new application specifying protection to the Faribault operation as provided under FCC standards.

Both Lee-Smith, applying for 920 kc with 1 kw fulltime, and KFNF originally received grants, along with a third applicant in the proceeding: Associated Broadcasters of Wadena, Minn. Lee-Smith, they contended that KFNF’s proposed operation would create interference problems beyond the maximum indicated by FCC standards and asked that KFNF be required to protect the Faribault operation. KFNF protested, but asked that further hearing on both applications be held before it is required to install a directional antenna.

In reopening the case and issuing a proposed decision, the Commission did not disturb the grant to the third applicant, Associated Broadcasters, for use of 920 kc with 1 kw fulltime at Wadena.

Choosing between Lee-Smith and KFNF, FCC preferred Lee-Smith on the basis of the equitable-distribution provisions of the Communications Act. Shenandoah (1940 population: 6,948) has two stations, it was pointed out, while Faribault (1940 population: 14,527) has none.

“While the proposed operation of KFNF would result in a large gain in that station’s daytime service,” FCC said, “since all of the area to be gained presently receives no service, it is concluded that no basis has been shown why this gain should be permitted in view of the interference which would be imposed on the Faribault operation in violation of its standards.”

Increase with DA ‘Feasible’

But, adding that the proposed denial to KFNF would be without prejudice, FCC recognized that “it may be feasible for KFNF to operate with increased power daytime with a directional antenna which would afford protection in accordance with our standards to the Faribault operation. . . .”

Lee-Smith argued that the KFNF grant as originally issued would create objectionable interference involving a loss of 22.3% of the population in Lee-Smith’s area, whereas the maximum under the standard is “approximately 10%” [BROADCASTING, Aug. 18].

Lee-Smith is owned in equal shares by Herbert H. Lee, Palmer Dragsten, and John E. Hyde Jr., war veterans and engineers.

Comras. Rosal H. Hyde and E. M. Wilmot did not take part in the decision.

Canada Bans Importation Of Radio Sets From U. S.

BAN ON IMPORTATION of radio receivers into Canada from the United States was put into effect Nov. 18 as part of a plan to save U. S. dollar. Important condition of the list of commodities was restricted temporarily until Canada’s balance of exports to the United States comes more in line with imports.

At the same time, to save importation of components, an excise tax of 25% was placed on radio receivers manufactured in Canada. This revives the war time excise tax rate which had been cut to 10%.

WHMA-AM Launched

WHMA-AM Anniston, Ala., which had its initial schedule Nov. 10, is operating on 100.6 mc (Channel 263). Programming for its present schedule of 3-9 p.m. is largely its own, with little duplication of WHMA features, according to WHMA Assistant Manager, Malcolm Street, program director and promotion manager. Many programs originate from the recently completed, own A-P Broadcast Building, in Anniston. Station took a full page in the Anniston daily, the Anniston Star, as part of the promotion in connection with its opening. Anniston Broadcasting Co. is licensee of WHMA and WHMA-AM.

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At Deadline...

BATTLE OF BANDS RE-Fought at FCC Channel Hearing

SKIRMISHES of old battle over high vs. low band for FM were re-fought Friday morning as FCC heard final testimony on its plan to delete Television Channel No. 1 (earlier story, page 17).


Mr. Allen cited high and low-band measurements of WBAM New York, saying they showed "the high frequency produced higher service fields out to 68 miles" but produced lower interference fields at 200 miles or more. Dr. Armstrong argued that further analyses must be made.

Mr. Allen replied his conclusions were justified by data on hand. He conceded high-and-low band measurements offered by Dr. Armstrong in Westminster tests showed low frequency was best "for that period of time." He reaffirmed faith in theoretical curves prepared by Mr. Norton, which were one major factor in FM reslocation. Dr. Armstrong again protested that FCC had accepted "theoretical calculations... rather than my measured results."

