For the second successive year, WHO proudly acknowledges its selection for The Highest Award of the National Safety Council.

In making the Award, the Judges said:

"WHO's continuous program of farm safety throughout the year is proof of the splendid public service attitude of the station."

WHO
DES MOINES . . 50,000 WATTS
B. J. Palmer, President • P. A. Loyet, Resident Manager
SALES SELL SPONSORS on WCOP LOCAL PROGRAMS

All types of WCOP local programs pay off for advertisers, because WCOP combines careful programming with vigorous promotion and merchandising. Here's the evidence from three different types of programs:

**ED DINSMORE**
Morning M.C.
6 to 9 daily
Monday through Saturday

**MILDRED BAILEY**
Women's Program
8:30 to 8:45 A.M. daily
Monday through Saturday

**ABBOTT & COSTELLO**
Network Cooperative
Wednesdays 9 to 9:30 P.M.

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**The M. Abbott Frazar Co.,** leading Boston furriers, wrote to Ed as follows: "By keeping a careful check on our business during the past year we have come to the conclusion that our radio announcement over WCOP has helped us tremendously in not only maintaining our volume on an even keel during the period when the fur business generally took a temporary slump, but actually we noted an increase in our fur storage business."

**T. N. Tracy,** Advertising Manager of the Washington Cooperative Farmers Association, praises Mildred's sales-making commercials for Lynden Boned Turkey in this letter: "It may interest you to know that our New England brokers are thoroughly sold on our radio advertising in their territory, and that radio has been carrying the full load all during the current year. Sales in New England certainly justify our advertising program, and we have been consistently pleased with the results."

**Says Joseph Pellegrino,** President of Prince Macaroni Mfg. Co., "We take great pleasure in informing you of the gratifying results we have had with the Abbott & Costello Show. After the very first two programs, we noticed a marked improvement in consumer and trade acceptance. In fact, several clients which for years we had considered 'tough' are now buying large quantities of our products."

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It's the same story across the board. If you want attention from Greater Boston, ask any Katz office for rates and availabilities on WCOP local programs.

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**WCOP Boston**
A COWLES STATION

Exclusive American Broadcasting Company Outlet in Boston
Get the Cream

WCAU, Philadelphia's Number One Station, gives Advertisers the Cream of Philadelphia's listening audience.

WCAU
50,000 WATTS * CBS AFFILIATE

UMBRELLA COVERAGE

PHILADELPHIA'S LEADING RADIO INSTITUTION
Closed Circuit

WHAT MAY BE biggest television equipment transaction yet was tentatively closed last week whereby James M. Cox stations (WSB Atlanta, WIOD Miami, both NBC; WHIO Dayton, CBS) will acquire RCA equipment aggregating in excess of $1,000,000 for three complete units. Applications for video outlets will be filed with FCC this week.

INQUIRY by Tracy-Loeke Co., Dallas agency, as to legality under lottery laws of proposed Dr. Pepper sponsorship of Buried Treasure program brought thumbs down ruling from Postmaster General’s office. Program idea was abandoned.

COURTS almost certainly will be asked to interpret lottery law, via appeal, if FCC rules adversely to WARL Arlington, Va. in current “guinea pig” case involving WARL giveaway program (see story page 31).

REPORT CURRENT that KWBC Fort Worth, which began operation last year as 1,000 w daytimer, will be sold for $130,000 to Howard W. Davis, owner of KFAC San Antonio and KPAB Laredo. KWBC is owned by Judge P. W. Seward, former FCC attorney, W. D. Phillips, Joe S. Davies, all of Washington; W. L. Gleeson, KPRO Riverside, Calif.; Harry T. Bensen, Sherman, Tex., and Victor B. Acers and Ben G. Smith, Fort Worth. Blackburn-Hamilton Co., are brokers.

CONSTANTLY recurring reports have M-G-M bidding for KLAC Hollywood and KYA San Francisco, regional independents owned by Dorothy S. Thackrey, publisher of New York Post and owner also of WLIB New York. Howard Stark, radio sales manager of Smith Davis Corp., newspaper and station investment counsellors, was in L. A. last week on transaction, but neither side had comment. Transaction if concluded would be in near million class.

BMB executive committee expected to name tax counsel at its Dec. 2 meeting to handle organization’s fight against rule of Treasury Dept. that BMB is entitled to tax exemption [BROADCASTING, Nov. 17, 24].

FIRST factual study of daytime serials, slated for early release, will provide scientific answer to emotional criticism of daytime series. Based on year of research, it will show serials are benefit to public and that listeners like them just as they are.

TOP representatives of four networks plus KFAC KFWB KLAC KMPC will meet with Southern California Adv. Agency Assn. in Los Angeles today (Dec. 1) to discuss recognition of “house agencies.”

DESPITE reports of peace involving client and talent, Bob Stephenson, producer of NBC (Continued on page 90)

Upcoming

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

Dec. 8: General Mobile Hearing, FCC Hqtrs., Washington.

(Other Upcomings on page 79)

Bulletins

IMPROVEMENT in co-op programming predicted by Mark Woods, ABC president, as result of lifting of ban on musicians performing on such broadcasts (early story page 15). Mr. Woods said action also will lead to more work for musicians.

FULL Executive Committee of FM Assn. called to first meeting since FMA September convention. Session will be held Wednesday in new offices of FMA in Munsey Bldg., Washington. FMA formerly at 921 12th St., Washington. Telephone remains Repub 8532. FMA moved over weekend.

144,708,000 IN U. S. U. S. POPULATION, including armed forces overseas, on Oct. 1 reached new all-time high of 144,708,000, according to Census Bureau. Subtracting forces overseas, total figure is 144,121,000, while civilian population estimated at 145,273,000. This is gain of 13,000-000 or 9.9% over 1940 figure of 131,669,275. 1930 population 122,775,046.

NBC PROMOTION CAMPAIGN

NEW PROMOTION campaign to spotlight NBC programs by “block-plugging” announced by James N. Nelson, NBC director advertising and promotion. Network’s “Parade of Stars” cartoon kit to be sent NBC affiliates to increase evening audience, and supplement NBC’s past efforts based on kits for individual program promotion.

CBS SIGNS MICKEY ROONEY

CBS has signed term contract with Mickey Rooney which would make movie star as package deal.

Business Briefly

ACKERMAN SPONSORS • Simon Ackerman (men’s clothing), New York, effective Dec. 1; sponsors Jack Lescher All Night Record Show, seven times weekly, on WOR New York, 52 weeks. Agency, Erlich Newirth, New York.


PROPRIETARY PLAN • Taylor-Reed Corp., Glenbrook, Conn., names St. Georges & Keyes to handle new product, Vichy antacid pastilles. Radio will be used after first of year.

NAMES AGENCY • Face Contour Cosmetics, New York, names William Warren Agency, New York. Radio will be used.

SPOT SERIES • Paris & Peart, New York, placing spot campaign for Atlantic Commission Co. (fruits and vegetables), New York.

SEVEN MBS SHOWS RENEWED


NETWORK CODE UNCERTAIN

IMMEDIATE adoption of interim code by four major networks appeared doubtful last week. Meeting scheduled by executives of networks was postponed to undetermined date, and indications were proposal—put forth by NBC—for inter-network code was losing ground. NBC executive refrained from comment on prospects for inter-network action beyond saying “We are hopeful.” Niles Trammell, NBC president, originally proposed such code after NAB board postponed action on industry code.

NAME REPRESENTATIVE

HOMER GRIFFITH Co. named national representative of KOPP Ogden, Utah; WMJQ Iron Mountain, Mich.; KPRK Livingston, Mont.; KAMQ Amarillo, Tex.; WHBY Appleton, Wis. Among recent additions to firm’s representation list was KOJM Havre, Mont.

BROADCASTING... at deadline
TAKE A
"New Look!"
AT NASHVILLE'S MARKET AREA

Nashville's style and quality conscious women are taking to fashion's "new look!" But, as always, they buy by brand and for top value. Take a new look yourself—at retail sales in the Nashville market area: Over $357,000,000 dollars yearly out of a buying income totaling $800,477,000 dollars. Why not make sure this rich territory is sold on the value and quality of your products? . . . Sell effectively—and at reasonable cost—through the great audience that listens regularly to WSIX.

5,000 WATTS
980 KILOCYCLES

AMERICAN • MUTUAL

WSIX
The Voice of Tennessee's Capital City

WSIX gives you all three: Market, Coverage, Economy
It doesn’t show up in media data, but certainly prestige is important in selecting a radio station. No doubt prestige does influence many advertisers in choosing WFBM. Around Indianapolis people are looking up to WFBM—have been for twenty-two years! WFBM won itself a faithful audience as a radio pioneer—the first station in the state. And WFBM’s been building its audience and building its prestige with both listeners and advertisers ever since!

Incidentally, WFBM’s audience is faithful (as we said). If you’d do a little “Hooperooting,” you’ll notice that WFBM is consistently rated first in Indianapolis in over-all listening audience—day and night the year round.
TOP-NOTCH PROGRAMMING PLUS POWER 
BRINGS RESULTS IN HAWAII!

Star-studded ABC shows and outstanding local productions on one hand, plus power on the other gives KULA the perfect balance that sells Hawaii! Bing Crosby, Walter Winchell, Abbott and Costello, Paul Whiteman, America’s Town Meeting, Theatre Guild On The Air and many other ABC shows have made KULA ... “Hawaii’s Listening Habit.” And all Hawaii, from Kapaa to Kealakekua enjoys this fine entertainment, thanks to KULA’S proven coverage! Yes ... KULA is the clear channel, full time station that really sells Hawaii ... the New West of America.
What is a market-place?

Only at its simplest is it "a place to buy and sell goods".

When many people gather, so much more than that happens! They come for the latest news and laughter, music and drama ... for pleasures as much as purchases. It is their market-place for ideas as much as goods.

From the kaleidoscope of any Mexican village market ... to as far back as the Agora of ancient Greece ... the people have always made their market-place a rich and vivid center of their life.

Where 99,000,000 people

CBS is a market-place ... of fabulous dimensions.

CBS gathers 99,000,000 Americans each week to hear the latest news and laughter, music and drama. And among these millions in every corner of our nation, CBS circulates both ideas and goods.

Ideas and goods. Clearly, both must circulate among all Americans swiftly and freely if we are to keep the nation strong.

That is why Radio ... and CBS ... have so much meaning to the American people today.

The almost explosive rise of CBS in twenty years is testimony to how swiftly CBS moves both ideas and goods; how much CBS has become a rich center in the lives of our people for pleasures and purchases and ideas.

Today, 93% of all American families have radios — owning over 60,000,000 sets.
They spend more time listening to Radio
than doing anything else except sleeping and working;
more time listening this year than ever before!
And CBS leads all Radio in reaching them effectively.
Wholly independent, impartial data show that CBS
reaches listeners at less cost than any other network.
This is confirmed in two different ways:

1. By counting the actual cost of reaching listeners
   on all networks throughout the broadcasting day.
   The second, third and fourth most effective networks
   average only 82% of the efficiency of CBS
   — in delivering audiences for each advertising dollar
   expended in the evening — and only 77% of CBS' efficiency in the daytime.

2. In the judgment of the great companies
   who use Radio most and know it best:
   the 100 largest Radio advertisers.

   More of these advertisers use CBS
   — and more of them choose CBS exclusively —
   than any other network.
   They have done so consistently for the past 10 years.

   They come to the vast market-place
   created by CBS programs, carried to the nation
   17 hours a day every day of the year
   by the coast-to-coast network of CBS stations.

   And they find waiting for them there 99,000,000
   men, women and children (over 10 years old)
   listening each week — more listeners
   than ever before in CBS history —
   ranging the complete scale of America.

The detailed, factual data which support all the statistical summaries
in this message are available on your request.

COLUMBIA BROADCASTING SYSTEM
— where 99,000,000 people gather every week
Feature of the Week

A RADIO SANTA CLAUS for the last 16 years, Harry Mayn, Canton, Ohio, department store executive, again donned whiskers Thanksgiving Day for the beginning of WHBC Canton's 1947 Christmas broadcast series.

Genial Harry, one of radio's oldest Santas in point of service, has received nearly a million letters since his first Christmas broadcast in 1930. Parents of some of the children who have composed letters to him in recent years once penned notes to him themselves, he says.

Featured on WHBC's Christmas series are characters portraying Mary Mistletoe, Little Jack Horner, Simple Simon and other fairy-tale folk. Each year new juvenile actors take these roles, but Mr. Mayn always plays St. Nick.

In all the 16 years of his portrayal of Santa Claus, however, Harry never has revealed his identity on the air. He is just Santa to all the youngsters and adults who hear him each year.

The following he has built up through the years has netted big results for the advertisers who use the show as a holiday season medium and for the station in the goodwill it builds with listeners.

Sellers of Sales

A FAVORITE assignment of station representatives when on the road is Olian Advertising in St. Louis. It is no coincidence that Olian's radio timebuyer is pretty, blue-eyed Dorothy Ayres. But roses and candy have little effect on Dorothy. She is just as adamant for choice availability, detailed market data and station information as any hard-bitten masculine timebuyer in New York or Chicago. Dorothy knows her markets and her file of information on every station in the country is frequently more complete than the station representative's.

Miss Ayres, 25, has had a sound background in radio timebuying. Since entering radio as secretary to Wendell Campbell at KMOX St. Louis in 1943 she has absorbed an amazing store of knowledge about radio. For the benefit of time salesmen so unfortunate as not to know Miss Ayres, her choice of stations is usually determined by product distribution, adjacencies and the job the station does in its community. Since the Olian agency is one of the largest and most successful users of spot radio in the country, information on individual stations cannot be too complete, she believes.

Dorothy is a graduate of Loretto Academy, St. Louis, and took graduate work at Washington University in languages. She speaks Spanish, French and Portuguese fluently, but has had little opportunity to make use of her linguistic talent since abandoning an ambition to be a concert pianist. Dorothy is single, and her hobbies are music (Tchaikowsky) and riding horses. During the war she served as confidential secretary to the CO of the St. Louis Medical Depot. One of her duties was to record the minutes of the highly confidential security conferences of all commanding officers of army installations in the 7th Service Command.

She joined Olian as secretary to the agency's president, Irving Olian, in 1946 and last August was rewarded with the job of timebuyer. She says "I have been fascinated by radio since my initiation at KMOX, still am, and always will be!"

Harry (Santa Claus) Mayn
It takes all kinds of people...to run a radio station

RALPH GREER
Traffic Manager

There aren’t any “STOP” and “GO” lights, there aren’t even any bells, gongs or buzzers, but still traffic flows smoothly and with nary a tangle across Ralph Greer’s desk at KGW. It flows smoothly, because that’s the kind of fellow Ralph is...quiet, efficient, calm and capable—and he’s been on his present job since 1939, with the exception of four years out for army duty. Ralph came to the station in May, 1936, as assistant to “Q” Cox, then traffic and sales promotion manager. Three years later Ralph became traffic manager, and has been doing a bang-up job of steering KGW’s traffic ever since. He’s caretaker and correlator, a clearing house for the sales and program departments, and an information bureau for technicians and announcers. Ralph’s job is an important one—important to KGW and important to you as an advertisers and time buyer.

Next
DON KNEASS,
News Editor

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

December 1, 1947 • Page 11
Everybody knows that a really good Musical Clock is a very, very effective means of getting a big audience at exceedingly low costs. Buffalo's popular WGR has just such a Musical Clock, from 7:00 to 10:00 a.m., six days per week. In the past twelve months its audience has increased approximately 300%, and this terrific showing has attracted some of the biggest and most successful names in American industry, as sponsors.

That's the kind of job spot broadcasting is doing, all over the Nation, for advertisers who know the economy and effectiveness of "Bull's-Eye Radio". How about letting us prepare a recommendation for you?

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932
Boom for Network Co-ops Forecast

Action by Petrillo Ends Long Ban On Programs

CHANCE for vast expansion of network co-op programs is foreseen as a result of the action last week by James C. Petrillo, AFM president, in lifting the ban on performance by members on such programming.

The action, announced Wednesday by Mr. Petrillo, marked his second concession to broadcasters in a fortnight. First was his willingness to negotiate on a friendly basis with networks after he had thumbed a threat last summer never to let a musician play on more than one station at a time. A threat had been made at the House probe into his activities [BROADCASTING, July 14] and had aroused indignation in Congress.

In calling off the co-op ban Mr. Petrillo told BROADCASTING that the single engagement rate for network programs will apply for musicians working on co-op programs. Explaining that the ban was being removed during AFM's negotiations with broadcasters to give it a "trial," he added that AFM members were now free to work on these shows.

Robinson Comment

Hubbell Robinson, CBS vice-president in charge of programs, said lifting of the ban "looks like a healthy move which ought to raise the entertainment values of co-op shows and open a new field for co-op programming. We at CBS are reviewing the situation with respect to our present co-ops to determine on which one live music can be used to advantage."

Phillips Carlin, MBS program vice-president, said Friday: "We will have music on Information Please, starting tonight and also on Meet Me at Parky's on Sunday. It is possible that music will be inserted into other Mutual cooperative programs, such as A. L. Alexander's Mediation Board, which used an organ for musical bridges before it came under the AFM ban."

Network spokesmen pointed out that lifting of the ban by the union does not mean that all co-op shows on which music may be desired will get it right away. In many cases program formats must be revamped, contracts overhauled and other details straightened out before changes can be made, they said, and it may be a matter of weeks before the full effects of the union's action are realized.

"One Piano Player"

Asked about the suit brought against AFM by Dan Golenpaul, owner of Information Please [BROADCASTING, Nov. 10] charging the union with illegally preventing the use of musical questions on that program, which is now a co-op on Mutual, Mr. Petrillo said, "He is a lucky guy. He never really entered into the picture. After all, he only hires one piano player."

Mr. Golenpaul said that "maybe I had nothing to do with it, as Mr. Petrillo says, but I claim a victory."

"We'll have musical questions and music all over the place when we go on the air Friday night. We accept the decision in the proper holiday spirit of Thanksgiving."

Mr. Golenpaul said he did not know what disposition the NLRB would make of his complaint in view of the union's action. The complaint, filed Nov. 10 with the NLRB, charged the union with secondary boycott, an unfair-bridging, violation of the Taft-Hartley law. Mr. Golenpaul said Information Please was carried on 300 Mutual stations and assuming that he met the demand to put a stand-by musician on each of them the added cost would run to $9,564 a week, at the rate of $31.88 for each man.

But effective last Friday night Joseph Kauffman, a member of Local 802 and the pianist on the show for years when it was live, was to have returned to the program, which is now co-op.

ABC said that the Abbott & Costello show, which has been using a chorale group, would immediately replace it with a 25-piece orchestra. Headline Edition will use musical bridges between its news and interview items and this practice will also apply to any other co-op news show which can use music.

On the legislative side of the music crisis, Republican leaders in the House of Representatives have indicated they are opposed to drastic labor legislation at the coming session of Congress, desiring to see a thorough test of the Taft-Hartley Act before major changes are considered.

This view was based on an informal poll of Republican Congressmen. Main legislation under study for the session is proposed to amend the Taft-Hartley Act by passage of a "right to work" amendment [BROADCASTING, Nov. 8].

Legislation to curb James C. Petrillo, AFM president, has been (Continued on page 88)

News' Hits Denny Part in N. Y. Case

Cites His NBC Connection Beforehand in FM Denial Petition

THEN-CHAIRMAN Charles R. Denny's participation in the final FCC decision on the New York FM case after accepting a job with NBC was "unlawful" and invalidates the entire decision, the New York Daily News charged last week in a petition asking the Commission for rehearing.

The News, which won in the proposed decision but lost out in the final [BROADCASTING, Nov. 10], attacked FCC's "non-newspaper" policy as an abridgment of freedom of speech, and contended that the votes of at least three of the four Commissioners who opposed the News were "invalid." Actually, the newspaper contended, its own showing was superior to that of any of the five successful applicants.

The petition charged that newspaper ownership has been used "more often than not" as a "mere makeweight." To apply such a policy would "open the door wide to decisions actually based on grounds or reasons not appearing in the record or decision," the News declared. Parenthetically it added: "i.e., a decision in which all members of the Commission belonging to one political party vote in opposition to a newspaper applicant who has opposed the administration in power belonging to that party." A news release announcing the petition gave the political makeup of the FCC, showing that all Democratic members voted against the News.

With respect to Mr. Denny's participation, the petition cited Sec. 4(b) of the Communications Act restricting the outside business interests of FCC members and employees (see story page 82). It pointed out that NBC announced Oct. 10, for release Oct. 13, that Mr. Denny would become its vice president and general counsel (his resignation was effective Oct. 31), and that the New York FM decision was adopted Oct. 21. The petition asserted: NBC is, and has been throughout the proceeding, the licensee of Class B FM station in the New York area, and as such is and has been directly interested in who shall and who shall not be a party competing to be licensed in that area.

NBC also is, and has been for many years, the licensee of six standard AM broadcast stations, one of which is located in the New York area, and as such has a direct interest in the quantity and quality of competition to be provided by FM broadcasting both generally and in the New York area. NBC is a wholly owned subsidiary of the Radio Corp. of America which is engaged in the manufacturing and sale of radio receivers (including both AM and FM broadcast transmitters and receivers) and, through other subsidiaries, in the operation of many other radio stations.

Commissioner Denny was disqualified to vote on any matter coming before the Commission and, more particularly, he was disqualified to vote in this proceeding. His participation therein, and in the deliberations and executive sessions preceding the decision, invalidates not only his vote but the entire decision.

The petition, encompassing 43 pages, was prepared by Louis G. Caldwell and Percy H. Russell Jr. of the Washington law office of Kirkland, Fleming, Green, Martin & Ellis. It was filed in apparent preparation for a court test of the issues it raises, if unsuccessful before the FCC.

The News charged that the votes of three of the four members against the News were invalid for other reasons: Comra. Denny and E. M. Wheeler were on grounds that they read only the transcript of oral arguments and the exceptions filed to the proposed decision; and

(Continued on page 88)

December 1, 1947 • Page 13
Stanback Contracts Donald for Show
$1,000,000 Budget is Radical Change From Spot Policy

DEPARTING FROM a 17-year policy of using spot announcements exclusively, Stanback Co. Ltd., Salisbury, N. C., makers of head- ache powders, will air a new quarter-hour program, The Peter Donald Show beginning December 15.

According to John Larmer, president of Piedmont Adv. Agency Inc., Salisbury, budget for Stanback campaign exceeds $1,000,000 and calls for five-night-time broadcasts weekly on regional type stations in major 60 major markets. Contracts are being placed on a 32-week basis.

The show stars Peter Donald, young storyteller-dialectician now heard on Cow You Top This (NBC 8:30 p.m., Friday) and also the Ajax Cassidy of "Allen's Alley." It will introduce to radio the "Three Flames," Negro instrumental and singing trio now appearing at New York night clubs. Dennis James is announcer.

Program, to be transcribed, will be produced and directed by Charles Stark, veteran network announcer. Scripts will be written by the agency.

In announcing the policy change, Mr. Larmer said: "Stanback has had outstanding success with radio paper announcements. Sales have increased every year since the company began to use radio exclusively seventeen years ago. But a six-month's study indicates that the influx of new stations combined with a substantial rate increase has completely changed the radio picture, especially for the company using spot announce- ments on a long list of stations. With a 50% increase in AM stations, plus the rapid development of FM and TV facilities, the advertiser sees the listening audience being 'split up' many more ways while announcement rates go steadily higher.

"Even with substantial increases in annual budget it has been virtually impossible to maintain the same impact on the buying public. Also, the trend is to limit time for commercials to a very minimum. Under these conditions new plans, new strategy are necessary to keep radio advertising costs within bounds and continue the selling effectiveness of radio for packaged goods products."

Nut Selling Drive

GENERAL FOODS, New York (Kernel-Fresh Salted Nuts) has started a spot announcement cam- paign using 10 one-minute transcrip- tions weekly for 52 weeks. The agency, Young & Rubicam, New York, placed the campaign on WDKU WEOA WGBF WMAN WALA and WMOB.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Oct. 31
Number of network commercials ending during November
Number of commercials on the four nationwide networks, Nov. 30

November Additions

SPONSOR PROGRAM NETWORK TIME AGENCY
Brotherhood of Rail-
road Trainmen Dorothy Feldheim ABC Sat., 5:45-6 p.m. William Von Zehle & Co.
Kaiser-Frazer Newscope MBS TTS, 7:30-7:45 p.m. Swansway, Drake & Sun., 7:45-8 p.m. Sement Inc.
Ludens Inc. Stripes It Rich CBS Sun., 10:30-11 p.m. M. Mankes
Musical Digest Magazine Hour MBS Sun., 8-9 p.m. Kenyon & Eckhardt
Peter Paul Inc. 0'Clock News MBS M-F, 8-8:15 a.m. Plant-Forbes
Swift & Co. Meet the Meaks NBS Sat., 11-11:30 a.m. J. Walter Thompson Co.
Texas Co. Metropolitan Opera ABC Sat., 2 p.m. to end Buchanan & Co. of opera

November Deletions

Raymond Laborato-
ries Sunday Serenade ABC Sun., 1:30-1:55 p.m. Rocke, Williams & Cleary
Rona Wine Co. Suspense CBS Thu., 9-9:30 p.m. Brier Co.
U. S. Army & Air Football Force Recruiting ABC Sat., 2 p.m. to and N. W. Ayer & Son of game
Word Baking Corp. Tennessee Jed MBS M-F, 5-5:15 p.m. J. Walter Thompson Co.
William R. Werner Jean Sablon CBS Sun., 5:30-6:45 p.m. Kenyon & Eckhardt Co.

MBS Co-op Sales Up 123% In Past Year

VOLUME of MBS co-op sales has increased 123% during the past year, according to Bert Houser, director of the network's co-op sales. Tabulation indicates 1,901 current program sales over Mutual co-op programs, compared with 1,088 on Oct. 15, and 584 a year ago. Also, 118 local sponsors have been added since Oct. 15, making a total of 1,600.

Local sales during the past several weeks added the following to MBS shows: 10 to Information Please, 13 to Meet Me At Parky's, 9 to Kate Smith Speaks, 9 to Ful- ton Lewis Jr., 6 to Alexander's Meditation Board, 5 to American Forum of the Air.

Capitol Starts Campaign

WITH the inauguration of its air service in Charleston, W. Va., and Charlotte, N. C., Capitol Airlines, New York, effective Nov. 26, initiated a two-week intensive spot announcement campaign using approximately three and four spots daily on each station. Contract was placed by French and Preston, New York, on the following stations: WCWO WAGY WTVN WSOC WAYS WMIN WCHS WKNA GWKU WTIP WCW VAWV.

Conti Shampoo Signs

CONTI PRODUCTS, New York (Conti Castille Shampoo) on Dec. 8 starts a spot announcement cam- paign on 20 stations in seven mar- kets. The contract for 13 weeks was placed through Bermingham, Castleman and Pierce, New York.

Talks on Plan for ABC To Buy Capitol Delayed

NEGOTIATIONS between ABC and Capitol Records concerning the acquisition of the recording company by the network [BROADCAST- ING, Nov. 24] probably will not reach their culmination until late in December, it was learned since, in the past week, Capitol's president, Glenn Wallich, conferred with ABC execu- tives during his brief stay in New York early last week, but no major decisions were reached be- fore his return to Hollywood.

The price ABC might have to pay to acquire the recording firm was still a matter of conjecture. Although spokesmen for the net- work and Capitol were noncommit- tal on this point, it was understood that a transfer of ABC stock to Mr. Wallich and other owners of the recording company had been discussed.

Ban on Liquor Advertising Asked by Senator Capper

SEN. ARTHUR CAPPERS (Kan.) last week began his yearly campaign for passage of S-265, which would forbid the advertising of intoxicating liquors.

Senator Capper presented a peti- tion signed by 200 residents of Sterling, Kan., which called for passage of the bill. He said he had also received "a good many letters from all over the U. S. appealing to Congress to enact this legisla- tion as soon as possible."

The petition was referred to the Senate Interstate & Foreign Com- merce Committee, which has juris- diction over Senator Capper's bill.
FBI Complaint Gives FCC Big Headache

Durr Hits Hornet Nest in Hoover Criticism

FCC was openly uneasy last week, seized apparently with the "FBI jitters," plus complications.

The symptoms — starting with a sudden and continuing tendency to vituperate — appeared when FBI Chief J. Edgar Hoover took exception to a speech in which Comr. Clifford J. Durr took the FBI to task for submitting "unsolicited reports on individuals connected with radio."

Chain Reaction

A special executive session was called last Monday when Mr. Hoover reportedly notified the Commission that, since it had not seen fit to repudiate Mr. Durr, the FBI could consider the statement an expression of FCC opinion and therefore would submit no further reports on applicants for FCC licenses.

A special meeting was understood to have developed several points, in addition to a near-schism on the entire question.

One was that several Commissioners professed never to have seen such reports. Another was that Mr. Durr's statement was meant to reflect only his personal opinion. Another was that while some members apparently were not disposed to repudiate Mr. Durr, others regarded such reports as "very important" and felt FCC should tell FBI that the Commission wished to receive them.

The immediate outcome: Acting Chairman Paul A. Walker reportedly designated Comr. Rosel H. Hyde to assist him in drafting a proposed reply to the FBI for further consideration by the Commission at a later meeting. Mr. Hyde and Comr. E. M. Webster form the Commission's "loyalty committee."

Faced With Other Problems

Meanwhile, the Commission had other problems to contribute to its uneasiness. One was a problem with which it has struggled intermittently during the last few years — lack of full strength on the Commission. The seventh seat (and the regular chairmanship) was still unfilled after Comr. Charles R. Denny's departure on Oct. 31.

Another was the New York Daily News charge that Mr. Denny improperly participated in the New York race by taking his new job with NBC (see story page 13). It seemed unlikely that other applicants might raise the same protest in other cases, particularly if the News should prove successful in its argument.

The speech which touched off the FCC-FBI episode was delivered by Comr. Durr in Chicago [Broad- casting, Nov. 3], when, condemning the House Un-American Activities Committee's tactics in its Hollywood investigation, he predicted radio would be the next "victim" and declared:

"Already the FBI is furnishing to the Commission unsolicited reports on individuals connected with radio, and I can assure you that if you should be told the kind of things contained in many of these reports you would dismiss the information as baseless gossip."

Columnist Marquis Childs excerpted the speech in a Nov. 18 column. "Durr must have made [the statement] out of a deep sense of conscience after much soul-searching," he declared, adding: "It indicates that the FBI initiated investigations and sought to influence decisions by sending reports on certain individuals to the Commission."

The FBI came back with a release, signed by Mr. Hoover, which asserted:

The FBI from time to time receives information that appears to be of interest to other federal agencies. In such cases, the FBI would be subject to criticism if it withheld this information in the interest of the other federal agencies. The FBI does not evaluate this information, nor does it make recommendations, as no such action is to be taken thereon. In instances when the information is of interest to other federal agencies the FBI furnishes it to determine the value of the information to other agencies, and accordingly when such instances arise, it does furnish data to other agency for its evaluation and information.

Wherever possible the FBI does endeavor to fulfill its duty to provide the source of information. As an illustration the FBI has forwarded a confidential letter to the War Dept. containing allegations of improper actions on the part of one of its officers who is now the subject of an investigation by a Senate investigative committee.

Waldrop's Findings

Frank C. Waldrop, Washington Times-Herald columnist, picked up the episode in a Nov. 22 column headed: "Tripe from the FCC."

Opening with a charge that "the worst run outfit in the government is the FCC," he contended that with respect to the reports received by FBI, FBI "has been doing what it should do, sending them to the FCC."

"The Commission has started a drive to get radio frequencies," he charged, asserting that FBI has found "plenty of evidence. He asked: What was it supposed to do with such information? Burn it? Hide it? Deny its existence?"

Ask Question

Alluding to Mr. Durr's reference to reports on "individuals connected with radio," Mr. Waldrop asked: "Why didn't he come out and say the FBI was sending unsolicited reports on applicants for FCC radio license?"

He said he had talked with Acting Chairman Walker, and that Mr. Walker: "(1) denied that he, acting chairman of the FCC, had ever seen any unsolicited FBI reports; (2) denied that he knew what was going on; (3) denied that Durr spoke for the Communications Commission in any respect whatsoever; (4) denied the Durr accusation and stated he was even up for commission consideration; (5) said he had no comment anyway, because 'you newspaper fellows take a thing and twist it.'

The columnist suggested that the matter might be "untwisted" if FCC would call a public hearing and examine Mr. Hoover.

Mr. Walker told BROADCASTING that Mr. Durr's accusations came after a day of FCC hearings, that he had had no opportunity to see the FBI statement, and that he did not mean to imply that reporters generally "twisted" facts.

Post Comments

The incident was brought up again on Nov. 27, in a Washington Post editorial titled "FBI vs. FCC." Concluding that there is no inconsistency between Durr's "unsolicited" reports and an earlier statement by Mr. Hoover that the FBI does not initiate investigations, the Post said:

"We do consider it most unfortunate, however, that Mr. Durr has made charges against the FBI that are susceptible to misinterpretation. We understand that Mr. Hoover has been so angered by the attack that he has informed the Post that he will suspend sending it information, since the Commission has not seen fit to repudiate Mr. Durr's statements."

"Because we made our criticism of the Commission by implication, we now make explicit, more derogatory remarks about the FBI's policy. It does not appear that low-level mismanagement as a form of reprisal, is justified in withholding from the public the information that is intended to prove to be highly useful. The role of the FBI is protecting government agencies against subversive elements too important to be permitted to disclose their operations."

