In 1947, KLZ again attracted significant recognition from many sources and for various reasons. KLZ is already looking forward with eager anticipation to the opportunities before it in 1948, expects to leave behind, as it did in 1947, "footprints on the sands of time."

- VARIETY Showmanagement Award for RESPONSIBILITY TO THE COMMUNITY. Third successive year in which KLZ has received Variety citation.
- THE BILLBOARD First Award, regional channel division, for PROMOTION OF PUBLIC SERVICE PROGRAMS. Also third place in over-all promotion.
- CITY COLLEGE OF NEW YORK Annual Conference on Radio and Business Award of Merit for MOST EFFECTIVE PROMOTION OF A PUBLIC SERVICE RADIO PROGRAM (KLZ Farm Reporter).
- OHIO STATE UNIVERSITY Institute for Education by Radio, First Award for the CHILDREN'S PROGRAM SERIES, "Story Time."
- SCHOOL BROADCAST CONFERENCE 1946 citation for program series in the interest of CHILD SAFETY EDUCATION, "Learn and Live."

KLZ

560 Kilocycles—CBS Affiliate
Affiliated in Management with
The Oklahoma Publishing Company and WKY, Oklahoma City

REPRESENTED BY THE KATZ AGENCY
Four years ago, Mr. and Mrs. Floyd Salsbury bought their 70-acre farm near New Lisbon, Wisconsin, after renting a smaller place for a couple of years. This year they had 150 chickens, 21 head of cattle—planted a dozen acres to corn, the same to oats, used the rest for hay and pasture.

Both Floyd and his wife grew up on a farm. Her folks, Mr. and Mrs. S. J. Johnson, sold their place a couple of years ago, retired to live with the Salsburys and their now 3-year-old daughter Karen.

Radio has long been important to this family... especially WLS. They say their radio is rusted to 890... WLS... that it's never moved. They hear Dinnerbell daily; never miss the 6 P.M. news; nor Dr. John Holland's Little Brown Church broadcasts. Last summer, hearing that Dr. Holland was to speak that night at Richland Center, the whole family piled in the car, drove off to meet this radio friend in person. They listen to the WLS National Barn Dance every Saturday night—may come to Chicago this winter to see it on their vacation.

It is on such friendly families as the Salsburys that WLS microphones have been focused for 24 years. To them and others like them on farms and in towns throughout Midwest America, WLS has dedicated its efforts... its programs of service and entertainment. This singleness of purpose—to serve the family—has created for WLS a host of loyal listeners. And upon loyal listeners depend advertising results.

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.
In New England — the Local Approach Gets the Warmest Reception

Listening to the local station is an old New England custom — as much a part of the community life as the annual town meeting or the high school graduation.

Here's an important fact to remember about radio reception in New England: the Yankee Network's 23 home-town stations bring your message into 89.4% of the radio homes of New England — a sales impact with the kick of a mule.

The Yankee Network is "sell-ective". You can buy the complete network of 23 stations from Bangor to Bridgeport or you can buy any group of individual stations.

The home town station is an essential with New England people and a must with the advertiser trying to reach them.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

Closed Circuit

BROADCASTING...at deadline

BUSINESS BRIEFLY

BALLANTINE TV  P. Ballantine & Sons, Newark, to sign contract to sponsor telecasts of New York Yankee home games on WABD New York within week, according to J. Walter Thompson Co., which reported earlier difficulties solved (BROADCASTING, Dec. 1).

BIG FIGHT AUDIENCE  Gillette's Louis-Walcott fight broadcast Dec. 5 had Hooper rating of 41.6 for full hour, according to ABC, with 50.6 sets-in-use, 72.7 share of audience first half-hour; 52.8 sets-in-use, 83.0 share of audience second half-hour.

CBS SHIFTS TWO  Abe Burrows Show on CBS moves back quarter-hour to 7:30-7:45 p.m. Saturdays when Lambert Pharmaceutical Co. begins sponsorship Jan. 3. Hoagy Carmichael program moves into 7:45-8 p.m. slot.

WINE RENEWAL  Wino Growers Guild renewes Murder and Mr. Malone over ABC 38 weeks, effective Jan. 10, Sat. 9:30-10 p.m. Agency, Honig-Cooper, San Francisco.

IVES GOES LIVE  Philco Corp.'s Burt Ives Show (MBS Fri. 8-8:15 p.m.) goes live Jan. 16.

REPRESENTATIVE GROUP PLANS SPOT ENCYCLOPEDIA

PREPARATION of Encyclopedia of Spot Broadcasting approved at first quarterly meeting of National Assn. of Radio Station Representatives in New York.

Project described as "source book" providing much-needed information for development and increased sale of spot broadcasting to national advertisers. Meeting attended by representatives of every leading station representative firm, according to Joseph Weed, NARSK secretary. Delegation from Chicago was present.

GRANT NAMES PECORINI

RUDOLPH PECORINI, with Grant Adv., New York, four years, appointed director of media and research for New York office. He will handle both domestic and foreign media.

BANK IS FIRST

WITHIN HOURS after announcement in New York by ABC last Friday that Boston Symphony (Tuesdays, 9:30-10:30 p.m.) would be made available for local sponsorship effective Jan. 13, WCOF Boston had program sold (see story page 110). Sponsor will be Old Colony Trust Co., through Boston office of BBDO. Old Colony, not now using radio, is affiliated with First National Bank of Boston, which sponsors Boston Pops concerts on Sunday over WBZ.

Upcoming

Dec. 29-30: AMA mid-winter meeting, De Paul U. and Sheraton Hotel, Chicago.


(Other Upcomings on page 101)

Bulliten


McNAUGHTON TO JOIN NAB ENGINEERING DEPT. JAN. 1

K. NEAL McNAUGHTON, chief of FCC Standard Allocation Section, has resigned from FCC, it was learned Friday. He will join NAB Engineering Dept. Jan. 1.

Mr. McNaughton is regarded as an outstanding authority on international allocations. At NAB he will be assistant to Royal V. Howard, Director of Engineering.

NAB's acquisition of Mr. McNaughton is in line with association's intense activity in international frequency affairs. At November meeting, greatly increased funds for participation in world conferences were authorised by NAB board. Association endeavoring to protect spectrum from raids by other nations and to take active part in all international meetings.

Mr. McNaughton was prominently identified with telecommunications conferences at Atlantic City last summer. He recently returned from Havana where he represented United States in engineering conference preparatory to NARSA meeting in Canada next summer (BROADCASTING, Dec. 1, 8).

Last April he went on "flying tour" of hemisphere nations with Commissioner Rosel Hyde preparatory to Havana engineering meeting. He served as secretary of NARSA plenary conference held in Washington in early part of 1946.

High FCC officials expressed regret over his departure from Commission, though they had known for some time he had received attractive offer. They said he would be "hard to replace."

Charles R. Denny, NBC vice president and general counsel, will head RCA-NBC operation.
KLRA
Announces the Appointment of
TAYLOR-HOWE-SNOWDEN
Radio Sales, Inc.
as
NATIONAL REPRESENTATIVE
EFFECTIVE JANUARY 1, 1948

SALES OFFICES: New York • Chicago • Dallas • Los Angeles • San Francisco • Atlanta • Portland
one solution
FOR TWO PROGRAM PROBLEMS
• gaining a radio audience
• selling a product

No need to spend extra time and money building a radio audience. You get one already well established when you sponsor Fulton Lewis, Jr.

It's one of the most loyal audiences in radio. And it's a "cream" audience—with ample money to spend for your product. Hundreds of sponsors (on more than 288 stations) get year-in, year-out results with this outstanding co-op program. Write or wire now for availabilities in localities where a sustaining feature is Fulton Lewis, Jr.
In the Heart of Houston, The South's Most Progressive City.

Already a teeming city of 623,000 population . . . and estimated to reach 3,000,000 before 1980 . . . Houston today is one of the fastest growing cities in the nation.

The center of America's oil, cotton, cattle and chemical industries, it offers current and potential markets unequalled in the South. Invest your ad-dollars where they will bring you the highest returns in profit . . . buy radio time now on Houston's finest and newest radio station, KLEE . . . on the air by January 15.

W. Albert Lee Enterprise
Houston's Newest and Finest
5000 Watts - 610 K. C.
Milby Hotel - In the heart of Houston

First on the Dial
THEY COME TO CBS
for the latest news
and laughter,
music and drama,
ideas and goods.

They come for purchases
and pleasures,
as people have always come
to their great market-places:
99,000,000 men,
women and children
(over ten years of age),
each week, in every
corner of the nation.

They come...
without leaving their homes!

CBS reaches out to people wherever they are,
through its carefully balanced coast-to-coast
network: the most efficient in all Radio.

The most efficient?

Wholly impartial, independent evidence shows
that CBS gathers listeners for its sponsors at less
cost than any other network.

This is true not only for the average program,
but among the top programs in all Radio, as well.
Current audience figures show, for example, that
among the top network programs in Radio today,
CBS leads with 5 out of the first 5 in the daytime,
and 4 out of the first 5 in the evening in lowest
cost per thousand families actually reached!

But just how can one network be more efficient
than the others?

The answer begins with the fundamental facilities
of Radio networks; with the number and type
of the individual stations of each network—
and here are some very simple facts about them:

Consider the network—not CBS—which has
the largest number of Radio stations in
people gather every week...

without leaving their homes!

the United States today (some 400-odd).
But this network also has the smallest average audience in network Radio today.
Is it a matter of programs, merely?
What of the fact that this “largest” network has far more low-powered stations (250 watts or less) than any other network; and more significantly, also has the heaviest proportion of low-powered stations among all networks.
CBS has only 161 stations in the U. S.
But they are a powerful combination of stations linked into a superbly “balanced” network.
Indeed, CBS has a higher ratio of high-powered stations (5,000 watts or more) and a lower ratio of low-powered stations than any other network; CBS has power where power counts most!
We begin to see why the superbly “balanced” CBS network—with 62% fewer stations—can deliver 44% more audience, by actual count, than the numerically “largest” network.
The pattern is consistent for the next “largest” network in Radio. This one has over 200 stations.
But its proportion of low-powered stations is also very high (second only to the “largest” network).
So CBS—with 29% fewer stations—delivers 25% more audience than it does.
The evidence is readily available—and conclusive—on CBS leadership over the fourth remaining network. CBS has more high-powered stations and fewer low-powered stations than this network. And the independent figures show that CBS sponsors get their audience at lower costs than the sponsors on this network, too.
The power and balance of CBS stations combine with the range and power of CBS programs to make CBS what it is today:
a rich and vivid center in the life of America, a fabulous “market-place” gathering 99,000,000 people together each week . . . more efficiently than any other network.

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

THE KIDS in Selma, Ala., know there's a Santa Claus—and only one real, on-the-level Santa Claus. He arrived by Piper Cub from the North Pole, and landed at the foot of Broad St. in downtown Selma. No imposters or pretenders to Santa's throne are to be found any place in town, because the local merchants got together and agreed that only the real Santa would be seen in Selma this Christmas.

Because he is the real Santa, he could stay only one day, but the kind managers of WGWC Selma have arranged to have him broadcast from the North Pole every day, reading the letters the Selma children write him.

It was a big day in Selma when he arrived—Mayor Lucien Burns, who has lived there all his life, says he has never seen such a big crowd downtown. The National Guard Unit, the High School Band and the local Horsemen's Association took part in a parade up Broad St. to the Albert Hotel, where Mayor Burns and his counselors were on hand to greet the cheerful old gent.

A tractor towed Santa's plane up Broad St., and WGWC's announcers broadcast the parade to the few Selma citizens who were at home near their radios. When Santa reached the hotel, the Byrd School Elementary Choir, dressed in vestments and perched on the hotel balcony, sang Christmas carols to serenade him.

After the parade and the reception, St. Nick took off from the broad highway at the foot of Broad St. to hurry back to the North Pole to finish making Christmas toys for the boys and girls of Selma. Latest reports from the North Pole show that Santa has (Continued on page 101)

Sellers of Sales

CLARENCE R. PALMER, media director of Benjamin Eshleman Co., Philadelphia, and a veteran of 43 years in the advertising business, admits he waited ever so long before making his first time purchase. He was in advertising 37 years and had bought millions of dollars' worth of magazine, newspaper, outdoor and other types of display before he closed his first radio contract.

"But I found the principles applicable to radio purchases fundamentally the same as those that guide intelligent space purchases," he said.

He is enthusiastic about radio as still a "new weapon" for the manufacturer to use in capturing markets and he believes radio has done much to wake up newspaper field particularly in group sales of advertising space. Yet he feels that until radio devises more certain measurements of listenership, hard-headed advertising men must guard against inflation of station claims.

Mr. Palmer, white-haired and neat, was born in Philadelphia and entered advertising in the business department of N. W. Ayer and Co. in 1905. Before that, among other jobs, he had been a printer's devil.

Since the Ayer business department, of which he became assistant to the manager, was the hub of all the agency's activities, he got a chance to learn advertising from the inside. Later with Harry Springmann and Harris D. Bootman, he was one of the so-called "Three Horsemen" of Ayer's plans and merchandising department. Still later he was in charge of magazine selection.

In 1942 Mr. Palmer joined Ivey & Ellington as assistant and later media director. For Ivey & Ellington he bought his first radio time, a Bayuk Cigar program. He also bought time across the country for Young People's Church of the Air and for Bond Bread.

When Ivey & Ellington moved to New York, Mr. Palmer preferred (Continued on page 101)
"It should be of great interest to you to know that WLAC has topped all other stations on response to Naughton Farms' rose bush offer. 2,010 $1.00 orders in 6 days sets a record!"

**HEDRICK ADVERTISING AGENCY**

"My experiment in selling recordings by mail over WLAC really is paying off. Orders are now running between 12,000 and 13,000 per month."

**RANDY'S RECORD SHOP**

"A station that can cause a man to catch an airplane and ride several hundred miles in response to a broadcast-advertisement must be good. After hearing our program, Mr. John C. Saipe flew to Nashville from Flint, Michigan, to purchase $2,000 worth of materials for his firm."

**RAY L. BURNSIDE, WAA**

"Please cancel our 'gas installation' schedule as quickly as possible. Your promise to get the job done for us worked only too well. We naturally presume it was your announcements that put us hundreds of orders behind. Also, we are behind on filling appliance orders, but keep this service going. We are happy to tell you that October was our biggest month in history!"

**NASHVILLE GAS & HEATING CO.**

The foregoing testimonials are indicative of the better-than-ever results our customers are now getting on WLAC. We are not a "mail order" station, but—after 21 years in the business of broadcasting—we still can't help wanting to crow a bit about the responsiveness of our great audience of loyal listeners.
In Denver (or in any other of the important markets listed at the right) you don’t have to spend a fortune for “name” talent, to get a top radio audience. In Denver, for instance, KVOD has several local programs which any good advertiser can afford, and which do a job of “network” quality — or better!

Shorty Thompson and His Saddle-Rockin’ Rhythm Boys are an example. This excellent, live-talent local aggregation puts on one of the best-loved shows in Denver — really rocks ’em, even in the terms of the million-dollar stars.

National-spot is Bull’s-Eye Radio. If you’re interested in highest results and lowest costs, we’d like an opportunity to build a list of top-notch availabilities for you — in the markets you want, at the time you want, and already producing the kind of audience you want!
New York Sessions
Reelect Poppele
For 4th Term

By Bruce Robertson

TELEVISION'S first "C.O.D. Network," which early next year will begin offering program service to stations in the Chicago area at a charge of $40 an hour for both facilities and programs, was announced by William C. Eddy, director of WKBK Chicago, at the Television Clinic of the Television Broadcasters Assn., held last Wednesday at New York's Waldorf-Astoria.

Announcement was made during the TBA Awards Luncheon session, when Paul Raibourn, vice president of Paramount Pictures and chairman of the awards committee, nearly stole the spotlight from the award winners with a demonstration of movies filmed from the tube of a video receiving set and developed by a new process that prepared them for projection only 66 seconds later than the program's reception.

Completion of the coaxial cable installation between New York and Chicago in 1948, with two-way video program service to follow shortly thereafter, and extension of the New York-Washington coaxial cable to Richmond and Charlotte next year, were promised by M. E. Strieby, staff executive of AT&T's Long Lines Department, preceding a demonstration of the Bell System's radio relay system between New York and Boston (see story, page 100).

J. R. Poppele, vice president of Bamberger Broadcasting Service, operator of WOR and WBAM (FM) New York and holder of video CP's for New York and Washington, was elected president of TBA for the fourth consecutive term, to serve until the 1948 annual meeting. TBA, like NAB, is having difficulty in formulating a code, Mr. Poppele said in his annual report (see story, page 17).

John F. Royal, NBC vice president, was elected vice president of TBA, succeeding J. Emerson Markham. Will Baltin was reelected secretary-treasurer and Mr. Raibourn was reelected assistant secretary-treasurer.
Crites in New Post With General Mills

Becomes Assistant to S. C. Gale; Continues as Media Director

AS PART of sweeping changes in the ranks of General Mills executives which saw James F. Bell, 68-year-old founder of the huge flour and cereal firm, step down as chairman of the board, Lowry H. Crites has been promoted to administrative assistant to Samuel C. Gale, vice president and advertising director.

In his new capacity Mr. Crites will continue to act as media director and comptroller of General Mills’ huge advertising department which annually leads the cereal field in the use of radio. Under new setup his department will include public service, home service, market analysis and advertising.

Bullis Is President

Mr. Bell’s decision to retire as chairman of the board of General Mills, which he founded as president of Washburn-Crosby Milling Co., has moved Harry A. Bullis from president to chairman of the board for General Mills [BROADCASTING, Dec. 8].

Leslie N. Perrin, executive vice president, succeeds Mr. Bullis. Mr. Bell will, however, continue to be active in the affairs of the company, acting as chairman of the board of a newly formed finance and technological committee. He will also remain on the General Mills board of directors.

Watch Firm Will Sponsor Christmas Video Program

HAMILTON WATCH Co., Lancaster, Pa., will sponsor a full-hour all-star video program on a free-lance NBC East Coast hook-up Christmas afternoon, and has made tentative plans for a similar New Year’s Eve telecast to originate from Times Square, New York.

The Christmas Day program will come from St. Albans Naval Hospital, Long Island, and will be watched through television by patients in a dozen other veterans hospitals located in the five cities.

Programs, placed by BBDO New York, will be broadcast by WNBT New York, WPTZ Philadelphia, WRGB Schenectady, WNBW Washington and WBAL-TV Baltimore. The Baltimore station, now completing construction, expects to be on the air in time to carry these holiday programs for Hamilton.

Heads Clapp’s Division

R. B. THOMAS, vice president of American Home Foods Inc., New York, has been appointed general manager of its Clapp’s Baby Food Division. He will be located in the Rochester, N. Y., branch.

Columbia Records Uses 916 Outlets in Promotion Drive

COLUMBIA Records Inc., New York, is conducting a two-million-dollar advertising campaign, using 916 radio stations, to promote its records, it was announced last week.

The firm feels that there is no better sampling medium for the consumer than hearing an actual record on the air, and that the best possible local promotion for dealers is regular, planned, consistent promotion through specific programs, week after week.

In addition to sponsorship of its regular Freddie Robbins disc jockey show on 538 stations from coast to coast, the firm has bought other disc jockey shows on 144 stations across the country.

Eight markets have been added for the Masterworks of Music program which the company sponsors on WQXR New York. Columbia Records also is feeding the show to 100 stations about the country by providing the script and the records.

The firm also is using hill-billy Coast Grid Rights

RADIO COMMITTEE of Pacific Conference met at Sonoma, Calif., Dec. 8 and was authorized to negotiate a new contract covering broadcast rights to games of all members. Current contract which expires with Tide Water Associated Oil Co. June 30 faces possible non-renewal, in face of strong counter bid from CBS [BROADCASTING, Dec. 1]. Video was also discussed by conference officials with no action taken. However, radio committee was advised to explore possibilities of future televising of games.

Radio Will Fight Kentucky’s Suit to Collect Back Taxes

NETWORKS and Kentucky broadcast stations last week turned over to their legal departments handling of the suits filed by the Commonwealth of Kentucky to recover $1,159,090 in back franchise, gross receipts and income taxes [BROADCASTING, Dec. 8].

The suits were filed by William H. Walden, special attorney, in Franklin Circuit Court, Kentucky, in an effort to obtain back taxes from 1948 through 1946 on the ground that broadcasting stations are public utilities. Networks are sued for all three types of taxes, stations for franchise and gross receipts levies only since they have already paid income taxes.

The public utility interpretation is contrary to the Communications Act, according to legal authorities, as well as to the Fishers Blend case in which the U. S. Supreme Court ruled that broadcasting operates in interstate commerce. An attempt by Ohio in 1943 to broadcast on a similar basis was dismissed by the state attorney general.

New Mexico has been the scene of principal litigation to restrain collection by a state of sales taxes applied to broadcast stations. Still pending there is a case involving payment to be made by KOB Albuquerque under an appellate court ruling.

KOB Case

KOB, along with other stations, was notified in 1945 by the state that it was delinquent on sales tax payments for the 1940-45 period, though the state had officially ruled that the tax did not apply to broadcast stations. KOB paid the tax and sued for refund. It also asked that the tax be declared unconstitutional.

The lower court held it would be inequitable for KOB to pay the delinquent taxes but upheld the law as constitutional. It ordered the lower court to allocate KOB sales on an intrastate and interstate basis and levy the 2% sales tax on the intrastate business. This allocation hearing is due early in 1948, according to Pierson & Ball, representing KOB.

Three other New Mexico stations took a different approach. KGFL Roswell, KWEW Hobbs and KTNM Tucumcari sued for an injunction to restrain collection of the tax as unconstitutional. A special three-judge Federal court dismissed the appeal for injunction on the ground it lacked jurisdiction. The stations went to the U. S. Supreme Court, which upheld the lack of jurisdiction.

TV Distributors Sponsors

TELEVISION Distributors of Los Angeles (RCA, Philco, GE, Emerson, Crosley, DuMont), Dec. 10 started five weekly hour-long telecasts. Credit to TV.

A 33% increase in store business was reported by the D. W. Jones Company, Jackson Heights, New York, scene of the first broadcast of the Mississau a-Shopping television show, according to the John Jones Co., Inc., which produces the program. The program debuted on CBS Nov. 19. Sponsored co-operatively by grocery and soap manufacturers, the telecasts are to originate from a different grocery market each week.

Drawn for BROADCASTING by Sid Hix

"—Says he wants to see our union card!"
Labor Committee Approves AFM Curbs

Taft-Hartley Law Changes Urged By Kearns

JAMES C. PETRILLO’s AFM is the subject of sweeping recommendations for new labor legislation accepted unanimously by the House Commerce Committee at last week’s Friday. Rep. Carroll D. Kearns (R-Pa.), chairman of a sub-committee investigating Petrillo’s union, has come up with a five-point legislative proposal to “stop the “abuses” and “monopolistic practices” of the AFM.”

These recommendations, in brief:

1) To amend the Taft-Hartley Act to forbid monopolistic practices, injurious to the public interest, by labor unions.

2) To make it a misdemeanor for any union to license an employer to engage in business.

3) To grant any person or firm placed on a union “unfair” list the right to redress in the courts.

4) To forbid the officers of a union to call a work stoppage (such as the one called by Mr. Petrillo for December 31) until after an election supervised by the NLRB and an affirmative vote favoring the strike of at least a majority of the employees in said plant or industry.

5) To provide safeguards and penalties against conspiracies between employer and union to evade provisions of the Taft-Hartley Act.

As an additional recommendation, Mr. Kearns suggests revision of the 1909 copyright laws to allow the union to collect royalties from radio stations and record companies.

The committee was also asked to consider whether or not “the monopolistic practices of James James Caesar Petrillo and the AFM are…unless the men who work under the Sherman Act.” The Kearns sub-committee also urged the Department of Justice to diligently prosecute any violations of the Lea Act, or other existing laws. In addition, the report asks that the section of the U.S. Criminal Code making it a crime to intimidate witnesses, punishable by a $5,000 fine or five years imprisonment or both, be applied more stringently to unions and labor leaders. In its report, the committee gives evidence of such intimidation by the AFM.

Would Limit Powers

The practical effect of this legislation, if enacted, would be to strictly limit Mr. Petrillo’s powers in the broadcast, recording and theatrical world. No longer could he call a strike in the recording companies, unless the men who work in the record manufacturing plants voted for that strike. Firms labelled “unfair” by the AFM would have a chance to fight back through the courts, if necessary, against the decision that goes with the unfair label.

The first recommendation, outlawing monopolistic practices by labor unions, would be open to the widest possible interpretation if the sub-committee language of the anti-trust act, forbidding “combinations in restraint of trade” might be applied to many of the AFM actions in past years, according to the report.

These recommendations, though specifically aimed at Mr. Petrillo’s union, coming as they do from the special committee set up to investigate the AFM, would apply to all other unions as well. In the guise of the report, the recommendations apply to “other labor leaders or labor unions which may be tempted to emulate” the example of the AFM.

The completed Kearns’ report documents the AFM’s record, and in its conclusion, charges that the AFM:

“Commits acts in restraint of trade; exercises monopolistic control over all commercial phases of musical reproduction; injures or destroys any individual or business . . . whom they may decide to place on their unfair list; blocks the technical development of television by denying to it the use of live music; throws out of employment thousands of people who are not members of the AFM; restricts the programs of thousands of broadcasting stations; and denies the citizens of the United States the right to enjoy musical activities.”

Concerning the strike called for December 31, 1947, the committee said: “. . . on Dec. 31 all of the members of the AFM now employed by the recording companies must stop their work, and all the other employees whose jobs depend on them will be laid off. Not one of these people will be given an opportunity to choose their course in the event of the dissolution of the AFM, or should the National Labor Relations Board have spoken. The die is cast—the helpless will suffer.”

The members of the Kearns sub-committee are: Representatives Richard M. Nixon (R-Calif.), Graham A. Barden (D-N.C.), and C. C. Fisher (D-Tex.).

Vote on Report

The committee voted Friday morning in executive session to accept the report. Of nineteen members present, 16 voted to accept, and three were present not voting.

In its detailed findings of fact the committee observed:

That the AFM has no professional standards; that persons able to sing or play for money over a radio network cannot do so unless they join the AFM; that the AFM has a monopoly over the making of music and its dissemination in this country; that network contracts with the AFM are, in effect, “restricted licenses” to do business with the AFM, issued by the AFM; no union member can employ an agent who is not a member of the AFM; that the union constitution grants “absolute dictatorial powers” to its president, Mr. Petrillo; that he has abused the civil rights of agents not members of the AFM; that the union has bought out educational institutions and placed them on the “unfair list”; and that the AFM has also prevented the technological development of FM stations by denying them the right to duplicate live music shows originating in AM stations.

Mr. Kearns, in a subsequent statement, predicted to the committee that Mr. Petrillo will definitely go through with his threat to ban all recordings after Dec. 31.

He said that one of the main reasons Mr. Petrillo is unwilling to negotiate a new contract with the recording companies is the Taft-Hartley Law provision outlawing collection of royalties. He suggests as one answer that some rule be made whereby the union could derive additional revenue from the juke box industry.

“The [Juke box] industry,” said Mr. Kearns, “has made great profits and has done so by capitalizing on the playing of recordings made by members of the AFM.” The congressman said he had been informed that the U.S. has over 450,000 juke boxes with an annual income totaling near $5,000,000.

Also cited by Mr. Kearns were

(Continued on page 106)

Joint Music

Meeting Held in N. Y. To Plan Industry Strategy

FRAMEWORK for the joint industry resistance to strike threats of James C. Petrillo, AFM president, was set up Thursday at a New York meeting of the Executive Committee of the Industry Music Committee.

The meeting was one of two key sessions held during the week, the other being a reunion of contract discussions by network and AFM officials. This meeting was held in Chicago.

First basic action by the full industry committee will be taken later this month at a New York meeting. Tentative date is Dec. 19.

The executive group took up reports from the public relations and legal sub-committees, which had met earlier in the week. Appointment of legal counsel for the cooperative anti-Petrillo campaign was discussed but no action was taken.

Of those present were: Sydney M. Kaye, BIM executive vice president and general counsel.

Plans also were discussed for appointment of public relations counsel to handle the research and drive. Idea of utilizing personnel from companies cooperating in the campaign was considered.

The Executive Committee is expected to hold its next meeting just prior to the full committee gathering. No announcement was given out after the Thursday meeting.

In attendance, it was understood:

Frank E. Mullen, NBC, for networks; Edward Wallearstein, Columbia Recording Corp., for record manufacturers; Richard S. Testut, Associated Program Service, for transcription firms; Raymond C. Cosgrove, American Composers; Hudson Eldridge, WASH Washington, for FM Assn.; G. Emerson Markham, General Electric Co., for Television Broadcasters Assn.; A. D. Willard Jr., Don Petty and Richard P. Doherty, for NAB.

Drive Gains Momentum

Networks, Petrillo Talks Are Postponed Again

CHICAGO again has proved to be a poor place for the networks to negotiate with Petrillo. Monday’s meeting, set up for the purpose of finding exactly where Petrillo stood on renewal of network contracts effective Feb. 2, produced nothing more than an agreement to postpone the network-AFM conflict until “after the holidays.”

Three other times during 1947 representatives of the four networks have met with James Caesar Petrillo and members of his American Federation of Musicians executive board and exited from the smoke-filled hotel rooms with an empty bag.

Exactly what occurred in the Ambassador East Hotel suite of Mark Woods, ABC president, may

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'C.O.D.' Network for '48
(Continued from page 18)

football telecast on the East Coast and in Chicago this fall, Mr. Hahn said. "We believe in the future of television," he declared. "We are in it now. We intend to stay in it and to expand our stake in it from now on.

"We expect to proportionately as active a part in your medium of communication as we do in other media," he told the television broadcasters. Coming from a company which spent more than $2,000,000 for network time alone during 1946, this was a happily significant statement for television. Mr. Hahn said that future video programs are being planned by his company but that it was too early to talk about them.

He pointed out that during its football telecasts American Tobacco tried to integrate its commercials so as not to interfere with the game itself, but through such devices as the Lucky Strike scoreboard and the Lucky Strike "extra," film recaps of famous games of former years, to sustain listener interest during the half-time intermission. Research, he reported, showed that these telecasts reached 42.5% of all video set owners, with an average of 6.5 persons per set, a substantial audience as homes only were measured, not bars and taverns. Sponsor identification ranged from 80% to 88% through the entire season, he said.

Ford's Dual Goal

Mr. Donaldson, in charge of the Ford passenger car advertising, said that when Ford first got into television more than a year ago the company was conscious that there were too few sets in use for it to expect the video programs to produce sales results commensurate with its expenditure. The company's dual goal at that time, he said, was to learn the techniques of television advertising against the day when it becomes a mass medium and to help build television by giving it financial support.

He feels we must take a giant step toward establishing leadership in this medium," Mr. Donaldson stated. Paraphrasing the Ford slogan, he added, "We feel that television has a tremendous future." He declared, although the video audience has grown from a few hundred to thousands in the past 18 months, the increase in set ownership will have to take place at a much more accelerated pace if television is to take its place among other advertising media.

Mr. Hahn and Mr. Donaldson said gratefully the acceptance of television programming. Mr. Hahn's citation read: "For the skilful application of commercial technique to television programming." Mr. Donaldson's read: "For the successful, extensive experimentation with and support of commercial television in diversified market areas throughout the United States during the past year.

Honororable Mention

The TBA awards committee also voted an honorable mention in this field to John H. Platt, vice president in charge of advertising, Kraft Food Co., for "conception and execution of an outstandingly entertaining and commercially successful dramatic telecasts.

The TBA award for the outstanding technical improvement relating to television programming was presented to Dr. Frank G. Back for "the development of the Zoonar lens, which makes possible the instantaneous following of action in the camera and the viewing of high-quality pictures on the television screen." In accepting his award, Dr. Back said that although he had worked in motion pictures for many years he had never before seen the vigor and enthusiasm that he had found among television broadcasters.

A second award for outstanding application of a technical improvement to video programming was presented to Mr. Eddy "for the application of the existing microwave equipment to a relay between South Bend and Chicago, thereby bringing to the Chicago television audience the Notre Dame football games." It was in accepting this award that Mr. Eddy revealed that the GE microwave relay system he had helped develop between Chicago and South Bend for the football telecasts was to be continued on a permanent basis. Announcing that contracts are being drawn with the owners of a station in Chicago to be built at South Bend, he said that the 100-mile network would carry 40 hours of programs a week. The receiving station, or stations if others are added to the network, Mr. Eddy is confident that they will be, will be charged $40 an hour for the network service, including both facilities and programs.

You might want to know that the charges of this first C.O.D. television network are 40 cents a circuit mile an hour over the network, Mr. Ralbourn said, adding that this is very little when compared with the proposed AT&T charge of $90 a circuit mile per hour, for programs extra.

This figure was disputed by AT&T spokesmen, who pointed out that on the basis of their proposed rates for the New York-Washington cable [BROADCASTING, June 9] the fixed monthly charges for station connections and local facilities might have made the cost of a single network telecast even higher than Mr. Eddy's estimate. But, since AT&T withdrew its schedule before it became effective, the question is academic now, they said.

Scenes From Louis Fight

The pictures shown by Mr. Ralbourn included scenes from two NBC telecasts, The Late George Apley, a Theatre Guild dramatic production broadcast Dec. 7, and the Louis-Walcott Fight of Dec. 5. Projected on a motion picture screen in the meeting room, the pictures were of acceptable quality for either projection in a theatre or rebroadcast by other television stations. Stressing the point that these pictures had been filmed as received over the air, Mr. Ralbourn said that better quality could be obtained from a cable connection with the camera or by filming from a monitor tube.

He pointed out that motion picture people look at both movies and television as instruments of entertainment, each with its own characteristics. Television, he said, is instantaneous and fleeting; films store up their impressions for repeated future use. The off-the-screen pictures he showed, he stated, could be available for theatre projection 66 seconds while the television time they were received, or always available for use by another video station.

This was the first showing of the Paramount off-the-screen pictures, which have been under experimentation for about 10 years. Mr. Ralbourn said that while they are technically ready for use now the company has no immediate plans for marketing such films either to movie theatres or television stations, pending the resolution of a number of problems, including union jurisdiction and the ownership of the various property rights.

The subject of distribution of video programs to more than one station by network or film was a major topic of the day. Robert E. Shelby, NBC director of television engineering operations, in a paper covering all forms of program syndication—by radio relay, coaxial cable, strato-vision, film and kinescope recording—declared: "In television, even more than in sound broadcasting the cost of top flight programs and the fact that the best talent will be available in only a few cities throughout the country make it imperative that suitable means of syndication be provided."

Eastman Kodak Speakers

Three representatives of Eastman Kodak Co. spoke on as many phases of films for television: Dr. William Feldman on his company's 16mm television recording camera Charles Ives on rapid processing of films for television and T. G. Veech on movie films for video recording.

A prediction that all major metropolitan areas will be served with video programs via microwave relay systems operated by broadcast and that a major share of these initial networks will be started in 1948 was made by A. F. Wild, sales manager of television equipment for General Electric Co in a discussion of the GE micro wave relay. Citing the many services already in use—the GI relay between New York and an Schenectady, the Philco relay be

MR. GAMBLE

foreseen agencies' production role in video

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BROADCASTING • Telecastin
providing the most vision, said:

in completely keen whoported the specific popularity come
distribution wants and brewers effectively which said thattoday, FM and video
ager and getting a local

FM and video manager, WPTZ Philadelphia, talking about local commercial sales, said that the new station will find that its best prospects are the local public utility that wants to build its power load, department stores which want to learn how to sell effectively by television, home appliance distributors and dealers who want to demonstrate television and brewers interested in sponsoring sport shows primarily for the large tavern video audience.

In larger cities with more than one video station the sales problem is quite different, Mr. McLean said. Here, he explained, the advertiser wants to know the number and distribution of sets, the age and income groups reached, the relative popularity of programs and similar specific information about the station and its market before he signs a contract for time.

Actors Show Keen Interest

William Morris Jr., president of the William Morris Agency, reported that actors are taking a keen interest in television and urged the theatrical, radio and movie management interests to do likewise, declaring, "unless the people of the show-world become completely interested in television in 1948 they are going to miss the boat."

Scott Helt, chief engineer, DuMont television network, in discussing remote operations in television, said: "Every indication seems to single out remote or field operations outside the studio—providing the most interesting type of program material thus far available to the public. The broadcast of the Democratic and Republican national political conventions in Philadelphia next spring will undoubtedly provide television with the greatest acceleration the industry has yet experienced."

Six new active and two affiliate members were approved by the new TBA board at its first meeting. New active members are: KSFO San Francisco, video CP holder; WDSU New Orleans, applicant New York News, CP for WLTV New York; Radio-Television of Baltimore, Baltimore Sun, operator of WMAR, CP; WTMY Milwaukee, operator of WTJY-TV.

New affiliates are: MBS, last of the four networks to join TBA, and International News Service, first major news service to become a member.

