

# BROADCASTING

The Weekly Newsmagazine of Radio

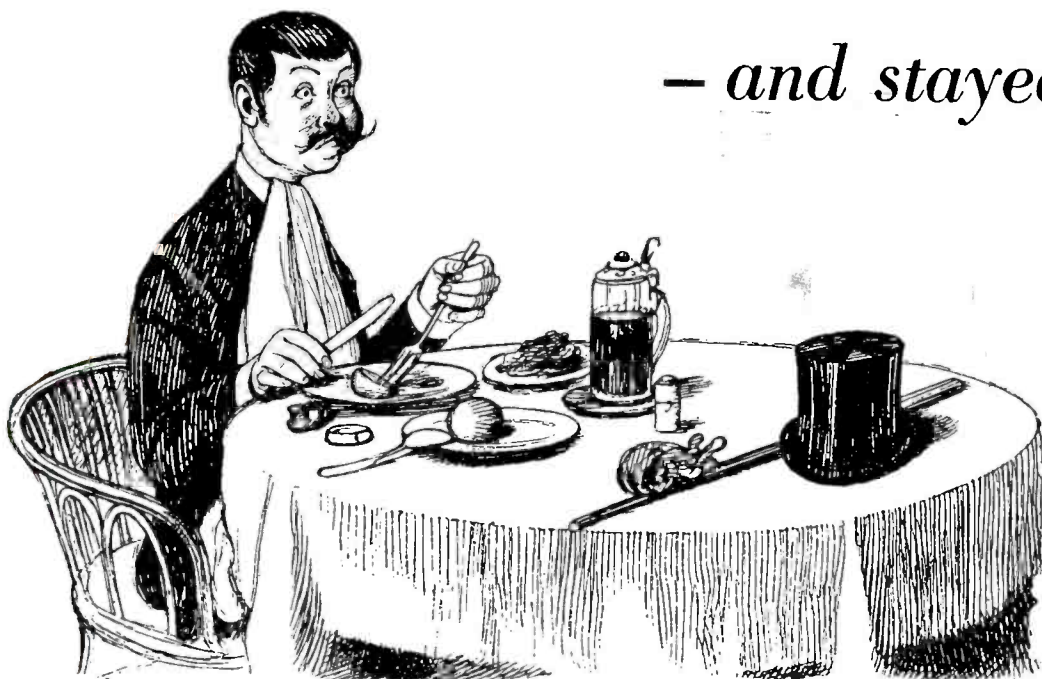
## TELECASTING

DIRECTOR ALE...  
COMMAND AREA...  
FIELD ATT...  
DAYTON OHIO...  
6881-57 040  
45-1889  
-33-33

### the man who came to dinner

*EMJ*

*- and stayed for eighteen years*



WRIGHT FIELD REFERENCE LIBRARY  
MILA A

OCT 29 1946

EIGHTEEN YEARS AGO—about seven years after we first began pushing sound out of this station—a not-very-enthusiastic young man came to dinner at our place.

Put his product on the air? Pipe good money into space? Buy something he couldn't SEE—FEEL—COUNT the pages of? Well—he would! And he did! And he's used WOR for 18 years from the day he first strolled in.

Today the story of his success is one of the brilliant group of more than 100 success stories we've said so much about. Flanking it is the story of a maker of bread who also has used WOR for 14 years.

Presently a considerable number of smart people came to stay with us. Eight of them have profitably used WOR for 15 years. Another man has

had us coast his entertainment into the greatest group of markets in America for 13 years—two others for 12 years—two for 11 years—three for 10 years—seven for 9 years—six for 8 years—twenty-five for 6 years.

The only reason why WOR is here to tell this story is the same reason why these advertisers are still with the station: WOR sells a lot of things—fast—at low cost—to more people—more often.

# WOR

*— that power-full station at 1440 Broadway, in New York*

MUTUAL



# WLS programs for people

Quizdown entertains as it educates—pleases pupils, parents and teachers



Huddling close to the radio, Chicago youngsters follow every word—exclaim with quick delight at a right answer, cry out "I know that one!"

And they do, for WLS Quizdown is aimed at *average* children, the questions sent in by other children and based on current 4th, 5th and 6th grade curricula.

Because teams represent two *different* schools each week, alternately public and parochial, interest has spread across the entire city. Teachers and principals encourage Quizdown listening for sound reasons of their own—as Dr. Don C. Rogers, assistant superintendent of Chicago Public Schools, said:



"(Quizdown) . . . has probably motivated a considerable number of pupils who listen regularly, to study and review their classroom work."

Another leader points out that children and teachers find WLS Quizdown an opportunity to demonstrate to parents exactly the sort of work

that is being done in the schools. Youngsters who appear (12 each week) gain confidence and experience with a vital medium of communication.

Pupil-interest is actively demonstrated by the weekly average of 2,000 requests for tickets to the broadcast, though it takes precious Saturday playtime. Youngsters submit far more questions than the show can ever use. The Very Rev. Msgr. D. F. Cunningham, Superintendent of Schools, Archdiocese of Chicago School Board, says: "The response of our schools has been most enthusiastic . . . our teachers and supervisors are convinced the program has real educational value."



Like Dinner Bell and Morning Devotions, like School Time and WLS Feature Foods, the markets, the weather, the news—Quizdown is a basic *service* to fill a *need*—a friendly program for *people*.

That's why its creator, Carol Moody, can announce Quizdown has now spread to more than a dozen other cities, after its start by WLS and the Chicago Times a year ago. It entertains as it educates—pleases *pupils, parents and teachers*.

*A Clear Channel Station*



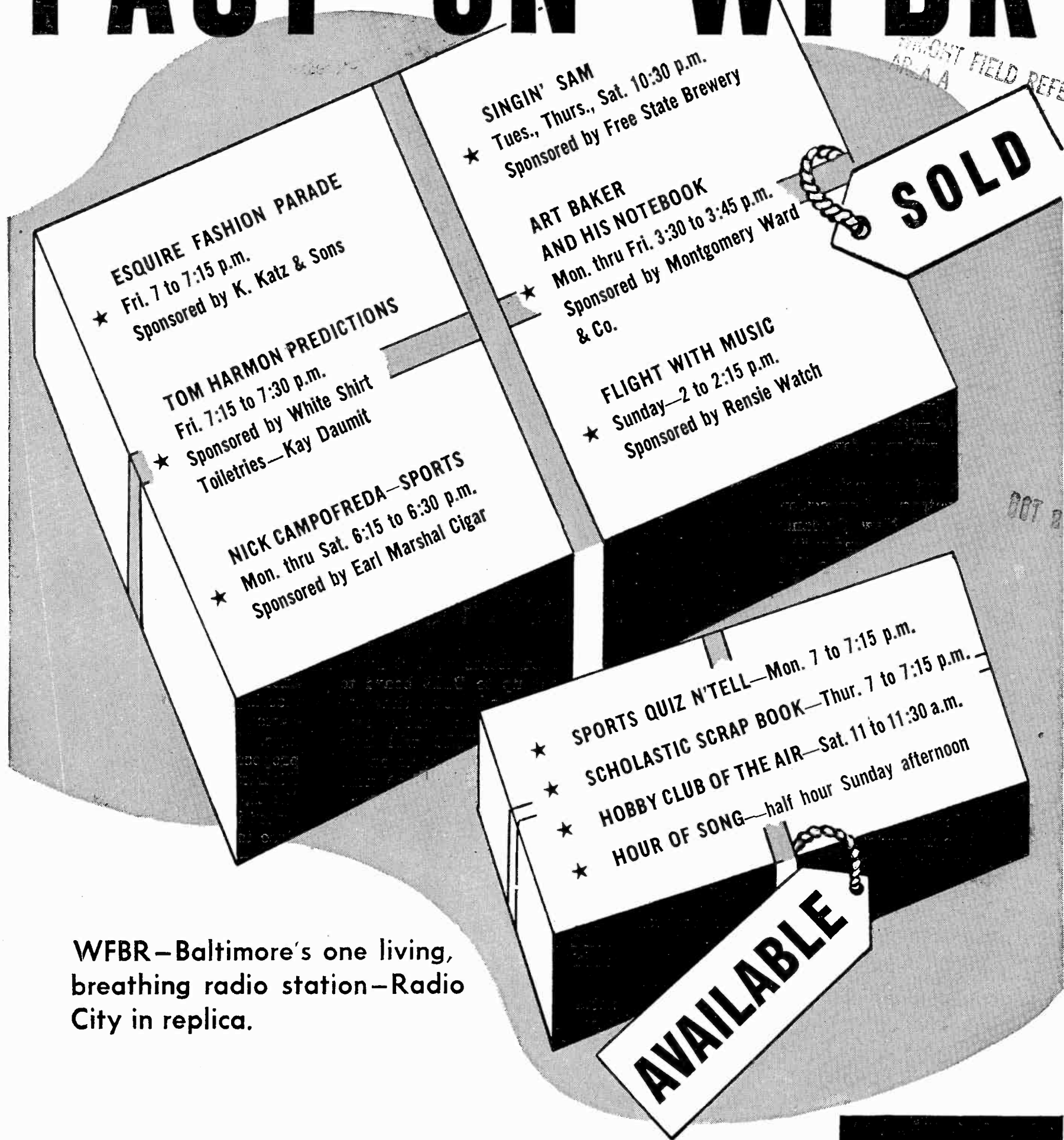
The  
PRAIRIE  
FARMER  
STATION

BURRIDGE D. BUTLER  
President  
GLENN SNYDER  
Manager

CHICAGO 7

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

# THEY'RE GOING FAST ON WFBR



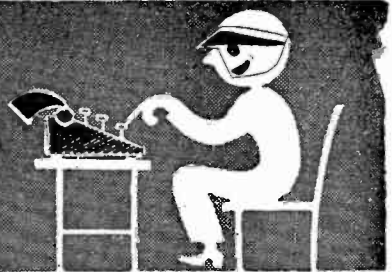
WFBR—Baltimore's one living, breathing radio station—Radio City in replica.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.





# BROADCASTING... at deadline



## Closed Circuit

**BOMBSHELL** may pop at American Bar Assn. Convention in Atlantic City next week. Resolution protesting FCC Blue Book as impingement upon freedom of speech and looking askance upon American Civil Liberties Union defense of that controverted document is in hopper and should come up for vote.

IF he evinces any interest at all in it, OPA Administrator Paul A. Porter probably can have on silver platter presidency of Broadcast Music Inc., radio-owned music reservoir at \$35,000 or \$40,000 per year. Still in suspended animation is that Porter shift back to FCC chairmanship.

**ANNOUNCEMENT** will be made shortly of sale of WTBO Cumberland, Md., by Aurelia S. Becker, 70% owner and manager, and Charles V. Haskett, Cumberland city attorney, 30% owner, for \$275,000. Purchaser is *Cumberland-Alleghean*, Cumberland's only newspaper. Terms agreed to with papers to be executed for FCC approval within a few days.

FM and television due to get recognition in C. E. Hooper program ratings. Suggestion made by Fred Weber, WDSU New Orleans, that audience measurement analysis under "all others" include FM stations. Hooper added TV. While audience measurements generally now are less than requisite 1%, footnote will explain that and permanent base for FM and TV ratings thus will be established.

**CINCINNATI** radio dealers reportedly irked because of "Don't-Buy-A-Set-Without-FM" campaign by *Cincinnati Times-Star* and its AM station, WKRC. Anticipating heavy demand for AM sets in immediate postwar period, dealers stocked with first models. Reliable reports say *Times-Star* and WKRC campaign so effective Cincinnati dealers face cutting prices to clear shelves of table model AM sets. Similar reports have emanated from other cities.

**FURTHER** streamlining of FCC procedure to speed handling of hearing docket cases already under way. Issuance last week of three-page report on controverted 970 kc case wherein WICA Ashtabula, Ohio, was given fulltime, started new process. Proposed decisions in such cases usually run five times as long. "Short form" will be used henceforth to cut into terrific docket-case backlog.

IS WEEI Boston on that auction block? Such was unconfirmed talk about NAB Convention. Story was if CBS does sell, it hopes to acquire substitute O. & O. station, probably KQW San Francisco, which it has contracted to buy for \$950,000, but which FCC proposed to deny on grounds of ownership concentration.

**TAYLOR-HOWE-SNOWDEN**, national station representatives, shortly will announce  
(Continued on page 102)

## Upcoming

Oct. 31-Nov. 1: Western Regional Sales Executives Conference, Fairmont Hotel, San Francisco.

Nov. 4-6: Ninth Annual Western States Convention, Pacific AAAA, Biltmore Hotel, Santa Barbara, Calif.

## VIDEO THEATRE OUTLOOK DISCUSSED AT SMPE MEET

**THEATRE** television making tomorrow's movie theatre amusement and cultural center of neighborhood envisioned by Ralph B. Austrian, president RKO Television Corp., before 60th semi-annual convention of Society of Motion Picture Engineers, Hollywood. Fred Albin, engineer of RCA Victor Division, disclosed RCA 16 mm. television projector already in production with device converting 24 frame to 30 frame for video. Balaban and Katz, Chicago (WBKB), first user. Harry R. Lubcke, Don Lee, Hollywood, director of television, stressed importance of uninterrupted television program performances.

**LETTER** from Hughes Tool Co. asking FCC to delete Hughes conditional FM grant for San Mateo, Calif., received by Commission Friday (earlier story page 101).

## BMB Must Prove Worth, Board Says

**NEW NAB** Board of Directors at first meeting Friday put it right up to BMB board to prove to satisfaction of broadcasters that national advertisers and agencies really need BMB information and that BMB will help stations in selling local and regional accounts. BMB was asked to report to board at next meeting, at San Francisco in January. Resolution specifying these requests adopted unanimously. (Text of resolution on page 102.)

Frank M. Russell, NBC Washington vice president, who serves for NAB on BMB board, asked to be relieved of post on ground he is not research specialist. Board authorized Hugh M. Beville Jr., NBC research director, to serve until NAB reconstitutes its representation on BMB board.

President Justin Miller was instructed to start exploratory discussions with John G. Paine, ASCAP general manager, looking toward 1949 contract renewals. NAB officers instructed to go along with members in support of BMI.

President Miller was authorized to discuss provisions of proposed transcription rule 3.407 with FCC.

C. E. Arney Jr., secretary-treasurer, instructed to prepare 1947 budget for next board meeting, with Finance Committee authorized to adopt interim budget. President Miller authorized to pay for remodeling of new headquarters.

Plan to hold eight area meetings yearly in

## Business Briefly

**FIRE GROUP ON MBS** • National Board of Fire Underwriters, New York, Nov. 3 starts *Crimes of Carelessness*, MBS, Sun., 3:30-4 p.m. Dramatic program will emphasize fire prevention. Agency, MacFarland, Aveyard, N. Y.

**IVY NAMES AUERBACH** • Ivy Products, N. Y., appointed S. Frederic Auerbach Co., N. Y. to handle advertising. Radio will be used.

**CHRISTMAS CLUB SERIES** • Christmas Club Corp., New York, on Dec. 4 will sponsor quarter-hour on MBS, 7:30-7:45 p.m. Show will feature large concert orchestra and Metropolitan Opera star. Agency, Brooke, Smith, French & Dorrance, N. Y.

## Y&R OPTION ON 'McGARRY'

**YOUNG & RUBICAM**, New York, has option on *McGarry and His Mouse* until Nov. 7. Understood agency may use as replacement for General Foods (Sanka) *Thin Man* Fri., 8:30-8:55 p.m. on CBS after first of year.

## RADIO SALES DETROIT BRANCH

CBS Radio Sales opens new Detroit office, Fisher Bldg., with William B. Ogden, former New York representative for North Central Broadcasting System and Mississippi Valley Network, as manager.

lieu of "flea circus" was favored though autonomy of districts is to be retained. Area meetings would be held, with districts represented then breaking up into separate meetings. Mr. Arney will sound local sentiment on proposal. Eight areas will comprise: Area A, Districts 15, 16, 17; B, 14; C, 10, 12; D, 8, 9, 11; E, 13; F, 5, 6; G, 4, 7; H, 1, 2, 3. Pacific states in Area A agreed to meet in San Francisco in January adjacent to board meeting.

Board tabled until next meeting proposal of old board that NAB participate in Inter-American Radio Congress to promote freedom of radio in Americas. Hugh A. L. Half, WOAI San Antonio, and Campbell Arnoux, WTAR Norfolk, attended Congress meeting last month at Mexico City as NAB observers.

No action was taken on Petrillo or AFM contracts other than routine discussion.

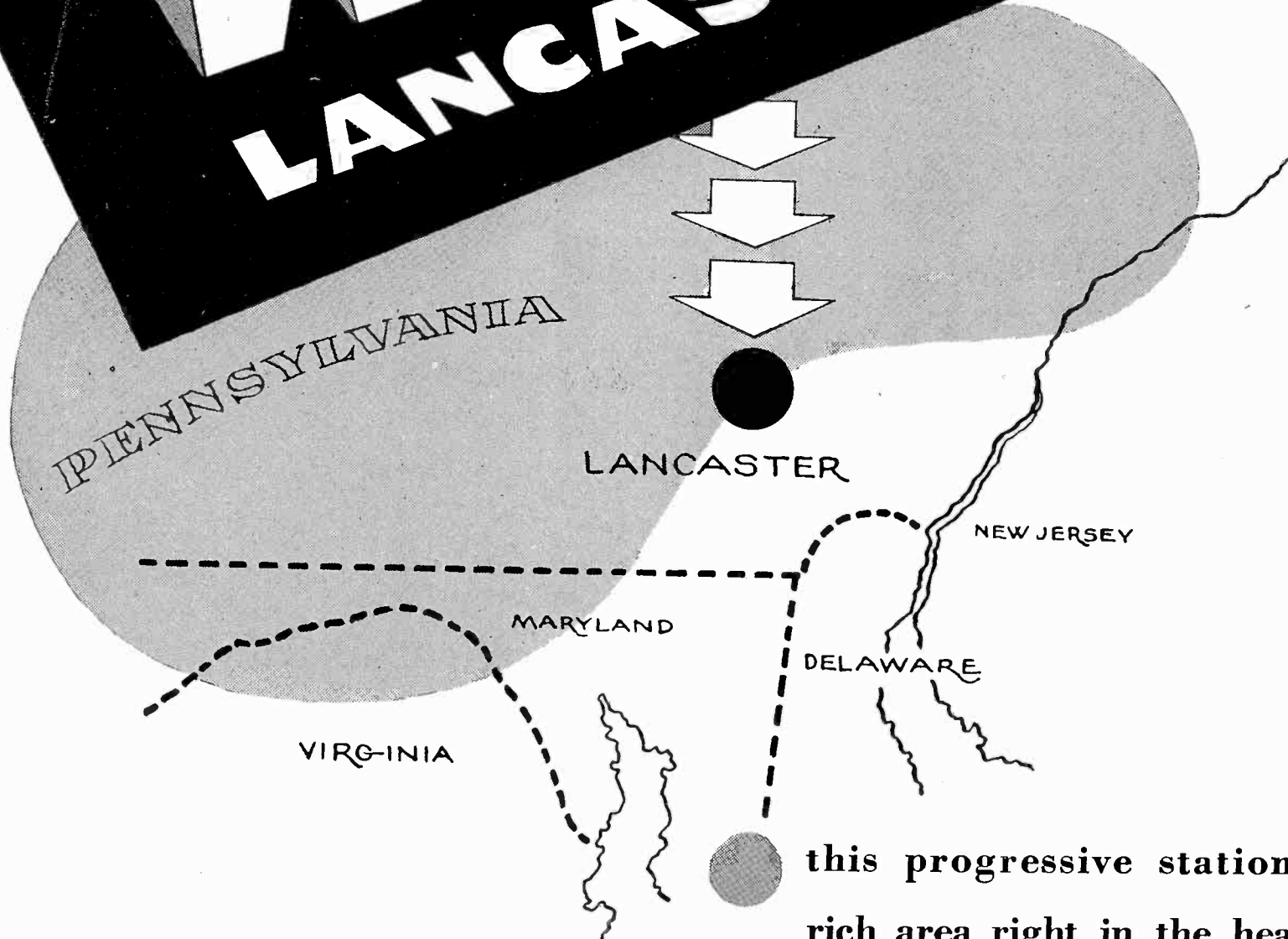
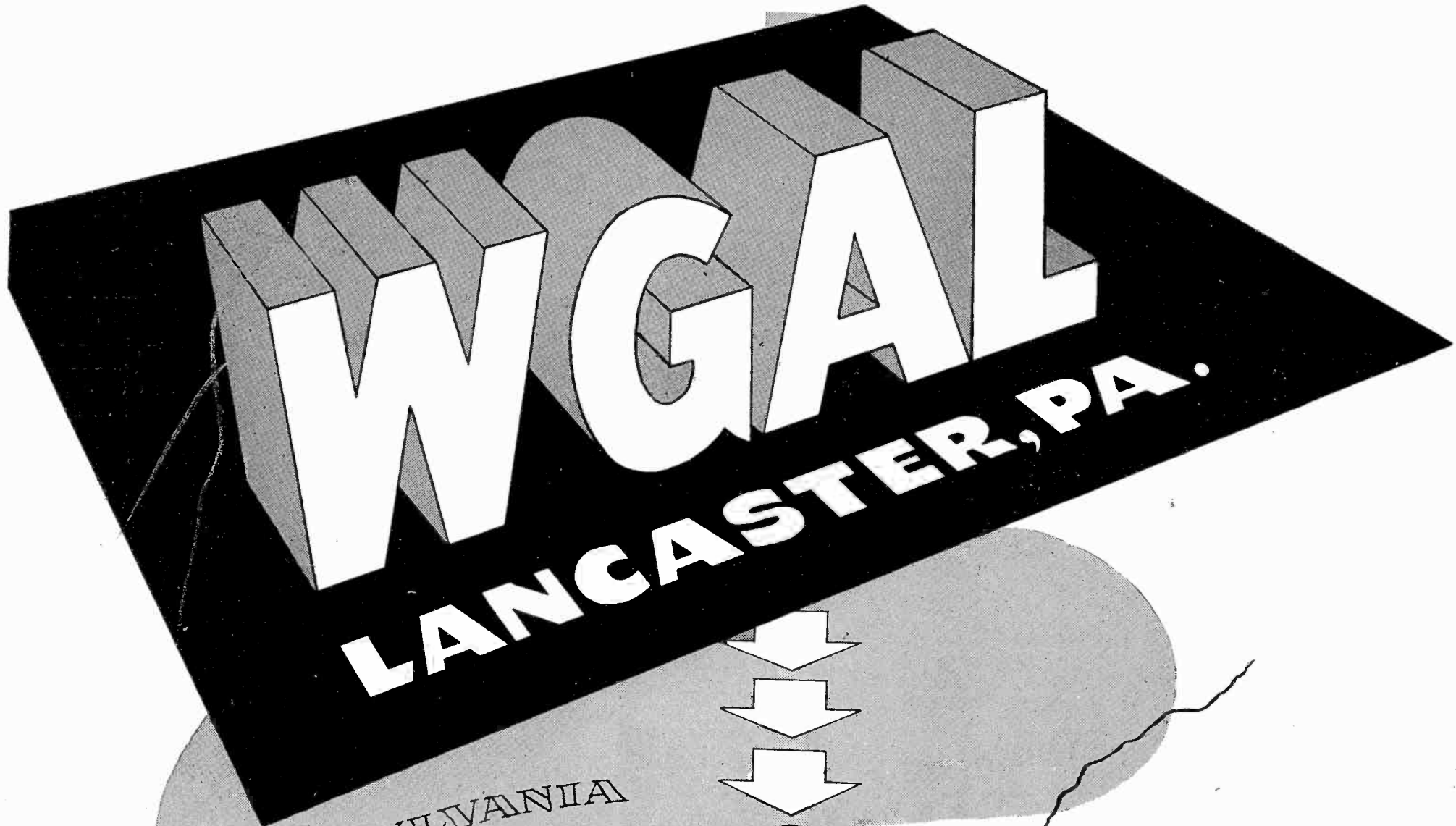
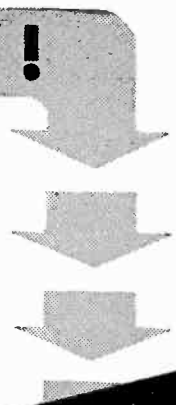
Mr. Arney was authorized to set up plans for 1947 and 1948 conventions. Chief candidates for 1947 are Atlantic City, New York and Cleveland.