"Mr. Durr meanwhile kept silent, declining to elaborate on his Chicago statement. He had been scheduled to deliver an address at Releigh, but last-minute transportation problems prevented his attendance. He assured newsmen that the speech he had prepared contained no reference to the FBI incident.
Suit Before Court On Boxing Telecast

Don Lee is Named as Defendant; Invasion of Privacy Charged

WHETHER Don Lee Broadcasting System’s W6XAO can be restrained from televising bouts originating at Hollywood (Calif.) Legion Stadium is up to the Los Angeles County Superior Court as a result of legal action filed by Alejandro Chevez, professional boxer [BROADCASTING, Nov. 24].

The action is aimed at short-circuiting proposed telecast of bout scheduled for Dec. 12 between Mr. Chevez and Buddy Jacklich. Complaint is based on (1) invasion of privacy and (2) "services rendered without payment" in that boxer’s original contract called for performance only within confines of Legion Stadium and made no provision for television, according to Mr. Chevez. The court is asked to "restrain and enjoin" the defendant from "photographing, reproducing or exhibiting" the bout by means of television.

Strategy for the legal action was laid by George Parnassus, manager of Mr. Chevez, Jules Covey, en- gaged by Mr. Chevez, and Mr. Covey’s counsel, told BROADCASTING that he is hopeful of a preliminary court test in time to obtain an injunction against Dec. 12, in which both parties stand pat on earlier declar- ation that their television contract is with Hollywood Legion Stadium and not with individual fighters or their managers.

A bout between Mr. Chevez and another fighter was telecast Nov. 14, according to Mr. Covey, despite the fact the fighter plaintiff refused to sign a waiver.

ASSOCIATED Press will start its new daily video newssuggestion service for television broadcasters by Dec. 15, Hugh Wagnon, in charge of this new AP activity, said last Thursday. Subscribers will receive at least five minutes of spot news motion pictures a day, he said, with the possibility that the footage, running at least 10 or 15 minutes or even longer whenever the material warrants it.

Move aligns AP with Interna- tional News Service and United Press which had previously an- nounced pictorial news service for television [BROADCASTING, Nov. 24]. Both of these companies provided telecasters with special filmed pro- grams in connection with the mar- riage of Princess Elizabeth to Lt. Philip Mountbatten and each has expressed the intention of begin- ning regular newswave service for television in the near future to supplement their present still news photo service.

Associated Status

The AP television service will be offered to video broadcasters on an associate membership plan sim- ilar to that which is available to radio broadcasters, more than 400 of whom have become associate members of AP this year.

AP will continue its experiments with video pictures following the inauguration of its regular daily service, Mr. Wagnon said. Begin- ning Nov. 16 AP has supplied 15 minutes of news movies each Sun- day evening to WMAR, video sta- tion of the Baltimore Sunpapers, which has fed them over the coaxial cable to WFLF-TV Philadelphia and WOR-TV New York for simultaneous telecasting. Movies of the royal wedding procession made by four AP cameramen in London were broadcast from Baltimore over the WINS TV network on Nov. 21, day following the event.

Mr. Wagnon, with a background of some 20 years of newspaper experience, was in charge of AP’s Philadelphia bureau for the last six years, a post which permitted him to keep abreast of video de- velopments at the neighboring RCA stations and he headed the AP office in London during the blitz.

**Bunte Spots**

**BUNTE BROTHERS, Chicago, through Preba, Fellows and Preba, Chicago, will use 30-minute and 30-second spots on major market stations effective Dec. 1, agency indicated. No other details were disclosed.**

**Ballentine’s Stand on AM-TV Announcer Complicating Yankee’s 1948 Telecasts**

**DESIRE of P. Ballentine & Sons to use on television the same an- nouncers they do on aerial broad- casts is holding up a quarter-million dollar or more contract for the com- pany that has the TV rights as well as the broadcasts of the home games of the New York Yankees during 1948.**

The New York television company reportedly is ready to sponsor the Yankees’ telecasts on WABD New York, where they were carried sus- taining during 1947 even at the in- creased rate demanded by the Yan- kees since winning the World Series last fall. However, Ballentine wants to have the telecasts an- nounced by Mel Allen and Russ Hodges, who do the play-by-play radio broadcasts of the Yankees’ games on WINS New York. The dual radio-video announcing chore could probably be worked out with- out much difficulty, the lawyer prob- lem that has not been solved to date is what to do about General

Cigar Co., which shares the WINS baseball broadcasts with Ballentine on an alternate day basis, whereas Ballentine will sponsor the tele- casts on its own.

Days that the WINS commer- cials go to Ballentine ale or beer would be all right for television. But the other days, when the radio plug is for White Owl Cigars, are something else again and even J. Walter Thompson Co., agency for both clients, has not figured out how to make the different commercials can give commercials for different products on different time and some gosh-awful mixups.

Everyone concerned seems sure that the problem is not unsur- mountable and that a solution will be forthcoming, but last week no one knew what it was. Meanwhile, whatever happens to the telecasts, WINS will broadcast the Yankee telecasts on WINS-AM and White Owl under a three-year contract that began with the 1946 season.

WCBS-TV New York will tele- cast the home games of the Brook- lyn Dodgers again in 1948, as is its long-term contract for that club’s video rights. Last summer WCBS-TV was the only New York video station to sell its baseball telecasts, with Ford Motor Co. and General Foods Corp. co-sponsoring

FOLLOWING up its deal with the Theatre Guild whereby the guild is producing six of its plays on NBC television this winter, NBC announced last week that it has concluded an agreement with the American National Theatre and Academy for 12 half-hour dramatic productions to be televised during the ’48-’49 season. The series, entitled The Television Playhouse, was to start last night (Nov. 30) with “The Last of My Solid Gold Watches” by Tennessee Williams.

Vinton Freedley, president of ANTA, which is chartered by Con- gress as the official national theatre of the U. S., expressed the belief that television can help ANTA tre- mendously in its major aim of pro- viding more theatre for more peo- ple throughout the land. “We wel- come,” he said, “this opportunity of working with NBC on a series of dramatic productions and are confident that together we can present something new and differ- ent in television entertainment.”

He stated that ANTA had an- nounced an advisory committee to assist in the television productions, including himself, Clarence Der- went, Helen Hayes and Raymond Massey, Richard Harris, play- write and television writer, will be executive producer for ANTA for the series.

NBC’s New York Theatre Guild tele- cast, The Late George Apley, will positively go on Dec. 7 as scheduled, NBC stated last week. Matter had been in doubt when it was dis- covered that in addition to Max Gordon, from whom NBC had ob- tained the video rights to the drama, clearance must also be ob- tained from 20th Century-Fox, who own the theatrical rights to the play. The motion picture company finally gave its consent in exchange for a plug for the picture during the telecast.

**Florida Campaign**

IN ADDITION to its reg- ular advertising campaign, Griffin Allwhite Shoe Polish, New York, every year adds a spot announcement campaign in Florida during the vaca- tion season. The firm will start its annual campaign this year on Dec. 15 for 15 weeks on eight stations in the state. Birmingham, Castle- maine, Fiedl, New York, is the agency.
Set Owners to Aid Tests for Stratovision

Band 6 to Be Used In Westinghouse Study

By J. FRANK BEATTY

HUNDREDS of thousands of television and FM set owners will serve as volunteer monitors in perhaps the most extensive research project in electronics history when Stratovision takes the air again in early 1948.

The Westinghouse Electric Corp., will unveil its "skyhook" network-relay system in a new form—television—early in 1948 when it enters Phase 2 of its Stratovision experiments.

The conducted by C. J. Burnside, manager of Westinghouse Industrial Electronics Division.

The first phase was designed to show that signals in th 100 and 500Mc bands could be received from an airplane flying at 20,000 feet over a wide area. The transmissions were so successful that Westinghouse engineers were convinced they could cover an area 400 or more miles in diameter from a plane flying at 30,000 feet.

The second phase is designed to establish that broadcast service (audio and visual) can be transmitted from planes to provide reliable reception over 400-mile areas.

This phase will include television programs relayed over a conical ground beam from the Westinghouse plant at Baltimore. The signal probably will be in the 500 Mc band. The plane will pick up these signals and rebroadcast on conventional TV, FM bands. In addition, it will broadcast its own programs as well as signals from television stations in other cities while flying over the eastern half of the country. It is not known whether the plane will conduct tests in the West during Phase 2.

By transmitting within the range of television receivers in the hands of the public, Westinghouse hopes to obtain data helpful in answering many of the thousands of questions still facing Stratovision engineers.

To Study 'Ghost' Effects

Among problems still unanswered are the reflection effects caused by the fact that the signals hit the ground from various angles depending on location of receivers within the reception area. These potential ghost effects will be studied at length, though engineers are hopeful that they will not be serious.

Another aspect is the shadowing influence in the case of receivers located in low points or on the side of hills sloping away from the plane.

Mr. Burnside has found that signals would normally be cut off by the hill or the valley, but the effective area of the antenna is so large that the signal is reflected back to the receiver.

Mr. Burnside has also found that the effective area of the antenna is so large that the signal is reflected back to the receiver.

Equipment Problems

Problem of developing new equipment of all types capable of being tucked into the relatively small area of the plane has been licked, though engineers have broken a lot of new ground in the process.

The plane itself, a converted B-29 bomber, has developed annoying idiosyncracies at the Martin plant at Baltimore. When engine troubles had been handled by aeronautics engineers, the gasoline tanks and feed lines developed leaks due to age and storage. However, the plane is expected to be in shape soon for the Phase 2 experiments.

Original Stratovision tests were conducted in the only plane obtainable at the end of the war, an obsolete Lockheed bomber. The prototype plane was not designed for high-altitude flying and lacked pressurizing facilities.

The B-29 is expected to be more nearly weather proof, though still subject to the same type of Stratovision service. The Martin plant has plans on the drafting boards for a special all-weather plane designed to stay in the air for a half-day while carrying heavy loads of electronic gear and personnel.

Extent of the Westinghouse faith in its project is shown by the fact that tests will be conducted in mid-winter, when weather hazards are greatest. Experiments will be conducted publicly when the plane is ready for transmission high and after necessary equipment tests.

All Program Types

The Westinghouse Baltimore plant will transmit all types of programming for Stratovision pick-up and rebroadcasting. Test patterns, motion pictures and live programs will be included.

Engineers have carefully studied signal patterns of television stations now on the air and believe that a plane flying 20,000 to 30,000 feet above Washington, for example, will be able to pick up the signals from New York TV stations nearly 200 miles away and retransmit them over an area with a 400-mile diameter.

As in the case of the first Stratovision experiments, FCC engineers are expected to observe the transmissions. The readings of FCC monitoring stations were included in results of the first phase. Complete engineering data were provided FCC when the plane was closed.

WORL GETS EXTENSION

BUT FCC QUALIFIES IT

WORL, Boston, appealing from an FCC decision denying its application for license renewal, was assured by the Commission last week that it will continue to get temporary extensions of license so long as it proceeds "diligently" with its appeal.

The Commission announced that the station's temporary license had been extended from Nov. 30 to Feb. 29, 1948, "provided, however, that WORL may make application for further extension of the temporary license upon a showing that it is proceeding diligently in the prosecution of its appeal."

License renewal was denied on concealed-ownership grounds [BROADCASTING, Oct. 27]. WORL countered, short with noteh of appeal to the Court of Appeals for the District of Columbia [BROADCASTING, Nov. 10]. Meanwhile, FCC has set for hearing on Dec. 15 six applications for WORL's facilities (950 kc, 1 kw, day).
Orders for BMB Interim Study Lag

Research Organization Announces Schedule Of Deadlines

BMB OFFICIALS would like to know what has become of all the broadcasters who urged the tripartite research organization to make a second nationwide study in 1947 and who protested vehemently when it was announced that the second BMB study had been further postponed from March 1948 to the same month of 1949.

As of last week, with the original announced deadline of Dec. 15 for subscriptions to the 1948 interim study less than three weeks off, only about a dozen of the several hundred broadcasters who have subscribed to the study have actually ordered them made.

In addition to those station operators who had protested about the change in getting new BMB statistics about their listeners, BMB also is wondering about the scores of new stations not on the air at the time of the first study in 1946 but who have since become subscribers to BMB under its new 16-point plan. If they are sold enough on BMB to sign up for the long pull, they would be expected to jump at the chance to get 1948 data and not to wait for the 1949 study to be made, BMB reasons, they have not done so.

Time Schedule

Last week BMB announced a time schedule of progressive deadlines for the interim studies, which goes on as follows: until Jan. 5 to get their orders in and permit them to expand those orders for new places until Jan. 15 and for places already ordered until Feb. 1, after which date no orders of any kind can be taken for the March studies.

On Dec. 15 BMB will publish lists of all stations which have ordered interim studies and of all stations which have asked about such studies, plus lists of all places (counties or measured cities) ordered and asked about. This should give broadcasters a chance to see what the overall picture is and to calculate their chances of sharing expenses with one or more other stations for surveying a particular city or country.

Jan. 5 was set as the closing date for stations as BMB can wait no longer and know about those going to deal for the March studies. Stations ordering surveys by that date will be asked to indicate also places they might be interested in having studied if the costs could be shared. BMB will send immediately to all stations which have ordered studies lists of places ordered and asked about.

An interim study deadline for the receipt of orders for additional places, for which studies were not previously ordered by any broadcaster.

For the remainder of January BMB will accept orders from stations wishing to share in studies for places already ordered by other broadcasters. Feb. 1 is the final date for accepting any orders for interim studies of any kind.

Prices of Studies

Prices of the interim studies range from $75 for a single part for 250 for members of BMB, $100 for members of RL7, including 693 AM stations, 7 FM stations and 7 networks.

Letters Counteract Russian Propaganda, Solons Demand

DEmands that the interim-aid program now before Congress provide for an increased information service to counteract Russian propaganda abroad were voiced last week by a growing list of congressmen.

Hope was expressed by Sen. Scott W. Lucas (D-Ill.) that when the State Dept. negotiates with the various governments, "it follow through and reach agreements which will give this country the right to give information and disseminate propaganda along American lines, so that people will really know exactly what America is doing."

Sen. Arthur H. Vandenberg (R-Mich.), president pro tem of the Senate and chairman of the Foreign Relations Committee, agreed with Mr. Lucas on the point and said that the State Dept. had been put on notice to survey the matter.

Cities Need to Awake

Declaring that "it is about time that America awakes and acts, through the Voice of America," Senator Lucas said that "otherwise the value of a great number of things we are doing to go, even in this interim-aid program, in my humble opinion, will be lost."

Using France as an example, the Illinois senator suggested using funds from a revolving fund to "furnish information to the French and others to the origin, character and source of the supplies, goods and materials we are sending them." Stressing the need for quick action, either on his suggestion, or one which would accomplish the same effect, Sen. Lucas said, "I definitely think the pending bill should not be passed without proper amendments, unless we have a definite program."

The Mundt bill is going to pass the Senate at this special session, so that money may be appropriated to be used by the Voice of America . . . to counteract the propaganda carried on by Russia."

Agrees With Lucas

Sen. H. Alexander Smith (R. N. J.), co-chairman of a Senate-House committee which made a European investigation this summer, and a staunch advocate of the "Voice of America," concurred with Senator Lucas and said he hoped the Senate would pass the House-approving Mundt bill during the special session so the U. S. can make clear "what we are doing and why we are doing it."

Further support of Senator Lucas' idea came from Sen. Henry Cabot Lodge Jr. (R-Mass.), who said that "it might be very good judgment and desirable and proper . . . for us to use these funds, for example, to buy time on local radio stations." Asserting that "we very materially skimped our public-information program," Senator Lodge said this offered "an opportunity to use funds in a legitimate way, to get services abroad which we need, and which could be bought with local curren-

Meanwhile, from Rep. Karl E. Mundt (R-S. D.), author of the Mundt bill and co-chairman with Senator Smith of the Senate-House investigating committees, came re-

(Continued on page 87)

Subscription Plan Hopes Are Revived

Rolf Kaltenborn May Launch Benton-Fly Project Anew

PlANS FOR REVIVING the subscription project which seemed to have been swept aside during the war by William Benton, former assistant secretary of state, James Lawrence Fly, ex-FCC chairman, and others were announced last week by Dr. Rolf Kaltenborn, writer, lecturer and son of NBC News Analyst H. V. Kaltenborn.

Dr. Kaltenborn said that if the FCC approves he will launch the project within a month on a test basis over a Chicago AM station to be bought for him by a financial backer. He refused to identify either the station which he proposes to acquire or his backer.

In essence the plan calls for installing in the radio sets of subscribers a device which "clears" the air of any radio channel or channels. Radios unequipped with the device, for which a monthly rental fee will be charged, cannot receive these programs.

The original project was submitted to the FCC for approval by Mr. Benton and his associates but later withdrawn before being acted upon. This involved assignment of the KCRM Channels for "Pig Squeal" service.

According to Dr. Kaltenborn, adoption of such a plan on a general scale will help to free American radio of what he described as the bondage of control by advertisers. If the Chicago test is successful, the plan will be duplicated nationally, he said.

Dr. Kaltenborn, who currently is lecturing on radio in a speaking tour of the east (see editorial page 48), said that the "enthusias-
matic" reaction to his audience to the idea has convinced him that the plan would prove successful once attempted.


Stock for Sale

THOMASCOLOR Inc., Los Angeles, has received clearance from the Securities and Exchange Commission to sell $10,000,000 worth of stock to the public. While not approving the stock sale, SEC Thursday permitted the company's registration statement covering 1,000,000 shares of $8 par common to become effective—a necessary step before Thomascolor can put the shares on the market. The company, founded by Richard Thomas, 48, was organized to manufacture and develop a color process for television and motion pictures.

500 OUTLETS TO CARRY VFW-SPONSORED SERIES

FIVE HUNDRED stations across the country will carry a new 13-week series to be sponsored by the Veterans of Foreign Wars. Decision to sponsor the program was made at VFW's annual national convention in Cleveland.

The series will be produced and distributed by Robert J. Enders Advertising, Washington, D. C., which produced the single series for VFW last spring. That series ran on 518 stations and featured 14 top Hollywood stars, in addition to UN Representative Walter L. Hagen and Tom Johnson.

Head of the Enders agency, Robert J. Enders, will leave for Hollywood Jan. 1 to produce the new series.

Page 18 • December 1, 1947
From Apples to Ambrosia With Burnett
Agency Billing Has Increased 12 Times Over in 12 Years

By FRED SAMPLE

IN 1935 a group of Chicago admen, armed with a bowl of apples (Jonathans) and a barrel of ideas, signed a lease with the London Guarantee Building for 750 square feet of office space and, for better or worse, notified the world that Leo Burnett Co. was prepared to operate as an advertising agency. Today, surrounded by carpenters, plasterers and electricians, the Leo Burnett agency is slowly recovering from a severe case of growing pains, in 21,000 square feet of space occupying the entire 15th and 16th floors of the building.

In the intervening 12 years the Burnett key group has been joined by scores of ad experts and by a sufficient number of clients to increase its annual billing approximately twelve times.

Most Still There

Of the seven who embarked with Leo Burnett on the do-or-die voyage into the tricky head-waters of the agency business, only two have departed to other fields. One, John Riley, achieved a life-time ambition by buying a Tennessee newspaper, and the other, Joe Ainline, is a well-known Hollywood radio producer.

The original seven included Jack O'Kieffe, now vice president and consumer copy chief; John Olson, the agency's art director; Margaret Stevens, a copy writer; Mary Keating, Mr. Burnett's secretary; F. Strother Cary, account executive, and the aforementioned Messrs. Riley and Ainline.

But far from being a "one-man agency," Mr. Burnett has shrewdly displayed the judgment of a big league manager in recruiting the top men for the specific jobs. In 1939 he brought in as executive vice president, R. N. (Dick) Heath, from the Curtis Publishing Co. When Joe Ainline resigned to free-lance in the radio world he was replaced by Frank Ferrin, who now heads his own Hollywood radio production firm.

Other men who have hitched their respective wagons to the Burnett star (all Burnett stationery is embossed with a hand grasping at Ursa Major) are E. Ross Gamble, now media director and treasurer; James E. Weber, who came to Burnett from Armour & Co., and William L. Weddell, who left NBC to become vice president in charge of the agency's radio division.

There are few men, if any, in the advertising world today with more faith in the power of radio as a means of reaching a mass audience than the bushy-browed, stocky Leo Burnett. From its inception the agency has looked on radio as one of its most formidable weapons in making a successful selling job for its clients.

Real Silk Success

Of the three accounts with which Burnett set up store, the Real Silk Hosiery Mills was one of radio's first and biggest customers, sponsoring the famous Silken Strings on NBC.

It is interesting to note in passing, that one of the other two original accounts, Minnesota Valley Canning Co., now sponsors Fred Waring each Friday on NBC, to promote its Green Giant brand peas and its Niblets brand whole kernel corn.

To the three original accounts (Minnesota Valley, Hoover electric cleaners and Real Silk) the Burnett agency has added 17 other national advertisers. Today $3,500,000 of its total billing goes directly into radio.

Other Burnett Clients

In addition to these two accounts, other of Burnett clients which are heavy investors in radio are American Meat Institute, also sponsors of the Waring show on Tuesdays and Thursdays. The Pure Oil Co., sponsors of H. V. Kaltenborn; the Brown Shoe Co., which sponsors Smilin' Ed McConnell and His Buster Brown Gang every Saturday morning; and Standard Brands, whose product, Shefford Cheese, last year shared with Tenderleaf Tea (through J. Walter Thompson) sponsorship of the Fred Allen show. This September, Shefford moved from the Allen program to joint sponsorship with Fleischmann's Yeast of One Man's Family.

The growth of Burnett's radio department is one of the most interesting in the history of advertising. As a case in point, Burnett's team of its clients, Pure Oil Co., needed radio itself an outstanding success story. Pure Oil, under Burnett counsel, first employed radio as an addi-

Bill Weddell (L), Burnett radio director, confers with Agency Head Leo Burnett.

THE STAR of the Leo Burnett Agency in Chicago is burning brighter today than ever before in its 12-year history. To an original three accounts Burnett has added 17 other national advertisers. And $3,500,000 of its total billing goes into radio.

The personnel has also grown from a staff of seven to 160 employees. The agency is now gearing for the highly competitive era it sees ahead.

(Continued on page 78)

December 1, 1947 • Page 19
U. S. DELEGATION to Havana Conference of Engineers on NARBA revision are (l to r front): Donald R. MacQuivey, vice chairman U. S. delegation, State Dept.; Joseph M. Kittner, FCC Legal Dept.; K. Neal McNaughten, chief, FCC Standards Allocation Division; James E. Barr, chief, FCC Standard Broadcast Division; George Gades, translator and FCC engineer; George Sterling, delegation chairman, chief engineer FCC; Edgar Vander- vere, FCC Technical Information Division. Second row: Charles Horn, observer; Jack DeWitt, Clear Channel Broadcasting Service; James D. Parker, CBS; Raymond Ray Harrell, U. S. Embassy, Havana; Royal V. Howard, of the NAB.

Havana Conference Closes Main Engineering Business

REJECTION last week of Mexico’s proposal looking toward shifting of all stations on 630 and 980 kc to 1220 and 1570 kc to provide that country with two frequencies for Class A use served to close main business of the Havana Conference of Engineers, according to Royal V. Howard, NAB Director of Engineering. The conference concluded Nov. 1 to discuss engineering matters preliminary to the third NARBA meeting in Montreal next August.

Havana session is to adjourn Dec. 5.

The Mexican plan for technical discussion of its proposals was turned down by Committee B, of which the chairman is Guillermo Moresles, Chief, Radio Licensing Bureau, Cuban Ministry of Communications. The committee ruled the proposal was outside the scope of conference agenda.

Mexico’s Position

On behalf of the Mexican delegation, Lazara Barajas stated the country needs two more clear channels in low frequencies to service sparse areas. Regional channels were chosen on the ground that need of other countries for clear is recognized and the nation desired a study made to determine what changes would be necessary.

In reply to the proposal Mariano Durland, of Cuba, said changes in existing allocations would not be discussed. Cuba is now using the channels desired by Mexico. After long argument, Mexico withdrew all proposals and subjects for discussion.

Though adhering to the withdrawal, Mexico remained to hear the remaining technical data provided by the United States in connection with propagation and vertical angles of radiation, latitude effects and the U. S. proposal for elimination of the 1800 and 2800-mile rule in the present treaty.

Mexico’s topics for discussion, on which the disagreement was based, included: 1—Assignment as Class I-A channels to Mexico of 690, 630, 950 and 980 kc. Mexico would be willing to give up 1220 and 1570 kc.

2—Assessment of interfering signals, MexicoConting these channels should be cleared to the Canadian border to permit broadcasting to Mexican residents and subjects in the United States.

3—Elimination of the present 650-mile border rule for location of stations.

Previously Mexico had asked U. S. Delegates James Barr, head of the AM Division, FCC Engineering Dept., why the U. S. proposed to classify stations of 500 w or less on Class III channels as Class IV-F.

Mr. Barr replied that the present treaty permits Class IV stations to operate on Class III channels without protection from Class II stations, and the U. S. desires to maintain this practice.

Mexico answered that it believed the stations should have the same protection as any others on the channel and that stations between the present 500 w minimum for Class III and 250 w for Class IV should be classified Class III.

Cuba is expected to place before the Canadian conference a proposal for use of the term “national” instead of “clear” channels, but it indicates it will not accept the 650-mile rule.

WBAL Case Uncovers Blue Book Issue

Pearson-Allen Analyzes Station’s Program Log Record

IS THE BLUE BOOK compilation of WBAL Baltimore programming a just determination?

Counter exhibits seeking respectively to deny and affirm this issue were introduced last week by both WBAL and Pearson-Allen at further FCC hearing of the Hearst-owned station’s application for renewal of license and the competitive request for its facilities by Pearson-Allen. The clear channel assignment of 50 kw on 1090 kc is at stake.

Public Service Radio Corp., headed by Columnist Drew Pearson and Robert S. Allen, presented its own “analysis” of the WBAL program logs for periods comparable to those earlier covered by the NBC affiliate’s exhibits [Broadcasting, Nov. 10, 17]. One Pearson-Allen exhibit covered the week of April 23, 1944, the period used in the Blue Book discussion of WBAL.

The Baltimore station then entered an additional exhibit of its own for the same period used in the Blue Book and which it had not previously presented. It was indicated the exhibit would show that an accurate or representative compilation of station service cannot be drawn from the log alone. WBAL stressed that such a log compilation cannot fairly be compared with definitions and standards associated with the Blue Book since FCC’s rules do not require all such necessary information to be included in the log.

A full session Tuesday and a half-session Wednesday constituted last week’s portion of the proceeding. The hearing resumes today (Dec. 1) with current prediction of wind-up set for mid-December.

Further direct testimony of Harold C. Burke, WBAL manager and newly appointed Hearst Radio vice president in charge of WBAL, was heard Tuesday morning. He reviewed religious program policy and the dropping of commercial religion shows in August 1944. He cited the station’s continuity acceptance rules and announcement policy.

Mr. Burke stated that the number of spot announcements did not become a problem until 1943 when the newprint shortage turned many advertisers to radio. He said a great many spots were offered for this reason during 1944-45 and the station was able to turn them down, “at times, perhaps.” The firms had nothing to sell but their name in association with support of various patriotic ventures for the most part, he explained.

A late 1944 effort to meet the problem by cutting announcements from 75 to 60 words was not successful, Mr. Burke related, but a subsequent rate boost in latter 1945 did cut the number and make the remainder more effective, he said.

To another question Mr. Burke stated the station “have never double spotted” and explained this was the policy to space announcements. Regards.

(Continued on page 78)
Here's that hurricane’s eye

You probably have seen a picture like this before in the newspapers, but this seems to be the best we’ve run across yet. The “eye” appears right in the center of the photo. That’s the plane’s stabilizer on the top. Incidentally, they say you can see the eye from the ground as well as from above.

The thing that appealed to us, however, was how the Army Air Force found it. They’ve been looking for that “eye” for a year and the recent hurricane gave them just the weather they wanted.

It made us think of radio time buying. Sometimes you’ll look all over the lot for a buy in a market ... and if you look long enough and you get the breaks, you’ll find the bargain.

It was about six years ago that time buyers found W-I-T-H in Baltimore. Then, as now, it was the successful independent that was the buy. For W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

To get those sales costs down in the 6th largest city ... use W-I-T-H.

WITH
AM and FM
BALTIMORE 3, MD.
Tom Tinsley, President  •  Headley-Reed, National Representatives
Only ONE TYPE TUBE—from 250-watt driver through 10-kw final

Power Amplifier and Drivers of the RCA BTF-10B FM Transmitter

Each cylinder is a grounded external conductor for its respective stage. It houses one RCA-7C24 power triode in a grounded-grid circuit which provides perfect shielding for its inner conductor. No r-f radiation in transmitter room so no r-f pick-up in adjacent off-circuits. Second, third and final stages are motor-tuned. Circuit similarity makes it practical to use identical tubes, blowers, and components so saves you substantially in stocking spares.

1st Driver uses one RCA-7C24 power triode
2nd Driver uses one RCA-7C24 power triode
Power Amplifier (parallel-connected) uses two RCA-7C24 power triodes

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

In Canada: RCA VICTOR Company Limited, Montreal
$290.00 buys the two tubes in this 10-KW FM Amplifier

... because it uses high-stability grounded-grid circuits with power feed-through

Plenty of reason why RCA's revolutionary new 10-kw FM transmitter costs less to run... because this grounded-grid final power amplifier and 2-stage grounded-grid drivers share the load.

Here, nearly 3200 watts of power from the drivers automatically add to the output of the final power amplifier—because the r-f input and output of each tube is in series... and in phase. Consequently, only four 7C24's are used in the entire transmitter.

In this 2-tube power amplifier and 2-stage driver, the tanks are concentric lines using RCA-7C24's in grounded-grid circuits. All tanks are similar. Each plate circuit is isolated from its grid circuit by perfect shielding. Benefits: neutralizing is unnecessary. Tuning is easier. Fewer parts are needed. The tubes and nearly all the components in all four tanks are directly interchangeable.

For full data on the BTF-10B... the 10-kw FM transmitter that requires only 22.5 kw to operate and uses only 14 basic tube types, and just one high-voltage power supply, see your RCA Broadcast Sales Engineer, or write Dept. 19-L.

The BTF-10B 10-kw FM Transmitter

Handsome to look at. Sweet to listen to. A genuine satisfaction to supervise. Saves you up to $1500 a year in running costs. The final amplifier is housed in the cubicle at the left. The drivers are housed in the cubicle next to it. Automatic cut-back is available as an accessory.
You're Talking to 26 Million Dollars!

Farmers and stock raisers of Utah will receive about $26,000,000 for their cattle, sheep and wool this year.

And farmers know that — day and night beginning with two great early morning shows, "The Old Corral" at 6 a.m. and "The Western Farmer" at 6:45 a.m., KDLY brings them radio's finest entertainment. That's why KDLY is the popular station with them.

If you want to talk to $26,000,000 — KDLY knows how.

KGO Increases Power to 50 kw Today With Governor Warren Giving Signal

ABC's owned and operated San Francisco station, KGO, today (Dec. 1) increased its power to 50 kw. The signal to turn on the new transmitter was to be given by California's Governor Earl Warren at 9:50 a.m. (PST) from the state capitol. The Governor planned to give the signal during a three-way conversation with Tom Breneman in Hollywood and Edward J. Noble, chairman of the board of ABC, who was in the KGO studios in San Francisco.

The event retired the nation's oldest regularly operating transmitter—a 7,500-watter, in use at its present site in Oakland, Calif., since Jan. 8, 1924.

Frank Marx, ABC chief engineer, stated that during the day time KGO will cover virtually all of Northern California—28,000 square miles, or almost three times its former area. Night coverage, he said, will extend into the state of Washington and into Mexico, an area of 180,000 square miles, twelve times greater than before.

KGO is the second northern California station to receive an FCC grant of 50 kw power. For 14 years KNBC (formerly KPO) was the only station in the area permitted to use the maximum power.

New Transmitter Site KGO's new transmitter is situated on a man-made island in a salt-water evaporation flat at the southeast end of San Francisco Bay. The transmitter was built by Westinghouse. It incorporates all the modern features, including air-cooled modulator tubes and improved circuit design.

To protect delicate equipment from salt moisture and dust, the building is sealed and equipped with a Westinghouse development, the "Precipitron," which electrically removes salt and dust from the air. The cleaned air in turn cools the huge tubes, utilizing generated heat in broadcasting to heat the building.

The 300-foot-towers, installed by Truson Steel, are used to directionize power north and south. This avoids interference with WGY Schenectady, which also operates on 810 kc and 50 kw power. Each tower is anchored in the water with huge sheets of copper spreading out into the brine around each tower, providing an efficient ground system.

CONGRATULATIONS for direction of Denver's Community Chest drive which raised $1,250,591 are extended to Hugh B. Terry (r), KHZ manager, by Milton Bernet, Denver Community Chest presi

gent. Mr. Terry was campaign chairman for the drive.
Big Aggie Land is a MAJOR MARKET THAT "MAJORS" IN FARM PRODUCTION

If you’ve purchased the groceries lately, or have heard the little lady beefin’ about the cost of beef, then you’ll understand why the figures printed here indicate BIG BUYING POWER in Big Aggie Land.