TBA BOARDS: Sitting (1 to r)—Allen B. DuMont, DuMont Laboratories; Will Baltin, secretary-treasurer; John F. Royal, NBC, vice president; J. R. Poppele, Bamberger Broadcasting Service, president; Paul Raibourn, Paramount Pictures; standing (1 to r)—Lawrence Lowman, CBS; F. J. Bingley, Philco; Curtis W. Mason, KFI Los Angeles; Frank Schreiber, WGN Chicago; G. Emerson Markham, GE.

Video Code Is Needed Now—Poppele

TBA President Reviews Group's Activities In Annual Report

VIDEO BROADCASTERS are having almost as much trouble formulating a code of standard practices as the standard broadcasters, J. R. Poppele, president, Television Broadcasters Assn., declared in his annual report to the TBA membership meeting, held in New York Wednesday in conjunction with the TBA Television Clinic.

Recalling that at last year's meeting he had proposed a TBA code as "the best, most effective way of setting up barriers against poor taste or warped judgment" and that the program committee had delved into the problem, Mr. Poppele reported that "the committee's approach has been one of continuing investigation.

"Television," he said, "is young, commercially speaking. As an art it has barely gotten its feet wet and it would seem foolhardy to create a rigid set of standards based on operation of only a handful of stations. Furthermore, among the broadcasters who have already reached the air there has been a consciousness borne of public responsibility that has been ever-present in their minds."

"I should like to, therefore, reiterate what I said a year ago. The need for a television code remains; eventually it will become a must. Meanwhile, we should realize that the question of code along the paths which have been followed . . . studying the art and determining what pitfalls should be avoided. It is our moral responsibility to adopt a guide, however, which should be made ready without delay and which can serve as a basis for future action on a code after we have crossed the bridge of preliminary experience."

Reporting on TBA's activities as an industry spokesman during the past year, Mr. Poppele said that it had gone to the FCC to present the majority industry view on video channels, allocations and relay frequencies, had conducted a successful campaign to have video sets in public places exempt by the Internal Revenue Bureau, and had been able to persuade New York landlords to relax their ban on video rooftop antennas. As a part of this last campaign, Mr. Poppele said that TBA had stimulated the development of two satisfactory master antenna systems for multiple dwellings and had also worked out an interim plan for conventional dipoles to be shared by tenants.

TBA has also succeeded, he said, in securing several postponements of the FCC requirement that a video station must operate 28 hours a week, the present waiver running through Dec. 31. Recognizing that this cannot go on indefinitely, he stated, TBA has proposed a graduated scale as a possible solution, based on the number of receivers available per station in each area. Starting with seven hours a week for stations serving less than 25,000 sets, the scale would graduate to 28 hours for stations with more than 75,000 sets in their service areas.

Television has reached the point where "obtaining facts and figures relating to television size and audience distribution has become a

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Radio Sells Ideas for Barker Brothers

Different Approach Is Used by Home Furnishers

By NEIL PETREE
President, Barker Brothers, Newark, N.J.

IN A SENSE, all retail institutions are unique. Each one makes a somewhat different segment of the public, with a somewhat different type of merchandise, but if the word "unique" were to be used comparatively I would have to say that Barker Brothers is extremely unique.

We are the size of a large department store, yet we have nothing but home furnishings. In this respect, we are the largest single home furnishings store in the entire world, so when retailers tell me that radio is all right for national advertisers and perhaps for other retailers but not for their particular store because they are "unique," I am sometimes inclined to think that they have not sufficiently analyzed the matter. As a matter of fact, it seems to me that radio offers a particularly opportuni-
ty to the retailer who is unique, because radio permits him to pre-select his audience by the type of program he hears.

An index to the store's position can be gleaned from the fact that gross sales for 1946 were $23,972,000. This represented an increase of 49% over previous year. For the first quarter of 1947 sales exceeded those of 1946 by 40.5%.

Eighth Year in Radio

Because this summer marks the eighth year since we embarked upon one radio program, it may be of interest to others to know the theories which we have been putting into practice to secure satisfaction, for this long a period of time. We began by asking ourselves a question... Not "How should we use radio?" but, "Why should we use radio?" Our answer to this was that there were certain general ideas about our store which would help increase our sales, but were not directly related with specific items of merchandise. We believed that we might use radio not to sell this chair, that desk, or the other table, but to sell the idea of Barker Brothers as the store for decorating and furnishing a home throughout.

The second question we asked ourselves was still not how to use radio, but, "To whom should this message be directed?" And this question was answered in the following manner: "Sell the idea of the store for furnishing and decorat-
ing to people who have an interest in furnishing, and for whose interest can be aroused and stimulated most readily, in the physical entity of the home."

It was our feeling that the way to reach the people who are most interested in their homes was simply to talk to them about their homes. For those people who want to make their homes more attractive with new furnishings and good furniture, the intelligent use of decorating principles, we felt the thing to do was to tell them about new fur-
nishings and to inform them of the fact that the store has the large and varied selection available. This answer became simple enough, once we had analyzed the elements of the problem and isolated the questions to which we wanted an answer. Seeking the individual who was to give such information as this over the air, we turned to the director of our Home Advisory Bu-
reau, Edgar Harrison Wileman. His department, a free service of Barker Brothers, gives just this sort of information to our customers in person.

Script, Format Problems

It was determined to present a program three times a week in the afternoons, and the first broadcast took place on KNX, 50-kw CBS station in Los Angeles, in August 1939.

Problems of script and format had to be worked out, and a va-
riety of material gradually de-
veloped. But this all has been ac-
complished, and today, with the in-
crease in homes as widespread as it is, the program gives evidence of being more popular than ever. In eight years of broadcasting, a tre-
mendous number of kinds of pro-
grams have been presented. Broad-
casts have originated in Barker Brothers' model homes, in various departments of the store, and even in Barker Brothers' own factories. Mr. Wileman broadcasts directly from his office in the Home Advisory Bureau, with the microphone placed right on his desk. Sometimes his radio listeners have an opportunity of hearing a decorating problem presented across his desk as he gives the an-
swers to an inquirer.

Guest decorators from the mov-
ing picture studios have appeared on our program. We have had dec-
roring quizzes, answered questions sent in by listeners, and in a great variety of ways have presented the problems of homes and how to plan, build, and furnish them; always keeping in mind that Barker Brothers has customers in every price range and that our broadcast is designed to give those people who are most interested in their homes the strongest reasons why they should be regular Barker Brothers customers.

Measurement of program effec-
tiveness showed another departure in thinking on the part of the program director in his approach to radio. Measurement of mass circulation achieved by Hop-
er ratings could mean little to a programavoredly selective in na-
ture. Likewise a program designed to sell ideas rather than mer-
chandise could not be successfully mea-
sured in terms of specific item sales. Thus the two-time-worn tests of radio and retailing—program rat-
ing on the one hand, and the volume of item sales on the other—proved to be of little value.

Other Means of Testing

Other means of testing quickly became apparent. Traffic in the Home Advisory Bureau was increased several fold, and sales directly traceable to this increased traffic provided something of a spe-
cific as well as a general measure. Home exhibits and the like which formed logical subjects for entire programs further gave rise to at-
tendance traceable to this source alone. A survey of our customers showed widespread interest in the program and again specific results of the program's effectiveness indi-
cated a high qualitative character.

Persons who came in to get dec-
rating advice as a result of the radio program were prepared to buy not merely specific items, but the services, the know-how, and the tests of Barker Brothers. In other words, they were sold on the store, and this we considered one

Trend by Department Stores To Radio Is Seen by NRDGA

TREND toward increasing use of broadcasting by large department stores is shown in the 1947 edition of the Publicity Analysis compiled by National Retail Dry Goods Association. The edition shows that since 1945 newspapers have been receiving a smaller share of the advertising dollar.

In commenting on the analysis, compiled under direction of How-
ard P. Abrahams, manager of NRDGA's Sales Promotion Divi-
sion, the NAB Dept. of Broadcast Advertising pointed out that while radio has increased its share of the sales promotion budgets of large stores, the percentage was lower in 1946, continuing a trend of the last few years.

In 1943, NAB notes, department and specialty stores doing an annual business of more than $5,000,-
000 spent 66 cents of their publici-
ty dollar in newspapers. At that time, radio's share of sales promotion ex-
penditures were so small that they were not even recorded by NRDGA.

On the other hand, the 1946 NRDGA figures show that depart-
ment stores with sales of more than $5,000,000 spent 58 cents of their advertising dollar in newspapers and 5 cents in broadcasting. The 1946 figures exclude specialty stores, but this is not important in comparing figures for the two years in the case of large stores, accord-
ing to NAB.

This 5-cent figure represents radio's share of the entire promo-
tional dollar which also includes the cost of publicity items, says NAB. If the sum spent on radio and newspapers alone is taken as 100%, radio's share shows an in-
crease from nearly zero in 1943 to 5% in 1946, it was found.

The NAB department said the NRDGA study shows that radio salesmen who help retailers plan effective campaigns can influence the allocation of the department store publicity dollar.

NRDGA's figures apply to 1946 retailer business. In a preface to the publicity study D. L. Lawrence C. Rockley, Director of Research, School of Retailing, New York U., reminds that 1946 witnessed con-
stant increases in store inventories and the beginning of buyer resist-
ance to price increases. He said it is probable that the 1946 figures "show the resumption of earnest selling effort by department and specialty stores."

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FMA Asks Coaxial Cable Hearing

Advise FCC That AT&T Discriminates In Favor of TV

CHARGING AT&T with discrimination against FM, the FMA petitioned FCC last Friday to hold a hearing, and, until rates are set for common carrier FM network service, to authorize the company to make its coaxial cable available to FM on the same free basis now applicable to intercity television.

FMA asked that its charges be examined by the Commission "to determine whether there has been compliance" with Sec. 202(a) of the Communications Act forbidding discrimination by common carriers. It also asked that the petition be regarded as an informal complaint and that "these questions be taken up with the AT&T in an effort to bring about satisfaction." The hearing it requested would concern "the establishment of common carrier facilities for FM network operation" and FMA asked that the Commission then "prescribe just and reasonable charges for the service desired by FM broadcasters." FMA spokesmen said they were interested in getting facilities of the highest possible fidelity, either wire line or coaxial cable, but that, in their request for interim use of facilities now used by television applies to the AT&T coaxial cable now linking New York and Washington.

Partially Charged

The petition pointed out that AT&T makes no charge for television's use of the Washington-New York cable (it is still in the "experimental" category) and contended that "by contrast, a request for the use without charge of the facility would be for purposes was denied by AT&T."

Referring to AT&T's announce-

COMMITTEES NAMED FOR NAB CONVENTION

CHAIRMEN of five committees to direct arrangements for the NAB convention in Los Angeles May 17-19 were named Dec. 11 as a meeting of the Southern California Broadcasting Assn., according to William J. Beaton, KWKQ Pasadena, SCBA president.

Chairmen are: Robert O. Reynolds, KMPC Hollywood, Accommodations; Larry McDowell, KFOX Long Beach, Transportation; Jennings Pierce, NBC, Publicity; Thea K. McCarthy, KHJ Hollywood, Finance; Ethel B. Mack, SCBA executive secretary, Arrangements for Women Members. The chairman, along with Harry Malizlish, KFWB Hollywood, head of the Entertainment Committee, will meet about Jan. 1 with C. E. Arney Jr., NAB secretary-treasurer, who will be in Los Angeles Dec. 28-Jan. 4.

BROADCASTING • Telecasting

N. Y. RDG Local Threatens Strike; Contract Talks End

THE NEW YORK local of the Radio Directors Guild (AFL) by unanimous vote last week empowered its executive council to call a strike against ABC, CBS, NBC and the Bamberger Broadcasting Co. (WOR New York). About 250 directors are involved, according to the Guild.

The Guild followed collapse of contract negotiations between the union and the networks which began Nov. 12. The RDG's present pact with the networks—its first—has run two years and is due to expire Dec. 31.

Despite the gravity of the situation, there were strong indications last week that the dispute may be settled amicably before the strike stage. Both the Federal Conciliation Service and the New York State Mediation Board were attempting to arrange for a reopening of negotiations.

The Federal bureau entered the picture as a matter of course after the RDG on Nov. 1 filed the 60-day termination-of-contract notice required by the Taft-Hartley Act. Its jurisdiction in the matter would normally take precedence over that of the State Mediation Board, since interstate commerce is involved.

Principal Issues

Principal issues in the dispute, according to Bill M. Sweets, president of the New York local, are salary and scope of position. The RDG is asking basic wages of $250 a week for directors and $200 for associate directors. Minimum salary under the present contract is $100 for directors and $70 for associates. The Guild also presented statement called present salaries for directors "ridiculously low" and cited alleged inequalities in commercial fees.

While the telephone company was reviewing the possibilities of providing 15,000-cycle service, and at the time AT&T outlined its video network plans in June, according to the petition, "there were 220 FM stations without a single direct broadcast. The Commission had authorized an additional 830 stations which were in various stages of construction. By comparison, the 10 television stations were in operation and the Commission had authorized an additional 55 stations.

'12 to 1 Ratio'

'It can be seen,' FMA added, "that actual and potential FM users of common carrier facilities outnumbered the same category of television users by a ratio of approximately 12 to 1. Nevertheless, no definite plan for the establishment of FM network lines had been formulated by AT&T, but a specific and detailed plan had been announced for television networks..."

The telephone company's estimates of time needed to establish 15,000-cycle facilities on the present Continental Network, and of approximate charges, included:

From Washington to Philadelphia, about three months after receipt of an order; to Alpine, N. J., nine to 12 months, and to the remaining cities on the existing network, about one year from receipt of an order. The time for providing Washington facilities might be cut to three months, AT&T suggested, if Continental could arrange for use of WQXR New York's 15,000-cycle flood-transmitter channel to Alpine.

"Approximate" charges for 15,000-cycle program service were estimated by AT&T as follows: Washington to Philadelphia, $45 for first hourly period of service each month and $45 for each additional hourly period within the month; $33 for the return trip to Philadelphia and New York, $22 for the return trip for one each local month and $196 for each additional local hour. "In addition," AT&T told Continental, "it is estimated that the equalization of your existing local channels for 15,000-cycle operation will be approximately $25 non-recurring. and $4 per month, per local channel.

The network, composed of some 32 stations, is now linked by direct relay and leased lines from AT&T.

President Dillard, when he first raised FMA's charges against AT&T during an FCC hearing last month [BROADCASTING, Nov. 24], said with reference to the telephone company's time estimates that "as a business man, I find it hard to justify them in my own mind making any such long-term commitment for something which will not materialize until one year from date of order, and which may be out of date when installed may or

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Hear Inaugural

KENTUCKY's congressional delegation and other members of Congress, unable to attend the inauguration of the state's new governor, Hardy D. Clemons, because of the impending vote on foreign aid, were able to hear the entire ceremony as it happened, according to the operation of WLW Cincinnati and WWDC Washington. Gil Kingsbury, Washington correspondent for WLW and INR, was arranged to have the ceremony piped direct from WLW to WWDC. From there it was sent to the House radio gallery.

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WJBW Denial, New Grant Proposed

Carlson's Former Wife Would Receive Facilities

PRIMARILY on grounds of technical violations, FCC proposed last week to deny Charles C. Carlson's application for license renewal of WJBW New Orleans, of which he has been licensee since 1926, and proposed simultaneously to grant his divorced wife's application for the station.

The Commission asserted that for "at least six years" Mr. Carlson's operation of WJBW (1230 kc, 250 w fulltime) "has been unsatisfactory from an engineering standpoint, and in repeated violation of the Commission's technical Rules, Regulations and Standards, and has resulted in excessive frequency deviation, spurious radiation, audio distortion, excessive carrier shift, improper percentage of modulation, and other than authorized programs." The operation, FCC continued, "has been unsatisfactory over a long period of time in that the applicant has on numerous occasions repeatedly failed to keep and maintain the program and operating logs of Station WJBW in required manner and detail, "and in that for a long period of time the applicant has failed to provide suitable facilities for the welfare and comfort of his operators," also as required.

Order Violations Cited

"On a number of occasions during the war," the decision asserted, Mr. Carlson "failed to comply with the Commission's Restricted Order No. 2 and orders of the Southern Defense Command by not reporting receipt of unscheduled radio silence orders," and "failing to act upon key station WWL New Orleans, and on two occasions by operating without authority from the Third Flight Command. In addition, the station on some nights during the war, when a student airport was located some three miles from the station, FCC receiving WJBW's signal that appropriate labor was not available to repair the tower lights and associated equipment and to make quarterly inspections of the equipment. The Commission did not appear from the record that the applicant or anyone else in his behalf exhausted all such possibilities, since it does not appear that any assistance was sought in places other than New Orleans." The WJBW renewal application has been pending for approximately two and a half years. It was set for hearing on July 20, 1943, on issues relating to official notices sent to the station between Feb. 9, 1940 and Dec. 17, 1943, concerning violations of rules and standards, covering 92 separate citations, the decision noted. The "majority" of the reported violations, FCC said, related to technical operation. Hearing was held in November and December 1943 and further hearing in November 1946. The Commission devoted the better part of two pages and its 26-page decision to a discussion of WJBW's provision of facilities for the welfare and comfort of its operators, particularly the sanitation facilities.

Mrs. Carlson's Contentions

Mrs. Louise C. Carlson, given a proposed grant for WJBW's facilities, told the Commission that she would be general manager if she received a grant and that none of the present staff would be employed in any capacity. She worked at the station from 1926, when she and Mr. Carlson were married, until a year after they were divorced. Mr. Carlson is general manager and chief engineer.

Mrs. Carlson, who filed her application in September 1946, has an undivided one-half interest in the physical property and assets of WJBW and receives 50% of the income, according to FCC, and plans to sue for partition of the physical property as assets if the grant to her is made final.

Financial Report

FCC said the station's financial statement of Nov. 1, 1946, shows $39,606 in assets and $9,606 in contingent liabilities. The latter, FCC said, consist of a 10-year-old suit filed by Southern Broadcasting Corp. alleging violation of a managerial contract and claiming damages of $73,939, and a suit filed in 1946 by P. K. Ewing, of the Ewing Stations in Mississippi, for $33,666 on charges of breach of a contract to manage WJBW. The financial statement, FCC pointed out, includes approximately $30,000 as undisputed half interest in WJBW. Carlson's proposal to continue operation without a network affiliation if she is granted the facilities.

9 Months More Asked To Complete WJZ-TV

REQUESTING nine months more to complete its WJZ-TV New York, ABC told FCC last week that it had completed "preliminary arrangements for joint use of the Chrysler Bldg. tower as transmitter site for both networks' New York video stations.

"Negotiations toward completion of a lease covering such joint occupancy are now being carried on," ABC said in an application asking FCC to extend the specified completion date of WJZ-TV from Jan. 1, 1947, to July 15, 1947. The application stated that engineering studies are under way to determine details of necessary alterations of the Chrysler Bldg. tower and to determine what antenna systems will be most suitable for the joint operations of WJZ-TV and WCBS-TV.

ABC spokesmen said the arrangements were "not set yet." If completed it would be the first instance of rival television stations sharing the same transmitter location. Columbia's WCBS-TV is operating on Channel 2, and WJZ-TV is authorized to use Channel 7. ABC had planned to install its transmitter on the General Electric Bldg., but GE officials have since concluded that resulting structural changes were undesirable.

Durr Case Dormant, Pending Study

Senator Capehart Still Reviewing Details of Incident

FORMAL ACTION to launch investigation of FCC Commissioner Clifford J. Durr was still pending as of last week. A. M. Capehart (R-Ind.) said he was "investigating the "Durr incident." The Senator, who serves on the Senate Commerce and Agriculture Committee has charged that Commissioner Durr has been "derelict in his duty" in failing to investigate FBI reports on individuals applying for broadcast licenses [BROADCASTING, Dec. 8].

The charges grew out of the statement made by Mr. Durr in October that the FBI was sending FCC "unsolicited reports" on the political affiliations of individuals which are based on "gossip, rumor, and non-expert opinion on political, economic or social philosophies." This charge resulted in a temporary alteration between FBI and FCC, which was ended when Acting Chairman Paul Walker of the FCC told J. Edgar Hoover that Mr. Durr's comments did not reflect the opinion of the FCC.

Would Welcome Probe

Commissioner Durr answered Senator Capehart's request for an investigation, saying that he would welcome it, and that the Congress and the public should have the "fullest possible information, consistent with national security, about the operations of both the FCC and the FBI."

The incident has served to receive interest in the application of the Hollywood Community Broadcasting Group for AM and FM broadcast licenses. Charges of Communist affiliation were raised during the FCC hearing in this case.

Would not be learned whether or not a letter from ex-Chairman Charles Denny to the FBI, written in November 1946, requesting information as to the "affiliations" of certain persons applying for a license concerned the Hollywood Community Radio Group.

Committee Report

The Joint Fact Finding Committee on Un-American Activities of the California legislature devotes a section of its 1947 report to this Hollywood group, listing the connections of some of its officers and board members with various groups in California reputed to be Communist Front Organizations. Some of these organizations were applicants for subversive organizations.

Hearings on the application of Hollywood Community Radio Group were held in Los Angeles in December 1946, and in Washington, April 1947. At the hearing, Welch, Mott and Morgan, attorneys for the Huntington Broadcasting Co, which is also applicant for the same facilities, filed a brief, listing other left-wing connections of the members of the Hollywood group.

In this brief, which amounts to a lengthy dossier on the Hollywood group, the attorneys charge that the group would not be "sufficiently objective" in its programming to be entrusted with broadcast rights. Its officers have declared in public hearing that they would "permit Communists to broadcast over the proposed station and espouse the principles of Communism," the attorneys say.

Not Yet Admitted

Although a petition for inclusion of the California Un-American Committee's report in the official records of FCC was entered April 28, 1947, the FCC has not yet seen fit to admit this report. In addition to a report on the Hollywood group, the California Committee also reports that the law firm of Gallagher, Katz and Mails, which is representing it before the FCC, is suspected of left-wing connections. An AFL leader in California is quoted as saying before the Committee that the general activities of the firm have included

(Continued on page 106)
People listen to certain radio stations more than others because they like what they hear.

For example, Des Moines has four radio stations, each of which has daytime coverage throughout the nine counties emphasized on the map at the right. In addition, other stations “come in” with sufficient strength to warrant very considerable audiences.

Normally you might expect WHO to get 25% of the audience in these nine counties. The 1947 Iowa Radio Audience Survey shows, from 5:00 a.m. through 6:00 p.m., WHO’s 9-county average percentage of all radio listening is 66.4%!

There is only one answer to such listener-preference. That answer is Top-Notch Programming — Outstanding Public Service. Write for your copy of the 1947 Iowa Radio Audience Survey and see for yourself.

*At the time of the 1947 Iowa Radio Audience Survey — May, 1947.

WHO

for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
Hollywood Ad Club Sets Three Sessions on TV VIDEO will be considered from three approaches—station operation, programming, and as an advertising medium—at successive meetings of the Hollywood Advertising Club, Jan. 5, 12 and 19, according to Harlan Palmer Jr., program chairman.

Harry Lubeke, Don Lee Broadcasting System's television director, will handle a "Station Operation" panel. "Television Programming" will be handled by Ronald C. Oxford, KFI executive producer of FM and television. Klaus Landsberg, general manager of KTLA, is to handle the concluding session of "Television as an Advertising Medium." Charles Brown, program manager of KFI, will coordinate all three meetings which have been set up through Mal Boyd, motion picture chairman.

E. S. BAYARD (1), editor of The Pennsylvania Farmer, an agriculture periodical, gets a light from Frank E. Mullen, NBC executive vice president, during dinner meeting of American Agricultural Editors Assn. in Chicago's Morrison Hotel recently. Mr. Mullen, who credits the editor with starting him in radio, was elected an honorary life member.

Season's Greetings

FROM NASHVILLE . . . CENTER OF THE RICH MIDDLE TENNESSEE MARKET

WSIX gives you all three: Market, Coverage, Economy

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Western Ad Group Chiefs To Convene in San Diego MID-WINTER conference of directors and officers of the Advertising Assn. of the West and of officers of the 40 advertising clubs in the western area will be held Jan. 11-13 at the Hotel del Coronado, San Diego. Implementation of national emergency public service campaigns such as the European food emergency and the American Heritage Foundation will be on the conference program, according to Russell Z. Eller, AAW president and advertising manager of California Fruit Growers' Exchange, Los Angeles.

Host committee for the conference will be headed by Harwood Fawcett, president of the San Diego Advertising Club.

The AAW recently became western representative for the Advertising Council and is planning a strong push for campaigns approved by the council, Mr. Eller announced.

TV SET MEN DISCUSS POLITICAL COVERAGE REPRESENTATIVES of all television receiver manufacturers met in Philadelphia Dec. 5 to discuss the roles their firms will play in televising the Republican and Democratic national conventions to be held in Philadelphia in June and July 1948.

The meeting was called by Roger W. Clipp, general manager of the Philadelphia Inquirer stations, who is chairman of the radio and television committee of Mayor Bernard Samuel's Committee for Arrangements for the National Conventions.

Primary purpose of the meeting was to plan the installation of television receivers in the city's Commercial Museum, which is adjacent to the Convention Hall. Mayor Samuel recently pointed out that as many as 25,000 persons can view convention proceedings on video receivers set up in the Museum, greatly augmenting the number of persons who can be accommodated in Convention Hall.

Officials of both the Republican and Democratic National Committees attended the meeting.

New German Tube CATHODE-RAY tube with storage characteristics is described in a report on sale by the Office of Technical Services, Dept. of Commerce. It was designed to eliminate flicker in television. Description of the tube is available at OTS [F(PB-78273) The Krawinkel Image-Storing Cathode Ray Tube, 21 pages, photos, drawings, 75 cents]. Checks or money orders should be payable to the Treasurer of the United States.

WCCO Minneapolis, has been awarded distinguished service certificate by St. Louis mayor for its program "Neither Free nor Equal," an attack on discrimination and prejudice.
Lights on

That could be any city skyline. But this one happens to be Pittsburgh. And when you've been in darkness for some 19 hours, as they were out there in November, 1946 . . . those lights in the buildings and on the causeways can look mighty good.

Do you want to write this ad for W-I-T-H in Baltimore from here on in?

You'd point out the same thing we would . . . get out of the dark and back into the light if you use radio in Baltimore.

Down here there's a sure way to low-cost sales for those clients of yours. Use W-I-T-H . . . that's the successful independent that delivers more listeners-per-dollar-spent than any other station in town.

And remember, there are 5 stations in this big town of Baltimore. Four are network. Are you listening? Yes . . . W-I-T-H is the way to do it in Baltimore.
THE OUTSIDE AUDIENCE IS WAITING FOR YOU

on the Pacific Coast, too!

*The outside Pacific Coast market is that vast area outside the metropolitan county areas in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. In 1946, retail sales totaled almost four billion dollars in this outside Pacific Coast market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.

There's no Santa Claus to give you the outside audience on the Pacific Coast (where 4,394,000 of the Coast's 12,633,200 people spent $3,736,889,000 in retail sales during 1946). But Don Lee (and only Don Lee) can do it! All 4 networks cover the inside Pacific Coast audience (metropolitan areas of Hooper cities), but only Don Lee has adequate facilities to reach the wealthy outside audience as well.

ONLY DON LEE offers 43 stations (more than twice as many as Network "A"; over three times as many as Network "B" or "C") to do the job of inside and outside coverage.

DON LEE IS A BETTER BUY than any other Pacific Coast network because it delivers more listeners at a lower cost per thousand radio families. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a DON LEE station.)

There's plenty of shopping all year 'round in this vast outside Pacific Coast market. Put your show on Don Lee the only network with enough facilities to reach both the inside and outside markets on the Pacific Coast!

The Nation's Greatest Regional Network
Fred Allen is 'Champion of Champions' in 12th Annual Poll of 'Fame' Magazine

FRED ALLEN was voted radio's Champion of Champions for the second consecutive year in the 12th annual poll conducted by Motion Picture Daily for Fame Magazine, it was announced last week. Mr. Allen and Bing Crosby, who share top honors in the poll, made the best individual showings.

Winners in their respective positions: Champion of champions, Fred Allen, Bing Crosby, Lux Radio Theatre; most promising star of tomorrow, Jack Paar, Abe Burrows, Robert Q. Lewis; best comedian, Harry Morgan; best TV partner, Bob Hope; best radio star, Joan Davis, Gracie Allen; best comedy team, Fibber McGee and Molly, Burns and Allen, Abbott and Costello; best master of ceremonies, Bing Crosby, Ralph Edwards and Arthur Godfrey; tied; film personality most effective in radio, Bing Crosby, Bob Hope, Ronald Colman.

Best male vocalist (popular), Bing Crosby, Perry Como, Frank Sinatra; best male vocalist (classical), James Melton, Robert Merrill, Lauritz Melchior; best female vocalist (popular), Dinah Shore, Jo Stafford, Ginny Simms and Peggy Lee; tied; best female vocalist (classical), Rise Stevens, Marion Anderson and Lily Pons; tied; best announcer, each group; best news commentator or analyst, Edward R. Murrow, Lowell Thomas, H. V. Kaltenborn; best sportscaster, Bill Stern, Red Barber, Mel Allen; best symphonic conductor, Arturo Toscanini, Serge Koussevitsky, Leopold Stokowski; best symphonic orchestra, New York Philharmonic, Boston Symphony, NBC Symphony; best dance band, Guy Lombardo and Vaughn Monroe, tied, Tex Beneke and Xavier Cugat, tied; best daytime program, Fred Waring Shows; Arthur Godfrey Art Linkletter's G. E. House Party and Paul Whiteman Club, tied; best dramatic program, Lux Radio Theatre and Theatre Guild on the Air, the time; There and Studio One, tied; best program for children, Nila Mack's Let's Pretend, Land of the Lost and Columbia's School of the Air, tied; best comedy show, Fred Allen, Henry Morgan, Jack Benny and Bob Hope tied; best musical show, Fred Waring Show, Telephone Hour and Manhattan Merry-Go-Round and Al Jolson's Kraft Music Hall, all three tied; best quiz show, Information Please, Take It or Leave It and Bob Hawk Show, tied; best audience participation show, Truth or Consequences, People Are Funny and Take It or Leave It, tied; best 1947 news job by radio, CBS Newscast by Edward R. Murrow, NBC Texas City Disaster, MBS World Series Broadcast; best newspaper publicity service, Columbia; CBS, ABC; best individual publicity service, Earl Ferris, J. Walter Thompson and David Alber.

Entries are pouring in for the George Foster Peabody Radio Awards competition held by the U. of Georgia Henry W. Grady School of Journalism, according to Dean John E. Drewry. Deadline for entries is Jan. 10, 1948.

From the network requests for additional entry forms, Dean Drewry is led to believe that the networks are encouraging their affiliates to compete more this year than ever. Entries are also being received from private parties and listening groups and recommendations are being prepared by listening post committees in 34 states and Alaska.

The 1947 awards will be announced and presented at a luncheon of the New York Radio Executives Club in April.

The seven categories for programs and stations are: (1) that program or series of programs inaugurated and broadcast during 1947 by a local station (above 1 kw) which made an outstanding contribution to the welfare of the community or region; (2) that program or series of programs inaugurated and broadcast during 1947 by a local station (above 1 kw) which made an outstanding contribution to the welfare of the community or region; (3) outstanding reporting and interpretation of the news; (4) outstanding entertainment in drama; (5) outstanding entertainment in music; (6) outstanding educational program; and (7) outstanding children's programs.

TV Film Firm

NEW FIRM to produce motion pictures for television has been organized in Hollywood under name of Unitel Inc. Headed by Stanley Simmons, company is located at 1730 N. Las Palmas. Telephone is Hollywood 8980. Unitel's first series of short subjects, said to be flexible enough to meet requirements of a 5 to 30 minute program, will be based on musical interpretation featuring well known stars of the screen, radio and concert field.
Here's Your Winter Sports Equipment for Conway, N.H.

Going to hitch onto the ski-tow at Conway this winter? Planning to join the snow-trail gang at Woodstock or White River Junction?

You'll have lots of company, for winter sports is big business in New England. And wherever you go, even if it's 200 or more miles from Boston Common, you'll be within range of Boston's WBZ, the 50,000-watt voice that reaches most of the people in New England's six busy states.

These people, you'll find, are alert, prosperous, industrious. They're making things for all the world to use. Yet 75% of the day-to-day necessities purchased by New Englanders come from outside sources!

For advertisers, this means a rich and ready market. The best feature of all is that you can sell to more than 80% of the market through one medium...WBZ. Contact WBZ Sales Department or NBC Spot Sales for availabilities.

Westinghouse Radio Stations Inc

WBZ

BOSTON

WBZA · SPRINGFIELD

NBC Affiliate
The name by which the Broadcasting Industry may ultimately call the proposed Standards of Practice is relatively unimportant but the standards employed are tremendously important!

For this reason, in order that all may know, we herewith publish the KVOO Standards of Practice by which all programs under our direct control are governed. These Standards have been effective in the past and we know of no reason why they cannot continue to be effective in the future to provide the best kind of broadcast performance for our listeners. Therefore, in the present absence of Industry-wide action on a new Standards of Practice we shall continue to operate under these proven KVOO Standards.

THERE CAN BE NO FREEDOM TO LISTEN WITHOUT FREEDOM TO PRESENT

50,000 WATT  NBC AFFILIATE  1170 KC
KVOO Standards

To the best of our ability we shall operate in the public interest, convenience and necessity.

All citizens shall receive equal consideration in regard to their constitutional rights whether of minority or majority groups.

Recognized religious groups shall enjoy equal access to KVOO microphones and shall receive equal consideration and respect for the sanctity of their rituals and beliefs.

The good things in life will be presented in the best light at all times while the mean, the sordid and the evil aspects of life will be minimized.

Medical and professional information and/or advice will be broadcast only by authorized speakers and as a service of the station.

The normal relationship of the sexes and family life will be referred to and/or portrayed in accordance with established customs of good taste and decency.

Newscasts, political broadcasts, matters of public interest and controversial issues will be presented factually without dramatization.

All commercial copy must comply with good business practices, professional ethics, KVOO Standards as herein outlined, and be acceptable listening in mixed company of the sexes.

The amount of commercial copy allowable on any sponsored program or within any time period will be governed by the quality and method of presentation and its fitness for the program within which it appears, except; Straight commercial copy which does not provide entertainment or educational value will be limited to the following time:

- 5 minute programs (4:30) 1:30 minutes commercial
- 10 minute programs (9:30) 2:00 minutes commercial
- 15 minute programs (14:30) 3:00 minutes commercial
- 30 minute programs (29:30) 4:00 minutes commercial
- 45 minute programs (44:30) 4:30 minutes commercial
- 60 minute programs (59:30) 6:00 minutes commercial

We shall at all times be attentive to the desires and needs of our listeners, and try, to the best of our ability to perform our license and citizenship obligations in a manner worthy of the trust which is ours.
CBC Board Recommends Seven New Station Grants, Only One Power Boost

CANADIAN BROADCASTING CORP.'s board of governors has recommended grants for a number of new AM stations, but has suggested to the Dept. of Transport that several requests for power increases be deferred. Only station for which a power increase was recommended was CFBF Toronto (Broadcasting, Dec. 8), slated to become the first independently - owned Canadian station to operate with 50 kw. Decisions of the CBC board concerning the various station applications and power boost requests were announced following its meeting at Ottawa Nov. 27-29.

CKLW Windsor, Ont., and CKAC Montreal both applied for 50 kw on their present frequencies, but the board recommended that their requests be deferred "to provide an opportunity for further study, including consideration of technical factors involved." CHML Hamilton applied for an increase from 5 kw to 10 kw, but was turned down on the ground that "the coverage of at least one smaller community station would be affected."

Another CBC Station

CBC's plans for another station in the Atlantic Coast provinces were revealed in denial of a license for a second station at Sydney, N. S. Donald Anderson of that city had asked for 1 kw on 900 kc. The CBC board pointed out that it will establish its own outlet at Sydney at an early date, and that area could not support three stations. CJCB is present Sydney station. Announcement of the new CBC outlet led to conjecture that the 5-kw facilities of CJCB Toronto may be moved to Sydney, but there was no official information. CJCB, now on 1010 kc, is scheduled to move to 860 kc and increase power to 50 kw on July 1, 1948. CFBF then will take over the 1010 kc channel.

Grants were recommended for new 1-kw station on 1470 kc at Shawinigan Falls, Que., Shawinigan Standard Radio Co.; and for 1 kw on 1250 kc at Matane, Que., Roger Bergeron. CFAR Flin Flon, Man., has been granted permission to increase power to 1 kw on 590 kc.

FM applications were approved for CJIC Saulte Ste. Marie for 250 w, CPFA Port Arthur for 250 w, CCFN Edmonton for 250 w, CKAU Edmonton for 352 w, and CJCB Winnipeg for 250 w. Broadcast pick-up licenses were recommended for CHSJ St. John, CJKL Kirkland Lake, CKGB Timmins, CFCH North Bay, CJFF Riviere du Loup and CKWS Kingston. Emergency transmitter licenses were recommended for CFHM Brockville, CJFC Kamloops, CKVL Verdun, CKSO Sudbury and CJCH Halifax. Power increase to 1 kw for emergency transmitter was recommended for CKCK Regina.