At last meeting of old board 149 new members admitted, bringing total membership to 1153. Proposal for joint NAB-Radio Manufacturers Assn. liaison committee approved.

Present besides NAB officers were Messrs. Morency, Hanna, Coleman, Arnoux, Borton, Harris, Johnson, Hayek, Way, Terry, Smullin, Spence, J. Harold Ryan, Craven, Shafto, McCollough, Stanton, Russell and Kobak (observer).



**ABLE BUY!**



this progressive station reaches a rich area right in the heart of Pennsylvania. For full information, write 8 West King Street, Lancaster, Pa., or

**NBC  
MUTUAL**

*Sales Representative*

**RADIO ADVERTISING CO.**

New York Chicago  
San Francisco Dallas Hollywood





# Were We Surprised and Pleased!

**New BMB Audience  
Report gives KOIL  
300% more coverage  
than claimed.**

The Broadcast Measurement Bureau's Station Audience Study No. 1, just released, gives a tremendous boost to KOIL's accredited audience.

KOIL has always made certain that its statements were correct. Coverage has never been exaggerated. A top-flight selling job for the great Midwest market of Omaha and Council Bluffs has always been claimed by KOIL. Now, it seems, we're doing a better job than we thought.

Should we blush with modesty? Should we think of ourselves as neglecting our own drum-beating efforts? No. We still don't reach Omsk, Okinawa, Alaska, or the South Sea Islands. But we and our advertisers are glad to have these facts which prove KOIL's territory to include a much larger audience than ever before reported or claimed.

**A GREATER BONUS IN A GREAT MIDWESTERN MARKET**



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## At Washington Headquarters

**SOL TAISHOFF**  
Editor and Publisher

### EDITORIAL

**ROBERT K. RICHARDS, Editorial Director**

Art King, *Managing Editor*; J. Frank Beatty, Bill Bailey, Rufus Crater, *Associate Editors*; Fred Fitzgerald, *Asst. to the Managing Editor*. STAFF: Ward Archer, Lawrence Christopher, Irving Kipnes, Mary Zurhorst; EDITORIAL ASSISTANTS: Eleanor Brumbaugh, Margaret Elliott, Cleo Kathas, Kathryn Swanson, Frances Tymann.

### BUSINESS

**MAURY LONG, Business Manager**

Bob Breslau, *Adv. Production Manager*; Harry Stevens, Eleanor Schadi.

AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

### CIRCULATION AND READERS' SERVICE

**BERNARD PLATT, Director**

Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.

### PROMOTION

**WINFIELD R. LEVI, Manager**

### NEW YORK BUREAU

250 Park Ave. PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor*; Florence Small, Dorothy Macarow, Patricia Ryden, Bruce Robertson, *Senior Associate Editor*  
ADVERTISING: S. J. Paul, *New York Advertising Manager*; Martin Davidson.

### CHICAGO BUREAU

360 N. Michigan Ave. CENTral 4115

Fred W. Sample, *Manager*; Jean Eldridge.

### HOLLYWOOD BUREAU

6000 Sunset Boulevard, HEMPstead 8181

David Glickman, *Manager*; Ralph G. Tuchman, Patricia Jane Lyon.

### TORONTO BUREAU

417 Harbour Commission Bldg. ELgin 0775

James Montagnes, *Manager*.  
BROADCASTING \* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING \*—The News Magazine of the Fifth Estate. Broadcast Advertising \* was acquired in 1932 and Broadcast Reporter in 1933.

\* Reg. U. S. Pat. Office

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BROADCASTING • Telecasting

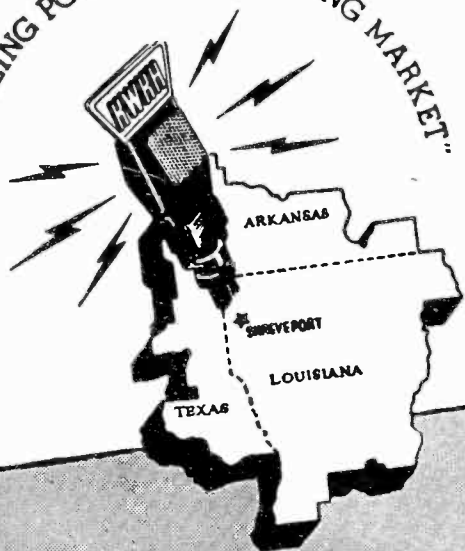


**ARK-LA-TEX?**

**IT'S RIGHT THERE!**

You can't cover the country . . . you can't even cover the South . . . without the tri-state area we call Ark-La-Tex. Here is an oil-rich, cotton-rich, cattle-rich area that wise advertisers recognize as an important source of sales. Here are parts of three states with a spendable income equivalent to many of the nation's largest cities—an income that is spent, in large measure, by loyal KWKH listeners. Get acquainted with 50,000-watt KWKH—remember KWKH in your next spot schedule.

"THE SELLING POWER IN THE BUYING MARKET"



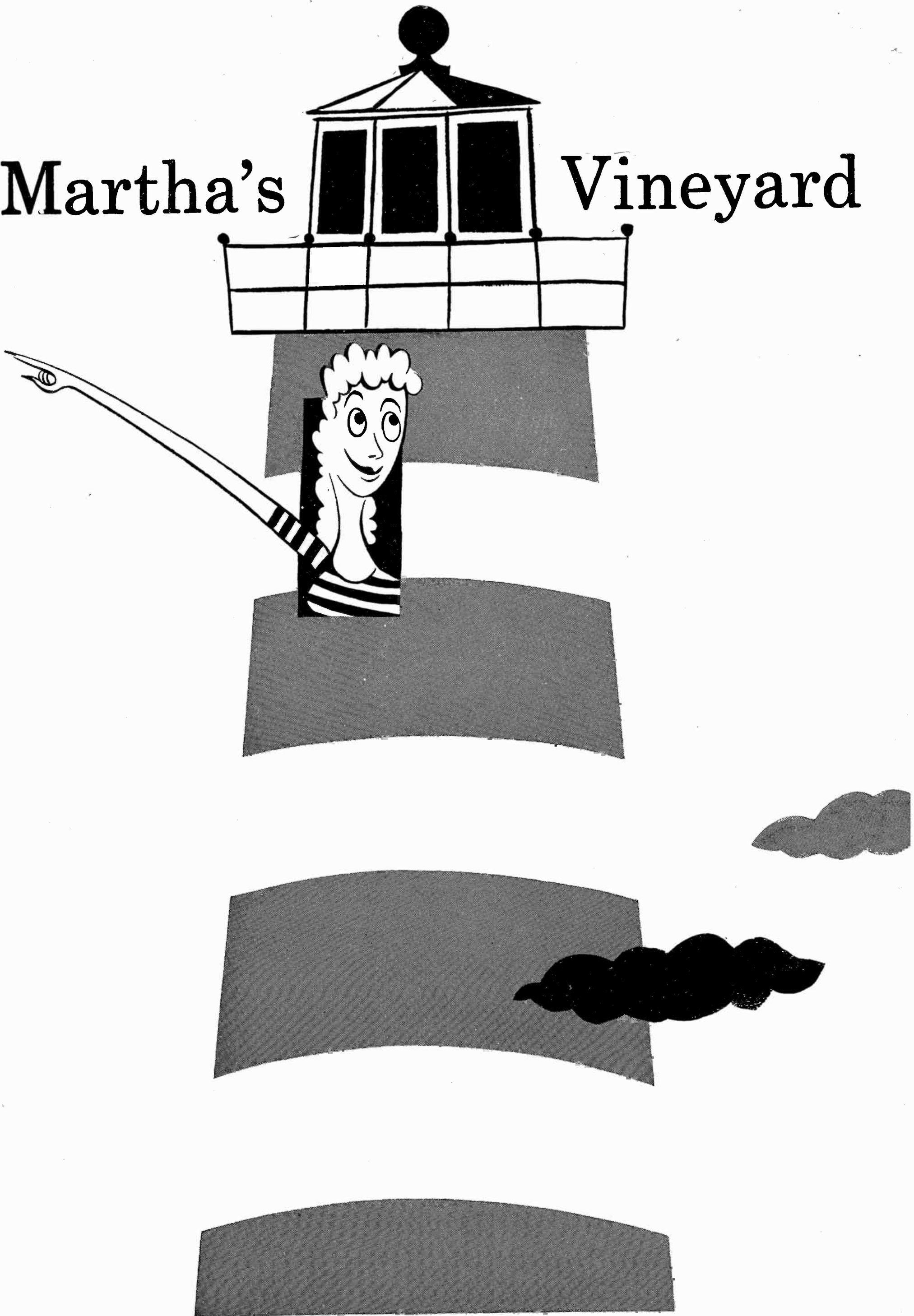
**KW-KH**  
CBS ★ 50,000 WATTS  
The Shreveport Times Station  
SHREVEPORT, LOUISIANA

Represented by The Branham Co.



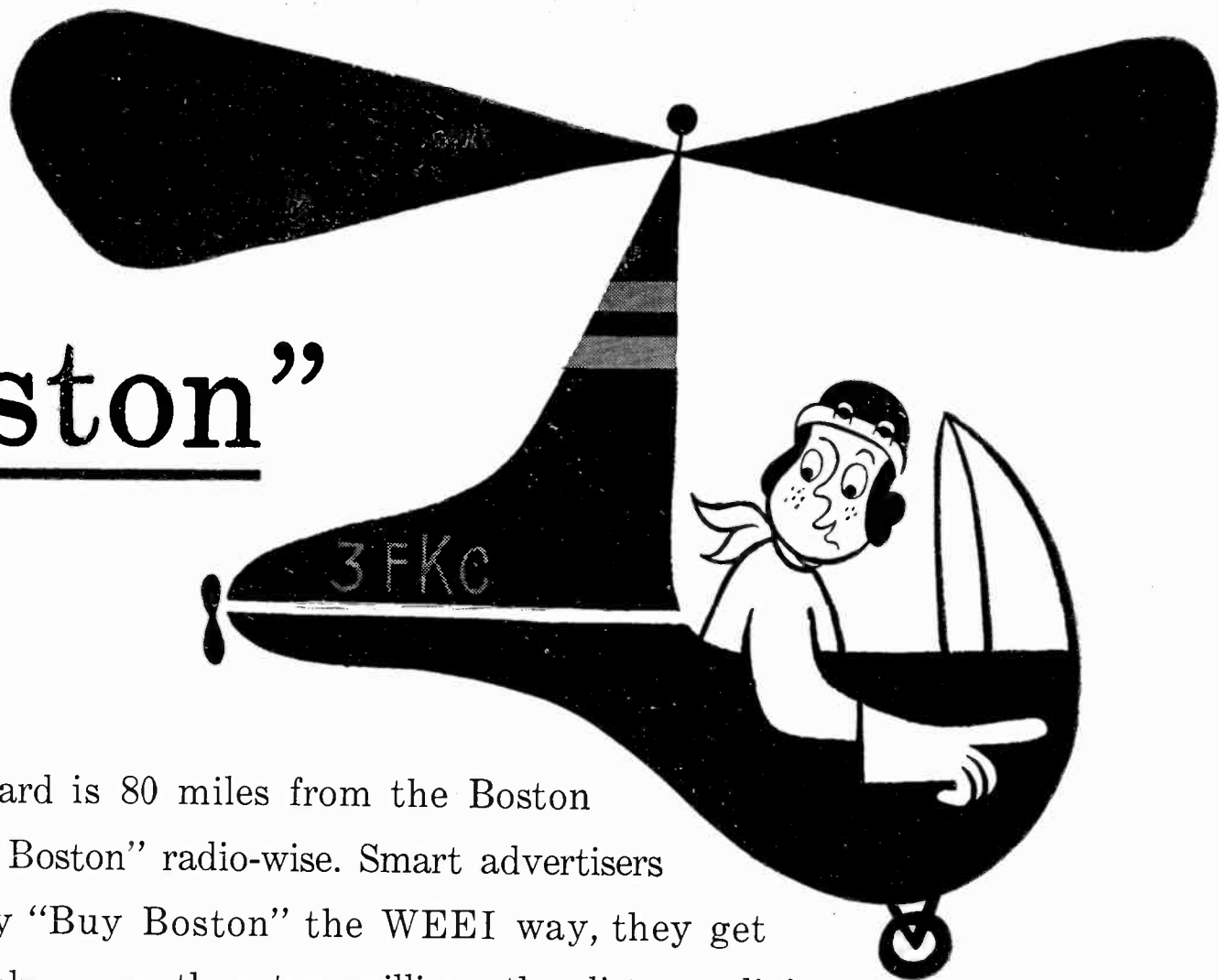
“Martha’s

Vineyard





is in Boston"



Sure! Martha's Vineyard is 80 miles from the Boston Common. But it's "in Boston" radio-wise. Smart advertisers know that when they "Buy Boston" the WEEI way, they get Martha's Vineyard — plus more than two million other listeners living "outside" the Hub.

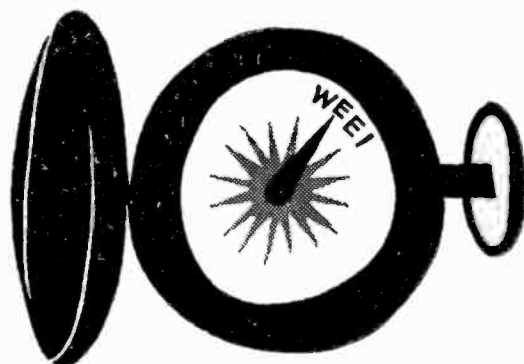
The Boston (and the WEEI) market ranges 270 miles along the New England coast from Martha's Vineyard to Rockland, Maine. In between are fifty-four cities and towns with from 10,000 to 110,000 population —plus the City of Boston.

The WEEI listeners "outside" of Boston—in Maine, New Hampshire and Massachusetts—account for most of the Boston market's huge buying power. Alert advertisers know that WEEI delivers consistently high ratings among urban and rural families *everywhere* "in Boston"—including the "Bostonians" who harvest potatoes in Maine and cranberries on the Cape as well as Beacon Hill apartment dwellers.

When you "Buy Boston", better be sure you buy *all* of it—770,000 WEEI listeners in the Hub—plus your big share of WEEI's 2,000,000 listeners in the huge "outside" market.

**WEEI**

*Columbia's Friendly  
Voice in Boston*



Represented by Radio Sales, the Spot Broadcasting Division of CBS.

New York, Chicago, Los Angeles, San Francisco, Detroit, Atlanta.



# Feature of the Week



\* Hooperatings show WFLA, broadcasting on 970 KC, has most listeners—morning, afternoon and night—in the Tampa-St. Petersburg market. First on the Florida West Coast! Yes, WFLA continues to be the most-listened-to station—all day, every day—in the heart of the Tampa trade area. And remember, this area is Florida's richest, most heavily populated. The concentration of industry, agriculture, commerce and business make it Florida's best year 'round market with a high, stable purchasing power right around the calendar. The seasonal influx of visitors is a bonus advertisers enjoy at no extra cost. For coverage, for listeners, for sales in the heart of Florida's West Coast, use WFLA, the Tampa Tribune station.

**5000 WATTS  
DAY AND NIGHT**

**WFLA**  
The Tampa Tribune Station  
**TAMPA** NBC  
NATIONAL REPRESENTATIVE  
JOHN BLAIR & CO

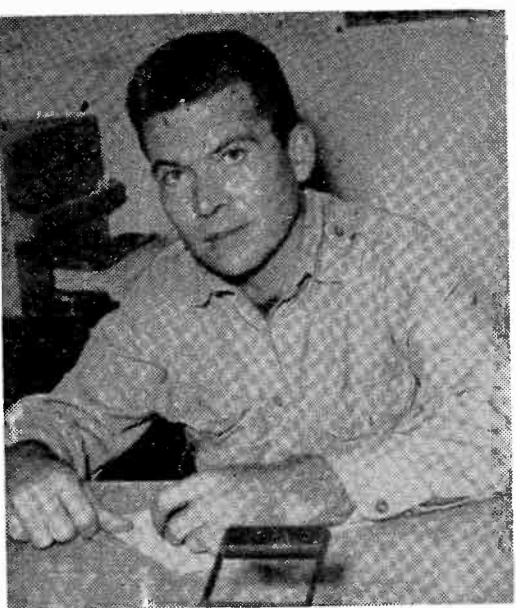
BECAUSE human ears are directionalized and capable of discriminating among many sounds, high fidelity in FM, as long as it must come from a single loudspeaker, is of no help in making a program pleasing.

So maintains Lawrence Twombly of the Engineering Dept. of KSD St. Louis, who believes that certain fundamentals in the hearing of sound have been overlooked in the FM high fidelity controversy.

Music heard in a studio, Mr. Twombly says, would include the notes themselves, their overtones and reverberations from the walls, yet when all the sound is coming from a single loudspeaker this is impossible.

"An important thing about the sensation of hearing is that it is the result of the response to sounds by two ears," Mr. Twombly says. "Your left ear is more sensitive to a sound on your left side than is your right ear to the same sound. In other words, each ear is directional . . ."

The directional characteristic, according to Mr. Twombly, enables the hearer to concentrate on and understand what is being said on the other side of a noisy room



Mr. TWOMBLY

while oblivious to louder sounds near to him.

Since a program coming from a loudspeaker must come from only one point, the sensation associated with two ears listening to many sounds coming from different directions is lost—and with it the sense of naturalness of the sound.

The remedy, which Mr. Twombly admits is impractical, would be a bi-aural system with two separate audio channels from two microphones to the listener's two ears.

## Sellers of Sales

**M**ANY A Canadian youth goes to the United States to make his way in a career because of greater opportunities, but few come back to do better in Canada than they did in the United States. Edward Gould is one of the exceptions. He left Toronto for New York fresh out of high school, made his way in the moving picture industry, then decided that he really belonged in Canada. Now he is radio director of McConnell, Eastman & Co., a major Canadian advertising agency with branches throughout Canada.

Eddie, as he is called throughout the radio trade, was born in Owen Sound, Ont., December 4, 1905, and early in life moved with his parents, bothers and sisters to Toronto where he received his education. He left Toronto for New York in 1924, determined to make his way in the entertainment world. For nine years he was associated with moving picture companies, the greater part with Pathe Pictures and Hugo Riesenfeldt, and did work for the Famous Players chain of theatres.

In 1933 the call to Canada became too great and he came home to Toronto to start a General Motors agency with a brother-in-law. In 1935 he gave up the automotive trade and joined McConnell, Eastman & Co. at Toronto as an account executive and, because of his entertainment experience, as radio director.

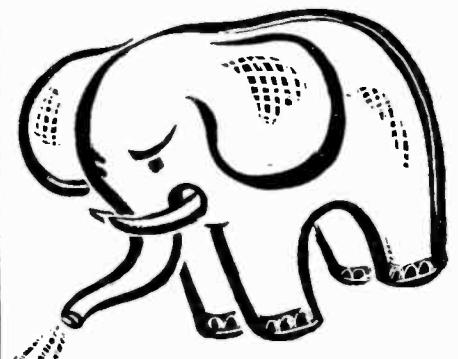


EDDIE

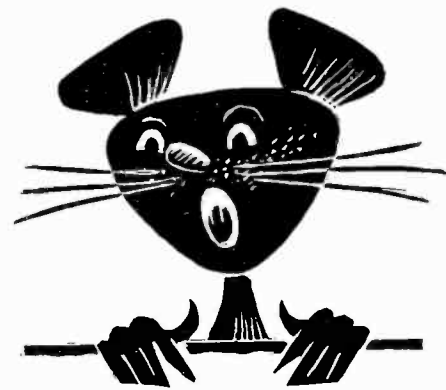
He supervises and produces one of the major musical radio shows in the Dominion, the Tip Top Tailors Sunday evening *Music for Canadians* on the Trans-Canada Network. He also supervises other radio accounts of the agency, including Canadian Food Products, Perfect Circle Co., Libby, McNeill & Libby of Canada, Progressive Conservative Party, Swift Canadian Ltd. (soaps and cleanser division), St. Lawrence Starch Co. Ltd.