**WNAX BMB AREA (10% & OVER)**

<table>
<thead>
<tr>
<th>STATE</th>
<th>Number All Cattle and Calves</th>
<th>Number Cows and Heifers Milked</th>
<th>Number All Hogs and Pigs</th>
<th>Number Chickens Raised Including Broilers and Fryers</th>
<th>Number Turkeys Raised</th>
<th>Acres Corn For All Purposes</th>
<th>Acres Soybeans</th>
</tr>
</thead>
<tbody>
<tr>
<td>IOWA in WNAX BMB Area</td>
<td>2,762,628</td>
<td>625,764</td>
<td>3,867,997</td>
<td>32,440,961</td>
<td>958,319</td>
<td>6,335,808</td>
<td>1,220,850</td>
</tr>
<tr>
<td>% of Iowa total</td>
<td>50.86%</td>
<td>49.29%</td>
<td>50.55%</td>
<td>55.21%</td>
<td>51.12%</td>
<td>57.64%</td>
<td>61.14%</td>
</tr>
<tr>
<td>MINNESOTA in WNAX BMB Area</td>
<td>2,985,748</td>
<td>1,197,539</td>
<td>2,226,485</td>
<td>37,114,672</td>
<td>2,271,001</td>
<td>4,899,593</td>
<td>271,245</td>
</tr>
<tr>
<td>% of Minn. total</td>
<td>78.78%</td>
<td>73.58%</td>
<td>85.15%</td>
<td>90.71%</td>
<td>81.42%</td>
<td>84.87%</td>
<td>80.86%</td>
</tr>
<tr>
<td>NEBRASKA in WNAX BMB Area</td>
<td>2,852,138</td>
<td>382,510</td>
<td>1,611,528</td>
<td>19,101,852</td>
<td>426,962</td>
<td>6,091,058</td>
<td>13,299</td>
</tr>
<tr>
<td>% of Nebr. total</td>
<td>71.67%</td>
<td>67.36%</td>
<td>75.15%</td>
<td>66.96%</td>
<td>60.81%</td>
<td>70.41%</td>
<td>70.42%</td>
</tr>
<tr>
<td>No. DAKOTA in WNAX BMB Area</td>
<td>1,843,552</td>
<td>447,433</td>
<td>467,300</td>
<td>9,343,979</td>
<td>592,300</td>
<td>1,237,848</td>
<td>4,380</td>
</tr>
<tr>
<td>% of No. D. total</td>
<td>98.19%</td>
<td>98.39%</td>
<td>99.04%</td>
<td>98.64%</td>
<td>98.84%</td>
<td>99.35%</td>
<td>99.91%</td>
</tr>
<tr>
<td>So. DAKOTA in WNAX BMB Area</td>
<td>2,544,020</td>
<td>379,632</td>
<td>1,249,563</td>
<td>15,933,344</td>
<td>353,369</td>
<td>3,939,307</td>
<td>7,657</td>
</tr>
<tr>
<td>% of So. D. total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>12,988,086</td>
<td>3,032,878</td>
<td>9,422,873</td>
<td>113,934,808</td>
<td>4,601,951</td>
<td>22,503,614</td>
<td>1,517,431</td>
</tr>
</tbody>
</table>


This tremendous production of livestock and other farm products is putting a lot of money in the bank for a lot of WNAX listeners. To get your share of this BIG BUYING POWER place a schedule of advertising on Big Aggie Land’s favorite station. Your nearest Katz man will give you the facts.
Facts First Hand

JIM HURLBUT, NBC-WMAQ Chicago commentator, believes in getting the facts first hand for his broadcasts. In preparation for a broadcast which he called A Day in the Life of a Cabbie, Mr. Hurlbut proceeded to spend an afternoon and an evening behind the wheel of one of Chicago's two-way radio-equipped Flash cabs. Previously in preparation for broadcasts depicting the activities of policemen and firemen, he spent a night with a police squad and did a 24-hour tour as a fireman.

Iowa Audience Survey Shows Transcriptions Prove Popular

RESIDENTS OF IOWA have little objection to transcribed programs, according to the 1947 Iowa Radio Audience Survey, just completed by Dr. Forrest L. Whan of the U. of Wichita.

Of 8,682 families questioned, 86.4% of the women and 81.9% of the men answered "No" to the question: "If a program, itself, is good, do you object to having it broadcast from a transcription or a recording?"

The tenth annual sampling of Iowa's radio listening habits was conducted by Dr. Whan in 3,786 homes in cities of more than 2,500 population, 1,872 in villages with fewer than 2,500 inhabitants, and in 3,024 farm houses. Based on the 1940 census, his figures represent one interview for each 82 urban families in the state, one for each 86 village families, and one for each 76 farm families.

The question concerning transcriptions was asked because "much controversy has centered around the acceptability to the listening public of programs broadcast from recordings," Dr. Whan explained.

"Both the words 'transcription' and 'recording' were used in the question because those words are generally used in identifying such programs on the air. However, these words were not defined for the listener," he said. "Interviewers were instructed not to discuss the question with the respondent."

As a result, 7.5% of those questioned said they did not know what was meant by "transcription" or "recording." Nine per cent flatly objected to discs.

Sixty percent of the Iowans polled like to keep their radios tuned to one station, Dr. Whan discovered. He learned this from a four-hour test period in each home. A total of 30.3% tuned in two stations during the period, 10% listened to three stations, 2.7% to four, and 3% to more than four.

Farmers are the earliest listeners, he found. Eight times as many sets are turned on along the Iowa countryside by 5:45 a.m. than in the cities. And the farm folk keep tuned in, as evidenced by a 6% increase by 8 a.m. as compared with 54% in urban areas.

Quiz programs are by far the most popular of the "educational" broadcasts heard in the "Tall Corn" state, the survey shows. Forty-two per cent of all sets receiving "educational" programs were tuned to quizzes and 27% to talks and speeches, Dr. Whan found.

His study of "best liked" programs put news broadcasts out in front for both men and women, even though the women voted comedians top place last year.

Here is the Iowa trend in "best liked" programs, with percentages based on all questioned in each classification:

<table>
<thead>
<tr>
<th>Preferences of women—</th>
<th>1946</th>
<th>1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>News broadcasts</td>
<td>64.7%</td>
<td>72.1%</td>
</tr>
<tr>
<td>Featured comedians</td>
<td>66.8%</td>
<td>68.2%</td>
</tr>
<tr>
<td>Audience participation</td>
<td>41.3%</td>
<td>47.4%</td>
</tr>
<tr>
<td>Popular music</td>
<td>44.7%</td>
<td>44.7%</td>
</tr>
<tr>
<td>Complete drama</td>
<td>43.1%</td>
<td>43.1%</td>
</tr>
<tr>
<td>Variety programs</td>
<td>32.2%</td>
<td>32.3%</td>
</tr>
<tr>
<td>Preferences of men—</td>
<td></td>
<td></td>
</tr>
<tr>
<td>News broadcasts</td>
<td>75.1%</td>
<td>80.4%</td>
</tr>
<tr>
<td>Featured comedians</td>
<td>72.9%</td>
<td>71.5%</td>
</tr>
<tr>
<td>Audience participation</td>
<td>27.4%</td>
<td>41.7%</td>
</tr>
<tr>
<td>Popular music</td>
<td>47.3%</td>
<td>39.9%</td>
</tr>
<tr>
<td>Sports broadcasts</td>
<td>40.7%</td>
<td>40.7%</td>
</tr>
<tr>
<td>Complete drama</td>
<td>35.4%</td>
<td>35.7%</td>
</tr>
</tbody>
</table>

New Policy on Programs Adopted for CBC Network

NEW NETWORK program policy of Canadian Broadcasting Corp. will provide Wednesday evening sustaining programs on the entire Trans-Canada network, composed of CBC-owned and independently owned stations.

Program policy was announced by CBC Chairman Davidson Dunton to start Dec. 3 and run for the winter months. The entire Wednesday evening radio fare from 7:30 o'clock (EST) "will be devoted to programs that are stimulating, substantial, different, and at times more demanding on the attention of the listener," he said.

The CBC planned this type of programming because there are no commercial network programs on the CBC Trans-Canada network that evening. The Dominion network, consisting of independently owned stations and CBC key station CJBC at Toronto, will have an alternative program schedule, consisting mostly of sponsored programs.
NOW... for the first time—

**Controlled PROGRAM PUBLICITY!**

EARS TO RADIO! is the first syndicated column to bear an editorial format and, at the same time, to be devoted solely to the positive support of radio programs. Its function is to win new listeners and to build greater continued interest within its present listening audience. It guarantees that you, the advertiser, exercise complete control over what is written about your program. Here's how it works:

1. You or your advertising agency buy space in the EARS TO RADIO! column.

2. You buy the number of inches on a schedule to best fit your needs.

3. EARS TO RADIO! then presents news and comment about your radio shows in the style of the column, with your approval.

EARS TO RADIO! is scheduled initially for Sunday publication only, beginning January, 1948. (This restriction is necessary because of the current newsprint shortage.) As soon as possible publication will be extended to week-days. Advertisers in the Sunday column will be accorded priority as space is released in the week-day columns.

Now available is a grand total circulation in excess of 14,000,000 readers of 30 of the nation's top market newspapers.

The rate is low. You can reach this vast audience at less than 10c per thousand.

EARS TO RADIO! affords the opportunity to advertisers to take personal advantage of the extremely high readership of radio news—51% among women, 40% among men.*

We shall welcome the opportunity of supplying complete details.

* "The 100-Study Summary of the Continuing Study of Newspaper Reading."

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A responsive audience in excess of 14,000,000 in these leading newspapers—

- Amanillo (Tex.) Globe, News
- Atlanta Journal
- Birmingham News Age-Herald
- Boston Globe
- Boston Herald Traveler
- Bridgeport (Conn.) Herald
- Chattanooga News-Free Press Times
- Chicago Tribune
- Cincinnati Enquirer
- Corpus Christi (Tex.) Caller-Times
- Des Moines Register
- Detroit News
- Fort Wayne (Ind.) Journal Gazette
- Houston Post
- Indianapolis Star
- Minneapolis Star & Tribune
- New Orleans Times-Picayune States
- New York News
- New York Times
- Norfolk (Va.) Ledger-Dispatch, Virginian Pilot
- Philadelphia Bulletin
- Philadelphia Inquirer
- Portland (Me.) Sunday Telegram
- San Antonio Express News
- Scranton (Pa.) Scrantonian Tribune
- St. Louis Post-Dispatch
- St. Paul Pioneer Press
- Tacoma Tribune News
- Washington Star
- Waukesha (Wis.) Record Herald (Saturday)

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RANDALL & COOPER

50 East 42nd Street, NEW YORK CITY 17, MUrray Hill 2-4504
185 N. Wabash Ave., CHICAGO 1, ILL. DEarborn 5272
YOU WON'T SEE US IN AGES (Ky.)!

You won't even hear us there, in all likelihood—no, not for ever-so-long! Ages (Ky.) is outside WAVE's listening area — along with quite a number of other great throbbing marts like old Blackjoe, and Seventy-six, and Nannie.

But day after day, year after year, WAVE directs its programs at the Louisville Trading Area — with wonderful results! And why not? . . . when you consider that over half Kentucky's population live in this area, and that they buy more, and sell more, than the rest of the State combined!

WAVE can put your message across to these people at the most economical rates you can hope to find in a coon's age. So don't make it "long time no see". Let's get together now!

Catholic College Group Rates Fibber' And 'Baby Snooks' as Most Acceptable

TABULATIONS of the Radio Acceptance Poll, announced by its headquarters in Collegeville, Ind., show the Baby Snooks and Fibber McGee and Molly programs to be the most "acceptable" radio commercials programs for the weeks beginning Oct. 19 and 26.

Jimmy Durante, whose 77.5 rating led the opening week of Oct. 12, dropped to fifth place with 61.5 the following week and edged up to 66.0 for fourth spot during the third week. Bob Hope's show remained in the "barely acceptable" category with ratings of 14.0 and 21.5 for weeks of Oct. 19 and 26, respectively.

Ballots covering each of the two weeks were sent in, respectively, by 928 and 1,010 college students of all creeds. Listing schedules, a spokesman for the student-critics explained, will be rotated every three weeks to include additional radio comedy programs. A maximum of 15 to 20 programs a week, he pointed out, was all that a listener could be expected to judge.

RAP rating scales are set up as follows: 100 to 75, highly acceptable; 74 to 25, acceptable; 24 to 9, barely acceptable; 8 to 7, unacceptable; 6 and below, offensive.

Audit for Week

Results audited for week of Oct. 19 in order of ratings were: Highly acceptable—Baby Snooks and Fibber McGee and Molly; acceptable—Henry Morgan, Red Skelton, Jack Benny, Jimmy Durante, Duffy's Tavern, Charlie McCarthy Show, Eddie Cantor, Burns and Allen, Milton Berle, Jack Paar, Jack Carson, Jim Backus, Fitch Bandwagon, It Pays to be Ignorant; barely acceptable—Bob Hope. Poll for week of Oct. 26 revealed approximately the same results, to varying degrees, with the exception that the Baby Snooks Show had dropped from first to 15th and Eddie Cantor from ninth to 14th.

Purpose of the poll, organized for member colleges of the National Federation of Catholic College Students by Rev. Joseph F. Scheuer, faculty member of St. Joseph's of Indiana, is to credit "wholesome, enjoyable entertainment and to place blame directly on the radio personalities who present programs not in good taste."

Anti—'Voice'

A DEMAND that pictures of "Voice of America" radio announcers be removed from the window of a fashionable cafe in Bucharest, was voiced last week by the Communist newspaper Romania Liberă. Declaring that the cafe "displayed German propaganda pictures" during the war, the paper termed the present display "provocative," because it contained the faces of men who "daily insult Romania and instigate war against her."

KTMC Sale Granted For $100,000 Sum

FCC Approval Is Also Given On Four Other Deals

SALE of KTMC McAlester, Okla., for $100,000 to J. Stanley O'Neil, a veteran in the communications field, was one of five transfers and assignments for which FCC announced its approval last week.

Mr. O'Neil of Lake Mohawk, Sparta, N. J., who owned and operated Fire & Police Radio Communications Co. at Hackensack, N. J., for 14 years until he sold it recently, acquires the 250-w McAlester station, an ABC and Oklahoma Network affiliate operating on 1400 kc, from C. E. Wilson and P. D. Jackson [Broadcasting, Aug. 11]. He plans to direct the operation of the station. Comr. Clifford J. Durr voted for hearing on the case.

The Commission meanwhile approved the assignment of construction permit for WYOS Liberty, N. Y. (1240 kc, 250 w), from Bernard K. Johnpoll to Sullivan County Broadcasting Co. for a sum equal to Mr. Johnpoll's expenses in construction of the station, but not to exceed $26,020.

Sullivan County Broadcasting is headed by David A. Kyle of Monticello, N. Y., writer and illustrator, who has 14% interest. Other stockholders: Donald A. Corgill, medical student, of Monticello, 18%; Donald V. Murray, war veteran of Monticello, and Arthur L. Cooper, commercial manager of WWSC Glenn Falls, N. Y., 14% each; Harriet M. Kyle and Max. H. Rhulen, 20% each.

Other assignments approved:


2. License for WHMA Anniston, Ala. (1450 kc, 250 w) and permit for WHMA-FM, from Harry M. Ayers individually to Anniston Broadcasting Co., in which he owns 85% interest and his wife 15%, with Malcolm Street and Wilfred Galbraith, business associates and employees of Mr. Ayers, each holding 5%.

3. License for KOCO Salem, Ore. (1490 kc, 250 w) from B. Loring Schmidt to Jerome R. Schmidt as guardian of his estate.
1922

25th ANNIVERSARY

CONNECTICUT'S FIRST STATION

AM SINCE 1922 • FM SINCE 1939

5000 WATTS • BASIC CBS

WDRC

HARTFORD 4 CONNECTICUT

WDRC - FM

1947
Planning Pays Off for New WTMJ-TV

Journal Co. Television Begins Commercially Next Wednesday
By WALTER J. DAMM
Vice Pres. and Gen. Mgr. of Radio
The Journal Co.

WHEN WTMJ-TV, The Milwaukee Journal television station, goes on the air Dec. 3, it will start its broadcasting life with the firm knowledge that every preparation has been made in advance to insure the best possible television operation.

This is not a boastful statement; it is a factual one.

It means simply that it was planned that way, through months of work, study, experimentation and actual experience, all carried out before T-Day in Milwaukee.

Television is no new venture for The Journal Co. As early as 1930, The Journal began to experiment with television. When Radio City was built five years ago, a television studio, control room, and tower were a part of the original plans.

Careful Preparation

Actual detailed operational planning for WTMJ-TV, however, started at the close of the war, when the green light went on for technical equipment. Early this year, the installation of equipment delivery had reached a point where The Journal felt it was safe to start actual operational planning. At that time a complete 19-page outline called Developmental Plans for The Milwaukee Journal Television Station, WTMJ-TV was prepared.

This long-range plan was the result of months of extensive study of the entire television picture—a study which included extended visits to television centers and other stations.

Briefly, the plan was a detailed operational schedule of program, technical, and personnel work projects and requirements, leading up to T-Day and following T-Day. The plan set up a goal to work for with deadlines to observe, and with nothing left to haphazard chance that could be foreseen and accomplished in advance. Very little was said in the plan about sales, and now we get to the real subject of this story—the sales record and accomplishments of WTMJ-TV before the station goes on the air.

While the program and mechanical departments worked on schedules before T-Day plans—day by day, the Journal radio sales staff prepared itself, too. WTMJ-TV, made commercial plans along the same thorough and comprehensive lines as the program and mechanical departments.

First, the sales staff was called together in regular meetings. It was kept thoroughly informed on all phases of the operational plans.

Second, every Journal radio salesman sold himself as a Journal television. Knowing from the first the complete and detailed plans of the company, members of the sales staff followed with increasing interest each new program and technical development as it was carried through in the months preceding T-Day, according to scheduled plans. The sales department was in on Journal television from the birth. Every salesman watched it grow . . . and watching it, they sold themselves on Journal television months before the television antenna was swung to the top of the tower.

All this was happening in the months before WTMJ-TV broadcast a single program. Much of it happened before the television cameras had even arrived and the transmitter equipment had been unpacked.

There could be but one result, commercially. By the time WTMJ-TV schedules were opened for sale, six months before T-Day, the sales department was completely sold on Journal television through an intimate, first-hand knowledge of that fact that nothing was being left to chance in the program and technical end—that the detailed plans as laid down months before were being carried through as planned and as scheduled.

The WTMJ-TV sales department started to sell television in Milwaukee-T-DAY in Milwaukee has been set for Dec. 3, the day the Journal Co.’s WTMJ-TV launches its commercial schedule. Behind this inaugural is a painstaking pattern of preparation by the licensee, the careful building of a background to insure WTMJ-TV’s success.

waukegan on Nov. 1. And, because of the firm foundation of their faith in the medium and their knowledge of how Journal television was being developed, they sold time—not one-time novelty shots— but regular contracts at card rates extending over a period of time, most of them 13 weeks or more.

Here’s the signed-up, contracted-for business the WTMJ-TV sales department turned in before the station even went on the air:

They sold WRESTLING in Milwaukee—a show every week for 13 weeks to the Geltzman Brewing Co. of Milwaukee—Dec. 6 through Feb. 26, 1948 . . . at a total cost of $3,500 per show per week.

They sold COLLEGE BASKETBALL (Marquette U. home games) — which itself, too, WTMJ-TV made commercial plans along the same thorough and comprehensive lines as the program and mechanical departments.

Page 30 * December 1, 1947

BROADCASTING • Telecasting

It will soon be
630
in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia—Carolina Seaboard Market.
Fletcher said he was aware prior to beginning Dollars for Answers that Pot O' Gold had been given the go-ahead by the Justice Dept. in 1940.

"While admittedly not determinative of the issue of whether this program was a lottery or not, such action by the Justice Dept. certainly did not discourage continuation of programs of that type," he said.

### Australian, Canadian Radio Farm Editors Speak at NARFD Meet; TV Show Slated

**RADIO FARM EDITORS** from Australia and Canada were scheduled to speak at the fourth annual convention of the National Assn. of Radio Farm Directors, which opened yesterday (Sunday) at the Stevens Hotel, Chicago. Layne Beatty, farm editor of WBAP Fort Worth and president of NARFD, was present at the two-day meeting.

Talks by John Douglass, director of agricultural broadcasts, Australian Broadcasting Commission; Fergus Mutrie, CBC supervisor of farm broadcasts; and A. D. Willard Jr., executive vice president of NAB, highlighted the program, expected to attract 150 association members from all parts of the United States.

A special feature will be a television farm show demonstration, staged by Robert B. Childs of WRGB Schenectady, N.Y., with equipment furnished by WBKB Chicago.

A paper on the latest developments in weather information broadcasts will be read by Harry Downey of the Chicago Associated Press, and one on "Farm Audience Measurement" by Roy C. Park, Ithaca, N. Y.

Besides Mr. Beatty, present officers of NARFD are: Ben Wolter, WMTR Cedar Rapids, Iowa, vice president, and Homer Mertz, KDKA Pittsburgh, secretary-treasurer.

### Staff of New Kalamazoo Outlet, WFGF, Is Listed

**THE STAFF** of WFGF, new 1-kw ABC affiliate in Kalamazoo, has been announced by Harold F. Gross, owner-manager. Charles T. Lynch, formerly with WBRY Waterbury, Conn., is program director.

Others on the staff are: Warren Anderson, of WJIM Lansing, musical director; Barbara Donahue, women's director; Irene Ginthner, also of WJIM, traffic manager; HaroldDummy, and Elved COOKIE; John Eldredge, continuity; and Earl Clayson, sales representative.
ARRIVING with the Friendship Train in New York, Drew Pearson (third from l), ABC commentator who conceived the food train idea, receives congratulations from William Weintraub, head of William Weintraub & Co., New York, agency for Frank H. Lee Co., which sponsors Mr. Pearson's ABC broadcasts, Sundays, 6 p.m. Gathered on steps of New York's City Hall, where Mayor O'Dwyer held the official welcome, are (1 to r): Murray Grabhorn, manager of WJZ, New York key station of ABC; Harry Tremmer, vice president in charge of radio for Weintraub & Co.; Mr. Pearson; Mr. Weintraub; Thomas Velotta, ABC director of news and special events; and William Weintraub Jr., assistant director of radio for the agency.

COMPLETE FM HOOKUP IN YEAR, SAYS BAILEY

TELEVISION networking on a national basis is at least five years away, whereas eight FM regional networks already are operating and at least one FM hookup will blanket the country within a year, Bill Bailey, FM Assn. executive director, told Akron (Ohio) radio dealers Nov. 25 at a four-county meeting sponsored by WAKR-FM.

Dealers were cautioned by Mr. Bailey to see that sets give good service and urged careful training of servicemen. He said that within 90 days dealers will be selling table model FM sets in the $40 price range. He mentioned a number of FM converters now on the market and said a mail order house will soon offer a $29.50 combination converter and FM set with 3-inch speaker.

Dealers who expect to remain in business will find their future in FM set sales, Mr. Bailey said, advising them to tell every customer who comes into the store about FM. Otherwise, he explained, customers who buy AM sets will soon be back wondering why they hadn't been told and demanding a high trade-in toward a receiver with FM.

ELECTRONIC RECORDER

WCAU Philadelphia Introduces

BELT-TYPE DEVICE

ALL PROGRAMS, from sign-on to sign-off, now are being recorded by WCAU Philadelphia with an electronic belt recorder, placed in operation at the station's transmitter tower in Norristown, N.J., a fortnight ago.

Dr. Leon Levy, WCAU general manager, believes the equipment is the first of its kind in a radio station. The new device, a product of Dictaphone Corp., is "the first practical and economical means of keeping a permanent record of what actually goes out over the air and not merely what is in the script," he says.

Similar to equipment used by the Civil Aeronautics Authority in airport control towers, the electronic belt is about the size of a recording machine. It is self-contained and no processing is needed for playback purposes. Programs are embossed on acetate tape, which is folded into compact packages. Two recording cylinders, each capable of taking a half-hour of programming, allow the station to break down its broadcast day into 30-minute segments.

A full month's supply of recorded tape programs will occupy a space 6" wide, 12" long and 3" deep. With each day's programming marked, it would be a matter of seconds to select a particular program for playback. A playback machine is attached to the recorder and an additional one is in the Philadelphia studio.
KLEE

HOUSTON'S NEWEST AND FINEST
5000 WATTS  •  610 KC

FIRST ON THE DIAL IN

HOUSTON
THE LARGEST MARKET IN
THE SOUTH AND SOUTHWEST

→ 5000 WATTS

SELLING HOUSTON—THE CENTER OF AMERICA'S
OIL, COTTON, CATTLE, AND CHEMICAL INDUS-
TRIES—WITH 5000 WATTS PRIMARY COVERAGE!
APPLICATIONS PENDING FOR BOTH F.M. AND TELEVISION

W. Albert Lee, Owner
Ray Bright, Gen. Mgr. • Winthrop Sherman, Prog. Dir.

Watch For The Opening Of

KLEE
MILBY HOTEL
IN THE HEART
OF HOUSTON, TEXAS
to Hold a Healthy Hooper

with a Diet of Straight Classics

Long, long ago—radiologically speaking—the Standard Oil Company of California held a conviction: people—lots of people—would enjoy listening regularly to a weekly hour-long broadcast of symphony music. Furthermore, Standard believed, such a program would build good will and create customers for their oil, gasoline and related products. On October 31, 1926, they backed their conviction with the Standard Hour on three California stations. A year later it became the first sponsored program on the newly-formed NBC Western Network. Now, after 21 years, Standard Hour is the oldest hour-long symphonic program on any network.

By 1940 when Hooper surveys for West Coast programs were instituted, Standard Hour had built itself a backlog of many thousands of appreciative listeners, reflected in a 6.7 average Hooper rating for the year. Current listening holds at the highest level in the program's history,—a 9.3 Hooper rating at the close of 1946 and an average of 7.1 for the first six months of 1947.

Time has proved the soundness of that conviction, held so firmly, so long ago, by Standard Oil of California. People—lots of people—will listen regularly to good music, well played. The success of the Standard Hour is continuing proof that the NBC Western Network gets results year in and year out in the Rocky Mountain and Pacific Coast States. It means that a program on the NBC Western Network will deliver your sales message effectively and efficiently. Ask us for details—today.

SAN FRANCISCO NBC WESTERN NETWORK

A Service of Radio Corporation of America
When the Mid-South is Concerned

WMC should be on your schedule.

Located in Memphis, the hub of a TWO BILLION DOLLAR MARKET, WMC is first in the homes of 684,460 Mid-South radio families.

Tell them your story through WMC for maximum, effective coverage.

First in Memphis year after year according to Hooper

ATTLEST structure in Sacramento is the KFBK-FM antenna, just completed. It towers 300 feet above the ground in the heart of the central business district. The former KFBK-FM antenna, 100 feet high, is at left. The station now broadcasts on 102.5 mc, (channel 275) and its radiated power is 5,400 w. The initial program was aired last February. McClatchy Broadcasting Co. is licensee.

WJLK (FM) Asbury Park Takes to Air With 1 kw

WJLK (FM), "Radio Voice of the Asbury Park (N. J.) Press," went on the air Nov. 23 with an effective radiated power of 1 kw on 104.7 mc, Channel 284. Asbury Park Press Inc. is licensor. Station was launched with a three-hour dedicatory program participated in by New Jersey Gov. Alfred E. Driscoll and other civic officials.

Fifteen local sponsors were heard on opening night, and first week of broadcasting included five remote pickups of local events. Wayne D. McMurray is president and general manager with Thomas B. Tigue station manager.

WBNB, Beloit, Wis. FM Station, Selects Staff

WBNB, new FM station at Beloit, Wis., owned by the Beloit Daily News, and operating with 8.7 kw on 107.3 mc (Channel 297), has completed selection of its staff, Donald L. Dobson, general manager, announces. Station received its final license Sept. 24.

Holding important posts, in addition to Mr. Dobson, who was a practicing attorney in Beloit before entering the broadcasting field, are: Paul W. Collin, formerly with regional sales office of World Broadcasting System Inc., commercial manager; Wallace M. Morton, previously a sales engineering representative for Graybar Electric, Chicago office, chief engineer, and

New FM Stations Told to Get Going

FCC Puts Teeth in Extensions Of Building Time

FCC DEMONSTRATED last week that it will clamp down when it feels an FM grantees is taking too much time getting on the air.

In two separate cases the Commission granted additional time for completion of previously authorized stations—but on condition that they be in interim operation by the time the additional period expires.

The grantees were WPDQ Jacksonville, Fla., and Southern Broadcasting Corp., San Antonio. WPDQ, which received its grant for an FM affiliate in July 1946, was allowed 60 days' additional time. Southern, granted a CP in December 1946, was given 90 days. In each case the extensions were authorized "on condition that applicant commence interim operation on or before" the extended completion date.

FCC sources said that for some time, in line with previous policy announcements, the Commission has been more carefully screening requests for additional time, and that the conditional clause probably will be used in future extensions where grants have been outstanding for relatively long periods, unless there appears ample justification for the delays.

Capital Case

FCC authorities said the only previous case in which the conditional clause was similarly used was in an extension granted recently for completion of Capital Broadcasting Co.'s WJJD (FM) Annapolis, Md.

Meanwhile, in other FM actions last week the Commission issued a Class B grant, subject to engineering approval, to Harding College's WHBQ Memphis, and granted the request of KGPS Shawnee, Okla., to have its own FM grant cancelled for want of enough FM receivers in the area.

KOFF, which received its FM construction permit in October 1946, told FCC that there are not more than 150 FM sets in Shawnee and few or none in adjacent rural areas, and therefore it was felt advisable to give up its FM plans.

The WMFJ adjunct had been assigned 97.5 mc (Channel 248).

The conditional grant issued to WHBQ was for 96.5 mc (No. 228).

FCC also reported that it had substituted Class B Channel 290 for No. 238 at Boston, in order that an additional Class A channel—No. 258—might be made available there.

Brenna Stell, former music director of WCLO Janesville, Wis., musical director.

Ted Rockwood is announcer, Art Henning operator and Doris Glos, receptionist at WBNB. Wayne Hill and David Hananan are part-time announcers and Ralph Van Keuran serves as part-time operator.
ELLWOOD CITY IS 100%. Ellwood City, Pa. (population 16,000; trading area, 25,000) is typical of the Pittsburgh area. It has 29 diversified industries. 83% of the people own their homes. And according to BMB, 100% of Ellwood City's radio listeners tune in KDKA during daylight hours (98% at night). Such listener-loyalty is characteristic of communities in the nation's sixth market.

In the BMB 90-100% class, KDKA has 19 daytime counties and 24 nighttime counties. Altogether, BMB credits 1,159,910 daytime families and 1,303,520 nighttime families to Pittsburgh's favorite station.

KDKA's widespread following is essential to advertisers seeking to sell the Pittsburgh area, an industrial and agricultural market in which two-thirds of the people live outside the city limits. See NBC Spot Sales for costs and availabilities.

KDKA, Pittsburgh. 50,000 watts, NBC affiliate. Westinghouse Radio Stations Inc. (KEX, KYW, WBZ, WBZA, WOWO, KDKA). Represented nationally by NBC Spot Sales—except KEX. KEX represented nationally by Free & Peters.
AWB DIST. 9 TO MEET IN CHICAGO DEC. 12
FIRST DISTRICT 9 regional conference of the AWB-NAB will be conducted at the Hotel Sherman in Chicago Dec. 12, 13, 14, when women broadcasters from Illinois and Wisconsin will gather to discuss major topics to women in the industry.

Heading the group to serve as conference program planning committee are Nancy Greer, director of women's programs for WTMJ Milwaukee, who is regional chairman; Dorothy Lewis, national vice president of AWB-NAB, and Elizabeth Marshall, Chicago Radio Council program director and Illinois state chairman. In addition, women representatives from advertising agencies and industrial trade groups and local Chicago station representatives will participate in formation of the program.

REVAMPING of its sales personnel staffs, recently separated into national spot and local sales departments of NBC Central Division and O & O station WMAQ Chicago, brings together members under new setup. Seated (1 to r) are: George Hallemann, WMAQ salesman; E. C. Cunningham, ass't sales manager of WMAQ; Oliver Morton, manager of both departments; Robert Ewing, ass't manager of national spot sales, and William Brewer, national spot salesman. Standing (1 to r): George Morris Jr., WMAQ salesman; Frank DeRosa, traffic manager of WMAQ; George Greech, spot sales traffic manager; Howard Meyers and Robert Flanagan, national spot salesmen. John McPartlin, also member of national spot sales, is not shown.

AWB CONTEST WINNERS TO BE CHOSEN JAN. 5
WINNERS of the Assn. of Women Broadcasters awards for best letters on "My Favorite Radio Program"—and Why" will be selected Jan. 5 by a committee at the Waldorf-Astoria, New York. Prizes will be awarded in mid-January.

Contest was part of the National Radio Week. A de luxe contest will be awarded the national winner by the Radio Manufacturers Assn., with 17 consoles for regional winners. Letters are being screened by local judges, with the best from each station to be submitted to the national judges.

Deadline Postponed
NAB has postponed deadline for submission of state winners' transcriptions in the "Voice of Democracy" to Dec. 10. The change was made because Junior Chambers of Commerce permitted late entries in some cities. The contest was conducted among high schools as second competition featured during Radio Week.

Judges for the "Voice of Democracy" contest were to have met in Washington Dec. 5, but NAB was expected to defer the meeting because of the deadline postponement. They will choose the four national winners, who will receive $500 scholarships offered by NAB and RMA.

Members of the board of judges for the high school contest are:
Gen. Omar N. Bradley, Administrator of Veterans Affairs and Chief of Staff; Gen. Edward J. Meehan, National Director of Christian and Jews; Albert N. Williams, Saturday Review of Literature; Mrs. Henry R. Christman, General Federation of Women's Clubs; Louise Nelson, chief time buyer, J. Walter Thompson; Pauline G. Mandon, Phoenix News Bureau; Natalie Pinkston, Girl Scout; Mildred Sullivan, National Board of YWCA; Mrs. Arthur B. Diehl, National Council of Women; Elizabeth Forrester, Newsweek; Mrs. George Fielding Eliot, Women's Action Committee; Elizabeth M. McTee, Camp Fire Girls; Dorothy Wright, Daughters of the American Revolution.