FM station license applications from non-AM stations for Toronto, Kitchener, and Woodstock were deferred for further study. CBC board also recommended, on representation of Canadian Assn. of Broadcasters, that FM stations not operating in conjunction with AM stations be required to operate for a minimum period of ten hours a day from commencement of operations.

Application for satellite transmitter by CFAB Windsor, N. S., at Kentville, N. S. was deferred because of pending application for establishment of another station at Kentville. Application for new 250-w transmitter at Summerside, P. E. I., was deferred for consideration of technical brief.

Applications for new AM stations at Victoria, B. C., St. Georges Beauce and Beauceville, Que., and Saskatoon were denied. The Saskatoon request was turned down because "the area cannot support two stations both giving good broadcasting service." The board noted that the proposed assignment, if granted, would mean an extension of multiple ownership of broadcasting stations. (The 1947 Parliamentary Radio Committee recommended dropping the ban on multiple ownership of stations, which it had previously recommended. [Broadcasting, July 14].)

U. S. RADIO SURVEY

Authors Will Compare Our Methods to BBC's

TWO BRITISH radio experts arrived in the U. S. last week on the Queen Mary to begin a study of American commercial radio. Elkan Allen and his wife, Dorotheen, authors of the first detailed study of the BBC government corporation broadcasting system, are planning a book assessing the merits and demerits of the "American way of radio."

The study will have special importance because the Committee on Broadcasting of the British Government has before it proposals for commercial use of radio in Britain. BBC's government charter expires in 1950, and this committee is said to be considering revision of the charter because of PM, and the increased number of channels available, allowing for the possibility of sponsored radio.

POSSIBILITIES OF national network broadcast series from various Canadian universities are under discussion between Canadian Broadcasting Corp. and eastern Canadian universities. Western regional network of university broadcast is already in operation in four western Canadian provinces.
Everything's up to date with radio coverage from Kansas City. Now, for the first time, one Kansas City broadcaster can deliver the entire Kansas City trade territory. That one broadcaster is The Team of KMBC-KFRM.

KMBC you know about. It's The Team you're hearing about now. The addition of KFRM to KMBC. A glance at the map shows you what happens. The Team is the only Kansas City broadcaster that can cover the Kansas City trade territory.

And equally important—The Team covers trade territory with programs from its business capital, with the very same programs that have made KMBC Kansas City's best buy.

The KFRM half of The Team is a 5,000 watt daytime independent with first on the dial (550 Kc) service for rural Kansas. It took the air December 7, transmitting from north central Kansas. You can buy The Team separately or simultaneously, and that's what we're recommending right now. See a Free & Peters colonel.

KMBC & KFRM
of Kansas City
for Kansas Farm Coverage
Represented Nationally by Free & Peters, Inc.
For the finest FM transmission...

THIS IS THE QUADRILINE—

QUADRILINE is the name of the REL FM TRANSMITTER that has delivered a smashing performance of economy and dependability from one end of the country to the other. Heart of this transmitter is the QUADRILINE 10 KW final amplifier that provides an ease and economy of operation previously impossible at 100 megacycles. Basically, this amplifier consists of four identical tubes with short sections of four wire line comprising the resonant input and output circuits. This unique four wire, four tube circuit simplifies mechanical design to a degree that easily permits economical mass production and obsoletes costly “block building” methods of achieving high FM power. Important, too, failure of one power tube reduces power output only 15%—service is uninterrupted; signal strength and quality are virtually unimpaired. QUADRILINE amplifiers are extremely efficient and require low driving power . . . two factors that contribute substantially to the low first cost and the recognized operating economy of REL QUADRILINE TRANSMITTERS.

WITH ECONOMICAL TETRODES—

The REL QUADRILINE is powered with 4 Eimac internal anode tetrodes. These tubes were selected on the basis of low first cost, ready availability and proven capacity to deliver required power for thousands of hours. Having high gain, the tetrode amplifier requires far less drive power; effectively reducing both first and operating costs. Internal anode design has simplified the socketing problem; and permits rapid tube changes requiring but 5 to 10 seconds per tube. Also cooling problems are relatively simple, plate circuit conductors become small and tube elements are entirely visible during operation.

SHIPPED READY TO OPERATE—

The QUADRILINE TRANSMITTER is an operating reality when you receive it. It does not have to be “babied.” There is no costly field assembly; no factory engineers will swarm through your transmitter room for weeks chasing bugs. The transmitter is factory tested under actual operating conditions prior to shipment; is delivered to the customer complete and ready to go on the air except for power, audio and antenna connections. Actually, REL pre-shipment tests are so complete and exhaustive that it has become the REL policy to invite customers to have their engineers present during the factory test of their own equipment.
...install an REL QUADRILINE!

PROVEN PERFORMANCE—

We feel that the REL QUADRILINE is by any standard the best 10 KW FM Transmitter on the market today. We feel, too, that actual performance records in the field substantiate this claim irrespective of the terrain or climatic conditions prevailing at the transmitting point. But don't take our word for it—ask the opinion of the present users! Ask them about low first cost, low operating cost, inexpensive tube replacement. And be sure to ask them about the complete absence of service interruptions resulting from tube or component failures in the REL QUADRILINE.

THESE FM STATIONS NOW OPERATE THE REL 10 KW QUADRILINE. ADDITIONAL ONES ARE NOW BEING INSTALLED AT THE RATE OF FOUR PER MONTH!

WEAL-FM: RALEIGH, N. C.—FRED FLETCHER, MGR.; STANLEY BROWN, CHIEF ENGINEER

WNME: MOUNT WASHINGTON, N. H.—YANKEE NETWORK; J. B. ROBINSON, CHIEF ENGINEER

WNB8-FM: BINGHAMTON, N. Y.—CECIL D. MASTIN, MGR.; LESTER H. GILBERT, CHIEF ENGINEER

WHRE: CLEVELAND, OHIO—K. K. HACKATHORN, GEN. MGR.; R. H. DE LANTY, CHIEF ENGINEER

WMFR-FM: HIGH POINT, NORTH CAROLINA—FRANK S. LAMBETH, GEN. MGR.; ROBERT MOORE, CHIEF ENGINEER

AN INVITATION TO YOU—

REL cordially invites any one interested to visit the REL plant. Here you will see the QUADRILINE in all stages of production and under actual test. Visits to operating installations can be arranged at your convenience.

WRITE FOR COMPLETE QUADRILINE LITERATURE:

You can obtain the complete Quadriline story including technical data, mechanical and electrical specifications by calling or writing today to RADIO ENGINEERING LABORATORIES, 35-54 36th STREET, LONG ISLAND CITY 1, NEW YORK. TELEPHONE: AStoria 8-1010.
WCAV, 1-kW DAYTIMER, LAUNCHED AT NORFOLK
FORMAL OPENING of WCAV, new 1-kW daytime outlet on 680 kc at Norfolk, Va., was scheduled for yesterday (Dec. 14). The station, which has studios in Norfolk's 214 S. Monticello Bldg., is licensed to Cavalier Broadcasting Corp. President of the corporation is Joseph Light. The WCAV staff is headed by Irving M. Kipnes, formerly on the news and Yearbook staffs of Broadcasting. Don Kelly, most recently commercial manager of WLOW Norfolk and previously commercial manager of WHFC Cicero, Ill., is director of sales. Serving in Mr. Kelly's department is William G. Lalliberte.

Heading the program department is Hugh Whiteside, chief announcer, who has had radio experience at WINX Washington and WGST Atlanta. Rounding out the announcing staff are Ed Sheppherd, Dick Nelson and Rick Weaver, all with previous radio experience.

Abbot Lutz is director of special events and Betty Ann Lanigan, formerly with Denver stations KMYR and KLZ, is women's director and music director.

The engineering department is headed by William M. Manrov, who has as his assistants Judson Kinney Jr., Stanley Strickland and Ellis Domeseck. Virginia Turin is copy chief and Beatrice Cunningham traffic manager.

Vermont Governor Helps Debut WSKI Montpelier
FIRST VOICE heard on WSKI when it began operation Dec. 7 in Vermont's capital, Montpelier, was that of Gov. Ernest Gibson. The Vermont chief executive, himself a war veteran, hailed the new 250-watt outlet as a veteran-owned enterprise.

Station's co-owners and co-managers are Carl R. Taylor and B. M. Jacobsen. Staff includes: Bob Bannor, formerly of WESX Salem, Mass., and WCOP Boston, program director; James McKernan, previously with WJOY Burlington, Vt., chief engineer; Gordon Platt, formerly of WTIN Hartford, Conn., farm director, and Bee Nelson, who was with KINY Juneau, Alaska, women's director.

WSKI is operating on 1240 kc 17 hours a day. It is using Collins transmitting and studio equipment, Gates turntables and a Lingo tower. AP news and Lang-Worth's music library programs will be features, the co-managers have announced.

KATL-'PRESS' PLAN
Local News Partnership Formed—By Texas Station, Paper—
KATL, 1-kw fulltime independent in Houston, Tex., has entered into a public service partnership agreement with the Houston Press (Scripps-Howard) under which the Press news staff will provide complete local news coverage for the station. The newspaper has constructed modern radio studios in the Press Bldg. and has appointed its own radio news staff to work with the regular Press personnel.

Neither KATL nor the newspaper surrenders or subordinates individual and contrasting policies, and no financial transaction or transfer of ownership is involved, according to King H. Robinson, KATL general manager.

KATL will schedule minimum of five noncommercial news and special feature broadcasts daily and will include mention of the Press partnership in standby announcements, and the newspaper, in turn, will provide local news and staff members to handle full publicity on the station's efforts, Mr. Robinson said. KATL subscribes to AP's radio service, while the Press uses the competitive UP service.

KREL Goose Creek, Tex., Started as 1-kw Outlet
KREL, 1-kw fulltime outlet, began operations on 1360 kc at Goose Creek, Tex., Dec. 2. The new station boasts a $100,000 plant, according to Virgil G. Evans, manager.

In the opening ceremonies emphasis was given to programs originating at Goose Creek's Robert E. Lee High School and Junior College, since the call letters of the station were chosen because of the area's pride in its school system, Mr. Evans said.

Station is licensed to Tri-Cities Broadcasting Co., whose president is Robert Matherne, 28% stockholder in the firm and sole owner of the Goose Creek Daily Sun [Broadcasting, May 5]. In addition to Mr. Evans, the staff includes: Harold H. Rence, chief engineer; Marvin Dougharty and Bill Bates, operators; Glen Travis and Isabel Sales; Robert T. Nolan, Bob Portner, George Vance and Dick Belin, announcers; Byard E. Sooy, sports director; Mrs. Ruth McKinney, office manager; Harold Orton, traffic, and Billie Ruth Miller, stenographer.

PLANS FOR permanent operation of transmitters without attendant operators are to be discussed in Canada on Jan. 5, at Ottawa, with Dept. of Transport officials, and those of CABC and CBC. Plans are to draw up specifications to legalize the practice started during the war when there was shortage of operators, to allow stations up to 5 kw power to operate transmitters without operator constantly on duty.

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YOUR SCORE MIGHT BE
2609 OUT OF 2700*

BUT...
IF WESTERN MICHIGAN IS YOUR TARGET,
YOU'LL NEED WKZO-WJEF!

When you start to shoot the works on a radio campaign in Western Michigan, there's one fact you'll want to take into consideration. Due to the very definite “wall of fading” that surrounds this region, outside stations just don't get proper reception.

If you really want to make a killing, use the two stations that serve the district best—WKZO and WJEF. The Share-of-Audience figures for these CBS outlets far surpass those of any competitors—so far, in fact, that they have a higher rating than the combined stations of any network, morning, afternoon or night! (Hooper Report, Spring, 1947.)

Why not let us send you all the facts? Write us, or ask Avery-Knode1, Inc.

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JACKSON, TENN. GRANT (1490) kc IS SET ASIDE

FCC has set aside its seven-month-old grant to George Arthur Smith for a new station at Jackson, Tenn., and ordered further hearing to determine whether Mr. Smith's duties as mayor would excessively limit his participation in station affairs.

The record was reopened on petitions of Jackson Broadcasting Co. and Hub City Broadcasting Co., which were seeking the same facilities and received denials when the grant was issued to Mr. Smith [BROADCASTING, May 19].

FCC spokesmen said the rivals contended that a law in Tennessee requiring mayors to devote certain proportions of their time to majority duties would make it impossible for Mr. Smith to devote sufficient time to his station. Mr. Smith, it was pointed out, takes the position that such a law, if any, is an old statute not commonly followed or enforced.

Further hearing was set for Dec. 17 at Jackson. FCC will then decide whether the grant should be reissued to Mr. Smith or awarded to one of the two other applicants. The grant was for 1490 kc with 250 w fulltime.

PRESIDENT'S DAUGHTER, Margaret Truman, was interviewed over WMPS Memphis when she visited the Tennessee city during her recent concert tour. L. to r: Matty Brescia, WMPS promotion manager; Harold R. Krelstein, station's general manager; Miss Truman, and Kay Allen, WMPS women's director.

Staff Shifted as WBEN Readies Video Operation

SEVERAL STAFF changes have been announced by WBEN Buffalo in preparation for the launching of its television affiliate, WBEN-TV, early next year. Initial telecasts are scheduled to start about Feb. 1, with daily programs on a commercial basis beginning two months later.

Supervising WBEN-TV with the title of television director will be J. Woodrow Magnuson, wartime program director of WBEN and more recently in charge of WBEN-FM. Edwin W. Reimers, night supervisor of WBEN, will become totally engaged in television, with emphasis on sports and special events.

Edward J. Wegman, WBEN's assistant program director, will join WBEN-TV Jan. 1 to specialize in film and studio production, and his present post will be filled by Richard W. Morgan. Mr. Morgan will be succeeded as copy editor by William T. McBurnie. Howard J. Bergmann, WBEN transmitter supervisor, has been appointed transmitter and control room supervisor of WBEN-TV. His place at WBEN is being taken by Howard Stephenson.

TV Better Buy Than AM TAP's Executive Says

TELEVISION has developed to a point where it exceeds AM as an advertising value per dollar spent to reach the listener. This opinion was voiced Dec. 4 by Arden B. Rodner, president of Television Advertising Productions Inc., Chicago, in releasing results of a study made during the past nine months of the growth of television audiences in the Chicago area.

Mr. Rodner said TAP's survey of television audiences in Chicago indicated that an AM radio program would have to earn "at least" a 3.9 rating to equal television's total audience of 125,000. This figure was arrived at, he said, by comparing Chicago's 10,000 television receivers with 1,186,000 radio homes within WBBK Chicago's primary area. Television in homes, he added, has an average audience of 6.1 per receiver, public places (taverns) 27.1 and stores 5.6 compared to the average of 2.2 listeners per AM receiver.

Further comparison of video versus AM audiences made up by TAP showed the average percent of TV sets in use during evening hours—for homes 86%, taverns 98%, stores none (closed at 6 p.m.), while AM average sets in use for the comparable period was given as 27.4%.

NEW LINK of TV models said to be "entirely new conception in video receiving sets" will go on display Jan. 5, Admiral Corp., manufacturer, announced. "New conception" involves innovations dealing with design and original features.
Thousands More Listeners Are Yours!

Look at the wonderful new coverage you get with KGNC’s increased power... thousands more listeners in the Great Panhandle Country and even into Eastern New Mexico; in Southeastern Colorado; in Western Oklahoma and Southern Kansas. Dominating! Penetrating! The greatest selling force on the air in this rich, responsive market.

NATIONAL REPRESENTATIVE

TAYLOR-HOWE-SNOWDEN Radio Sales

YOUR FIRMEST GRIP ON THE FABULOUS PANHANDLE!
FOR the first time in the history of local radio, and perhaps for the first time in the history of all new radio stations in America, a brand new regional station goes on the air completely sold out in advertising for the coming 12 months period.

There are three other radio stations in Orlando.

We are proud of the esteem in which local business enterprises hold the new radio venture, WHOO. This assures ample revenue. Now we must create and keep a healthy listening audience.

We will do this simply by the expenditure of a larger percentage of this advertising revenue than is customary in average radio station operation. This is our promise, our pledge not only to advertisers, but to the listening public.

On Dec. 5, we opened our station with a formal dress reception at the City Coliseum, featuring Bob Chester's New York name band and half a dozen other acts. In the glare of Hollywood searchlights, 5,000 guests, treading across red carpet, entered the building where microphonedsociety reporters described their dress.

HERE, for instance, are a number of firsts in Orlando radio history as conceived and practiced by WHOO:

1—The first band to be maintained by a local radio station, WHOO's Society Band. Also the first Western band, the WHOOT OWLS.

2—The first girl radio singer on a regular basis.

3—The largest sports staff ever attempted by a local radio station.

4—The first radio city news room, employing three reporters to gather, write and report LOCAL and Central Florida news.

5—First purchasers in the entire U.S.A. of a new type wire recorder with which we tour the countryside for 60 miles and daily broadcast a Grove and Ranch program.

6—The first Public Forum, using the talent at Rollins College for weekly discussions of public questions.

7—The first to read the funnies to the kiddies every Sunday; giving band and speaking concerts throughout Central Florida to civic club luncheons daily; sponsoring a big amateur show with the support of one of our bands and introducing for the first time Sunday Afternoon Concerts arranged by our own Musical Director, Joe McLees, and employing on a sustaining basis, the best talent in 40 Central Florida counties; one of our bands will appear at the High School Tiger Den every Saturday for a PTA sponsored dance.

8—The first time to put society of Orlando and Central Florida on the air daily, using experienced voices and well-known socialites to do this broadcasting and reporting.

WHO0 Radio Station Representatives
George P. Hollingsbery Co.
307 North Michigan Avenue
Phone State 2898
Chicago 1, Ill.

Chicago Detroit San Francisco
Los Angeles Atlanta New York

10,000 WATTS • ABC
Owned and operated by Sentinel-Star newspapers
Orlando, Florida

MAYOR TO PULL SWITCH AS KVON NAPA STARTS

DEDICATORY ceremonies for KVON, new 600-w fulltime outlet on 1440 kc at Napa, Calif., will be held Wednesday evening (Dec. 17), and the first full day of programming will be presented Thursday, the station management has announced. Napa's mayor, S. J. Cinnamond, will throw the switch putting the station on the air.

KVON's combined transmitter-studio-office building is of Base-lite brick construction. Station is using Collins equipment throughout, and there are two 200-ft. Wincharger towers.

Heading the staff as general manager is Elwyn F. Quinn, formerly a colonel in the U. S. Air Force and prior to that on the staff of KDYL Salt Lake City. Julian J. Nielsen, previously with KNHS Hanford, Calif., is commercial manager and Albert C. Priddy, who was with KING Seattle, program director.

Other staff members and their former radio connections are:
Chief engineer, Earl H. Holtmann, recently of U. of California Radiation Laboratory and earlier with KFRC San Francisco; sports director, Robert L. O'Brien, KSFQ Santa Rosa, Calif.; women's commentator, Joan Kalling, OWI, San Francisco; announcers, William Exline, KFYA San Francisco, and Howard Gordon, KFRC, engineers, Martin Tyson, KTHI Tacoma, Wash., and another man yet to be selected; traffic manager, Mildred Hudnall, and secretary, Billie Cochrane.

Adair Elected Chairman Of Washington IRE Unit

GEORGE P. ADAIR, consulting engineer and former FCC chief engineer, was elected chairman of the Washington section of the Institute of Radio Engineers for 1948 last Monday night. Mr. Adair, who has been serving as vice chairman during 1947, succeeds Lynne C. Smeyb, also a consulting engineer and former director of engineering for NAB. In addition to serving as chairman of the Washington section during the current year, Mr. Smeyb headed the Detroit section in 1939.

New vice chairman of the Washington section for 1948 is Dr. Thomas J. Carroll, of the National Bureau of Standards central radio propagation laboratory. He has served as secretary-treasurer this year.

Taking over the post of secretary-treasurer for 1949 is Harris W. Wells, of the Dept. of Terrestrial Magnetism, Carnegie Institute of Washington.

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December 5 Decisions

DOCKET CASE ACTION

AM—1390 kc

Announced proposed decision looking toward grant of application of Fulton County Bestg. Corp. for new station, Atlanta, Ga., 1500 kc 50 kw D 10 kw-N uni, DA-N, and denial of applications of WOOG, Chattanooga, Tenn., and WEDA, Dallas, Texas, for new stations. FCC adopted memorandum opinion and order granting petition of WOOG requesting lease to amend its application and to open hearing on above cases, for purpose of substituting modified DA designation for proposed DA of WOOG. (Commr. Hyde did not participate.)

December 8 Decisions

BY THE COMMISSION

Worcester, Mass.—Dismissed petition to leave to amend DA designated for new station and denied petition to change station name. Petitioner requested delay in hearing in consolidated proceeding with application of WAAT Newark, N. J., to increase power.

ACTIONS ON MOTIONS

(By Commissioner Durr)

Live Oak Bestg. Co., Like Oak, Fla.—Granted petition for continuance of hearing presently scheduled Dec. 4 on application and continued same to Feb. 4, 1948. On own motion Commission ordered place of hearing be changed from Fort Lauderdale, Fla., to Washington, D. C.

Frank Mitchell Farr Jr., Nashville, Tenn.—Granted petition to dismiss without prejudice its application.

WOCO Inc., Nashville, Tenn.—Denied petition to dismiss without prejudice its application; further ordered that applicant cease and desist from use of WOOC Radio Corp. be removed from hearing docket.

KWWJ Portland, Ore.—Denied petition for leave to intervene in proceeding on application of KSCO Santa Cruz, Calif.

WBCN Bay City, Mich.—Granted petition for leave to intervene in proceeding on application of Pellegrin & Associates.

WJO Florence, Ala.—Granted petition to dismiss without prejudice its application.

Bunker Hill Bestg. Co., Boston—Refused petition for leave to intervene in proceeding on application to show change in officers, directors, and stockholders etc.


WIBC Chicago—Granted petition requesting deletion of issues No. 1 and 3 of Commission's order of April 22, 1948, designating its application for hearing.

KUGN Eugene, Ore.—Granted petition requesting denial of amendment application to specify 1 kw uni, on 1280 kc, within the city limits of Eugene, for lease to the Lincoln Co., acting as agents, on same frequency with DA, 500 mc.


The Mount Vernon Bestg. Co., Mount Vernon, Ohio—Refused petition for leave to amend application to show that all shares of stock subscribed have been paid for, with exception of five shares, which may be made change to effect changes in petitioner's financial condition.

KPHO Phoenix, Ariz.—Denied petition for leave to amend application to specify new trans. site and DA system.

John C. Mullens, Phoenix, Ariz.—Denied petition for leave to amend his application to specify 810 kc 5 kw DA-N uni, in lieu of 620 kc, to specify new trans. and ant. site, and to change applicant from individual to corporation. Desert Bestg. Co., Inc., etc.


Terrell Broadcast Corp., Terrell, Tex.—Denied petition for leave to withdraw its application.

KXOA Sacramento, Calif.—Denied petition for leave to amend to specify 1470 kc instead of 1220 kc 50 kw D, in lieu of 1220 kc 50 kw, etc. Amendment was accepted and application removed from hearing docket.

Hub City Bestg. Co., Hattiesburg, Miss.—Denied petition requesting reinstatement of his application as amended to request 250 kw D in lieu of 250 kc 50 kw, etc. Amendment was accepted and application removed from hearing docket.

KX00 Sacramento, Calif.—Denied petition for leave to amend its application to specify 1470 kc instead of 1220 kc 50 kw for amendment with exhibit 830 kc 10 kw nap.

KXTN Roseburg, Ore., and KXKU Portland, Ore.—Denied petition to withdraw its application from hearing docket.

By the Commission:

Ordered place of hearing be changed from West Palm Beach, Fla., to Washington, D. C.; order granted in Petition of ABC Radio Corp.

Ordered place of hearing be changed from West Palm Beach, Fla., to Washington, D. C.; order granted in Petition of ABC Radio Corp.

Power Surfaced for $800

FCC to Consider Two Petitions

December 8

The Federal Communications Commission on December 8 will consider two petitions, one for a new station and one for a change in power. The White House was notified that the FCC has approved an application for a new station in Washington, D. C.

The petitions, which were filed by the Federal Communications Commission, were approved by the FCC's Office of Policy and Program Development.

One petition is for a new station in Washington, D. C., which will operate at 1000, 1400 and 1900 kHz. The station will be owned by the Federal Communications Commission and will be operated by the FCC.

The second petition is for a change in power of an existing station in Washington, D. C. The new power will be 1000 kw, compared to the current power of 500 kw. The new station will operate at 1400 kHz.

The FCC has approved the petitions and will consider them at its meeting on December 8. The FCC will also consider a number of other petitions, including one for a new station in New York City.

(Amended on page 76)
Standard of the Studios—NEW EDITION

Over 3000 units of this professional series are now in use

- Type 70-D is designed specifically to meet your needs for higher and higher reproduction quality in studio transcriptions.

In this unit—latest of the "70 series"—you will find all the exclusive features of the previous models... and important new ones. There's the universal lightweight pickup with the diamond-point stylus... unexcelled for high-fidelity characteristics on either vertical or lateral recordings. And the mechanical filters and spring clutch assembly that completely isolate the driving motor from the platter and fly-wheel assembly. There's the heavy-duty, constant-speed synchronous motor with all the driving power you need for recording and reproducing at 33 1/3 or 78 rpm. And there's the handsome new hinged-door metal cabinet with its durable micarta top... with the inside space to house booster amplifiers and record cueing amplifiers... and with accommodations on the micarta top for adding an RCA 72-D or 72-DX Recording Attachment when you decide to go into recording.

For the finest response from your recording... for dependable timing to the very last second... for even running and smooth starts and stops, this studio turntable has it! Available in two cabinets-top heights... 28 inches and 30 inches. Equipped with convenience-plug outlets for a-c and audio circuits. Ask your RCA Broadcast Sales Engineer for complete data, or write Dept. 19-L-1.

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

In Canada, RCA VICTOR Company Limited, Montreal

BROADCASTING • Telecasting December 15, 1947 • Page 73
Looking for the Sales Keys to the Market?

ABC

Your City — Oakland

Don't overlook KGO in your spot sales program! The result: 99% product! KGO, with its more powerful station on the West Coast, reaches more potential listeners than any other station in the country. The KGO Sales Service is designed to give you more advertising impact. In fact, the KGO Spot Sales Service is known as the most effective spot sales service in the business. In addition, the new KGO Transmitter, on the air Dec. 1, kicks off a national blitz! With 100,000 watts, KGO is the most powerful station on the Pacific Coast.

On Pacific Coast

Most Powerful Station

KGO at 50,000 Watts...
WAR MAGIC

A MITE OF

TURNTABLE

NEW TRUSSEY TO TYPE

President Roosevelt's

Office Employees of CBS

PHOTO AND WWTV-7 DELECTABLES are all under

TECHNICAL
JOHN A. MARTIN has been appointed assistant sales manager for Montgomery Ward & Co., Chicago. Mr. Martin has directed radio and newspaper advertising campaigns for Montgomery Ward and son-in-law, George H. Benedict, has transferred from the office of General Foods, where he was in purchasing department. He will coordinate with all advertising revision, and procurement of all types of promotional materials.

SOUTHERN CALIFORNIA STATE DENTAL Assn., Los Angeles, has appointed Davis & Paley, Inc., to handle advertising, and will sponsor series of 15 quarter-hour programs on KRGB, Los Angeles. California Life Ins. Co., formerly advertising manager of Connecticut Assn., Chicago, becomes assistant advertising manager on Grape Nut cereal.

KFI COOPER, former advertising manager of the Confections Corp., Los Angeles, has been appointed advertising manager on Grape Nut products and Confections Co., Los Angeles. Davis & Paley, Inc., has been appointed agency to service account.

GRAYSON'S Shops, Los Angeles (women's apparel chain), has started daily spot announcement schedule on 18 Pacific Coast stations. List includes KFRC, KIRO, KMPD, and KFBI, all Los Angeles; KWKL Pasadena; KFOX Long Beach; KJYK Santa Clara; KJIO San Diego, California, also has been appointed agency to service account.

WEISINQUIZ ORO, Mexico, has appointed Milwaukee Wis., (distiller of Peter Pan Winjq), to handle advertising, and will sponsor series of 15 quarter-hour programs on KRGB, Los Angeles. California Life Ins. Co., formerly advertising manager of Connecticut Assn., Chicago, becomes assistant advertising manager on Grape Nut cereal.

MARTIN LABORATORIES Inc., Sibey, Texas, has appointed Menehough, Martin & Chase, Inc., to handle advertising. Radio will be used.

YAN DUTCH PRODUCTS Corp., New York, returnecl "Meet the Critics" to NBC television for two dates, Dec. 11 and another scheduled for Dec. 18, in New York, weekdays, 12-12-1:00 p.m., as institutional advertising placed through Young & Rubicam, New York. Company formerly presented series of these telecasts, adapted from NBC broadcast programs of that name, from 5 to 7 p.m. Thursday evening video experiments.

ROSEFIELD PACKING CO., Alameda, Calif., has announced that its new contract for "Shipyard Hollywood Theatre" and "National Network," has increased its schedule on WABD New York, from three to four hour-long shows per week.

WESTERN AIRLINES, Los Angeles (air transportation), has appointed Bruce bank & Co., Beverly Hills, to handle advertising. Spot radio will be used.

DOMINION OF CANADA, Dept. of Navy, Ottawa (income tax division), has announced a spot announcement campaign on large number of stations throughout Canada regarding new farmer's income tax booklets. Agency: McCann-Erickson, Inc., Toronto.

FURNITURE CLOTHES Inc., Los Angeles (men's clothing chain), has appointed Bobonis & Dennis, Inc., to handle advertising. Spot announcements will be used.

HULL HOTELS Inc., Los Angeles (Pacific Coast chain), has appointed Milton Weinberg Adv., Los Angeles, to handle national advertising, and to promote the new "Holiday Inn" chain. The chain will use "Five O'Clock News" on KXOA, Oakland (Pacific Coast Chain), also has appointed agency to service account.

LONIN CORP., of America, Los Angeles (department store), has appointed Los Angeles Adv., that city, to handle advertising. Radio will be used.


VERNEN BUILDING SUPPLIES CO., Los Angeles, has appointed M. Young Adv., Los Angeles, to service account. Radio is contemplated.

CALIFORNIAS, Los Angeles, (plants), and GOLDEN WEST GLAD (plants), both of Los Angeles, Nov. 30 jointly sponsored weekly quarter-hour "Garden Club with George A. Milne" on 20 California Don Lee stations, 7:30-8:00 p.m. (PST). Contract is for 13 weeks. Agency: West Coast Inc., Los Angeles.

GRAY'S REMEDY CO., Toronto (proprietary), has started daily newscasts on CJOH, KEO, and spot announcements on CJOH Hamilton. Agency: Albert Jarvis, Ltd., Toronto.

TELESTORES Corp., of America, New York (formerly Television Trading Post), which uses television instead of catalogs to display merchandise offered by its main stores, has increased its schedule on WABD New York, from three to four hour-long shows per week.

MONTICEDOS PAYCO, Puerto Rico (rattan), has appointed McCann-Erickson's San Juan office to handle advertising of Payco Ice cream in that territory. Campaign will use two radio spots.

POWER JUMP TO 5 kw CELEBRATED BY WSCS

WSCS, Charlotte, N. C., held its official dedication to "greater and wider service" last Sunday, Dec. 14, when its power increased from 1 to 5 kw. The occasion was celebrated with a contract showing the arrival of the old and new transmitters, and an hour-long dedication program. Open house was held at the new transmitter building.

Among those participating were Frank Stanton, CBS president, who spoke by transcription; Sen. Burnet R. Maybank; Sen. O. T. Wallace; Rep. L. Mended Rivers; Mayor E. T. F. Warner; Mayor J. P. McCarney; and Mayor J. H. Morison; and John M. Rivers, owner and president of WSCS, who briefly outlined the history of the station. PBS, which started in 1929.

Several artists who appeared on the program had been young musicans on Juvenile Jamboree, a children's program, which has been heard on WSCS since early '90s.
By any yardstick...

WOAI dominates the Southwest

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

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

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

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

Yes, by whatever “yardstick” you use, WOAI dominates the Southwest. See your Petry man for more details about WOAI’s superiority.
Respects
(Continued from page 58)

— it was entertainment on the air!
Then the telephone rang. It was a Brooklyn Navy Yard official on the wire and, please, could he speak to "the guy" who was broadcasting on a certain frequency? Qualmy all over and feeling like he shouldn't be caught firing spittals at the teacher, Howard Luttgens picked up the receiver. (Actually his fear was well grounded, because the war had been over only a short time and the government had not yet fully reinstated amateur wireless operations.) Swallowing hard, he identified himself. What followed was totally unexpected.

"Say, that's a good program," the official told him. "It's coming over fine."

"You mean I'm not in trouble?" the young engineer asked, wiping a beady brow.

"Trouble? Not at all. Keep it up; it's good stuff. Thus Mr. Luttgens was given his significant contribution to a budding industry.

Although a bright future lay ahead of him with GE, he craved every bit of knowledge of his chosen career and some excitement, too. Consequently, in the latter part of 1921 he joined the Merchant Marine as radio operator and shipped aboard the S.S. Tampico and the S.S. Algonquin for several tours of the West Indies.

Joined Old WBS

Returning to dry land the following year, he joined the staff of WBS Newark, N. J. (now defunct). Ostensibly he was Chief Engineer but, in addition, he assumed the duties of manager, announcer, and general staff.

In an interesting "period" reflecting early radio, the Coldwell (N. J.) Progress, on May 12, 1923, described the WBS studio, and Luttgens, as resembling "any good-sized dining room, with the exception of the heavy burlap hanging from walls and ceiling to do away with troublesome reverberations. A piano in one corner, a phonograph, tables with magazines, music and portfolios, gave it a home-like appearance. Only the long table along one wall, with the four-bulb transmitter and a couple of receiving sets, lent an air of radio to (it)."

The newspaper observed that the station offered "good music, too. With their leader standing in the background . . . every man kept perfect time, eight feet beating the studio rugs in unison . . . and the room thumped with harmonic static."
FINE MUSIC AT THEIR FINGERTIPS  The flick of a switch . . . a world of fine music at the fingertips of more than half a million families listening habitually to “New York’s Most Beloved Radio Station.” Because they tune to WQXR-WQXQ so faithfully, no other station can reach them as often. More and more advertisers, eager to reach the heart of New York’s purchasing power, are turning to WQXR-WQXQ because its audience is pre-selected . . . above-average in income . . . discriminating in taste . . . loyal to advertisers who bring them the music they love. For greater sales, use WQXR-WQXQ . . . the stations distinguished for fine music and the news bulletins of The New York Times.
Editorial

Southern Discomfort

DOWN KENTUCKY way the tax collector is on the radio prowl. He has audited receipts and gross receipts and income taxes from the nation-wide networks and 16 Kentucky stations. The attorney, under a contract, would get a neat $57,600 if he collected the full amount, allegedly due for 1942-1946.

Attorneys for the stations, which were sued in state circuit court, appear not too greatly concerned. The high figures paid for station acquisitions. The fact that the radio law specifically excludes radio from the public-use, common carrier field is blithely ignored. Radio is wiped in with telephone, telegraph, busses and railroads, which are provided franchises and subjected to rate regulation.

The fact that stations pay their Federal taxes, as well as state income taxes (if any) also is ignored. Networks, evidently, were just thrown in with the rest of it.

The Kentucky cases remind us of the triple-damages suits seeking a fantastic $35,000,000 from CBS. Some time earlier in 1946 by Rev. Sam Morris, the dry leader and radio campaigner, on behalf of the National Temperance and Prohibition Council. Counsel for Rev. Morris was Henry M. Johnson, well known Louisville attorney, who also serves as president of the Council. William H. Walden, special attorney who holds the contract for the Kentucky Collector of Revenue, appears to take the same tack in his suits. Rev. Morris, it will be recalled, was a witness before the Senate Inter-state Commerce Committee hearings on the White Bill (S-1388) last June. He whealed away at the FCC and radio brass; he deprecated radio profits; and he remonstrated against beer and wine advertising on the air.

There may be more than meets the eye in the Kentucky suits. Broadcasters cannot rest on old defenses against state forays upon Federal domain. Courts change. So do laws. We hope that the Kentucky broadcasters and the networks, backed to the hilt by NAB, will join issue. The decision there could set a pattern for all states.

The Winner

THE THEATRE GUILD is producing for NBC television this winter a series of video versions of Guild stage successes featuring many of the Broadway stars [Broadcasting, Dec. 1]. The experiment may answer the video question: Should pure entertainment be presented "live" or be filmed in advance?

The arguments are:

1. Television's greatest advantage is that it permits the viewer to see the action as it occurs.
2. The viewer would rather see a film edited for maximum entertainment than a "live" show handicapped by radio limitations.

Advocates of films say an actor must rehearse for weeks to give a really good performance. They see advantages in shooting a scene at a time, possibly from several angles, and choosing the best for the final picture. Those favoring live video point to the waste of duplicate shooting and charge it is more costly than the necessary rehearsals.