For diversion he likes to read, his range being from straight fiction to economics. He married in 1940 and is a member of the Primrose Club and the Radio Executives Club of Toronto.

Remember the story about . . .



THE ELEPHANT



THE MOUSE



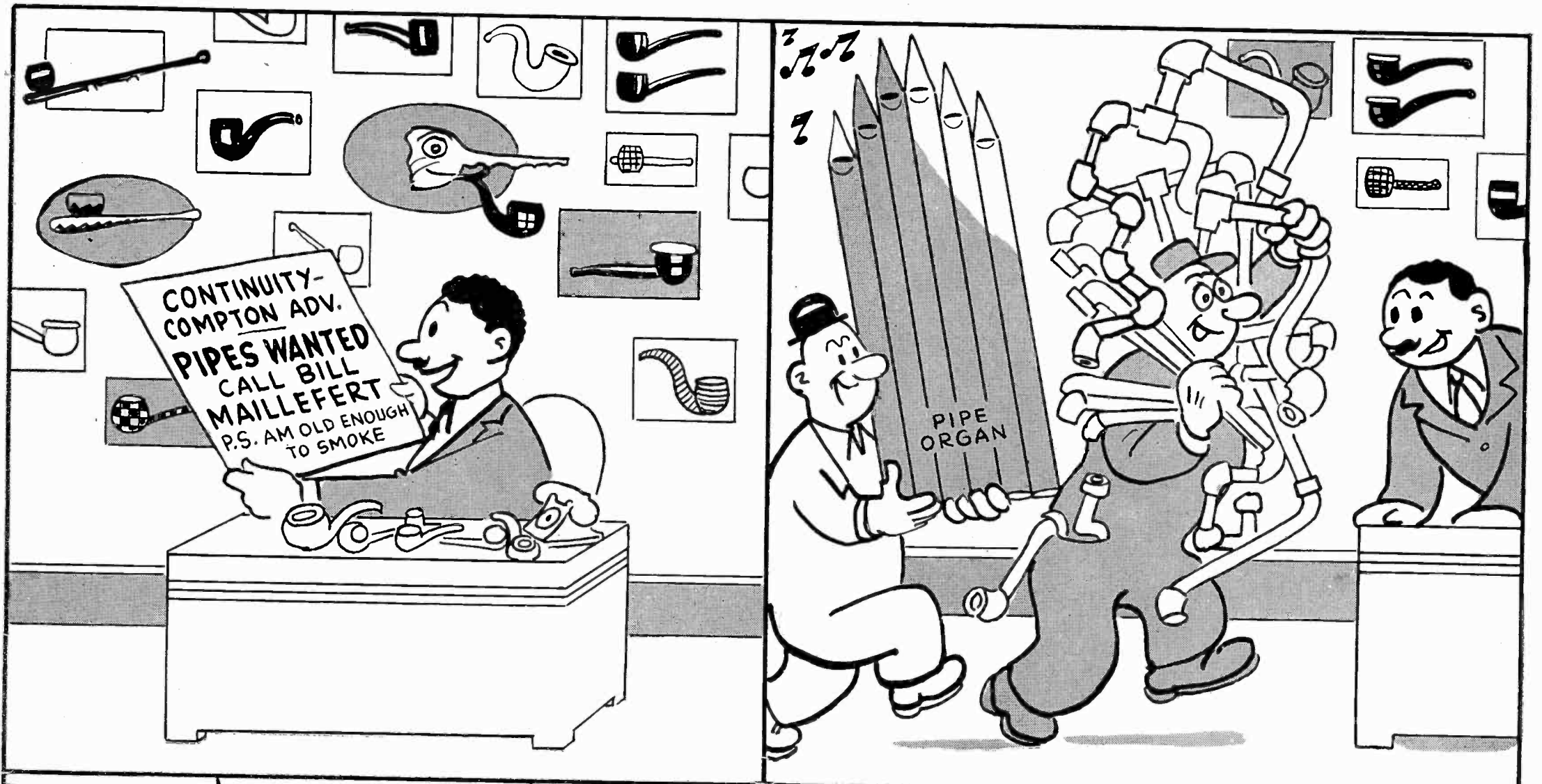
Keep your eye on WWDC in Washington! It's the station with the big sales wallop. There's only one reason for its power . . . people LIKE the station and its programs. We have sales success stories galore . . . we'd like to show them to you.

Keep your eye on  
**WWDC**

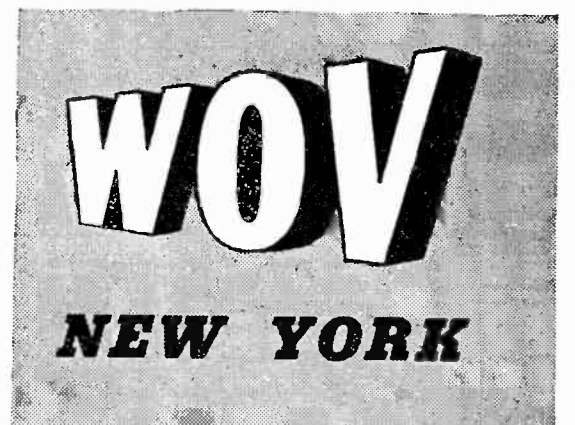
Coming Soon—WWDC-FM

Represented Nationally by  
**FORJOE & COMPANY**





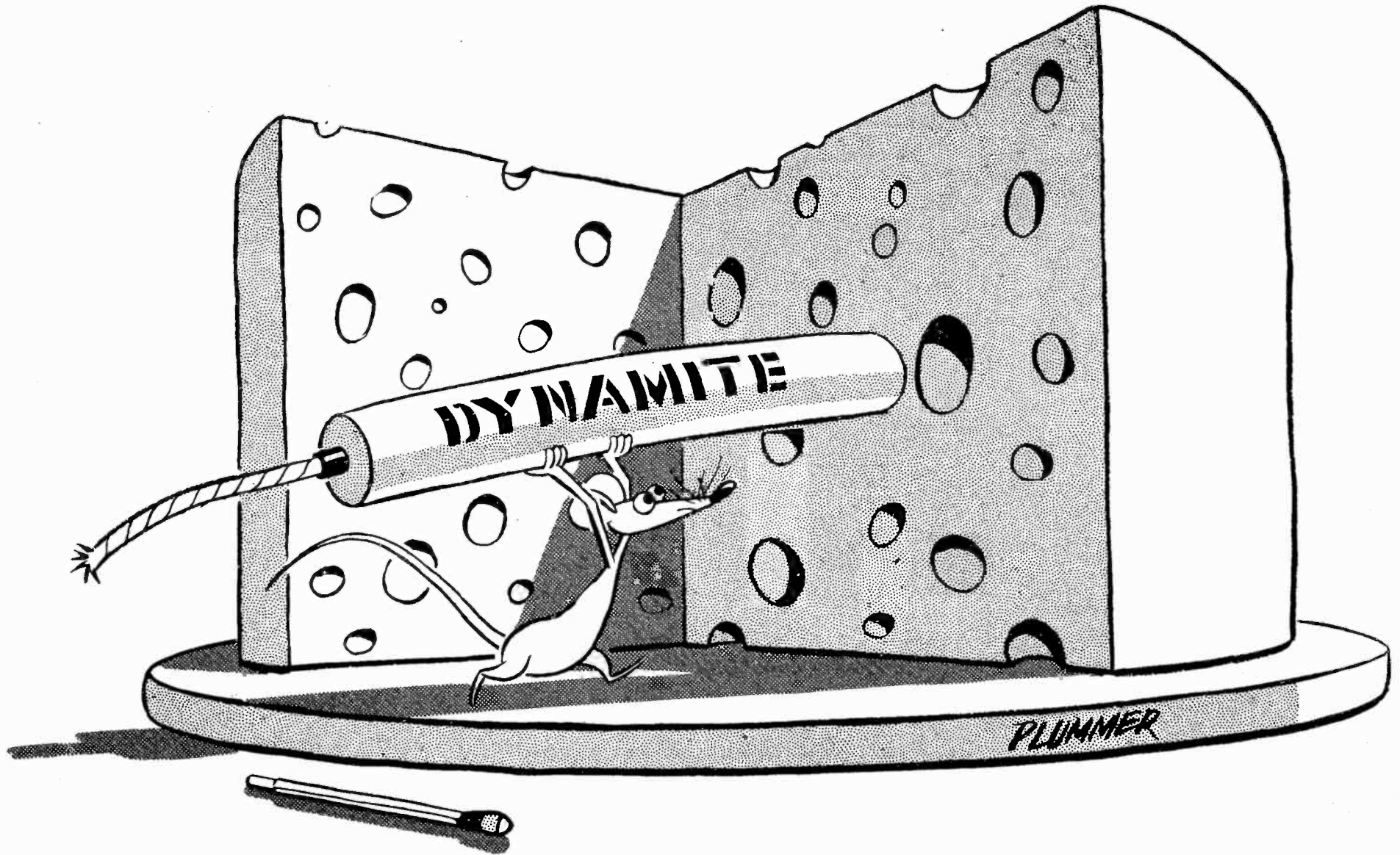
**"Wake Up New York" is a carefully planned show that rates high among early morning programs. From 7:00 to 8:30 every weekday morning, it is doing a great job for participating sponsors. A few spots are available.**



Ralph N. Weil, General Manager \* John E. Pearson Co., Nat'l Rep.



# A LITTLE EXTRA EFFORT OFTEN GETS A BIG RESULT!



● If you are a local or regional advertiser who wants to get a bigger and better BANG out of business—*F&P has some ideas that will appeal to you.*

Dozens of times in the past fourteen years, F&P has worked with ambitious manufacturers and agencies to *create* new business for everybody concerned—has helped, first, to plan and execute small test campaigns—has then pitched in on merchandising and advance work in new markets—has really assisted in the birth and growth of some of today's recognized advertising successes.

Whether your ambitions are large or small, you'll find F&P more than eager to put out the *extra effort* you need to "go places" in spot broadcasting. Shall we get together?



## FREE & PETERS, INC.

*Pioneer Radio Station Representatives*

Since May, 1932

### EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBA
BEAUMONT	KFDM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

CHICAGO: 180 N. Michigan Franklin 6373 NEW YORK: 444 Madison Ave. Plaza 5-4130 DETROIT: 3463 Penobscot Bldg. Cadillac 4255 SAN FRANCISCO: 58 Sutter Sutter 4353 HOLLYWOOD: 6331 Hollywood Hollywood 2151 ATLANTA: 322 Palmer Bldg. Main 5667

# BROADCASTING

## TELECASTING

VOL. 31, NO. 17

WASHINGTON, D. C., OCTOBER 28, 1946

\$5.00 A YEAR—15c A COPY

## Convention Realism Presages New Era

### Mature Awareness Characterizes Session

By ROBERT K. RICHARDS

"I HOPE this may be the beginning of a real new era."

There appeared to be none among the hundreds of delegates who heard President Justin Miller of the NAB say it who doubted it.

He said it following the address of FCC Acting Chairman Charles R. Denny Jr. What Mr. Denny had

*NAB Convention Index, page 19.*

told about 1200 of the 2000 delegates in the Palmer House's Grand Ball Room gave the hope strength.

Perhaps there was significance, too, in the fact that the words were uttered spontaneously. The voice carries greater sincerity when the eyes are not following text.

Certainly many among the audience—two above all others—could remember words spoken with equal spontaneity in 1941 at a convention in St. Louis. Maybe that's when the fuss began. Perhaps this was where it ended.

But though the areas of disagreement between the Government and the broadcasters had been narrowed considerably, they had not been obliterated.

This was evident in a panel discussion on freedom of speech Wednesday night when Mr. Miller and Mr. Denny engaged in a debate on the issue of freedom of radio. Although the two—one representing broadcasting and the other the Government—had found common cause on most matters, it was still apparent that the aggressive and eloquent lawyer had not in this case, changed the judge's mind about constitutional liberty.

Lost to many in the dramatic circumstances which attended this exchange was a development perhaps more significant than all others. Byron Price (distinguished editor, wartime censor and now vice president of the Motion Picture Assn. of America) and John S. Knight (outgoing president of the American Society of Newspaper Editors) said that radio's fight was their fight.

They asserted that radio was the most vulnerable of all media, that it was the first line of defense

against encroachment on freedom of speech. That they believed it, and said it, and pledged their aid could mean only that radio had won to its cause the most powerful allies within its reach. This

victory, more surely than any other, signified that American radio reached maturity at 25.

Mr. Miller said he "hoped" this was the beginning of a new era. Except for one factor, it may have

been a sentiment stronger than hope. That factor was the Blue Book. In his frank and fact-packed address before the convention Wednesday noon, Chairman Denny took up the Blue Book as the first order of business. Stating that he spoke with unanimous consent of the Commission, he outlined the Commission's definition of the March 7, 1946 "report on public service responsibility of American broadcasters."

"That is the Blue Book," he said. "We do not intend to bleach it."

Summarizing, he observed: "I say that—as applied to the Blue Book the cry of 'free speech' is a red herring." Those close to the rostrum heard him mutter under his breath, "in the moonlight."

Mr. Miller, rebutting his statement, carried out the piscatorial analogy: "I say it is not a red herring. I say it is a whale of a big problem."

He found one important partisan later in Mr. Price who told the audience at the freedom panel: "the power to license is the power to censor."

The "new era" portends other

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### They Smiled, but Bared no Teeth



Mr. DENNY

Mr. MILLER

## Clears Develop Revolutionary Plan

### At Least 20 Stations Would Increase To 750 kw

A REVOLUTIONARY PLAN for realignment of clear channel stations whereby a minimum of 20 outlets would get 750,000 w each and would be reshuffled so that each of the four major networks would have five such stations to provide four different program services was approved last week by the Clear Channel Broadcasting Service for presentation to the FCC.

While no formal announcement was made, BROADCASTING learned authoritatively that CCBS, meeting in executive session in Chicago Oct. 20, gave its unanimous approval to the plan. Word, however, seeped out and the project became a topic of corridor conversation at the NAB Convention in the Palmer House.

Naming call letters in some instances, the plan evoked prompt

but publicly unexpressed opposition from NBC and CBS. ABC and Mutual, which presumably would stand to benefit, however, made no audible protestations.

The plan, evolved after months of engineering studies and economic researches, will be presented by CCBS at the final hearing on the clear channel case to get under way sometime in January before the Commission en banc.

The hearing issue, succinctly, is whether some or all of the remaining two dozen clear channels shall be duplicated or, in the alternative, whether they should be retained with power beyond the present 50,000 w limitation. The objective is to provide greatest possible service to the nation as a whole, filling in the "white spaces" which show up on official coverage maps.

Louis G. Caldwell, general counsel of the clear channel group, Victor Sholis, CCBS director, Col. John H. DeWitt and Andrew W. Ring, Washington consulting en-

gineer, jointly evolved the technical plan. Col. DeWitt has maintained a staff of engineers, researchers and statisticians aggregating more than 20 in the analysis of data used as the plan base. He has devoted full time to this project since his release from the Army Signal Corps some six months ago after he had "shot the moon" by radar.

The plan proposes power of the order of 750,000 w not only for the member stations of CCBS but also

*(Continued on page 100)*

**BASED ON months of engineering and economic studies, a plan for increasing total U. S. radio coverage and affording a wider choice of programs in more areas has been evolved by the Clear Channel Broadcasting Service. This will be presented to the FCC when final hearing is held on the clear channel question early next year.**



# Radio's 'Operations Crossroads' . . . . . An Editorial

RADIO had its own Operations Crossroads in Chicago last week. The fork to the tortuous path of self-regulation was chosen, after warnings that the other fork leads to the self-destruction that inevitably accompanies overly stringent regulation.

There were new performers in a new setting. Justin Miller made his first appearance as NAB president. Charles R. Denny Jr., made his debut before an NAB convention as acting chairman of the FCC. Neither avoided the issues. Both loosed hard-hitting wallops. The area of disagreement, reached in good spirit, surrounded all those things that broadcasters have conceived as inbred in the Blue Book, but which the FCC views as mirages.

Even before the youthful, eloquent and persuasive Mr. Denny had unburdened himself, the NAB under guidance of Judge Miller, had embarked upon its project to forcibly lift radio-programming by its bootstraps. Other leaders, like CBS' William S. Paley, and NBC's Niles Trammell, had called for action from within, before the tide of criticism from without reaches uncontrollable proportions. A public relations policy for radio—something that hasn't even existed till now—was urged as the running mate of a revitalized code.

Despite attempts at camouflaging, the Blue Book stood out as the one, main, burning issue. Mr. Denny didn't try to duck it. He did try to minimize it. He deprecated the use by Judge Miller in past utterances of truculent adjectives describing the Blue Book advocates. He nailed this down by pointing out that of the 322 applications pending for renewal at the time of the Blue Book's "publication," only seven have been set down for hearing.

However this reduction was accomplished, we welcome it along with Mr. Denny, the FCC-

and those broadcasters who are off the hook. Mr. Denny said the broadcasters have seen the light. We think the FCC saw it too, but whatever the reason it's heading in the right direction and in a new era of cooperation and compassion that can augur only for good.

The fact that three members of the FCC and most of its staff executives were there, was healthy. It enabled FCC to get the atmosphere in which the broadcaster lives at first hand, not from the bench. They saw not only the old-timers but hosts of newcomers in AM and FM, too. If they listened, they learned that radio is competitive because it is commercial, and that radio has problems that extend beyond the horizon of the FCC.

Judge Miller had met most of the nation's broadcasters at district meetings of the NAB during the last year. It was the first time he had met them in convention assembled. Broadcasters were instilled with a new confidence in their art and in themselves after listening to his exposition of the myriad issues which confront them and the Miller formula for their solution. They liked his brand of talk, his punch and his timing. They liked the way he met things head on and his artistry in making complex things simple. To a man they accepted him as their leader.

There were no personal feuds or undignified conflicts. There were honest differences expressed. There was no backing away from those issues in which radio's very freedom and existence is threatened. Mr. Denny and Judge Miller will meet monthly. That's the dawning of a new era. FMBI was dissolved and is integrated in the NAB, for FM is broadcasting, as is television and facsimile and pulse-time-modulation and whatever else the genius of radio's engineers may bring forth for mass dissemination to mankind.

In a little-heralded and sparsely-attended session Wednesday night—after the big show was all but over—there came the biggest show of all. The impact may have been missed by some. But in importance it overshadowed all else. It was there, in a forum discussion, that

Byron Price, one of the greatest newsmen of all time, the war-time director of censorship, and now vice president and spokesman for the Motion Picture Assn., and John S. Knight, outgoing president of the American Society of Newspaper Editors, and publisher of important newspapers, pledged their support in radio's fight for freedom.

They recognized that radio is the first line of defense. They realized that when the visual radio media—television and facsimile—are full-blown, their own arts and industries will be licensed—licensed by the FCC. Mr. Price stated it simply: "The power to license is the power to censor." And Mr. Knight recognized too that when newspapers are transmitted by facsimile, the press becomes an FCC licensee.

Others participated in this pitched session that yielded the biggest result—for radio—in radio's spectacular and almost reckless quarter century. James Lawrence Fly, former chairman of the FCC who had not appeared on an NAB rostrum since his famed "mackerel in the moonlight" walkout of 1941, pitched in for a freer radio. Moderator Edgar Kobak guided the discussion and needled it to unequalled heights. Judge Miller took another fling. Chairman Denny answered him from the floor.

This Wednesday night session was the most adult discussion of radio since radio began.

There was plain, clean, honest, wholesome forthright talk at Chicago last week. There has been the same sort of thing in the past too. But somehow it lost its sweetness and clarity when the delegates went home. It became double-talk and gobbledegook.

This post-war year it must not happen again. If it does, broadcasters would be well-advised to study up on the care and feeding of the British Broadcasting Corp.

## Miller's Address

THE FOLLOWING is an abstract of President Miller's keynote address.

NOW THAT I have finished the first year, of the five for which you chose me to be your president, I come to report progress and to talk with you about the prospects and the problems which the future holds for American broadcasting. It has been for you, as well as for me, a year of great organizational development. The association has undergone substantial changes which will manifest themselves in improved service during the years to come.

It has been, for me, a year of exploration and discovery. Throughout the length and breadth of this great country I have found you; in the big cities and in the small towns; operating stations which serve, directly, the people of many communities; operating great networks, which provide programs for nationwide consumption. In order to become as well acquainted as possible with all phases of broadcasting, I have attended nineteen District meetings, as well

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## Denny's Address

EXCERPTS from remarks of Charles R. Denny Jr., acting chairman of the FCC, at the NAB general luncheon session Wednesday.

THIS AFTERNOON I would like to discuss a number of current topics—the first being the Blue Book.

Before beginning I am pleased to state that the remarks which I am about to make have the approval of all of the members of the Commission. In fact, the approval which I have is so definite that I am not at all sure that this speech is not subject to judicial review under the new provisions of the Administrative Procedure Act of 1946. I should add that Commissioner Durr, who is in Moscow attending the Five-Power Telecommunications Conference, did not participate in the consideration of my remarks but I have no reason to believe that he would dissent.

### Fight Expected?

Now I understand that some people are expecting a fight on the Blue Book issue. They expect this because of certain language used

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Drawn for BROADCASTING by Sid Hix

Jimmy's Unbroken Record

# Mr. Petrillo Brooks No Protestations

By FRED SAMPLE

RADIO'S DAVID—the transcription industry—was unable to duplicate the Biblical ending in its encounter with the Goliath of the American Federation of Musicians—James Caesar Petrillo—at the end of two days of hectic arguments over the AFM president's demands of a flat 50% increase.