Hearings on ATL Courses Are Reopened in Chicago
HEARINGS on all alleged misrepresentation by American Television Laboratories Inc., Chicago, of its correspondence courses dealing with instruction in television and radio were reopened in Chicago last week by the Federal Trade Commission.

Complaint was originally issued by the FTC in May 1944 and amended Aug. 18, 1944 to include, in addition to U. A. Sanabria, the following persons as respondents: Samuel R. Rabinoff, Elmer D. Carter, Lee DeForest (radio pioneer), A. J. Cole and J. M. Shadrack.
**WHAT**

KFRM is the "long arm" that reaches westward with KMBC programming to enable KMBC to be the first and only Kansas City broadcaster to offer complete coverage of the Kansas City primary trade territory. KFRM is the western half of the KMBC-KFRM Team.

**WHO**

Benefits? Listeners and advertisers alike. Now, advertisers can get what they want—complete coverage of the Kansas City trade territory from one broadcaster—The Team of KMBC-KFRM. Listeners can hear programs from their trade capital.

**WHY**

Was KFRM needed? Because it teams with KMBC to offer central and western Kansas advertisers economical, complete coverage of the Kansas City trade territory. And because the KMBC-KFRM Team features high-quality rural programming heretofore not available to a large section of the trade territory.

**WHERE**

KFRM is in north-central Kansas and Kansas City, simultaneously. KFRM's transmitter is many miles from Kansas City, but KFRM is programmed direct from KMBC in Kansas City. KFRM's transmitter location insures complete coverage of the Kansas City trade territory.

**When**

KFRM will broadcast KMBC programming sunup to sunset, and is available as a team with KMBC, and individually.

---

**KMBC • KFRM**

**of Kansas City**

**for Kansas Farm Coverage**

Represented Nationally by Free & Peters, Inc.

_Broadcasting • Telecasting_
QUEENS HOUSEWIFE MATCHES WITS WITH JOHN REED KING IN RADIO QUIZ SHOW

The Missus Goes A-Shopping

Mrs. George J. Barnes of Forest Hills recently realized a five-year ambition. She was selected to be a contestant on WCBS’ madhouse quiz, “The Missus Goes A-Shopping”.

Mrs. Barnes was just one of hundreds of hopeful spectators (the program plays to a capacity audience of 5,500 weekly!) enjoying the pre-broadcast clowning of emcee John Reed King and assistant “Uncle” Jim Brown. Then, her ticket stub number was called and she was onstage!

After an enlightening and amusing discussion of the topic, “Would you marry for love or money?” the question-and-answer session began.

Novice or no, Mrs. Barnes fared extremely well. She answered all her questions correctly. She won the surprise prize of the day. At program’s end, she walked off with a trim hand vacuum and a steam iron for herself plus toys for her children.

Asked how she had enjoyed her radio debut, Mrs. Barnes said, “It was easy. I got so interested in what Mr. King was saying, I forgot the microphone and the audience out front.”

The Missus is easy listening too. That’s why approximately 300,000 families in the New York area hear it daily. Interesting, productive programming—reflected in such shows as: “Arthur Godfrey”, “Phil Cook”, “Margaret Allen”, “This Is New York”, “Hits and Misses”, as well as “The Missus Goes A-Shopping”—is a WCBS specialty. Why not let us or Radio Sales find the right WCBS program for you?

*New York Area Radio Diary, 1947
TOPIC OF THE DAY. "Would you marry for love or money?", didn't upset Mrs. Barnes' equilibrium a bit! To everyone's delight, she emphatically stated that love was nice... BUT!

CAPTIVATING KING ably assisted by "Uncle Jim" gives this contestant a special "prize" for knowing the correct answer.

THERE'S NO BUSINESS like the monkey business that goes on during a MISSES warm-up period. This unsuspecting contestant thought she was rubbing noses with her husband, who came along for moral support.

A WOMAN CAN CHANGE HER MIND but not on air-time. John has problems with winners who can't decide which of the wonderful prizes they want. Mrs. Barnes was no trouble... she knew!

ON THE AIR! At home 2 days later, our contestant and her friends hear the transcribed broadcast of program.
Sure KDAL listeners are loyal. They like that clear as the winter air reception they get on that far-reaching 610 frequency. If you want to sell the north country market, KDAL can do the job for you. Contact Avery-Knodel Inc. and learn why.

**SCARED STIFF**

Duluth, Minn.—“I need a bodyguard,” pleads Otto Mattick, out on a 3-state survey of KDAL’s new 5000 watt coverage, “it ain’t safe in KDAL-land asking someone whether they listen to KDAL. They figure you’re a smart aleck asking such a question.”
ACE DETECTIVE
One of radio's slickest sleuths. He's wise-cracking, hard-hitting Ross Dolan, Detective, played by William Gargan, popular Hollywood tough guy. His adventures are packed with action, suspense and thrills!

GOOD ON THE DRAW
The man's got terrific drawing power! Formerly known as "I Deal in Crime," Ross Dolan, Detective, snagged an 8.6 as a sustainer... later brought in a walloping 10.3 for his client!

HAS TIME ON HIS HANDS
... And not just ordinary time either! It's outstanding network time. Ross Dolan, Detective, broadcasts on Saturdays at 8:00 pm EST... immediately followed on ABC by Famous Jury Trials, Gangbusters, Murder and Mr. Malone, and Professor Quiz. Somebody smart is going to grab this quick. Why not you?

Ross Dolan, Detective
Saturdays, 8:00 pm, EST
ABC Program Department
Circle 7-5700

Also Available:

SO YOU WANT TO LEAD A BAND
Mondays, 9:30 pm, EST.
Sammy Kaye and his orchestra in a sparkling, low-in-cost variety show.

THE OPIE CATE Show
Mondays, 8:30 pm, EST.
Hilarious situation comedy about a small-town boy in the big city. New star, new show!

The Adventures of Bill Lance
Sundays, 5:00 pm, EST.
A sure-fire adventure series with a new hero—a reluctant, mult-talented sleuth/laughting stock!}

Candid Microphone
Thursdays, 8:00 pm, EST.
A well-acted, multi-character, half hour story of everyday events...
N. Y. Retailer Compares
Other Media, Offers
Suggestions
By MURRAY M. SPITZER
Assistant Advertising Manager,
Revlon Products Corp.
WHEN Thomas F. Joyce was manager of RCA television department, he predicted that within 10 years television would be fully commercialized, and a "billion dollar industry." Comparing radio and television on a basis of retailer's expenditures, he pointed out that only a small fraction of department store advertising monies go into radio advertising.

It is apparent today that the retailer is becoming more and more interested in television. He reads and hears about television's readiness to capture the market; about color television; about approximate costs of sets to consumers. And he is exposed to the theories of enthusiasts who are inclined to view optimistically the potentialities of television, without considering the enormous production costs that lie ahead.

Advertiser's Questions

The potential television advertiser of the future will want the answers to these pertinent questions:
1. How much will it cost to produce a television show?
2. How can advertising costs be kept low when using this new medium?
3. Will tele-advertising exclude other media from the advertising budget?

To throw some light on these questions, let us compare production costs between media.

For instance, take newspapers, which receive approximately 58% of the retail advertising dollar. In New York, the open rate for a full page in The New York Times costs $3,380 on weekdays, or $1.40 per line. On Sundays, the open rate for the main section is $2.10 per line, and $1.80 for the balance of the paper. The Times's contract rate for 100 thousand lines is slightly lower. But these figures do not include art and production expenses.

A little more than 1.5% of the retail advertising budget is spent on magazine advertising. When a department store advertises in Harper's Bazaar or Vogue, cost of space for a full page in black and white is approximately $1,900. Other cost, such as art, type, engraving, and so on might come to another $300. Total: $2,200. For a four-color job, it would be safe to estimate double the expenditure of a black and white ad. Cost: About $5,000.

However, the medium most often compared to television is radio. According to the National Retail Dry Goods Assn., 4% of the ad budget of the medium to large size retailer is assigned to broadcasting. For specific example of how these dollars are spent, look at the half-hour radio show.

Production Costs

You can assume that this type of production consists of a five-piece orchestra, three actors, an announcer, a writer and a director. According to the Standard Rate and Data Book, the announcer is paid approximately $25, and musicians receive $18 per man, with, let us say, $90 extra for the leader of the band. So far, the total is $145.

AFRA scale for the three actors is, roughly, $24 per person, including one hour of rehearsal time. Pay checks for writer and director add up to another $100. Exclusive of time charges which vary according to hour and area coverage, the grand total is $310.

Now we examine a video show on a similar basis. In addition to the musicians, actor, announcer, etc., so necessary for radio production, a television show would also require at least two cameramen and their assistants, an assistant director to watch for and hand out cues, a stage manager, costumer, scene designer, make-up man, and a stage hand or two. Moreover, in television, actors will require more time to memorize their parts. It will not be possible for the cast to take their scripts directly to the microphones, as is done in radio today.

So, without even considering air time or line charges, the retailer will have a juicy bill to ponder over! How can he possibly meet the cost of all these artists and technicians, presuming he wishes to produce such a television show?

The first probable means lies in the cooperation of national manufacturers. Now, as during the war,
IF IT'S LIONS YOU WANT...
Use a .416 Rigby in Kenya Colony!

IF IT'S SALES YOU WANT...
Use WTIC in Southern New England!

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

WTIC

DIRECT ROUTE TO SALES IN Southern New England
The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network
Represented by WEED & COMPANY - New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood
Public service...

Actions are louder than words at the seven Fort Industry stations. Quietly, conscientiously, day after day, they have served the interests of more than 350 public service organizations during 1947...bringing their messages to giant audiences in seven leading markets.

Here, in their respective areas—stretching from Michigan to Florida—are only a few of the many 1947 public service records of the Fort Industry stations:

**WGBS, Florida’s most powerful station ★ CBS—Miami**

- Miami Weather Bureau
- Hurricane Advisory Center
- Miami Junior Chamber of Commerce
- American Legion Posts of
- Dade County
- AMVETS
- Greater Miami Airport
- Association
- North Dade County
- Chamber of Commerce
- Military Order of The
- World Wars
- Navy League of Greater Miami
- William A. McAllister Post,
- Veterans of Foreign Wars
- Military Order of The
- Purple Heart
- B'hai B'rith Council of
- Greater Miami
- Marine Corps League of
- Greater Miami
- United Daughters of the
- Confederacy
- Coral Gables Junior
- Chamber of Commerce
- D. A. R. (Everglades Chapter)
- Everglades National Park
- Commission
- Miami Woman's Club
- American Red Cross
- Community Chest of
- Dade County
- Florida State Board of Health
- Dade County Health
- Department
- Lighthouse for the Blind (Miami)
- American Cancer Society,
- Dade County Chapter
- American Tuberculosis
- Association, Dade County
- Chapter
- Blood Bank of Dade County
- C. A. R. E.
- Florida Ass'n for Crippled
- Children & Adults
- Florida Children's Committee
- Mental Health Society of
- South Florida
- Florida State Vocational
- Rehabilitation Service
- Safety Education Division,
- City of Miami
- Maternal & Child Welfare
- Department, City of Miami
- South Florida Humane Society
- Family Service Bureau of
- Dade County
- Dade County Board of
- Education
- University of Miami
- University of Florida
- Dade County Classroom
- Teachers Association
- Florida State College
- Adult Education Division
- (Dade County)
- Barry College for Women
- (Miami)
- Miami Senior High School
- 4-H Clubs of Dade County
- Future Farmers of America
- (Dade County Chapters)
- Future Homemakers of America
- (Dade County & Florida
- Chapters)
- Florida State Fair
- Florida State Department
- of Agriculture
- United States Department
- of Agriculture
- Florida State Horticultural
- Society
- Florida Farm Bureau
- Florida State Extension Service
- Florida State Market Bureau
- Dade County Junior Red Cross
- Dade County Girl Scout
- Council
- Miami Children's Theater
- Local Youth Centers
- Dade County Board of
- Commissioners
- Miami Police Department
- Coral Gables Police
- Department
- City of Miami
- City of Miami Springs
- Veterans Administration
- Exchange Club
- United States Navy
- Miami Air Depot
- United States Army
- Miami Recruiting Office
- United States Marines
- (Miami Recruiting Office)
- Veterans Administration
- United States Treasury
- (South Florida district)
- United States Treasury
- Department
- United States Postoffice
- Department (Miami)
- United Council of Church
- Women
- Dade County Citizens
- Food Committee

**WMMN, Fairmont, W.Va. — 5,000 Watts, CBS in Monongehela Valley**

- Community Chest
- Marion County Red Cross
- Marion County Ministerial
- Association
- Union Rescue Mission
- Veteran's Administration
- United States Army
- United States Navy
- United States Marines
- Fairmont State College
- West Virginia University
- Marion County Tuberculosis
- Association
- American Legion
- Veterans of Foreign Wars
- C.A.R.E.
- Marion County Social Hygiene
- Marion County Cancer Society
- United States Treasury
- Fairmont Children's Theatre
- Church World Service
- N.A.A.C.P.
- Disabled American Veterans
- Alcoholics Anonymous
- Junior Chamber of Commerce
- Rotary Club
- Lions Club
- Kiwanis Club
- Exchange Club
- National Guard
- F. H. A.
- Safety Council
- West Virginia State Police
- Student Nurses
- West Virginia Veterans
- American Legion Auxiliary

**WSPD, the voice of Toledo, NBC**

- Toledo Board of Education
- Y. M. C. A.
- Toledo Community Chest
- Toledo Chapter Red Cross
- Toledo Citizens Food
- Committee
- Toledo Museum of Art
- Toledo Council of P. T. A.
- U. S. Army Recruiting
- U. S. Marine Recruiting
- U. S. Navy Recruiting
- U. S. Coast Guard Recruiting
- Daughters of American
- Revolution
- Friends of Music
- War Assets Administration
- Boy Scouts of America
- United States Treasury
- Department
- Catholic Youth Organization
- Toledo Chamber of Commerce
- Old Newsboys Association
- Ohio State Safety Council
- United States Employment
- Service
- Toledo Chapter American
- Cancer Society
- Public Library
- Veterans Administration
- Zonta Club
- Town Hall
- "Friendship Train"
- Findlay High School
- Toledo Union Station
- Business and Professional
- Women's Club
- Employ The Handicapped
- Week
- International Institute
- Knights of Columbus
WAGA, Atlanta's Most Progressive Station

Community Chest
Veterans Administration, Atlanta Office
U. S. Army, (Atlanta recruiting)
American Legion, Atlanta Post #1
Department of Commerce, Atlanta Office
11 Local High Schools
Atlanta Area Council, Boy Scouts of America
Rehabilitation Division, Ga. Dept. of Education
Atlanta Chamber of Commerce
United Daughters of the Confederacy

American Cancer Society, Atlanta Chapter
Baptist Training Union
Junior Achievement
Boy's Estate
Georgia State Forestry Division, Department of Conservation
Atlanta Police Department, Traffic Division
University of Georgia, College of Agriculture
Atlanta Street Better Homes Committee
Fulton County Health Department
Yaarab Temple, Mystic Shrine
4-H Clubs

Optimist Club
Jolly Homes for Children
Parks Division, Department of Conservation
Atlanta Civic Theatre
Agnes Scott College
State Department, State of Georgia
Atlanta Retail Credit Association
Y.M.C.A.
Alcoholics Anonymous
American Red Cross, Atlanta Chapter
Atlanta Women's Chamber of Commerce
Southeastern Fair Association
Georgia Agriculture

& Industrial Development Board
3rd Army Headquarters
United States Army
Atlanta Federation of Women's Clubs
Veterans of Foreign Wars
American Legion
Atlanta Chapter
Atlanta City Council
Atlanta Moonlight Opera
United States Naval Air Station, Chamblee, Ga.
Aidmore Hospital for Crippled Children
Atlanta Historical Society

WLOK, Lima's NBC voice in a great test market

American Legion
Better Business Bureau
Boy Scouts
Business and Professional Women's Club
Daughters of the American Revolution

Lima Fire Department
Junior Chamber of Commerce of Lima
Junior Service League of Lima
Lima Community Players
Lima Friends of Music

Lima Public Library
Ministerial Association
National Guardsmen
American Red Cross
Social Security
Soroptimist Club
Tuberculosis Association

United States Army
United States Marine Corps
United States Navy
United States Naval Reserve
Veterans Administration

WJBK, Detroit—the new WJBK now broadcasting only in English

American Cancer Society
Mercy Hall Hospital
Naval Air Reserve
National Safety Council
Boy Scouts of America
National Foundation of Infantile Paralysis
University of Michigan
Michigan National Guard
League of the Handicapped

United States Air Force
United States Navy
United States Marines
Automobile Manufacturers Association
Detroit Federation of Women's Clubs
Detroit Public Schools

Highland Park Board of Education
Detroit Public Library
Michigan Unemployment Commission
Detroit Community Chest
Old Newsboys' Goodfellow Fund
Michigan Department of Conservation
Wayne University
University of Detroit
Damon Runyon Cancer Fund
United States Treasury Department
AMVETS
Disabled American Veterans
V. F. W.
American Legion

WWVA, Wheeling, W. Va., 50,000 watts covering the golden triangle...Ohio, Pennsylvania, West Virginia—CBS

Wheeling Ministerial Association
St. Joseph Cathedral
St. James Lutheran Church
United Presbyterian Church
Holy Name Society
(Seubenville, Ohio Diocese)
Fourth Street Methodist Church, on "WWVA Church Time"
Salvation Army
YMCA and YWCA
Bethany College
West Liberty College
West Virginia State University
Ohio County Board of Education
28 Local High Schools

participating in "Junior Town Meeting of the Air"
Oglebay Institute
U. S. Army, Navy, Marine & Coast Guard Recruiting Service
Boy Scouts
Girl Scouts
American Red Cross
Community Chest Fund
Wheeling Symphony Society
Greater Wheeling Celebration Committee
Veterans Administration
Department of Public Safety, State of West Virginia
Office of Governor of State of West Virginia

Office of Governor of State of Ohio
Health Department, State of West Virginia
National Safety Council
C.A.R.E.
United States Treasury Bonds
Wheeling Fire Department
West Virginia Conservation Committee
Department of Unemployment Compensation
United States Department of Labor
Jefferson County Farm Bureau
Cooperative Association
War Assets Administration

Damon Runyon Cancer Drive
Ohio Valley Board of Trade
West Virginia National Guard
National Foundation for Infantile Paralysis
American Legion
AMVETS Convention
Ohio County Wild Life League
Wheeling Ohio County Airport
Ohio Valley General Hospital
Bethlehem Community Association
City of Wheeling Council
Civilian Committee for Celebration of Navy Day
Wheeling Business & Professional Women's Club

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WJBK, Detroit, Mich. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla.
Editorial

Greatest Story: Untold

CONGRESS is in special session. Consideration of matters other than the emergency relief crisis is unlikely. But Congress can scan other legislation preparatory to the regular session in January.

Radio may fall in that latter category. Chairman White of the Senate Interstate Commerce Committee hasn't forsaken his bill to rewrite the Communications Act of 1934 on which hearings were held last June. S. 133 is being re-drafted. Senator White hopes to get it out of committee, fully approved, before the session ends. Then he will press for Senate passage at the regular session—which he says will be his last before he retires from public life.

Senator White's original bill exploded in radio ranks with atomic force—this despite the fact that for years he had been regarded as radio's best legislative friend. Except for its capsule-like provisions, few words were spoken in its favor. NAB President Miller led radio's virtually solid front in opposition. The gist was that the White Bill made a shambles of the Bill of Rights as it applies to radio; that by legislative fiat it would make the FCC responsible for over-all program and business regulation of radio.

Radio cannot afford to turn a deaf ear to Senate Committee reactions. Senator White is embittered. He views radio as his legislative legacy. It would be trifling with fact to say that a majority of his committee would not go along with any reasonable measure proposed by Senator White. Most of the Senate would follow him on radio.

We doubt whether Senator White's rewritten bill will be regarded as satisfactory. Anything short of a reversal of approach, which would place radio on equal footing under the First Amendment with other media of free expression, would be objectionable. Judge Miller asserts it may take 100 years to achieve for radio its rightful heritage of freedom. Only one ignorant of the facts would take issue. But, by the same token, it is evident that radio has fumbled the ball. Too many broadcasters are content to pay their NAB dues and forget that it is their license that is at stake, a responsibility to be shared by the radio industry as a trade association or a network. It is their freedom and the freedom of their listeners.

The story of radio hasn't been told to Congress or the public. It is a story that must be told incessantly. The vocal minorities are needed because they're at it all the time. That's why there's a Securities & Exchange Commission; why the motion pictures are subject to review boards, which are tantamount to censorship.

If the NAB has fallen down, broadcasters are responsible, for the NAB is a voluntary association, set up to do the bidding of organized broadcasters.

Radio's worst shortcoming is its failure to indoctrinate Congress with the great story that is radio and what a reasonably free radio has achieved. Call it by its name, "lobbying," if you will. Is it any different from American concepts to plead one's case in Congress or with members of Congress? Have not the anti-radio minorities been doing just that? Some in radio feel there's a sinister connotation to registration under the letter of the law. The FCC, some of the Congressional Record—the first of the new session—carries literally hundreds of names of men high in trade association, legal and other pursuits who are so registered. They represent newspaper, magazine, motion picture, and other interests. But the name of radio appears nowhere on those rolls.

To argue in behalf of one's freedom (or to lobby) is the very essence of democratic government. Through radio's microphones (and now its iconoscopes) radio lobbies in behalf of the interests of all—all save itself.

The public hasn't the slightest notion of what will happen to their radio if the grip of Government tightens. Radio's story telling has been too high-sounding, too ethereal, too interminant—just words.

You can argue codes, creeds, allocations and music until sign off. It doesn't mean a thing. If this greatest story remains untold, A Government-kept radio would be a sign of decadent democracy. But so few seem to recognize that.

FCC Fiscal Farce

WHOLLY apart from any consideration of the White Bill, we harbor Leader White, or some other considerate legislator, will do something about the pay plights on the FCC. Commissioners receive $10,000 per annum, which rephrases no increase over the stipend fixed in 1927 when the Radio Commission was created. Department heads and their assistants get nearly as much under the war-revised schedules.

For better or worse, Chairman Denny quips because of the pay. There are well-founded reports that others are considering the same course (and we wouldn't shed too many tears if the lightning struck once). A number of good men would be interested in getting on the FCC, or sticking with it, if they could make ends meet.

A simple amendment to the existing law would do it. We think the pay increase should be to $15,000 a year. If Congress waits for the legislative mills to grind out an entire controversial bill, the FCC may have on its rolls a flock of third-raters who couldn't earn $10,000 elsewhere.

'My Son, My Son!'

H. V. KALtenborn, a timeless mouthful on the commercial broadcasting scene, last week may well have mused, with King Lear: "How sharper than a serpent's tooth it is to have a thankless child." Mr. Kaltenborn's son, Rolf, was busy at a project which, if successful, would do the old man out of a job.

Rolf, sometime instructor at Yale U., writer, lecturer and, for his years, a veteran critic of U. S. broadcasting, and revived the old subscription radio plan (see story this issue). Rolf was promoting his plan in a series of lectures which left no doubt as to his determination not only to bite the hand that had fed him (and handsomely) but perhaps chew it off to the wrist.

The title of one of his recent lectures, at Bradley U., Peoria, Ill., was "Radio—from Politicians and Hucksters." American broadcasting, Rolf pronounced on this occasion, "is nothing but a gigantic billboard which we introduce into our homes."

Rolf's revelation probably came as a surprise to some of his audience who earlier that very night had doubtlessly heard one of the most familiar voices in radio. It was H. V. Kaltenborn broadcasting his nightly news analysis on behalf of—whisper the hated word—a sponsor, Pure Oil.

Our Respects To—

CHARLES HOWARD LANE

CHARLES HOWARD LANE, son of a small town banker, chose journalism as a career that would be far removed from the formal and unexciting world of high finance—his decision to become a member of the Fourth Estate and his present occupation as director of broadcasting for Field Enterprises Inc., Mr. Lane has had a good cause to appreciate his father's early guidance. For, as director of Marshall Field's radio empire, encompassing WJJJD Chicago, WSAI Cincinnati, KOIN Portland Ore., and KJR Seattle, he has far more use for sound business judgment than the flair for colorful copy that marked his brief newspaper career as a reporter for the Fresno (Calif.) Bee.

Howard (his first name has long since been dropped) Lane was born May 30, 1908, in Cameron, Ill., and remained in that vicinity until he was 10 years old. When the Lane family moved to Fresno, Howard felt the same pioneering thrill that made the early 40ers brave Indian attacks, or the sense of an uncertain future. He was mildly disappointed when Fresno turned out to be a prosperous city, complete with electric lights and running water.

It was at Stanford that an automobile accident narrowly missed putting an end to both his life and his career. When he came out of the coma, doctors told him the grim news: A broken back, a dozen or more fractures of the arms, legs and ribs. For two and a half years Mr. Lane spent most of his time in hospitals and doctors' offices learning to walk. He not only recovered completely but in the interim got into broadcasting readies, back numbers of Literary Digest, Colliers and The American Journal of Digestive Diseases.

Because his treatment required him to go to hospitals in San Francisco, Howard transferred to the U. of California where he stayed for two semesters. Once he was able to walk without crutches he returned to Stanford where he graduated in 1930 with a B. A.

Fortified with a diploma he entered a brave new world that was coming to grips with a new economic malady diagnosed as a "depression," and the offer from his old boss at the Fresno Bee of a $25-a-week job on the sports desk was eagerly accepted. He might still be (Continued on page 30)

Page 48 • December 1, 1947

Broadcasting • Telecasting
Better Service, more of it

...FOR 1948

Better service, more of it, at economical cost! That is what the Scheduled Airlines of the United States are hanging on the nation's Yule tree... for everyone's use and benefit today and in the months to come. The Airlines have more than doubled their early post-war seating and freight capacity—an all-time high in number of planes, number of seats, number of daily flights. There is new operating efficiency, new comfort and convenience, new streamlined methods of serving you on the ground. No matter where you live or where you're going—first-time passenger or old-timer—more than ever... it pays to fly!

Air freight rates are now so low that hundreds of new commodities now go by air at a saving. Air mail is only 5¢. Passenger fares can save you money too! So travel, ship and mail... by air! Call the nearest Scheduled Airline office or your travel agent for reservations. This advertisement is sponsored by the nation's scheduled Airlines and leading aviation manufacturers.

Air Transportation Strengthens America

THE SCHEDULED AIRLINES OF THE UNITED STATES
Respects

(Continued from page 48)

pounding out a sports column if a newscaster on KMJ had cared to heed the advice against imbibing of the cup that cheers. When the newscaster was dismissed, Mr. Lane stepped into the breach and became, overnight, a commentator. Since the station was owned by the paper his only reward was the start of a career that has paid off handsomely.

Mr. Lane's ability as a news commentator soon brought on added duties until, in 1932, he was appointed station manager. Three years later he transferred to Sacramento as business manager of the five McClatchy-owned stations. The next seven years he not only learned the fundamentals of successful radio management but established an enviable record for sales and public service activities which led to his election to the board of directors of District 13 (California) of the NAB in 1939.

Mr. Lane was re-elected to that body in 1941 but resigned one year later to reverse the old maxim by Greetly. He moved east to Chicago on the invitation of CBS and later to New York as station relations manager for CBS Central Division.

In that capacity Mr. Lane not only performed yeoman service in the essential job of keeping affiliates happy but made scores of friends in the industry. His work was so well liked that in November 1943 CBS moved him further east to New York as station relations director for the entire network.

The came a new turn in Mr. Lane's career. By 1946 Marshall Field 3rd already had made the influence of his wealth felt with the purchase of WJJD in Chicago and WSAI in Cincinnati and felt the need for further expansion. But his first requirement was the services of a man thoroughly grounded in radio management. A telephone call to Mr. Lane quickly solved the problem.

On Oct. 1, 1945, Mr. Lane resigned at CBS to become director of broadcasting of Field Enterprises (which also included the PM, Chicago Sun-Times, Simon & Schuster, and Quarrie Corp). His first task was to establish WSAI, which had been a poor relation of its parent station, WLW, as a power in a major market. He took steps to bring that about by appointing one of radio's best known salesmen, Lou Avery, to act as national representative, and by putting in as manager a man who had made a record as a top-notch program specialist, Robert Sampson, formerly of KWK St. Louis.

Upcoming Events

On Mr. Lane's calendar of upcoming events are such matters as attendance at the next meeting of the NAB Board of Directors, to which he was elected during the recent Atlantic City convention; selection of equipment and personnel for WFMF, the FM sister station of WJJD, and for KIN-FM and WSAI-FM. Further ahead for 1948 is the construction and operation of Field Enterprises' first television station (channel applied for), which it is hoped will become the recent purchase of the Chicago Times.

One of radio's busiest men, Mr. Lane, now only 39, also finds time to worry about the crops and his herd of Holstein cattle at the 135-acre farm. The farm and his 10-year-old son, Charles, are his two chief hobbies. More for convenience than for any love of golf, he belongs to the Sunset Ridge Country Club in Winnetka, Ill., the Washington Athletic Club in Seattle, and the Arlington Club in Portland.

Mr. Lane is married to his college sweetheart, the former Marie Waterman. The family lives in Sunset Ridge in suburban Northfield.

As Mr. Field expanded his radio interests by purchasing KIN (5000,000) and KJR ($700,000) Mr. Lane went over all available prospects for the management of the stations and came up in Portland with a local candidate who was already on the payroll. H. H. (Harry) Buckendahl was promoted from commercial manager to station manager of KIN, while retaining his former capacity. In Seattle Mr. Lane appointed J. Arch Morton, former Pacific Coast sales manager of CBS, as manager of KJR. Another Lane appointment was Robert Boulawre as commercial manager of WSAI, who resigned at Procter & Gamble after 10 years in the radio department.

Mr. Lane has been Mr. Field's right hand in final choice of station properties and his judgment has been well-734ed. The world's largest, book Field Enterprises expects to realize at least 20% or more profit in 1947 on its investment.
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
TV's Future (Continued from page 44)

Many manufacturers' plans to give advertising allowances and direct promotional aid to the sellers of their products. Radio, direct mail, and classified advertising will benefit. Television too will be used, on a share-cost basis.

Teletroupe

The sales-minded manufacturer will sponsor "teletroupe." As compact performing units, they will travel from city to city, appearing in department stores advertising will be used. It becomes known as the Westhouse Video Players.

After a presentation is whipped into shape, an itinerary is planned and the production department of Westhouse is formed. This trip can be arranged so that the company and its retailers share expenses; perhaps 70-30, 60-40, or 50-50.

Upon receiving notice that the Westhouse Video Players will arrive in its city, the department store manager sets aside a section of the department, the Westhouse products are given promotional prominence and display. The store's publicity department launches a well-planned campaign. All advertising carries announcements of the players' arrival and the date of the telescast.

Finally, the production is televised. With full cooperation between the retailer and Westhouse Co. and a thorough sales promotion job, resultant sales of appliances and kindred lines should soar.

New York Total

Incidentally, according to an article in Life magazine of May 27, 1946, there were approximately 5,500 television sets in New York, with total audience of 29,000. This audience viewed Standard Brand's telescast, The Hour Glass, which cost the company $4,000. Life reported that Standard Brands received from the public only two fan letters. Both, it was noted, liked the show.

The same sponsor broadcasts a Sunday night show to reach 20 million people, at $20,000 per broadcast. Obviously, wealthy Standard Brands can afford to pioneer and experiment, in order to get on the air. But, it was not so.

The same sponsor broadcasts a Sunday night show to reach 20 million people, at $20,000 per broadcast. Obviously, wealthy Standard Brands can afford to pioneer and experiment, in order to get on the ground floor with the tremendous television audience.

The retailer, on the other hand, is deeply serious regarding immediate sales. On this premise, Gimbel's of Philadelphia promoted a television show in cooperation with Philco, in the fall of 1945. It featured "store-to-store" broadcasting. Publicity value and direct response in consumer traffic succeeded all expectations.

After that time, Gimbel's telescast a show once a week on WPTZ, 15 weeks periods. Results, based on 752 set owners, ranged from 0.7% to 7.1%. Considering limitations, these figures seem to indicate the tremendous role this powerful medium will play in merchandising.

Another means whereby the retailer will be able to keep advertising costs low is film videos. These will be produced by professional movie makers, with featured players and stars. (RKO, Paramount, 20th Century Fox and other major studios have already formulated plans and some are now making such films.)

Like Mat Services

Manufacturers, resident buying offices and retail syndicates will prepare films directly for telescast. Actually, they will perform the home function in advertising as present mat services do. It will only be necessary for the retailer to drop his "sig" on the screen and, of course, keep the local New York.

A great mail order house or a chain of stores, such as Sears Roebuck and J. C. Penney might use television films as direct aid to mail order buying. Identical reels can be shipped to all stores in the chain for coordinated in-store or intra-store telescasting promotions or for showing over local television station.

A third method of cropping costs will be "tele-spots," an idea borrowed from radio and especially adaptable to television. (R. H. Macy used them successfully, some time on WABD-Dumont.)

Retailers of the future will take five minutes of each day, at certain hours, to bring featured sales values or special promotions to the public. Fashion shows can be presented by lovely models who display the clothes to best advantage. These models may become key members of the store staff, later to be used in in-store television.

WINX Washington's Two Boosters to Start Jan. 1

WINX Washington's two new booster stations [Broadcasting, Nov. 17], making WINX only "750-watt" station in the U. S., are slated to go into operation around Jan. 1, officials of the Washington Post outlet said last week. The station, assigned 1340 kc with 250 w, is also the nation's only two-booster operation, FCC officials reported.

The boosters are in the experimental category, however, authorized for use in connection with a developmental FM station operating on 598 mc as a link between the main transmitter and the boosters. The present main transmitter site at the WINX studios will be used for one of the two new synchronous amplifiers while a new main transmitter will be set up in nearby Arlington, Va.