In the Guild's series "live" programming gets its chance. The plays have already pleased audiences; their actors are familiar with the parts and need only accustom themselves to the changes required by the new medium. Guild theatrical skill video know-how should insure peak production.

The success which seems certain will prove live programming has its place in television apart from sports and special events. It will give television motion picture producers a mark at which to shoot. The true video fan hopes both ways succeed. For if they do he will be the winner of the live-vs-film argument and get good entertainment by both techniques.

CLIMAXING increasing awareness of the possibilities of television in radio and media circles alike was the Television Broadcasters Assn. meeting in New York Wednesday. Two of the country's largest advertisers, American Tobacco and Ford, expressed faith in video by pointing to advertising results and promising to continue and expand its use. There, too, amazing progress on the technical side was announced: Coastal cable from New York to Chicago in 1948 and a C.0.D. program network for video stations.

The momentum is here on TV. It looks like high gear from now on.

Lost: A Radio Friend

MAJ. GEN. ALEXANDER D. SURLES, former Director of Public Relations of the War Department, was laid to rest in Arlington Cemetery last week.

The Army lost a good soldier and American radio lost a good friend.

It was under the general's direction that radio got its greatest wartime latitude and recognition by the Army.

Turning away from all plans for the wartime control of domestic radio stations by the military—which could have been easily done under the terms of the Communications Act—he was largely instrumental in preserving radio's freedom of action, short of military security. Rather than place Army radio in the hands of military brass, he turned to radio to provide experts, placed them in uniform to develop the policies and procedures which culminated in the greatest coverage of any war in history.

With his full support and the cooperation of a patriotic system of American radio, they were able to develop radio as a new weapon of command and the greatest morale builder during the war, at home and overseas.

Though he has gone to his reward, his memory will long live in the annals of radio.

Our Respects To—

HOWARD CHARLES LUTTGENS

MORE than three decades ago, Howard Charles Luttgens had an idea that wireless telegraphy was going to amount to something worthwhile. He still nurtures that happy form of insanity.

Today, as chief engineer of NBC Central Division, a post which he has held for the past two decades, Mr. Luttgens (pronounced LUTCH-ens) could well afford to point with pride to his contributions in the industry. But by contrast, he quietly pursues his department's administrative duties which entail supervision of more than 84 engineers and office personnel.

Howard Luttgens was born in Elizabeth, N. J., on Sept. 5, 1902 and shortly afterward moved with his parents to Roselle Park, N. J., where he acquired his grade and high school education.

Actually, the radio bug first attacked him in 1914 when he was 12 years old. Within a year it was inevitable that Howard Luttgens, equipped with his own sending and receiving apparatus, should join that great fraternity of amateur operators, the "hams." Later, while in high school, he implemented his ham operator experience (call letters—2 B C C) by doubling back to Elizabeth for night classes at the New Jersey School of Radio.

After the outbreak of World War I, in 1918, Mr. Luttgens—then only 16—was hired by Marconi Wireless & Telegraph Co. of America and assigned to the submarine and aircraft transmitter section.

After the war, the General Electric Co., Schenectady, acquired the Marconi properties and, along with them, the services of the young Mr. Luttgens, still in his teens. GE promoted him to the post of test engineer of the transmitter and receiver test department in 1920, a year he is not likely to forget.

At that time the company had just completed a new building and, to commemorate the occasion, planned a house-warming program for employees. Mr. Luttgens hit upon the idea of "wirelessing" the event. He suspended a huge megaphone, attached to an ordinary telephone, above the program platform and connected it with one of the firm's experimental 50-w transmitters. Then he called some of his ham operator friends and told them to listen.

The program got under way and Mr. Luttgens put it on the air, pleased as punch that he was giving listeners something brand new on the air.

(Continued on page 60)
dio Station Great?

SERVICE

Public Service Counselor. Purpose to improve, benefit and well BAL serves. Some of the services noon farm programs, religious WBAL Radio Forum, Report to the i's Their Opinion, Maryland Cons local and NBC public service

man of the committees recently is and organizations to receive the ng Achievement.

FACILITIES

WBAL's "New World of Tomorrow" studios are the most modern and finest in the country. The WBAL transmitter was made in Baltimore and installed just before the war. It is located on Winan's Road, north of Pikesville. WBAL has all three news services, the two foremost transcription services and an experienced organization of more than eighty persons.

TELEVISION

Mr. Harold See, for 17 years with NBC and considered one of America's top television men, has been appointed Manager of WBAL-TV. The station will broadcast programs late this year on Channel 11.
What Makes A Radio Station

PROGRAMS

"Local programs of a size and quality unexcelled by any radio station—anywhere." These include Reginald Stewart and the Baltimore Symphony Orchestra, the B. & O. Glee Club of 100 male voices, the WBAL String Orchestra, the WBAL Dance Orchestra, the "Baltimores", vocalists Gloria Halliday, Helen Alford, Galen Fromme, Lloyd Knight, Conrad Knight, John Evans, Musical Directors Dr. Allan Dash and Joe Miller, the Hi-Jinks program, Mollie Martin, Al Ross and guests "Around the Breakfast Table", plus NBC "America's No. 1 Network" programs.

STANDARDS

WBAL's continuity acceptance and program regulations are among the most stringent in the industry. Advertising copy must be truthful, in good taste and of proper length. Many programs and announcements are unacceptable to WBAL. Religious programs are not sold, but free time is provided. No telephone call "reward for listening" programs are broadcast.

POWER

50,000 Watts—greatest amount of power allowed any American commercial radio station.

PUBLIC

Dr. David E. Weglein is WBAL's and policy are to contribute to fare of the communities which include early morning and programs, weather reports, the People, Junior Town Meeting Report and many programs. Dr. Weglein is general chairman announced to select individuals the WBAL Awards for Outstanding

WBAL—50,000 "One of America's Most Loved" 2610 N. Charles Street
Represented Nation
Des RADIO DAY at the Des Moines Advertising Club featured C. E. Hooper of C. E. Hooper Inc. and D. J. Willard, NAB executive vice president, as guest speakers, and brought together this gathering. They include (1 to r. seated): Paul A. Laut, WHO, Des Moines; Harold Dallan, KRNT, Des Moines; Charles Miller, KRNT; Paul Elliott, Ad Club president, KRNT; Mr. Hooper; Mr. Willard; W. W. Woods, WHO; Allen Curnutt, KCBC Des Moines. Standing, John Boler, KIAO, Des Moines; Max Friedman, KSO Des Moines; Phil Hoffman, KRNT; Jim Kelehan, KWDY Des Moines; Don Shoemaker, KSO; Maurice McMurray, WHO; Bob Dillon, KRNT; Bill Wiseman, WOW Omaha; Joe Hudgens, KRNT.

COY NAMES JOHN HAYES STATION MANAGER OF WINX WINX-FM; O’DONNELL RESIGNS

JOHN S. HAYES, station manager of WQXR and WQXQ (FM) New York, has been named station manager of WINX WINX-FM Washington, Wayne Coy, executive vice president of the Washington Post radio properties, announced last week. Mr. Hayes will take over his new duties Dec. 29. He succeeds R. C. O’Donnell, who resigned Dec. 4, and whose future plans have not been announced.

In view of the speculation over Mr. Coy’s appointment to FCC chairmanship in early January, it is believed that Mr. Hayes may be groomed to take over Mr. Coy’s post as radio director of the Post radio interests, which include WINX, WINX-FM and facsimile.

Snyder’s Daughter

WHILE official and social Washington wondered what had become of Drucie Snyder, the daughter of Secretary of the Treasury John W. Snyder, she was serving a radio apprenticeship at WBBG Bethbuda, Md., just over the line from Washington. She started at the bottom, doing everything from telephone answering to typing. Now Drucie has her own staff and her own program, News and the Woman’s Angle. On her staff are Paul Shinkin, veteran correspondent, and John Hugh, former network producer. Her program is 11-11:15 a.m. Monday through Friday. “Drucie has what it takes,” says Willard D. Egolf, president of WBBG and a member of the NAB board.

TAYLOR SAYS U. S. RADIO CAN AID UNITED NATIONS

U. S. RADIO can aid the United Nations by persuading listeners that UN is “an instrument of public diplomacy,” Davidson Taylor, CBS vice president and director of public affairs, said last week in an address before the American Nobel Anniversary Committee dinner at the Hotel Astor, New York.

“The broadcasts of news by UN radio are undoubtedly the most unbiased in the world,” Mr. Taylor declared. “They have to be for 57 nations to agree on them. Most of the adversaries and adverters are cut out of UN news broadcasts and what is left is plain fact.”

HAROLD A. WINTHER, formerly with commercial staff of WTOP Minneapolis, has been appointed manager of WQNO Winona, Minn. He succeeds L. L. McCurrin, resigned. Mr. Winther previously was an account executive at WQGY Minneapolis.

LEON LLOYD, former manager of WBOB Butte, Mont., has been appointed general manager of KEXI Alice, Tex.

ED KIHON, former commercial manager of KGAS Hastings, Neb., has been appointed manager of KOPF Granville, Va., succeeding HOWARD SMILEY, who resigned to enter newspaper advertising business.

JOE LONG JR., formerly with WBOI Knoxville, Tenn., for six years, has been elected vice president and general manager of WSTW Southern Pines, N. C. He replaces JOHN C. GREENE JR., resigned.

EARL C. PACE, chief engineer and assistant manager of WGN TV and WGN AM, Chicago, has been appointed sales and general manager of that station. He succeeds CARL MATTSON, former general manager who has been named WGN production manager.

NORMAN B. MCMURRIN, appointed vice president in charge of mail last week for WQXR and WQXQ (FM), New York, Mr. McMurrrin, who joined WQXR in 1937, succeeds HUGH E. ROOSE, who remains as vice president of stations with general executive duties.

LES JOHNSON, general manager of WEHF and WHSF-FM Rock Island, Ill., has been named chairman of Board of Commissioners of Metropolitan Airports and County of Rock Island. Mr. Johnson also has been appointed liaison member of the Illinois Aviation Committee of Illinois State Chamber of Commerce.

L. L. McCurrin has been appointed manager of CHEF Grandy, Que., succeeding RALPH THIVIERGE, resigned.

HOWARD W. DAVIS, owner of KMAG and KISS (FM) San Antonio, and Maltid Ruseby were married Dec. 1. LLOYD E. YODER, general manager of KOA Denver, has been appointed to the board of a business of Denver Olympia Games Committee.

ROBERT T. MASON, general manager of WYFW Marion, Ohio, has been appointed lecturer in the Radio Station Management Course at Ohio State U.

LESTER L. GOULD, manager of WJJC Jacksonville, N. C., has been elected president of Jacksonville Chamber of Commerce.

EDGAR L. TIDWELL, manager of KJRD San Diego, is the father of a girl.

HESLEP LEAVING MBS TO EDIT ‘CQ’ SERVICE

CHARTER HESLEP, Washington manager of Mutual Broadcasting System, resigned that position last week to become executive editor of Congressional Quarterly News Features, a group of specialized news services covering the House and Senate. Mr. Heslep assumes his new duties Jan. 2. Congressional Quarterly is owned and published by Nelson Mr. Heslep Poynter, owner of WTSP St. Petersburg, Fla., an MBS affiliate, and editor of The St. Petersburg Times.

Although the CQ services up to now have been geared primarily to serving editors and editorial writers, it is expected their new service will be started, depending on the FCC decision on editorializing on the air. Using Mr. Heslep’s experience in both radio and newspapers, Mr. Poynter hopes to give radio licensees and news directors basic material to help them prepare “auditorials” on public issues, done on a non-partisan basis.

Mr. Heslep handled radio in 1941 as night editor of NBC New York. He had previously been the managing editor of the Washington Post-Douglas. During the war, Mr. Heslep served as radio news censor. In November 1944 he became Washington representative for Mutual. He worked with Rep. Estes Kefauver (D-Tenn.) on 20th Century Congress, which was published last May.
national revenue for every station. And you might add that national representation of any NON-NETWORK owned station by a network is bad for advertisers because it reduces the flexibility and adaptability which constitute spot broadcasting's greatest values to the advertiser.

These, then, are the considerations which persuade this Association that the interests of its members, of broadcasters and of advertisers are parallel in this matter. Our petition is not directed at CBS alone, but at the expansion of three, and possibly four, networks into spot which will certainly follow a successful CBS attempt in this direction.

But why, you may ask, did we petition the FCC?

Because existing FCC regulations seem clearly to forbid network participation in station representation on any large scale. Portions of the network regulations were, we are told by counsel, specifically intended to permit station control of those hours not earmarked as network option time. With this time stations are to satisfy their local programming needs and compete with the networks effectively for national business. If control of all national time is assigned to a network, that competition vanishes.

The FCC Report on Chain Broadcasting concludes: "that it is against the public interest for a station licensee to enter into a contract with a network which has the effect of decreasing its ability to compete for national business. We believe that the public interest will best be served and listeners supplied with the best programs if stations bargain freely with national advertisers".

Since representation by a network palpably decreases a station's ability to compete with the network for national business, we concluded that the recent CBS action came within the scope of these regulations and we petitioned for a ruling on them. In doing so we resorted to existing regulations to protect our interests, in much the same way as a station might approach the Commission for enforcement of engineering standards to protect it from interference from another station. We've simply asked for enforcement of network, rather than engineering, standards.

These are the facts which the radio industry has a right to know.

The length of the foregoing explanation of our FCC action, in spite of the importance of this action to broadcasters and representatives alike, should not obscure the main purpose of the National Association of Radio Station Representatives, which is to promote spot broadcasting.
our petition, that networks stay out of representation, station managers will not be faced with this problem.

Station individuality—in programing, in promotion, in client contacts—is a capital asset to a well-managed radio station. Indeed, individuality is the purpose, the end product, of good station management. The individuality of a network affiliate tends to be merged with the network-owned and operated stations with which it is associated when its national sales are handled by a network. Examples are WBT and WGY. The promotion, trade paper advertising, and national rate cards of the former have a family resemblance to CBS, and of the latter to NBC. Yet neither is owned by a network, just represented—with resulting loss of individuality.

A national representative organization has an important part in the formulation of rates and rate policies for the stations it represents. In supervising the national spot rates and policies of its clients, a network-controlled spot sales organization cannot avoid reflecting its primary interest—which is, of course, network advertising. Certain rate advantages which spot broadcasting enjoys may, therefore, tend to be reduced or eliminated through the increased network control of spot rate cards which inevitably results from the representation by networks of more stations.

Finally, the existence of a number of reasonably well-financed and well-managed representative firms willing to invest money and manpower in the sale of NON-NETWORK time is an important asset to broadcasters and advertisers, a kind of safeguard. The concentration of the national representative's efforts on the sale of NON-NETWORK broadcasting assures broadcasters of a source of income independent of the network. The existence of these firms affords stations an active national outlet for time and local productions. Their existence affords advertisers two vigorous and competitive radio advertising services.

If each of the networks takes on 20 to 30 stations (and why stop at 30?), the best stations will be withdrawn from the independent representatives. They, in turn, will be compelled to curtail their operations and their promotion of NON-NETWORK broadcasting. The independent source of station income for which the representatives constitute the broadcasters' warranty will gradually disappear, as will their ability to serve advertisers and agencies. Surely 35 sales organizations employing several hundred men are better for spot broadcasting than 3 or 4 employing 25 or 30 men each.

Spot and network are competitive forms of broadcasting. Therefore, it seems to us that the switch of any station from independent to network representation disturbs the equilibrium between network and national spot by placing more of both forms of broadcasting under network control. You might sum this up by saying that national representation by a network of any independently owned station is bad for all stations because it weakens spot as an independent source of
The overwhelming majority of NARSR members feel that national spot representation by a network is bad for broadcasting—bad for broadcasters and advertisers as well as independent station representatives, for the following reasons:

1. Representation by a network makes one source responsible for 50-90% of a station's income, which, in turn, makes 50-90% of a station's income dependent upon one contract—the network affiliation contract. When so many new and tempting facilities are being licensed from which networks can choose alternate affiliates—that's too many dollars in one contract. If a station loses its network it loses its national representation too, for no network will want to represent non-affiliates.

2. The network's dual role—as both spot and network salesman—puts it in effectual control of 2/3 to 9/10ths of all station time, which permits it to jockey time availabilities to the advantage of network and to the disadvantage of non-network accounts.

   The primary interest of a network is network sales. A network department acting as national spot representative will not push for the sale to a spot advertiser of a period or a program which it knows the network wants. It's no answer to say that theoretically the control of time rests with the station—in actual practice, a selling agent who is both network and national representative has it within his power so to arrange the disposition of NON-NETWORK time as to place the network in the most favorable competitive position. Spot time and spot accounts will be subordinated to network time and network accounts—or used as a seed bed for the cultivation of accounts which, upon maturity, will be transplanted to the network. This subordination of spot to network deprives the station of both revenue and program flexibility.

3. We have already mentioned the augmented bargaining power of the networks resulting from increased facilities. Fear of loss of their network affiliation may persuade many stations, against their preference, that it would be a good idea to let a network represent them. No overt pressure would be necessary to persuade many stations to take this action. They would do it simply as protection for their all-important network contract.

   In such a situation the station manager's freedom of action and control over his national department would be seriously curtailed, so much so that he might accept an inferior representation service for no other reason than to retain a desirable network connection. Many station managers will find themselves in this difficult position if the networks go into the representation business.

   If the FCC recommends, in response to
The Broadcasting Industry has a right to know >>>

... the objectives of the National Association of Radio Station Representatives. A full statement of these objectives was published in the last issue of this magazine. Briefly stated, this Association's objectives are: to promote spot broadcasting, to make it a more profitable medium for broadcasters and advertisers.

The broadcasting industry also has a right to know the facts about the action which this Association initiated when, on September 29th, it petitioned the FCC to examine the recent expansion of the national representation activities of the Columbia Broadcasting System. Nowhere has an adequate explanation of the Association's position in this matter been published.

Why did 21 firms, including all but three of the then total membership (there are more than 35 member firms now) sign this petition?

The petition was filed because the overwhelming majority of the members of the Association felt that any enlargement of the network role in national spot broadcasting was to the detriment, not only of the representative business, but of the entire industry. The Association felt that, in this matter as in its underlying objective to promote spot broadcasting, the interests of NARSR members and of broadcasters were the same. The Association felt that, if the CBS Radio Sales expansion went unopposed, it would shortly be followed by a parallel extension of the NBC and ABC spot departments.
NEW BOOK ON SELLING ADVERTISING APPEARS

JOINT BOOK publishing venture of Printers' Ink magazine and the Funk & Wagnalls Co. has come off the press under the title, Printers' Ink Refresher Courses in Advertising, Selling and Merchandising. The new volume, based on a series of articles which appeared in Printers' Ink, discusses findings on more than 40 advertising, selling and merchandising devices used successfully in the past.

Index by topics and by products is included for the purpose of easy reference. Contents include: "Who Are the Logical Buyers?" "What About Year-Round Markets?" "Should You Give Samples?" "What Lessons Have Been Learned on Consumer Contests?" "What Has Been the Experience With Premiums?" "What About Free Deeds?" "What Has the Past Taught Us About Advertising Deals?" "What Points Should Be Watched on Returned Goods?" and "Miscellaneous Merchandising Devices."

Also included is an introduction by C. B. Larrabee, president and publisher of Printers' Ink, who says there may be a supplementary refresher course volume, depending upon the reception in the current book. Copies are available at bookstores or from Funk & Wagnalls.

O.S.U. to Have Promotion And Advertising Meeting

OHIO STATE U.'s College of Commerce and Administration will hold a specialized sales promotion and advertising conference at O. S. U. Jan. 29-30. The meetings are designed to aid the Ohio region's trade executives in solving new problems in the field.

According to Kenneth Dameron of the O. S. U. Department of Business Organization, and conference chairman, a committee of 25 industrial advertising executives and media representatives are cooperating in planning sessions that will focus on problems of changing products, sales methods, merchandising practices.

76 Local Firms Sponsor 'Abbott & Costello' Show

ABC said that week that a full orchestra will be added to its Abbott & Costello co-op show starting Dec. 24, instead of Dec. 17 as originally announced.

The network further disclosed that the Abbott & Costello show is supported currently by a total of 76 local advertisers. This group includes 18 brewing companies and nine automobile and auto supply firms. All national advertisers also sponsor the show locally—General Foods over WLL Battle Creek, Mich., and Lever Bros. over WHTF Hartford, Conn.

SOMETHING NEW IN RADIO

KFRM Goes on Air, With Studios Located

160 Miles Away at KMBC

SOMETHING NEW IN RADIO—KFRM, with a transmitter located nine miles south of Concordia, Kan., but whose programs all originate in the studios and remote pickup points of KMBC Kansas City, Mo., began operations at 1 p.m., Dec. 9, when Gov. Frank Carlson of Kansas pushed a button in the KMBC studios which actuated the KFRM transmitter 160 miles away.

First operation of this kind to be licensed by the FCC, KFRM, 5 kw on 550 kc, and KMBC, 5 kw on 980 kc, will work as a team to provide live stock and grain market reports, farm, home and school informational programs and entertainment to the entire Kansas City trading area. Idea of the teamed operation, with all of the KFRM programs passing through the KMBC master control, was conceived by Arthur B. Church, president and general manager of both stations as well as KMBC-FM, following a survey made for KMBC by Dr. W. D. Bryant, director of the Kansas City department of research and information.

Dr. Bryant's study showed that the city's true primary trading area, including the farmers whose cattle and grain is sold through the Kansas City markets as well as the families who make the city their main shopping center, covers western Missouri, the entire state of Kansas, the Southern extreme of Nebraska, and border counties of Oklahoma and Arkansas. The KMBC-KFRM team coverage approximates the Kansas City trade area very closely.

A daytime station, currently on the air from 7:45 a.m. to 6:15 p.m., KFRM duplicated all KMBC programs, including the full noon hour Dinner Bell Roundup, which is also repeated, as the Western Roundup, from 1 to 2 p.m. for the farm families of western Kansas who are on Mountain Time, an hour later than the rest of the state. KMBC's home economy and school programs are also duplicated by KFRM, which in addition has its own home economic, Betty Parker, and its own farming news editor, Henry Wheat.

Sponsors of these duplicated programs on KMBC will eventually be required to sponsor them on KFRM as well, starting with the Dinner Bell Roundup, which becomes a two-station must on Jan. 1. KFRM rates, for both duplicated and its own commercial shows, are 40% of the KMBC rates. As in programming, the KMBC sales staff will also handle KFRM.

Selling Magic

Nine sponsors for the new station had already been signed by its inauguration, although special sales effort for it had begun less than two weeks in advance. The KMBC-KFRM advertisers include: Kansas City Livestock Interests, Staley Milling Co. and Cinder Concrete Products Co., with daily market programs, Monday through Friday; Rutherford Food Corp. and Kansas City Titles Insurance with quarter-hour weekly programs; Colgate-Palmolive Peet Co., Pay Way Mills and Lever Bros. Co., with spots. Jenkins Music Co., distributor for Clarion Radio, is the first exclusive KFRM advertiser, sponsoring the King's Jesters, as it was previously the first advertiser to use KMBC-FM.

KFRM's advent has been thoroughly promoted by 100 billboards at picked locations throughout the area; a special edition of Heart Beats, a monthly house organ, which was sent to every Star route and rural box holder in Kansas, northern Oklahoma, southern Nebraska, eastern Colorado and selected Texas counties; and space in 75 daily and weekly Kansas newspapers.

P. I. STATIONS DROP EXTRA AGENCY FEES

MOVE to return to pre-war norms in the advertising field in the Philippines is underway as station executives and newspaper publishers announce decisions to decline payment of 20% commission on local advertisement to local representatives of U. S. agencies, it has been announced by the Manila Evening News Service. Norman Paige, general manager of the Philippine Broadcasting Co., has announced that his company will no longer approve contracts with agencies that include the overhead commission. Mr. Paige also said it had been advised that the Manila Broadcasting Co. would refuse the added commission for its stations.

The extra 15% commission was an outgrowth of the confusion in the radio and publishing fields immediately after liberation of the Philippines, when operators were willing to pay the extra commission. Various schedules of the local representatives of state-side agencies.

Radio executives and publishers who decided against the extra fee said, according to the report, that with the return of normal conditions the extra commission was "contrary to the best interest of advertising, and would inevitably result in artificially high rates." Proposed has been made by pay only the standard 15% agency commission, and the regular 15% fee to national representatives. Agencies having local representatives will have to split-commission arrangements with the local representative within the limits of the standard agency commission.

NEW HOLLYWOOD news and interview program titled "Broadway and Vine With Mike Stevens" of Dec. 1, and is to be heard Mon.-Fri. 5:15 to 6 p.m. Show will be offered to co-operative sponsorship. It originates in New York.

papers. All promotion for the new station also announced a two-week contest with $5,000 in prizes, and gifts, but divulged no details, which could be obtained only by listening to KFRM.

The contest, which KFRM announced immediately following its dedicatory broadcast, asks listeners to complete in 60 words or less the phrase "I welcome KFRM because..." and offers for the best letters a grand prize of $100 cash plus a Stromberg-Carlson radio phonograph, a color television set, or a gold Mine, a second prize of an $8 combination without the cash, and cash prizes of $5 and $10 to a total of $1,000 in cash all told.

First response came by telegram, sent within an hour of the initial contest announcement on KFRM. First day's mail brought 705 entries, coming from almost every county in the half-mile radius, plus a number from counties well outside it.

PLANNING KFRM's future are (1 to r): Karl Koerper, KMBC-KFRM vice president and managing director; Phil Evans, director of stations' service farms; Arthur B. Church (seated), president and founder; S. H. Bennett, vice president and director of sales.
When WBAP's Ted Gouldy talks turkey in Texas ("What's The News," 12:30 p.m., Sat. WBAP-820), listeners don't miss a trick. For one thing, turkeys are a very important subject in the number one producing state of the nation. For another, professional turkey raisers as well as suburban housewives with small but important flocks, know Ted personally as an authority on the subject.

There's a still more important reason why people listen to Ted. From his boot heels to his Stetson hat, this amiable young man with a quick mind and a pleasant drawl is a Southwest personality.

Making friends comes as easy to Ted as sitting on a corral fence. Through large personal contacts and broadcasts that include "What's The News," "Saturday Morning Roundup," "Suburban Editor," 2 daily market reports, rodeos and special events on WBAP, he is known and loved by millions.

Whether talking about turkeys or livestock as he does for Burrus Feed Mills, Fort Worth, or for your own product, Ted can put your sales "in the bag" in the Southwest. Contact the station or Free & Peters today for complete information.

*Placed with WBAP-820 by Rowland Broiles Co., Advertising, Ft. Worth
RATHER than further the concentration of influence which it claims the Dow Chemical Co. exercises over the citizens of Midland, Mich., through approving an application of individuals identified with that firm, FCC last week proposed to grant the competing request of the only daily newspaper in that city.

In a unique reversal of its often-imposed “non-newspaper” policy, FCC proposed to approve use of 250 w fulltime on 1490 kc by Rich Publishing House Inc., publisher of Midland Daily News, and dealer Midland Broadcasting Co. As the newspaper and Dow influences balanced in effect, FCC preferred the paper on basis of greater resident owner-operation.

The Commission concluded that proposed station ownership by the sole paper does not in itself preclude a grant as such but is one of several factors in the consideration.

The Commission also proposed to deny all three applications competing for the 250 w daytime on 1490 kc in the Los Angeles area, nor in the Los Angeles market area. FCC held the requests for Class IV stations on a Class II channel contrary to its rules and standards. The applicants: Valley Broadcasting Co., San Fernando; California Broadcasting Co., and Crescent Bay Broadcasting Co., both in Santa Monica.

In the Midland proposed decision, the report of the Commission showed that all of Midland Broadcasting’s officers, and all of its directors except two, “stand in a position of close association with the Dow Company or its high officers.”

Ex-Rep. Gilbert A. Currie (R-Mich.) who is Dow special counsel and has an investment in that firm of nearly a million dollars, FCC said, while Earl W. Bennett, vice president and secretary of the applicant, is vice president and treasurer of Dow.

Local Aspect

In view of this fact and also that Dow accounts for employment of 90 of the local employable persons and sponsors much of the community’s recreational, cultural and sports organizations, the Commission commented:

We do not question that the Midland Broadcasting Company sincerely intends to operate the proposed station in an objective and impartial manner on a high level in the exercise of the public responsibility and in line with the high reputation for the station, as is evidenced by its program proposals. Notwithstanding this, however, we recognize that a number of its officers and directors will be faced with inherent difficulties in making distinctions between those matters affecting the interests of the Dow Chemical Company, which in some they are so closely associated, and the interests of the community, whatever such interests should come in conflict.

In further support of its favor of the grant to the applicant which controls the only daily newspaper the Commission cited the “outstanding record of community service” of the paper and the several national awards it has received.

The report on this point concluded:

“We feel that the undesirable results which might ordinarily flow from a grant which concentrates the source of communication in a community, will be mitigated in large measure by the manner in which the applicant will serve this community.”

The proposed decision also noted that news competition is great from papers published in nearby Saginaw, Bay City and Detroit and would prevent the “complete elimination of other means of communication of newspaper expression.”

The report said the combined circulation of the competitive papers equaled that of the Daily News in Midland.

Regional Assignment

In the Los Angeles area proposed decision, the Commission stated the three proposed operations would violate Sec. 3.26 of its rules which prohibits the use of a regional assignment by a local station. FCC further found that the proposals did not satisfy Sec. 3.29 which allows such an assignment when there is no other communication facilities in the area to be served and where it is not practicable from an engineering point of view to establish a Class III outlet.

Ownership of the applicants:


Midland Broadcasting Co.—Gilbert A. Currie, for 25 years counsel to Dow and presently $500,000 investor in that firm (less than 1% outstanding stock), president and 25%; Earl W. Bennett, vice president and treasurer of Dow Chemical Co. and officer of several associated firms, vice president and treasurer, 25%; and Paul G. Currie, executive secretary and treasurer of Dow Chemical Co. and officer of several associated firms, vice president and treasurer, 25%; J. D. Currie, assistant secretary and treasurer, 25%; C. C. Currie, assistant secretary and treasurer, 25%; D. C. Currie, assistant secretary and treasurer, 25%; A. C. Currie, assistant secretary and treasurer, 25%; J. H. Currie, assistant secretary and treasurer, 25%; W. R. Currie, assistant secretary and treasurer, 25%; and J. W. Currie, assistant secretary and treasurer, 25%.

Crescent Bay Broadcasting Co.—Gilbert A. Currie, for 25 years counsel to Dow and presently $500,000 investor in that firm (less than 1% outstanding stock), president and 25%; Earl W. Bennett, vice president and treasurer of Dow Chemical Co. and officer of several associated firms, vice president and treasurer, 25%; A. C. Currie, executive secretary and treasurer of Dow Chemical Co. and officer of several associated firms, vice president and treasurer, 25%; R. C. Currie, executive secretary and treasurer of Dow Chemical Co. and officer of several associated firms, vice president and treasurer, 25%; J. C. Currie, executive secretary and treasurer of Dow Chemical Co. and officer of several associated firms, vice president and treasurer, 25%; and J. H. Currie, executive secretary and treasurer of Dow Chemical Co. and officer of several associated firms, vice president and treasurer, 25%.

The combination of W. A. Calhoun and S. L. K. Woodfield, tendered the combine.

THE GAVEL goes to the new president of the National Assn. of Radio Farm Directors, Charles (Chuck) Worcester (l), WMT Cedar Rapids. Outgoing NARFD President Layne Beatty (r), WBAP Fort Worth, congratulates his successor, as Wallace Kadderry, KGW Portland, who succeeded Mr. Worcester as vice president of NARFD, watches the ceremonies. NARFD held its annual convention in Chicago Nov. 29-Dec. 1 [Broadcasting, Dec. 8].

Show From the ‘Mo’

THE MIGHTY MO” is to have its own radio program, featuring the piano that President Truman played when he was aboard the Missouri. The weekly program will be heard every Tuesday at 9 a.m. on WGYN (FM) New York, picked up direct from the battleship, now in drydock at Brooklyn Navy Yard. The Ship’s Band will play light music under the direction of Chief Jim Lundgren. Programs are in the interest of Navy recruiting.
Ted Heffron served as executive assistant on public relations to NAB President Justus during the last half of 1946. Prior to that he had been executive secretary of the National Council of Catholic Women where he was in charge of the NBC "Catholic Hour." On behalf of the council he appeared at many Congressional hearings to support the broadcasting industry's legislative position. At present Mr. Heffron is media director of the National Conference of Christians and Jews.

In his letter to Ed Crane, militant Northwest broadcaster, Mr. Heffron applauds Mr. Crane's testimony on S. 1333 before the Senate Committee on Interstate Commerce. His letter follows:

Dear Mr. Crane:

I've read Broadcasting for June 23 and 30, reporting the testimony on S. 1333, and note that you testified you were "getting a little fed up with the whole dope" of the speech that is thrown around everywhere whenever it is proposed that some action be taken in the public interest, that you had just struggled through the reported testimony of the other 16 industry witnesses, wondering if there could possibly be that many Edgar Bergens in the business, and could hardly believe my eyes when I came upon your statement. Congratulations from the bushes, with all my heart.

When any individual—or corporation or partnership or association or other entity—may go into Chicago and compete on an equal footing with Colonel McCormick in the broadcasting business, as Marshall Field did in the newspaper business and now is doing in the competition to every newspaper publisher in every community in the land (as Marshall Field and other citizens are free to do), the time will have arrived for talking about a "radio as free as the press." As far as the State is concerned, the Sun may publish as many papers as the Tribune, to as large a circulation—or more of both, for that matter. But with all his money, Marshall Field has as much chance of opening another 50-kw clear channel outlet there as I have. The State won't let him. It won't let me, either. Nor you. Nor anyone else.

Having shrugged you and me and everyone else—oh, at best, over our boards with which to compete with a cyclotron—and having given Colonel McCormick the cyclotron with a guarantee the Army, the Navy, and the Marine Corps will purchase from him if you don't want to use it, you'll use it. And I'm sure you'll use it. Then let's get on with the business of broadcasting, as far as we can.

Edward J. Heffron

Mr. Heffron
Mr. Crane

Open Mike

(Letters are welcome. The editors reserve the right to use only the most pertinent portions.)

Back Library Services, Station Manager Urges

EDITOR, BROADCASTING:

Without pointing the way or even attempting to offer a solution to the threat of "no more recorded or transcribed music," as manager of a small station in a big market, I feel it's the duty of a market full of union tradition, I would like to present the following ideas:

The recording companies, and the transcription companies who build libraries, have actually nothing in common in the pending cause. Consequently broadcasters must back the various libraries and the music publishing companies. A united front will be pulled off whereby there'll be records and records but none licensed or sold for broadcasting. This would do two things: (1) fix the spot market price, (2) fix the station station, the independent, that is, and fix them to a non-performance of popular releases. Ostensibly this would result in the setting up of a larger number of studio bands.

On the profit and loss sheet the net result will be the likely elimination of many stations. Record companies cashed in on free legs as same time they have always claimed to be the injured party if and when a recording was aired. Consequently, broadcasting must as an industry depend on our own groups, such as library companies, to carry the brunt of the burden.

Broadcasters must start getting behind the companies now supplying them with their libraries. We need another union—a union of ideas which will by its very oneness of purpose forestall the record companies from signing anything not in the interest of broadcasting, American broadcasting that is!

Paul Wnorowski
Gong Manager
WBV Belleville, Ill.

Motivator of 'Rented' Radio Prefers Silence

EDITOR, BROADCASTING:

Sorry I cannot at this time reveal further information about my plans for a subscription radio station. As Goethe said, "Silence alone secures an enterprise." However, I do wish to point out that radio engineers who label subscription radio "fantastic" are mistaken. Only an uninformed engineer would deny that it is technically possible to scramble broadcast signals and then provide the listeners with an unscrabbled. There are on file in the patent office several practical and unscrappable devices, one of them held by William Benton's Muzak Corp. As to the plan being a violation of the Communications Act it is not a matter of pride. Too long now we have tolerated the cynical and irresponsible among us." And if someone proposes self-regulation as the way out, let him...
Complete studio facilities are provided by General Electric's two-studio Consolette—monitoring, cueing, simultaneous broadcasting and rehearsing, and over-ride talk-back that operates without need for order wires—all at a price every station can afford.

Here is an outstanding control unit that contains all the amplifiers and controls needed for split-second control of two studios, an announce booth, two turntables, and eight remote lines. Two program amplifiers give maximum operating flexibility and program protection.

A reliable push-button system and simplified switching, careful arrangement of controls, and a correctly sloped panel combine new operating ease and operator comfort unmatched by other consolettes. A hinged top and a hinged-type chassis mounting provide complete accessibility.

Ask your nearest General Electric broadcast sales office for complete information, or write: Transmitter Division, General Electric Company, Electronics Park, Syracuse, New York.
TOPS in performance, trim in appearance and featuring instant accessibility, General Electric broadcast equipment is being specified by progressive broadcasters everywhere. *More FM transmitters have been shipped by General Electric than by any other manufacturer.*

You will have easier maintenance and fewer outages with a General Electric FM transmitter. Highest quality construction, simplified design, fewer tubes, and fewer components result in lower cost-per-hour on the air.