As BROADCASTING went to press it appeared evident the transcription companies would have to meet the demands or find themselves without musicians today.

Although Mr. Petrillo told them he was "happy to compromise" his original offer made Monday of a 66⅔% increase over the old wage contract, he refused point-blank to retreat further than a blanket 50% increase for all categories, including open-end, spot, custom-built and library transcription performances.

This would boost the platter musicians' pay from \$18 per hour, plus \$12 per hour rehearsal, to \$27 per hour. Under terms of both the old and new contracts, no AFM musician may play for more than 14½ minutes of actual recording during the one hour period.

On Oct. 18 Mr. Petrillo settled with the record companies for 37½% over the old wage scale of \$30 per hour of playing time during which not more than five minutes could be recorded [BROADCASTING, Oct. 21].

## 12-Hour Session

Mr. Petrillo ended the 12-hour Wednesday session in the smoke-filled Palmer House suite by informing the transcription men they had until 2 p. m. Saturday to place their newly-signed contracts on the desk of Rex Riccardi in the AFM New York office. Unless they comply, he told them, they could expect to go into retirement on AFM's "unfair" list.

Representatives of the open-end production firms such as Frederick W. Ziv, asked permission to break away from the other transcription firms to attempt to negotiate with Mr. Petrillo on their own, but there seemed slight hope of any special deal that would improve their situation.

The 50% increase was not swallowed without protest. Aside from the increased cost of producing the scores of musical programs which have become a vital part of the radio industry, the transcription men were unanimous in their disgust at the whipping boy position in which they found themselves.

Each of the 20 representatives felt that he was substituting by proxy for the industry which was holding its 24th annual convention—the NAB.

## 'Don't Make Me Laugh,' He Says of Offer By Transcription Companies

The majority of their arguments against Mr. Petrillo's proposals were voiced firmly but without conviction. Mr. Petrillo himself lost no time in revealing why they had been summoned before his board. Radio, he shouted time after time, was making too much money—too many small stations were growing fat off their advertising diet without asking the local union to sit down at the feast.

### Comments on NAB

The few printable comments he had to make about the NAB, whose delegates frequently barred his way into the Palmer House elevators, were to the effect that it was merely a hired hand of a rich band of merchant princes. Mr. Petrillo said he had no intention of meeting at a future date with NAB President Justin Miller to discuss mutual problems.

He was particularly bitter about the Lea Act, which he said was instituted with malicious intent to slander and defame him. He said he had no doubt as to the outcome

of his pending trial before the U. S. District Court in Chicago, nor of the outcome should it go before the U. S. Supreme Court, which he is certain it will. No law so discriminatory, he said, that it is used only for the prosecution of one individual can be called Constitutional.

The transcription people made frequent—and futile—attempts to return to the original subject of discussion. But Mr. Petrillo was adamant both in his wage demands and his annoyance at the radio industry which the transcription people serve.

Acting as spokesman for the defense, Gerald (Jerry) King, partner in the firm of Standard Radio, told Mr. Petrillo he was authorized to offer an increase of \$3.75 over the old \$18 minimum wage scale. Mr. Petrillo's answer was an abrupt "don't make me laugh."

The transcription companies also attempted without success to point out the different profit levels be-

tween record and transcription companies. They presented facts to show that last year record companies grossed in excess of \$100,000,000 from the sale of records to retail outlets, juke boxes and radio stations. In contrast, the transcription industry's gross sales were only \$3,000,000.

Mr. Petrillo readily admitted that the record industry, under the terms of last week's wage contract of 37½% increase would contribute proportionately less to the AFM coffers than the transcription services. But, he said, pounding the table, transcriptions help radio stations reap tremendous profits and radio stations must, even if by indirection, pay for putting unknown musicians in small cities out of business.

He was told that according to figures submitted by the AFM in its annual report to the U. S. Treasury that phonograph companies contributed \$1,500,000 in 1945 for musicians' fees, while the transcription people nearly matched that amount to the extent of \$1,400,000. Didn't Mr. Petrillo think, in the light of the dis-

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## Paley Urges Stronger NAB Standards

### CBS Chairman Proposes Plan to Answer Criticism

STRENGTHENING of the NAB Standards of Practice, with provision for extension of its scope and better enforcement was urged by William S. Paley, CBS chairman of the board in a straight-from-the-shoulder address to the NAB convention Tuesday morning.

In scanning the industry from the perspective of a top network executive recently returned from several years war service abroad, where he had a chance to watch other types of broadcasting at close range, Mr. Paley exposed sore spots in the radio body and then offered a course of treatment.

The young CBS executive, with FCC Chairman Charles R. Denny sitting a few feet to his right, even turned a clinical spotlight on broadcast advertising and program practices. He declared his belief however, that the FCC Blue Book developed from propaganda, much of which was aimed at the Commission.

He was critical of broadcasting's lack of information on program practices, saying, "To me it is an absurdity that the most complete information on program practices throughout the industry is known not to us, but is known to the FCC. Information of this nature is essential if the average broadcaster

is not to continue to operate on hunch instead of according to a formulated plan of industry-wide action.

### Facts Needed

"It is just such an industry-wide plan of action that I now wish to propose to improve our standards and to counteract our collective failure in answering our critics. To start with, we need more facts to go on. We ought to gather pertinent program data, including advertising copy data for the whole industry. But that is only preliminary.

"Our real task is to earn and hold public confidence by deserving it, matching with our own responsibility the responsibility we ask of critics. All this spells out a strong case to me for a strengthened, extended and better enforced Code of Standards. Not a code which limits and narrows, but which stimulates and encourages the whole industry to broader accomplishments on a still higher plane.

"Doing something more and something better about the code is the concern of this association. It will be a hard job. There will be no pleasure whatever connected with its formulation, or its enforcement. But I see no alternative. We cannot in good sense evade or compromise the question. Our collective security is involved. More perhaps than any ordinary



WILLIAM S. PALEY, CBS  
"We Must Clean Up"

industry we need a strong code because we are so scattered, we are so habitually victimized by a lack of discrimination, and the faults of the few cause so severe a reflection upon the many.

"I suggest, first, that this association formulate a new and detailed Code of Program Standards—a code which will prohibit practices which detract from the good name of radio as a whole. And I

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# Criticism of BMB Withheld at Chicago

## Failure of Battle To Materialize Is Surprise

By BRUCE ROBERTSON

THE BMB SESSION Tuesday afternoon turned into a surprise party for the more than 1,000 broadcasters attending the session when a call for questions by the session's chairman, NAB President Justin Miller, failed to evoke a single response.

Station criticism of BMB's recently issued Station Audience Reports, amounting in the case of

**STORMY SESSIONS** on BMB had been expected for the NAB's Chicago sessions, following reports of dissatisfaction by certain segments of the industry. Failure of such a battle to erupt at the BMB session came as a distinct surprise. On the other hand, the statement of an unnamed broadcaster indicates the upheaval is not averted, just delayed.

at least one station, WKY Oklahoma City, to outright repudiation of the BMB data [BROADCASTING, Oct. 14], had led to expectations that BMB spokesmen would be in for a stormy question period at the convention. That this did not come about is high tribute to three factors: The exhaustive explanation of BMB president Hugh Feltis on exactly what BMB data mean and what they do not mean; the praise given Mr Feltis, his organization and its operations to date by the presidents of the American Assn. of Advertising Agencies and the Assn. of National Advertisers; and the summing up by Judge Miller to the effect that the less one knows about a thing the easier it is to criticize and that for himself the fact that the research experts of advertisers, agencies and broadcasting organizations have approved the BMB techniques was sufficient.

### Traces Research History

J. Harold Ryan, vice president, Fort Industry Co., BMB board chairman and moderator, opened the session with a brief history of



**BMB BRAIN TRUST** (l. to r) Frederic Gamble, president, American Assn. of Advertising Agencies; Paul West, president, Assn. of National Advertisers; Hugh Feltis, president, BMB.

radio research. He pointed out that for more than 15 years broadcasters have been attempting to set up standards for determining who listens to a station and where they live, but that not until the BMB formula was evolved did they find one that was acceptable to advertisers, agencies and broadcasters alike.

He described the tripartite set-up of BMB, with every step in its procedure approved in advance by representatives of all three groups, and hailed this cooperation between broadcasters and their customers as second in importance only to the BMB formula itself. He warned the audience not to mistake surface errors for fundamental ones, declaring that BMB's basic techniques are as sound today as they were two years ago when they were unanimously adopted by NAB.

Stressing the joint effort of broadcasters, advertisers and agencies whose researchers and executives together "set the BMB

pattern, established the standards and assured the representativeness of the sample," Mr. Feltis stated that these men from all three groups "have agreed and are prepared to demonstrate to anyone that the techniques and the methods and the size and the distribution of this study are adequate to measure how many families listen to a station and where these families live.

### BMB's Dimensions

"BMB," he declared, "has measured the how many and the where of station audiences. These are the two basic dimensions which BMB set out to measure and which BMB has accomplished. And that is all we proposed to do in this study."

BMB does not measure, he continued, "how often they listen, how many hours they listen, what programs they listen to or average-minute listening." BMB's reports, he said, do not show individual program audience, available program

(Continued on page 36-D)

## NAB Chooses Eight Directors; Four Reelected From Stations

EIGHT NAB directors were elected at the Wednesday business session—two directors at large for small medium and large stations, and one each for NBC and CBS. MBS refused to sit on the board other than as an observer.

Elected for small stations were: Clair R. McCollough, WGAL Lancaster, Pa., who was reelected, and Wayne Coy, WINX Washington. For medium stations: T. A. M. Craven, WOL Washington (reelected)

and G. Richard Shafto, WIS Columbia, S. C., (reelected). For large stations: J. Harold Ryan, WGBS Miami (reelected), and Harold Hough, WBAP Ft. Worth.

NBC nominated Frank M. Russell, Washington vice president for network member. CBS nominated its president, Frank Stanton. Both were reelected. Mr. Hough replaced J. Leonard Reinsch, WSB Atlanta. Mr. Coy replaced Matthew H. Bonebrake, KOCY Oklahoma City.



**NEW MEMBERS** of NAB Board of Directors were guests at final meeting of the old board Monday night. Around table, starting with President Justin Miller and Frank Stanton, CBS, at the right end of the table are (clockwise around table): William B. Smullin, KIEM Eureka, Calif.; Edgar Kobak, MBS; Harry R. Spence, KXRO Aberdeen, Wash.; Leslie C. Johnson, WHBF Rock Island; Hugh B. Terry, KLZ Denver; John E. Fetzer, WKZO Kalamazoo; C. Bruce McConnell, WISH Indianapolis; Matthew H. Bonebrake, KOCY Oklahoma City; Ed L. Hayek, KATE Albert Lea, Minn.; Michael R. Hanna, WHCU Ithaca; A. D. Willard Jr., NAB executive vice president, at foot of table; G. Richard Shafto, WIS Columbia, S. C.; Campbell Arnoux, WTAR Norfolk; Frank M. Russell,

NBC; Hugh A. L. Halff (guest), WOAI San Antonio; William B. Way, KVOO Tulsa; Martin B. Campbell, WFAA Dallas; Don Petty, NAB general counsel; Clair R. McCollough, WGAL Lancaster; C. E. Arney Jr., NAB secretary-treasurer; John J. Gillin Jr., WOW Omaha; Fred W. Borton, WQAM Miami; George D. Coleman, WGBI Scranton; J. Harold Ryan, Fort Industry Co.; Wiley Harris, Jackson, Miss.; Hoyt B. Wooten, WREC Memphis. New members are Messrs. McConnell and Harris, succeeding Messrs. Fetzer and Wooten respectively. Not in photo, Paul W. Morency, WTIC Hartford; William B. Ryan, KFI Los Angeles; J. Leonard Reinsch, Cox stations; T. A. M. Craven, WOL Washington; James D. Shouse, WLW Cincinnati.

# FM Committee Born at Convention

## Promotion Group Arises Following Death Of FMBI

By BILL BAILEY

A NEW FM organization, known temporarily as the FM Committee, was born last week during the NAB Convention in Chicago a few minutes after FM Broadcasters Inc. officially passed into history.

Heading the new organization is Roy Hofheinz, operator of KTHT Houston and an FM applicant. He was named chairman of a Steering Committee of 11 to formulate plans for a nationwide promotion campaign to sell FM to the public.

At the seventh annual meeting of FMBI—which proved to be the last—the membership voted 42-8 to dissolve. Meeting in the Palmer House, the session was punctuated by demands from the floor for a promotional organization.

Led by Ira Hirschman of WABF New York, independent FM outlet, the move to set up a new organization—not a trade association but purely a promotional group—gained momentum as member after member demanded that “immediate steps be taken to properly present FM to the public.”

Walter J. Damm, FMBI president, pointed out that the NAB could not use its funds to promote any single segment of broadcasting. At the opening NAB Convention session on Monday he stated he was opposed to two trade associations and suggested that NAB could do a job for FM broadcasters.

### Refund From FMBI

When the members formally killed FMBI after seven years of a hectic life, they approved a resolution adopted by the board of directors earlier to refund on a pro-rata basis any remaining funds in the treasury. FMBI had a balance, as of Oct. 18, of \$7,644.09. After necessary liquidation expenses are deducted, it was estimated the refund would aggregate about \$6,000.

At its sixth annual meeting Aug. 14, 1945, the FMBI voted by proxy to merge with the NAB on a year's trial basis. Three FMBI board members, together with President Damm, were named to serve with three NAB board members on a special NAB FM executive committee.

Last May the FMBI board discussed a recommendation to dissolve FMBI but there was some dissension on the part of some members who felt that an organization was needed to do a promotional job. President Damm told the final membership meeting the FMBI had three alternatives: (1) to dissolve FMBI, recognizing the ability of NAB to serve as an overall trade association for all forms of broadcasting, “in no way negating the possibilities of organizing



THESE FM broadcasters-enthusiasts laid the foundation for a new promotional organization after FMBI voted to dissolve last week. Standing (1 to r): Leonard Asch, WBCA Schenectady; W. R. David, General Electric Co.; Jonas Weiland, WFTC Kinston, N. C.; Gordon Gray, WMIT Winston-Salem; Frank Gunther, REL, Long Island City, N. Y.; E. J. Hodel, WCFC Beckley, W. Va.; Wayne Coy, WINX-FM Washington. Seated (1 to r): Milton Sleeper, editor, *FM & Television*; Theodore Granik, Washington FM grantee; Stanley Ray, WRCM New Orleans; Roy Hofheinz, KTHT Houston, acting chairman; Ira Hirschman, WABF New York; C. M. Jansky Jr., Jansky & Bailey, Washington; Leonard Marks, Washington attorney; Raymond Kohn, WMFZ Allentown, Pa.; Everett Dillard, KOZY Kansas City, WSDC Washington.

a promotional organization”; (2) continue FMBI as a promotional organization, recognizing NAB as the trade association; (3) reactivate FMBI as a full-fledged trade association.

A resolution adopted by the FMBI board, which met in Chicago Sunday, Oct. 20, recommending the dissolution of FMBI was passed 42-8. Under the temporary merger arrangement with NAB, FMBI

members' dues are paid to Nov. 1, Mr. Damm explained. After that former FMBI members will be classified as any other regular NAB member.

Immediately following the demise of FMBI, Mr. Hirschman rallied a group of more than 35 in a corner of the meeting room and acted as chairman of the rump session.

Among those attending were nine

## OVERHEARD

“HE (Mr. Denny) is a Harvard Law School graduate and also a regular guy,”—Judge Miller . . . “The Commission has been used as a boot camp to toughen an OPA administrator”—Chairman Denny . . . Commissioner Jett, looking at pink identification badge provided for him by NAB,—“It should have been blue” . . . “If the Commission keeps on licensing stations there won't be enough people to go around” — A Broadcaster . . . “Whewieeee”—The audience when Chairman Denny quoted the St. Louis Globe Democrat to this effect, “until radio learns the same self control as newspapers over its more noxious commercials it merits censure.”

former FMBI board members, including Wayne Coy of WINX and WINX-FM Washington, one of the leading proponents of a free radio and strong FM organization of the old FMBI.

### Committee Members

The small group, on motion of Mr. Coy, elected a Steering Committee of 11 to formulate plans for a new organization which will undertake the job of promoting FM on a national and regional basis. On that committee are: Mr. Hofheinz, chairman; C. M. Jansky Jr., Jansky & Bailey, Washington; Everett Dillard, Commercial Radio Equipment Co., (KOZY-WSDC); Mr. Coy, Stanley Ray, WRCM New Orleans; Gordon Gray, WMIT Winston-Salem, N. C.; Raymond F. Kohn, Allentown, Pa., FM grantee; (Continued on page 68-A)

# Blue Book, Slow Production Retard FM

## Armstrong, Denny, Damm Address FM Panel On Opening Day

LACK OF RECEIVERS and transmitters, ignorance on the part of the public of FM and material shortages are contributing factors in the delay in getting FM started as a nationwide service comparable to AM.

That was the consensus of Government and industry experts who participated Monday in the opening session of the NAB 24th Annual Convention at the Palmer House, Chicago. With the Grand Ballroom jammed to overflowing, RCA televised the proceedings for viewing in an adjoining room to accommodate delegates.

NAB President Justin Miller, who took office in October 1945, made his first appearance before the NAB membership when he formally opened the convention.

He emphasized FM as “one of the most important phases of radio broadcasting” and paid high tribute to Prof. Edwin H. Armstrong, inventor of FM, who opened panel with a resounding de-

nunciation of FCC's Blue Book and other “unsound restrictions and artificially created shortages.”

Participating in the panel were Walter J. Damm, vice president and general manager of the *Milwaukee Journal* radio interests (WTMJ WTMJ-FM); Charles R. Denny Jr., acting FCC chairman;

Dr. W. R. G. Baker, vice president, General Electric Co. and chairman of the Engineering Committee, Radio Manufacturers Assn.; T. A. M. Craven, vice president, Cowles Broadcasting Co., former FCC commissioner; Paul A. deMars, consulting engineer; Lester (Continued on page 68-B)



FMBI BOARD met prior to FM luncheon panel. Left to right (seated): Arthur Church, KMBC-FM Kansas City; Walter Damm, WTMJ-FM Milwaukee; Wayne Coy, WINX-FM Washington; Theodore C. Streibert, WOR New York. Standing: G. William Lang, WGNB Chicago; Gordon Gray, WMIT Winston-Salem; C. M. Jansky Jr., Jansky & Bailey; L. W. Herzog, WTMJ-FM.



# Censorship Is FCC vs. NAB Issue

## Denny Is Reassuring, Miller Not So Sure Of Air Freedom

By J. FRANK BEATTY

THE SPECTRE of FCC censorship of radio, held over broadcasters since the Commission handed down its dangerously nebulous Mayflower decision several years ago, was at least partly dispelled Wednesday night at the NAB convention by Acting Chairman Charles R. Denny Jr.

Towards the waning minutes of a discussion in which all participants in a radio freedom panel agreed that movies and newspapers were free but radio had a few shackles on its vocal cords, one of the most dramatic incidents in broadcasting history developed.

### Major Engagement

Entirely without planning, Chairman Denny and NAB President Justin Miller performed a half hour of legal surgery on the regulatory carcass. They operated in the glare of five RCA and Balaban & Katz television floodlights as 500 banqueters watched. The two leaders, historically labelled as antagonists,

took off their coats in what might have developed into just another skirmish. It became a major engagement, most agreed.

Chairman Denny forgot forensics to discuss with ex-Justice Miller the regulatory flaws that have accumulated in a score of years of federal regulation.

Mr. Miller started the discussion by asking Moderator Edgar Kobak, MBS president, if he might add a few observations. The freedom of speech panel seemed to be succumbing because everybody was in favor of freedom of speech.

Mr. Miller delivered a lecture on the evolution of constitutional law affecting broadcasting.

The Constitution protects broadcasters, he said, and court decisions are broad enough to cover technological progress.

The Communications Act itself was passed by Congress under authority of the Commerce Clause, he said, and the First Amendment expressly limits FCC's powers.

Sec. 326 of the statute specifies that FCC shall hand down no regulations or impose no conditions which interfere with freedom of speech, he said.

NAB wants a chance to take both the freedom of speech and censorship issues to the Supreme Court, Mr. Miller concluded, bringing up the threats inherent in the still effective Mayflower decision. (This same ruling frightened a broadcast station into promising it never again would take sides in political campaigns.)

### Denny Responds

Moderator Kobak invited Chairman Denny to respond. He accepted, and agreed that FCC's power flowed from power of Congress to regulate interstate commerce. Moreover, the First Amendment's protective provisions applied to radio and facsimile. He agreed that Sec. 326 specifically forbids the Commission from issuing any regulation abridging freedom of speech. And he writes this in a thousand letters a week to listeners who want the FCC to ban programs or talent, he said.

Mr. Denny agreed that the Mayflower decision infringes on freedom to editorialize. He agreed that newspapers operating facsimile stations deserve the same freedom to editorialize on this service they en-

(Continued on page 97)



Rep. MARTIN

## Rep. Martin Asks FCC Investigation

### Accuses Federal Censorship And 'One-Sided Propaganda'

A FULL investigation by Congress of the FCC, in light of its Blue Book and other attempts at program control was demanded in a statement for release today by Rep. Joseph W. Martin Jr. (R-Mass.), Minority Leader in the House.

Slated to become Speaker, should the Republicans win control of the House next week at the Nov. 5 elections, Representative Martin asserted:

"It is a matter of common knowledge that unfair government censorship and one-sided propaganda have been imposed on the operators of both stations and networks through the agency of the FCC. A free radio, like a free press, 'should be determined by the natural interests and tastes of the American people.'"

"Attempts by the FCC to exert undue influence over programming can be interpreted in only one way—as an attempt to fasten an un-American concept and a direct violation of Constitutional principle on the operations of the radio industry," he declared.

On the Blue Book, the Minority Leader had this to say: "The FCC Blue Book, unauthorized attempts by FCC personnel to control the percentage of commercial time, suspected political conspiracy against licensee, and many other policies and actions warrant a full investigation of the Commission by the Congress."