S. M. ("Si") ASTON has been appointed general manager of WATF Chicago, according to an announcement made by his father, WATF owner, Mr. Aston formerly was Chicago manager for national representative firms of Howard Wilson Co. and Paul H. Raymond Co.

ARNOLD F. SCHONEN JR. has been appointed general manager of WFRO Providence, Rh., for the end of the year. Mr. Schonen, former local sales manager for WFRO, succeeds FRED R. KIPLEY.

ED W. JENKINS, Navy veteran, formerly with WSUI Iowa City, and WAD Cedar Rapids, has been named station manager of WYPO, new AFN station at Vallen Forge General Hospital, Phoenix, Pa.

WILLIAM F. MAAG JR., general manager of WFMI Youngstown, Ohio, and editor and publisher of The Vindicator, has been honored by Youngstown Chamber of Commerce through establishment of a William F. Maag Jr. Scholarship in Youngstown College, of which Mr. Maag is a trustee. Check for $12,500 was presented to be used to pay tuition and books for a worthy person to be selected by Mr. Maag. Chamber of Commerce set up the scholarship as mark of honoring Mr. Maag for his "outstanding contribution to the city."

JULIAN SCHWARTZ, manager of WADD-WBMD Stamford, Conn., was recently honored by 300 citizens at testimonial dinner, which he was presented key to "the heart of Stamford" and combination AM, FM and phonograph receiver.

VICTOR A. SHOLIS, general manager of WLOU Louisville, is the father of a boy.

AMON G. CARVER, president of WAKR Fort Worth, Tex., has been elected to board of directors of American Petroleum Institute.

KCRK, Gazette Co., FM Station, on Air

KCRK, new FM station, on the Cedar Rapids Gazette, began operations Nov. 16 on 96.9 mc, channel 240. Power is 1,000 watts. This will soon be increased to 48 kw. Station broadcasts from 3 to 9 p.m. daily.

The Gazette Co. will start AM broadcasting early this month, with KCRG call letters, Offices, studios and transmitter site will be shared with KCRK.
which comes first....

the station—or the representative?

It all depends. Under ordinary, usual methods of representation, the station representative is strictly in business for himself. Under The Bolling Plan, conceived and designed from the station viewpoint, we are aggressively in business with and for our stations.

Because of thinking like that, there’s bound to be a whale of a difference. And who is it... under The Bolling Plan... that gets the real benefits—the station or the representative?

the station—because it enjoys full attention as one of a small list, and has the assurance of knowing the Bolling list will stay small. It knows it will never be one of the crowd, fighting for a fair share of its representative’s over-loaded facilities.

the station—because every Bolling man is an accomplished salesman with years of successful spot radio experience behind him. His talents are shared by only a few, well-managed stations. You will never find a second-stringer on the Bolling team.

the station—because Bolling men believe that knowing all about what they sell is imperative before they sell it. Quiz a Bolling man about any Bolling-represented station. He’s equipped with the facts and he knows how to present them.

the station—because Bolling men are eternally interested in everything that makes radio better, more productive. They offer suggestions, counsel, plans that help both station and advertiser. They realize they can best grow by helping spot radio itself to grow.

the station—because The Bolling Plan is built upon the conviction that station representation can and should be better. Under The Bolling Plan, it is. Bolling-represented stations are enthusiastic in saying so.

In short, the station benefits at every point under this progressive, intensive program for national spot selling. The Bolling Plan is made-to-order for only a few broadcasters. It isn’t altruistic... and it won’t work on a mass production basis. It’s the best answer yet for stations who don’t want to be one of the crowd.

The Bolling Company  radio station representatives
NEW YORK • CHICAGO • HOLLYWOOD
North Carolina is the South's No. 1 State and North Carolina's No. 1 Salesman is

**Radio Stations**

**WPTF**

680 KC

50,000 WATT NBC AFFILIATE

Raleigh, North Carolina

FREE & PETERS, Inc., National Representatives

**Retail Sales** exceed One Billion dollars in 78 counties where WPTF has 50-100% BMB penetration. 2,876,500 people live in this primary market.
Radio Station WAIT announces the appointment of
S. M. "Sil" ASTON as General Manager

In the center of the dial in
CHICAGO

Gene T. Dyer, Executive Director Represented by Taylor, Howe, Snowden
THERE'S still time all this week to reserve space in the BROADCASTING Yearbook.

The Yearbook places your sales story before top radio buyers and keeps it there for a whole year. And at one cost prorated over the sales life of the book—12 full months.

Bills are not rendered until after February 1948 when the 16,000 (guaranteed) Yearbooks reach the nation's key buyers.

Sell these key buyers through the Yearbook and you sell those who invest 87% of the network and national spot dollar. Better reserve space now. It's MEtropolitan 1022...or—

NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

THE 1948 YEARBOOK...the best buy (far) in the trade paper field.
High Cost of Living Affecting Advertising, Says B & B Head

EFFECT of increased cost of living on advertising budgets was the theme of a talk by Clarence B. Goshorn, president of Benton and Bowles Inc., New York, before the annual management session of the AAAA Central Council at the Dead Horse Inn, Nov. 21.

Mr. Goshorn and other speakers in the all-day session expressed fear that increased living costs may not only reduce net profits of agencies, but also reduce advertising budgets.

"Salary costs for the majority of B & B employees are up 35 to 50% over 1950," he told council members at their annual banquet.

"As prices of advertised goods increase, advertising budgets increase, but they do not increase in ratio to the price increase."

Mr. Goshorn recommended that agencies offset increased salaries by offering employer benefits such as group insurance, profit-sharing, pension and retirement plans.

Five recommended points in modern agency business today, according to Melvin Broby, vice president of Needham, Louis and Broby Inc., Chicago, are—(1) building sound clientele, (2) more efficient utilization of agency personnel, (3) improved relationships with media owners and representatives, (4) better treatment of other suppliers and (5) fair dealing with the public.

Mr. Broby said NLB had recently inaugurated a program for new employees which taught on-the-job advertising techniques and of trips to plants of suppliers. Such a program has proven very successful, Mr. Broby said.

Other discussions were concerned with an increasing demand on the part of advertisers for additional services without increased cost. While agency heads agreed that certain production costs could be absorbed, radio, like other advertising media, would have to prove its results to justify increased rates for time and talent.

WAFM Birmingham, Ala.

BEGINs Operation Today

FOUR veteran staff members of WAFM Birmingham will be in charge of that station's FM sister station, WAFM, when it takes the air today (Dec. 1) on 99.5 mc (channel 258), it was announced by Ed Norton and Thad Holt, owners of the Voice of Alabama Inc., who operate WAFM and WAFM.

Jimmy Willson, WAPI program director for the past five years, assumes the station manager spot for WAFM; Clint Blakely, WAPI chief announcer for 10 years, becomes production manager; G. W. P. "Red" Atkins, WAPI local sales representative for 10 years, becomes sales manager, and Norman S. Hurley, WAPI chief engineer for 10 years, holds down the same spot for the new outlet.

Fire of undetermined origin broke out Nov. 18 in newsroom, and record room of WSCN Scranton, Pa. Greatest damage was to records and transcription, according to Frank Blair, station manager, who stated there was no damage to technical equipment, and regular broadcasting operations were to be carried out on schedule.

One of the 12 recommendations of the annual Advi, the Public Relations Committee of the Advertising Clubs of America, is that advertising agencies offset increased salaries by advertising. The committee suggests that agencies advertise only to the extent that increased living costs affect their budgets.

While the committee supports the idea of increased salaries, it also suggests that agencies offset increased costs by offsetting increased salaries.

The committee feels that increased salaries should be offset by advertising.

In conclusion, the committee feels that advertising should not be increased in proportion to increased living costs, but that increased living costs should be offset by increased salaries.

Record Dept. of RCA Victor Div., Camden, N. J., has announced appointment of four section heads to organize the functions in the department. They are Edward L. Dodds, western sales, and records; George L. Keane, eastern records; Louis F. Sargie, broadcast media, and Louis E. Stiegel, broadcast media.

WDCR Hartford, Conn., has established a recording division as service to artists, advertising agencies, publicists, etc.

Green Assoc., Chicago program package firm, has announced its contract with NBC for recording rights to "Vic & Sade," one of oldest daytime serials in radio. Show will be written by Paul Rhymers, with Art Van Halley as Vic. Bernardine Flynn as Sade and with new actor in role of Ruth, yet to be selected.

Jim Eells, former account executive of Glaser-Galley Inc., Los Angeles, has been named general sales manager of International Artists Recording Stu- dios, Hollywood.

WGAT Doco, N. Y., has appointed T. L. Curtis Advertising, Inc., to handle station advertising.
TELECAST ON CANCER
WFIL-TV Philadelphia Airs

JAY W. ANDERSON, 36, general manager of KFSA Port Smith, Ark., since March 1947, died Nov. 20, following a freak accident. Funeral services were held Nov. 24 at Fort Smith. He joined KFSA after having served as commercial manager of KTBS Shreveport, La.

Mr. Anderson fell down the stairs in the home of John North, a member of the sales staff of Taylor-Howe-Snowden Radio Sales, Chicago. Mr. Anderson had been an overnight guest in the Kenilworth home of Mr. North.

At a coroner's inquest which returned a verdict of accidental death, Mr. North said Mr. Anderson had been on the rear porch of his home when he lost his balance and fell down the stairs.

He is survived by his wife and one daughter.

KFS A MANAGER KILLED
IN FALL DOWN STAIRS

W. B. VARNUM, until recently television transmitter design engineer with RCA at Camden, N.J., has joined KFST St. Paul, as design engineer. Mr. Varnum was closely associated during the TTA era and formerly was an engineering staff of WREN Lawrence, Kan., WJLM Lansing, Mich., and WIS Chihuahua.

PETER DEPASQUALE has joined WDBC Hartford, Conn., as control room operator, replacing JOHN CAMPION, who has transferred to WDBC transmitter staff at Bloomington, Conn. He is replacing FRANKLIN KEEPER, resigned.

IVAN B. LUBASH, former transmitter and studio operator of WALB Albany, Ga., has joined engineering staff of WJLL and WNYJ (FM) Hempstead, Long Island.

IRVING HARTMAN and RALPH WHALEN have joined WCAU Philadelphia, as studio technicians. Mr. Hartman formerly was with WQAM Camden, N.J., and Mr. Whalen previously was with WWSZ, Philadelphia and for 11 years was radio operator aboard merchant marine vessels.

ROY CRAIG, of technical staff, has been promoted to assistant in station's engineering department to perform any general engineering work including supervision of equipment and operation.

GEORGE PEARCE, formerly with WPEN, WIP and KYW, all of Philadelphia, has been appointed engineering aide at WYFQ, new AFBS station at Valley Forge General Hospital, Phoenixville, Pa.

JAMES F. MCKERNAN, formerly with WJOY Burlington, Vt., has joined WSKY Montpelier, Vt., as chief engineer. Mr. McKernan previously was with WESX Salem, Mass.

ROBERT V. HAR- RIS, formerly with WADU New- bury, Conn., has been appointed chief engineer at WADU Danbury, Conn. He succeeds JOHN DIME, who will continue to serve as president and manager of the station.

HOWARD BEILEN has joined technical staff of WLAD.

GENERAL ELECTRIC Co., Transmitter Div., Syracuse, N.Y., has announced development of television transmitters using Type TT-6-A and TT-7-A, with 25-watt visual transmitter and 250-kw audio transmitter for operation on television channels 1 through 13.

ROY BURKE, former radio operator of Royal Canadian Navy, has joined CBC Watrous, as relief operator.

JOHN MCDONNELL, of engineering staff of KGO San Francisco, has been granted two-months leave of absence to assume acting presidency of National Assn. of Broadcast Engineers and Technicians in New York City.

ELMER HUGHES has been moved from CBA Sackville, to CBC Halifax, engineering staff.

R. D. FAIRLEY, formerly of CBA Sackville, has been moved to engineering staff of CBC International Service.

TEMCO Service Corp., New York, has announced development of Telebooster, a flexible, high gain amplifier which can be used with any type video receiver to produce satisfactory picture. Unit is self-powered, operated from 115, 240, 380 volts. A. C.: Has simple mechanical connecting link permitting easy fastening to the set and retail for $50. COMPANY reports that tests of telebooster have brought in good signals beyond line of sight, 60 and 80 miles from transmitter.

ROLLIE AUMAS has joined CBC Montreal studios as operator, coming from CBC stoves department.

Bing Goes Dramatic

ABC played host at a press preview in New York last week of last Wednesday's Bing Crosby show. Those attending heard a transcribed dramatization of Edward Everett Haile's, "The Man Without a Country," which occupied the latter half of the program. Bing was the narrator. The program was a radical departure from the Philco show's usual comedy-music format, and was intended as an experiment, an ABC spokesman said.
You get all these features ONLY in the
Western Electric 5A Monitor
for FM Broadcasting

CENTER FREQUENCY MONITOR:
Accuracy — better than ±500 cycles (±200 cycles if occasionally adjusted to agree with a primary standard)
Meter Range — ±3000 cycles
Terminals for connecting remote meter

MODULATION PERCENTAGE MONITOR:
Accuracy — better than 5% for all readings
Modulation Range Capability — up to 133% (±100 kc)
Terminals for connecting remote meter

PROGRAM MONITORING CIRCUIT:
Output suitable for either aural program monitoring or FM noise and distortion measurements
Frequency Response — ±0.25 db, 30 to 30,000 cycles, without de-emphasis; with de-emphasis, response is within ±0.5 db of the standard 75 microsecond de-emphasis curve
Audio Output Power — output level adjustable up to ±12 dbm—permits direct switching of program monitor from transmitter input to 5A Monitor output
Harmonic Distortion — less than 1/4 of 1% from 30 to 15,000 cps
Output Noise — at least 75 db below signal at 100% modulation

POWER SUPPLY: Newly designed 20C Rectifier (furnished as a part of the 5A Monitor) provides electronically regulated dc with less than 1 millivolt ripple from 105-125 volts a-c 60 cycles. May be remotely located if desired.

MODULATION PEAK INDICATOR:
Indication Lamp — flashes when a selected level of modulation is exceeded
Peak Limit Range — continuously adjustable between 40% and 140% modulation

QUALITY DESIGN AND MANUFACTURE:
Designed by Bell Telephone Laboratories. Built by Western Electric to Western Electric standards of quality.

AM NOISE DETECTOR:
An exclusive feature in the 5A Monitor. The output of this detector—which may be read directly on an electronic voltmeter or noise meter—is automatically referred to 100% amplitude modulation, thus simplifying measurement of transmitter AM noise.

The 5A Monitor includes numerous other valuable features such as: dual thermostats and dual heaters for each crystal—means for checking the inherent noise level of the monitor from its input to output terminals—requires only a low RF input level (1 watt) which can vary from 0.3 to 3.0 watts; i.e., ±10 to 1 variation without affecting the performance of the monitor. To get the complete story on this outstanding monitor value, call your Graybar Broadcast Representative or mail the coupon below.

Western Electric
Distributors: In the U. S. A. — Graybar Electric Company
In Canada and Newfoundland—Northern Electric Company, Ltd.
—QUALITY COUNTS—

Graybar Electric Company
420 Lexington Avenue, New York 17, N. Y.
Please send me Bulletin T-2437, including curves, schematics and block diagram of the 5A Monitor.

NAME
STATION
ADDRESS
CITY STATE
Mr. Kelly has had many of the positions among the eastern production manager. He took part on early stages of NBC's video programming and development department and was named manager of production facilities in 1944. Mr. Wade came to WNO the year that year as art director after ten years as a stage designer.

BRENT SIMMONS, former announcer and control room operator at WBTB Baltimore, N. Y., has been named manager of production facilities, WSB Columbus, Ohio, has been appointed chief announcer and production man of WYFO, new AFBR station at Valley Forge, Pa., formerly with PMK.

HENRY HICKMAN, m.c. of "Club 1200" program on WFRF Baltimore, has been awarded rating of 24 in November, the War Reserve of 11th Engineering Battalion, U. S. Marine Corp Reserve, Fort McHenry, Md.

MURRAY BOLE, former Hollywood manager of Columbia Pictures, has been named producer of CBS "Club 15" program, replacing Mr. L. H. McLean. Mr. Bole is also named to join W. J. Thompson Co. as vice president, New York.

Mr. Bole has been announced as the new announcer of WNO. The announcer at that station is Jeffrey C. Stone, formerly with WPMO (FM) Jersey City, as the new announcer.

NANCY GREY, former announcer of WTVM Milwaukee, has been named chairman of the Food Protection Division of the Wisconsin Citizens' Food Com- mission, Milwaukee, in recognition of Mrs. Cavanaugh's illness which kept the rhymesters off the air for a week.

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Announcing a New
PIKE & FISCHER SERVICE
ON
RADIO REGULATION
Under the Sponsorship of the
Federal Communications Bar Association

**COMPREHENSIVE**

In excess of three thousand pages of initial materials, in three looseleaf volumes, kept up to date with weekly releases.


**AUTHORIZEDATIVE**

All the materials are annotated and documented with official references, citations and notes. Volume Two of the Service is a comprehensive digest of Commission and Court actions since the days of the old Radio Commission affecting all aspects of radio.

**FOR PUBLICATION EARLY IN 1948**

Address Inquiries to
PIKE & FISCHER
1728 Massachusetts Avenue, N. W.
WASHINGTON 6, D. C.
MORE LISTENERS IN THE
(4 STATES AREA)
THAN ALL OTHER STATIONS
COMBINED

KC MC

* Conlan Preference Surveys made in April 1945 and in December 1946 show results below—

KC MC percentage of total listeners—

APRIL 1945, 54.1%; DEC. 1946, 54.4%

SUMMARY OF CONLAN SURVEY

<table>
<thead>
<tr>
<th>MORNING</th>
<th>APR. 1945</th>
<th>APR. 1946</th>
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*Copies of the detailed copyrighted report are available for inspection to interested advertisers.

CENTRAL CHEVROLET Co., Los Angeles (dealers), heavy users of So, Chairman of radio, in addition to current campaign. Nov. 17 started six week, 15-minute transcribed "Hour of Music" with Keith Rutherford on KKYR KXLA KMPC. Program also airs once weekly on KKVX KMXK KXLA KMXM in Los Angeles.

CALIFORNIA DEW DISTILLING Co., Los Angeles (orange wine), has appointed Harry J. Wendland Adv., that city, to handle national advertising. Will be used. RADIO TELEVISION SUPPLY Co., Los Angeles (retail supplies), also has appointed Ted Tullis Adv., Hollywood, to handle its account. Spot announcements are being utilized along with full page ads.

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The slide rule has its place but Gates “proven performance” in FM is as valuable, we think, as the equipment itself. In Quincy, Illinois, home of the Gates factory, are a pair of FM stations that are measured, watched, clocked and diagnosed.

W9XLZ, the Gates experimental FM station uses low power, then high power, has been installed to reflect good, fair and poor operating conditions. In short, Gates engineers wanted all the answers whether the transmitter was mounted in a modern copper screened room or the third floor of a barn.

WQDI, the commercial FM broadcasting station of the Quincy Herald-Whig offers superb conditions to screen a Gates 3 Kw. transmitter after a long day of operation. Temperature rises, stability, and wear are continually observed.

This is but a part of Gates “proven performance”. The rest is never ending because every day Gates engineers are actively engaged in proving performance.
November 24 Decisions . . . BY COMMISSION ON BANC License Renewals


WKWF Key West, Fla.—Granted renewal of license for period ending Nov. 1, 1950.


Authority Extended

WURL Boston.—Ordered that authority to operate station facilities under temporary license be extended to Feb. 29, 1944, provided, however, that WURL may make application for further extension of temporary license upon showing that it is proceeding diligently in prosecution of its appeal.

Assignment of License

KTMIC McAlester, Okla.—Granted consent to assignment of license from McAlester Broadcasting Co., to partnership of J. Stanley O'Neill for total consideration of $100,000 (Comr. Durr for hearing).

Assignment of CP

WVGS Liberty, N. Y.—Granted assignment of CP from Bernard K. Johnpali to Sullivan County Receiving Corp., newly formed New York corporation, for sum equal to amount of liquidation which has expended, invested or obligated itself to pay in connection with station, but not to exceed $25,000.

Assignment of License

WHMA and WHMA-FM Annlston, Ala.—Grant 60-day extension of completion date on condition that applicant commence interim operation on before that date.

Assignment of CP

KRCY Richmond, Calif.—Granted consent to assignment of permit from John P. Galvain Sr., trustee for Independent Pub. Co., to John P. Galvain Jr., for $30,000, representing 145 kw.

Call Authorized

Authorized Scripps-Howard Radio Inc. to use call letters of Gores Telecasting station at Cleveland, Ohio (WEWS) for its new FM station in same city.—Thus WEWS-FM. In so doing, it provided for issuance of six-letter calls (four letters followed by FM or TV) regardless of whether or not applicant has AM station.

FM Conditional Grant

Harding College, Memphis, Tenn.—CP-construction permit for directional antenna. EPR-effective radiated power. FT-studio-transmitter. Synch. amp—synchronous amplifier.

Authorized conditional grant for Class B station subject to further review and approval of engineering cond.; proposed channel 228, 95.3 mc.

Hearing Designated


FM CP Deleted


Extension

Jacksonville Bscg. Corp., Jacksonville, Fla.—Granted 90-day extension of completion date on condition that applicant commence interim operation on or before that date.

Allocation Change

In order that one additional Class A channel (No. 286) may be made available in Boston area, following changes in Class B allocation plan was made: Boston, Mass., added channel 286; added channel 290.

November 24 Applications . . . ACCEPTED FOR FILING

License for CP

KFQD Anchorage, Alaska.—License to cover CP, as mod., which authorized installation of new vertical ant., move main trans., increase power, install new trans. and authority to determine operating power by direct measurement of ant. power.

KWPN Fort Smith, Ark.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KPAF Banning, Calif.—License to cover CP, which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WTPR Torrington, Conn.—Mod. of CP, which authorized new standard station to change type of trans., make changes in DA and change trans. and studio locations.

KSNX Kinston, N. C.—Ordered that new CP for station at New Bern be returned.

License for CP

WCSC Portland, Maine.—License to cover CP, as mod., which authorized to make changes in DA in order to specify DA operation for frequency and power and to determine operating power by direct measurement of ant. power.

Grand Haven Bscg. Co., Grand Haven, Mich.—CP for new standard station to be operated on 1 kw, power of 250 w un.

KTCB Santa Fe, N. M.—Authority to determine operating power by direct measurement of ant. power.

KSAY Rochester, N. Y.—Mod. of CP, which authorized to increase power, install new trans., make changes in DA and change from employing DA-DN to DA-N only for extension of completion date.

WRRN Warren, Ohio.—Mod. of CP, as mod., which authorized changes in frequency, increase in power, installation of new trans., and DA-DN and change in trans. location for extension of completion date.

KUIN Grants Pass, Ore.—Mod. of CP, which authorized to make changes in vertical ant. and mount FM ant. on top of AM tower for extension of completion date.

KLO Ogden, Utah.—Mod. of CP, as mod., which authorized installation of new DA-DN (DA-1) and make changes in DA for extension of completion date.

KCSU Provo, Utah.—Mod. of CP, which authorized new standard station to change type of trans.

Modification of CP

WJR-FM Detroit, Mich.—Mod. of CP, as mod., which authorized new FM station for extension of completion date.

WNYT-FM New York, N. Y.—Mod. of CP, as mod., which authorized installation of new DA-DN (DA-1) and make changes in DA for extension of completion date.

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

WMHZ Allentown, Pa.—Mod. of CP, as mod., which authorized new FM station to change type of station from Class A to Class B.

FM broadcasting stations.

FM-56.9 mc

Matt Bscg. Co., Bradock, Pa.—CP

ACTIONS OF THE FCC

November 21 to November 26

For the finest reproduction—

the GRAY TRANSCRIPTION ARM is receiving nation-wide acclaim!

The result of exhaustive study, this arm meets the critical requirements of high compliance reproducers and is designed to accommodate all modern cartridges—General Electric, Pickering, etc.

Featherweight magnesium, extreme stiffness, frictionless motion, adjustable stylus pressure, self-centering base, results in law stylus force, low record wear, low surface noise, accurate tracking. Arm less cartridge, $35.00.

DIAMOND G. E. CARTRIDGES!

At last a permanent solution to the quality pick-up problem. We can now supply a Selected G. E. Cartridge with the finest quality Diamond Style for mounting in the Gray Transcription Arm.

GRAY EQUALIZER FOR G. E. CARTRIDGE

For Radio Station Use

No. 601, 4-position Equalizer, (Files, N.A.B., etc., etc.) expertly engineered for use with the G. E. Variables in low resistance Cartridge. Matches pick-up to microphone channel. Makes possible finest reproduction at moderate cost. Adopted by radio networks. Complete $42.50.

Above equipment developed in collaboration with the engineering department of the COLUMBIA BROADCASTING SYSTEM.

GRAY RECORDING & TRANSCRIPTION TABLE

PLAN S FOR INDIANA’S first 50-kw station, WIBC Indianapolis, owned by Indianapolis News, are discussed by Richard M. Fairbanks (center), president of the licensee, Indiana Broadcasting Corp.; Harry E. Adams (l), WIBC chief engineer, and Edwin C. Tracy, RCA broadcasting equipment sales representative. RCA Engineering Products Dept. is supplying the 50-kw transmitter and matching phasing equipment to WIBC, now operating with 5 kw on 1070 kc.

New in production. Highly perfected, exclusive design, synchronous direct gear drive. Extreme accuracy of motion, exclusive speed, filter table made, yet priced within reach of all. Simple, rugged construction for continuous operation.

If you have not obtained your copy, write for BULLETIN A10-810

GRAY RESEARCH & DEVELOPMENT CO.

ELMSFORD & WESTCHESTER COUNTY NEW YORK

December 1, 1947 • Page 65
OPINIONS ACROSS THE SEA

World Wide to Shortwave 'Average Man'

Interviews to Europe

BROADCASTERS throughout the country are being invited to participate in a plan for a series of man-in-the-street broadcasts to be shortwaved to Europe, carrying the opinions of ordinary American citizens to their counterparts abroad.

Conceived by Walter S. Lemmon, founder and president of World Wide Broadcasting, owner of WRUL, international station with transmitters at Scituate, Mass., details of the idea were outlined in a letter which was sent to about 20 stations to get their reactions. Stations were selected from a list of those cooperating with the Foundation by broadcasting the idea. The number of programs developed by World Wide toward the close of the war to help inform the American public on international affairs.

"Our plan is, briefly, as follows," Mr. Lemmon wrote. "Through an-
WESTINGHOUSE OFFERS FM PROMOTION GUIDE

WESTINGHOUSE Electric Corp. has compiled a guide for FM broadcasters titled "How to Sell Your New FM Station to the Public" and containing a ten-point program of station promotion worked out by Westinghouse on the basis of its own experience in FM station operation.

Volume was previewed at a press luncheon in New York Nov. 20, and was shown to the FCC and Washington newsmen Nov. 25. Carl Millen, sales manager of the Westinghouse Communications Equipment Division, said that it will then be distributed to FM stations using Westinghouse Equipment. He added that it would cost a station $10,000 to try to duplicate the guide for itself. The Westinghouse home equipment dealer organization is tied with the station promotion plan, he said.

Major points of the plan include newspaper advertising, newspaper and trade paper publicity, car and window displays, window displays, special demonstrations for schools and clubs, dealer tie-ins, spot announcements and special recordings, studio party suggestions, "listener-builder" contests, and programming suggestions. The guide book details the activities in each category, and in some instances offers printed material free or at cost for use by Westinghouse-equipped FM broadcasters.

KPO Changeover to KNBC Celebrated By Pacific and Stateside NBC PICKUPS

NBC's KEY station on the Pacific Coast, for a quarter of a century known as KPO San Francisco, officially changed its identification on Nov. 23 to KNBC.

Gov. Earl Warren of California officiated at the switch-over, which occurred midway in a special hour-long program of entertainment—"Hail and Farewell."

There were special pickups from New York, Hollywood, Miami, and Tokyo during the salute to the new KNBC. Artists heard on the salute included Fred Allen, Edgar Bergen and Charlie McCarthy, Harold "Gildersleeve" Peary and Richard LeGrand (Mr. Peavy), Bert Silen from San Francisco and George Thomas Foister from Tokyo.

Nostalgic Note

Governor Warren gave the cue for station identification and Niles Trammell, NBC president, announced the first station break employing the new call letters of KNBC. Mr. Trammell spoke from New York and was followed by Sidney Skatzes, vice president in charge of the Western Division of NBC.

During the first half of the program salute to KNBC, listeners were taken back through the years with some of KPO's stars of the past. The program was emceed by Hal Wolf.

In his remarks attending the call-letter changeover, Governor Warren touched on the importance of maintaining a free radio. He said:

"I believe America has led the world in radio because the men who developed it were free men, free to create the great services this station has rendered in maintaining its own freedom and independence and in providing our people with honest news, good entertainment and good educational programs."

BROADCAST MUSIC INC.

150 FIFTH AVENUE • NEW YORK 10, N. Y.

DOLLY WHITING

DOES IT (Marks)

LAMWORTH—Four Knights

ROY ROBINSON—Raylen

COLLINS—Billy B (Marks)

CHICAGO ORCHESTRA

YOU LET THE GOOD TIMES ROLL

JOY-INVINCIBLE (Powers)

ROBERT MAXWELL—Man in Red

MACDONALD—Jerry's Song

LIVONIA BLUES

THESAURUS-George Towner

MACDONALD—Raylen

LAMWORTH—Billy B (Marks)

HILLTOPPER-Melody Makers

DO YOU KNOW WHAT TODAY IS (Powers)

JOY-INVINCIBLE (Powers)

LAMWORTH—Sparks

I'm Cold Outside

THESAURUS-George Towner

THE STORY OF SORRENTO

JOY-INVINCIBLE (Powers)

LAMWORTH—Johnny London

MACDONALD—Randy

THE JUNGLE RHUMBA

THESAURUS-George Towner

ROSEMARY CLOONEY—The Merry Christmas (Bellie)

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THE JUNGLE RHUMBA

THESAURUS-George Towner

ROSEMARY CLOONEY—The Merry Christmas (Bellie)
Help Wanted

Experienced manager needed by successful small town 250 watt station. State full details of experience. First letter. Box 799, BROADCASTING.

Wanted—Chief announcer who can supply box of copy and anything about programming. MSS affiliation required. $55 weekly. Box 957, BROADCASTING.

Announcer—1000 watt network station that needs qualified announcer. Starting pay $47.50 for 44 hours per week to experienced announcer. Reply Box 906, BROADCASTING.

$7500-$10,000 year. Potential. Wanted—Chief Engineer for ABC affiliated station. Must have successful run-business record. Must have strong voice, good personality, and personal; this position calls for man to be his own boss. Station is established in one of south's most promising and growing markets. Opportunities for advancement. Reply Box 242, BROADCASTING.

Commercial manager wanted who can write copy and assist manager. Mutual agreement. Live in Southwest. Box 558, BROADCASTING.

$90 to $100 a week for announcer. Top quality advertised, minimum nights. Business and personal references must be furnished. Must have must have experience in broadcasting operation. Send snapshot, audition, complete resume and references to: Box 255, BROADCASTING.

Commercial manager for ABC affiliated station in wealthy midwest market. Salary $7500 plus expenses. Live-in quarters available. Write full details first letter to Box 4, BROADCASTING.

Newman, WANE, P. O. Box 928, Fort Wayne, Ind.

Continuity. Experienced writer, capable of turning out commercial copy that sells. Must have experience and references. Permanent position with 5000 watt network station. Must have excellent voice, good personality, and references. Send particulars about yourself, including present employment, salary, expected starting date and salary expected. Attach snapshot. Confidential. Box 24, BROADCASTING.

Chief engineer—For Class B three kilo- watt FM broadcasting station located near New York. State qualifications and background. Box 27, BROADCASTING.

100 watt midwest AM station accepting applications for announcing position. Applicant must have minimum of 2 years commercial experience. Send introductory letter and request for interview to Box 44, BROADCASTING.

Announcer wanted immediately. Excellent opportunity. Standards are high, but good potential. Starting salary $125. Interested, contact Alan Barten, Proctor & Gamble, 300 South Sixth Street, Philadelphia, Pennsylvania for interview and audition.

Engineer—First phone and car. No experience, announcing or control work. Complete, and personal references. Salary $45.00. First letter. Box 29, C. D. Chandler, WPCS, Tarboro, N. C.


Writer—Announcer with smooth, pleasant voice and attractive, pleasant personality. Write desirable, but not essential. Write, wire or phone and forward audition disc for consideration. Reply Box 10, BROADCASTING.

Combination announcer-engineer with first class license. Finest equipment, excellent transmitter and control panel. Station. Salary dependent upon experience. Send complete qualifications including pictures, sales and recording. KDPN, Casper, Wyoming.

Help Wanted (Cont'd)

Good announcer with first class license for NBC 5 kw 18-year-old station with good position. Send resume and qualifications, must have experience. First letter to Box 34, BROADCASTING.

Construction AM-FM engineers, bill- hill responsibility. "Personality" announcers. Network traffic manager (male), home economy, NBC, Employment Service Box 413, Philadelphia.

Situations Wanted

Topflight program man available, years experience as regional district manager, working on 15 stations. Interested in promoted position in new station. Will handle new accounts, plus additional revenue "without stepping on toes." Would consider position on staff character, not "manager". Box 31, BROADCASTING.

Topflight announcer, immediate availability. Prefer New York or Chicago, BROADCASTING.

Continuity, commercial copywriter— also capable, experienced in news and analysis. Desires position at top station winning midwest market. Superior recommendations from presently employed. Box 900, BROADCASTING.