In the studio, the new General Electric two-studio Consolette provides a compact, flexible, and economical speech-input control unit to meet the needs of every station.

Here is the 250-watt General Electric FM transmitter in operation—doing a job. It will do the same for you. When you plan to build or modernize, specify G.E.
Whenever you have a broadcast equipment problem

**Ask GENERAL ELECTRIC**

Look ahead with General Electric! Dimensions, styling and appearance of all G-E units are harmonious; circuits are coordinated and allow you to quickly block-build to higher power at minimum expense. General Electric equipment is engineered for economy.

**Station Equipment**—unmatched performance from 250 watts to 50-kw, AM or FM.

**Audio Facilities**—instant accessibility, complete flexibility to meet the most exacting demands.

GENERAL ELECTRIC IS AS NEAR AS YOUR TELEPHONE

ATLANTA 3, GA.  
187 Spring Street  
Walnut 9762

BOSTON 1, MASS.  
140 Federal Street  
Hubbard 1800

CHICAGO 54, ILL.  
1122 Merchandise Mart  
Whitehall 3912

CINCINNATI 2, OHIO  
215 W. 3rd Street  
Parkway 2431

DALLAS 2, TEXAS  
1801 N. Lamar Street  
SB 224

DENVER 2, COLO.  
620 17th Street  
Keystone 7177

CLEVELAND 4, OHIO  
710 Williamson Bldg.  
Euclid & Public Square  
Superior 6822

LOS ANGELES 14, CALIF.  
Suite 1300-1301  
Security Title Insurance Bldg.  
230 West Sixth Street  
Toluca 3417

KANSAS CITY 6, MO.  
106 W. 14th Street  
Vista 9745

MINNEAPOLIS 2, MINN.  
12 Sixth Street  
Main 2541

NEW YORK 22, N. Y.  
570 Lexington Avenue  
Wickersham 2-1311

PHILADELPHIA 2, PA.  
1405 Locust Street  
Pennypacker 6-9000

SAN FRANCISCO 4, CALIF.  
235 Montgomery Street  
Doughlas 3740

SCHENECTADY, N. Y.  
Bldg. 2477, Rm. 105  
Schenectady 4-2311

SEATTLE 4, WASH.  
10 Second Avenue  
Main 7-100

SYRACUSE 1, N. Y.  
Syracuse 6-4411

WASHINGTON 5, D. C.  
806 15th Street N. W.  
Executive 3600

Page 44 • December 15, 1947
SAME TRANSMITTER
SAME ANTENNA
but MORE POTENTIAL LISTENERS

How?

with the new

LIMITING AMPLIFIER

IN AM, you will maintain higher modulation levels, protected against sharp peaks—an extra margin of power that means increased coverage for your station.

Based on developments by CBS engineers, the Limiting Amplifier BA-5-A has been designed by General Electric for efficiency plus.

THESE ARE UNIQUE FEATURES:

- Fast attack reduces program distortion.
- Exclusive "anticipator" circuit.
- Higher compression ratio for higher average modulation.
- Automatic control of recovery time for smoother limiting—greater listening pleasure.
- Less critical gain-rider necessary.
- Protects against overmodulation flashover at transmitter.
- Instant accessibility, of course.

AND IN FM, TOO,

your listeners are protected against receiver distortion caused by transmitter overshoot. Amplifier controls may be set so that program dynamic range, so important in FM, is maintained.

MANAGERS, ENGINEERS:

Write today for EBR-99, descriptive specification of this new Limiting Amplifier. Address your local General Electric broadcast equipment sales engineer, or write to Transmitter Division, General Electric Company, Electronics Park, Syracuse, N.Y.
**Mundt Bill to Expand 'Voice' Returned to Senate Committee**

**THE HOUSE-APPROVED Mundt bill, which would authorize an expanded overseas information program handled by the State Dept., was returned last week by the Senate to its Foreign Relations Committee for additional amendments.**

Sen. H. Alexander Smith (R-N. J.), who has handled the bill for the Senate committee which had sent it to the floor media passage, asked for its return to committee. The original intention was to press for a vote at the special session but the idea evidently was abandoned following the announcement of Sen. Robert A. Taft (R-O.) that the proposal is not on the special session agenda of the Senate Policy Committee.

One of the amendments which the committee has in mind, according to Senator Smith, is the provision for an advisory board of high ranking radio, newspaper and movie men to set policy on the kind of information to be disseminated.

As explained by the bill's author, Rep. Karl E. Mundt (R-S. D.), the original version passed by the House set up an 11-member group. The Senate committee omitted the provision for such a group but now proposes to establish a seven-member advisory unit "of top-level individuals in educational, information, business and professional fields."

Under the proposed revision, the commission would be divided into two subcommittees, Mr. Mundt said. One would be responsible for mass media used in propaganda and the other for educational, cultural and scientific interchanges. He said the idea came about partially because of overseas studies made this summer, but also in response to the protests of educators who anticipated overlapping and confusion unless education functions were separated from propaganda.

**Gossett Plea**

Rep. Ed Gossett (D-Tex.) also called for greater emphasis on publicity and propaganda but he had criticism for the way it is handled. "Instead of leaving this program of selling America abroad to Hollywood or to some of the intellectuals in the State Dept.," said Mr. Gossett, "we ought to turn it over to some hard-headed practical American businessmen and let them sell this program or explain it just as you sell refrigerators or automobiles or radios or anything else."

Rep. Gossett last Thursday offered an amendment to the Emergency Aid bill providing that at least one percent of any funds appropriated be used to advertise the program in recipient countries.

Under the amendment, the government agency handling the program would be authorized to spend the money for radio time and full page advertisements in foreign newspapers. The amendment was defeated.

Back in Mr. Gossett's contention, Rep. E. E. Cox (D-Ga.) declared, "This bill will pay no dividends unless the story is told..."

Referring to his travels this past summer, Mr. Cox declared, "When I was abroad I found that the 'Voice of America' sounded like the explosion of a popgun, whereas the Russian program was booming like a cannon 24 hours out of the day. Our informational program is not adequately financed."
Is It Funny? Walker Will Tell You

Results of Two Years of Comedy Analysis Made Public

By IRVING MARDER

ERNST M. WALKER, whose comedy analysis studies present perhaps the most highly specialized activity in the thriving field of radio audience research, has now made public some of the results of nearly two years of measuring and evaluating the snickers, chortles, yaks, and pained silences that have rewarded radio's leading comedians over that period.

Mr. Walker's findings, like some of the shows he has surveyed, are not to be laughed at. He has been retained by CBS and other networks and agencies to make a continuing study of their comedy shows over an extended period. From March 1, 1946 to Nov. 15, 1947, the Walker Research Organization has made detailed analyses of more than 1500 network comedy programs, comprising 720 solid hours of comedy and more than 150,000 gag lines.

Obviously no living person could stand up for very long against this barrage of concentrated wit. Mr. Walker has matched the radio comedy show's phalanxes of writers and gag files with ingenious electronic meters which automatically monitor each show and can absorb an unlimited amount of amusement.

Mr. Walker is to radio comedy what a play doctor is to the legitimate theatre, except that his methods and equipment are vastly more scientific. Because his organization monitors virtually every network comedy program, he isn't obliged to start from scratch when called on by an anxious network to discover why, for instance, a show that fractured the warmup audience laid an enormous egg on the air, even on a Thursday. Mr. Walker has merely to gather an armful of electronically traced graphs showing the program's progress for weeks or if necessary months and pore over wavy lines with the show's producers and writers until the trouble is isolated. After that it's just a matter of sharpening a character, adjusting timing, or using less subtle material, as indicated.

Mr. Walker's research—which agrees in this respect with the Hooperatings—has shown him that listeners like "gag" type comedy best, realistic situation comedy next, and farce situation comedy least of all. He further subdivided gag comedy into "broad smart comedy," "broad corny comedy," and "narrow smart comedy," which he says rate in that order.

The Walker Research Organization has six classifications of radio comedy show shortcomings, which it expresses in language more restrained than that of less scientific listeners: Basic character weakness; audience fatigue; new format—needs time; comedy weakness; material type limitations; new program—needs time. The second of these, Mr. Walker says, has nothing to do with tired business men but means the audience is tired of the type of material being used.

The Walker Research Organization, scientific as it is, has not yet perfected a device for distinguishing between genuine laughter and applause on the air and the kind generated when a non-scientific operative in the studio boists a sign bearing the word "Applause!"

New Youth Survey Group To Study Mystery Show

BENTON & BOWLES, New York, has hired the newly-formed Metropolitan Youth Survey Co. composed of 15 teen-age girls organized under the Junior Achievement Group, to conduct two studies concerning House of Mystery, sponsored by its client, General Foods, New York.

Using a sample of 150 to 200 interviews, one study will seek information on youth's attitudes toward mystery shows in general, on specific mystery program preferences, and on parental reaction to youth's listening habits. The second study, which will be based on a larger sample, will be a recall survey of teen-agers listening to House of Mystery, with additional questions seeking reactions to various program elements.

Each survey will take about three weeks, MYS said.

Fibber McGee Show Maintains Its High Rating Among College Student Critics

FURTHER results of Radio Acceptance Poll on comedians, based on findings of college student critics, found Fibber McGee & Molly show maintaining its "highly acceptable" rating for each of three recent weeks polled (weeks beginning Nov. 2, 9 and 16).

In tabulations announced from RAP's headquarters in Collegeville, Ind., MBS' Jim Backus program drew a "barely acceptable" rating twice within the three-week period, while Bob Hope finished in that category one. In the week beginning Nov. 2 the Burns & Allen and easy Smokey show was merited a "highly acceptable" mark.

In the individual performer class, four personalities were adjudged "barely acceptable" for week of Nov. 16. They included: Jerry Colonna, Vera Vague, Jim Backus and Reggie (of the Jack Paar show, which itself was regarded as "acceptable"). Such programs as Amos & Andy, The Great Gildersleeve and Henry Morgan were not included in any tabulations, student critics explained, because "we have found that these shows, while radio comedy of a sort, usually are pretty amateurish." "Listening is being confined, they said, to the "swiftly-moving, gag type of program."

TWIN BLIMPS carrying news and promotion stunts of WORR Miami, Fla., are seen six nights a week circling main business sections of Miami and Miami Beach. The blimps, Mayflower and Ranger, spout out the headlines in 125 different years since by feet. Flights will continue throughout winter tourist season.

AFA to Send Delegate

THE Advertising Federation of America has announced it will send a representative, as yet undetermined, to a meeting of the newly-formed International Union of Advertising in Paris early in 1948. A highlight of the meeting will be the formulation of a constitution for the Union. Member nations, in addition to the U. S. and Great Britain, are France, Mexico, Brazil, Switzerland, Austria, Belgium, Holland, Norway, Sweden, Denmark and Finland.

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Better check over your Christmas list now. Clients? Friends? Associates? Staff? A subscription to Broadcasting and the 1948 Yearbook Number helps them use radio with greater understanding . . . work in radio more profitably. Note the special rates on the order form bound in this issue:

5 gift subscriptions save you $5.00 . . . with greater savings for additional orders.

Complete your Christmas shopping now. Tear out the handy pre-paid order form in this issue. Mail it today and we'll see that your name is handwritten on the attractive card announcing your good gift judgment.

Save time . . . save money . . . send the order form bound in this issue
Now on the Air!

K TRE
LUFKIN, TEXAS
1000 WATTS

Born to serve 317,563 East Texas people who have annual income of $287,064,000.00! Bred in the traditions of a people who know the value of an advertising dollar—who understand high quality programming.

Staffed by experienced men and women whose aim is to make K TRE the buy-word of East Texas. Serviced with the most modern equipment and facilities. Equipped to reach this rich, lush market.

Represented by TAYLOR-HOWE-SNOWDEN Radio Sales INC.
TAKING ROOT IN THE FOREST CAPITOL OF TEXAS

Mr. Richard Lewin, K TRE General Manager.
Mr. Edwin Henry, K TRE Program Director and Assistant Manager.
ON NOVEMBER 13, the Bell System demonstrated its new experimental radio relay system between New York and Boston, bringing television within reach of vast new audiences.

The tower you see here is part of it. It's one of seven similar structures which relay microwaves between the two cities, carrying television programs with high fidelity. This new system will, of course, be used for the transmission of Long Distance telephone calls and radio programs.

Used in conjunction with the Bell System's coaxial cable, the new radio relay system now makes it possible to bring television to a potential audience of some 25,000,000 people along the eastern seaboard. And already work is under way on additional Bell System radio relay projects which will link New York and Philadelphia and extend west all the way to Chicago.

The Bell System may be relied upon to provide the most efficient, dependable facilities for the transmission of communications.

BELL TELEPHONE SYSTEM
World, Decca Subsidiary, To Expand Its Services

World Broadcasting System, a subsidiary of Decca Records Inc., New York, has announced an expansion of its services following its move into new headquarters at 56 W. 57th St., on Dec. 1. WHN New York will move into the former World offices at 715 5th Ave. after the first of the year.

The service recently announced its new World Feature Library with the release of the transcribed Sing America,Sing series, a musical history of the country's last 25 years. Firmly also reports that expansion of its wired music is planned. World has nearly 600 station subscribers, the service reports.

Al Sack

AL SACK, 56, musical director of NBC Take It Or Leave It died of pneumonia Dec. 5 in Hollywood. Funeral services were conducted Dec. 8. Mr. Sack had been on the West Coast for seven years, first as chief arranger and associate conductor with Paul Whitman. Later he served as ABC Hollywood musical director, then became a free-lancer. Besides his wife he is survived by a daughter, Stara.

WIRE recorder has been presented to U. of Pennsylvania by WFIL Philadelphia, to facilitate the use of radio in education.

SHOW IS NEWS

'Barnyard Gang' Gets Full
Column Coverage

IN INDIANAPOLIS, you can't tell who owns what without a program column, so it seems almost a pear- sonance of a certain newspaper column. Joe Adams, roving columnist for The Indianapolis Star, which owns WIBC. The Star has a visit recently to The Barnyard Gang, weekly rural-style show of WIBC, owned by The Indianapolis News and a rival of the Record on WRLW.

Mr. Adams apparently liked the flavor of the show and its audience-participation aspect, for he devoted an entire column to eulogizing the program and its home-town theme.

Unique feature of the program, which has originated from the Sears-Roebuck Farm store in Indianapolis for more than a year, is the hot-coffee-and-doughnuts counter set up by the store for participants and visitors to the early morning show.

SHOW IS NEWS

\[\text{To Our WPN Club Friends}\]

WHOOPS!

OUR HOOPER'S SHOWING!
FIRST, SECOND OR THIRD

950

WPEN

PHILADELPHIA

National Representatives
HEADLEY-REED COMPANY

5000 WATTS FULL TIME

Represented Nationally by

J. H. PERRY ASSOCIATES

NEW YORK  DETROIT  CHICAGO  PHILADELPHIA  ATLANTA

Page 68 • December 15, 1947
WIN, PLACE or SHOW!

Your KFJZ-WRR Combination is ALWAYS "In the Money" in the $Billion$ Ft. Worth-Dallas Area!

LATEST HOOPERATINGS

Ft. Worth-Dallas May-September 1947

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COST of 60 Sec. Spot—Open Rate

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*Combination rate—TWO 5,000 WATT Stations—Reaching 410,033 Radio Families

We’re PROUD of our "Seconds" and "Thirds"—Look at the COST!

Take the cold, hard figures of the latest available Hooperating for Fort Worth-Dallas—for a cost of less than half the average of all major competing stations, you get a double coverage by two regional 5,000 watt stations, whose listening "pull" is right on the heels of the leader!

In Fort Worth-Dallas, it’s KFJZ-WRR, simultaneous or separate schedules, for but a SINGLE PRICE!
ARTHUR ROBERT and JULIAN Cone, chairman of Foote, Cone & beard, and J. HUGH DAVIS, vice president and manager of Chicago radio operations, have been elected a vice president of the agency. Prior to joining agency Mr. Chattfield was assistant advertising manager of Lever Brothers for 19 years. He worked on advertising campaigns of Rinso and Lifebuoy including "Amos 'n Andy," "Big Ester," and "Bob Burns" programs.

Mr. Chattfield's duties will be to conferences with agency executives and establishing procedures for developing innovations.

JIM CUNNINGHAM, formerly with Roy S. Durstine Inc., New York, as assistant to the president, has been named general account executive at Casimir Adv., New York.

WILLIAM S. BROWNE, former advertising manager of West Coast manager, and to look over radio programs for Kaiser-Frazer Corp.

GEORGE VANCE, director of sales, has been appointed director of media and research of Marketers Service Corp., New York.

Mr. Vance will be in charge of advertising and sales management of Hailburton Manufacturing Co., Inc., and the office of the agency's executive vice president, Los Angeles.

RICHARD DANA, has resigned from advertising and sales manager of Revlon Inc., New York, and is now with the agency.

ACE PRODUCTIONS, San Francisco, has appointed Ray P. Young as director of its radio department.

JOHN RAHER, formerly with WLS, Chicago, as executive vice president of the agency, has been appointed sales manager of Chicago office.

JACK A. MACLAREN, president of MacLaren Adv. Co. Ltd., Toronto, has been appointed an advertising manager of Canadian Broadcasting Co. with silver tray on Dec. 1, by his boss, Mr. MacDonald, in marking 25 years with his agency.

ROBERT A. GILBERT, formerly with McFarland & Hyde, Chicago, has been appointed director of the radio department of LeValley Inc., Chicago.


RICHARD T. GUPPY, former production manager of Mac Wilkins, Cole & Weber, has joined H. W. Webster Adv., Los Angeles, in similar capacity.

GEORGE PAPINEAU, former sales manager of Chicago agency for General Mills Inc., has joined Louis & Brody Inc., Chicago, as merchandising advisor.

CHARLES DAVIS, an advertising executive with Chicago agency, has joined Armstrong Adv., Chicago, in similar capacity.

SWANEY, DRAKE & BEMENT Inc., Chicago, has opened West Coast office at 6311 Hollywood Blvd., Hollywood. JAMES EMMETT, recently head of New York City, and prior to that with Kaiser-Frazer Corp., Long Beach, Calif., has been named agency's West Coast manager.

New York FM Set Total is Increasing, Says Pulse

A STEADY increase in the use of FM receivers in the New York metropolitan area was reported by the Pulse Inc. last week in the latest of its commissioned FM surveys which were supported by NBC, CBS, WQXQ (FM) New York and WFMQ (FM) Jersey City.

From January to October 1947, the number of New York homes with FM sets increased 48% over the figure at the beginning of the year, according to the Pulse report. A substantial increase in the workability of FM receivers also was noted. In January one set in five in the New York area was not in working condition. This ratio had been whittled to about one in 10 by October, the Pulse said.

William B. Remington

WILLIAM BRODIE REMINGTON, 57, president and treasurer of Wm. B. Remington Inc., Springfield (Mass.) advertising agency, died Dec. 6 at Roosevelt Hospital, New York. He had been critically ill for more than a month. Mr. Remington founded Wm. B. Remington Inc. on Jan. 2, 1927. Previously he had been vice president and sales manager of White & Cook Inc., Holyoke, Mass., general sales manager of Huyler Inc., New York, and sales management counsel for Charles W. Hoyt Inc., New York.

WBTM

DANVILLE, VIRGINIA

Wood Broadcasting

The Voice of the Rich Piedmont Region

Now 5000 Watts Day and Night

Phone SANDS & DUNN

DANVILLE 2350

* In a certified postcard survey just completed 79.7% of the replies in Danville, Salliefield and Pittsylvania Counties in VA TM the outstanding favorite, as it has been for 17 years.
you...and who else?

Nobody likes to be just one of the crowd. And the bigger the crowd, the easier it is to get lost in it.

The same thing applies to the station representation field. The bigger the list of stations a representative tries to serve, the easier it is for some of them to get lost in the shuffle.

*The Bolling Company is founded on the principle that it’s better to serve a few, well-managed stations thoroughly than a lot of them haphazardly.*

That is why *The Bolling Company* list will be complete when a total of 12 stations are enjoying the benefits of *The Bolling Plan.*

In this way, every Bolling-represented station knows that it will always enjoy all the intensive benefits possible only under this custom-built program of national spot selling. It can remain sure that experienced Bolling men are devoting all of their talents to the single purpose of increasing its business.

Unique in concept, built for results. *The Bolling Plan* accommodates only a few stations. More than “service”, more than “representation”, it provides for a long-range association between representative and station that leads only to mutual success.

*The Bolling Company*  
radio station representatives  
NEW YORK • CHICAGO • HOLLYWOOD
CIGARS wrapped in colorful gold and red bands are being distributed by ABC Central Division promotion department to promote "You Bet Your Life," a program announced last week. The Sunday spot will be filled by a sustaining program not yet designated.

Three other program changes have been announced by CBS, effective early in January. The Hour of Charm, Sundays at 4:30 p.m., will switch to 6:30-6 p.m. effective Sunday, Jan. 4. Hoagy Carmichael, now heard Sundays at 5:30, switches to Saturdays, 7:30-7:45 p.m. on Jan. 3, and Joseph C. Harsch and the News, now on Sundays at 5:48 p.m. switches to a new time, to be announced early in January.

Cigars on ABC

May Your Yuletide Season be Joyful and Your New Year Both Happy and Prosperous

WRNL
910 K.C.
RICHMOND, VIRGINIA

EDWARD PETRY & CO., INC.,
NATIONAL REPRESENTATIVES

Discs for Trumpet

SALVATION ARMY, which for decades has taken up posts on Philadelphia street corners to trumpet Christmas carols, has taken a leaf from radio and is using a disc jockey at one of the Quaker City's busiest shopping intersections. He is Bandsman Robert Coles, who is playing records over a public address system instead of blaring his trumpet as in other years. He formerly was active in production of Salvation Army radio programs.

TV SET SALES TO HIT $250 MILLION—GLASER

TELEVISION receiver sales alone will contribute 250 million dollars toward the first one-billion-dollar radio sales year in 1948, Stanley Glaser, manager of radio and television for the Crosley Division of Avco Manufacturing Corp., predicts a year-end statement on prospects for next year. His estimate is based on an expected production of 600,000 video receivers.

Teletasking will be under way in at least 60 major markets by the end of 1948, the Crosley executive believes, and he predicts that the demand for receivers will far exceed the industry's accelerated output.

About 75% of total television sales will be in the table model class, Mr. Glaser said, but he added that sales of console type receivers will exert a strong influence on total dollar volume, especially if installment buying restrictions removed Nov. 1 are not reintroduced.

FM receiver production will reach at least two million in 1948, as compared with one million sets this year, according to Mr. Glaser.

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Cigars on ABC

CIGARS wrapped in colorful gold and red bands are being distributed by ABC Central Division promotion department to promote "You Bet Your Life," a program announced last week. The Sunday spot will be filled by a sustaining program not yet designated.

Three other program changes have been announced by CBS, effective early in January. The Hour of Charm, Sundays at 4:30 p.m., will switch to 6:30-6 p.m. effective Sunday, Jan. 4. Hoagy Carmichael, now heard Sundays at 5:30, switches to Saturdays, 7:30-7:45 p.m. on Jan. 3, and Joseph C. Harsch and the News, now on Sundays at 5:48 p.m. switches to a new time, to be announced early in January.
For more than 20 years, San Francisco and Northern California listeners have heard the great NBC Shows on KPO. Now...to identify more surely a great station with a great network...

KPO has changed to **KNBC**

**KNBC** formerly **KPO**

50,000 WATTS • 680 KC

*Represented by NBC SPOT SALES*
FAB St. Petersburg Meeting Resolves To Support Fight Against AFM Demand

UNANIMOUS support to the Industry Music Committee’s program to resist the efforts of James C. Petillo, AFM president, to exact unreasonable payments from broadcasters and related fields was offered by the Florida Assn. of Broadcasters at its Dec. 8 meeting held at the Soreno Hotel, St. Petersburg.

The association endorsed the committee’s efforts to secure a lasting and economically sound settlement of the music problem and pledged cooperation to the committee. An off-record discussion of the question was given by Richard P. Doherty, NAB Director of employee-employer relations.

A. D. Willard Jr., NAB executive vice president, reviewed progress in writing new Standards of Practice. He said radio is willing and able to assume responsibility for the character and quality of its programs and for the advertising that makes them possible. Acceptance of the code will be entirely voluntary, he added.

Mr. Willard said main difficulty centers in the commercial sections, with requirements on quality being acceptable to advertisers. Broadcasters have a right to run stations as they see fit, he said. He described the music committee as an indication of the industry’s determination to work together.

Garland Powell, WRUF Gainesville, discussed plans of stations to cooperate in carrying U. of Florida football next autumn. He described need for improved storm warning service and weather services during hurricane periods.

Hugh M. Feitis, BMB president, reviewed progress of the cooperative coverage service, Neville Miller, Washington radio attorney, discussed the radio regulatory situation.

Glen Marshall Jr., WMBR Jacksonville, FAB president, presided at the meeting, with 50 stations represented. W. A. McBride, WDBO Orlando, who has been serving as secretary-treasurer since resignation of Jack Easton, formerly of WCOA Pensacola, was requested to continue in that capacity until the next meeting.

BEATEN

DULUTH, MINN.—“It really gets my dander up (and my likeness too),” groused Otto Mattick on 3-state survey of KDAL’s new 5000 watt coverage, “the way Santa Claus beats out KDAL.”

“Everywhere in KDAL-land where there’s a radio there’s a regular KDAL listener, but all Santa Claus needs is a chimney... even with our 610 frequency he beats us once a year.”

If you can’t get Santa to do your calling in the north country, you better contact Avery-Knodel and learn how KDAL can do the job for you!
YOUR FM PLANS WILL BE BETTER

IF YOU
TAKE ADVANTAGE
OF GATES
PROVEN PERFORMANCE

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.
What makes all these businesses alike?

Speed is often vital: when you're exporting goods abroad. All kinds of auto parts are regularly shipped by Air Express all over the world. Speed pays.

Stock prospectuses must be released everywhere—simultaneously. So financial and brokerage houses use Air Express to do the job. Speed pays.

Speed pays in your business, too!

To get things done fast, call on Air Express. Shipments go on every flight of all Scheduled Airlines. Special pick-up and delivery service, too! Rates are low. For instance, 18 lbs. goes 700 miles for $3.91.

Low rates—special pick-up and delivery in principal U.S. towns and cities at no extra cost. Moves on all flights of all Scheduled Airlines. Air-rail between 22,000 off-airline offices.

Direct air service to and from scores of foreign countries.

AIR EXPRESS
GETS THERE FIRST

AIR EXPRESS DIVISION
RAILWAY EXPRESS AGENCY
A SERVICE OF

THE SCHEDULED AIRLINES OF THE UNITED STATES

FCC Actions
(Continued from page 76)

Applications Cont.: (Continued on page 76)

AM—1390 kc
Edward J. Breeze, Lander, Wy. — CP
new standard station 1390 kc 250 w unli.
Transfer of Control
WWXL-FM Peoria, III—Voluntary
transfer of control from Joseph H.
Maxwell to J. Stone, R. Morris Ender, and
Harry Praster to Myron A. Beck, Helen D. Morrow.
Modification of CP
WITH-FM Baltimore, Md.—Mod. CP
such as to authorized FM station for
extension of completion date.
Acquisition of Control
WTTM-FM Trenton, N. J.—Voluntary
acquisition of control from Eimer H.
Wene to S. Carl Mark.
Assignment of CP
KCOR-FM San Antonio, Tex.—Vol-
untary assignment of conditions grant
to KCOR Inc.

AM—78 kc
December 15, 1947

AM—1390 kc

Charles L. Calm, Grand Prairie, Tex. — CP
new standard station 1390 kc 1 kw D.
AMENDED to change frequency from
1390 kc to 785 kc and change power from
1 kw to 250 w.

AM—980 kc
Fort Bend County Bstg. Co., between
Richmond and Rosenberg, Tex.—CP
new standard station 980 kc 250 w D.
AMENDED to change power from
250 w to 50 w and change trans. location.

AM—1015 kc
Mountain Empire Bstg. Corp., near
Marion, Va.—CP new standard station
1015 kc 1 kw D. AMENDED to change
frequency from 1015 kc to 990 kc and
change power from 1 kw to 250 w.

AM—1370 kc

AM—1370 kc

Sherrill Bstg. Co., Whittier, Calif. — CP
new standard station 1370 kc 250 w D.
Relinquishment of Control
KNOW Spokane, Wash.—Voluntary
relinquishment of control of licensee
Corporation from the Scripps Newspapers
Inc. and Burt C. Hagadone to Harry Henke Jr. (500 ah, Class A and
500 ah Class B stock—20%.)

Applications for renewal of standard
broadcast license filed by:

KBAT Albuquerque, N. M., KSAN San Francisco,
CAFL, WPBM Huntington, W. Va.,
WWMH Milwaukie, Ore.

AM—1360 kc

Southern Idaho Bstg., Preston, Idaho.
— CP new standard station 1360 kc
250 w unli. AMENDED to give up
license of applicant from J. L. Peterson &
Margaret L. Cheekettas d/b/a Southern
Idaho Bstg., to Southern Idaho Bstg.
Co., Inc., change frequency from
1360 kc to 1360 kc, change in ant.; change
trans. location and change studio location.

AM—1345 kc

The Cornel Bstg. Co., Storm Lake,
Iowa—CP new standard station 1345
kc 250 w unli.

AM—1290 kc

 Ottawa Bstg. Co., Ottawa, Kan. — CP
new standard station 1290 kc 250 w D.

AM—1450 kc

KATE Albert Lea, Minn.— CP install
new vertical ant.; new trans. and
change trans. location. AMENDED to
change trans. location.

AM—1429 kc

Highland Bstg. Corp., Peekskill,
N. Y.—CP new standard station 1429
kc 250 w D. AMENDED to change power
from 250 w to 500 w and change type
trans.

AM—1479 kc

United Bstg. Corp., Pittsburgh— CP
new standard station 1479 kc 3 kw D.
AMENDED to change power from
5 kw to 1 kw N 5 kw D. make changes
in DA and change trans. location.

AM—1440 kc

KFDA Amarillo, Tex.—CP change
frequency from 1440 kc to 1440 kc,
increase 250 w in DA to 1 kw in N for
install new trans. and DA and N change
trans. location. (CP will be relinquished
by KGNC.) AMENDED to change
DA and N change.

AM—780 kc

WILL Robert, Muncie, Ind.— CP
new standard station 780 kc 5 kw D.
AMENDED to change frequency from
780 kc to 785 kc and change power
from 5 kw to 250 w.

AM—980 kc

Fort Bend County Bstg. Co., between
Richmond and Rosenberg, Tex.— CP
new standard station 980 kc 250 w D.
AMENDED to change power from
250 w to 50 w and change trans. location.

AM—1015 kc

Mountain Empire Bstg. Corp., near
Marion, Va.— CP new standard station
1015 kc 1 kw D. AMENDED to change

(Continued on page 80)

Page 78 • December 15, 1947

BROADCASTING • Telecasting
"Master safety disc No. 158 — an AUDIODISC — recorded December 12, 1939, was taken from our files and played back on September 12, 1947. This test showed that after almost eight years the recorded quality was still excellent and there was no measurable increase in surface noise. Surface noise of a new cut, made on this disc at the same date in 1947, was no different from the original cut."

This is the brief, factual report by Columbia recording engineers on a test made to measure the lasting qualities of AUDIODISCS. In the photograph the two large bands show the orchestral recording made in 1939. Close to these are the unmodulated grooves cut this year.

One more convincing proof of a most important claim — "AUDIODISCS do not deteriorate with age either before or after recording, and there is no increase in surface noise from the time of recording to playback or processing — whether it be a few days or many years."

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.


Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris.
"...I find your Radiator very efficient..."

"...I put in a very fine ground system and this together with your antenna gives us considerable more coverage than engineering indicated we would receive.

...thank you for the many months of patient cooperation...

-Chas. P. Blackley
General Manager
Station WTON
Staunton, Va.

FM-A-106.5 mc

Modifications of CP

WFBG-FM Aurora, Il.
Change CP as mod. with new Call letters; authorized new FM station for extension of competition date.

WPGS-FM Mayfield Heights, Ohio
Change CP as mod. which authorized new FM station for extension or completion date.

FM-A-106.5 mc

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WPGS-FM Mayfield Heights, Ohio
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WPGS-FM Mayfield Heights, Ohio
Change CP as mod. which authorized new FM station for extension or completion date.

FM-A-106.5 mc

Modifications of CP

KXV-AM Visalia, Calif.
Change CP which authorized new FM station for extension or completion date.

WTHF-FM Springfield, Mass.
Change CP which authorized new FM station for extension or completion date.

FM-A-106.5 mc

Modifications of CP

KXV-AM Visalia, Calif.
Change CP which authorized new FM station for extension or completion date.

WTHF-FM Springfield, Mass.
Change CP which authorized new FM station for extension or completion date.
Making Broadcast History!

NEW RING-SEAL POWER TUBES FOR FM AND TELEVISION

-110 to 220 mc frequency at max ratings
-1.5 to 6.4 kw typical Class C output

GENERAL ELECTRIC'S great 1947 series of ring-seal power tubes spells more efficient performance to those who build—or use—FM and television transmitters. Modern as tomorrow's telecast, these v-h-f tubes need minimum neutralization... are directly designed for grounded-grid circuits... meet in every way the new requirements of new station equipment going into service.

Ring-seal design—a G-E development—makes it possible to plug in a tube quickly, so that time off the air is cut to seconds. Firm terminal contacts with wide surface areas are another ring-seal advantage—moreover, all contacts are silver-plated to reduce r-f losses. An important aid to dependability and long life is the use, throughout the tube, of strong, enduring fernico metal-to-glass seals.

Your nearest G-E electronics office will be glad to give you prices and full information, as well as arrange for you to secure circuit application advice when desired. Or write direct to Electronics Department, General Electric Company, Schenectady 5, N. Y.

G. E.'s MANUAL OF TRANSMITTING TUBES IS YOUR MOST COMPLETE, UP-TO-THE-MINUTE GUIDE!

Profusely illustrated—packed with performance and application data. Comes to you for $2. Also, for an annual service charge of $1 new and revised pages will be sent you regularly as issued. Order direct from General Electric Company, enclosing payment, or giving authority on your company letterhead to invoice you.

OVER 600 LARGE PAGES $2.00

GENERAL ELECTRIC

FIRST AND GREATEST NAME IN ELECTRONICS
TO HELP listeners solve Christmas gift problem, WBRK Pittsburgh, Mass., is presenting new nightly show titled " типewnings, Shoppings." Woven through homely atmosphere, the script is peppered by three participating sponsors, Trickick and unequaled presentations along with standard gifts offered by sponsors, are suggested to listeners. Christmas Program is conducted by Ted and Peg Hoek, WIGB Christmas Party

ARRANGEMENTS have been completed for Christmas Eve無時間-honored WIGB's dominate Hoop. Party, Moisant proves "leana" time-honored WIGB's ABC Hall of Fame. Gifts to the public invited, as well as children. Tickets are $1.50 per person. "WSPA's Christmas Eve Program includes a vaudeville show. Same show leaves the KSTP Fig on Christmas Eve for underprivileged children, conducted by Sheriff Ryan, has taken on added duties for a sheriff—he is truly m.c. Nov. 17-19 to mid-night price show on KSTP St. Paul-Minneapolis. The star-turn of the four-inch sheriff, whose hobbies are vaudeville and classical music, took over the show Dec. 5, after warmup sessions with Announcer Don Hawkinson. Sheriff Ryan plans to wear a bobby-sock small tail on his show. With his criminology background, he will slip in plugs against juvenile delinquency occasionally, alone with personal and exciting anecdotes. Mr. Ryan joined Minneapolis police force in 1925, was later chief of police and was elected sheriff of Hennepin County last year.

Civic Official Forum

VIEWs of city officials on matters of public policy and civic improvement are presented weekly over WISN Milwaukee on "Your Common Council" program aired in cooperation with municipal government. Two members of common council, with commission of the Milwaukee Citizens Governmental Research Bureau, host the weekly forum. Panel discussions oriented civic public are geared in order to give citizens first hand information on city government. "Your Common Council" aired on WISN Sat. each week.

KYW Christmas Features

TWO BANKS and two prisons have been scheduled as originating points for special Christmas programs to be presented by KYW Philadelphia, for forthcoming Yuletide season. For 14th year the station will broadcast direct from Eastern State Penitentiary and from Philadelphia County Prison. Broadcasts are scheduled at 7:00 p.m. on successive Saturdays, Dec. 12 and 19, Prison band, glee club, novelty groups and soloists will be programmed. On Tuesday and Wednesday, Dec. 20 and 24, glee club of Land Title Bank and Trust Co. will present carol programs from banks.

Aloha Week Coverage

HAWAIi's Aloha Week events were covered by KYW Honolulu branch of the station. Sponsored by Coca-Cola and Miller Brewing Co, the event was held to raise money for local charities. KYW's coverage included interviews with local celebrities and news reports on the events. The week-long festivities included parades, musical performances, and cultural exhibitions.