### Set Decontrol

IMMEDIATE decontrol of radio sets from OPA price ceilings will be requested by the OPA Radio Set Industry Advisory Committee, the Radio Manufacturers Association said last week. Meanwhile OPA spokesmen indicated radios may be decontrolled Nov. 1.

# Enthusiasm Greet New Color Process

## Intervention Is Planned By Thomascolor At Hearings

A NEWCOMER in the color vs. black & white television embroglio moved into focus last week in Chicago with the first trade demonstrations of Thomascolor, full color film process developed by Richard Thomas, West Coast inventor.

While no claim is laid to development of a fully-electronic color video system, engineers who viewed the motion picture projections (no television-electronic system has been developed) contended that the system should be adaptable to low band black-and-white transmission without fundamental change in transmission or scanning methods. It logically followed, said these engineers, that high-band television could be adapted.

Among those who witnessed full-color movie projection of Thomascolor were Acting Chairman Charles R. Denny Jr., and E. K. Jett, along with FCC Chief Engineer George P. Adair. T. C. Streibert, president of WOR New York, and J. R. Poppele, WOR chief engineer; Carl Myers, chief engineer of WGN Chicago; E. C. Page, vice president and chief engineer of Mutual, and several top engineering representatives of broadcast and television equipment manufacturing companies, also saw private demonstrations of it at the Blackstone Hotel.

FIRST TRADE demonstrations of the new color process, Thomascolor, were viewed with tremendous interest in Chicago last week. Though no television-electronic system has been developed for it yet, it is believed to be easily adaptable to low-and high-band video. Real test will come if its inventor, Richard Thomas, intervenes in CBS color hearings before the FCC Dec. 9.

Immediate intervention in the hearings scheduled for Dec. 9 before the FCC on standards for color television, based upon the petition filed by CBS [BROADCASTING, Oct. 14] is contemplated by Thomascolor Inc., of which Inventor Thomas is president and principal stockholder.

Although Thomascolor is not an applicant for television facilities, Mr. Thomas explained it does have a fundamental interest in the setting up of standards for color transmission and plans to make a full presentation at the FCC hearings. Both legal and engineering counsel will be retained.

Mr. Thomas is the holder of a number of patents on color photography. The process also can be used in color separation plates for photoengraving, substantially reducing the intricacy of the process and the cost factor. It has many other adaptations in which full color reproduction is desired.

Stockholders in Thomascolor Inc.

include Carl Haverlin, vice president of Mutual in charge of station relations, who has known Mr. Thomas for more than a decade. Mr. Haverlin was Mr. Thomas' next-door-neighbor in Beverly Hills when the former was general manager of KFI, and became a stockholder and vice president of the company at that time. No television connection, however, was in contemplation then.

Another stockholder is Fleetwood Southcott, well-known motion

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MR. THOMAS

# Jansky Flays FCC 'Discrimination'

## Tells School Broadcasters FM Can Make Real Free Radio

HIGHLIGHTING the three-day School Broadcast Conference in Chicago, Oct. 21-23, C. M. Jansky, of Jansky & Bailey, consulting engineers, Washington, D. C., threw a verbal bombshell into the midst of 1,100 delegates attending the tenth annual meeting of the nation's educational broadcasters by an attack on the FCC and what he termed its "discrimination against one licensee in favor of another."

After three days of speeches, panel discussions, and forums lauding the importance of radio in its role of educating the nation's youth, the educators prepared to listen to additional paeans of praise for the anticipated future of FM educational broadcasting.

Instead, Mr. Jansky, after a brief explanation of the basic differences between FM and AM, launched into an indictment of the FCC for pressure to reduce existing powerful frequencies "in favor of more and more small stations with restricted audiences."

As a result, it will be increasingly difficult to fulfill the public service obligations desired by the Commission of its AM licensees, he said.

"What is taking place today as a result of yielding to the demand for more facilities is a constant deterioration of the size of the coverage areas of existing stations to the point where coverage obtained by each is gradually growing less and less," he declared.

### FCC Contradictory

He scored the Commission for its insistence on applicants living up to their requirements of "in the public interest, convenience and necessity," while publicly demanding a "free radio."

"Under this philosophy can there exist in this country such a thing as a 'free radio' in the truest sense of the words, particularly if the term 'free radio' is interpreted as meaning a broadcasting system entirely free of control or influence by government with respect to program content?"

Mr. Jansky told his audience that freedom of speech guarantees the right to anyone to hire a hall, collect an audience and, within the bounds of decency, say anything he chooses. Freedom of press, he maintained, gives each person the right to start a newspaper or magazine and within reason publish in it anything he wishes.

But, asked Mr. Jansky, does this situation exist in broadcasting today?

He recited the Commission's own ruling in the "Mayflower decision" of 1941, in which it main-

tains that to operate in the "public interest" the broadcaster cannot be an advocate.

Mr. Jansky said a newspaper editor or a public speaker is subject only to the laws of libel or slander. Such a person can support the candidacies of his friends, as well as the principles he happens to favor, he declared.

"In brief, he can be an advocate. These rights are guaranteed to him by the Constitution. Apparently, however, the broadcaster can do none of these things."

He said it was a physical impossibility for AM broadcasting to operate as a "free radio" due to the limitations of the AM band itself.

### Regulation

"So long as a Government agency to prevent interference grants station licenses to some and at the same time denies licenses to others we can expect that the program activities will be regulated in what is loosely defined as 'the public interest,'" he said.

Mr. Jansky told his audience that the only "reasonable" and "quantitative" definition he had heard of the term "public interest" was the remark of a friend: "It is what four members of the Federal Com-

munications Commission think upon a particular subject at a particular time."

Discrimination by the Commission in favor of one licensee over another is, he believes, the inevitable result of confining broadcasting to a system the outstanding characteristic of which is limitation of physical qualities."

### Champions FM

Mr. Jansky then proceeded to champion FM as having none of the physical limitations of AM, nor a reason to compete for mass audiences with increased power or selected frequencies.

The establishment of a truly free American radio needs only the creation of an allocation structure extensive enough to provide enough stations with adequate coverage to permit the issuance of licenses to all who desire to operate them, he said.

Mr. Jansky cited five advantages of FM over AM. They are, he said, (1) FM can deliver larger coverage areas from single transmitters than can be obtained from any of the existing AM stations except those few fortunate enough to en-

(Continued on page 99)

## Side Glances

By  
Jean Eldridge

CLYDE F. COOMBS, general manager KARM Fresno, spent the Convention week in his friend's shirts, socks, etc. Mr. Coombs lost his luggage somewhere between Fresno and Chicago.

\* \* \*

EDWARD R. MURROW and DAVIDSON TAYLOR, CBS vice presidents, drove from New York to Chicago for the Convention. Mr. Murrow, who participated in BROADCASTING'S golf tournament, claimed his legs were too weak to play good golf.



Mr. Murrow

\* \* \*

JOE B. CARRIGAN, owner KWFT Wichita Falls, Tex., overlooked no business chances. He held a cocktail party Sunday night at the Pump Room for a group of time buyers and distributed 1,000 decks of cards carrying the station's call letters to NAB members during the week.

\* \* \*

FIRST annual meeting of the "Radio Vips," the contingent which visited Europe in August-September 1945, was held in conjunction with the NAB Convention in Chicago. Host was Clair R. McCollough, Mason-Dixon group, at a soup-to-nuts dinner Tuesday night with all save three of the group there. NAB President Justin Miller, spokesman of the entourage, presided.

\* \* \*

PAUL MOWREY, ABC's national director of television, found a steak in one of the Loop restaurants. Said he: "If we televised this T-bone in New York, it would pull more mail than Lana Turner."

\* \* \*

LEE LITTLE, general manager of KTUC Tucson, and WAYNE A. SANDERS, program director of KTUC arrived in Chicago topped with white sombreros.

\* \* \*

RICHARD HEAD, general manager of KGGM Albuquerque, and ROY COWAN, salesman of Taylor-Howe-Snowden, New York, discovered that they were the "same guys" who worked together at WBAP Dallas 18 years ago. Mr. Cowan now represents Mr Head's station.

\* \* \*

WALTER PATZLAFF, salesman of Branham Co., Chicago, entertaining CLYDE W. REMBERT, general manager KRLD Dallas, HENRY SLAVICK, general manager WMC Memphis, and JOE TIMLIN, manager Branham's N.

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## President Lauds Radio's News Work In Letter to First NARNE Session

PRESIDENT Harry S. Truman, in a letter to the first national convention of the National Association of Radio News Editors in session at Cleveland last week, praised radio for the tremendous job it has done in helping the American people of today become more aware of domestic and international events than ever before. The President's letter to the convention was read by John F. Hogan, convention chairman and

news editor of WCHS Portland, Me.

The President, extending his greetings and best wishes for the sound and steady growth of the new organization, stated in the letter, "The people will look to their radio to develop this (news) service as much as possible in the future. An informed democracy is our best hope for the strength and unity we must have if we are

(Continued on page 97)



# Facsimile Comes of Age in Chicago

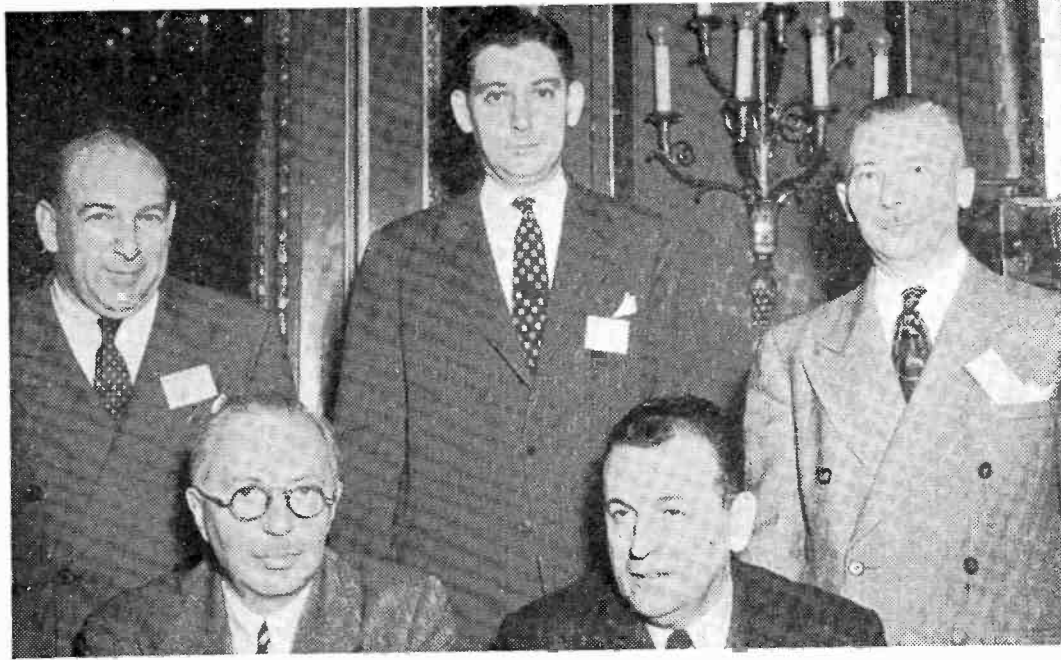
FACSIMILE reception has progressed from a prewar speed of four square inches a minute to 45 square inches on standard communications machines today, with experimental speeds up to 88 square inches a minute achieved in the laboratory, Capt. W. G. H. Finch, owner-operator of FM-facsimile station WGHF New York and president of Finch Telecommunications, told an NAB session on facsimile.

Speaking as head of the facsimile committee of Radio Manufacturers Assn., Capt. Finch said that tentative standards to insure that all purchasers of facsimile recorders can receive service from all stations in their areas have already been agreed on by the committee and will shortly be submitted to the Radio Technical Planning Board and then to the FCC for consideration. If the Commission approves, the standards will be as follows, he reported:

"The page will be four newspaper columns wide plus margins and printed with a definition of 105 lines per inch or four standard size letterheads of 8½" by 11" produced every 15 minutes. It will be sent at the rate of 360 scanning

**"THE SLEEPER" of the Industry, facsimile, has been found to be not only wide awake, but also ready for action. BROADCASTING reports herewith the revelations in Chicago at the NAB Convention.**

## Increased Speed, and Lowered Costs Make Widespread Use Possible



STANDARDS for facsimile have been agreed on by developers of two systems, facsimile meeting was told. On program were (seated, l to r): John V. L. Hogan and W. G. H. Finch, inventors of systems. Back row, Elliot Crooks, Radio Inventions Inc. and director, Newspaper Publishers Facsimile Service; James McLean, General Electric Co.; James Middlebrooks, NAB engineering director.

lines per minute, which gives a speed of about 28 square inches of actual printed matter per minute. At the beginning of each line a short timing or framing pulse will be sent for the purpose of aligning the line printed by the receiver with the preceding and following lines."

Capt. Finch stated at the ses-

sion Monday afternoon that the paper cost has been reduced from \$3.00 to 50c for a 100-foot roll of paper 8½ inches wide, so that a 15-minute broadcast would now cost the recipient two cents in paper.

Of the commercial possibilities of facsimile, he said: "It is ideally suited to putting attractive, ef-

fective advertising in the hands of potential customers. It is possible to illustrate—to depict the items for sale as well as describe them. Not only can the customer see what is for sale—he can keep the picture record instead of getting a mere fleeting glimpse as in television, and be reminded of the items later in case they should slip from his memory. For the first time we have a radio device which can readily make retail sales."

### Description

Capt. Finch expressed the belief that as FM grows to the point of having two to five million receivers in the hands of the public, "we can expect at least one fifth of them to be equipped with facsimile recorders, and in time most of them if the facsimile broadcaster offers inviting and acceptable programs to the public. We confidently expect to be able to sell to the public a table model, combining the modern type facsimile recorder together with the FM-AM chassis, housed in an attractive cabinet, for less than \$300."

James D. McLean, manager of transmitter sales, General Electric Co., described modern facsimile broadcasting equipment, reporting that a complete unit occupies a floor space only nine by five feet, and that it feeds into any FM transmitter the same as aural broadcasting equipment.

Newspaper publishers are the  
(Continued on page 90)

## We Should Not be Complacent, Says Trammell

Following is the portion of the NAB Convention address by Niles Trammell, NBC president, dealing with "Advertising, a Bulwark of Free Press, Free Radio."

IN THE United States, radio advertising not only pays for the performances on the air, but the sharp competition between our many stations, networks and advertisers is responsible for the best and most reliable news information and the highest artistic performance. This is all the more important since the radio reaches by far the largest audience of any communications medium.

Opinions may differ as to which kinds of programs are most heavily weighted with public interest—news or comedy; classical music or music of the lighter variety; a political contest or a football game; a debate between two college professors or a debate between Fibber McGee and Molly.

### In Public Interest

I shall not attempt to answer those questions. However, it seems appropriate in this connection to state one very simple proposition. It is this: The broadcasting of any

radio program which a substantial proportion of the available audience wants to listen to at the time it goes on the air is an example of broadcasting in the public interest. This holds true regardless of whether the program is commercially sponsored or is supplied by station or network.

Among those who do not care to listen to the radio, it has become the fashion to jeer at radio commercials and some of the programs sponsored by advertisers. Soap advertising is a favorite target. In this connection I am reminded of an old European proverb that "the culture of a nation is determined by its use of soap"—and that the United States, with six percent of the world's population, uses one-third of the world's soap supply.

Broadcasters are mindful of the fact that the sponsors of serial dramas pioneered in the daytime use of radio. They helped broadcasters build a new daytime service; and in doing so, they brought pleasure and relief from drudgery to millions of American housewives. Criticism of these program pioneers overlooks their contribution both to the American system

of broadcasting and to the American housewife.

Story-telling is one of the oldest of the arts. The popularity of the serial drama represents a basic emotional response to a human-interest story. Such stories have a rightful place in a well-balanced program schedule.

Then there is the criticism that there is too much advertising on the air. Since American broadcasting is entirely supported by advertising and the press not entirely so, it might be natural to expect that advertising messages would occupy a larger proportion of radio program time than they occupy in the white space of newspapers or magazines. The reverse is true.

### 6.8 Percent Commercial Time

In the case of the great majority of successful newspapers and magazines, 50% or more of their total space is occupied by advertisements. In the case of a network with which I am familiar, only 6.8% of the network's total program time is devoted to commercial announcements. In other words, out of the 1080 minutes this network is on the air each day in the week,

the commercials take an average of only 74 minutes.

This difference is due to the nature of the two kinds of media. It does not imply that one deserves more praise than the other. There are certain limitations imposed upon radio advertising by the special characteristics of the broadcasting medium. It is obvious, however, that broadcasting is not so heavily burdened with advertising as some critics make it out to be.

On the other hand, we should not be complacent in regard to criticism. Radio broadcasting has made possible a type of advertising which permits and encourages a mass appeal couched in individual terms. It speaks to members of the crowd one by one, as friend to friend, in the seclusion of their homes. It is clear that the advertisement broadcast over the air should have brevity and tact and good manners to a good degree that is not demanded of publication advertising.

If we are to continue to raise the American standard of living and expand our free economy, the elevation of advertising standards must keep pace with the growth of

(Continued on page 48)





## Trouble shooters

Keep the lines of communication open! That was a "must" in the war. And likewise today in industrial, peaceful America.

It's those trouble-shooting fellows who climb the poles to fix the wires that get your messages through in good weather or bad.

We do some trouble shooting of our own down here in Baltimore radio. If you're having trouble reaching people in this 6th largest city, let W-I-T-H do a repair job for you.

W-I-T-H is the successful independent that delivers more listeners-per-dollar-spent than any other station in town. It's W-I-T-H, the independent, that's your buy when you want sales to click.



# W-I-T-H

and the FM Station W3XMB

Baltimore, Md.

Tom Tinsley, *President*   ▪   *Represented Nationally by Headley-Reed*



# Iowa Poll Shows Listening Increase

## Majority Think Stations Devote Enough Time To Public Service

MOST IOWANS think radio stations are "generous" or "about right" in the time they devote to public service programs.

Better than nine out of ten (96%) regard themselves as "radio listeners," and (42%) listen more today than they did five years ago.

A majority generally can find a program they want to hear at a time when they want to listen. More can think of commercials they consider good than can think of any they regard as bad.

These were among the findings reported last week by the Iowa Poll of the *Des Moines Sunday Register*, affiliated with KRNT Des Moines, as part of one of its

regular biweekly surveys covering Iowa. The study was based on personal interviews with persons representing a cross-section of the State.

Released by Henry J. Kroeger, general manager of the Poll, the results showed that 30% of the interviewed listeners thought stations are "generous" in the time they give to public service programs, while 51% thought they are "about right." Eleven percent thought there are not enough such programs and eight percent were "uncertain."

More women than men (33% to 28%) and more city than farm residents (33% to 29%) shared the view that stations are generous in time devoted to public service broadcasts. The trend was reversed among those who answered "about right." More men than women (13% to 9%) and slightly

more city than farm listeners (12% to 11%) felt not enough time is given to this type of program.

Eighty percent of the listeners believed that Government officials in Washington get "their share" (55.9%) or "too much" (25.9%) free time for talks. Ten percent thought officials get "not enough" free time, and an equal number were "uncertain."

Men and women had almost identical views on this subject except that more men (12%) than women (8%) thought additional time should be provided for such talks. Slightly more city listeners (11%) than those on farms (10%) answered "not enough."

Asked whether they could think of any commercials they consider "especially good," 40% answered yes, while 35% could recall commercials they think are "especially bad." Similarly, 51%

## Oh Steve, We Grieve

BROADCASTING, Oct. 14, somehow identified Stephen P. Willis, general manager of WJNO West Palm Beach, Fla., as president of the West Palm Beach, Calif., Chamber of Commerce. BROADCASTING regrets this sinister error. A probe of possible subversive Hollywood (Calif.) infiltration in the staff has been ordered.

could think of none "especially bad," as compared to 44% who recalled none "especially good."

"Iowans with college education—the group where more find some radio advertising bad—show also the strongest plurality for some radio advertising being especially good," it was pointed out.

"The 40% who can think of advertising they consider 'good' named 54 different advertisers and three distinct classifications. It is significant that the instances of 'good' advertising named far outnumbered the 'bad,'" the report declared.

The poll showed that 42% of the listeners—50% of the women and 34% of the men; 44% of farm listeners and 40% of those in cities—reported more listening now than five years ago, while 32% are listening neither less nor more. A dropoff in listening, reported by 25%, was more evident among men than women (35% to 29%), and more among city people (28%) than those on farms (21%).

"Iowans with grade school and high school education have turned on their radios more now than they did five years ago," the report said, "while the college group tunes in about the same as five years ago."

About 67% answered "yes, generally" and 22% "yes, sometimes," when asked "When you feel like listening to the radio, can you generally find something you want to listen to?" More women (73%) than men (61%) and more farm listeners (70%) than those in cities (65%) answered "yes, generally." Farm listeners also led city residents (22% to 21%) in answers of "yes, sometimes," while as between men and women the former were in the majority, (27% to 17%). Answers of "no" came from 10%—11% of men and 9% of women, with city residents leading farm listeners with 13% and 8% respectively.

Approximately 77%—87% of the women and 67% of the men—said they "sometimes do something else" while listening to the radio. Four out of ten women in this group said their "something else" is housework, and five out of ten of the men said they read while listening. City residents (79%) more than those on farms (75%) combine listening with other activities.

Is it  
Your  
Brand?



Your product should get a share of the 52 million dollars spent each year in grocery stores of the Nashville area. . . . With over 4,000 such outlets, a sales call to each store would be almost impossible. . . . But, use WSIX's great audience and reach a large part of the owners as well as shoppers. . . Your message can sell both—and at reasonable listener cost over WSIX!



AMERICAN and MUTUAL

5,000 WATTS  
980 KILOCYCLES

Represented Nationally by  
THE KATZ AGENCY, Inc.