When Mr. Norton conceded he erred in one prediction, Dr. Armstrong observed that "that's the type of engineering advice" which has been given to FCC and which, he said, resulted in "chaos." Dr. Armstrong said it's "too late" to move FM back downstairs but urged again that it be given Channel 1 (44-50 mc) for relays.

WARL Hearing Receded

HEARINGS on FCC lottery order citing WARL Arlington, Va., quiz show dollars for Answers [BROADCASTING, Oct. 20] recessed Friday until 2 p.m. Monday. Examiner J. D. Bond presided. WARL President R. Kilbourne Castell and Manager Raymond W. Baker, testifying under protest, denied station was trading "upon an audience." Frank U. Fletcher, attorney and part owner of WARL, said 45% of those asking questions were not listening to station. "For these persons, clearly the contest was one of skill," he asserted.

WRS Seeks Pittsburgh TV

WESTINGHOUSE Radio Stations Inc. application filed at FCC Friday for Pittsburgh video outlet KDKA-TV on Channel 6, company's second television station. WBS-TV Boston scheduled for completion early next year. Station would serve 2,500,000 persons within 40-mile radius. TV antenna would be placed on 500-foot FM tower and extend 1760 feet above sea level.

REORGANIZATION of WIMS Michigan City, Ind., requested in application reported by FCC Friday. O. E. Richardson, 19.35% owner, increases holding to 51% by acquiring 1,483 of 2,000 shares newly issued. Remaining shares divided among five other stockholders. Stock value $15 per share.

WBAL Asks Reversal in Blue Book Appeal

REQUEST for order reversing District Court dismissal of its complaint against Blue Book and FCC made Friday before U. S. Court of Appeals for D. C. by WBAL Baltimore [BROADCASTING, July 7, 14]. William J. Dempsey, station's counsel, argued WBAL had been libeled by Blue Book, that FCC twice refused hearing on matter and that WBAL was entitled to judicial review.

Mr. Dempsey said present renewal hearing, in recess until Tuesday, does not include issue of alleged Blue Book defamation on FCC's own ruling and therefore no redress would evolve. He said WBAL merely seeks declaratory judgment as to whether Blue Book charges were right or wrong, whether or not retraction is obtained.

FCC General Counsel Benedict P. Cottone outlined background of Blue Book, explaining it was part of normal procedure allowed by law and could not embody legal wrong reviewable in court.

Mr. Dempsey, Blue Book in hand, asked Mr. Dempsey what specific statements wrongly charged WBAL. Mr. Dempsey explained his 12-page complaint could not be made in a few minutes and indicated that was not specific issue at moment.

Industry Music Committee to Name Executive Group

INDUSTRY Music Advisory Committee, at organizational meeting in New York Friday, agreed to appoint executive committee and legal and public relations subcommittees, each composed of one representative from each of seven segments of industry. First meeting was held as networks negotiated with AFM described as "purely coincidental." A. D. Willard Jr., NAB executive vice president, said committee had agreed no one segment would take important action without consulting others.

Legal and public relations subcommittees directed to meet within two weeks and report proposals for joint action to executive committee. All but one of 36 members of advisory committee present.

RMA officially represented on joint committee, following approval by its board of directors.

Lower Media Costs Sought

HOW TO stop spiraling media production costs discussed at annual AAAA council meeting in Chicago Friday. Demands by advertisers for agencies to absorb script costs of network radio considering one of biggest headaches. Speakers included Frederic R. Gamble, AAAA president; Melvin Brobr, vice president, Needham, Louis & Broby; Clarence B. Gosnmen, president, Benton & Bowles; Fairfax M. Cone, Foote, Cone & Belding.

Three Louisville Promotions

THREE promotions announced by WHAS and WGJ(FM) Louisville. J. M. Wynn is new director of sales; Neil Dalton named to new post, public relations director, and Douglas Cornelie made promotion manager. Latter two positions apply to Louisville Courier-Journal and Times, as well as stations.

Closed Circuit

(Continued from page 1)

ster, himself slated for Europe safety conferences; Dr. J. H. Dellingler, radio chief, Bureau of Standards and first Commission chief engineer, or George Sterling, FCC chief engineer.