Contest for Radio Script Writing Started by AEN

A CONTEST to promote better radio writing was announced last week, with national prizes for college and university students. The contest has been organized by the Assn. for Education by Radio, in cooperation with the Council of Teachers of Mass Communications, National Educational Theater Assn., Scholastic magazine, Writers magazine, and Players magazine. Closing date is scheduled for March 30, 1948.

National sponsors who have contributed cash awards for the winners and are underwriting contest expenses are: General Electric Co., Nabisco Brands Inc., and Alpha Epsilon Phi. Regional sponsors are: New York Times, Los Angeles Times, and San Francisco Chronicle. Students are encouraged to submit their entries, and winners will be announced in the coming months.
"First with the Finest" in film telecasting...

DU MONT Model TA-512-A

DUAL ICONOSCOPE FILM PICKUP SYSTEM

Here's Why...

✓ Control console built in sections. Each section controls one camera. Extra section for mixing. Cameras may be added without altering installation.

✓ Accessibility—all units slide forward for servicing.


✓ Each camera monitored in one 5” monitor showing horizontal waveform; one 5” monitor showing vertical waveform; one 12” monitor showing complete picture.

✓ Improved preamplifier design reduces microphonic. Provides good signal-to-noise ratio, with easily adjustable high-frequency compensation. Permits projection of either negative or positive motion-picture film (negative saves film processing time and expense).

✓ Line-to-line clamping circuits improve overall low-frequency response, eliminate hum pickup, reduce need for vertical picture-shading correction.

✓ Film pickup units either floor-mounted or on track attached to wall and movable from one projector to another.

✓ Overall frequency response characteristic flat up to 6 mc., permitting excellent horizontal picture resolution.

Yes indeed, a brand new standard of quality for film telecasting. Make your own comparisons!

Further details on request.

DU MONT Laboratories, Inc.

ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION EQUIPMENT DIVISION, 42 HARDING AVE., CLIFTON, N. J. • DU MONT NETWORK AND STATION WABD, 515 MADISON AVE., NEW YORK 22, N. Y. • DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, WANAMAKER PLACE, NEW YORK 3, N. Y. • STATION WTTG, WASHINGTON, D. C. • HOME OFFICES AND PLANTS, PASSAIC, N. J.
PROMISE made in March 1945 on the Italian battle front was carried out in Salt Lake City late last month when Clare Booth Luce (1), in the Utah capital for a speaking engagement, autographed a violin belonging to Eugene Jelenik, musical director of Salt Lake's KDYL. Mr. Jelenik met the former congresswoman from Connecticut when she was on a tour of the Mediterranean war theatre and he was a member of a USO group entertaining front line troops. Mr. Jelenik had asked Mrs. Luce to autograph the violin if they ever met again in civil life.

**New Transmitting Plants**

For KMAC, KISS (FM)

NEW TRANSMITTING plants for San Antonio stations KMAC and KISS (FM) are to be built on a 38-acre tract 11 miles from downtown San Antonio on Highway 87, Howard W. Davis, owner and operator of the two outlets, announced following FCC's decision Dec. 4 to grant KMAC an increase in power from 250 w to 5 kw unlimited and a change in frequency from 1240 kc to 650 kc.

Mr. Davis, who is also president of Laredo Broadcasting Co. (KPAB-KAIR Laredo, Tex.), said KMAC's new plant and the 50-kw plant of KISS (99.6 mc, Channel 288) will be housed in the same building. Charles L. Brady, chief engineer, will be in charge of construction.

Four towers will be used in the directional array for KMAC. One of them, with a height of 517 feet, will be Texas' tallest tower, according to Mr. Davis. The other three towers will be 305 feet high. The KISS eight-bay antenna will be mounted atop the 517-ft. tower.

**MBS, Fiction Magazines**

To Try Tie-in Promotion

A JOINT promotion and exploitation agreement involving seven MBS programs and 23 pulp fiction magazines has been arranged by the network and the popular fiction group, MBS has announced. The promotion, to begin in January and run for at least eight months, is the result of a basic appeal made by both the "whodunits" and the fiction magazines, according to the network. Radio programs involved will call attention to magazine features which tie in with the show, and the pulps will carry a "preferred listening box," listing the seven Mutual shows, time, and a brief description of each.

Radio programs which will participate include "Scarlet Queen," "Quiet Please," etc.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Office National Press Building
Office and Laboratories
1229 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

MCNARY & WRATHALL
904 NATIONAL PRESS BLDG. DL 1200
WASHINGTON, D. C.

PAUL GODLEY CO.
LABR: GREAT NOTCH, N. J.
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-514 Munsey Bldg. — District 8456
Washington 4, D. C.

INTERNATIONAL BLDG. DL 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 9821
KANSAS CITY, MO.

RING & CLARK
52 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
903 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

RAYMOND M. WILMOTT
PAUL A. DEMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
WARNER BLDG. WASHINGTON, D. C.
12TH & E ST., N. W.
NATIONAL 6019-6019

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8210
WASHINGTON 4, D. C.

FRANK H. MCINTOSH
710 14th St., N.W.—Metropolitan 4077
WASHINGTON, D. C.

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

HERBERT A. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7141
1000 No. Seward St. No. 6221
Hollywood, 38, Cal.

HAROLD B. ROTHROCK
GEORGE B. BAIERY
ASSOCIATE
1909 EYR ST., N.W. NATIONAL 8198
WASHINGTON, D. C.

GARO W. RAY
991 BROAD STREET PHONE 5-3088
BRIDGEPORT, CONNECTICUT

DIXIE B. McKEY & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. Adams 3711

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 9670
WASHINGTON 6, D. C.

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 18th St. N. W. Room 1210
DISTRICT 4127

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.

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

WILLIAM B. ROSS, INC.
Formerly Colton & Ross, Inc.
927 16TH ST., N.W. REPUBLIC 3893
WASHINGTON, D. C.

JOHN CREUTZ
315 BOND BLDG. REPUBLIC 3191
WASHINGTON, D. C.

Kear & Kennedy
1700 K ST., N.W. REPUBLIC 1051
WASHINGTON, D. C.

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. Atwood 3328

ANDREW CO.
CONSULTING RADIO ENGINEERS
383 E. 72nd St. TRIANGLE 4400
CHICAGO 19, ILLINOIS

GARFIELD & BAILEY
1071 Michigan Ave., N. W.
WASHINGTON 2, D. C.

DIXIE B. McKEY & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. Adams 3711

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

ANDERSON & MERRYMAN
New York City New Orleans
33 W. 42nd St. American Bk. Bldg.
Longacre 3-0289 Lake Charles, La.
6-1609

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

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CONSULTING RADIO ENGINEER
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CONSULTING RADIO ENGINEERS
522 Madison Avenue
TOLEDO 4, OHIO

Merl Saxton
3524 South Henderson
Telephone 4-5440
Fort Worth, Texas

BROADCASTING • Telecating

December 15, 1947 • Page 85
SMALL RED DICE are being used as a promotion gimmick for WWL.

Durham, N. C., in campaign announcing station's increase in power and change in frequency. Dice are to be kept in "lucky seven" face up. Card reads: "It's a [natural] on dice" and normally it's WWL Moving Up To 5000 w. Down to 650 kc. Additional copy states that "your lucky days are ahead" with WWL, "shoot a natural" and get杀, of course, by the next issue of you representatives.

Promotes Lombardo Show

TO STIMULATE interest in "Guy Lombardo," WJFK, Gardner, Mass., under sponsorship of First National Store, station recently presented half-hour show titled "The Final National Country Music Championship," preceding Lombardo broadcast. Telephone orders took show to First National's local buying office and approximately 1000 orders were made of show and together with pictures of entertainers, were sent to all who attended party. WJFK is promoting the show through spot announcements and window displays.

KELO Folder

TWO-FOLD promotion folder featuring Marie Horney's "Party Line," women's program heard on KELO Sioux Falls, S. D., has been prepared by that station. Printed in red and black with folder front presenting announcement of telephone with inscription, "KELO Party Line," words of Marie Horton. Inside spread gives further information with large block of copy to Mrs. Norton at work in her kitchen. Copy on back page states that there are available daily on open show for commercial material, material will be written into the script to do an effective selling job.

Who is Belford?

WEEK-LONG CONTEST for best answer to question, "Who is Jack the Bellboy?" conditions to receive WJFK Detroit, as promotion for its disco benefit, are: one, listening to the coming movie production "State of the Union," which will incorporate the Jack the Bellboy in its script. Five winners will be chosen.

KLX News

CLEVERLY restricted mailing piece has been released by KLX Oakland Calif., as part of its third campaign in the promotion history of Northern California." Folder is tied to KLX news programs and is headed "News—Person to Person." Card of 5000 in a Christmas Bulbs theme stresses fact that KLX news tells "the truth, the whole truth and nothing but the truth, for the very best and most practical reason, to promote news shows, and remind sponsors that it is the right thing to do and make KLX listeners happy!"

Banner Promotion

CUSTOMERS of the 150 retail stores of Banner Stores Warehouse in Scranton, Pa., are making points of shopping between 330 and 6:30 p.m. due to latest promotion of "Banner's Show," aired at that time Mon.-Fri. on WIBF Scranton.

Each member of Banner organization is required to have a radio in his store and to tune each day to the WIBF program, which features recorded music with Tommy Dorsey as m.c. of show. A number of stores mentioned on each show. All shoppers in the stores at time of reception free package of currently advertised commodity, such as flour, coffee, etc.

WQAQ Anniversary Brochure

GILBERT! "As a present for you, a brochure, using white, blue and black color scheme, has been released by WQAQ Ann Jaks. It features present downtown building, and inside-cover is reproduction of congratulatory letter to the station from Jesus T. Pinero, Governor of the Philippines. Back of brochure contains brief history of station, blueprint drawings of entire building, dates of pictures of transmitter building, coverage of WQAQ program features, and list of sponsors.

WIL-FM Audience Survey

IN EFFORT to determine if WM audience and general listeners of WM in the area, WIL St. Louis is running series of programs aired over WIL-FM only, in which attractive plastic letter-openers, with letters WIL-FM inscribed in gold, are sent to listeners free on request. Show on which offer is based has been broadcast at three different time periods—afternoon, evening and late evening—without any additional promotion. Object is to estimate number of listeners who tune in WIL-FM as regular listening habit. Station reports that response, so far, includes cards and letters counting within 50-mile radius of St. Louis.

Wind Blows Silver

SILVER STARs are circulating around New Orleans these days as bearer of WM's 25th anniversary, Elaborate celebration planned for station's silver anniversary. WM has scheduled "Something In The Wind," starring Deanna Durbin, and the of her mythical station are WFOB and the other stations, who have played both of them. In the wind, the real WFOB, who dated its first anniversary Dec. 3, it made good use of the occasion. Localse theater sched- uled "Something In The Wind" for opening during station's anniversary week and M. Durbin sent the station a telegram of congratulation.

Lucky Coincidence

FREE PUBLICITY is always well- welcomed at WFOB (FM) Fortost, Ohio, is bearing over its latest piece of promotion luck. Recently-released Universal-International movie, "Backstage" was released in M. C. Call letter for her mythical station are WFOB and the other stations, who have played both of them. In the wind, the real WFOB, who dated its first anniversary Dec. 3, it made good use of the occasion. Local theatre sched- uled "Something In The Wind" for opening during station's anniversary week and Miss Durbin sent the station a telegram of congratulation.

Uncooperative Wind

GOOD PROMOTION STUNT is getting out of hand at WIRE Indianapolis, as one-half of station's staff was sent out to buy balloons as climax of each program. Each balloon is taped so that finder can return tag to M. C. Wally Nehring to collect two元 worth of candy, toy, or new "John F" in daily equipment box, but WIRE can't find way to make balloons observe market boundaries. On first two days, one balloon was found in Sulliv- an, Ind., 115 miles southwest and another in Lakeview, Ohio, 125 miles northeast of Indianapolis. Station is still working on the problem.

WUSART Coverage Brochure

MERITS of Utica-Rome, N. Y. metro- politan coverage, is presented in brochure recently released to the trade by WSN Utica. The cover page bears very heavy stock paper in clip-in folder, brochure is printed on high-gloss blue. Presentation puts WUSART's coverage of 40 different daily and Sunday publications, with large and diversified manufactur- ers of area and fact that this market is sixth largest in New York. Insert in each brochure gives list of station's current sponsor's.
What are the facts about housing for coal miners?

Mention the words "coal mining town"—and chances are many people will visualize a group of dreary, weather-beaten shacks.

That's understandable—because in years gone by most coal mines were located in remote, out-of-the-way places. Automobiles were unknown. Roads were poor. Under such conditions, housing and other facilities were apt to be pretty primitive.

But conditions are changing in the coal fields! Many miners have become commuters, driving to work from homes in attractive towns where they live side by side with neighbors typical of small-town America.

Today, about two-thirds—over 260,000—of the nation's bituminous coal miners own their own homes or rent from private landlords. And among the remainder, who rent from their companies, there's a growing tendency to buy the houses they live in. With encouragement and financial aid from mine owners, home-ownership among miners is rapidly increasing.

Another fact: In many coal mining areas, there have never been any "company towns." And more recently, as new mines have been opened in localities where company houses are necessary, attractive new homes have been built that would do credit to any town. Rents for such homes are usually appreciably lower than those received for comparable privately owned houses. In one of the new Appalachian mining communities, for example, the company rents newly built modern homes to its employees for as little as $18 a month.

For those of the nation's bituminous coal miners who live in company-owned houses, the national average rental is estimated at $11.50 a month—lower than rentals ordinarily available to workers in other industries for similar accommodations.

Substantial progress is being made in bettering the living conditions and raising the living standards of American coal mine families. And where poor conditions, relics of the past, still exist, their elimination is proceeding at an accelerating pace.

Broadcasters & Commentators! The Bituminous Coal Institute has recently published "Mining Towns," a book containing over 100 pictures of progress in coal mining communities. If you do not have a copy of this book or if you desire additional copies, do not hesitate to write and ask for them. We shall also be glad to send you on request the booklets: "Pertinent Facts About Coal" and "Glossary of Coal Mining Terms."
EMPLOYE-EMPLOYER RELATIONS
KNX Retains Firm to Conduct Year-Long Survey
Of Personnel at Station

AIMING at maximum harmony in employee-employer relations, KNX Hollywood has retained Social Research Inc. to conduct a year's survey and analysis of attitudes, starting last Monday. Agreement was concluded between Donald W. Thornburgh, CBS Western vice president and Frances Farmer Wilder, West Coast director of Social Research Inc.

In explaining the study which is the first of its kind in radio, Mrs. Wilder said it is predicated upon "scientific knowledge of the basic principles of human behavior" correlated with personal interviews among top level administrators, department heads and all other employees.

No one is told to do anything, she insisted. Instead, through an approach of "non-directive" questions, the method aims to increase the perspective of personnel at all levels of operation by increasing understanding of the next person's job as well as another department's usefulness, thereby promoting most complete harmony and efficiency.

Operationally, the survey consists of a month's continuous re-

search consisting of interviews. The succeeding 11 months, Mrs. Farmer will serve as consultant, creating training programs where necessary, and directing the overall program.

Making no claims whatever of offering a cure-all service, she carefully points out that it is not intended to represent the customary "efficiency expert" approach.

Although KNX is firm's first radio client, Social Research has been operating for a year with studio and transmitter conducted for Sears Rebeck and Co., International Harvester Co., Encyclopaedia Britannica and General Mills.

Headquartered in Chicago, firm's executive director is Burleigh Gardner. Mrs. Wilder, until assuming her current post, had served CBS New York as consultant on daytime radio. Before shifting to the network's New York headquarters, she had successively served as personnel director and education director for the network's Western Division.

SERIES of 13 documentary programs acted by World War II veterans and narrated by Ralph Bellamy, stage and screen star, is scheduled by American Cancer Society in an effort to cut nation's rising toll of cancer victims. Titled "It Can Happen to You," 15-minute programs will be transmitted in New York and distributed next month.

CKWX Vancouver has been issued license by Dept. of Transport, Ottawa, for 1050 kHz AM station, F. H. Elphick's. CKWX manager, has announced. Station will be first independently-owned FM station in British Columbia, and plans are to have station on air early in the new year.

WBKB Chicago Plans Own TV Training Course to Counteract Staff 'Raiding'

WHAT APPEARS to be the first concerted plan by any television station to help relieve the acute personnel shortage within the TV industry was revealed Dec. 31 by Capt. William C. Eddy, director of WBKB Chicago, the Balaban and Katz station.

To discourage "raiding" on already established stations and to train qualified personnel for forthcoming stations who have secured CPs, WBKB has originated a cooperative plan whereby other video stations, advertising agencies, labor unions, schools and colleges will be invited to send executive members of their staffs to WBKB to obtain actual crew experience in programming and engineering.

Under terms of the proposed plan, scheduled to run until January 1949, WBKB will temporarily take into its crews both program and engineering executives from (1) television stations which have received their CPs, (2) advertising agencies which have established, or plan to establish, television departments, (3) labor unions having jurisdiction in the industry, and (4) schools and colleges.

Capt. Eddy emphasized that the program will not be open to individuals as such, but persons must be sent to WBKB by a sponsoring organization approved by an advisory board, consisting of an authority from each of the fields of engineering and journalism, and also a representative from the television field. Advisory board personnel will be appointed later, he said.

Only key personnel will be accepted and applications will be considered in the order received and on the basis of qualifications, he explained. In the case of schools and colleges, only graduates must be sent to WBKB by a sponsoring organization. Applicants from labor unions will be restricted to those rising through the ranks of the union. In the case of advertising agencies, those with experience in production or supervising will be considered.

Radio Corporation of Porto Rico

Puerto Rico's First Station Fifth Oldest in the World
25th Anniversary

Puerto Rico's great station WKAQ, affiliated with the Columbia Network, celebrates its 25th birthday on the air this month. Scheduled for completion early in 1948, a modernization and expansion program is under way, which includes the opening of a new radio theatre and studio building, also a new directional antenna system which will further increase WKAQ's coverage. The station broadcasts on 620 kc with 5000 watts power, unlimited time. Puerto Ricans look to WKAQ for the best in sports, music, news, and public service programs.
IBM PUNCHED CARDS...
The Key To Modern Accounting

In IBM Accounting, fast, automatic machine processes provide accurate, timely reports of basic accounting data, as well as any breakdown of figures that are entered into the balance sheet or profit and loss statement. The IBM Method offers complete accounting. Facts are recorded only once in IBM Cards. The cards then are processed automatically by Electric Punched Card Accounting Machines to prepare various accounting reports to meet individual requirements.

An IBM installation in your office, or an IBM Service Bureau, can handle any type of accounting routine. IBM Service Bureaus, manned by skilled personnel, are located conveniently in principal cities.

ELECTRIC PUNCHED CARD ACCOUNTING MACHINES
PROOF MACHINES...SERVICE BUREAUS...ELECTRIC TYPEWRITERS...
TIME RECORDERS AND ELECTRIC TIME SYSTEMS

International Business Machines Corporation, World Headquarters Building, 590 Madison Avenue, New York 22, N. Y.
Situations Wanted (Cont'd)

Commercial manager-salesman. Young, experienced, ten years in broadcasting, available immediately. Desires to be employed as commercial manager 1000 watt station desires immediate change. Proven sales ability. Available immediately. Write-Call John Weis, Wolfe Radio Co., Huntington, West Virginia.

Announcer, 19, full-time, but very capable. One year top radio school, Mid- dlebury, Vermont. Formerly with Go-Go. Excellent voice, phone for details. Jerry Valentine, 41 Fairfield Avenue, Stamford, Conn. Phone 3-4072.

Tyre announcer-operator with 8 weeks announcing school, college some English, announcing, aspiration, first phone. Some experience in background and car seeking opportunity to learn announcer. Bill Cameron, 495 Ten Eyck Avenue, San Francisco 18.

Transmitter, 23, single, no man preferred. Contact Chief Engineer, WDDA, Indians, Penna.


Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announc ing, newscasting, control operation, and studio engineering. Write Hal Styles, Hal Styles' School of Broadcast, 8808 Wilmont Blvd, Beverly Hills, Calif.

For qualified technicians, write or phone: Employment Bureau, KMK, Milwaukee, Wisconsin.

Situations Wanted — Time salesmen, newspaper background, available January 1. O. P. F. Manager, WFXD, Minneapolis, 2, Minnesota.

Available January 1st. Chief engineer or technical supervisor, 13 years experience in radio, TV in supervisory capacity, FM installation and operation since 1943. Qualified references furnished. Desires interested only in permanent employment with TV or FM stations. Location East or Southeast. Box 168, BROAD-CASTING.


Technical director - 3 years Prudential, 3 years civilian engineer experience. Box 168, BROADCASTING.

FOR SALE

MIDWEST

FULLTIME LOCAL

A very attractive operation located in one of the Midwest's most desirable medium sized industrial areas. Located in a small community...also an important educational center.

This station is doing well but profits are low due to lack of station manager's and direct owner-management. Price $40,000. Financing arranged.

BLACKBURN-HAMILTON CO.

Radio Station Brokers
WASHINGTON, D. C. SAN FRANCISCO
James W. Blackburn, Ray V. Hamilton
1300 New Hampshire Aave., room 220
San Francisco 335 Montgomery
National 7466 Exx 5-5772

Situation Wanted (Cont'd)


Tired from resting! Returned service man desires to get back into the business as writer, program director, engineer, or other position in connection with our STATION.

Formerly top N. Y. newspaper and network station salesman. Desires position as manager. Outstanding references. Tel. 117-AM, WYMT, 472, BROADCASTING.

Chief engineer.曾 poorly prepared for eight months thoroughly grounded for eight months. Excellent references. Box 175, BROADCASTING.

Chief engineer. Presently employed progressive north west independent station. Desires move to more industrial area. Five years experience in radio and electronics. Available two weeks notice. Box 176, BROADCASTING.

FOR SALE

For sale - Collins 300-E modified to 300-W. One 400-A blower for fume, one 164 sq. ft. square self-supporting, tapered 18" stack with rotors. Complete. Box 965, BROADCAST-ING.

For sale — General Electric model 51 high fidelity public address set with an Electronic Laboratories model 307 6 inch loudspeaker. Sold new 5 years ago. Inventory sold by broadcast station, but in good working condition. Box 40, BROADCASTING.

For sale - 100 new or reconditioned Saphire strays II. Below cost. 2.80 each. Box 123, BROADCASTING.

FOR SALE

For sale - Midwestern station, with complete station in 350 watt. For sale or trade or write Box 156, BROADCASTING.

DAVIDSON ELECTRIC, 1915 Broadway. AC and DC. 32 and 78 RPM; takes 16-in., and smaller disks. For sale, uses studio control, new, $300.00. Chief Engineer, radio Station WXYZ, Detroit, Michigan.

For sale — Two Fresco recorders, type VS, 37 time. New, complete, including 4-A cabinets, four feeders, three cutters, type 1-C, one cutter type 1-D, but not tubes. Junior run, excellent. Price negotiable. Biff Baurer, KWTU, Spring- field, Pa.

1200 feet new 1½ inch coaxial line. This line was originally installed by the FBI and was immediately delivered. Make us an offer. Radio Specifications, Radio MFG. CO., 5000 watt Western Electric type 353-E transmitter. In excellent condition. Box 285, BROADCASTING.

Small station, presently unprofitable upon sale. Box 122, BROADCASTING. Individual desires to purchase station in southwest. Give full details. Box 124, BROADCASTING.

Wanted — Approved frequency monitor. Box 115, BROADCASTING.

Profitable metropolitan stations! Regardless of power or location. Box 120, BROADCASTING.

Wanted — Equipment and/or money. Box 122, BROADCASTING.

Miscellaneous

Have you any inquiry time available or any other matter of interest that you would like to deal with? Get our proposition, Abbey Bernstein, 117 Broadway, New York.

Announcing for Radio-Klimer. Newest publication in its field. Used by nine major universities, one national University. Radio Publications, Box 1156, University Place Station, Des Moines, Iowa.


Agricultural ‘World Series’
Radio Farm News Directors Active at Chicago
4-H Meet and Livestock Show

Network and station coverage of the Chicago World’s Fair Livestock Exposition and the 4-H Congress fortnight ago matched the interest shown by thousands of visitors, dealers and exhibitors in the midwest’s most desirable medium—agriculture’s “world series.” Coverage emanated from the Union Stock Yards, scene of the exposition, and the Stevens Hotel, where delegates to the 4-H Congress were meeting.

CBS included in its broadcasts in interviews with many visitors, exhibitors, foreign representatives, meat packers and breeders. Interviews were aired on its daily Country Journal Extra. Programs were heard on the network’s Midwest stations at 4:30 p.m. each day. Heading its staff of reporters, comprised of farm directors drawn from its affiliations throughout the country, were Don L. Chase, CBS Washington; Harry Campbell and Mary Burnham, CBS Chicago; Larry Haeg, WCCO Minneapolis; Ted Mangner, KMOX St. Louis, and Bob Murf, WNEW New York.

ABC’s American Farmer program, heard 11:30-12 noon Nov. 29, opened with a presentation of the parade, the 4-H Achievement winner of the 4-H Club and a salute to the exposition and the horse show. In addition, ABC carried a special 4-H Club contest on its program of Dec. 5.

On Network Shows

Appearing on network programs were farm directors Dana Renolds, USD; Art Page, WLS Chicago, and Bill McDonald, KFAB Lincoln, Neb.

MBS featured the Junior Feeding winners of 4-H on a special broadcast Nov. 29, piped through WGN with Hal Toten conducting the interviews. WGN carried other broadcasts daily from the exposition. NBC concentrated its agricultural coverage on interviews over its “National Farm & Home Hour” with broadcasts from Nov. 29 through Dec. 6, and with a special daily noon-time quarter-hour series for that week only.

The network’s O&O station, WMAQ, under supervision of Farm Director Robert B. Crace, MBS, has recorded several interviews and on-the-spot reports for presentation on its daily Town and Farm early morning show (6-12). In addition, there were wire-recorded reports on the station’s News on the Spot program.

Directors of Stewart-Warner Corp. have declared cash dividend of 3½ per cent on five dollar par value common stock payable January 19, 1948 to stockholders of record Dec. 11, 1947. Directors also announced that in future they would give consideration to dividends quarterly instead of semi-annually which has been practice since 1925.

General Electric has announced adoption of a diamond reproducer for its Musaphonic line of deluxe radio phonographs, and a lifetime warranty will be given on it for the lifetime of the Musaphonic instrument.

FOR SALE

NEW 5 KW
WESTERN ELECTRIC TRANSMITTER

Emergency power supply, speech input equipment, complete set of operating instructions, substantial amount of installation wiring materials.

Box 64, BROADCASTING

FOR SALE

WANTED

FOR SALE

NEW 5 KW
WESTERN ELECTRIC TRANSMITTER

Emergency power supply, speech input equipment, complete set of operating instructions, substantial amount of installation wiring materials.

Box 64, BROADCASTING

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In The Army

1. 2. 3

Means:

"Private, Corporal, Sergeant"

But IN DALLAS

FORT WORTH

It's 1

STATION WFAA

2

FREQUENCIES

820-570

3

NETWORKS

NBC - ABC and Texas Quality

- It's as easy as 1-2-3 to SELL the DALLAS-FORT WORTH MARKET with WFAA radio service of the Dallas Morning News

Represented Nationally by Edward Petry & Co., Inc.

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'Sight and Sound' Proposed by Fort

GEORGE STORER, president of the Detroit Broadcasting Co. and its parent organization, Fort Industry Co., has announced that he will ask for a reconsideration by the Detroit Council of his proposal to build a $1,000,000 "Sight and Sound Center..."

George Storer's boy was blinded at the age of 6 by an accident, and as a result Mr. Storer was prompted to go ahead with his idea for a foundation for the blind. He appeared before the city council with his proposal two weeks ago, and told them that he proposed to establish a permanent foundation whereby a substantial portion of the profits of his Detroit stations WJBK and WJBK-FM, and the recently licensed WTVQ video outlet, should be devoted to the support of a center wherein the activities of the blind of the Detroit area could be centered in one building.

His plans have been temporarily blocked by the council, which gave informal approval to a resolution calling for the erection of a Detroit Historical Museum on the site. Last week the city fathers voted the entire matter to further study.

Full Plans

Architects plans call for the housing of the offices of the Detroit Society for the Prevention of Blindness, reading rooms, a staff of readers to read text and reference books for blind students, meeting rooms, and a section devoted to eye, ear, nose and throat specialists, with the intention of establishing a diagnostic eye clinic.

Mr. Storer's plan has received the hearty endorsement of the Lions Clubs of Metropolitan Detroit, the Detroit Council for the Blind, the Handicapped League and the Detroit Society for the Prevention of Blindness. All these organizations have combined forces to work for the establishment of the "Sight and Sound Center."

The PCC has already granted the Fort Industry Company construction permit go-ahead on the TV site and just recently more than $250,000 worth of General Electric television equipment was purchased for WTVQ and delivery is expected before mid-February. This is the largest order of such equipment placed by a single station with any one manufacturer.

The Fort Industry Company, headed by George B. Storer, J. H. Ryan and Lee B. Woff, owns and operates WSPD Toledo, WLOK Lima; WWVA Wheeling; WAGA Atlanta; WGBS Miami; WMN Fairmont and WJBK Detroit. Muehlman and Farrar Co. have been engaged as architects. The plot of land was purchased with the entire plan in mind from the Ford Motor Co. over a year ago.

'Voice of America' Adds Eastern Siberia Program

The STATE Dept.'s "Voice of America" has increased its activity with the addition of a new 30-minute program of news and features beamed to Vladivostok and the Soviet maritime provinces of eastern Siberia.

The program makes use of the department's new 50-kw relay transmitter in Manila as well as the Honolulu relay.

With the new show, the "Voice" now broadcasts to Russia two hours daily in four separate transmissions, of which three are beamed to Moscow and Western Russia. Programming is done by the State Dept. and by CBS and NBC under State Dept. supervision.

FLA. KIWANIS GROUP HEARS NAB'S DOHERTY

EMPLOYERS and employees must cooperate to increase production and maintain the balance between wages and prices if serious national inflation is to be avoided, Richard P. Doherty, NAB Director of Employer-Employee Relations told the Kiwanis Radio Week luncheon Dec. 5 at Clearwater, Fla. Mr. Doherty appeared as a guest of Houston Cox, president of WCLE Clearwater. His speech was broadcast over a Florida hookup.

Legislation is not the answer to inflation or depression, Mr. Doherty said. Should a serious depression occur fed by industrial strife and wage-price distortions, he predicted the country may swing "far away from the concepts of a free economic system under capitalism."

Referring to the rapid growth of the broadcasting industry in the last 25 years, he said all industry must search for new products and new services to maintain expansion. Television is one means to this end, he indicated.

He reminded his audience that the greatest contribution toward economic stability "is the successful and profitable operation of individual business units." He suggested business men should adopt better controls over capital investments and sales expenditures to meet changes in the economic cycle, such as building up reserves for use when extra pressure such as advertising is needed to stimulate buying.

AFRA Local Elects

BILLY HART of WCAU Philadelphia was elected president of AFRA's Philadelphia local at its first bi-annual meeting held late last month. Others elected were George Cahen, WPII, vice president; Alan Gans, KYW, secretary; and George Thomas, WCAU, treasurer. The executive board consists of the officers plus Fred Webber of WPIL and Gene Crane of WCAU. Plans were made to take in artists from the surrounding territory of Atlantic City, Norristown, Reading, etc.

Showmanship

- in Programming
- in Merchandising
- in Promotion

That's what keeps listeners tuned in
-and keeps KDYL advertisers happy!
Communications Act Violated If FCC Rules on Races—WOL

FCC WAS TOLD last week that to grant WWDC's Washington's request for a ruling on the possible broadcasting of horse-racing information would "clearly" violate the Communications Act on advance censorship of programs.

WOL Washington, one of the stations cited by WWDC as carrying horse-racing data, made that argument in a motion which also disclosed that the Commission has asked WOL for "a statement by Dec. 22, of complete details concerning the amount of time devoted to the transmission of horse-racing information by WOL and certain other details and circumstances relating to such programs."

A similar FCC letter was sent to WGAY Silver Spring, Md., the other Washington-area station mentioned by WWDC as offering racing programs containing information on horse races. WGAY reportedly is preparing through counsel, Leonard J. Marcus of Cohn & Marks, to file a letter detailing the information requested but also contending that horse-racing programs are of public interest and not illegal.

WWDC's Stand

WWDC contended that its FM grant may have been premised upon modifications the station had made with respect to programs on horse racing, and feared that to carry such broadcasts would jeopardize its licenses. But, the station pointed out, WWDC nevertheless must compete with stations which do carry such programs and, as long as this situation exists, would like to carry them too.

WOL's action, filed by Paul M. Segal of the firm of Segal, Smith & Hennessy, asked FCC to dismiss WWDC's request for declaratory ruling because the request "does not state facts sufficient to require or support a declaratory ruling..."

Pointing out that the Administrative Procedure Act provides for the issuance of declaratory orders "to terminate a controversy or remove uncertainty," WOL argued:

"There is no pending controversy or, in fact, any pending application to which the motion of Capital Broadcasting Co. to be considered by the FCC as a matter of fact is pertinent, and therefore no uncertainty as to any matter pending. The only 'uncertainty' that exists is in the minds of the managers of Capital Broadcasting Co. as to the character and makeup of the program structure of that station.

The Communications Act of 1934 clearly and explicitly places upon those managers full responsibility for the program structure of the station. The 'uncertainty' which those managers feel is an uncertainty as to how the members of the FCC might react toward certain programs if and when the FCC is lawfully called upon to review those programs. This is a contingent and remote problem of management which does not amount to that uncertainty on any question of law or fact which is the subject of the quoted section of the Administrative Procedure Act."

There are grave objections to the Commission's exercise of discretion, WOL taking jurisdiction over the motion of Capital Broadcasting Co. Particularly, the motion is a request for advance ruling as to the acceptability of programs which are not now being broadcast by Capital Broadcasting Co. and are being considered only upon a contingent basis because other broadcasting licenses are allegedly broadcasting similar programs. The very ruling would come clearly within the prohibition of Sec. 326 of the Communications Act of 1934, which prohibits advance censorship of programs.

WOL also asked permission to offer oral argument on its motion to dismiss, and to file a supporting brief.

WWDC's request for declaratory ruling followed a week after the Federal Trade Commission ruled that FCC, not FTC, has jurisdiction over WWDC's contentions that WGAY is engaging in unfair competition by carrying horse-race results [Broadcasting, Oct. 13].

MEMBERSHIP OF NAB COMMITTEES LISTED

MEMBERSHIP of three NAB standing committees was announced last week—Legislative, Educational Standards and Public Relations Executive Committees. Others will be made public as soon as personnel have been completed. The three announced last week follow:

Public Relations Executive—Craig Lawrence, WCOP Boston, chairman; Hugh A. I. Halif, WQAI San Antonio; Frank King, WAMR Jacksonville, Fla.; Bud McQuade, WOC Columbus, Ohio; Malizba, KFWM Los Angeles; Walter W. Starn, KKDO Boise; James W. Woodruff Jr., WBRL Columbia, S.C.; Board liaison men: WYHR, KFRA Jackson, Miss.; William B. Ryan, KPI Los Angeles; J. W. Schultz, Louisville.


MOTION PICTURE has been made of a recent "Off House Party" presentation by Gene Lester Productions, Hollywood. Film will be used as promotion and merchandising aid.

TAKING PART in formal transfer of ownership of WKBW Buffalo from Buffalo Broadcasting Corp. to Broadcasting Foundation Inc. were: Standing—Arthur Simon, WKBW general manager; seated (l to r)—M. Smith Davis, of New York, broker for Broadcasting Foundation's financial backers; Dr. Clinton H. Churchill, president of Foundation, and Paul Warner, Mt. Vernon, Ohio, banker. Transfer ceremony took place Nov. 25.

Advertiser Will Require 'Yardstick' Says Hooper

C. E. HOOPER, speaking to radio students at Syracuse U. N. Y., during "Hooper Day" last week, predicted advertisers soon would set a "yardstick of evidence of absolute sales effectiveness" as their standard of excellence in advertising, due to the highly competitive nature of the business.

Mr. Hooper spoke at a luncheon meeting which followed two class periods devoted to discussions and demonstrations of radio audience measurements.

FMA Requests

(Continued from page 19)

may not meet the overall fidelity requirements of studio-through-transmitter standards of the FCC."

FCC Commr. E. K. Jett said at that time that he had "doubt" that the Commission would inquire into the possibilities of 15,000-cycle service for FM network operations and ask AT&T for complete information.

FMA officials said AT&T estimates for 15,000-cycle interexchange channels ran 30 cents per mile per hour, compared with 15 cents per mile per hour for 5,000-cycle lines used by AM networks and 22 cents per mile per hour for 8,000-cycle lines used by Continental. They said the reasonableness of the 15,000-cycle rate proposal, as compared with rates on other lines, would be a major consideration in any rate hearing called by FCC in response to the FMA petition.