WSIX gives you all three: Market, Coverage, Economy

*One check pays\**

**FOR ALL NATIONAL SPOT  
ADVERTISING ON each of the stations**

**served by  
THE KATZ AGENCY**

*North and Midwest*

WCOP ABC BOSTON  
WMT CBS CEDAR RAPIDS-WATERLOO  
WCFL ABC CHICAGO  
WKRC CBS CINCINNATI  
KRNT ABC DES MOINES  
WFBM CBS INDIANAPOLIS  
WFEA CBS MANCHESTER  
WISN CBS MILWAUKEE  
WHOM NEW YORK  
WEEK NBC PEORIA  
WFIL ABC PHILADELPHIA  
WCAE ABC PITTSBURGH  
WFCI ABC PROVIDENCE-PAWTUCKET  
WTAD CBS QUINCY, ILL.  
WSPD NBC TOLEDO  
WOL MBS WASHINGTON, D. C.  
WNAX ABC YANKTON-SIOUX CITY

THE NEW ENGLAND GROUP

*South*

WGST CBS ATLANTA  
WWNC CBS ASHEVILLE  
WPDQ ABC JACKSONVILLE  
KLRA CBS LITTLE ROCK  
WMAZ CBS MACON  
WREC CBS MEMPHIS  
WGBS ABC MIAMI  
WSIX ABC NASHVILLE  
WWL CBS NEW ORLEANS  
WKY NBC OKLAHOMA CITY  
WDAE CBS TAMPA  
WTOC CBS SAVANNAH

*West*

KLZ CBS DENVER  
KUTA ABC SALT LAKE CITY  
KHQ NBC SPOKANE  
KGHL NBC BILLINGS, MONT.  
KVOR CBS COLORADO SPRINGS  
KGU NBC HONOLULU, T. H.

\*Each Katz Agency station receives one check each month covering all national spot advertising. The Katz Agency not only bills and collects but also guarantees full payment for all national advertising on its client stations.

**THE  
KATZ AGENCY,  
INC.**

**Station Representatives**

New York • Chicago  
Detroit • Kansas City  
Atlanta • San Francisco  
Los Angeles • Dallas



# Speaking of Purchasing Capacity

**NOTE  
THESE  
FIGURES**

## For Mobile

**\$3,892 PER FAMILY**—Effective Buying Income (Mobile County). Highest Per Family Effective Buying Income of any Alabama county.

**\$200,000,000 IN WHOLESALE SALES.** That's Mobile's approximate per year . . . A most excellent "purchasing capacity" barometer.

**\$101,513,000 RETAIL SALES** in Mobile County alone. Proof that the people in this area have the Buying Power—and use it!

The fact that Mobile is the home of some of the largest paper and pulp mills and aluminum ore installations in the nation means large, steady pay-rolls—which spell "purchasing capacity"—plus.

## WMOB Delivers . . .

. . . a telling, selling impact in this lush market that brings substantial, quick returns to the advertiser. Forceful penetration of the populous areas of this busy market makes WMOB a worthy investment for time-buyers.

Effective Buying Income and Retail Sales Figures estimates—*from Sales Management "Survey of Buying Power—1946."* Further reproduction not licensed.

# WMOB

**A NUNN STATION**

Archie S. Grinalds, Manager

ABC Affiliate

Represented By The Branham Co.



ATTENDING meeting of CBS affiliates in Southwest Division, held at San Antonio with KTSA as host, were (seated l to r): J. Kelly Smith, CBS director of station relations; Bill Fineshriber, CBS program service director; George W. Johnson, KTSA general manager; Kenyon Brown, general manager, KOMA Oklahoma City; Ned Midgley, CBS director of sales service. Standing (l to r): Rex Preis, commercial manager, KTSA; Troy McDaniel, general manager, KGBS Harlingen, Tex.; Bill Roberts, commercial manager, KRLD Dallas; Bill Hughes, general manager, KEYS Corpus Christi; Merrill Myers, program manager, KTSA; Frank Junell, commercial manager, KROD El Paso; B. F. Orr, general manager, KTRH Houston; J. C. Kellam, general manager, KTBC Austin; H. B. Lockhart, program director, KEYS; John Esau, general manager, KTUL Tulsa.

## Public Notice Posted on KNET Sale; Hawley Seeking Assignment of WLAT

COMPETING bidders for KNET Palestine, Tex., being sold subject to FCC consent to a firm headed by Gordon B. McLendon [BROADCASTING, Oct. 14], have 60 days after Oct. 11, date of the transaction's first public notice, to file contesting applications. Notice of the \$37,500 sale was reported by FCC in the *Federal Register*.

Mr. McLendon, who is also seeking a new 1-kw daytime station at Oak Cliff, Tex., will be associated in ownership of KNET with John F. Long (39%) and Joe J. Brown (10%), both employed by the Long Theatres in Bay City and Palestine, Tex. Mr. McLendon will have 51%. Present owners of the station, Billy A. Laurie (49%), his wife, Leita M. Laurie (1%), and his father, Ben A. Laurie (50%), are withdrawing in order to devote their "efforts to KEBE, new Jacksonville, Tex. station" for which Billy Laurie holds the construction permit. KNET is on 1400 kc, with 100 w fulltime. The transfer application reported that Mr. McLendon and his associates plan extensive improvements in KNET's service, including efforts to increase the power from 100 to 250 w.

### WLAT Assignment

The FCC also reported an application for the assignment of license of WLAT Conway, S. C., from Loys Marsdon Hawley to Coastal Broadcasting Co., a partnership comprised of Mr. Hawley and Herman Lee Hanks, former chief engineer of WLAT and WOLS Florence, S. C.

In a letter to the Commission, filed with the application, Mr. Hawley revealed that Mr. Hanks had been a partner in the operation of the station for some time but due to a "misunderstanding" of the Commission's rules the proper notification had not been filed. Commis-

sion authorities indicated that the application would be returned to Mr. Hawley due to a minor discrepancy in the application.

## Farm Radio Set Figures Listed for Mich., Okla.

CLOSE to 90% of Michigan farms have radios, according to the 1945 Census report just released. The next highest percentage of facilities or equipment reported applied to automobiles, which reached 85%. No comparative data are available for the previous, 1940, census.

Radios are also in the lead in facilities on Oklahoma farms, as shown in the Oklahoma farm survey released simultaneously with the Michigan report. Oklahoma reports three out of four farms in the State have radios, or almost 75%. One out of four farms reported having telephones for the same period.

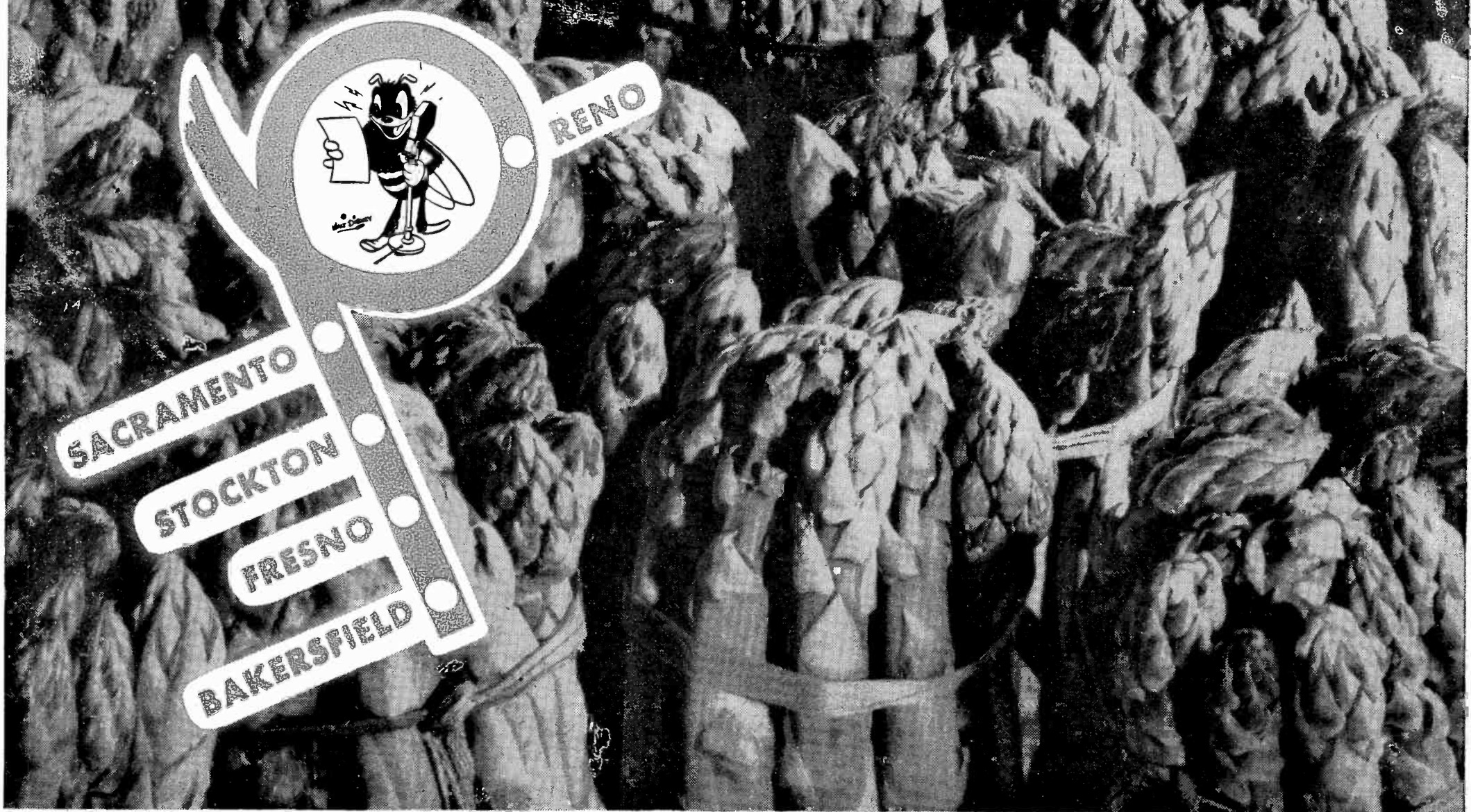
### Seek Foy

J. WALTER THOMPSON Co., New York, is currently negotiating with comedian Eddie Foy Jr. to replace Edward Everett Horton, on the *Kraft Music Hall* show, Thursday, 9-9:30 p.m. on NBC effective Jan. 1. If Mr. Foy can be released from his commitment with *The Red Mill*, a legitimate production, he will take over the radio assignment.

### KPDR to Mutual

KPDR Alexandria, La., joins MBS Nov. 1. On about the same date, KPDR-FM will go on the air with 1000 w, Joel M. Hirsch, manager of Central Louisiana Broadcasting Corp., the licensee, announced. KPDR, which is on 1490 kc with 250 w, has been operating since June 13.

# Along the Inland California Beeline



**... VEGETABLES produced for sale brought growers \$170,000,000 in 1945**

*U. S. Department of Agriculture reports show more than 17% of the nation's commercial vegetables are grown in Beeline counties*

**A** SPARAGUS, strawberries, celery, onions, spinach, carrots, melons . . . such eatables are MASS PRODUCED in vast Beeline truck gardens. They're shipped out fresh, quick frozen, canned — and how the money rolls in!

The Beeline area in 1945 grew 56% of California's vegetables harvested for sale. In crop value by U. S. counties, Monterey County ranked SECOND, San Joaquin County THIRD! So here's another reason why Beeline families have more than TWO BILLION spendable dollars each year!

What is the Beeline area? California's fertile central valleys, plus Reno and wealthy western Nevada . . . a 42 county market which ranks with Los Angeles in population and tops San Francisco and Seattle combined in retail sales.

To radio-sell these inland valleys you need Beeline stations. For Beeline stations operate INSIDE THE MOUNTAIN RANGES that march around the valleys. They give you close up coverage that outside stations don't even claim to match!

## Facts for Time Buyers about the 5 BEELINE Stations

Each station in the BEELINE Group (not a network or chain) is dominant in its community, powered for THOROUGH COVERAGE. These stations TOGETHER blanket California's mountain ringed central valleys, plus Reno and wealthy western Nevada. Use all 5 stations at combination rates. Choose best availabilities on each station without line costs or clearance problems.

### KERN

Bakersfield. Established 1931. CBS. Primary coverage of oil rich Kern County with a population of 141,500. Carries heavy schedule of CBS network programs. 1000 watts — 1410 kilocycles.

**KOH**  
Reno (NBC)  
Established 1928

**KMJ**  
Fresno (NBC)  
Established 1922

**KWG**  
Stockton (ABC)  
Established 1921

**KFBK**  
Sacramento (ABC)  
Established 1922



# McClatchy Broadcasting Company

Sacramento, California

Paul H. Raymer Co., National Representative



# FM Dominates Transmitter Display

## Video Is Exhibited By RCA Displays At Convention

THE RAPID progress of FM, dealt with during Monday's NAB general convention sessions, was even more effectively demonstrated in the exhibit space adjoining the meeting room, where FM completely dominated the transmitter displays, relegating AM to a relatively minor position, with every major manufacturer featuring FM in his exhibit. Television, not on the convention agenda at all, was given convention prominence by RCA, which not only displayed video apparatus and receivers in its exhibit space, but also put two cameras into the meeting room to cover all general sessions, the pictures and sound being reproduced on ten receivers in a special viewing room back of the RCA exhibit for the benefit of the overflow crowd. The sets were mostly table models with 10-inch viewing screens, now in quantity production, to retail at about \$350.

Collins Radio Co. display featured its new 1 kw transmitter, calling attention to the hinged construction that makes all parts easily accessible. Priced at \$8,000, this transmitter will be available in March. Other apparatus introduced by Collins at the convention included two new speech input consoles, a remote amplifier combining small size and light weight with high fidelity, and a rim-driven turntable equipped with either Western Electric or RCA pickups. Turntable is priced at \$425, will be available next March.

### Federal Display

Federal Telephone & Radio Corp. demonstrated as well as displayed its new 10 kw FM transmitter (to be delivered to WEW St. Louis as soon as the convention ended) by operating it in the hall, the programs being received on a home receiver in a simulated living room at the other end of the room. In addition to this 10 kw model, priced at \$23,200 and now in production, Federal's 3 kw FM transmitters, \$12,300, are being delivered regularly now.

The "Cascade" system, announced as an "entirely new, greatly simplified, more dependable system of phase shift modulation," is featured in the new FM transmitter line shown by Raytheon Mfg. Co. The 250 w units, priced at \$4,000, can be delivered in about 45 days; the 1 kw unit, \$7,900, in 60 days; the 3 kw unit, \$12,000, in 90 days, and the 10 kw unit, \$20,000, in 120 days.

Radio Engineering Labs displayed its first completed 10 kw FM transmitter, which will be

FM took the spotlight from AM in the transmitter displays at the NAB Convention, with television running a close second by virtue of RCA's unscheduled demonstrations. Virtually all "name" manufacturers were represented, with Associated Music Publishers' Yellow Dog ritual in the recording exhibits becoming the talk of the Convention.

available about the middle of January at \$23,000. REL exhibit also featured a new FM receiver for broadcast station use in evaluating its own signals or for picking up remote programs for rebroadcast. Unit can be mounted in a standard relay rack, is priced at \$275; another unit, for use in an automobile, is \$320. REL's new studio speech console, first shown at the convention, designed especially for FM, is \$1250 complete, will be available in January.

### RCA Shows Two

RCA exhibited two FM transmitters: a 250 w unit, available in November, at \$4500, and a 3 kw unit, available in February, at \$12,300. Not shown were the 1 kw unit, ready in January, at \$9,200, and the 10 kw unit, now on test and expected to be ready next September, at \$22,750. AM transmitters and an array of tubes, parts and studio equipment were also shown by RCA.

General Electric Co. exhibit covered AM, FM and television transmitters and equipment. In GE's FM transmitter line, 250 w exciter units, priced at approximately \$4,250, will be ready for delivery in 30 to 60 days; 1 kw transmitters, at \$8,500, are now coming off the line; 3 kw transmitters, at \$12,175 are about ready; 10 kw's, at \$23,000, will be ready by spring; and 50 kw transmitters, at \$72,500, next fall. All prices are approximate, and cover complete transmitters, including two sets of tubes.

Western Electric Co., exhibited at the convention the first of its new Model 503 B-2 one kw FM transmitters to come out of the factory. This unit has been sold to WELL Battle Creek, Mich., and was shipped to that station at the close of the Chicago meeting.

Called "Transview" because of the full length glass front, the new WE-FM line will comprise 1 kw units which are being shipped now, priced at approximately \$9,000; 3 kw transmitters, at approximately \$13,000, and 10 kws, at approximately \$23,000, which the company will start shipping during the first half of next year.

Gates Radio Co. FM transmitters will be available late in February, ranging in price from about \$4,000 for the 250 w transmitter to about \$10,000 for the 3 kw unit. Company also exhibited AM transmission and studio equipment.

Latest model film and tape recording units were shown by Frederic Hart & Co. in the convention floor exhibit space, and BMI displayed its achievements and distributed literature in a booth at the entrance to the room.

Eighth floor of the Palmer House was Music Row for the duration of the convention, with nearly a score of transcription companies holding open house from headquarters there, offering conversation and hospitality against a background of their latest recordings.

### Yellow Dog

Most talked of among the recording company exhibits were the knot-holed back fence of Standard Radio and the Yellow Dog ritual presented hourly through the day by Associated Music Publishers. Scarcely a convention visitor failed to sport a Kilroy pin and a Yellow Dog button before convention's end.

Other exhibiting companies were: Capitol Records, Featured Radio Programs, Harry S. Goodman Radio Productions, Kasper-Gordon, Keystone Broadcasting Co., Lang-Worth Feature Programs, C. P. MacGregor, NBC Radio Recording Division, Neblett Radio Productions, Sesac, Teleways Radio Productions, Transcription Sales, United States Recording Co., Universal Recording Corp., Universal Radio Productions, World Broadcasting System, Frederic W. Ziv Co.

Langevin Co.'s new "Progar," a combined automatic gain control and peak limiter amplifier named from its function as a program guardian, was the star of this

company's exhibit, where it was reported that 40 of the units had been sold during the first two days of the convention. Unit is priced at \$720. The first deliveries will be made in January.

Daven Co. showed its line of attenuators equipped with built-in cueing controls, permitting direct cueing without need for auxiliary switching mechanisms.

Wincharger Corp. exhibited a model of its new folded dipole turnstile FM antenna tower, available in about six months, priced at \$2,495. A di-fan FM and television receiving antenna was shown by Andrew Co.

Audio Devices presented a sound color film depicting the manufacture of the company's recording blanks.

Magnecord Inc. showed its high fidelity wire recorder, SD-1, a studio unit designed for professional quality recording, priced at about \$1,500 and available December 15. A battery operated portable wire recorder was shown by Wirecorder Corp. Unit, good for one hour's continuous operation at a loading, weighs 15 pounds, its batteries weigh another 24 pounds. Priced at \$354, it will be available in December.

Prèsto Recording Corp. exhibited several new models of recording turntables, both gear and rim driven. Recording equipment was also shown by Rek-O-Kut Co. U. S. Recording Co. featured its panacoustic portable transcription player, \$200 and immediate delivery, in its display room.

Fairchild Camera and Instrument Corp. introduced its "Language Master" portable playback machine at the convention. Equipped with a word spotting device that enables the operator to set the record to start at the exact spot desired, instrument was designed primarily for use in studying languages from records, but can also be used for cueing sound effects or other recordings for broadcast use.

Matchlett Labs. exhibited a variety of electron tubes for radio and industrial uses, featuring a new metal tube, 2C 39, about two inches long, which operates on frequencies in the neighborhood of 2,000 mc.



LATEST DEVELOPMENTS in engineering were reviewed by Engineering Committee. Taking part in closed session were (l to r): K. W. Pyle, KFBI Wichita; L. S. Bookwalter, KOIN Portland; E. C. Page,

MBS; William B. Lodge, CBS; G. Porter Houston, chairman, WCBM Baltimore; James Middlebrooks, NAB; K. B. Hoffman, WGR Buffalo; J. D. Bloom, WWL New Orleans; J. B. Fuqua, WGAC Augusta, Ga.

# Plain, unvarnished, fundamental facts

---



6 New England states spend more than 3 billion dollars in retail sales annually.



75% of New England's day-to-day necessities comes from outside sources.



50,000 watts (plus popular NBC and local programs) make WBZ a star salesman for this market.



More than 750,000 people live in metropolitan Boston alone, where WBZ is the leading station.



150,000 people live in Springfield, home of WBZ's synchronous companion-station, WBZA.

. . .

Five fundamental facts! A five-point guide to successful sales programs in New England!

**WBZ** **BOSTON**  
**WBZA**  
**SPRINGFIELD**

**WESTINGHOUSE RADIO STATIONS Inc**

KDKA WOWO KEX KYW WBZ WBZA

National representatives, NBC Spot Sales (except for KEX). For KEX, Paul H. Raymer Co.

"HELP CELEBRATE NATIONAL RADIO WEEK"



## Chicago Origination Set For Two NBC Programs

TWO of NBC's top public service shows *World's Great Novels* and *American Medical Association* are scheduled for Chicago origination when they open their new fall series.

Former show, an NBC University of the Air program, will return for its third year Nov. 1 10:30-11 p.m. CST. Supplementing the program NBC has published two handbooks about the novels and their authors. Homer Heck, NBC Central Division production-director, will direct the series.

Latter show will be for 26 weeks beginning Dec. 7, 3-3:30 p.m. CST. Programs will delve into American medical history, dramatizing lives of outstanding members of medical profession. Norman Felton will direct; William Murphy, NBC Central Division manager of scripts, will write the series.

## New RCA Television Test Equipment Is Explained at the NAB Convention

TELEVISION test equipment now being built by RCA Engineering Products Dept. can speed up mass production of television receivers and transmitters and provide stations with a means of checking their transmitting systems.

This was announced at the NAB Convention by W. W. Watts, vice president in charge of engineering products of RCA. The equipment, which supplies a television test signal of known quality, consists of three related units: A synchronizing generator, a monoscope camera, and a distribution amplifier.