Studio engineer, thoroughly experienced in all facets of studio work. 10 years experience as announcer; 5 years experience in newscast, "local color" copywriting. Reply Box 999, BROADCASTING.

Bargain! Top-rated news editor facing iridic climate! Worth $125 a week—will work for right conditions. Reply Box 25, BROADCASTING.

Wanted—Combination programman and operator, 13 months experience, 5500 watt station. Degree, Journalism, Box 26, BROADCASTING.

Station builder, specialist in FM, good knowledge of business, will happily associate our station or take charge at any point and do all the building and operation. Experienced organization, management, programming and promotions, eight years research and operation. Box 28, BROADCASTING.

Young lady desires copywriting and broadcasting on station in south or midwest. Experience good. Will work anywhere. First letter to Box 10, BROADCASTING.

Do you need help at your broadcast station? Veteran with first-rate abilities. Can produce, write, direct, act or anything else. No broadcast experience, but have good solid background including years of radio tech school. Can start first part January. Age 23, single and free to travel. State salary offered. Box 30, BROADCASTING.

Attention Men Who Want to Be SALES ENGINEERS

Take advantage of this offer of a good paying job with a leading manufacturer of broadcast transmitting equipment. Openings are available for territories in the Pacific Coast and Intermountain areas for aggressive, sales-minded men who want to work hard and receive a good commission. Radio technicians, engineers, and salesmen with thorough knowledge of broadcasting as a business, knowledge of equipment requirements for any station from an engineering standpoint.

State age, education, past employment, income, reasoning ability. We will consider your application. This will be a permanent position for the man that qualifies and produces. Reply to Box 18, BROADCASTING.

Help Wanted

Dependable young man, experienced all phases, wanted to manage remote studio. Should receive substantial ability prerequisite. Send qualifications, desires, expected salary and requirements to Box 34, BROADCASTING.


Situations Wanted

Topflight program man available, years experience as regional district manager, working on 15 stations. Interested in promoted position in new station. Will handle new accounts, plus additional revenue "without stepping on toes." Would consider position on staff character, not "manager". Box 31, BROADCASTING.

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BROADCASTING • Telemating
‘Room With A View’

NEW YORK'S Hotel Roosevelt on Nov. 22 began offering television service to guests occupying 40 rooms on its seventh, eighth or ninth floors (for a charge of $3 a day) through the installation of a multiple reception system produced by HotelVision Inc., Long Island City, a subsidiary of Olympic Radio & Television which manufactured the equipment. System, previewed Nov. 21 by 300 guests, including a number of other hotel executives, permits reception in any equipped room of any video program on the air in the New York area through a central monitoring system. The installation in the Roosevelt was undertaken by leasing contract negotiated by WABF (FM) New York.

GAB to Meet Jan. 19

WINTER meeting of the Georgia Assn. of Broadcasters will be held Jan. 20 at the Sheraton Bon Air in Augusta, it was learned last week. Agenda includes a discussion of plans for the Third Annual Radio Institute to be held this spring at Emory University, an address by Hugh Felts BMB president, and an overall program dealing with problems of Georgia broadcasters.

For Sale

For sale—Collins 300-B modified to 200-F one 403-A extenter for transmitter, one 156 ft. square supporting, lattice tower, lighting fixture and base insulators with three new copper tubes complete. Box 960, BROADCASTING.

For sale—3 kw FM transmitter now in operation. May be inspected at anytime. Box 993, BROADCASTING.

For sale—General Electric model 51 radio receiver with 4 speaker wire and an Electronic Laboratories model 307 6 volt DC to 115 volt AC inverter. Used by broadcast station, but in good working order. Box 42, BROADCASTING.

For sale—5000 watt network affiliate in mid-Atlantic area with earning record of $500,000 in past 5 years. Box 42, BROADCASTING.

For sale—Fairchild turntables, serial No. 178, unstyled with high fidelity reproducers. Box 8, BROADCASTING.


Wanted to Buy

Radio station. Radio executive interested in acquiring part interest in local station. Will assume management or other responsibilities. Box 855, BROADCASTING.

Wanted to Buy—RCA model 72 receiver for transmitter. Box 72, BROADCASTING.

Wanted—RCA type AE-4217-2 vertical pickup heads. WACO, Waco, Texas. Phone Center 2208. WANTED—446 Kenwood chassis, frequency and modulation monitoring equipment. Write Box 55, BROADCASTING.

Syndicate will invite up to 6000 in production phase of outdoor WACO, 1176, mobile in 970 BROADCASTING with complete detail.

Miscellaneous

Have you per inquiry time available on any station or station pool? Do you deal deals? Get our proposition. Abbey Studios 8 S. 17th St., St. Louis, Missouri.

AVAILABLE JANUARY FIRST

Thoroughly experienced in television programing, traffic and all phases of announcing. Wants good announcing spot in reel or clear channel or program director in good local station. Box 50, BROADCASTING.

Reply Box 50, BROADCASTING

They Say...

"ALMOST without exception, members of Congress who toured Europe this summer have come back convinced of the necessity for expanding our international information program. Proposals have also overcome the deadly effect which endures repetition of slander and lies by the Moscow propagandists is bound to have. We found strength and support in our facilities for making the truth known and strengthened them immediately with all the tools at our command. We hope that in the light of these reports Senator Taft and others who have opposed a broadened information program will be persuaded to change their minds."

From an editorial in the Washington Post.

"A FEW HUNDRED people physically present in the House Chamber and its galleries heard President Truman (Nov. 17) in the old fashioned style of speaking, but with his old ability heard, not his actual voice but a fairly faithful reproduction of it. Achieved by means few among the millions understood. A few hundred thousand said not quite so faithful reproduction of the speaker as he delivered his message, by the extraordinary instrument of television. The occasion was real to them as it was not to those who merely listened — television is young. When it grows up an entire nation will see as well as hear great dramatic figures and events. Democracy will again be a town meeting. May it take strength from this invention."

From an editorial in the New York Times.

"BROADCASTING Magazine, trade publication of the radio industry, reported Monday that it's circulation dropped approximately 10% in 1946. Now along comes the FCC and states that only one in nine full-time regional stations with power between 500 and 5000 watts is breaking even. That is not a healthy average ... It is not likely that the drive of various individuals and institutions to satisfy their "microphone fever" will lessen (referring to findings in FCC economic report), therefore, it is important for these venture-some souls to look at impartial economic surveys. If the post-war boom slackens, there are going to be a great number of broadcasting stations at a loss. Veterans used to unless well-financed, and especial-

ly anxious to get into broadcasting, ought to observe the handwriting on the wall. The governmental agencies ask prospective broadcasters to do what any good businessman ought to do—look at all angles before jumping into the competitive struggles ahead."

From the Erie (Pa.) Dispatch.

"The Petillo action [ban on co-op show music] is another instance of his 'public be damned' attitude which has characterized the dictator since 1942 when he kept a high school orchestra of 160 boys and girls from 40 states off the air. It is another effort on his part to camouflage his personal dictatorship under the aspect of making work for his musicians. If the NLRB is aware of public sentiment and upholds the law of the land it will quickly and decisively put this man in his place."

From an editorial in the Bridgeport (Conn) Telegraph.

December 1, 1947 • Page 69
HUMAN INTEREST stories are presented in an informal manner on the new series titled "This Our Life." Sponsored by Joint Committee on Radio and Television, the series has been sent to families in the Pennsylvania counties, beginning Dec. 1. "This Our Life" is produced by Howard Shaffel, a member of the Joint Committee on Radio and Television, in collaboration with the Pennsylvania Bureau of Home and Community Service.

CIVIC PROBLEMS are discussed weekly on WCOA, Pensacola, Fla., through its new roundtable forum program called "Chats With Mrs. Claus." Under sponsorship of the Empire building and directed by Howard Shaffel, the program features Mrs. Claus in her role of moderator.

WINNERS of the recent Miss America pageant will be featured on "This Our Life" program. The winners will be included in the weekly series titled "This Our Life." The program features the winner as well as other winners from the pageant.

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IMPACT of radio educational techniques of KYW Philadelphia soon will be felt on two continents, according to William C. Galleher, education director of the Philadelphia Westinghouse Station.

Letters from the Reorientation Branch of the Civil Affairs Division, Dept. of Defense, and from a broadcast station in Wellington, New Zealand, have been received during the past month requesting educational material used by the station.

The Dept. of Defense plans to utilize KYW's current course in radio techniques for Philadelphia recreational center supervisors through military governments in overseas areas.

The station also has requested school broadcasting material which will be provided from all Westinghouse radio stations, according to Gordon Hawkins, education director of WBS Inc.

Ian K. MacKay, supervisor of commercial programs for National Commercial Broadcasting Service, has been designated as the campaign's Safe Driving Campaign spot announcements used during the long Labor Day week-end. Mr. MacKay said he was contacted in Broadcasting (September 1). The KYW drive featured 102 spot announcements commencing with the words: "Confucius Say..." The New Zealand company plans to use the announcements in a road safety campaign.

'Shotgun' TV AMATEURS of the National Broadcasting Radio Association have received a new program, "Chats With Mrs. Claus," featuring Mrs. Claus as moderator.

Canadian Amateur APTER absence of some years, Ken Noble, owner of CHI, Hamilton, Ont., has returned to his weekly program featuring Ken Noble's Amateur Show. The program is heard on CHI in Hamilton and Station WOAM in Toronto.

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Say... "Merry Christmas!"

52 Times a Year

SPECIAL Gift

SUBSCRIPTION RATES

Now, before you're rushed for Christmas, is just the time to give the gift you'd like to get—a subscription to Broadcasting and the 1948 Yearbook Number. By mailing the thrifty order form bound in this issue, you'll save money, too. Note that five gift subscriptions save you $5.00... with greater savings for additional orders. To make your busy client more radio-minded, give him Broadcasting. Or give it to business associates. They'll be more keenly aware of every event in radio's unpredictable and news-packed future. Your name will be hand-written on the colorful card announcing your good gift judgment.

Save time... save money... send the order form bound in this issue.
How to ride with Santa

Y ou don't have to be wealthy to be a philanthropist. When you give even a dollar or two for Christmas Seals, you give the greatest gift of all — health, even itself.

Christmas Seal funds make possible year-round help against tuberculosis — the dread TB that threatens more people between 15 and 44 than any other disease.

Add Christmas Seals to your Christmas giving. Let Santa's every letter, every package carry the Seal that saves lives. Send in your contribution today.

IVITATIONS to listeners to hear the rebroadcast of the English Royal wedding over WON FM will be issued by the station by means of newspaper notices. Reagainst "wassup," plans for Seals were run in all Norfolk and Newport News papers on the day of the broadcast.

WONS Special Show
SPECIAL films chosen from children's film library were presented in five Hart- ford, Conn., theatres recently by WONS. Special marks and film industry sponsors of "Tom Mix" program. Program was broadcast direct from one local theatre after special film and other entertain- ment had been provided for some 4,500 children and parents. All children attending were presented with "Tom Mix Rummaging Lillitats" as souvenirs.

RCA Ad Book
BOOK of advertising aids for dealers has been released by RCA Victor in time for pre-Christmas promotions. The 6-page blue book contains 10 pages and is accompanied by a supplement for cooperative advertising use under multi- ple dealers signatories. Called "Here's More," supplement is follow-up on pre- previous book which carried "Here's How." New book brings dealers up to date on home instrument introductions and also includes new mats and layouts on sets presently offered.

invited to learn how to ride with Santa, to hear the rebroadcast of the English Royal wedding over WON FM, and to learn more about the Seals program.

BROADCASTING • Telecasting

Page 72 • December 1, 1947
WBAL
(Continued from page 20)

ing reward-for-listening shows, the WBAL manager said the station has never carried them as it was believed they were just “not for us.” He said this was not a reflection in any way upon that type of programming.

William J. Dempsey, WBAL counsel, introduced a proclamation by Mayor Thomas D'Alesandro Jr. naming September 1947 as “WBAL Month” in Baltimore. Objection was sustained to his introduction of a resolution by the Baltimore City Council dated Jan. 27, 1946, recommending that FCC renew the station’s license.

Early in the Tuesday afternoon meeting Leonard Marks, counsel for Pearson-Allen, was permitted to introduce his own analysis of WBAL logs as Paul F. Peter, radio management consultant, had done earlier for WBAL. Mr. Marks said this was necessary before he could cross-examine Mr. Burke. He called Samuel Miller, member of his law firm who compiled the exhibits, to the stand to identify them and explain his work.

Blue Book Analysis

Termed by Mr. Dempsey a tabulation rather than an analysis, the exhibits were prepared “typical” weeks during the past several years, including the Blue Book week of April 23, 1944. The compilation included overall or commercial and sustaining time, commercial spots, public service announcements for 8 a.m. to 6 p.m. and 6 p.m. to 11 p.m., local sustaining time and commercial and sustaining religious time. Mr. Miller explained his classifications were made solely on classifications given by the logs.

Mr. Markes objected strongly to crediting of network hitchhike and cowcatcher announcements to WBAL when they belonged, he said, as part of the network program. After subsequent questioning of the witness, Mr. Dempsey moved that the exhibits be stricken from the record, alleging Mr. Miller was not sufficiently familiar with network policy, FCC logging requirements and other related matters to give worth to the compilation.

Mr. Hyde denied this motion, declaring the tabulations were satisfactory according to the witness’s definitions. Mr. Dempsey said this deprived them of all meaning and made the whole tabulation “highly misleading.”

Questioning of Mr. Miller by Mr. Dempsey continued Wednesday morning regarding details of his tabulations and his background in statistics. Mr. Miller stated he had considerable experience along this line while with FCC from August 1940 to January 1947.

Exhibit Request

A renewed request by Mr. Dempsey to strike the exhibits was denied by Conur. Hyde who said the argument in support of the motion would be considered by the Commission along with the exhibits.

Mr. Dempsey then asked and was granted permission to recall Mr. Peter to the stand to present WBAL’s counter exhibit on the Blue Book week which it had not previously introduced. Mr. Peter said the new exhibit was prepared in the same manner as the earlier WBAL program exhibits, containing “interpreted” commercial classifications among other details.

Mr. Peter reviewed the FCC rules relating to minimum logging requirements and pointed out logs may include additional information for various station purposes. He said, “We must understand what goes into the logs before we can understand the usefulness of those logs.”

Asked by Mr. Dempsey if on the basis of FCC requirements any information is given for tabulation under Blue Book form, Mr. Peter replied, “No, there isn’t.”

Mr. Marks commented in objection that the question was very broad so Mr. Dempsey asked Mr. Peter if in the preparation of his WBAL exhibits the station logs contained enough information for classification according to Blue Book definitions. Mr. Peter said they did not and that he got additional information from the WBAL program personnel.

Mr. Dempsey asked Mr. Peter’s opinion if anyone could make such a tabulation analysis from the log alone. Answer was not permitted as result of objection. Mr. Peter questioned if information for classification by FCC definition were missing, replied “Yes, definitely.” Further “opinion” testimony concerning such tabulations was denied.

EVERYONE seems pleased with the promotions that took place at WHAS and WGMT (FM) Louisville [BROADCASTING, Nov. 24].

New director of sales for the two stations is J. M. Wynn (1); Neill Dalton (center) has been appointed to newly-created post of public relations director, for both stations and Louisville Courier Journal and Times, stations’ owner; and Doug- lard Cornett heads the promotions of the stations and papers. All have been with the organization for several years.

FAIR OF NAB STRESSES DELINQUENCY DECLINE

NOTICEABLE decline in juvenile delinquency has occurred as a result of the return to normal peacetime life and falling off in population displacements, Harold Fair, NAB program director, told the Baltimore Junior Asm. of Commerce at its luncheon last Wednesday. This decline has occurred during a period of increased mystery and crime programming on the air, in answering the charge that broadcasts lead to delinquency.

Mr. Fair attributed to Charles L. Chute, executive director of the National Probation Asm., the statement that delinquency is centered in sex offenses, whereas sex programming is avoided by broadcasters. He cited language in the proposed NAB code on crime and horror programs.

A special study by Paul Lazarfeld, of Columbia U., for the Attorney General, shows that in only 15% of network mystery and crime programs is major listener identification based on the criminal, Mr. Fair said. He conceded some programs do not comply with NAB code provisions regarding sex for legal authorities.

The NAB Program Dep’t. has sent out some 3,000 scripts and program ideas as part of the industry’s participation in the Dept. of Justice drive against delinquency, Mr. Fair said, with individual networks and stations carrying on extensive programming and community projects.
FCC Actions
(Continued from page 68)
Applications Cont.:  
Assignment of CP
WABX Harrisburg, Pa.—Consent to
assignment of CP of FM station WABX
to WABX Inc.
November 25 Decisions...
BY THE COMMISSION
Hearing Designated
Kosciusco Bestg. Corp., Warsaw, Ind.—
Granted petition to dismiss without
prejudice application for license to
operate new station 1220 kc 250 w D in
consolidated proceeding with application
for license to operate new station 1230 kc 250 w D.

ACTIONS ON MOTIONS
(As Commisioner Jones)
Roy C. Kelly, Muskegon, Mich.—
Granted petition to dismiss without
prejudice application for license to
operate new station 1220 kc 250 w D.

United Bestg. Corp., Pittsburgh—
Granted petition for leave to amend
application to specify new power at
locations as follows:

1. From 5 kw to 1 kw, at~~
-~~

The Montana Network Inc., Butte, Mont.—
Granted petition for trial of new
station at Amboy, Minn., location.

Richmond-Spring & Adult. Crawl-
fordville, Ind.—Granted petition for
leave to amend application to allow

WSPA Spartanburg, South Carolina

3,000 seats and up at 214 K. Dep. by Huntington
CBS Studios for the Spartanburg-Greenville Market

GETS YOU FOUR
on WBNX

English
Spanish
En

Entire
Spoken
of

population

2,350,000

It takes four—the four audiences
guaranteed by WBNX—English,
Yiddish, German, Italian—to
cover ALL New York.

Thus, WBNX, New York's four-
star station, fills the needs of all
listeners...reaches all the people
you want to sell in this multi-
language area.

1,236,000

German

2,103,737

Italian

SPEAKING

PERSONS

6,500 WATTS DIRECTIONAL OVER NEW YORK

America's Leading
Foreign Language Station

FCC Box Score
FCC BOX SCORE of actions as of last Friday stands as follows:
Standard stations—1,453 licensed, 482 construction
permits, 292 applications in pending file, 385 applications
in hearing; FM—80 licensed, 251 conditional
grants, 700 CPs (of which 261 are on air under special
temporary authority), 64
applications pending, 56
applications in hearing; television—six licensed, 64 CPs (of
which 11 are on air), 26
applications pending, 18
applications in hearing.

WJDA Quincy, Mass.—Granted license
for new station 1330 kc 1 kw D.

WJCO Waynesville, N. C.—Granted license for new station 1400 kc 250 w unil.

WDEO, Willmington, N. C.—Granted license for new station 1250 kc 250 w unil.

WCBM-FM New York—Granted license
which authorized changes in FM sta-
tion location.

WXYL Hartwell, Ga.—Granted license
for new station 1300 kc 1 kw D and to
specify studio location.

WEXT Milwaukee—Granted license for
new station 1450 kc 25 w D and to
change description of studio location.

WMPS Memphis, Tenn.—Granted lic-
ense covering new station 1400 kc 1 kw D. In-
crease power to 5 kw D and to
change description of studio location.

WKNX Grand Forks, N. D.—
Granted license for new station 1400 kc 250 w unil.

Wettenal, Tex.—Granted license
for new station 910 kc 1 kw DA.

WTMC Thomasville, N. C.—
Granted license for new station 970 kc 1 kw D and to
change studio location.

KIGN Spokane, Wash.—Granted
license covering increase in power to 5 kw,
install new trans. and DA-DA-N.

WHHT Durham, N. C.—
Granted license covering increase in power to 5 kw,
install new trans. and DA-DA-N and
to change studio location.

KGW Portland, Ore.—Granted license
covering increase in power and for
change in trans.

WFSK Palm Beach, Fla.—
Granted license covering installation of new
trans. and studio.

WAFS White Plains, N. Y.—
Granted license covering increase in power and for
change in trans.

BROADCASTING • Telecasting

Page 74 • December 1, 1947

Philco's MOST POWERFUL INDEPENDENT

10,000 WATTS DAY & NIGHT

FREE PHILCO BROADCASTING NEWS 1947

1. The number of applications for stations in the preparatory stage.
2. The number of applications for stations in the hearing stage.
3. The number of applications for stations in the license stage.
4. The number of applications for stations in the construction stage.
5. The number of applications for stations in the operating stage.

In addition, there are five types of applications for stations:

1. Applications for new stations.
2. Applications for renewal of licenses.
3. Applications for changes in existing stations.
4. Applications for the establishment of new transmitters.
5. Applications for the establishment of new studios.

Each type of application has its own set of requirements and procedures.

Furthermore, there are five types of actions taken by the FCC:

1. Granting of licenses.
2. Denial of applications.
3. Dismissal of applications.
4. Consent to assignments.
5. Assignment of calls.

Each type of action has its own set of requirements and procedures.
present licensed trans. to be used as aux.

WKLY Paducah, Ky.—Granted license covering mounting of FM ant. on top AM tower.

WNOW York, Pa.—Granted mod. CP for approval of ant. and trans. location.

KVQG Ogden, Utah.—Granted mod. CP to make changes in trans. and for approval of ant., trans. and studio locations.

Following were granted extension of construction dates as shown: WBND, Des Moines, Iowa, to 3-31-47; WBAF, Falls River, Mass., to 3-31-48; WGPC, Madison, Wis., to 3-31-48; WQCD, Aberdeen, S. D., to 4-18-48; WPAQ, Mount Airy, N. C., to 1-28-48.

KSTB Breckenridge, Tex.—Granted license for new station 1430 kc 500 w.

KWTC Bartow, Calif.—Granted license new station 690 kc 250 w. untl.

WHAB Stroudsburg, Pa.—Granted license for new station 860 kc 250 w D and to specify tower.

KVAN Vancouver, Wash.—Granted license covering change in hours to unlt., increase power to 1 kw, new trans. and DA-UN and change trans. and studio locations.

American Brost, Co. Inc., area Chi.

Fisher's Blend Station Inc., area Seattle—Granted CP to change equip.

KRCB Bingham City, Utah—Granted mod. CP for approval of ant., trans. and studio locations.

WBOM Frederick, Tenn.—Granted license to change type trans. and for approval of ant., trans. and studio locations.

WFLR Mariana, Fla.—Granted mod. CP to change type trans. and for approval of ant., trans. and studio locations.

Stanford Brost, Inc., Inc., Mayville, Ky.—Granted mod. CP to make changes in trans. and for approval of ant., trans. and studio locations.

Following were authorized extension of completion dates as shown: WTVY Troy, N. Y., to 2-18-48; KSO-FM Des Moines, Ia., to 2-24-48; WJLD-FM Niagara Falls, N. Y., to 6-1-48; WHVA Poughkeepsie, N. Y., to 2-18-48.

WCOA Penscola, Fla.—Granted license for increase in power to 5 kw, install new trans. and DA-UN and change trans. location.

WCBY Bristol, Va.—Granted license covering increase in power to 5 kw and install new trans.

WCNR Bloomsburg, Pa.—Granted license for new station 830 kc 300 w D and specify tower.

WJLD Bensalem, Pa.—Granted license covering change in trans. and studio locations.

KCMO Kansas City—Granted license covering change to 810 kc. Increase power to 10 kw-N 5 kw-LS. Install new trans. and DA-UN and change trans. location.

WGBA Columbus, Ga.—Granted license for new FM station, Channel 236, 951 mc; 9 kw; 800 ft.

WFBO Fortola, Ohio—Granted license covering mounting of FM ant. on top AM tower.

WCKF-KM Twin Falls, Id.—Granted license for FM station.

WCEC-KM Rocky Mount, N. C.—Same.

WHPE-FM High Point, N. C.—Same.

WCTS Cincinnati—Same.

KCRW Santa Monica, Calif.—Granted license for new noncommercial educational station; Channel 210, 89.3 mc; 460 w; minus 310 ft.

WOMI Owensboro, Ky.—Granted CP install new vertical ant. and mount FM ant. on AM tower.

WITA San Juan, P. R.—Granted mod. CP to make changes in vertical ant. and change trans. location.

KKU Superb, Calif.—Granted license CP to change type trans.

Follow were authorized extension of completion dates as shown: WFWJ Newark, N. J., to 3-31-48; KMPX Great Falls, Mont., to 3-31-48; WJNAT, Johnstown, Pa., to 11-25-47; KFVVS Cape Girardeau, Mo., to 4-1-48; KELM El. Nev., to 3-31-47; WCAP Ashbury Park, N. J., to 3-18-48; WBBF Buffalo, N. Y., to 1-31-48; KCRS Midland, Tex., to 11-30-47; WEDM FM, Fitchburg, Mass., to 2-23-48; WREX Plattsburg, Kan., to 2-27-48; WWOD-FM Lynchburg, Va., to 2-24-48; WBDA-FM Madison, Wis., to 2-11-48; WCHS-FM Greenwood, S. C., to 3-11-48; WILWA Cincinnati, to 3-31-48; WMGY FM Montgomery, Ala., to 3-4-48; WBBF-FM Wicken-Berry, Pa., to 3-1-48; KARM-FM Fresno, Calif., to 3-7-48.

KOGT Orange, Tex.—Granted license CP to change type trans., change studio location and for extension of completion date.

KSGN Star Center, Calif.—Granted license for new station 900 kw 1 kw D.

WESR-FM Saras. N. Y.—Granted license for FM station.

WKJN Corning, N. Y.—Same.

WLKD Columbus, Ohio—Granted mod. CP to make changes in ant. system.

WISR-FM Butler, Pa.—Granted mod. CP to change type trans. and make changes in ant. system.

WATY Miami Beach, Fla.—Granted license covering increase to 1 kw-W 5 kw-LS and install new trans.; cond.

WSBI Montpellier, Va.—Granted mod. CP to change name of permittee to Montpelier Barst Busk, Co. and change studio location.

KWPT Newbern, Ore.—Granted mod. CP for approval of ant., trans. and studio locations.

WXFT Elly, Minn.—Granted mod. CP to change type trans., for approval of ant. and trans. location and to specify studio location.

KNOG Nokesia, Ariz.—Granted mod. CP for approval of ant. and trans. location.

KYNJ Carson City, Nev.—Granted license to change name of permittee to Montpelier Barst Busk, Co. and change studio location.

WXXL Elly, Minn.—Granted mod. CP to change type trans., for approval of ant. and trans. location and to specify studio location.

WMBN Meadville, Pa.—Granted mod. CP for extension of completion date 1-28-48.

WREX Duluth, Minn.—Granted mod. CP for extension of completion date 1-10-47.

November 25 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KFI Los Angeles—Mod. CP, as mod., which authorized instal new vertical ant. for extension of completion date.

KRXU Santa Cruz, Calif.—Mod. CP which authorized and new standard station to make changes in trans. equip. and DA and change trans. location, AMENDED to make changes in ground system and change trans. location.

AM-1340 kc

AM-1220 kc

KSF7 Trinidad, Colo.—CP to make changes in trans. and change trans. location.

Modification of CP

WSAV Savannah, Ga.—Mod. CP, as mod., which authorized change frequency, increase power, install new

(Continued on page 78)

one solution

FOR TWO PROGRAM PROBLEMS

• network quality
• local cost

When you analyze objectives and decide you want a program with network finesses... but discover that your budget won't support the production costs... put your money on Fulton Lewis, jr. and watch things hum!

Here's nationwide prestige at local program cost. Millions hear Fulton Lewis, jr. in "the top of the news from Washington" five nights a week. Hundreds of sponsors (on more than 288 stations) swear by this outstanding cooperative program. Wire, phone or write now for availabilities in the localities where a sustaining feature is Fulton Lewis, jr.
FCC Actions (Continued from page 75)

Applications Cont.: trans. and DN-A and mount FM ant. on AM tower and change trans. site, for extension of completion date.

Valdosta Bestg. Co., Valdosta, Ga.—CP new standard station 910 kc 5 kw DA-N AMENDEd to make change in DA.

-AM-1250 kc Shively Bestg. Co., Shively, Ill.—CP new standard station 1250 kc 5 w D.

-AM-1280 kc WGBF Evansville, Ind.—CP increase power to 1 kw w,_MOUNT and to make changes in DA-N, AMEND-ED to change name of applicant from Evansville to the Air Inc.

-AM-1560 kc KSWI Council Bluffs, Iowa.—Authority to determine operating power by direct measurement of output power.


-AM-990 kc Northwestern Theological Seminary and Bible Training School, Minneapolis — NP new standard station 900 kc 1 kw D. AMEND-ED to issue for officers.

-AM-1320 kc Canisteo Radio Corp., Canisteo, N. Y.—CP new standard station 1320 kc 1 kw D.

Modification of CP

WSOC Charlotte, N. C.—Mod. CP to increase vertical antenna and mount FM ant. on top of AM tower for extension of completion date.

-WRB-930 kc WRBF Washington, N. B.—CP change hours of D to unil. with 1 kw w and 5 kw-D and install DA-N, AMENDEd re changes in DA.

Modification of CP

WMFD Wilmington, N. C.—Mod. CP which authorized increased power, install new trans. and DA-DA and change trans. location, for extension of completion date.

WEBR Buffalo, N. Y.—Mod. CP, as mod., which authorized change frequency, increased power, install new trans. and DA-DA and change trans. location, for extension of completion date.


AM-1340 kc WRHI Rock Hill, S. C.—CP make changes in vertical antenna and mount FM ant. on AM tower. AMENDEd to change type trans.

AM-1350 kc Texas Bestg. Co., Hartlingen, Tex.—CP new standard station 1350 kc 50 kw DA unil. AMENDEd to change hours from 2400 to 0800 except for AM tower, to 6400 at Cincinnati, Ohio, to 6400 at Sacramento, Calif.

Modification of CP

WBRC-FM Birmingham, Ala.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KESL-FM Chico, Calif.—License to cover CP, as mod., which authorized new FM station.

KXTL Los Angeles—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KLOK-FM San Jose, Calif.—Same.

WHBF-FM Kansas City—Same.

WRFP-Fayetteville, N. C.—Same.

WKBN-FM Youngstown, Ohio—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KEX-FM Portland, Ore.—Mod. CP which authorized new FM station to change ERP to 71.4 kw; ant. height above average terrain to 85 ft.; make changes in antenna system and change commencement and completion dates.

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

KPRM-FM Houston, Tex.—Same.

License for CP

United Bestg. Co., area of Cleveland — License to cover CP which authorized new remote pickup station WHKI WHICH and remote pickup station 153.05 mc.

Remote Pickup

WHEB Inc. Portsmouth, N. H.—CP new remote pickup station 103.1 mc 50 w, emission special for FM and hours in accordance with Sec. 4.403.

ST Station

WHEB Inc., Inc., Burlington, N. H.—CP new ST station on 940 mc 10 w, emission special for FM and AM.

AM-1010 kc Athens Bestg. Co., Inc., Athens, Ala.—Same standard station, 1010 kc 250 w.

AM-1250 kc KCSB San Bernardino, Calif.—CP change hours from D to unil., change power from 500 w to 500 w and DN and make changes in trans. equipment.

AM-1050 kc Mansfield Bestg. Co., Inc., Mansfield, Pa.—CP new standard station 1050 kc 1 kw D.

AM-1460 kc WMRC Greenville, S. C.—CP change frequency from 1320 kc to 1320 kc and change trans. location.

AM-1010 kc KAMQ Amarillo, Tex.—CP change hours from D to unil., change power from 500 w to 200 w and DN and change location.

Modification of License

KPRB-AM Spearfish, S. D.—License to change hours from D to unil. with power 150 kw 2 kw-D and install DA-N.

Modification of CP

WTAQ Green Bay, Wis.—Mod. license to change from DA-DN to DA-N.

Modification of CP

WAFM Birmingham, Ala.—Mod. CP, as mod., which authorized new FM station to change trans. site, ERP to 21 kw, ant. height above average terrain to 80 ft. and to make changes in ant. and change commencement and completion dates.

KJH-FM Los Angeles—License to change permit which authorized new FM station, to change corporate name to Thomas S. Lee Enterprises Inc. d/b/a Don Lee Bestg. System.

Modification of CP

WGAA-FM Cedartown, Ga.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WTAX-FM Springfield, Ill.—Same.

WKGR-FM Ft. Wayne, Ind.—Same.

WAZY Breton, Mass.—Same.

KING-FM Seattle, Wash.—Same.

KED-FM St. Louis—Same.

Northern Allegheny Bestg. Co., War- ren, Pa.—CP new FM station (Class A) on Channel 221, 92.1 mc, ERP 429 w and average terrain to 288 ft.

Remote Pickup

Isle of Dreams Bestg. Corp., Miami, Fla.—CP new remote pickup station on 153.11 mc 50 w and special for FM and hours in accordance with Sec. 4.403.

TV-186-192 mc

Boston Metropolitan Television Co., Boston—CP new FM station on Channel 9, 148.1 mc, ERP 29.5 kw and unil. AMEND-ED to make 801 changes and to request decrease in ERP from 84 kw and decrease 14 kw to 27.5 kw and 14.5 kw re- spectively.

Remote Pickup

WJR The Goodwill Station Inc., Detroit—CP new remote pickup station on 153.11 mc 50 w and special for FM emission, hours in accordance with Sec. 4.403.

APPLICATIONS DISMISSED

WGBS Miami, Fla.—Special service authorization to operate unil. non-directional at 311 kc w-D and kw-N for period of 30 days. DISMISSED Nov. 21, 1947.

AM-1450 kc KGFF Shawnee, Okla.—CP reinstatement of authorization for a new vertical antenna, to make changes in vertical antenna and mount FM ant. on AM tower. DISMISSED Nov. 21, 1947.