Contending that FM is being "considerably retarded" by lack of high-fidelity network facilities, they said they would press for an early hearing and also would confer further with AT&T.

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WCM is the CBS OUTLET FOR Huntington, W. Va.
Ashland, Ky.
Ironton, Ohio—and adjacencies

FCC Actions
(Continued from page 80)

Decisions Cont.: WYPO Stroudsburg, Pa.—Granted mod. for approval of ant. and trans. location. WYO Mcallen, Tex.—Granted mod. license to change studio location. WOHE Minds, Mich.—Granted mod. CP to change type trans. and type vertical ant. and to change studio location.

Following were granted mod. CP for changes in completion dates for stations: WDBH Utica, N. Y., to 3-20-47; WMIN St. Louis, Mo., to 3-20-47; WWJ Detroit, Mich., to 10-1-46; WQOP Oswego, Mich., to 1-15-46; WGIN Utica, to 1-2-46; WBGD Indianapolis, to 3-15-46; WOWL Clearfield, Pa., to 3-15-46; KXOL Sacramento, Calif., to 3-30-48; WINS Fort Wayne, Ind., to 10-4-48; KELO Sioux Falls, S. D., to 4-2-48; KFWAL Wallace, Idaho, to 10-4-48; KOMO Seattle, to 4-7-48; KLAC Los Angeles, to 1-15-48; WICH Wichita Falls, Tex., to 1-7-48; KEX Portland, Ore., to 2-6-48; KFOM Idaho, to 7-1-48; KWGR Deerwood, Minn.—Granted lic. covering change in trans. location and changes in vertical.

KITE San Antonio, Tex.—Granted lic. for new station 550 kc 1 kw D and change studio location. WBYS Canton, Ill.—Granted license for new station 1550 kc 250 w D and change studio location.

WVO Columbus, Ga.—Granted lic. for new station 620 kc 1 kw D. KSFV Stephensville, Tex.—Granted lic. for new station 1550 kc 1 kw D and change studio location.

WDPJ Panama City, Fla.—Granted lic. for change in freq. to 550 kc, possible to 1 kw, license now held and DA-DN and change trans. location. WBFD Flint, Mich.—Granted license for new station 620 kc 1 kw D.

WCWR Merrettown, Tenn.—Granted lic. for new station 1550 kc 250 w unil.

KOPP Ogden, Utah—Granted license for new station 730 kc 1 kw D.

WROD West Point, Miss.—Granted lic. for new station 1450 kc 250 w unil.

WHOD Homestead, Pa.—Granted mod. CP for approval of ant., trans. and studio location.

WCHY Charlottesville, Va.—Granted new lic. for main trans. for aux. purposes with 350 w.

KGIL San Fernando, Calif.—Granted license for new station 1550 kc 1 kw D.

WQMI Enterprise, Ala.—Granted mod. CP for approval of ant., trans., and studio location.

WNEX Maces, Ga.—Granted CP installed new vertical ant. and mount FM ant. on AM tower.

Following were granted mod. CP for changes in completion dates for stations shown: WBOC Charlotte, to 2-2-46; WRAV Savannah, Ga., to 13-1-47; WMFD Wilkes-Barre, Pa.—Granted lic. for new station 1550 kc 1 kw D, change in station location.

KUGN-FM Eugene, Ore., to 4-7-48; WYXJ Idaho Falls, Idaho, to 3-15-46; KUOG-FM Rexburg, Idaho, to 3-15-46; KSWC-FM Medford, Ore., to 4-7-48; KDWG-FM Klamath Falls, Ore., to 4-7-48; KWNM-AM Chico, Calif., to 3-15-46; KROF-FM Kirtland, N. M., to 4-7-48; KEBO-FM Twin Falls, Idaho, to 4-7-48; WDRW-FM Hartford, Conn., to 7-15-48; KLOS Los Angeles, to 3-21-48; KEXL-FM San Jose, Calif., to 1-3-48; WKKH-FM Cleveland, Ohio, to 1-15-48; KDDC-FM Des Moines, Ia., to 4-15-47; KELO Dispatch, Iowa, to 4-15-47; WJZJ-FM Detroit, to 3-1-48; WATX-FM Springfield, Mo., to 4-15-47; WAGY Brockton, Mass., to 1-13-48; WICO-FM Cedar Rapids, Iowa, to 3-14-48; WHRQ-MF Minneapolis, Minn., to 3-14-48; WLRN-FM Huntington, W. Va., to 5-28-48.

WYFN-FM Jamestown, N. Y.—Granted license for new station (BLH-66).

WJRL-MC-FM Rice Lake, Wis.—Granted new lic. for new FM station (BLH-76).

WATG Ashland, Ohio—Granted license for new FM station (BLH-933).

WYJK area Findlay, Ohio — Granted incomp. of rel. license to Helen F. Hyslop, administrator of estate of Fred R. Hyslop, deceased.

KKEQ-FM Post Falls, Idaho — Granted mod. lic. to change studio location.

Following were granted mod. CP for extension of completion dates as shown: KLO Ogden, Utah, to 3-10-48; WBHH Birmingham, Mo., to 1-30-48; WATL Rochelle, Ill., to 6-30-47; KFIP N. Y., to 6-15-48; KFPI Los Angeles, to 2-1-48; WBNJ-AM Kansas City, to 5-6-48; KPFC-P Moorhead, to 3-28-48; WKOA Kansas City, to 3-13-48; WNTC-FM New York, to 3-23-48; WTRU Toronto, N. Y., to 3-21-48; KEXL-FM Dallas, Tex., to 3-17-48; WRAD Wausau, Wis., to 3-4-48; WBYW-FM to 3-12-48; KPFA San Francisco, to 3-2-48.

FCC Box Score

FCC BOX SCORE of actions as of last Friday stands as follows: Standard stations—1,401 licensed, 270 construction permits, 270 applications in pending file, 374 applications in hearing; FM — 83 licensed, 253 conditional grants, 710 CPs (of which 272 are on air under special temporary authority), 67 applications pending, 52 applications in hearing; television — six licensed, 62 CPs (of which 11 are on air), 42 applications pending, of which 30 are in hearing.

December 10 Decisions

DOCKET CASE ACTIONS

AM—1239 cc

Announced proposed decision looking towards approval of application of Charles C. Carlson for renewal of license for station WCBY, Ore. IA, operating on 1220 kc 250 w unil. and grant of application of Miss Lucy C. Carlson for new station in New Orleans, Louisiana, subject to a current filing within 60 days from date of grant, application for change of license for vertical and horizontal antenna and to change trans. location, for approval of ant., trans. and studio, system meet requirements of standards. (Comr. Hyde not participating.)

BY THE COMMISSION

Proposal Denied

John F. Kramer, Cambridge, Md.—Denied petition for reconsideration directed against Commission action of Nov. 7, denying petitioner's request for 30 day continuance of hearing on his application and that of 5 Capital Bertz Co., scheduled Nov. 13.

ACTIONS ON MOTIONS

(By Commissioner Webster)


December 10 Applications

ACCEPTED FOR FILING

Modification of CP

KCBY Anchorage, Alaska—Mod. CP which authorized new standard station for approval of ant. and trans. location.

KHJ KGRF KDKR Los Angeles—Mod. CP which authorized new standard station for approval of trans., to change trans. location.

KWIL Norwalk, Conn.—Mod. CP which authorized new standard station, to change type trans., for approval of ant. and trans. location.

APPLICATIONS DISMISSED


AM—1520 cc

Bertz Foundation Inc., Buffalo, N. Y.—CP new standard station 1550 kc 50 kw unil. DA. Request of attorney.

APPLICATION RETURNED

Modification of CP

KWMH Iowa City, Iowa—Mod. CP which authorized new standard station, for approval of ant. and trans. location.

ACCEPTED FOR FILING

FM—105.5 mc

William B. Haupt, Inglewood, Calif.—CP new station to be determined by chief engineer of FOC which is to be determined by chief engineer of FOC and new station to frequency from 170 mc to 370 mc to change trans. site and studio and make change in ant. system.

Transfer of Control

KBJO-FM San Jose, Calif.—Voluntary transfer of control from Redwood Bertz.

NOTE: From the WCM TRANSMITTER to center of population HUNTINGTON, W. VA. only 8 miles

---to center of pop.---

IRONTON, OHIO only 7.0 miles

“Triple Coverage Where It Counts”

ASK A JOHN E. PEARSON REPRESENTATIVE FOR FACTS

Page 94 • December 15, 1947
Modification of CP

WMIC-FM New Haven, Conn.—Mod. CP as mod., which authorized new FM station for extension of completion date.

WWFM-FM W., Md.—Mod. CP as mod., which authorized new FM station.

WQWQ New York.—Same.

WMBB-FM Uniontown, Pa.—Same.

KCMC-FM Marykirk, Tex.—Same.

WAYR-FM Morganton, W. Va.—Same.

WKWK -FM Wheeling, W. Va.—Same. License for CP

KRMN-Eugene, Oreg.—License to cover CP as mod., which authorized new noncommercial educational station.

Channel 8 and application for station at "BROADER NETWORK"—To change corporate name, remote pickup, KABO KABO KABO and KAOY KEUG, from Don Lee Holding Company to Thomas B. Lee Enterprises Inc. d/b/a Don Lee Bestg. System.

KSU LEXNO WEXAO Hollywood, Calif.—Same for TV station. Also TV relay WEXDU.

TENDERED FOR FILING

Modification of CP

Sarkes Tarzian & Mary Tarzian, Bloomington, Ind.—CP to make changes in DA, install new trans., and change proposed trans. location, using 500 w-N 1 kw-D unil. with DA-N on 1370 kc.

Transfer of Control


AM-1550 kc.

Hermitage Bestg. Corp., Nashville, Tenn.—CP new standard station 1350 kc 1 kw D.

License Renewal

WAQO-Bellevue, Ind.—License renewal AM station.

WXJK Jackson, Miss.—Same.

WPAR Parkerburg, W. Va.—Same.

AM-FM-AM-1550 kc (Before Commission)

WOOP Indianapolis, Ind.—CP 1150 kc 1 kw-N 5 kw-D unil. DA.

Northwestern Ohio Bestg. Corp., Lima, Ohio—CP 1150 kc 1 kw-D unil. DA.

Sky Wave Bestg. Corp., Columbus, Ohio—CP 1150 kc 1 kw-D unil. DA.

December 11 Decisions

DOCKET CASE ACTIONS

Final FM Decision

Announced final decision in Bridgeport-Danbury FM case granting following application for Class B station.

Harry F. Guggenheim, Bridgeport—Channel 268, 100 mc. 30 kw, ant. 500 ft., subject to filing within 60 days of application for mod. CP specifying trans. site and antenna structure satisfaction of CAA and meeting FCC standards.

Harold T. Walter, Bridgeport—Channel 268, 100 mc. 30 kw, ant. 500 ft., subject to filing within 60 days of application for mod. CP specifying trans. site and antenna structure satisfaction of CAA and meeting FCC standards.

PIONEERING

A NEW SERVICE FOR BROADCASTERS AND ENGINEERS

FCC RULES AND AMENDMENTS

FIRST to offer a COMPLETE service of all FCC RULES & AMENDMENTS governing commercial broadcasting—kept RIGHT up to date. Get this "Broadcaster's Bible" now, including Parts 1, 2, 3, 4, 5, and 13 of the Rules, and The National Council of Good Engineering Practice. Subscription one year $60—including two easy to use volumes (in sturdy loose-leaf binders) and all amendments. Write, phone, wire or mail order coupon below.

Broadcast Service Bureau

1426 K STREET, N. W.
WASHINGTON 5, D. C.

20th YEAR

Regional Promotion Campaigns

HOWARD J. MCCOLLISTER
10460 BELLAGIO, LOS ANGELES • BR 04705

Broadcasting • Telecasting

BROADCASTING

25th December 1947 • Page 95

Gentlemen: Yes, you may send me a year's subscription to your FCC Rules and Amendment Service. I understand this includes the two binders, complete with all rules, amendments and standards, up to date. I will also receive during the year all amendments as quickly as they are released.

Firm.

Address.

$60.00 Enclosed [ ] Please bill [ ] Please send C. O. D. [ ]

Signed

December 15, 1947
NOW... in NORTH JERSEY

The Radio Station of the Newark News

with 5000 WATTS

that REACH

1,000,000 HOMES

1430 Kilocycles

MARKET 3-2700

91-93 HALSEY ST.
NEWARK 2, N. J.

OTIS P. WILLIAMS, General Manager

BROADCASTING • Telecasting

KRCF-FM Beaumont, Tex.—Mod., C as mod., which authorized new FM station for extension of completion date.

WFRS Toledo, Ohio—Mod., CP which authorized new noncommercial educational station to change studio location and trans. site, make changes in antenna system and change commencement and completion dates.

License Renewal

Renewal of license of AM stations ceased for filing from KAWT (Karl Smith, Ariz.); KBMB El Paso, Tex.; WSBW Memphis, Tenn.; WBBG Tulsa, Okla.; WPTF Raleigh, N. C.; WDDA Indian Pk.

TENDERED FOR FILING

AM—1400 kHz

Cantrell Best, Co., Canton, Miss.—CP new standard station 1400 kHz 100 w unli.

AM—1590 kHz

Radio St. Clair Inc., Algonac, Mich.—CP new standard station 1590 kHz 5 w D.

AM—730 kHz

W. T. Zimmerman, Warrenton, Mo.—CP new standard station 730 kHz 250 w D.

KVOX Middletown, Ohio—Request for special service authorization to operate on 910 kHz 100 W and 1 kW-D unli. for normal license period.

AM—540 kHz

Lewis & Clark Best, Corp., Helen, Mont.—CP new standard station 540 kHz 1 kW D.

Hearings Before FCC

DECEMBER 15

AM—Further Hearing

WBAL Baltimore—License renewal.

Public Service Radio Corp., Baltimore—CP 1090 kHz 1500 w D. unli.

AM—Hearing

Radio Television Corp., Medford, Ore.—CP 1270 kHz 5 w unli. DA—CP 1190 kHz 5 w D.

WPFW Washington, D. C.—1270 kHz 3 kW D.

News

Radio Phoenix Inc., Phoenix, Ariz.—CP 910 kHz 5 kw unli.

John C. Mullen, Phoenix, Ariz.—CP 910 kHz 5 kw unli. DA—CP 1050 kHz 5 kw unli.

KPHO Phoenix, Ariz.—CP 910 kHz 5 kw unli.

KRU Phoenix, Ariz.—CP 910 kHz 5 kw unli.

AM—Further Hearing

KPMC Bakersfield, Calif.—CP 1560 kHz 10 kw unli. DA—CP 1480 kHz 5 kw unli.

Lake Best, Co., Inc.,Gary, Ind.—CP 1590 kHz 5 kW-D 500 kw unli. DA—CP 1430 Chicago, Okla.—CP mod., C4 and license; 1560 kHz 250 w unli.

WQXR New York—CP 1560 kHz 5 kw unli.

AM—Further Hearing

East Liverpool Best, Co., East Liverpool, Ohio—CP 1460 kHz 250 w unli.

Radio Courier Inc., East Liverpool Ohio.

Interviewer: WHBC Canton, Ohio.

AM—Further Hearing

WAFF Chicago—CP 950 kHz 1 kw-W 5 kw-D unli. DA—CP 1090 kHz 250 kw.

Intervener: WPM Philadelphia; parties respondent: WATT Detroit, WSRB, Goodyear, Ariz., Cox, Beckley, Va., KFAX Denver, WBST South Bend, Ind., etc.

AM—Hearing

Filipin Best, Co., Boston—CP 950 kHz 5 kw D.

Beacon Best, Co., Boston—Same.

Boston Radio Co.—Same.

Joseph Solimene, Boston—Same.

Continental Television Corp., Boston—CP 950 kHz 1 kW-D.

Bunker Hill Best, Co., Boston—Same.

To be held in Court Room 4, Main Bldg., Post Office Bldg., Boston, 10 a.m.

AM—Hearing


To be held in Cook Court Room, County Court House, Joliet.

DECEMBER 15-19

AM—Hearing

The Mount Vernon Best, Co., Mt. Vernon, Ohio—CP 1450 kHz 250 w unli.

Mound Best, Corp., Newark, Ohio—Same.

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Radio Sells
(Continued from page 18)

of the most important exemplifications of our broadcast represented.

Of course merchandise selling is really idea selling in a different form in which certain ideas of style, quality, price and selection, are presented in connection with the offer. Effective merchandise selling may be tested by the sale of specific items, though the effective and continuous planting of certain sales ideas is more important than the movement of these advertised articles.

The type of idea selling employed in our radio program, however, is of a different character and would be foolish to attempt to measure its success regularly by the movement of specific items, although we have had some outstanding instances of effective radio in this respect, too. This is not to say that radio will not do an effective job of selling merchandise, but the program we are discussing here was designed for such a purpose, and therefore requires other methods of measurement.

As to persons served annually in the Home Advisory Bureau, this has increased 500% in the last five years. The program has been on the air and this increase came in spite of the fact that a rent bureau, accounting for a substantial portion of the Home Advisory Bureau's traffic before the radio program was begun, was discontinued. This approximately equals a certain other factor and gives a sensitivity increase in Home Advisory Board traffic logically attributable to use of the radio program.

The Barker Formula

Kenneth Pelton, our advertising director, and Roderick Mays, of Mays & Bennett Adv., Los Angeles, have been working to articulate the value of radio in marketing. They have worked out a formula based on this program, which may prove of interest to others. It includes the following points:

(1) Think of what you want to say and to whom you want to say it, before you concern yourself with how it may be said. Choose the program last—not first.

(2) Use the program according to its potentialities. If it is built to sell merchandise, use it to sell the merchandise. If it is built to sell ideas, use it to sell ideas.

(3) Measurement of a radio program's effectiveness must be in terms of what it is attempting to accomplish. Quantitative measurement

Within the (W) LAW

LOVE OF MUSIC is apparently stronger than love of freedom for an inmate of the Massachusetts State Prison at Charlestown. Rev. Harold W. Fraser, O.M.I., had been rehearsing the choir at the prison in preparation for a series of four Christian Doctrine Hour broadcasts over WLAB Lawrence, and he was pleased to find a pretty good bass singer in the group. On the second rehearsal, however, the bass was missing from the choir and Rev. Fraser resigned himself to carry on without the voice. But when the choir assembled for the first broadcast from the prison, there was the bass right where he had been on the first rehearsal. It seems that the man had been paroled between rehearsals, but returned to prison for half hour just to take part in the WLAB broadcast.

SPECIAL evening performance of ABC's "Ladies Be Seated" was held Dec. 12 in Grand ballroom of Chicago's Stevens Hotel for audience of 3,000 Bell Telephone employees who have been with company more than 20 years. Event was annual Christmas party of the "Telephone Pioneers."
Four FM Grants, Two Denials Issued In Bridgeport-Danbury, Conn., Cases

FINAL DECISION in the Bridgeport-Danbury, Conn., Class B FM cases was announced by the FCC last week to:

1. Grant Harry P. Guggenheim, Bridgeport, Channel 234 (94.7 mc), 20 kw ERP, antenna 91.5 ft.; to Danbury within the provisions of its rules defining a Class B station and effect an efficient and equitable distribution of facilities.

2. Grant to Fairfield Broadcasting a permit for WPAT-AM in New Haven, N. J., which has already begun interim operation, to substitute Channel 234 (94.7 mc) in lieu of its presently assigned Channel 274 (102.7 mc) in order to reduce interference problem with the use of Channel 233 in Danbury. The FCC order permits Bremer Broadcasting Corp., WAAT-FM permittee and licensee of WAAT that city, a 15 day period to request a show cause hearing on the matter if it chooses.

The Commission's proposed decision in the case had favored awarding Fairfield Broadcasting a Class A assignment at Danbury instead of the requested Class B facility. At oral argument, Fairfield presented an engineering plan whereby it sought assignment of previously unallocated Class B Channel 274 and designation of Channel 234 in North Jersey. It was brought out that sole use of Channel 233 would cause certain interference to existing operations but with Channel 234 being assigned to North Jersey the situation would be made more desirable.

Grant's Conditions

The grant to Fairfield is subject to the condition that it file within 60 days an application for modification to specify a transmitter site, power and antenna height which will not involve 1 mw/m interference as provided in the FCC rules, to or from WMAS-FM Springfield, Mass.; WIFM New Rochelle, N. Y., and WAAT-FM Newark. The grant is further subject to the condition that WAAT-FM concede its switch to Channel 234.

The Commission in its final report concluded that if only three Class B channels were available as considered in its proposed decision, they should be allocated to Bridgeport since it is the larger city and has no FM while Danbury does have a Class A outlet, assigned to the Berkshire Broadcasting Corp. (check facilities). But with the additional Class B facility introduced in the Fairfield plan, the Commission concluded that this channel could be awarded to Danbury within the provisions of its rules defining a Class B station and effect an efficient and equitable distribution of facilities.

As to preference of assignment for the three Bridgeport facilities among the five applicants, the Commission in its final report followed the reasoning of its proposed decision. FCC found that it would be undesirable, and contrary to the public interest, to have sole control of FM stations in overlap areas, to award one of the channels to Yankee Network, since the proposed station would duplicate its AM operation there (WICC) as well as overlap some 29% and duplicate its proposed Hartford Class B operation, in turn duplicating Yankee's WONS Hartford (AM).

Duplication Is Cited

It likewise so ruled The Travelers Broadcasting Corp., as the firm's proposed Bridgeport FM outlet would duplicate 70% of the network and local programming of its Hartford FM station. The overlap within the 1 mw/m contour was given as 17%.

Had Yankee, long a pioneer of FM in New England, received the Bridgeport Class B assignment, it would have secured its maximum permissible complement (six) of FM outlets. The regional network strongly protested the overlap reasoning of the Commission at oral argument on the proposed decision (BROADCASTING, Oct. 13). FCC in its final report commented on this matter that such "duplication of service by one interest, and such concentration of broadcast facilities, tends to create monopoly interests, and is to be avoided where compelling considerations do not exist to justify the situation."

Ownership of the non-broadcast grantees:

Harry F. Guggenheim—one time Ambassador to Cuba, who has been officer and director of Kennebec Cottep Corp., Chili Copper Co., Utah Copper Co. and Guggenheim Bros. He is president of the Guggenheim Foundations, New York, one founded to promote aeronautics and the other to furnish public band concerts in New York.

The Fairfield Broadcasting Corp.—Publishes daily Post-Telegram and Sunday Herald. Firm is owned by 44 individuals, principals of which are: Leigh Dannenberg, president and treasurer 25.7%; Blake N. Dannenberg, director 22.5%; and Harry J. Rosen, secretary 5.7%.

The Fairfield Broadcasting Co.—Principal: J. Young, president 57.4%, J. Young, Jr., president 42.6%, owner 1185 shares of total 2,500 shares. Frank H. Lee, Jr., vice president and treasurer 95 shares. The Lee brothers together own 49.7% of the Frank H. Lee Co., manufacturer. The remainder of the stock is held by other members of the family. The Lee brothers also are identified with ownership of the Danbury News-Times, sole daily paper in that city.

Zoomar in Rose Bowl

ZOOMAR video lens will have a thorough out-aging during telecast of this year's Rose Bowl game via KTLL Los Angeles, with assurances from Jerry Fairbanks Productions that one of the first models will be available. Firm's demonstration lens will be rushed to Coast since one on order by KTLL will not be completed in time for New Year's Day use.

FOR MORE LISTENERS PER DOLLAR

IN NEW ENGLAND'S 3rd LARGEST CITY

it's

WIEB

Worcester, Massachusetts

Represented By

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

BROADCASTING • Telecasting
OKLAHOMA SHOWS NEW YORK
KFMJ Tulsa, Entertaining Big City Timebuyers,
Tells Its Sales Story With Music, Favors

OKLAHOMA came to New York Dec. 10-11 complete with music, favors and a pot-luck sales story as officials of KFMJ Tulsa invited New York timebuyers to a luncheon at the Ambassador Hotel.

Guests were entertained during the luncheon with recorded selections from the musical production, "Oklahoma." With the dessert, Lawson Tynor, general manager of the station, presented the station's story in a half-hour show with the background assistance of a recording originally made at KFMJ.

Fred Jones, owner of the station, and Joe Bloom, head of Ford-To-To, representing KFMJ, welcomed the luncheon guests.

As a final gesture each guest received a bottle of "Oh What a Beautiful Day" whiskey. The label on the bottle read: 27.3 proof moonshine, 70.0 proof afterwards, presented by KFMJ and KFMJ-Tulsa, Oklahoma...

Those Attending

The following were present at the luncheon:


5-State FM Dealer Meeting Scheduled

FMA and Set Makers to Sponsor Session in Chicago Feb. 18

FIRST of a series of dealer-distributor promotion meetings will be held Feb. 18 at the Sheraton Hotel, Chicago, under auspices of FMA and set manufacturers. Representatives from five states are expected to attend.

Plans for the initial meeting were drawn up Wednesday when FM broadcasters in the Chicago area met with officials of a dozen set manufacturing companies and distributors.

The February session is expected to attract some 5,000 salesmen and dealers from FMA Region 3, according to Bill Bailey, FMA executive director. The area includes Illinois, North Dakota, Michigan, Wisconsin, and Iowa.

In addition, some 300 station delegates are expected from the five states. They will formally organize a regional FMA unit.

Marion Claire, director of WGNB Chicago, was named temporary director of Region 3, to serve until the February meeting.

Flash Is Speaker

Principal speaker at the roundup will be Gene Flack, president of the National Broadcast Executives and advertising director of Sunshine Biscuits, New York. A stage show built around the FM message will be directed and produced by Jack LaFond of WGN Chicago. An FM broadcast to show FM fidelity will be picked up from the stage of Medinah Temple, with stock model receiver used for the demonstration.

Among those attending the Wednesday meeting were:


Sports TV Success

Cited Outstanding

EMERGENCE of sports shows as the most vigorous type of video fare, the inauguration of regular daytime programming and the marked improvement in commercial techniques were listed as outstanding division developments of 1947 by George L. Moskovics, commercial manager of CBS television, Thursday evening in a paper read for him by Halsey Barrett, promotion manager of CBS television, before the monthly forum of American Television Society at the Advertising Club of New York. Mr. Moskovics was kept from the meeting by illness.

"The year saw a rapid growth in the recognition of the tremendous sales potentialities of the living sight and moving sound of television," he stated. "Building on the earlier experience in the medium, many advertising agencies began to develop marked profi ciency in portraying and executing commercials of increasing effectiveness.

There was a noticeable trend away from the merely 'cute' commercial to more direct and thoughtful presentations. In addition there were other presentations of the true values, of goods and services. Studies among viewers indicated a preference for informative advertising and away from the devisive concealed approach."
prime necessity," Mr. Poppele stated, proposing that TBA create a research department to handle this task. He added that the matter had been under consideration for several months, but that the board realized that such an undertaking would call for special assessments on the members to finance it.

He also recommended that TBA, as a public service undertaking, "develop a series of slides and general information that can be forwarded to members operating stations in new areas. These slides and talks can be delivered by members to service groups, schools, churches and other civic bodies to indicate what television is and what it means," he stated.

Mr. Poppele urged an increased TBA membership as a 1948 objective, reporting that in the past year TBA members have increased from 44 to 63. Twelve of the 15 video broadcasters now on the air, or 80%, are now TBA members, he said, as well as 14 of the 56 CP holders, or 25%. This is in line with the industry growth from six to 15 operating stations, 45 to 56 CP's and 25 to 43 pending applications. Receiver production, meanwhile, has leaped from a 1946 output of 6,470 to an estimated 176,000 for the year 1947.

**Video Code**

(Continued from page 17)

**Video’s Role in Advertising Stressed by Raibourn at TBA**

DREAMS, guts and money are the three major requirements for a television broadcaster today, Paul Raibourn, vice president of Paramount Pictures, told the TBA Television Clinic on Wednesday, stressing that "the emotional impressions it is able to deliver to its audiences will make or break television. Mr. Raibourn said that video will succeed "to just that extent to which it does a better entertainment job than the other purveyors of entertainment have done in the past."

He cited the $1,800,000,000 annual gate receipts of theatres, movies and sports, the yearly incomes of $1,500,000,000 for newspapers, and radio's annual receipts from the sale of time, talent and sets of $1,100,000,000, or a total of 54% to 60 billion, as the country's press total entertainment bill. And if television's educational aspects are considered, another $6 billion can be added to that total, he stated.

Mr. Raibourn recalled early fears that aural radio would take over the newspapers and magazines and stated that present fears about television are equally groundless. "No single advertising medium is indispensable to the successful sale of a product," he declared, citing the case of the movie, Dear Ruth, which had no stars and so was not reviewed by a single magazine.

The picture seemed destined to be the 150th or 200th best movie of 1947, he said, when the producer noticed that the houses were better the final days of the run, after people had heard about the show, than the opening days. An intensive radio spot campaign preceding the picture's arrival in a city was employed with the result that Dear Ruth was the 11th or 12th most successful picture of the year, well ahead of "that other picture which honored the radio business so much (The Hucksters)."

**Two-Way N. Y.-Chicago TV Service by 1949—Strieby**

TWO-WAY VIDEO program service between New York and Chicago, with connections at Philadelphia, Pittsburgh, Cleveland and St. Louis, will be available shortly after the completion of the Philadelphia-Chicago coaxial cable line next year. M. E. Strieby, staff executive of AT &T's Long Lines Dept., made this promise to the TBA Clinic last Wednesday.

Declaring that networks will be "very important, perhaps more important to television than they are to sound broadcasting," Mr. Strieby reported that in carrying out its plans "to provide the same sort of reliable network service for the television broadcasting industry as we do now for sound broadcasting" the Bell System already has about 7,000 miles of coaxial cable and radio relay routes installed or under construction. Construction planned for the next few years will about double present mileage, he said.

"However," he warned, "no one should assume that the completion of any of these routes for telephone service signalizes immediate television service. Very considerable additional equipment and special engineering," he said, "are required to make these installations suitable for television. On some of these routes we are confident that these facilities will fill an important television need. Consequently, on certain routes we are going ahead with the necessary construction to provide two-way television transmission."

**That very highly Hooper-rated**

**Sales - Results**

**Premeditated**

A **ABC Affiliated**

**Station in**

**Des Moines**

"THE STATION WITH THE PERSONALITIES"

**KRNT DES MOINES A Cowles Station**

Member Mid States Group Represented by The KATZ AGENCY

**PROGRAMS RATE HIGHER ON WBNS**

"BIG SISTER" Hooperating (Winter-Spring '47)

13. ASK JOHN BLAIR

In Columbus It's WBNS

163,550 WBNS FAMILIES IN CENTRAL OHIO
Feature of the Week

(Continued from page 10)

received over 2,000 letters from children in 19 counties and Selma in 10 days.

The arrival officially opened the Christmas shopping season in Selma, and the Merchants' Association declares that the Santa Claus appearance has once more good will for WGWC and for the local retail outlets than any other promotion campaign.

Bill Rowland was m.c. on the WGWC parade broadcast and Mr. Eugene P. Weil, general manager of the outlet, sounds just like Santa when he reads the letters that are pouring into WGWC's North Pole mail box.

WTTH, KWHK Deals

Placed Before FCC

CONSENT to transfer of control of WTTH and WTTH-FM Fort Huron, Mich., occasioned by sale of parent daily Times-Herald for $249,920, and approval, to assign license of KWHK Hutchinson, Kan., for $120,000, are sought in applications filed last week at FCC.

In the Fort Huron transaction, the 20.6% holdings of President William W. Ottaway and certain members of his family is purchased by Vice President and Treasurer Louis A. Weil Sr., Mr. Weil and members of his family thereby acquire control. WTTH is assigned 1 kw daytime on 1360 kc.

James E. Murray, sole owner of KWHK (1 kw day, 1190 kc), sells to KWHK Broadcasting Co., a new firm composed of C. L. Burt, local contractor, director and 25% owner; R. L. Evans, former president and 25% owner; Vern Minor, station manager, secretary-treasurer 12½%; Kenneth W. McCrum, KWHK engineer, director 12½%; and Frank F. Preece, vice president, and John K. Richard, director 12½% each.

Mr. Murray plans to move to another climate because of the poor health of certain members of his family, the application indicated.

The Port Huron Times-Herald has 15,000 shares outstanding of which Mr. Weil presently holds 22.33%. The Louis A. Weil Trust holds a like amount and other members of his family have minor holdings. After the transfer a remaining minor interest will be retained by the Ottaway group.

Here are your figures, Mr. BMB. More proof that WPTF is the No. 1 Salesman in North Carolina, the South’s No. 1 State.

WPTF’s BMB

AUDIENCE

457,840 FAMILIES

<table>
<thead>
<tr>
<th>% BMB</th>
<th>Penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Families</td>
<td>Day-Time Audience</td>
</tr>
<tr>
<td>90-100%</td>
<td>180,280</td>
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<td>80-100%</td>
<td>288,830</td>
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<tr>
<td>70-100%</td>
<td>303,080</td>
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<tr>
<td>60-100%</td>
<td>319,030</td>
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<td>50-100%</td>
<td>368,510</td>
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<tr>
<td>40-100%</td>
<td>398,030</td>
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<tr>
<td>30-100%</td>
<td>411,830</td>
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<tr>
<td>20-100%</td>
<td>442,390</td>
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<tr>
<td>10-100%</td>
<td>457,840</td>
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</table>

WPTF’s Audience Reprint containing Complete BMB audience information by Counties and measured cities available upon request.

FOUR Yankee-MBS stations in New England received awards from Big Ben. Thomas M. Love, commander at Westover Field, Mass., for “dramatic exercised in position of trust and responsibility” in carrying “Flight Into the Past” programs. Stations honored are: WEIR Pittsfield, WHAI Greenfield, WNEW Boston, WLB New Haven, WHYN Holyoke. Similar award has been presented to John K. Richard, Alexandria, La., which also carried “Flight Into the Past.”

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dollars. We predict outstanding success and additional stations in 1948. Mr. Raymer is right.

John J. Larmer, President
Piedmont Advertising Agency
Salisbury, N. C.

Editor's Note: Mr. Larmer refers to the Paul H. Raymer Co. Inc. open letter advertisements in the Nov. 24 issue of BROADCASTING.

Radio Newsman Says Ad Copy Should Omit 'Gab'

EDITOR, BROADCASTING:

Why do commercial copy writers constantly resort to some ridiculous device, supposedly clever, to entice the public into lending an ear to the advertising gab? It would seem that this childish subterfuge only tends to lessen the true value of the commercial message. Most radio listeners will readily agree that such methods are very often amusing, but if asked if this directly prompted the purchase of the product advertised the answer would probably prove disappointing.

The listening public is well aware, after more than 27 years of commercial broadcasting, that the commercials are forthcoming during the course of the program. Why not put the facts out to the listener directly and honestly? Why waste 250 words a minute on such wasteful embellishments as are now employed? Tell the listener exactly what advantages the product has to offer, what its various merits are as compared to other products of similar manufacture, use the commercial time allotted for selling purposes only, and let the announcer be a salesman rather than an aspiring thespian or would be comedian. There is always the exception, but the "clever device" has been overworked.

John Z. Miller
News & Special Events
KGCU Mandan, N. D.

International Forum Proposed

EDITOR, BROADCASTING:

Whether or not the Marshall Plan can save the world, one thing seems certain: Neither the Marshall Plan nor any other approach to world salvation can succeed unless it has the whole-hearted support of most of the people of the world.

To gain that support, any plan must be understood by the people...

That means it must be explained to them, discussed with them, in terms they can understand and in a manner which will be above suspicion...

The nearest approach to such a world forum is through the medium of radio.

I propose, therefore, a 24-hour period in which every radio facility in the world will be devoted to the Marshall Plan. Such a project will, by its very boldness and simplicity, stir the imagination of millions everywhere and focus their attention on this problem.

Time on this all-world radio network should be allocated to the United States, to the sixteen nations in Western Europe represented on the Committee on European Economic Cooperation, and to the Soviet Union, should the Russians care to participate...

I believe a 24-hour world wide radio forum on the Marshall Plan would focus attention on this supremely important matter such as no other possible instrumentality could. And I sincerely believe that without the understanding and support of all people, everywhere, the Marshall Plan or any other plan for world cooperation is doomed to failure.

The details of operation, the mechanics of such an action, are not difficult to work out. The rewards could be immeasurable.

Murray Martin
2 West 46th St., New York

Promotion Booklet of eight-page advertisement originally run in BROADCASTING has been sent out by WOR New York. Booklet and ad concerned WOR news department.

Open Mike
(Continued from page 47)

A BAN on the use of wire recorders and transcriptions at future hearings of the House Un-American Activities appeared a possibility for Washington radio correspondents.

Numerous reports were received by the committee, according to a staff member, citing what he called "unfair treatment" by radio in covering the recent Hollywood investigation. Most of the complaint centered around the editing of recordings by networks and stations and subsequent airing of excerpts which gave a "one-sided view."

Some broadcasters, the spokesman charged, selected only the "worst vilifications" which the witnesses had to offer and thus gave a distorted picture.