### Test Pattern

The monoscope camera produces a composite test pattern which is known to be linear and of proper amplitude and frequency, simulating the signal received from the

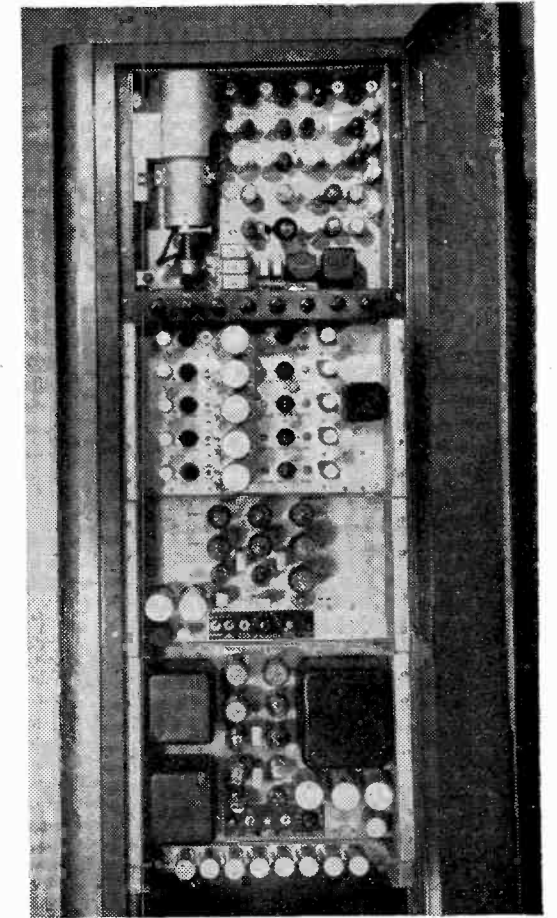
air. This permits the technician on the production line to determine at a glance the reproduction qualities of a receiver under test and allows for proper adjustment. It is also of use in television studios to determine whether the telecasting equipment is properly aligned.

"Brain center" of a television broadcasting system, the synchronizing generator furnishes the five fundamental timing and synchronizing impulses necessary for the operation of the RMA standard television scanning system. The new RCA Type TG-1A synchro generator not only provides these impulses to the studio cameras but also feeds to the transmitter the impulses which actuate the scanning beam in the home receiver and keep it in step with the output of the cameras.

The TG-1A synchronizing gen-

erator, complete with built-in regulated power supply, is assembled in a standard cabinet-type rack which is 84 inches high, 20½ inches wide and 22 inches deep. This type of rack has been standardized for all matched RCA television and broadcast equipment. All the tubes, controls are mounted on the vertical front panel.

The RCA monoscope camera is a complete television camera except that it cannot pick up outside scenes and is limited to reproducing the still picture pattern which is printed on the signal plate of the monoscope tube. It produces a test pattern consisting of a combination of designs which are particularly important in judging the transmis-



RCA MONOSCOPE television camera (top section of cabinet), distribution amplifier (center) and regulated power supply (bottom) are used to test television equipment in stations and on assembly lines. They are used in conjunction with an RCA synchronizing generator.

**MUSIC has power—**  
**WDAS is the only Philadelphia**  
**radio station featuring three hours**  
**of classical music every day**

... In addition to  
the usual musical programs,  
**Philadelphia's Outstanding**  
**Full-time Independent Station**  
**features classical music**  
**every morning**  
**from 10:45 to 12 Noon,**  
**and again in the evening**  
**from 10 to 11:45 P.M.**



With "MUSIC" like this,  
it's no wonder WDAS audiences have been loyal  
for more than a quarter of a century.

sion and reproduction qualities of a television system. Besides permitting a check for adjusting the operation of other units in the system, it is also a convenient means of obtaining a test pattern or a picture of the station's call letters for transmission during station breaks or just before a regular program.

The distribution amplifier, RCA Type TA-1A, consisting of five separate isolation amplifiers, is especially designed for use with video circuits in television transmitters and synchronizing generators. It mounts with monoscope camera in a single cabinet to make one compact unit, or in a standard open rack.

### Co-ops Sold 100%

WHAT is said to be record for sale of co-op programs has been set by WJOI Florence, Ala., ABC affiliate. Station has sold ABC co-ops 100%. Station went on air April 30 of this year.



**CBS**

STARS ARE ALWAYS SHINING OVER

*Eastern Iowa* VIA

**WMT**

*October's back  
-and*

*CARSON'S*

*got 'em!*



**JACK CARSON AND HIS FAMOUS SHOW**  
stars featured exclusively in Eastern Iowa over WMT!  
another of the top-notch CBS

*New Fall shows! New CBS stars! More WMT  
listeners than ever in Eastern Iowa*

No wonder everybody's happy in Eastern Iowa! Farm income is greatest in history—industry is roaring at a new high—and WMT has all those good, good CBS programs on the air for happy listening. What better place to do an outstanding job for your client? WMT is Eastern Iowa's (see map) only CBS station and offers an audience of 1,131,782 people—a larger population within its 2.5 MV line than that of any other station in Iowa. Get all the facts now—and get on WMT.

**WMT's story is a big one to tell — an important one to hear.**

**Contact Your KATZ AGENCY Man at Once!**



Member of the  
Mid-States Group



# FCC Almost Keeps Up With Applications

## Will Try to Speed Engineering Cases

FCC's turnout of decisions almost—but still not quite—kept pace with the inflow of new AM applications during the last two months, it was revealed last week as the Commission issued another list showing the status of each standard broadcast application.

The new report covered 871 applications—12 more than the 859 in the comparable Aug. 16 list [BROADCASTING, Aug. 19]. The Aug. 16 announcement said the 859 pending at that time constituted an all-time high. Hearing cases were counted in last week's figure but were not listed individually.

In releasing the current list, first since establishment of the "processing line" system was announced with the Aug. 16 report, the Commission asserted it was "not satisfied with the progress that has been made on Line 2 cases and is taking all possible steps to speed up the processing of applications in this line."

Line 2 is composed of cases "which involve complicated engineering problems and are much more difficult to process," it was pointed out. FCC gave no indication of why Line 2 progress has been unsatisfactory, but observers thought a need for more engineers is a main factor. This belief was buttressed by a separate announcement that the Standard Broadcast Division has "several positions open" for experienced engineers in

Civil Service grades up to and including P-4 (see story page 50).

### Gain Of 15

A gain of 15 applications was noted in Line 2 since the first list appeared: 145 now as compared with 130 on Aug. 16. The number in Line 1, consisting of 250-w local and daytime-only applications which are "relatively easy to process," dropped from 134 to 75.

The total of those which have been through Lines 1 or 2 and are now being studied by other departments is now 93, as against 64 on Aug. 16. The number in the pending files (including those on which processing can not continue until requested supplementary information is submitted, and also those involving conflict with announced policy) increased from 27 to 41.

Cases in hearing, FCC said, now number 517 (compared to 504 in August). These were not listed because "it does not appear that any useful purpose would be served" by such a list since "in all [hearing] instances the applicant has been notified and he has information as to the precise status of his case."

The Commission said it is "continuing to hear cases at the rate of five a day and is endeavoring to expedite the issuance of decisions on cases which have already been heard." The five-a-day rate was interpreted as an average, since last week's schedule, for instance, called for three hearings while in other instances as many as six are scheduled simultaneously. Many, if not most, hearings require more than one day.

### Current List

The processing line procedure provides for consideration of applications in the order in which they were filed, insofar as possible. The current AM list is as follows:

#### PROCESSING LINE No. 1

Under Examination by Engineering Department

Frequency	Call Letter	Location	File No.
(D. means Docket No.)			
1590-New	-Silver Spring, Md.		B1-P-4030
	(D. 7428)		
900-New	-Canton, Ohio		B2-P-4117
	(D. 6915)		
1540-New	-Cleveland, Ohio		B2-P-4497
	(D. 7471)		
1450-New	-Lubbock, Tex.		B3-P-4742
	(D. 7581)		
1010-New	-Albemarle, N. C.		B3-P-4904
	(D. 7788)		
1240-New	-Maysville, Ky.		B2-P-5036
740-New	-Morehead City, N.C.		B3-P-5140
730-WTIK	-Durham, N.C.		B3-P-5168
1400-New	-Atlantic City, N.J.		B1-P-5185
660-New	-Columbus, Ohio		B2-P-5202
1240-New	-Benton Hbr., Mich.		B2-P-5204

#### Awaiting Engineering Study

1490-New	-Chillicothe, Ohio		B2-P-4512
	(D. 7415)		
1230-New	-Cumberland, Md.		B1-P-4625
	(D. 7554)		
1230-New	-Nacogdoches, Tex.		B3-P-4718
	(D. 7573)		
840-New	-Stillwater, Okla.		B3-P-4748
	(D. 7789)		
1000-New	-Oakland, Calif.		B5-P-4876
	(D. 7766)		
750-New	-Durant, Okla.		B3-P-4897
	(D. 7790)		
1060-New	-Monroe, N. C.		B3-P-4901
	(D. 7787)		
1450-New	-Missoula, Mont.		B5-P-4927
1340-New	-Rawlins, Wyo.		B5-P-4931
	(D. 7803)		
1240-New	-Rawlins, Wyo.		B5-P-4961
	(D. 7804)		
1390-New	-Arlington, Va.		B2-P-4999
	(D. 7693)		
1450-New	-St. Genevieve, Mo.		B4-P-5155
	(D. 7855)		
1450-New	-Dothan, Ala.		B3-P-5179
1240-New	-Flat River, Mo.		B4-P-5192
	(D. 7856)		
1220-New	-Thomasston, Ga.		B3-P-5205
790-New	-Thomasville, N.C.		B3-P-5206
1450-New	-Bangor, Me.		B1-P-5207
1200-New	-Hammond, La.		B3-P-5209
780-New	-McKinney, Tex.		B3-P-5210
1000-New	-Scranton, Pa.		B2-P-5213
1000-New	-Rutland, Vt.		B1-P-5214
1010-New	-Decatur, Ga.		B3-P-5215
1570-New	-Alton, Ill.		B4-P-5216
940-New	-Newark, Ohio		B2-P-5222
1230-New	-Tell City, Ind.		B4-P-5224
730-New	-Havre, Mont.		B5-P-5230
1400-New	-Canon City, Colo.		B5-P-5235
1050-WPAG	-Ann Arbor, Mich.		B2-P-5237
800-New	-Lawrence, Mass.		B1-P-5239
1230-New	-Harriman, Tenn.		B3-P-5243
750-New	-Binghamton, N.Y.		B1-P-5244
	(D. 7884)		
1340-New	-Pittsburg, Kans.		B4-P-5246
1240-New	-Elkins, W.Va.		B2-P-5248
1510-New	-Childress, Tex.		B3-P-5249
900-New	-Utica, N.Y.		B1-P-5253
1400-New	-Lakeland, Fla.		B3-P-5256

(Continued on page 34)



### (NINE HUNDRED MILLION OF THEM) IN A MARKET YOU CAN SELL THROUGH KCKN

You reach ready buyers with ample buying power when you deliver your sales message through KCKN. For KCKN is the only Kansas City station which directs ALL its attention to this concentrated mass-market—a market with a nine hundred million dollar buy-ability.

KCKN programs specifically for city listener tastes. Thus Kansas Citians know they can turn to KCKN for the kind of radio entertainment they enjoy.

And so, without the rate penalty of outstate coverage, you'll reach an eager-to-buy, in-the-money market (the market that counts most) when you hire KCKN.

Wire or phone your nearest Capper office for availabilities —TODAY.

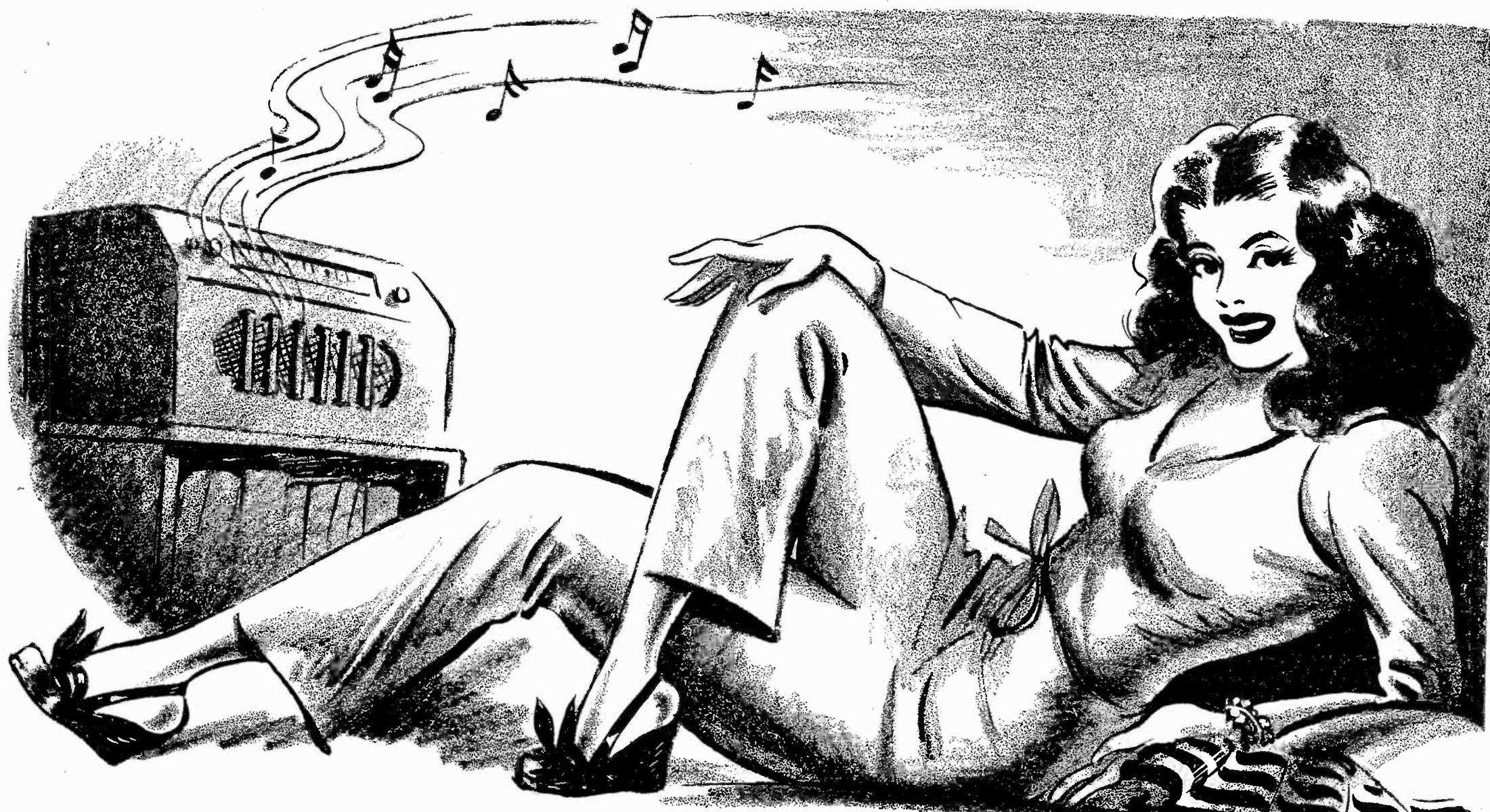
*The Voice of Greater Kansas City*

**BEN LUDY**, GENERAL MANAGER. KCKN, KANSAS CITY . . . **WIBW**, TOPEKA

**ELLIS ATTEBERRY**, MANAGER. KCKN, KANSAS CITY

**CAPPER PUBLICATIONS, Inc.**

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 SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864



# Speaking of S.A.\*

## WGN HAS IT!

They say that gentlemen prefer blondes . . . we don't know the answer to that one . . . but we do know that radio listeners in Chicago and the middlewest prefer WGN.

WGN has "S. A.", too . . . Station Awareness, that is! And we say this with confidence, because we know that:

- 1) Personal interview surveys show WGN voted first as Chicago's outstanding station, both in 1940 and 1946 . . . and,
- 2) When Chicago's major stations carry an identical program, such as a presidential speech, special Crossley surveys show WGN with the greatest audience . . . and,
- 3) The Nielsen Radio Index shows that WGN reaches more families in the Chicago station area, both daytime and evening, than any other outlet.

It all adds up to an intriguing "S. A." for WGN and further proof that WGN is the radio answer to Chicago and the midwest market.

\* "STATION AWARENESS"

*A Clear Channel Station . . . . .*

*Serving the Middle West*

**WGN**

CHICAGO 11  
ILLINOIS  
50,000 Watts  
720  
On Your Dial



MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.

West Coast Representatives: Keenan and Eickelberg  
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13



# Sil Aston Wins BROADCASTING Golf Cup

## Gets Low 61 Score To Top 50 Other Participants

IT WAS a field day for Chicago station representatives Sunday, Oct. 20, at Acacia Country Club when Sil Aston, Howard Wilson Co., turned in a net 61 to win the BROADCASTING Magazine silver trophy donated in the 11th NAB golf tournament.

Not content with top honors awarded under the "Peoria handicap" system, Lou Smith, of Edward Petry & Co., Chicago, was low gross medalist with a five over par 77.

Mr. Aston added the trophy to his collection as a result of a 21



LONDON wasn't calling here. (l to r) Joe Bernard, KOMA Oklahoma City; Ed Murrow, CBS vice president, famed for his London war broadcasts, and Jones Scovern, Free & Peters, New York.

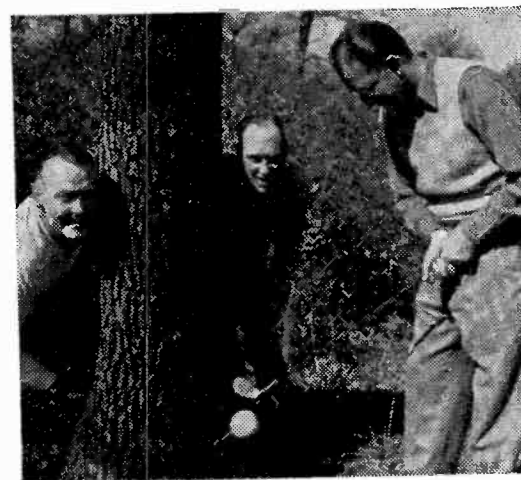
handicap garnered by playing four of the five bogey holes—the 1st,

10th, 12th and 15th in 7 over par. On eight of the remaining holes he carded even pars. On the par 3 number 4 hole he turned in a birdie. His score for the outgoing nine was 38, for the incoming, 44.

Fifty other broadcasters and advertising representatives participated for the BROADCASTING silver cup, with Jack Kamsler, Reynolds Pen Co., Chicago, and Robert Feagin, WPDQ Jacksonville, turning in the next lowest net scores with 65 and 67 respectively.

The players and their scores:

	Gross	Handicap	Net
James Carpenter, WKBB Dubuque	94	18	76
Neville Miller, Washington Attorney	99	24	75
Sam Fantle Jr., KELO Sioux Falls	85	9	76
Frank E. Pellegrin, NAB	87	15	72
Harry McTigue, WINN Louisville	95	24	71



MISSOURI lad shows 'em how. Glenn Griswold, KFEQ St. Joseph, Mo., takes it off a stick, with William Ware, Nonpareil Broadcasting Co., Council Bluffs, Ia., (l), and Art Gerbel, KJR Seattle.

Ed Bronson, WJEF Grand Rapids	101	27	74
Edward Kasper, Kasper & Gordon	114	30	84
Aaron Bloom, Kasper & Gordon	99	24	75
Fred Klein, Dancer-Fitzgerald-Sample	105	30	75
Rudi Neubauer, NBC	112	30	82
Al Schroder, WMAQ Chicago	91	18	73
Marshall Pengra, KRNR Roseburg, Ore.	86	18	68
Jack Kamsler, Reynolds Pen Co.	80	15	65
Neil Murphy, NBC	93	21	72
Robert Feagin, WPDQ Jacksonville	82	15	67
John Crandall, Sherman & Marquette	111	30	81
William Ware, Nonpareil Bcstg. Co.	91	15	76
Dean Covington, WROM Rome, Ga.	82	12	70
Jerry Vernon, ABC	101	27	74
William Clark, Howard Wilson Co.	106	21	85
Robert Savage, CBS	105	30	75
Earl Smith, Edward Petry & Co.	90	12	78
Lou Smith, Edward Petry & Co.	77	9	68
Sil Aston, Howard Wilson Co.	82	21	61
Robert Harrington, WSWA Harrisonburg	95	21	74
Jules Herbuveaux, NBC	89	15	74
Walter Preston, CBS	84	12	72
Glenn Griswold, KFEQ St. Joseph	98	24	74
Art Gerbel, KJR Seattle	94	18	76
Frank Roberson, Attorney	100	18	82
Robert Ridder, WDSM Superior, Wis.	87	6	81
Willan Roux, NBC	101	21	80
Frank Fitzmonds, KFYE Bismarck	102	24	88
Burt Adams, NBC	108	30	78
Ken Brown, KOMA Oklahoma City	105	30	75
Russell Woodward, Free & Peters	95	21	74
Charles Caley, WMBD Peoria	92	15	77
Jones Scovern, Free & Peters	95	24	71
Joe Bernard, KOMA Oklahoma City	87	15	72
Edward R. Murrow, CBS	90	15	75
Robert Burow, WDAN Danville	92	24	68
Max Everett, J. P. McKinney	92	18	74
Robert Thompson, WBEN Buffalo	95	21	74
William Doerr, WEBR Buffalo	89	18	71
Hugh Boice Jr., WEMP Milwaukee	95	21	74
Robert Mason, WMRN Marion, O.	106	30	76
Horace N. Stovin, Horace N. Stovin & Co.	82	9	73
Don Ward, ABC	88	15	73
Don Pettey, NAB	38*		
Glenn O'Taylor Snyder, WLS Chicago	40*		
Maury Long, BROADCASTING	42*		
Sol Paul, BROADCASTING	40*		
Fred Sample, BROADCASTING	87*		

\*Nine holes.