APPLICATIONS DENIED

Radio Station of America—De- sisted experimental TV station W10KLY allocation made within continental U. S., Nov. 19.

The Fort Industry Co., area of Toledo, Ohio.—Deleted application for high frequency FM station W1HQ.

TV-16-134 mc


TENDERED FOR FILING

AM-910 kc KRUX Glendora, Calif.—CP change frequency from 1290 to 910 kc, power 50 kw w-D to 5 kw w, install new trans. and change trans. location, install DA-N and change studio location from Glendale to Phoenix.

Assignment of License

KSGN near Centerville, Calif.—Cons- trolled to assignment of license to E. L. Barr, Elmer Rheingans, Jake Rhein- gans, Henry H. Walton and Brother P. Walton, as partnership d/b/a Radio Sang Co.

Acquisition of Control

WTTM Trenson, N. J.—Acquisition of control of 50% by stockholders, transfer of license of WTTM and permittee to WTTM-FM Inc., controlled by John E. Carl Mark.

Transfer of Control

Inland Radio Inc., Baker, La Grande


To Network Executives 
A TIME PLAN TO ELIMINATE DELAYED ET's of your line shows

ANY network offering can be accepted by your affiliate with the Mosby Plan of Time Allocation. Because local programs are confined to the 3rd quarter of every hour. Remaining time belongs to the networks. Affiliates then can accept any network offering and yet know their local commercials are safely sloted in their guaranteed 3rd quarter hour. Let's give it a try.

The ART MOSBY STATIONS

EASTERN NETWORK SYSTEM

BROADCASTING 

1947

ABC

FORT WORTH, TEXAS

676 kc. 5,000 Watts

1820 kc. 50,000 Watts

FREE & PETERS INC.

National Representatives

Page 76 • December 1, 1947


No Time for News
THE CHICAGO typesetters' strike has been observed by at least one Chicago radio station. Approached by The Chicago Sun for time in which to sponsor several news programs, WCFL, the American Federation of Labor station, at first agreed. Later in the day, following publication of news that a strike was pending, Mel Wolens, commercial manager of the station, notified the Sun that an IBSW engineer had refused to cross a picket line around the building where the paper is printed. The paper said that at the time the calline arrived, no picket line existed.

and Ontario, Ore.—Consent to transfer of control of licensees KBKR KBLM KNSV to Olive B. Cornell, Executrix of estate of Marshall E. Cornell, deceased.

AM—1230 kc


Transfer of Control
WIMS Michigan City, Ind.—Consent to transfer of control from O. E. Richardson, E. B. Herker, W. A. Blank, E. D. Osterlinder, W. J. Volk and J. F. Gibraltar to O. E. Richardson.

AM—1490 kc

WMUS Muskegon, Mich.—CP change frequency from 1090 to 1090 kc power, from 1 kw D to 1 kw W DN, hours from 10 to 1 un. (referred to as WDBF),

AM—1490 kc

Maple City Bestg. Corp., Hornell, N. Y., CP new standard station 1450 kc 500 w-N-D un. DA-N.

November 26 Applications

ACCEPTED FOR FILING

KRUX Glendale, Ariz.—CP change frequency from 1340 to 1340 kc, increase power 250 w to 5 kw, install new trans., and DA-DN and change trans. and studio locations.

Modification of CP
KLAC Los Angeles—Mod. CP, as mod., which authorized increased power, install new trans., and vertical and change station.

KRRA Sacramento, Calif.—Mod. CP, as mod., which authorized new standard station to change frequency, increase power, install new trans., and DA-DN and change trans. and studio locations for extension of completion date.

Modification of CP
KCRU Taos, Calif.—Mod. CP, which authorized new standard station to change frequency, increase power, install new trans., and DA-DN and change trans. and studio locations for extension of completion date.

License for CP
KGKH—Sacramento, Calif.—License to cover CP, as mod., which authorized new standard station to change frequency, increase power, install new trans., and DA-DN and change trans. and studio locations for extension of completion date.

License for CP
KQCN—Coeur d'Alene, Idaho—License to cover CP, as mod., which authorized new standard station to change frequency, increase power, install new trans., and DA-DN and change trans. and studio locations for extension of completion date.

License for CP
KGB—Iola, Wis.—License to cover CP, as mod., which authorized new standard station to change frequency, increase power, install new trans., and DA-DN and change trans. and studio locations for extension of completion date.

License for CP
KAFL—Flagstaff, Ariz.—License to cover CP, as mod., which authorized new standard station to change frequency, increase power, install new trans., and DA-DN and change trans. and studio locations for extension of completion date.

License for CP
KABJ—Burgess, Wyo.—License to cover CP, as mod., which authorized new standard station to change frequency, increase power, install new trans., and DA-DN and change trans. and studio locations for extension of completion date.

License for CP
KQMF—Hesperia, Calif.—License to cover CP, as mod., which authorized new standard station to change frequency, increase power, install new trans., and DA-DN and change trans. and studio locations for extension of completion date.

License for CP
KIND—San Miguel, N. M.—License to cover CP, as mod., which authorized new standard station to change frequency, increase power, install new trans., and DA-DN and change trans. and studio locations for extension of completion date.

License for CP
KWN—Winona, Minn.—License to cover CP, as mod., which authorized new standard station to change frequency, increase power, install new trans., and DA-DN and change trans. and studio locations for extension of completion date.

8 Pages for KSCO
TWO DAYS before KSCO, new 1-kw Santa Cruz, Calif., daytime outlet on 1080 kc was launched the Santa Cruz Sentinel-News went all out in announcing the station's opening. The paper, in its first special edition since the war, devoted 38 of its 46 pages, to articles about the station and its personnel, program plans, sponsors, and other pertinent facts. KSCO took the air earlier this fall. It is licensed to Radio Santa Cruz, a partnership composed of Fred McPherson Jr. and Dr. Mahlon D. McPherson, brothers, and C. Vernon Berlin, who is station manager. The McPhersons are publishers of the Sentinel-News.

Just installed an IFOC type, one of the most modern in the state of the art, a new edition of the Sentinel-News will go out. And the Sentinel-News is going out the same way. That's one of the things that sets the Sentinel-News apart from other newspapers.

WCHS
Charleston, W. Va.

Edward Friendly
B.B. & O.
442 Madison Ave.
New York City

Dear Ed:

Just you leave it to us here at ole WCHS for takin' advan'tage of promotion opportuni-

ties.

Pioneering in Kansas City

KFWF

1290 D.

December 1, 1947 • Page 77
Bird for Bride

BILL SCHUDT, CBS eastern manager of station relations, got the bird last week from Ed Darlington, manager of WCNR Bloomington, Pa., but he's not kicking about it. Mr. Schudt fixed it so that WCNR, an independent station, took a courtesy feed on the royal wedding from CBS, Nov. 20. In gratitude, Mr. Darlington sent Mr. Schudt a live pheasant which arrived at CBS New York headquarters in plenty of time for Thanksgiving dinner.

Waring program, also signed to sponsor the Friday period to feature its Green Giant brand peas and Niblets brand corn, herebefore advertised almost exclusively in the magazines.

Burnett's dogged confidence in Fred Waring and his type of music as part of the morning radio fare is given credit in the industry for keeping on the air a show which has consistently led the polls of editors and listeners as one of radio's best daytime programs.

The Brown Shoe Co., St. Louis, has its case history to add to the file of Burnett clients willing to explore in unknown radio territory. A company whose "Buster Brown" trade-mark is familiar to thousands of American youngsters, the Brown Shoe Co. had as its number one problem the fact that most children's shoes were bought by Mama on recommendation of the shoe salesman in head of the child. Seeking for a remedy, the Burnett agency listened to and liked the singing personality of a radio star who had achieved a considerable reputation among oldsters for the rendition of hymns and folk songs. But, whether "Smillin' Ed McConnell" would appeal to the shoe-wearing moppet was another and highly debatable question.

Bill Weddell, who had known "Smillin' Ed" at NBC and who, on his appointment as radio director of the Burnett agency, had drummed for the AMI's sponsorship of the Waring program, considers Mr. McConnell one of radio's greatest salesmen. Starting out in 1944 on a test for 13 weeks over 10 NBC Pacific Coast stations, Smillin' Ed and His Buster Brown Gang quickly brought a Hamlin horde of howling youngsters into the stores of Buster Brown dealers.

Radio Ups Sales

Radio is credited with selling four times as much Buster Brown merchandise as magazines, and the firm's projected five year sales goal, started at the beginning of its sponsorship of "Smillin' Ed," was passed two years later. It is now 100% ahead of its earlier expansion program. Radio now gets nearly 60% of the Brown Shoe Co. budget. And, to add further proof of radio's responsiveness, the Burnett agency cites that after

Apples to Ambrosia

(Continued from page 19)

ational free service to its gas and oil customers when it signed Red Grange as a football sportscaster.

It was shortly before the war when the clipped speech of the comparatively unknown H. V. Kaltenborn was making history by his broadcasts behind haystacks in Spanish battlefields, and his reports of the Munich conference, that Burnett decided the time was ripe for sponsorship of a network commentator. Starting on a limited number of NBC stations, Mr. Kaltenborn began what has now become one of the longest consecutively sponsored newscasts in radio as the official Pure Oil News Time. It also began what has set a record for commercial announcers with Lyle Van delivering the short, factual and-to-the-point commercials.

But it remained for Pearl Harbor to convince both Burnett and Pure Oil that in the sometime opinionated but scholarly and much traveled H. V. K., they also had a great public service. On November 8, Burnett instructed NBC that Pure Oil would sponsor Mr. Kaltenborn not three weeks, but five times a week—Monday through Friday.

Sells Oil, Too

Mr. Kaltenborn's interpretation of the news, however much harping critics may minimize, is highly respected by millions of listeners, a sizeable percentage of whom also have formed a habit of refueling at a Pure Oil station. In the face of gas rationing and government restrictions on driving, Pure Oil boldly published over 6,000,000 war maps. The customer gladly paid 10 to 25 cents each for the maps, and Pure Oil research showed that in the process, many of them stayed to buy gas and oil. With the war over, Pure Oil has turned to public service and its new booklets are aimed exclusively at safe driving. One of them teaches children how to drive, an effort that has been highly commended by the National Safety Council, police departments, and school authorities.

In 1939 the American Meat Institute, then a 40-year old association of meat packers and processors, impressed with the success of a new process for manufacturing "skinless" weiners, called on the Burnett agency to do something to maintain the sale of natural casings.

The Burnett answer to this meaty problem was to direct two national campaigns, one to increase the consumption of pork sausage, and the second to like-wise to liver sausage. It was perhaps only incidental that both products required natural casings. The Burnett-conceived campaign inspired an appreciation for the casings that has never diminished.

At about this time, the late G. F. Swift inspired a sustained, industry-wide campaign to "sell" the American housewife on the essential need for meat in the daily diet. With $6,000,000 provided to add pork chops to the table, independent of private brand labels, the AMI launched a series of ads in leading magazines and newspapers.

Unfortunately, in 1941, no share of the two million went to radio. The reasoning behind this slight (that an educational story was best told by its many writing, its nutritional role in the daily diet, required lengthy copy) was not easily overcome. It was generally believed that broadcasting could not match the power of a four-color page in magazines.

Then the day of radio came and the AMI agreed to the sponsorship, over the ABC network, of The Life of Riley, starring a promising young actor named William Bendix. After 18 months on ABC, first on Sunday afternoon and later on Sunday night, Riley and AMI parted company. Subsequently, Procter & Gamble began to pay Riley's rent.

Direct Appeal Tried

The AMI's next approach to radio was an appeal direct to housewives. By sponsoring the Fred Waring show ($1,000,000 annually) twice weekly, AMI broke ground in some highly restricted territory; the land of soapsads prospered and developed to its highest value such advertisers as P&G, Sterling Products, General Mills, and others. It proved not only that music, as interpreted by Waring, could break down accepted and heretofore sacred tenets that the daytime was story-telling time to the American housewife, but that she was fully capable of picturing in her mind's eye, the luscious color and delightful aroma of a prime rib roast, without assistance from a four-color picture of same. It also raised the meat industry to a really flexible medium, enabling it, overnight, to recognize shifting conditions in meat supply and prices, as compared with the 90 day closing dates for magazines. Minnesota Valley Canning Co., impressed by the success of the
two mentions on the “Smilin’ Ed” program 260,000 pieces of mail were received by a nine year old paralytic on her birthday. The little girl got dozens of dolls, handkerchiefs, toys, an offer of a vacation on a Wyoming ranch, and other gifts by the hundreds. Out of many of the letters came good U. S. currency in various denominations. The St. Louis postoffice thought Christmas had arrived unusually early.

If any one characteristic marks an agency for success, the Burnett agency itself is it in the field of “creative planning.” Not only in radio, but in space as well, the print of Leo Burnett’s own creative genius is strongly stamped.

Mr. Burnett, who appears at 9 a.m. daily at his office, attired in conservative blue suit, Homburg hat, and brief-case, is often mistaken for an insurance salesman, or some pre-ageal type, or moved from the Huckster-influence of advertising.

But, his particular talent is and always has been in the art of copywriting. There’s nothing so sad and so impervious to Burnett as truth itself and all the Burnett ads reflect this insistence on fact behind the ad-writers’ familiar love of adversarialities. A caller to the Burnett office will most likely see its president in conference with one or more writers, artists, and account executives, and he gives frequently as much time and care to the creation of a small mail-order piece of copy. His special interest lies in trade copy where he thinks a client must stand or fall in the critical light of competition.

Campaign Contributions

His interests, other than creative copy writing are many and varied. As an original member of the Advertising Council, he contributed many outstanding examples of public service campaigns, of which his “They Are Taking Away the Sandbags” (inspired by the temporary civilian letdown about a year before V-E Day) he and his agency are justifiably proud. His latest effort in the field of public service is the preparation of “Good

RESULTS?
THAT’S US!
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS — NOW!
Interested? Ask
JOS. WOOD & CO.,
350 Madison Ave., New York

BROADCASTING • Telecasting

Former Secretary of State Byrnes (second from l) with Wilton E. Hall, former U. S. Senator, Mrs. Hall (far l) and Mrs. Byrnes.

• • •
AVOID THE EMOTIONAL APPEAL, BYRNEs URGES

INSIST that men in public office, as well as radio and the press, strive for accuracy and appeal to reason instead of the emotions in speaking of or dealing with events affecting our foreign relations, James P. Byrnes, former Secretary of State, urged more than 500 South Carolina industrialists and civic leaders who attended a dinner meeting in Anderson, S. C., recently.

Arrangements for Mr. Byrnes’ appearance were made by Wilton E. Hall, owner of Anderson’s WAIM and FM station WCAC, publisher of the Anderson Independent and The Daily Mail and former U. S. Senator.

Referring to his book, Speaking Frankly, former Secretary Byrnes, a minority stockholder in WORD Spartanburg, S. C., said that he disagreed with the head of a national news agency who felt that information such as the book contains should not be made public for at least ten years after the Secretary had left public office. Mr. Byrnes said it was his belief that “it would serve no good purpose for me to suppress the facts for ten years and let the people know the truth only when it is too late for them to do anything about it.”

“While I have contributed to the policy of publicity in foreign affairs,” Mr. Byrnes continued, “I realize my responsibility.” Emphasizing again the need for greater emphasis on accuracy and less emotional appeal, Mr. Byrnes said he felt that his book would be helpful “to those officials of governments throughout the world who are charged with negotiating the peace . . . and I knew it would be helpful to the people of all countries . . . to know what had been done in the effort to make peace.”

SPEECHES of TyTVE Lie. Herbert H. Lehman and Jan Mamasky from Americ-an Nobel Anniversary Dinner, Dec. 10 at New York’s Hotel Astor [BROAD-CASTING, Nov. 24], will be broadcast 9-9:30 p.m. by WNYC New York. Following morning WCBS New York will use wire-recorded excerpts of some of the talks on its "This Is New York" program.

Citizen," a briskly written 72-page manual of citizenship which will be distributed widely during the coming year as a follow-up on the “Freedom Train.”

A solid, home-loving man, he is never found at familiar watering holes of the advertising clan, preferring to retire to the peace and quiet of his 110-acre farm where he raises the apples which every space-red finds in a bowl in the Byrnes foyer.

Today, with 160 employees, and some of advertising’s best accounts, the Burnett agency is gearing itself to helping its clients through the tough, competitive selling era ahead.

Milton Cross on Author

ABC ANNOUNCES that Milton Cross’ Complete Stories of the Great Operas has been published by Doubleday & Co., New York. The volume was compiled and edited by the network’s veteran announcer-commentator ($3.75).

Upcoming

Dec. 6: Florida Assn. of Broadcasters meeting, Soreno Hotel, St. Peters-
burg, Fla.
Dec. 7: South Carolina Broad-casters, First District 9, regional con-
ference, Houston St. Hotel, Charleston.
Dec. 12-14: NREDA Annual Convention, Hotel Pennsylvania, N. Y.

NCCJ RADIO MEETING IS HELD IN RALES

NORTH CAROLINA chapter of the National Conference of Chris-
tians and Jews last week (Nov. 24-26) held a three-day religious ra-
dio institute in Raleigh to acquaint clergy and religious workers with methods of providing religious pro-
grams to the largest possible audi-
ence.

Clifford J. Durr, FCC Commissio-
er, was to have made the prin-
cipal address on “Broadcasting in the Public Interest,” but due to a tie-up in plane transportation, was unable to attend.

Forum speakers included: E. C. Parker, director of Joint Religious Radio Committee, New York; Harold Essex, WJSW Winston-Salem, and president of N. C. Broadcasting Assn.; Elior Inman, head of religious broadcasts, CBS; Larry Walker, program director of WBT Charlotte; Richard Mason, general manager, WPTF Raleigh; Ed Kirk, WPTF news di-
rector, and Phil Ellis, WPTF an-
ouncer.

STILL GOING PLACES!

When you lay the yardstick on any station’s effectiveness, don’t forget to measure old and faithful clients. KQV has been carrying spots for a Pittsburgh furniture outlet for 17 years. The company uses radio exclusively and almost all of its air dollars have been invested in the tremendous value you get in KQV’s highly buy-minded audience and far-famed aggressiveness. KQV keeps going places, and so do its advertisers!
Chicago's Strike-Bound Papers Take 'Full Advantage' of Radio

Radio News editions of Chicago's strike-bound newspapers were on the air within 24 hours of last week's walkout by composing room employees affiliated with Local 16 of the Chicago Typographical Union (APL).

Publishers of the Tribune, Sun, Times, News, Herald-American, and Journal of Commerce by mutual agreement ordered broadcasts over WGN, WJJD, WIND, WENR, and WBBM shortly after the strike began at 9 p.m. (CST) Nov. 24.

Besides ordering their news staffs to take "full advantage" of radio facilities, the publishers took steps to put out daily editions of varitype (photo-engravings of typewritten copy).

By Monday noon Chicago radio stations had, almost without exception, made drastic revisions in their program schedules to give audiences the latest local and national news in addition to regularly scheduled newscasts. WIND, owned and operated by the Daily News, immediately obtained six additional news writers and added news programs on the half-hour until midnight while maintaining its "News on the Hour" schedule.

Howard Miller, WIND program director, said that bulletins and spot news would be included in many recorded and public service programs, with special time periods being given to financial, livestock, grain and poultry market reports. WIND carries one of the heaviest news and sports schedules of any Chicago station.

Moves Sustainers
WGN, the Tribune station, moved several local sustaining programs to make room for news from the Tribune news department and in addition will make its facilities available to other newspapers on a pool basis, according to Frank Schreiber, general manager.

WMAQ, NBC-owned and operated station, also intensified its coverage of Chicago news for local and network originated programs, but because of commitments to advertisers indicated it would not attempt to make such programs available for sponsorship by regular newspaper advertisers. Bill Ray, NBC Central Division news chief, said WMAQ was the only Chicago station to employ a staff of reporters in addition to news writers.

WBBM, CBS-owned and operated station, notified newspaper publishers it would increase its news with approximately 25 additional newscasts which would be inserted in participating, sustaining and public service programs.

WJJD, owned by the Sun-Times (Marshall Field's morning and evening papers) also juggled its schedule to make room for additional newscasts originating direct from Sun-Times newsrooms, with Ulmer Turner, Sun radio editor, as commentator.

WBBM's sales staff reported virtually all local programs available for sponsorship had been bought up by leading department stores and motion picture chains. Such advertisers as Wieboldt's, The Fair, Marshall Field's, Goldblatt's and Carson, Pirie, Scott, while steady users of local radio, have given major portions of their advertising budgets to newspaper display.

The strike was ordered by the typographers' union following a breakdown of negotiations with publishers over increased wages and new working conditions. The publishers agreed to a blanket 15% wage increase but refused to accept what they termed "an attempt to mandate a wage scale without a contract."

By refusing to sign a contract, the union was in violation of the Taft-Hartley law, counsel for the publishers charged.

The publishers, relying upon the union, through its president, John J. Pileh, to stipulate its wage and working conditions demands in a lawful contract of reasonable duration. Failure to do this, the newspapers charged, would place the publishers in an arbitrary position with respect to the Taft-Hartley law and endanger the employment of hundreds of pay and advertising employes not affiliated with the union.

Decision to initiate an emergency news policy was made late Tuesday, Nov. 25, by the three newspaper-owned radio stations in strike-bound Chicago. The three stations, WJJD (Sun-Times), WGN (The Chicago Tribune) and WIND (The Daily News) will present 29 daily news programs on their respective stations which will now be sponsored by the six Chicago newspapers, including the Herald-Amercians and the Chicago Journal of Commerce on a pool basis.

Policy change was effected in order to permit the papers, now virtually paralyzed by a strike of the typographers union, to serve the public with late news releases.

"Greatest difficulty in providing late news," the Tribune explained, "is in processing it. With this in mind, WGN and other radio stations are preparing to supplement the printed papers. The radio stations will have access to all news material gathered by our own reporters as well as by AP and other wire services."

KFM B
Sells
SAN DIEGO
San Diego again leads all U. S. cities in per capita retail sales. This year folks within 15 miles of our pattern are expected to spend almost $425,000.00. Solid peace-time industry keeps this figure up. Sell San Diego through KFM B, the ABC station with the "Inside" track.

KFMB
* Now operating FM-FM
BASIC AMERICAN NETWORK (Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANDAN CO

Page 60 • December 1, 1947
Boy Scouts' Recordings Released for Broadcasts

A SET of 13 quarter-hour transcriptions has been released by the Boy Scouts of America for use on a sustaining basis by radio stations in cooperation with local scout councils. Provision for one-minute local "tie-in" announcements has been made so that councils may feature their own activities.

Talent for the recordings consisted of Emil Velasco, organist, and Vic Rubel of CBS on sound effects. Production was directed by Stephen J. Manookian, formerly publicity and special events chief at WORL, Boston.

The series covers all phases of scouting activity. The first record features the unknown British boy scout's "good turn" to an American businessman in London, which resulted in the establishment of the Boy Scouts of America. Others dramatize actual cases of scout heroism and various scouting projects.

Carr Identification

TOM CARR, secretary-treasurer and sales director of the new Georgia Assn. of Local Stations, is not general manager of WGAA Cedar-town and WLBB Carrollton as reported last week [BROADCASTING, Nov. 24]. He formerly served in those capacities, however.

ADMIRAL Corp., Chicago, through its president, Rose D. Siragusa, has announced 25c dividend, payable to stockholders of record at close of business Nov. 28, Dividend, payable on Dec. 15, brings total dividend paid for year to $7.14.

Broadcast Costs Up 9%, NAB Reports

Survey Covers 85 Out of 100 Stations Contacted

OPERATING expenses of NAB member stations for 1947 are up 9% against increased time sales of 8%, according to a survey conducted by Kenneth H. Baker, NAB Director of Research [CLOSED CIRCUIT, Nov. 10].

The survey covers 85 stations of 100 contacted by NAB. The sample is projectable to the entire NAB membership of over 1,200 stations. Income and expense averages are based on the first nine months of 1947. The study was conducted prior to the NAB board's Nov. 13-15 meeting at which a new dues schedule was adopted. A larger study will be conducted at the year-end to provide actual income figures covering the entire industry, including new stations.

Dr. Baker said that if the increase in grosses were projected to the entire industry, "it would seem that the 1947 non-network gross revenue would be about $275,000,000 compared to the $241,000,000 reported by the FCC for 1946."

In the large station class NAB found that gross revenue changes in 1947 range from 8% decrease to 35% increase, with an average 7% increase.

Medium stations—14% decrease to 47% increase, with 8% average increase.

Small stations—12% decrease to 45% increase, with 10% average increase.

All types—8% decrease to 47% increase, with 8% average increase.

More Increases

More revenue increases than decreases were reported, with increases larger than decreases. Causes of changes included normal advertising revenue increases, intensified sales activities, power increases or frequency changes, network affiliations, shifts in management, and changes in sales policies.

Breakdown of operating cost changes follows:
Large stations—7% decrease to 63% increase, with 8% average increase.
Medium stations—3% decrease to 66% increase, with 11% average increase.
Small stations—5% decrease to 33% increase, with 5% average increase.

All types—3% decrease to 66% increase, with 9% average increase.

Dr. Baker said small stations appear least affected by increased operating costs, though enjoying the highest average increase. Reasons cited for higher operating costs range from the fact that the sample included nonprofit FM stations to the higher wages.

"Since the 1947 figure applies to more than 1,400 stations, while in 1946 there were only 952, Dr. Baker said, "these estimates indicate that the trend toward lower profits. . . . may be continued into 1947."
'News' Hits Denny Participation  
(Continued from page 18)

Comr. Clifford J. Durr on grounds that he considered American Jew-

ish Congress charges against the News which already had been striken from the record by other members of the Commission.

Vice Chairman Paul A. Walker was the fourth member voting against the News. The petition contended that neither he nor Comr. Durr had read all the testimony and exhibits in the voluminous case, "or even all the testimony and exhibits (other than the evi-
dence which was stricken) applicable to petitioner and to the five successful applicants." Instead, pressed by a heavy workload, they "relied on summaries or reports prepared for them by members of the Commission's staff," the petition declared.

The case involved 17 applicants for five channels. Winners in the proposed decision were the News, WMCA New York, ABC, Unity Broadcasting Corp., and WPAT Paterson, N. J. In the final decision, Jett, Jones and former Comr. Jett had disavowed a majority decision in the latter decision (eliminating both the News and WLIB New York, which is owned by the New York Post).

We have repeatedly recognized that in comparative hearings, such as this, if all other factors are equal, the public interest is generally better served by preferring non-newspaper applicants over newspaper applicants since this promotes diversity in the ownership of mass communication and com-
petition in the dissemination of news and information.

Comrs. E. K. Jett and Rosel H. Hyde dissented. Comr. Robert F. Jones did not participate. Mr. Jett took the position that the News made a superior showing and that a grant would promote competition between FM stations since the New York Times (WQXR) is now the only New York newspaper with an FM outlet. Mr. Hyde said it was "unrealistic" to argue that grants to other applicants would better promote competition between media than a grant to the News or WLIB.

"Gross Usurpation"

The News contended that the majority's announced policy violates the Communications Act and "is also a gross usurpation of au-

thority not delegated to [FCC] and constitutes an attempt to extend its regulatory functions to a business, i.e., the business of publishing newspapers, over which it has no jurisdiction." The petition con-

tinued:

"All newspaper licensees are placed in jeopardy by the Commission's ruling, particularly against applicants for their facilities, in view of the interpretation which may eventually be given by the Commission and the reviewing court respecting the applicability of the Act's provision that renewals shall be governed by the same considerations affecting original grants. It was pointed out that 320 of the authorized AM stations on Jan. 1, 1947, were licensed to new-

spapers; that 204 of 540 FM grants outstanding on Oct. 1, 1946, had gone to newspapers, and that 22 of the present Amendment forbidding tele-

vision authorizations are held by newspapers.

The petition made a lengthy sur-

vey of past FCC decisions with reference to newspaper applicants, concluding:

From the foregoing it is impossible to extract any general, uniform or consistent policy, or regulation, applicable to all cases and from the Commission's decisions involving newspaper applicants to determine what factors are considered in granting or denying newspaper ownership, to escape the conclusion that more often than not, newspaper ownership has served as mere window dressing to decisions reached on other grounds or for other reasons.

To maintain and apply such a Pro-
crustean policy is in itself a denial of due process of law. It violates the Fifth Amendment to the Constitution, and to open the door wide to decisions actually based on grounds or reasons not appearing in the record or deci-
sions (e.g., a decision in which all members of the Commission belonging to one political party vote in oppos-
ition to newspaper applicants, who have opposed the administration in power belonging to that party).

A press release announcing the filing of the petition pointed out that Messrs. Denny, Durr and Walker are Democrats; Messrs. Hyde and Jones and former Comr. Bar. C. Wakefield (who voted on the proposed decision, favoring the News are Republicans, and that Messrs. Jett and Webster are Inde-

pendents.

Argue on Policy

The News' petition argued that FCC's announced policy violates the First Amendment forbidding abridgment of freedom of speech or press; discriminates against newspaper publishers, and subjects them to "disqualifications, restric-
tions, handicaps, and penalties to which persons engaged in other businesses are not subject. . ."

Further, the petition asserted, the question of newspaper ownership was not an issue in the case, and actually, in the proposed decision, was excluded "by neces-

sary implication."

It was pointed out that Mr. Denny voted for other newspaper applicants in both the proposed and final decisions and that Messrs. Walker and Webster, though they did not participate in the proposed decision, voted for a newspaper in the final. The fourth member voting against the News, Mr. Durr, "went to the trouble of de-
tailing his reasons . . . in the proposed decision and failed to mention the newspaper ownership factor," the petition asserted.

The News' decision that "all other factors are equal" with respect to the qualifications of the various applicants. It charged that the de-
cision itself makes no finding to that effect and that, even if such a finding had been made, Messrs. Denny and Webster "could not in good conscience have voted there-
one since they have read only the oral argument and the exceptions."

The petition called attention to the "close resemblance in phrase-

ology between the proposed deci-
sion and the final decision except for the re-shuffling of the names of applicants favored and rejected," and also declared: "The lack of any significant variations in the phrase-

ology in the findings of fact between the proposed and the final decisions, which in any way justify changing to the conclusions about newspaper ownership, further demonstrates the arbitrary and capricious char-
acter of the decision."

A News appeal to the courts is regarded as virtually certain, if necessary. The paper could apply for one of the "reserved" channels which are now available to applicants in the New York area but under normal procedure would first have to abandon its present application. The probability that the demand for reserved channels will exceed the supply, again necessi-
tating a hearing, led observers to the belief that the News would attempt to upset FCC's present de-
cision in court, if necessary, rather than start over with a new applica-

Page 82  December 1, 1947  BROADCASTING  Telecating
RESULTS OF N. Y. AFRA ELECTIONS ANNOUNCED

RESULTS of Nov. 20 election for members of the New York local board of the American Federation of Radio Artists were announced last week by George Heller, the union's executive secretary. Although the voting crossed "party" lines within AFRA, the independents had somewhat the better of it over the artists committee. The following 23 AFRA members were elected to the board for a one-year term:


Meanwhile, Mr. Heller confirmed a report that AFRA will ask the networks, when contract negotiations reopen, for a cost-of-living increase commensurate with the cost of living. It has been shown in the U. S. Department of Labor report to be issued Jan. 1. Under the current AFRA agreement with the networks, wage negotiations may be reopened if the cost of living has risen at least 10% during the last year.

Mr. Heller disclosed that the Associated Actors & Artists of America Television Committee, of which he is chairman, will meet "within two or three weeks" with the video companies for contract parleys. The AAA is the parent organization of AFRA and other talent unions. Officials of a 4-A subcommittee on wages, hours, and working conditions denied emphatically that video wage scales already have been set, as reported elsewhere last week.

SHIRER THANKS MBS FOR SPEECH FREEDOM

WILLIAM L. SHIRER, who yesterday (Nov. 30) began a series of Sunday broadcasts on MBS for the makers of Wings shirts, issued a preliminary statement thanking Mutual for the "opportunity to return to the air in Chicago and elsewhere—and for the assurance of genuine freedom of speech over this great network...."

Mr. Shirer continued: "There has been, I think, a lot of misunderstanding about this matter of a commentator's right to express his honest opinions on the air...I shall not try to make up your minds for you.

"But I shall not be dishonest with you by hiding my own opinions which I recognize are—like everybody's—only human and therefore often wrong...."

Mr. Shirer left CBS last spring after a disagreement with the network over what constitutes a commentator's role.

WOAR Cleveland has obtained exclusive rights to broadcast first Great Lakes Bowl football game Dec. 6, sponsored by Texaco Co.

THE FACT SHEET which he recommended at the U. of Washington's second annual conference on publicity methods earlier this month is explained by George Dean (I), manager of public affairs and community activities, KOMO Seattle, to the other members of the "Publicity Through Radio" panel. Seated, 1 to r: Martin Deane Wickett, program director, KING Seattle and Grant Merrill, Hildleston, Evans & Merrill Adv. agency. Interested observer sitting at right is Edward H. Adams, executive officer and program director of the U.'s Dept. of Education and chairman of the meeting.

Stations Urged by BMI To Renew Contracts Now

BROADCAST Music Inc., with an eye on ASCAP, has sent out form letters to nearly 2,000 stations, urging immediate renewal of performing license contracts with BMI—which expire March 11, 1960.

The letter, sent out by BMI with renewal forms, pointed out that since ASCAP's agreements with its members are in force until 1965, and with broadcasters, through renewal clauses, until 1959, BMI "is at a competitive disadvantage in negotiating new and important contracts if we can point, as at present, only to a 28-month term with our licensees." The letter was signed by Carl Haverlin, BMI president.

Charlie McCarthy Tops Pulse Evening Ratings

Pulse evening ratings made public last week were Charlie McCarthy's 15.2, Sept. 7-Oct. 5. Show is on NBC, 8-10 p.m. Luzio Theatre was a close second with 18.1, Sept. 8-Oct. 6. It is on CBS, 9-10 p.m.