Under the proposed new ruling, correspondents would be able to broadcast all or portions of the proceedings direct from the hearing room but would not be permitted to make recordings for subsequent airing.

The same spokesman said that Committee Chairman J. Parnell Thomas (R-N.J.) ischarged with the attitude and activities of radio, and particularly the networks, during and following the recent Hollywood hearings.

Mr. Thomas is reported to have asked the FCC to investigate the whole matter and report how much time was given or sold by the networks, and to whom, for support of or opposition to the hearings.

Number one on Mr. Thomas list is reported to be MBS, which was criticized by the committee source.

The committee version of the incident was that Mutual offered them 15 minutes of choice time which was readily accepted. Mutual then offered Paul McNutt the following 15 minutes without informing Mr. Thomas, the spokesman said.

Mutual, on the other hand, denied the charge. A. A. Schechter, vice president in charge of news and special events, said the committee initiated the request for time and Mutual was glad to furnish it and even offered the committee additional time on such shows as Meet the Press.

In this particular case, Mr. Schechter said, the only 15-minute period available meant breaking up a half-hour musical show and left the remaining 15 minutes dangling. So in order to be fair, the network offered the other 15 minutes to Mr. McNutt to round out the picture. He maintained that the network engaged in no conspiracy and showed no preference.

Another angle which the committee is interested in concerns the Hollywood Committee on the First Amendment and the time it received on ABC. The congressional group wants to know whether it was sold or given by the network, but so far has received no answer.

Mr. Thomas told BROADCASTING that his principal reasons for requesting information on the time furnished by the networks were (1) He may want to get time himself and (2) he wants to know who used radio time to criticize the committee.
NEW BOOK GIVES TIPS ON HOW TO PLAN AND PRODUCE RETAILER-SPONSORED SHOW


Any retailer who is a sponsor or prospective sponsor of time on the air will find a formula for success in Radio Broadcasting for Retailers, a book just published by Fairchild.

Its author is Endy Day, radio director of Davison-Paxon Co., Atlanta, who has drawn on her experience of 17 years in broadcasting for retail stores.

She is divided into two sections: What Should the Sponsor Know? and What the Prospective Client Should Know.

In Part I, Miss Day discusses the considerations which prompt a retailer to sponsor a radio program. She then goes into the planning, writing and producing of typical personality-type programs as seen from the prospective sponsor's view. She analyzes good retail programming — the advantages of radio as an advertising medium, cost and choice of time, the type and cost of talent, different forms of a personality-type program, and suggests that, choosing the proper broadcaster, requirements for a successful program and ways to judge the success of a program or retailer.

Part II is aimed at individuals seeking careers in radio programs sponsored by retailers. Miss Day offers advice on the prerequisites necessary for conducting a radio program, how to sell yourself to a would-be sponsor, and how to keep a program going once it is on the air.

Radio Broadcasting for Retailers contains an appendix with 12 radio scripts that have been used by the author in her daily program over WSB Atlanta for Davison-Paxon.

Miss Day entered radio in 1929 when she originated a personality-type program for Burdine's of Miami. On the request of retailers from other cities, Miss Day conducted a summer broadcasting series for other stores, returning to Burdine's for the winter season.

She has been on the air at Thalhimer's, Richmond, Va.; The May Co., Baltimore; Morehouse-McClain, Columbus, Ohio; and since 1956, for Davison-Paxon.
SIMULTANEOUS LAUNCHING of three western Massachusetts FM stations—WMAS-FM Springfield, WHYN-FM Holyoke and WACE-FM Chicopee [Broadcasting, Dec. 1]—brought together this group of executives. Front row, 1 to r: Quincy Brackett, president of WSPR Springfield; John Lynch, Western Electric representative; Patrick J. Montague, WHYN commercial manager; George Steffey, Yankee Network vice president; Robert Donahue, WMAS general manager, and James S. Powers, Yankee's educational director. Back row, 1 to r: Charles N. DeRose, WHYN general manager; Gerald Harrision, president of WMAS; Carl S. Wheeler, WMAS; John Thornton, INS representative; James Spates, WBZA-FM Springfield general manager; Milton Stoughton, vice president of WSPR, and Thomas Eaton, WACE engineer.

Dist. 9 Women Broadcasters Hold 2-Day Chicago Session

A GROUP of speakers representing stations, advertising agencies, radio advertisers and various other allied organizations addressed women broadcasters from Illinois and Wisconsin in the District 9 Regional Conference of the AWB at the Sherman Hotel in Chicago Dec. 12-14.

Nancy Grey, women's program director of WTMJ Milwaukee and chairman of the 9th District, and Elizabeth Marshall, Chicago Radio Council program director and Illinois state chairman, presided over the three-day sessions and served as part of a program-planning committee which also included Dorothy Lewis, national vice president of the AWB. Miss Lewis was succeeded as co-chairman of Women Broadcasters Today in a morning session Sunday. Purpose of meetings, held under auspices of the NAB, was to consider problems of programming, sponsorship, and production in relation to programs of women broadcasters on individual levels.

Wants New Ideas

At a luncheon session Saturday George Jennings, director of the Chicago Radio Council and WBEZ (FM), Board of Education station, speaking on "Responsibilities of Women Broadcasters," criticized major broadcasters for "not attempting to clean up their present programs and to present something different, but to justify what they are presently programming."

He added: "It is a surprising thing about radio surveys and research projects—nine times out of ten, the conclusions drawn by the expensive hired experts are those which the network or station executives already hold."

Use Imagination

Characterizing them as the "spark plugs" of the radio industry, he called upon women broadcasters "to stop thinking of American women listeners as someone always mixing up a cake" and to use the "same imagination and intuition...in stirring up the listeners of your listeners on the community, national and international levels."

Speaking in an afternoon session, Gladys Blair, WBBM Chicago home advisor and also associated with publicity and public relations department of J. Walter Thompson Co., Chicago, told members that "if the agency's job is to be helpful to you in behalf of its clients. She pointed out that "advertising agencies and their publicity and public relations departments are almost invariably staffed with people who have worked on newspapers, with radio stations, on magazines...Most of us are seasoned with a few years, and we've learned in earlier years how to meet the problems you face today in serving your listeners."

Allied Groups

Allied organizations and industries represented on panels during the week-end conference included: General Mills, Illinois State Nurses Assn., UNESCO, National Food Conservation Committee, National Livestock and Meat Board, Kraft Foods, Wheat Flour Institute, Sears, Roebuck Co., Chicago Fashion Group, International Religious Council, Illinois Congress of PTA, and Northwestern U. In addition, such agencies and stations as Rogers Lacy, Part Owner Of KBTB, Dies In Texas

ROGERS E. LACY, 63, Texas millionaire oilman and part owner of a Dallas television grantee company (KBTB), died at his home at Longview, Tex., last Tuesday night. He had been ill since he suffered a heart attack in late September.

Mr. Lacy was associated with Tom Potter, grantee for an AM station at Seminole, Okla., in the Lacy-Potter Television Broadcasting Co. which received an FCC grant for a Dallas video station on Channel 8 last September [Broadcasting, Sept. 15]. He had announced plans for a $10,000,000 Dallas television station in every room.

TV Study for WJAR

WAR PROVIDENCE, which has been granted a television CP, has retained Richard W. Hubbell & Assoc. to make a complete video analysis, including studies of and recommendations for engineering, programming and sales procedures for the new station.

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News' Answers Briefs in N. Y. Case

anticipation of Denny In Decision Again Blasted

ITING court decisions and one CC opinion for support, the New York Daily News last week reiterated its claim that Charles Denny's participation in the FCC decision in the New York FM case was improper because he had already accepted a job with NBC [BROADCASTING, ec. 1].

The charges were renewed in a reply to briefs, filed by ABC and the Radio Corp. of the Board of Missions & Church Extension of the Methodist Church, opposing the FCC's decision to grant one of its pending applications.

The News' petition, filed Thursdays by Louis G. Denny, Jr., and 'tery H. Russell Jr. of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, cited court decisions in support of the newspaper's argument that participation by Mr. Denny invalidated not only his own vote but entire decision, adopted Oct. 21.

In the case of Berkshire Employees Assn., etc., vs. National Labor Relations Board, the brief quoted the court as saying: The Board [NLRB] argues that at no point was there any evidence that any member of the board making the adjudication was not in a position to judge impartially. We deem this answer insufficient. Litigants are entitled to an impartial tribunal whether it consists of one or ten members. It is the manner in which we know of whereby the influence of one upon the others can be quantitatively measured.

An opinion by FCC was among other decisions cited by the News. The Commission was quoted as saying in 1937, in discussing its reasons for disqualifying one of its members from participating in the matter of Segal and Smith, that in a judicial or quasi-judicial proceeding before any officer or body which exercises judicial functions, participation by a partially blinded, prejudiced, or malicious judge or quasi-judicial officer is repugnant to our system of laws ...

Citing Sec. 4(b) of the Communications Act, which restricts the scope of outside activities permitted to an FCC member, the News defended its position to hold open the FCC's decision.

ABC makes the astounding assertion that a member of the Commission who is required to accept a part-time post as vice president and general counsel with a company subject to the Commission's jurisdiction is subject to the prohibition until he actually starts to receive his salary. In the meantime, according to ABC, he may vote on many matters affecting the company of which he is to be one of the chief executives. Any such interpretation makes Sec. 4(b) a mockery, easily susceptible of being circumvented. It completely swallows the intent of Congress ...

The News attached a series of excerpts from BROADCASTING relating to Mr. Denny's appointment to the NPBC post, with one excerpt from the Aug. 11 issue asserting that the then-chairman of FCC "is expected to resign sometime following the conclusion of the International Telecommunications Conferences at Geneva," and adding that Mr. Denny had recently conferred with top NBC executives. Mr. Denny's resignation from FCC was announced Oct. 9, effective Oct. 31. At the time of the NBC post, effective in mid-November, was made public Oct. 13.

Referred to Claims

The News, referring to its claims that Acting Chairman Paul A. Walker and Comr. Clifford J. Durr relied on staff summaries or reports on the proceeding, asked that the Commission explain in detail and make part of the record in this case, an account of the manner and extent to which its members considered the evidence in this case so that the matter may be appropriately presented for ruling by reviewing courts.

Such reports, the brief asserted, should be made available to the public as well. It is the newspaper's contention, the republicancy said, that the FCC's decision "was, at least in a large measure and perhaps wholly (except for drafts of the proposed and final decisions themselves), not in writing but oral."

With respect to FCC's policy of preferring non-newspaper applicants over newspaper applicants, the brief asserted, the FCC's contention is more hostile to newspaper ownership even than the principle relied on by the Commission majority. ABC claimed that FCC's decisions "clearly establish that newspaper ownership is usually the factor of determinative importance even where all other factors are not necessarily controlling, whereas FCC expressed general preference for non-newspaper applicants where all other factors are equal.

The News referred to its earlier claims that such a policy violates the Constitution and the Communications Act, and, of "more recent" FCC decisions, said, "we find that among the matters deemed by the Commission to be sufficient grounds for preferring a newspaper applicant over a non-newspaper applicant are (1) more complete staff, (2) greater financial resources, enabling applicants to construct and operate a better station, and (3) better programming. The brief also offered a list of FCC decisions involving newspaper applicants from Dec. 13, 1935 to Dec. 9, 1947."

To ABC's proposal that the News be required to elect whether it will pursue its present application or file for one of the reserved channels in the New York area, the paper replied that it had no intention of surrendering "any right it may have with respect to its pending application," and that FCC must hold open the four New York reserved channels "until this proceeding (and any subsequent final decision herein) is finally decided."

"Any action of the Commission attempting to compel Petitioner to withdraw or modify its pending application or attempting to penalize Petitioner, or to place it under any handicap or disadvantage, because it insists on its rights with respect to said application both under the Communications Act and the U. S. Constitution, is in itself in violation of the provisions of the Communications Act and of the due-process clause in the Fifth Amendment to the Constitution," the News declared.

The brief of the Methodist group, winner of the channel which FCC originally proposed to award to the News, argued that its own qualifications are better than those of the newspaper: Certainly, a religious, charitable and public service organization such as the Methodist Church had no desire to promote itself and with all of its directing board on the road in New York at all, is in a better qualified to serve the public than a commercial corporation organized for profit, whose main business is the publication of a newspaper and whose entire voting common stock is owned by an out-of-state corporation residing in Illinois.

FILED by Ben S. Fisher of the Washington law firm of Fisher, Wayland, Duval & Southmayd, the petition claimed that "erroneous statements of fact" in the proposed decision accounted for the Methodist group's failure to win a proposed grant, and that when the statements of fact were corrected in the final decision the group did receive a grant.

The brief argued that charges that the Methodists would operate a specific type of station were "without foundation and wholly disproven by the record." Nor did the News "in anywise" deny that the Methodist firm is legally, technically and financially qualified, the brief added.

FMA Changes Date

DATE of the FM Assn. convention, originally scheduled Oct. 11-12 at the Hotel Sheraton, Chicago, has been changed to Sept. 27-28. Announcement of the shift in dates was made last week by Mel Bailey, FMA executive director, who discussed convention arrangements last week with the hotel management. First FMA convention was held last Sept. 11-12 in New York.

KFMB sells

SAN DIEGO

From AM to FM with AM and FM, KFMB keeps pace with San Diego's 3rd city... America's first in per capita retail sales. It's the "listening hub" of this great market—right in the center of 460,000 people all within 15 miles of our antenna, that is.

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

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Hooper Doubles in Eight-Weeks Time
As 'Hush' Provides Its Record Giveaway

The prizes were delivered last week to a Texas housewife who correctly identified "Miss Hush" on NBC's Truth or Consequences, the fantastic give-away show.

Prizes in the contest had grown to such proportions that Fred Al- len had observed: "Next week Ralph Edwards (m.c. of the program) is going to give away Macy's."

The week before the Miss Hush contest started on Truth or Consequences, Oct. 4, the Hooper rating was 13.9. The following week Oct. 18, after the first announce- ment of the contest was made, the rating was 15.2. On Nov. 1 it rose to 16.3. By Nov. 15 the rating leaped 20.5. On Dec. 6, the last day of the contest the rating jumped to a tentative figure of 26.7.

The winner of the assorted loot was Mrs. Ruth Subbie, of Fort Worth, who guessed that "Miss Hush" was the dancer, Martha Graham.

Mrs. Subbie was interviewed on Truth or Consequences in Holly- wood Saturday night, Dec. 13.

Her prizes included: a $1500 feather coat, special dinner plate value $900, $2500 cash, 1947 Buick con- vertible, home laundry, round trip for two by air to Honolulu with two weeks expenditure paid at the Royal Hawaiian Hotel, $2500 house trailer, $1000 di- amond and ruby watch, radio pho- tograph with television receiver and li- brary of 200 records.

Electric blanket for every bed in the home (totaling five in all), vacuum cleaner with all attachments, venetian blinds for every window in the home, $1000 diamond ring, maple furniture for entire house, residence heating boiler top coat and suit for every male mem- ber of the family, home range, home freezer filled with frozen foods, paint- ing with a complete set of tools, $1000 home workshop and gas refrigerator.

Compton Advertising, New York, handles the Procter & Gamble account. Truth or Consequences features Duz, household soap.

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Joint Music
(Continued from page 15)
not be revealed until the next meet- ing, if at all. The press, as usual occupying their bleacher seats on the other side of the room, could hear faint snatches of conversa- tion which would seem to indicate that Mr. Petrillo and the network executives were the best of friends.

When Mr. Petrillo, flanked by Phil Fisher, of the Los Angeles local, Richard McCann and Charles Iucci, of the New York local, left the room he was all smiles. Since he declined to comment on just what took place during the 6 hour, 18 minutes and 25 second conference, this could mean a number of things. Most likely inference was that he was glad to get out of the room.

Frank Mullen, executive vice president of NBC, said afterward that the networks were of a like mind in agreeing "not to negotiate in the trade papers."

Mark Woods, ABC president, Robert D. Swezy, vice president of MBS, Frank White, vice president of CBS, and Frank Schreiber, gen- eral manager of WGN Chicago, said that while "nothing conclusive or definite" had been agreed upon, the meeting was "highly worthwhile."

Mr. Petrillo, they revealed, ex- pressed considerable interest in learning the relationship between the networks, FM, television and such internal ramifications of net- work programming as repeats, playbacks and co-ops. It appeared, according to the network execu- tives, that Mr. Petrillo was an eager student in learning the in- timate details of network opera- tion.

Mr. Mullen said that he and his cohorts wished to make one thing clear in their meetings with Mr. Petrillo. They are not, he said, ne- gotiating for the industry. They are negotiating for contracts between their respective O&O sta- tions in New York, Chicago and Los Angeles. They would like a contract that would include provi- sions for FM and television. They also indicated that they expect any eventual contract to meet fully with requirements of the Taft- Hartley act.

Everett L. Dillard, president of FMA and Continental Network, also conferred last week with Mr. Petrillo on FM phases of the mu- sic problem.

Labor Committee
(Continued from page 15)
the 2,900 radio stations which now play recordings labeled "for home use only."
The subcommittee chair- man pointed out they are legally safe because the Copyright Law of 1909 does not prohibit commer- cial use of recordings even though the are labeled "for home use only."

It is understandable, said the Pennsylvania Republican, why the law was written as it was, for in 1909 there were no radio stations or juke boxes. But with the changed situation today, he continued, it is only fair that Congress consider the problem in all seriousness.

Trying to protect all parties, Mr. Kearns suggests that Congress con- sider (1) The radio stations "which form a great and profitable in- dustry, giving employment to thou- sands of people. . . . Their very existence depends upon recordings, without which they would lose their listening audiences and go out of business" (2) The FM industry and (3) members of unions who should not be harmed in legislation against monopolistic labor lead.

On the latter point, Mr. Kearns calls for legislation to protect trades from being eliminated by "unfair" industry use of their skills, (such as recordings used by others to further industry's own development.

Rep. Fred Hartley Jr., (R-N.J.), chairman of the House Labor Com- mittee, in a television interview with Washington Commentator Robert McCormick over NBC's television station WNBW Wednes- day, stated that he intended to ask Congress to change present laws so that the Sherman and Clayton anti-trust acts will apply to labor unions in the same way that they now affect business monopolies.

Explaining that unions are now exempt from such laws, Mr. Hart- ley declared, "What's sauce for the goose is sauce for the gander." Such an amendment would also apply to any abuse of power by any arrogant labor leader who doesn't have a boot for the public. There's more than the networks involved in this thing, the public interest is vitally involved and that's my prime concern.
Subcommittee Okays

(Continued from page 19)

became law in 1934. The first draft of S-1383, vigorously opposed by NAB President Justin Miller and other radio spokesmen at sessions last June, was revised during the recess by Chairman White.

While the general tenor of the White Bill is that of a government, committee discussion had centered upon a number of points of issue which developed at the hearings last June: (1) modification of the provision which would require a single entity’s ownership of stations in any band in which total would render primary serv-

ice to more than 25% of the na-
tion’s population; (2) removal of restriction time feature which would provide that an affiliate may not option to its network more than two hours out of every three-hour segment of the broadcast day; (3) modification of the provision requiring identification of news and commentary material.

It was not expected however, that the committee would agree to re-

moval of the so-called network monopoly regulations from the bill. Senator White, has insisted that these provisions, adopted by the FCC five years ago, should be a matter of law.

Nor was there any indication that the committee would alter the basic thesis of the bill which would prohibit a single entity’s ownership of stations in connection with license renewal.

Judge Miller and some 25 witnesses for radio sought to have the FCC regulation of physical aspects of radio, contending that the White Bill as written would not give radio the freedom to which it is entitled under the First Amendment.

The proposed amendment to the bill governing news broadcasts submitted by Mr. Henry and which, it is understood, is embraced in the revised draft, reads as follows:

Sec. 322. (a) All news broadcasts or the discussion of current events broadcast by any radio broadcast station shall be preceded by (1) identification of the person making the broadcast, by name (2) his position with the station or network originating the broadcast, and (3) the nature of the broadcast, whether news or commentary, or both. It shall be the duty of the licensee of any radio broadcast station used for such purpose to cause such an announcement to be made at the beginning of any such broad-

cast in order to inform the audi-
cence of the identity and responsi-
bility of the broadcaster and pub-
lish the nature of the broadcast. Where more than one broadcast station or a network of such sta-
tions is used herein provided, the responsibility for compliance with the requirements of this sec-
tion shall be upon the original sta-
tion.

(b) Nothing contained in sections 315, 330, and 332 hereof shall apply to the broadcasts devoted to general news reports or descriptions or presentation of events in which reference to a particular candidate at a public or private event is incidental to the gen-
eral purpose of the broadcast, nor to news analysis or comment by a regular employee of the station or network originating the broadcast.

Truman Support implied

Senator White, angered over the NAB position, will drive for en-
mactment of new legislation before he retires from public life at the end of the next session. The 70-year-old legislator, now rounding out 30 years in both House and Senate, is believed to have the im-

promptu support of President Tru-

man for revised radio legislation. This speculation stemmed from a conference with the President on Nov. 12 at which the legislation was mentioned.

Half of that project now already has been achieved.

Edward Cooper, communications expert of the committee, was in-

structed by the subcommittee to draft the favorable report for the full committee and to make such revisions in the measure as the subcommittee had indicated.

At the luncheon session Wednesday afternoon, the subcommittee agreed not only to report the pro-

posed draft unanimously but also to encourage the President of secrecy on terms of the revised measure. The bill will not become available, it was understood, until the full committee has acted.

Medicated. The Senate committee, in addition to Chairman White, who also heads the full committee, are: Sens. Moore, Okla., Tobey, N. H., and Capehart, Ind., Repub-
licans; McFarland, Ariz., Johnson, Colo., and Magnuson, Wash., Dem-
ocrats. Senator Magnuson did not attend the subcommittee session.

NEW TELEPHONE number of WOR New York’s support of President Truman was announced last week via advertising blisters circulated among advertisers, agencies, and the press.
Armstrong Scores FCC's FM Data

Commission Tests Show Fundamental Errors
Inventor Says

RENEWING his contention that fading effects are much more serious on the high FM band than on the low, Prof. Edwin H. Armstrong, FM inventor, last week struck out again against measurements which FCC witnesses presented three weeks ago to show the contrary. Of data presented by Edward W. Allen Jr., chief of FCC's Technical Information Section, during the course of the Commission's hearing on the proposal to allocate 44-50 mc from television to other services [BROADCASTING, Nov. 24], Prof. Armstrong told FCC in a brief following up his own testimony:

I do not think that any figure derived from the Commission's recordings can be relied on, because I believe that the recordings themselves are unreliable... if the charts themselves are fair specimens of the whole job of analysis, then they indicate that the analysis and the conclusions cannot be relied on, since the charts show errors on their face, and even mathematical absurdities.

He charged that Mr. Allen's testimony was based on one method of analysis for high-band transmissions and another for low.

Referring to testimony presented in the same proceeding by Kenneth A. Norton of the Bureau of Standards, former FCC technician, Prof. Armstrong asserted that "the transfer of FM broadcasting" from the low band to the present 88-108 mc area "was set in motion by the dramatic appearance of Mr. Norton at the 1944 hearings with the prediction, based upon alleged secret data in possession of the Armed Forces, that ionospheric disturbances caused by sun spots would seriously impair service on frequencies up to 80 mc, and probably even up to 120 mc."

Prof. Armstrong pointed out that when he asked Mr. Norton, at the 44-50 mc hearings whether this prediction was wrong, Mr. Norton replied: "Oh, certainly, I think that can happen frequently to people who make predictions on the basis of partial information. It happens every day."

Prof. Armstrong observed, in his brief: "No one will dispute that statement."

With respect to fading, Prof. Armstrong said that "various stations on the Continental [FM] network at distances above 75 miles from Alpine [Prof. Armstrong's stations at Alpine, N. J.] are unable to receive the 92.1-mc transmissions from Alpine with sufficient reliability to rebroadcast them, but do receive the Alpine signals on the 44.1-mc channel with sufficient reliability and do rebroadcast them."

Signals Tested

He called attention to his own tests of Alpine low-band and high-band signals at Westhampton Beach, Long Island, showing that "Alpine signals that for approximately 50% of the days in that period [Sept. 7 to Nov. 5, when the tests were made] signal on the 92.1 mc suffered severely from fading, whereas the 44.1-mc signals were not substantially affected by fading."

Prof. Armstrong, who filed his brief after securing permission to make a study of data which formed the basis of FCC testimony at the 44-50 mc hearing, charged that Mr. Allen's report, based on measurements at Southampton which comparing high and low band transmissions, contained several defects.

He charged that Mr. Allen failed "to get an accurate check on the radiated power of each transmitter at making and strength measurements at a suitable location within line of sight," and that "for this reason alone his results are unreliable."

Summarizing the methods of analysis used by Mr. Allen, he said that "the minute-by-minute method... discloses the presence of drop-outs caused by fading, while the hourly median method... averages out the fades with the peaks and conceals the presence of the drop-outs."

Consequently, Prof. Armstrong claimed, Mr. Allen should not have used the hourly median method at all. He said "it was not used in his studies of the recordings made at the other three points of reception..." and "it is difficult to understand why it was used in analyzing..."

the Southampton recordings."

Actually, Prof. Armstrong charged, Mr. Allen used the hourly median method in analyzing the high-band signals and the minute-by-minute method in analyzing low band transmissions.

How It Was Done

The FM inventor detailed "discrepancies" and "mathematical absurdist" which he said he found in charts presented by Mr. Allen. He said the FCC engineer made "1,250% correction" in one of the FCC's charts and pointed out that the correction "did not remove the mathematical absurdity... ."

He said that if there still be "any doubt in the minds of the Commission as to the conclusive ness" of his own Westhampton recordings "as proof of the effects of the fading phenomenon in the 50 100-mc areas, then it is urged that the hearings be reopened so that the unreliability of the Allen tests and charts may be more fully explained to the Commission."

Meanwhile, in a brief reiterated FM interests' contentions that 44-50 mc (Television Channel 1) should be reserved to FM for network relay operations, Zenith Radio Corp. concurred with Prof. Armstrong's earlier claim that FM is "the only service that really wants [44-50 mc] for its own inherent characteristics."

The company added that the Commission should "make an arrangement" with the Interdepartmental Advisory Committee which assigns frequencies to government agencies, "to give the many fixed and mobile services adequate space on the frequencies that will be most satisfactory to them."

The company said its plan "will take care of immediate demands," and added: "Since, as was reaffirmed at the FCC hearings, television's present allocation is only temporary, some of the space now occupied by television will become available in the future."

The brief was signed by J. E. Brown, assistant vice president and chief engineer.
Program to Broaden Recording Standards Begun by NAB Units

BROADENING of recording standards under the NAB’s war-interrupted program to bring international as well as national uniformity in sound reproduction has been started, a series of project groups operating under the aegis of the NAB Recording and Reproducing Standards Committee.

Committee vote on additional recording standards to be supplemented those adopted in 1942 is expected at a meeting of the committee’s Executive Committee to be held in late January by Royal V. Howard, chairman of the full committee. The committee also is to review the 1942 standards to determine if changes should be made.

U. S. standards have received worldwide recognition as a result of action by the International Broadcasting Union, Organization of Brussels, under Henri Angles d’Auriac. IBO has lent its support to the NAB standards and is assisting the committee’s project to complete the standards by asking other countries to submit their views.

New recording developments will be covered in the new standards, including wire recording and magnetic tape systems, as well as home phonograph records.

ASA Cooperates

The NAB-sponsored standards will receive assistance in this country through cooperation of the American Standards Assn.

Sectional Committee on Standards for Sound Recording. The ASA committee is sponsored by Institute of Radio Engineers, Society of Motion Picture Engineers and NAB. It will endeavor to establish standards for recording and reproduction of all types of sound recording and reproducing equipment.

Objectives of the campaign to extend the standards were discussed during the NAB Atlantic City convention by interested groups. Members of the Executive Committee, to handle current development work, have been named by Mr. Howard, and Robert M. Morris, NBC, who was elected chairman of the Executive Committee at the NAB convention. Its members are: W. S. Bachman, Columbia Records; S. J. Begun, Broadcasting Development Committee; Howard H. Cherry, CBS; A. Chinn, CBS; John D. Colvin, ABC; George M. Nixon, NBC; C. R. Sawyer, Western Electric Co.;

Stanton at White House

FRANK STANTON, CBS president, paid a courtesy call on President Truman at the White House yesterday. He presented Mr. Truman with a series of transcripts of Presidential speeches, continuing a custom of long standing. It was stated that political and regulatory subjects were not of the Executive Committee discussion in the conference.

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CBS Radio to Movies

CBS Script Backlog Is Made Available for Sale

CBS has decided to make its backlog of 20 years of radio scripts available for sale to the film industry, the network announced last week.

Hundreds of scripts already have been studied by the network with movies in mind and several have been submitted to major film producers and leading independents, according to Nathan H. Halpern, assistant to Frank Stanton, CBS president. Thousands of other scripts await re-appraisal, Mr. Halpern said.

Several CBS programs have become movie vehicles— including Crime Doctor, The Man Called X, Dr. Christian, and The Whistler—but this is the first time the script backlog has been reviewed systematically for potential movie material, according to the network.
NEW NAB COMMITTEES TO MEET IN JANUARY

SEVERAL NAB standing committees, appointed recently for 1947-48 term, will meet in January. Others will be called in February in effort to complete meetings of all committees prior to NAB convention in February at Homestead Hotel, Hot Springs, Va. Board originally slated to meet Feb. 18-20.

First official action on rewriting of Standards of Practice to take place Jan. 5-6, when board's three-man code analysis committee meets in Washington. Committee's findings will be submitted to Program Executive Committee later in month at Washington meeting, with Jan. 26-28 as possible date. Public Relations Executive Committee to overlap one day in its meeting with special code discussion, suggested date being Jan. 28-29. Research Committee to meet Jan. 5-6 in New York, with NARC survey to be discussed on first day. Small Market Stations Committee to meet late in January. Sales Managers Executive Committee to meet Jan. 8-9 in Washington.

BOSTON SYMPHONY GOES CO-OP ON ABC

IN FIRST major programming development since James C. Petrillo lifted his ban on network cooperating musical programs Nov. 27, ABC announced Boston symphony orchestra will start regular broadcastings starting Tues-

day, Jan. 13, 9:30-10:30 p.m., again under baton of Serge Koussevitzky.

Announcement was made jointly by Mark Woods, ABC president, and Henry B. Cabot, president of symphony board of trustees.

"To present Boston Symphony orchestra programs on the air obviously would be before the financial ability of any individual local enterprise. Under this new format, however, business leaders in all parts of the country can share in the presentation of the best in music, not only in their own community, but on a nationwide basis," Mr. Woods said.

First major symphony orchestra to be heard on broadcasts, Boston began its programs in 1926. It was sponsored by John Hancock Mutual Life Insurance Co. on ABC from Jan. 21 through April 22 of this year.

LEAGUE NAMES VIDEO GROUP

NATIONAL League last week set up four-
man television committee to study and co-ordinate video activity of eight baseball clubs it represents. League's action came at meeting at Waldorf-Astoria, New York, at which ABC's Research Dept. summarized television situation for audience of club owners and managers from both National and American leagues. Members of National League video committee are: Ford Frick, league president; John Quinn, Boston; Horace Stoneham, New York; Philip Wrigley, Chicago. League will retain engineer to advise it on television matters.

TV BOXING SUIT PLANNED

FOLLOWING telecast of fights from Holly-
wood Legion stadium Dec. 12 Jules Covey, counsel for Fabella Chavez, announced he would file damage action in Los Angeles Superior Court this week. Legal premise will be claim that network received at Shoe box -up suit likely to be filed Dec. 17 with preliminary hearing within week. Meanwhile, Mr. Covey advised BROADCASTING he was temporarily shelving plans to appeal Dec. 6 ruling of Judge Frank G. Swain [BROADCASTING, Nov. 24, Dec. 1, 8].

RODEO TO GLORY

POREZ awarded Lewis Johnson, Middle Point, O., winner of "Master Farmer of the Week" contest on MBS' R.F.D. America program included farm equipment and a 10-year supply of overalls. Show is aired from WGN Chicago 9:30 p.m. Fridays. Said the Van Wert O.) Daily Times-Bulletin: "Lewis Johnson of Middle Point rode to glory on network radio last night, and, as a result, can be anticipated of riding on network now and new manure spreader for the next 10 years."

PADRONE TO GLORY

PRIZEZ awarded Lewis Johnson, Middle Point, O., winner of "Master Farmer of the Week" contest on MBS' R.F.D. America program included farm equipment and a 10-year supply of overalls. Show is aired from WGN Chicago 9:30 p.m. Fridays. Said the Van Wert O.) Daily Times-Bulletin: "Lewis Johnson of Middle Point rode to glory on network radio last night, and, as a result, can be anticipated of riding on network now and new manure spreader for the next 10 years."
Several weeks ago Mel Allen, nationally known sports announcer, put away his Yankee baseball records and became emcee of his own record show on WINS. Now once again Mel Allen comes through with flying colors! Taking over the 2-5 p.m. bloc daily, the popular sportscaster is proving that whether he's on the playing field or in a studio there's power behind every Mel Allen performance. Currently — Jay Lord Hatters, Empire Diamond and Gold Buying Service, Maryland Pharmaceutical Co., Muntz Car Co., New York Yankees Football Club, Harem Night Club, Ben Tucker Hudson Bay Fur Co., Bill Williams Inc., Stewart Sales Co., and the Michigan Bulb Co. as sponsors on the MEL ALLEN SHOW, are feeling the pull of this personality who is winning more friends for them. No wonder we say it's a hit! In addition to delivering an audience this show is also important because it's serving as a yardstick for future program development at WINS. As the initial step in our plans for bloc programming, the MEL ALLEN SHOW is bringing listeners top entertainment and at the same time providing advertisers with the lowest possible cost-per-listener rate.
LISTENABILITY MARCHES ON!

A Message to Mutual Affiliates
by Edgar Kobak
President, Mutual Broadcasting System

When we first unveiled our "Listenability" method of radio coverage measurement to you, our affiliated stations, at the NAB Convention in Atlantic City, a great many of you asked whether you could have Listenability maps and figures for your station. We told you at that time that we were not yet prepared to do this.

But time has marched on—and this is to let you know that in the near future we will be in a position to and will be glad to make available at cost to our stations their own Listenability maps and coverage figures.

I think you will be interested to know why we reached this new decision, and in order to give you the full picture, I'd like to review the entire situation quite briefly.

To begin at the beginning, What is Listenability? For those of you who came in late, let me repeat the definition which we've published several times in the past three months:

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

"This Engineering measurement is new—not because any of its components are new—but because, for the first time, an engineering measurement has effectively balanced all the factors which affect the strength and clarity of a signal. All these factors have long been known to radio engineers. Mutual just put them together in a measurement method which makes sense."

The next question is: Why did we develop Listenability? We did it for two reasons: first, as a guide to our Management in building a greater Mutual; second because we realized that results of the BMB 1946 Survey would be out of date when they were published in 1947.

The Listenability presentation which we showed you at Atlantic City was also shown to many advertisers and agencies and the reception was most encouraging. That re-emphasized for us this fact: that advertisers and agencies need and should be given dependable, up-to-date figures on their potential audience, i.e. coverage figures (which is what Listenability provides) every bit as much as they need "audience" figures (which is what BMB furnished).

Now, Mutual has always believed in the principle of an industry organization carrying out tripartite (i.e. Advertisers, Agencies and Broadcasters) research; which is why we supported BMB at the beginning and have once again subscribed to BMB. And because we support BMB and believe that our Listenability measurement is a service to the industry, we felt that BMB could usefully take hold of Listenability, and supply the industry with up-to-date coverage information not obtainable through the mail survey method currently being used by BMB—and everyone concerned would stand to gain.

So, some time back, we offered Listenability to BMB and they went so far as to ask their Technical Committee to make a study of it. But in the latter part of November, the Board of BMB voted to defer any decision on Listenability. We could see their point because we realize that an organization like BMB would find it difficult to move quickly into a totally new field of coverage research, especially at a time when it is working out problems of its present form of operation.

Based on this situation, our decision was clear: we would go ahead with Listenability—Listenability Marches On...to serve our affiliated stations.

We already have a lot of evidence that the figures we have so far released (limited as they have been to national daytime totals) are of considerable interest and potential value to radio advertisers and agencies. We know that many hundreds of stations throughout the country need and want Listenability measurements in order that they may supply coverage data to their customers prior to 1949 or 1950, when the next BMB studies will be released.

We believe the best measurement of a station or a network as a medium is one which eliminates the program factor entirely. This is where Listenability is valuable. It provides information unobtainable by any other method yet devised; it enables advertisers to buy time, not on the basis of the audience already in the habit of tuning in to other advertisers' programs, but on a basis which measures the true potential of the medium itself. What is more, it can be kept up-to-date...easily, quickly, inexpensively.

Listenability is a very valuable tool for advertisers and advertising agencies as well as for radio stations. So, we will make Listenability available to our stations as soon as possible.

MUTUAL BROADCASTING SYSTEM
WORLD'S LARGEST NETWORK