CBS SERIES It Page to Be Ignorant, Fridays 10-10:30 p.m., for Philip Morris, may go co-op, it was understood last week. Blou Co., New York, is agency.

ANOTHER SIGN of growing business in station sales, transfers and assignments: FCC is considering plan to delegate to staff executives authority to approve in certain cases, presumably those involving reorganizations in which ownership interests remain unchanged.

IT MAY be fortnight before Chairman White (R-Me.) of Senate Interstate Commerce Committee submits his revised draft of S-1333 to seven-man subcommittee, looking toward committee action at special session, and right of way permit of FNH a current activity. Revised bill would modify original measure almost unanimously opposed by radio spokesmen, but hardly to extent of meeting all objections. Sen. White designed to have been encouraged by President Truman on support of his radio regulatory ideas.

IN CONFUSION over code postponement, NAB board voted to reject commercial point—deadline date, after which contracts come under code provisions. Original action at Atlantic City specified code applicable to contracts signed on and after Sept. 17.

WHILE NOBC door-knocks conduct half-hour interviews on what public thinks of what radio has to offer, NAB Research Dept. plans extensive study to find out just what really is offered. Logs of some 200 stations, presenting typical industry cross-section, will be analysed for late November week. First such study showed industry well within Blue Book commercial-sustaining limits.

FORMAL TRANSFER of WKBW Buffalo to Rev. Clinton H. Churchhill occurs Tuesday with payment of approximately $375,000 to Buffalo Broadcasting Co. plus termination of pending litigation. Loan of approximately $200,000 negotiated through Smith Davis Corp. of New York to handle all cash transactions. Arthur Simon is new manager of 50 kw ABC outlet under Churchill ownership.

AGENCY CODE Comment

THREE prominent New York agency executives took different stands Friday on NAB board's code action (see comment round-up page 16). Leonard T. Bush, vice president and secretary of Compton Adv., said, "It is too bad NAB could not have resolved its differences at the November board meeting. I believe the industry for its own best interest should have a code." H. L. Clinton, vice president of N. W. Ayer & Son, said, "Of course the decision should be postponed. It is vital to radio."

Ben C. Duffy, president, BBDO: "In my opinion, postponement of code in its present form is needed. It is obvious some of the clauses are unworkable and subject to many interpretations."
BACK in 1920, WWJ-The Detroit News made its bow as the first commercial AM radio station in the nation. With pioneering instinct, public service policies and aggressive showmanship that always kept a step ahead of the times, WWJ retained its leadership all through the years.

IN 1940, rich in past accomplishments and settled in its field, WWJ took unto itself a mate...WWJ-FM, first FM station in Michigan. Broadcasting commercial and sustaining programs all through the war years, WWJ-FM quickly became the Voice of FM in Detroit.

AND just 9 months ago, baby made three...when WWJ-TV, one and only television station in Detroit, first showed its face to thousands of eager eyes. The success of WWJ-TV has surpassed even that of its illustrious forbears...and has brought additional honor and prestige to the letters WWJ, with increased benefits to all of the advertisers on all three of the great radio stations comprising Detroit's "First" Family.
WKY is on the move again!

Here Comes WKY’s New Studio on Wheels

WKY’s home address is Oklahoma City, but the whole state is its bailiwick.
Year after year, WKY’s microphones have roamed Oklahoma for programs of special interest to listeners throughout the state.
Now WKY is on the move, going places in Oklahoma, with its spanking new mobile studio…a complete broadcasting station on wheels.
This unique, custom-built job will, more and more, become a familiar sight all over Oklahoma, and will be ready, in emergencies, to serve as a complete communications center wherever it is needed.
Going places, doing things, being everywhere…these things have established WKY as an integral part of the Oklahoma scene and WKY listening as a statewide habit. WKY is the station more people hear about, think about and listen to.
And that’s why a product advertised on WKY is bound to go places in Oklahoma.

WKY OKLAHOMA CITY