Mr. District Attorney had a Pulse rating of 16.5, Sept. 3-Oct. 1. Show is on NBC 9:30-10 p.m. Among morning shows, ABC's Breakfast Club, 9-10 a.m., had a rating of 6.8 for Sept. 2-8 and Oct. 1-7. Arthur Godfrey, 11-11:30 a.m. on CBS, had a Pulse rating of 6.1 for the same period.

Three Mass. FM Stations Stage Joint Dedication

JOINT DEDICATION of three new FM stations using an identical transmitter site for coverage of substantially the same area is scheduled for today (Monday) at Springfield, Mass. The stations are WMAS-FM Springfield, WHYN-FM Holyoke and WACE-FM Chicopee, all Class B operations and all with AM affiliations. All six stations were scheduled to carry the elaborate dedication program.

The FM stations occupy the same transmitter house atop Mount Tom, mountain point of the western Massachusetts area. WACE-FM and WHYN-FM utilize the same dipole antenna, while WMAS-FM has a separate rig.

Recorders to Take Air

XEAZ TIJUANA, Mexico, will take to the air Dec. 20 with 5 kW on 1270 kc. E. R. Rood, general manager, announces. All programs will be transcribed in the Gold Tone Recording Studios, San Diego, Calif., a subsidiary of the Gold Tone Broadcasting Corp., which operates the station. Mr. Rood claims the recording studios are the only ones along the Pacific Coast affiliated with a broadcasting station. Sanches Ayala is president of the station; Mr. Rood, vice president; C. C. McDonald, Los Angeles district manager, and Elmer Johnson, secretary-treasurer.

what wise Time-Buyers see in WHBC's new coverage

THE BEST BALANCED MARKET IN THE UNITED STATES

| 318,440 Radio Farms |
| 50,540 Farms |
| 1,791 Manufacturing Firms |
| 21,019 Retail Stores |

5000 WATTS

DAY AND NIGHT

ABC

REP ET ENCE D BY Namben

CANTON, OHIO

The Best Balanced Market in the United States

December 1, 1947 • Page 83
James Houlahan Named President of Wm. Esty Co.

WILLIAM ESTY, president of William Esty Co., New York, has been elected chairman of the board of the agency, while James J. Houlahan, executive vice-president has been named president.

Three members of the staff were also appointed vice-presidents: T. C. Butcher, account executive, Charles F. Junod, account executive and William L. Young, director of merchandising.

Mr. Houlahan Mr. Esty

Carter Goes Hill-Billy

FOR THE FIRST TIME Carter Products Inc., New York, will start sponsorship of Hill-Billy quarter-hour early morning transmitted programs effective today (Monday). Programs will be sponsored in 11 markets in the South Atlantic and Midwest areas. Contracts were placed for 17 weeks through Ted Bates Inc., New York.

TBA Clinic to Feature New York-Boston Relay

SEVERAL HUNDRED representatives of organizations affiliated with the Television Broadcasters Assn. Inc., are expected to attend the television clinic to be held by the TBA at the Waldorf-Astoria Hotel, New York, Dec. 10.

Highlights of the clinic will include a demonstration of the Bell System's new experimental Microwave Relay System between New York and Boston, presentation of the annual TBA awards for outstanding contributions to the development of television as an art, election of TBA officers and directors.

Another Blue Book!

NEW Blue Book was unveiled when Westinghouse Electric Corp. showed its FM promotion package at a cocktail party held Tuesday at the Carlton Hotel, Washington as J. H. Stickle, Home Set Division sales promotion manager, explained each item in the FM package, he displayed a blue booklet titled "What the FCC Says About FM Programming." "Let me see that Blue Book," FCC Commissioner E. K. Jett said as the crowd howled. Looking it over, he asked, "Is there a lemon book, too?"

In the Public Interest

WCSI School Gift

SCHOOLS in Southern Indiana in need of phonograph records for their programs have been furnished records without charge by WCSI (FM) Columbus. Records have been presented to many of the schools for use during lunch hours and for request programs for children. In making this move, WCSI reports that it hopes to help bring entertainment to the younger school set and at the same time to help promote better relations among the schools of the area.

WWDG Christmas Party

SECOND ANNUAL "Good Neighbor" Christmas Party will be held this year by WWDG Washington for the 450 persons at the Blue Plains Home for aged and infirm. Party will be held at the home Christmas Party and next Christmas the gift collecting will be started by the station on Thanksgiving Day. As it did last year, WWDG will erect a "Good Neighbor" booth at Connecticut Ave. and K St. to sell a series of gifts for the party. Alice Lane, WWDG women's program director, is in charge of the project. In order that citizens in surrounding areas of Washington may participate in the collection, the station has arranged with the Police Dept. to have police precincts designated as gift collection depots, in addition to the station's booth.

KXOK Service

MESSAGES from service men stationed in Japan and Korea have been delivered to their families in St. Louis area through the services of KXOK St. Louis. The men were interviewed by Ray Fall, a special correspondent of the St. Louis Star-Times, on a tour of the armed forces in the Far East. Originally the interviews were wire recorded, but on the way to the U.S. the wire recording fell off a barge into a Korean bay. Recovered from the water, the wire was salvaged and the interviews were transferred to a disc. Reproduction on the disc was not of broadcast quality, so KXOK invited the families of the servicemen to the studios for a private hearing of the interviews.

Aid for Shut-Ins

ANNUAL CHRISTMAS campaign for veterans confined in 63 New York hospitals was launched Nov. 24 by Phil Cook, staff member of WCBS New York. Mr. Cook calls his drive the "Send a Book To Cook" campaign. Listeners are urged to send books which will be distributed to the hospital patients.

WHOW Benefit Show

BENEFIT SHOW has been staged by WHOW Clinton, Ill., to collect a Christmas fund for a three-year-old local child who is suffering from lukemia, an incurable disease. Doctors report that the child has only a short time to live, and the citizens of Clinton and surrounding areas want to make this Christmas a big event for her. The entire program staff of WHOW, in addition to many Central Illinois entertainers, contributed their talents to the benefit show, which was held in the local high school gymnasium. All gate receipts, from the show were presented to the child's family to be used in purchasing Christmas gifts.

WOR 'Operation Happiness'

ALL-OUT DRIVE to raise funds for the annual children's Christmas party held by WOR New York, for children in the free wards of New York City Hospitals, has been launched by the station and will continue through Dec. 15. Known as "Operation Happiness," the fund drive has been expanded this year to include 17 city hospitals. Gifts for the youngsters will be Christmas wrapped and tagged according to age, sex and size by a volunteer group of WOR staff members. In preparation for Santa's visit to the hospitals, round-the-clock appeals for funds are being made on WOR programs.

WTCB Fund Drive

CONTEST to focus listeners' attention on the Community Chest Fund Drive was conducted for one week on WTCB Flint, Mich. Contest was featured on two daily commercial programs and one daily sustainer. Listeners were asked to submit a fourth line for a Community Chest jingle. A radio was awarded to the winner, and another radio was presented to a Community Chest agency named by the winner to receive the gift.

WMAZ Business Series

TO CREATE a better public understanding of what industry means to the people of the community, WMAZ Macon, Ga., with the cooperation of the local Chamber of Commerce, is presenting a half-hour weekly program titled That's My Business. The purpose of the series is to educate the public on such subjects as how raw materials, wages, etc., infiltrate into everyone's pockets and to explain the meaning and effect of such terms as "free enterprise," "profit system," "dividends," and similar terms. The series strives to use the "presentative" rather than the "curative tacties in gaining public favor for industry. WMAZ reports that other Chamber of Commerce organizations have shown an interest in the series and have requested transcription for study.

WIP Hunger Fighters

WIP Philadelphia jumped aboard the "Train of Friendship" a few weeks ago, inaugurating the "WIP Hunger Fighters" to collect food for Europe through the setting up of 4,000 food deposit points. Announcement of the WIP campaign was made by Benedict Gimbel Jr., president of WIP and a director of
GROUP REPRESENTING sponsor, network, agency and program discuss future plans after arrangement had been made for Farnsworth Television & Radio Corp. sponsorship of the ABC Metropolitan Opera Auditions of the Air beginning Jan. 4. Executives involved (11-19): Jack Warwick, vice president of Warwick & Legler, agency; E. A. Nicholas, Farnsworth president; George A. Sloan, chairman of board of directors, Metropolitan Opera; Mark Woods, ABC president, and member of Metropolitan's board of directors; and Edward Johnson, general manager of the Metropolitan.

MBS, who personally went on the air to ask for the cooperation of listeners, the "Train of Friendship," is collecting good-will gifts of food on a transcontinental journey from Los Angeles to New York.

Children's Hospital Aid

ANNUAL Saturday night series of benefit broadcasts for the Pittsburgh Press campaign for Children's Hospital again is being presented by KDKA Pittsburgh, Nov. 15 through Dec. 20. Top-flight entertainers are presented each Saturday night, starting at 11:15 p.m. and continuing through the early Sunday morning hours as long as pledges for the fund are phoned in. Contributions are tabulated by the Farmers' Deposit National Bank. Talent and services for the broadcasts are donated by Pittsburgh chapters of AGVA, AFRA, AFM and NABET. KDKA department heads, their secretarial staffs and the Central Stenographic Dept. handle the special telephones, an emergency courier service and detail work in connection with the campaign.

'Lost Sheep'

CASE HISTORYs of juvenile deponents are being aired in a series of public service programs which started on WRC Washington, Nov. 19. Program Director George Y. Wheeler reports that the series, titled Lost Sheep, is to "show how basic institutions such as the family, church, courts, may contribute to juvenile delinquency as they are delinquent in their responsibilities to youth, thereby turning out potential public enemies." The programs are being pre-tested toward the aim of eventually broadcasting the series over NBC, or making transcriptions of the program available to other stations. Case histories being dramatized are taken from those compiled by Dr. Benjamin Karman, chief psychologist at St. Elizabeth's Hospital in Washington. WRC plans to call the program to the attention of local agencies concerned with juvenile welfare and invites comment on the series. Lost Sheep is being heard Wednesdays at 11:30 p.m.

WSDU Youth Concerts

CHILDREN of New Orleans are able to hear the Music Appreciation Youth Concert series being conducted by the New Orleans Dept. of Recreation and the New Orleans Symphony, through special arrangements made by WDSU that city. WDSU is cancelling six hours of commercial time in order to carry the concerts at 11 a.m.

from November through March. Each of the grades in school from the fifth to the twelfth will attend one of the eight concerts at the Municipal Auditorium. The grades not scheduled to go to the concert will hear it by means of the WDSU broadcasts which are piped into the classrooms. WDSU will carry the first six of the eight concerts.

WPTF Speeds Search

FOLLOWING an appeal from WPTF Raleigh, N. C., presented in logbook style, emphasizes the speed with which the station joins any public service activity:
10:30 a.m.-WPTF Raleigh asked to broadcast a bulletin by Albany, N. Y. family, searching for father whose daughter had just died. Father was located at 11 a.m. — WPTF aired bulletin.
11:17 a.m.—WPTF aired bulletin.

WTAG Athletic Fund

ATHLETIC funds of 27 high schools in Central New England will be increased as a result of the All-Star High School football game to be sponsored by WTAG Worcester, Dec. 6. Under auspices of WTAG, the 27 best boys' gridders from Central New England will be stacked against a similar squad selected from Worcester high schools. Evidently the proceeds of the game will be divided among the athletic funds of the participating schools, pro-rated according to the number of boys named by the All-Star Panel. Coaches of the various schools will select the teams, but no coach may vote for his own men. Holy Cross College has donated the use of the Fitton Field, from which WTAG will broadcast the game. Station reports that local newspapers and other organizations are cooperating the promotion of the event.

WIL Unites Family

USING bulletins from the Police Dept. as program insertions, WIL St. Louis has been instrumental in locating many "missing persons." The latest discovery came when WIL broadcast an inquiry received by the Police Dept. from the Aus- trian Legation, based on a request from Rudolf Zawadil of Hainfeld, Austria, who was trying to locate his sister. According to a story in the St. Louis Post-Dispatch, five minutes after the station aired the query, Mr. Zawadil's sister telephoned the station and identified herself. She had lost track of her brother after she emigrated to this country in 1920.


Preacher for a Day

LON CLARK changed his role from radio's Nick Carter, Master Detective (MBS, Sundays, 6:30-7:00 p.m.) to that of preacher yesterday (Sun- day) when he preached the sermon at the Bronxville Lutheran Church, New York.

EXECUTIVE Says Ford Co.

Is Proud of New Series

J. R. DAVIS, vice president and director of sales and advertising for the Ford Motor Co., said, in a speech last week before the annual meeting of the dealer committee advertising campaign in Dearborn, Mich. that "The Ford Theatre, so far, is exactly what we wanted it to be."

He emphasized Ford's pride in the new dramatic series by stating that "we built The Ford Theatre to be a Ford show and we are looking at it from the long-range point of view. Over the long pull we believe it is going to do a big consistent selling job for Ford products.

The Ford Theatre is heard Sundays, 5-6 p.m. on NBC. Kenyon & Eckhardt, New York, is the agency.

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, vodvil-popularity pattern. 156 programs (15-min.), already transcribed, open band, (Librinary). Entirely flexible to fit any type station. Already sold over 30 markets. Ratings daytime up to 6th on big network stations.

for FREE DISK

UNIVERSAL Radio Productions

HOLLYWOOD, 677 Hollywood Blvd.
NEW YORK, 726 7th Ave.
DETROIT, 19154 Kimball
BOSTON, 8 Beacon Street
ATLANTA, 900 Whitehead Bldg.

December 1, 1947 • Page 85
Calls for Less Talk, Less Imitation on Air

EDITOR, BROADCASTING:

Let it lay to imitation among individual stations and networks, to our natural gift of gab, to our personal infatuation with the sound of our own voice—let it lay to whatever cause you will—a shrewd survey of today's radio diet brings to light the fact that there is far, far too much talk on the air!...

At the time when some quiet dinner music would provide a pleasant background for an enjoyable meal, there's the clamorous "kids' show" that works the name of the sponsor's product right into the dramatic script. About the time when a good dance band or some music for dreaming would send the weary listener off to bed contented and at peace with the world, exploration of the dial brings forth nothing but news—a reshuffled news covered and covered again earlier in the evening. Then, too, there are the public service forums—with good intentions, to be sure, but presenting speakers with parched, untutored voices, scarcely suited to radio . . .

In planning radio fare today, the importance of the "gimmick" is vastly overrated. People are not quite the babes-in-the-wood they were—radio's kidding of its own commercial message has served to make the listener even more skeptical of the sponsor's sincerity. The local radio executive should rest his production future in the hands of the new generation—trained to key radio programs to the desires of an entirely new set of listeners, with an entirely different attitude toward what goes into the makeup of good radio entertainment. The sponsor should place his radio budget in the hands of a producer or agency and then go on about his business—resting assured that said producer or agency is sufficiently skilled to turn out a good show without interference based on programs from stations dislikes.

And above all, men and women who build radio shows should resist the urge to imitate. They should restrain themselves from going to the extreme, from creating an idea so novel that it becomes ridiculous. Let's invite ourselves into the millions of American homes with good entertainment instead of forcing our way in through use of tactics more suitable to the carnival midway or the old-time vaudeville stage!

Billy L. Bennett
Continuity Editor
WKBJ Muskogon, Mich.

Sid Hix Cartoon
Tickles Luckman

EDITOR, BROADCASTING:

I was more than pleased to receive the original cartoon which appeared in the Oct. 27 issue of BROADCASTING. I certainly got a great kick out of it . . .

Charles Luckman
Chairman
Citizens Food Committee
Executive office of the President
Washington 25, D. C.

(EDITOR'S NOTE: Mr. Luckman has since resigned as chairman to re-sume active direction of Lever Bros. as its president.)

Reception Reports
Offered by Club

EDITOR, BROADCASTING:

Many engineers are interested in receiving reports of reception from listeners in various localities which aid materially in establishing general reception contours. It is in this way that the members of the Newark News Radio Club can and will be happy to help.
The Newark News Radio Club on Dec. 8 will celebrate its 20th anniversary, having started with an original membership of 65 local radio enthusiasts. During the period of 20 years the membership has grown to include dial twisters in all states of the U. S., many provinces of Canada, Mexico, Australia, England, and many other countries throughout the world. During this period the club has had more than 2,000 dedicated programs from stations in the U. S. and in foreign countries, all of them interested in seeing how far and how well their signals were reaching out. Indeed, the outcome of some of these programs in the past were the forerunner of the frequency check schedules conducted by the FCC prior to World War II.

I am the assistant broadcast band editor of the organization, and through my hands pass all tips on stations that have been heard by our membership and which are published in our twice-monthly official bulletin. Should the engineering staff of any new station desire to know how far the station signal is reaching, they are invited to send to me information as to when the station will commence testing, date and approximate time preferred, and these will be published in our bulletin. In this manner our members will be constantly alert in checking the particular frequency. Likewise, we have information as to when a particular frequency.

Anyone desiring a copy of the club's official publication is invited to send a request either to myself or to the Newark News Radio Club, 210 Market St., Newark, N. J.

Carroll H. Wegrieh
2800 Alden Road
Parkville 14, Md.

Football Takes Over

T H E INTERNATIONAL Broadcasting Division of the State Department said last week that it lent its facilities to the Armed Forces Radio Service to broadcast the Army-Navy football game last Saturday by shortwave to Latin America. The broadcast was in addition to those previously planned for East and West Coast transmitters to Europe and the Pacific area. The State Department also made available two transmitters on the West Coast and the relay station at Honolulu, to strengthen the AFRS broadcast to the Pacific and Far East.

Excess Insurance Coverage

LIBEL and SLANDER

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

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INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

Win Client and Customer Goodwill...this Xmas Give...

CALIFONE
New Low-Cost Professional Portable Transcription Playback Gives You Excellent Fidelity and 10 Pound Portability.

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

Compare these 12 Features:

- Excellent professional fidelity.
- Less than 10 lbs. weight—easy to carry.
- Plays up to 174/5" transcriptions and standard records.
- Plays 33⅓ RPM and 78 RPM.
- Finest quality transcription crystal pickup—Astatic "400 Master."
- ⅛ ounce needle pressure—replaceable, permanent needle—no needle noise—Balanced pick-up arm.
- Wide range amplifier.
- Variable Tone Control.
- Wow-free turntable—completely silent.
- Sturdy, handsome construction.
- Guaranteed 90 days—against defects in material or workmanship—factory service available thereafter.

More than 250 Radio Stations now use Califone. Order yours today!

THE CALIFONE CORPORATION
4335 West 147th Street • Lawndale, California

Page 86 • December 1, 1947

BROADCASTING • Telecasting
Toni Co. Pleased
With Its Scrapbook
EDITOR, BROADCASTING:
Thank you very much for the BROADCASTING Scrapbook which you sent me. It was certainly very nice of you to run this story and we do appreciate this work. Thanks again.

R. N. W. Harris
President
The Toni Co.
St. Paul 1, Minn.

Long Time Reader, Manager Says
EDITOR, BROADCASTING:
BROADCASTING has been my favorite for years, and even before taking an active part in radio commercially I read the medium over to cover.

Robert E. Ingstad
Manager
KOV Valley City, N. D.

Dillard TV Testimony
Correction Offered
EDITOR, BROADCASTING:
Knowing your desire in reporting news to keep it factual, I want to call your attention to a serious error in reporting my testimony in the recent TV Hearing given on page 77 of the November 24 issue. The reporting is erroneous in stating that I testified "That Government has 43% of the frequencies between 15 kc and 216 mc." This has proved embarrassing to me since this is not the testimony which I placed in the record. What I did say was this: that "if we exclude the frequencies which Government has between 15 kc and 216 mc, then television, occupying 13 channels would have over 43% of the frequencies available for Civilian use."

The fact that the editorial entitled "U. S.—Ether Hog?" appearing on page 48 of your November 28 issue is apparently based upon my testimony, adds to my embarrassment.

Although a mistake has been made in the reporting of the testimony, I feel that the spirit of the editorial directed at the United States (Ether Hog) more clearly than ever drives home my point when corrected, namely, that Television with its 78 mcs below 216 mcs comprising only 13 channels, is a wastor of kilocycles in this band and is really the "Ether Hog." I am writing this letter to correct my testimony so as to get the Record straight as reported in BROADCASTING. Relative to the remaining portions of the article, I think that you did a very fine job of factual reporting.

Eveott L. Dillard, President
T. STUART TALEN.

(EDITOR'S NOTE: While Mr. Dillard correctly clarifies our account of his testimony, a number of witnesses cited the high percentage of frequencies held by Government: we find no reason to modify our contention that Government is in "Ether Hog.""

Procedure for Congress
Committees in New Bill
EDITOR, BROADCASTING:
A BILL to prescribe the procedures of congressional investigating committees and protect the rights of parties under investigation was introduced in the House last week by Rep. Helen Gabagan Douglas (D-Calif.)

Rep. Douglas said her bill, known as H. R. 4564, was designed to protect the right of the American press to "comment on Congress or individual congressmen, either favorably or adversely." Under the bill, no reporter, editor or publisher could be forced to appear before a committee in regard to his writings unless a majority of the committee approved.

The bill also provides that "all witnesses at hearings of the committee, whether public or private, shall have the right to have the aid and assistance of counsel and such other aid as may be necessary to protection of their rights and to a full and fair presentation of the matter under investigation."

Voice (Continued from page 18)
newed presentation of his ideas as he reported to the House on his recent overseas trip.

Pointing out that every European country except Luxembourg owns its radio facilities, Mr. Mundt said, "Certainly the least we can ask them in exchange for the economic aid we make available to them is to compensate us with time on their radios, at the best spot on the dial, so that we can broadcast in their own language, over their own radio the true story about American ideals and the American peace program."

Unless the aid program is accompanied by an adequate information program, said the senator, "it is certain to fail regardless of how much we send, how hard we try, or how generously we spend."

The plea that we must "blow our own horn" came also from the Democratic side of the aisle. Rep. Thomas J. Lane of Massachusetts said that "what is needed now is a more forceful presentation of the American story."

"There must be the same scrupulous regard for truth," he cautioned, "but there must be great emphasis. We must play up what we are doing and what we have done to relieve hunger and hardship in Europe."

Backing of the "Voice" came also from several well-known Americans just returned from foreign travels. John Cowles, prominent broadcaster and newspaper publisher, said that the U. S. has "made a pitiful mistake in not getting its story across in Europe."

Mr. Cowles said the "Voice" is now only the "Whisper of America," and as a result, he said dozens of informed persons told him the Russians are taking credit even for American aid. He suggested an immediate appropriation of $50,-000,000 for the "Voice" and for "propaganda warfare in Western Europe."

China Need
Back from the Far East, Dr. William M. McGovern, political science professor at Northwestern U., told the House Foreign Affairs Committee that China is "desperately anxious" to receive the American information program. He said that in many cases the State Dept.'s information service was China's only way of knowing what is going on in the world.

A Polish government spokesman, meanwhile, issued a sharp blast at the "Voice" for its "disrespectful" attacks on leading Polish statesmen. He said the attacks were contained in material supplied by Rep. Thomas S. Gordon (D-Ill.), who was on a congressional committee which visited Poland last month.
Harvard Law 'Record' Expects Petrillo to Circumvent Laws

SHOULD James Caesar Petrillo actually attempt to carry out his threat of a permanent ban on recordings it is difficult to see what legal obstacles to such action, according to the Harvard Law School Record for Nov. 12.

"Neither the Taft-Hartley Act nor the Lea Act would seem to cover this situation, although Petrillo's action may well be designed to circumvent both," says the Record.

The article, which "goes farther into the legal issues involved in this current news story than do the daily newspapers," according to the editor's note, states that the proposed new Hartley bill 'compelling the conclusion of record-making obviously raises constitutional questions.'

Observing that Petrillo often is charged with trying to stop the forward march of technology, the Record also asks if it will...

the situation is unique because musicians are putting themselves out of business. To the musicians, the argument about inevitable technological progress is like telling a man that death is inevitable, therefore he might as well commit suicide now and get it over with."

Scripps-Howard Station Takes Air in Cleveland

DEPARTING from customary deductive fan-fare, the new WWSF-FM Cleveland, made its debut Thanksgiving Day with a 17-hour schedule and its full authorized power of 10.3 kw on channel 271.

The station, owned by Scripps-Howard Radio Inc., is the sister of WEWS, newly authorized television station which is scheduled to go on the air with its test pattern today (Dec. 1). The station has no AM affiliate in Cleveland. Vice president and general manager of Scripps-Howard in charge of Cleveland operations is James C. Hanrahan. J. Harrison (Jack) Hartley, former assistant director of television operations at NBC, is director of the television station.

FOR SALE

NEW 5 KW WESTERN ELECTRIC TRANSMITTER

Emergency power supply, speech input equipment, complete set of operating spare parts, substantial amount of installation wiring materials.

Box 64, BROADCASTING
99% of Adults Hear News Once Daily
According to Latest Study by Whan

Dr. Forrest L. Whan, Chairman, Dept. of Speech, Wichita U., has completed another study of radio listenership—this time measuring the number of news broadcasts heard by the adult set-owners nationwide. The report shows that almost 99% of the men and women in the metropolitan area hear at least one news broadcast daily.

Bargaining, which is broken down by farm, village and metropolitan audiences, the survey shows that urban listeners lead the other two classifications. Even in rural areas, only about 6% hear no radio newscasts during the day and over half hear at least two.

The survey results were reported at a seminar during the National Assn. of Radio News Directors Convention in Washington Nov. 12-18 by Dr. Wilbur Schramm of the Dept. of Journalism, U. of Illinois. Dr. Whan based his estimates on 10,000 interviews.

There is little difference by sex in the number of listeners to news broadcasts, although women show slightly less interest in news programs.

Dr. Whan pointed out that 15% of the men and 18% of the women immediately recognize the voice of the regular newscaster. The same is true of 11% of the men and 14% of the women for the newscaster's station.

New Michelson Series

Charles Michelson Inc., New York, plans to prepare a transcribed package series on the works of Horatio Alger, with Ruth and Gilbert Braun writing the scripts. Arrangements already have been completed with the estate of Horatio Alger Jr., the agency said.

Lending a Hand as Work progresses on new studios for WRRN Utica, N. Y., are Thomas E. Martin (l), manager of the ABC affiliate, and Otto P. Brandt, of ABC stations relations. The new headquarters are in Utica's Power and Light Bldg. WRRN studios in neighboring Rome, N. Y., recently were completed.

Navy Takes Over

WASL Goes All Out to Give Middles Boost

Every member of Navy's football team appeared on Wednesday's broadcast and commented on the feelings of the "eleven" as WASL Annapolis, Md., used its facilities to spur the Navy for its Saturday clash with Army.

The rally Wednesday evening, as well as the "Thanksgiving Hop" kept WASL's programs running along with a continuing change of pace.

Throughout Thanksgiving Week, Harold Stephens, program director of WASL, had an early morning broadcast beam expressly to the midshipmen. Using popular recordings, as requested by the midshipmen, he also broadcast patter, here and there ribbing the various middies in a good-natured vein.

The broadcasts during the week were handled entirely by Mr. Stephens, acting as m.c., with all gags and skits performed by the midshipmen. Mr. Stevens, assisted by the middies, tape-recorded special features in the different gathering places, and played them the following day.

Each morning the commanding officer at Annapolis permitted the WASL program to be tuned into the mess hall and pumped through more than a thousand speakers located over each mess table.

AMA Meeting

American Marketing Assn. will hold its regular mid-winter meeting at De Paul U. and the Sheraton Hotel, Chicago, Dec. 29-30, place and date selected to coincide with the meetings of the American Economic Assn.
HEARING SCHEDULED JAN. 5
IN PARAMOUNT TV CASE

HEARING on Paramount Pictures' ownership in six television applicants, including Allen B. DuMont, was by FCC Friday for Jan. 5.

Under earlier FCC ruling [BROADCASTING, Dec. 23, 1946], Paramount now "controls" five video grantees or licensees—maximum permitted under film content ruling erred. Jan. 5 hearing will inquire into Paramount's "stock ownership and management interests in the following companies among others": DuMont; New England Theatres, Boston; United Detroit Theatres Corp., Detroit; Balaban & Katz Corp. (WBKB), Chicago; Interstate Circuit, Dallas; Television Productions (KTLA), Los Angeles. Second phase of Jan. 5 hearing will be to determine whether "control" by Paramount exists within meaning of FCC rules.

Three contested proceedings in which DuMont, New England Theatres, and United Detroit Theatres were applicants were concili- dated with Jan. 5 hearing, but testimony with respect to these will be limited to Paramount ownership and "control" question. These pro- ceedings: (1) involving renewal applications of DuMont, WGAR, and WHK; (2) Detroit case, in which United Detroit Theatres and WJR are seeking video stations, and Fort Industry Co., TV grantees, is seeking new channel assignment; and (3) Bond case, in which New England Theatres, Empire Coil Co., Boston Metropolitan Television Co., New England Television Co., and Massachusetts Broadcast- ing Corp., are all applicants. FCC officials said they wanted to clear up Param- ount ownership matter before proceeding with competitive phases of these cases.

TEMPORARY EXTENSIONS GRANTED FRIDAY BY FCC

FCC Friday gave temporary license extensions to 14 AM and 4 FM stations and regular renewals to 6 AM and 1 FM. Programming will be non-temporary extension: KLZ Brainerd, Minn., extended to March 1, "pending further information regarding program plans."


FM extensions, all to March 1, 1948, were WMIT Winston-Salem (licensed to Assistant Secretary of Army Gordon Gray, also president of WSJS and WSJS-FM Win- ton-Salem), extended "pending receipt of reply to letter regarding ownership"; WCAU-FM Philadelphia, pending action on transfer applica- tion; WABW-FM Indianapolis, and KJH- FM Los Angeles.

AM stations receiving extensions, all to March 1, 1948:

KLZ Brainerd; KARK Little Rock; KPJZ (and) Cur. Fort Worth; KJH (and) Los Angeles; KOB Albuquerque; KGIL El-Paso; KJLM Del.; WPLA Tampa; WULI Galesburg, Ill.; WJOL Joliet; KB, WSB (and) Bux: WNOC New Orleans; WOV (and) New York; WSCG Elber- ton, Ga.

SIX NEW AM STATIONS AUTHORIZED BY FCC

SIX new AM stations, four daytime only and two fulltime, granted by FCC Friday. Sarkes Tarzian, Bloomington, Ind., TV permittee, and group identified with WESA Charle riot, Pa., among grantees.

The authorizations:

Baton Rouge, La.—Community Broadcasting Co., Inc., 105 kw, 1070 mc, 1 kw daytime. Co-partnership: G. T. Owen and Owen W. Ware, attorneys.

Philadelphia, Pa.—William Howard Cole, 1460 kw, 535 mc, 1 kw daytime, unlicensed and unresticted. WABA.

Lake Charles, La.—The Henderson County Bost Co., 1410 kw, 1 kw daytime. Partnership: E. S. McNutt, Joe Armstrong, and O. W. Owen, attorneys, to be manager-chief engineer, 75%, and Meri Saxon, ex- FCC engineer, partner; each owns, consulting radio engineering firm, 25%.

Crestview, Fla.—Gulf Shore Broadcasting Co., 1610 kw, 1 kw daytime. Co-partnership: Cyril Reddoch, manager-12% owner, WETB Troy, Ala., and Ewen Whittington, owner wholesale-retail general merchandise firm at Brundidge, Ala.

East Liverpool, Ohio—Pottery Broadcasting Co., 1570 kw, 1 kw daytime. Principals: E. D. Eisenhower, assistant superintendent of Western Pennsylvania Power Co. and owner 43 shares WESA Charle riot, Pa., president and 20%, Dr. A. B. Sicks, banker and attorney given in 1946 president 40%, J. MIL- ton Hammond, Shopping News publisher in western Pennsylvania and owner 200 shares WESA, secretary- treasurer 40%.

Bloomington, Ind.—Sarkes Tarzian & Mary Tarzian, 1570 kw, 535 mc, 1 kw daytime, unlicensed. Partner- ship: Mr. Tarzian is 2/3 owner, Mrs. Tarzian 1/3 owner; radio equipment to be owned and operated by Mr. Tarzian has been in hf developmental field and is commercial TV permittee.

All grants excepting Athens and Bloom- ington involve engineering conditions.

WTFM TIFFIN, Ohio, FM outlet, granted assignment of permit from Jay B. David to Tiffin Broadcasting Co. by FCC Friday. Mr. David is president of new firm, receiving 50.66% interest for his $7,500 investment in WTMF. WAFB Byers is vice president and Richard T. Roll treasurer; each holds 24.67%. New associates invest $7,400.
In four weeks, WLW reaches 81.2% of the 3 1/4 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.
The ocean is a "goldfish bowl" to RCA Television!

Another "first" for RCA Laboratories, undersea television cameras equipped with the sensitive RCA Image Orthicon tube were used to study effects of the atom blast at Bikini...

There may come a day when fishermen drop a television eye over the side to locate schools of fish and oyster beds... Explorers will scan marine life and look at the ocean floor... Undersea wrecks will be observed from the decks of ships without endangering divers.

With the new television camera, long-hidden mysteries of the ocean depths may soon be as easy to observe as a goldfish bowl—in armchair comfort and perfect safety.

Exciting as something out of Jules Verne, this new application of television is typical of research at RCA Laboratories. Advanced scientific thinking is part of any product bearing the name RCA, or RCA Victor.

When in Radio City, New York, be sure to see the radio and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission.


Through RCA Victor home television you will see not only the best in entertainment and sports, but educational subjects... the latest news... and "history as it happens." If you are in a television area, ask your dealer to demonstrate the new RCA Victor home television sets.