# Talk about "AGE GROUPS!"

All age groups are reached on WSBT. People here who are 50 years old started listening to this station when they were 25. Those who are 25 or younger had their birth announced over this station. South Bend people have grown up with WSBT. They love it. A terrific "Hooper" proves it.



960 KILOCYCLES  
1000 WATTS  
COLUMBIA NETWORK

Paul H. Raymer Company  
National Representatives

SILVER ANNIVERSARY YEAR

**WSBT**  
SOUTH BEND





**HE FLOWED GENTLY**, sweet Aston. Before the tee-off, Sil Aston, Howard Wilson Co. (third from left) with his playmates. He romped off with the **BROADCASTING** trophy with a 61 low-net. Others (l to r) Robert Harrington, WSVa Harrisonburg, Va.; James D. Carpenter, WKBB Dubuque, Ia.; Champ Aston, Hugh Boice Jr., WEMP Milwaukee.



**THREE UP** and 18 (holes) to go. Aaron Bloom, Kasper-Gordon Co., Boston; Ed Bronson, WJEF Grand Rapids; Ed Kasper, Kasper-Gordon, Boston.



**NOT THE SMITH** brothers but advertising-minded nevertheless. (L to r) Lou Smith, Edward Petry & Co., Chicago, who shot the low gross 77 for the tricky Acacia course; Earle Smith, Petry San Francisco office; Horace Stovin, Stovin & Co., Toronto.



**HERE'S ONE** Miller who loafed. Neville Miller (second from left), played his first NAB tournament. He served as NAB president from 1938-1944. (L to r) Frank E. Pellegrin, director of broadcast advertising, NAB; Mr. Miller; Marshall Pengra, KRNR, Roseburg, Ore.; Robert Mason, WMRN Marion, Ohio.



**FAIRWAY** byplay when this foursome stopped en route to the **BROADCASTING** 19th hole. (L to r) Frank Roberson, Washington; W. C. Roux, NBC spot sales; Burt Adams, NBC Co-op, New York. Hovering overhead, Frank E. Fitzsimonds, KFVR Bismarck.



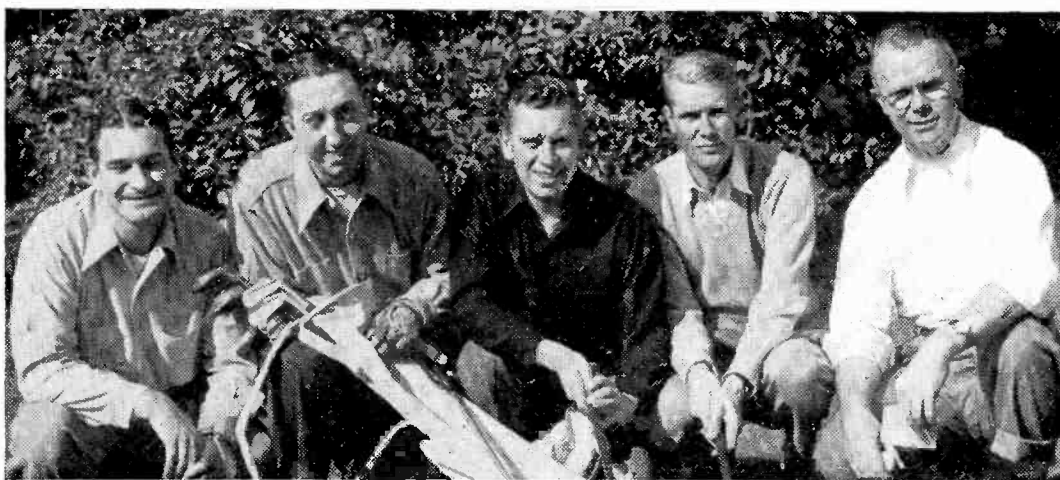
**CUE-TIES OF THE COURSE**, from native Chicago, all. (L to r) Robert Savage, WBBM; William Clarke, Howard Wilson Co.; Jules Herbeuveaux, NBC; Walter Preston, CBS.



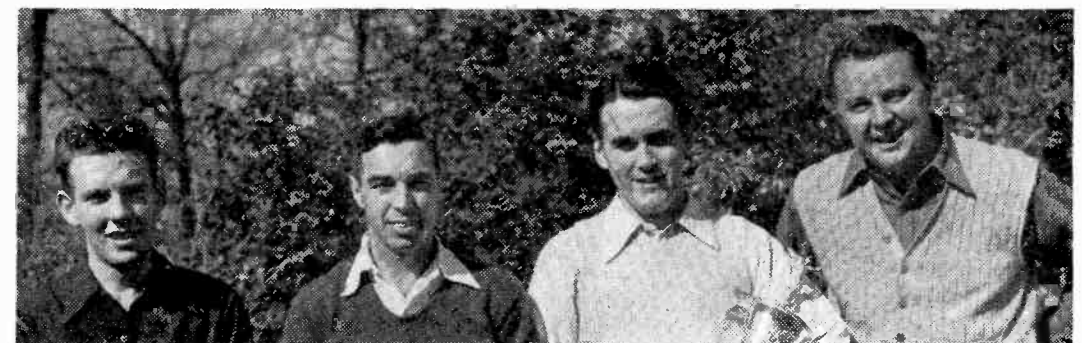
**FAST** foursome (l to r), Ex-Champ (1942 trophy winner) L. Waters Milbourne, WCAO Baltimore; Jack Kamsler, Reynolds Pen Co.; Dean Covington, WROM Rome, Ga.; Robert Feagin, WPDQ Jacksonville.



**NO DISCOUNTS** allowed, the men said when they teed off with John Crandall, Sherman & Marquette, New York. (L to r) Al Schroder WMAQ Chicago; Mr. Crandall; Harry McTigue, WINN Louisville, and Bud Fantle Jr., KELO Sioux Falls, S. D.



**FIVE SHADES** of radio with a single thought. (L to r) Kenyon Brown, KOMA Oklahoma City; Charlie Caley, WMBD Peoria; Russel Woodward, Free & Peters, Chicago; Robert Ridder, WDSM Superior, Wis.; Don Petty, NAB general counsel.



**LOCAL DIVOT DIGGERS** made a noble try too. (L to r) Neil Murphy, NBC Chicago; Jerry Vernon, ABC Chicago; Fred Klein, Dancer-Fitzgerald-Sample, and Rudi Neubauer, NBC Chicago.



# Applications

(Continued from page 30)

Frequency, Call, Location, File No.

1050-New -Johnson City, Tenn. B3-P-5260  
 1230-New -Reno, Nev. B5-P-5262  
 1170-New -Gaffney, S.C. B3-P-5264  
 840-New -Stroudsburg, Pa. B2-P-5265  
 1490-New -Wewoka, Okla. B3-P-5270  
 1240-New -Newton, Kans. B4-P-5272  
 900-New -Minneapolis, Minn. B4-P-5273  
 1340-New -Mt. Shasta City, Calif. B5-P-5274  
 1230-New -North Adams, Mass. B1-P-5279  
 1490-New -LaCrosse, Wisc. B4-P-5288  
 800-New -Miami Beach, Fla. B3-P-5289  
 1450-WJXN -Jackson, Miss. B3-P-5294  
 1400-New -Rockford, Ill. B4-P-5296  
 780-New -Forest City, N.C. B3-P-5297  
 1540-New -Washington, D.C. B1-P-5299  
 1210-New -Lawrence, Mass. B1-P-5302  
 1230-New -Union, S.C. B3-P-5304  
 910-New -Greenville, S.C. B3-P-5307  
 790-New -Johnson City, Tenn. B3-P-5308  
 890-New -Forest City, N.C. B3-P-5309  
 890-New -Tyler, Tex. B3-P-5316  
 1490-New -Blackstone, Va. B2-P-5317  
 1470-New -Jamestown, N.Y. B1-P-5318  
 1450-New -Dover, Ohio B2-P-5319  
 1490-WRLD -Lanett, Ala. B3-P-5320  
 670-New -Clinton, Okla. B3-P-5321  
 1170-New -Salisbury, N.C. B3-P-5322  
 1490-New -Mason City, Iowa B4-P-5324  
 1270-KIOX -Bay City, Tex. B3-MP-1948  
 (P. 4012)  
 690-KGGF -Coffeyville, Kans. B4-MP-2021  
 1480-WTHI -Terre Haute, Ind. B4-P-4130  
 (MP. 2086)

1320-New -Ft. Smith, Ark. B3-MP-2043  
 (P. 4254)  
 580-KFXD -Nampa, Ida. B5-MP-2069  
 810-KGO -San Francisco, Calif. B5-MP-2157  
 960-WSBT -South Bend, Ind. B4-MP-2176  
 1380-WATL -Atlanta, Ga. B3-P-3985  
 1440-KEYS -Corpus Christi, Tex. B3-P-3999  
 (D. 7561)  
 1380-New -Ft. Wayne, Ind. B4-P-4063  
 690-New -Birmingham, Ala. B3-P-4598  
 690-KGKB -Tyler, Tex. B3-P-4769  
 810-New -Denver, Colo. B5-P-5141

### Awaiting Engineering Study

710-KMPC -Los Angeles, Calif. B5-MP-2186  
 1510-New -San Diego, Calif. B5-P-3744  
 (D. 7600)  
 950-WLOF -Orlando, Fla. B3-P-3973  
 (D. 6864)  
 1560-New -Topeka, Kans. B4-P-3989  
 (D. 7456)  
 1280-New -Stockton, Calif. B5-P-4015  
 910-KRRV -Sherman, Tex. B3-P-4105  
 (D. 6862)  
 1250-New -Danville, Va. B2-P-4113  
 (D. 6797)  
 1330-WBTM -Danville, Va. B2-P-4137  
 (D. 6938)  
 970-New -Peoria, Ill. B4-P-4177  
 (D. 7609)  
 1270-New -Ft. Smith, Ark. B3-P-4200  
 1280-New -Eugene, Ore. B5-P-4259  
 1430-New -Annapolis, Md. B1-P-4318  
 (D. 7371)  
 860-KONO -San Antonio, Tex. B3-P-4329  
 630-KMAC -San Antonio, Tex. B3-P-4360  
 1150-KSAL -Salina, Kans. B4-P-4346  
 (D. 7490)  
 1480-WSAR -Fall River, Mass. B1-P-4384  
 940-New -Rio Piedras, P.R. B-P-4397  
 790-New -Spokane, Wash. B5-P-4402  
 1380-New -Asheville, N.C. B3-P-4464

630-New -Boise, Idaho B5-P-4482  
 1600-New -Yuba City, Calif. B5-P-4488  
 970-New -Great Falls, Mont. B5-P-4499  
 (D. 7516)  
 1560-WQXR -New York, N. Y. B1-P-4506  
 1270-KGCU -Mandan, N.D. B4-P-4516  
 1540-New -Fort Worth, Tex. B3-P-4524  
 610-WHCC -Columbus, Ohio B2-P-4520  
 570-KLGN -Blytheville, Ark. B3-P-4537  
 1600-New -Brookline, Mass. B1-P-4975  
 1480-New -Lincoln, Nebr. B4-P-4986  
 990-New -Muskogee, Okla. B3-P-4996  
 1500-New -Preston, Ida. B5-P-5002  
 1280-New -Lake City, S.C. B3-P-5008  
 1270-WTAL -Tallahassee, Fla. B3-P-5009  
 1380-KIDO -Boise, Ida. B5-P-5017  
 1280-WBBZ -Ponca City, Okla. B3-P-5018  
 1320-WKIX -Columbia, S.C. B3-P-5023  
 590-WOPI -Bristol, Tenn. B3-P-5026  
 1290-WTMC -Ocala, Fla. B3-P-5029  
 1380-KRKO -Everett, Wash. B5-P-5030  
 1070-WKVM -Arecibo, P.R. B-P-5031  
 1430-KLO -Ogden, Utah B5-P-5032  
 970-KHBC -Hilo, Hawaii B-P-5039  
 1480-New -Shamokin, Pa. B2-P-5045  
 1270-KCOK -Tulare, Calif. B5-P-5050  
 1420-New -Stockton, Calif. B5-P-5059  
 1540-New -Seattle, Wash. B5-P-5060  
 1560-WTOD -Toledo, Ohio B4-P-5071  
 1530-KFBK -Sacramento, Calif. B5-P-5072  
 1480-New -Austin, Minn. B4-P-5085  
 1320-New -Kalamazoo, Mich. B2-P-5111  
 1540-New -Durant, Okla. B3-P-5112  
 1250-KPAC -Port Arthur, Tex. B3-P-5125  
 930-WFMD -Frederick, Md. B1-P-5128  
 590-New -Versailles, Ky. B2-P-5136  
 930-New -Pueblo, Colo. B5-P-5137  
 910-New -Opelousas, La. B3-P-5143  
 1590-New -Council Bluffs, Iowa B4-P-5153  
 970-WCSH -Portland, Me. B1-P-5157  
 1420-New -Owensboro, Ky. B2-P-5161  
 1460-WJPF -Herrin, Ill. B4-P-5162  
 1310-WGH -Hampton Roads, Va. B2-P-5167



**SENATOR VANDENBERG (1)** reports to the nation on the Paris Peace Conference over CBS, interviewed by fellow Michigander, George Cushing, news editor of WJR Detroit. Broadcast was made Oct. 19 from CBS Washington outlet, WTOP, the report being made available to the network by WJR. News services and major papers printed the text of the interview in Sunday editions.

1060-New -Houston, Tex. B3-P-5175  
 630-KOOS -Coos Bay, Ore. B5-P-5177  
 790-New -Eustis, Fla. B3-P-5193  
 1140-KGDM -Stockton, Calif. B5-P-5197  
 1360-WKAT -Miami Beach, Fla. B3-P-5201  
 1170-KVOO -Tulsa, Okla. B3-P-5238  
 1390-New -Anniston, Ala. B3-P-5250  
 560-KWTO -Springfield, Mo. B4-P-5259  
 1420-New -Lufkin, Tex. B3-P-5275  
 1290-New -Shreveport, La. B3-P-5277  
 1150-WJBO -Baton Rouge, La. B3-P-5283  
 1320-WAGF -Dothan, Ala. B3-P-5292  
 910-KLX -Oakland, Calif. B5-P-5293  
 580-KALB -Alexandria, La. B3-P-5301  
 790-WTAR -Norfolk, Va. B2-P-5303  
 750-KXL -Portland, Ore. B5-P-5325  
 850-WTNB -Birmingham, Ala. B3-P-5332  
 680-WRNY -Rochester, N.Y. B1-P-5333  
 1470-WRGA -Rome, Ga. B3-P-5334  
 940-New -Amarillo, Tex. B3-P-4551  
 1320-New -San Juan, P.R. B-P-4560  
 1150-KFJI -Klamath Falls, Ore. B5-P-4573  
 1280-KNAK -Salt Lake City, Utah B5-P-4582  
 980-WTRY -Troy, N.Y. B1-P-4591  
 550-WNBH -New Bedford, Mass. B1-P-4605  
 1540-New -Albany, N.Y. B1-P-4611  
 930-WPAT -Paterson, N.J. B1-P-4613  
 1430-New -Altoona, Pa. B2-P-4632  
 1510-KGA -Spokane, Wash. B5-P-4647  
 1280-New -Silver City, N.M. B5-P-4648  
 1370-WCOA -Pensacola, Fla. B3-P-4660  
 1470-New -Coolidge, Ariz. B5-P-4677  
 1520-New -Buffalo, N.Y. B1-P-4678  
 850-WRUF -Gainesville, Fla. B3-P-4682  
 1460-WLAY -Muscle Shoals, Ala. B3-P-4684  
 970-WAAT -Newark, N.J. B1-P-4691  
 1360-New -Goose Creek, Tex. B3-P-4706  
 (D. 7669)  
 1320-WJAS -Pittsburgh, Pa. B2-P-4714  
 1460-WELO -Tupelo, Miss. B3-P-4719  
 620-WHJB -Greensburg, Pa. B2-P-4721  
 1270-New -Sioux Falls, S.D. B4-P-4734  
 (D. 7632)  
 850-New -Albany, N.Y. B1-P-4740  
 790-New -Allentown, Pa. B2-P-4790  
 1150-New -Utica, N.Y. B1-P-4793  
 950-WAAF -Chicago, Ill. B4-P-4796  
 740-New -Tulsa, Okla. B3-P-4797  
 1600-New -Orange, Tex. B5-P-4801  
 1330-WBBR -Brooklyn, N.Y. B1-P-4807  
 680-KFEQ -St. Joseph, Mo. B4-P-4810  
 550-New -Anchorage, Alaska B-P-4817  
 590-WDLP -Panama City, Fla. B3-P-4829  
 960-WMFF -Plattsburg, N.Y. B1-P-4830  
 1260-New -Trenton, N.J. B1-P-4832  
 610-KVNU -Logan, Utah B5-P-4842  
 1380-KWK -St. Louis, Mo. B4-P-4843  
 1560-KPMC -Bakersfield, Calif. B5-P-4868  
 1370-WPAC -Ponce, P.R. B-P-4871  
 580-KSAC -Manhattan, Kans. B4-P-4874  
 1300-KOME -Tulsa, Okla. B3-P-4880  
 1170-New -Bellingham, Wash. B5-P-4893  
 940-WMAZ -Macon, Ga. B3-P-4899  
 1420-KUJ -Walla Walla, Wash. B5-P-4908  
 630-WJMS -Ironwood, Mich. B2-P-4909  
 850-WHDH -Boston, Mass. B1-P-4912  
 980-New -Morgan City, La. B3-P-4913  
 1410-New -Dalhart, Tex. B3-P-4919  
 1320-New -Lansing, Mich. B2-P-4920  
 1310-New -Fontana, Calif. B5-P-4923  
 970-New -Las Vegas, Nev. B5-P-4942  
 620-New -Hackensack, N.J. B1-P-4956  
 1440-New -Quincy, Ill. B4-P-4970

## RIGHT IN THE MIDDLE OF BIG THINGS!

**PLENTY FOR EVERY-BODY IN THIS BIG MARKET!**

Yep! Right in the middle of West Texas' most alert, responsive market. Because—as the geographical, trading, financial, industrial, commercial, and educational center—Lubbock is the very hub around which a \$167,892,000 market emanates!

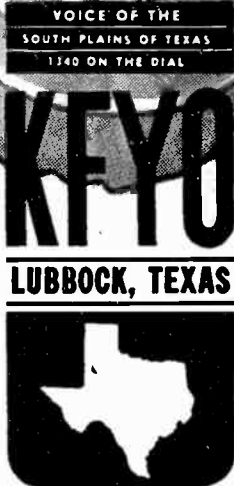
You'll like this market, too—because it's so easy to reach YOUR share through KFYO—the only station dominating this rich area with a consistent clear signal!

**AFFILIATED WITH  
 LONE STAR CHAIN  
 AMERICAN BROADCASTING CO.**



**TAYLOR-HOWE-SNOWDEN**  
*Radio Sales*

**250 WATTS  
 1340 KILOCYCLES**



(Continued on page 38)

**ATTACHMENT C  
 ENGINEERING STUDY COMPLETED  
 AWAITING STUDY BY OTHER  
 DEPARTMENTS**

1450-New -Portland, Ore. B5-P-3225  
 1270-KVAN -Vancouver, Wash. B5-P-3552  
 1600-New -Rochester, N.Y. B1-P-3565  
 (D. 6605)  
 970-KFRE -Fresno, Calif. B5-P-3757  
 (D. 7125)  
 1290-New -Wichita Falls, Tex. B3-P-3823  
 1380-WTSP -St. Petersburg, Fla. B3-P-3965  
 1420-KNOW -Austin, Tex. B3-P-4042  
 1590-New -Mt. Vernon, Wash. B5-P-4050  
 1340-New -Huron, S.C. B4-P-4228  
 (D. 7055)



# WLAC GOES TO THE TENNESSEE STATE FAIR

More than 207,000 paying customers clicked the turnstiles during the six days of the Tennessee State Fair at Nashville. An all-time, nationwide record for carnival receipts was set by the Johnny J. Jones Exposition with a shattering total of \$137,116.40 for the week. WLAC, 50,000-watt CBS affiliate, originated five programs daily from the Fairgrounds . . . bringing many of the most interesting features of the fair "home" to thousands of people who were unable to attend.



*Exclusive . . .* Formal opening ceremonies at the Tennessee State Fair were arranged for broadcast by WLAC and included brief talks by Governor Jim Nance McCord, Davidson County Judge Litton Hickman and State Fair Manager Phil C. Travis. Speakers were introduced by Station Manager F. C. Sowell.



*Exclusive . . .* Twice a day, from a specially constructed broadcast booth, WLAC's *Esso Reporter* aired last minute world and local news. Both the reporter and the United Press teletype machine proved interesting attractions for thousands of Fair visitors.



*Exclusive . . .* "Do-Nuts to Dough", five-a-week quiz show with Chef Daryl Laub as MC, was broadcast from the stage of the Merchant's Building throughout the week of the fair, "blocking traffic" with each performance.



*Exclusive . . .* Agricultural exhibits were accorded their share of attention by WLAC microphones. Herman Grizzard, well-known to farm audiences for his daily hour-long "Daybreak in the Barnyard" show, interviews a County Agricultural Agent.



*Exclusive . . .* Fairgoers enjoyed the novelty of hearing their own voices when WLAC demonstrated the station's wire recorder. Program Director Paul Oliphant at the microphone.



*Exclusive . . .* WLAC's radio audience was treated to a spine-tingling thrill when the station broadcast the auto races. Herman Grizzard gave a vivid microphone picture of the 1946 speed classic.



# 'Define Public Service,' Asks Mullen

## Broadcasting Is Not Public Utility, He Asserts

FRANK MULLEN, executive vice president of NBC, last week took issue with radio critics who urge governmental dabbling in radio programming, in an amplification of his speech to the New York Radio Executives Club a fortnight ago [BROADCASTING, Oct. 7].

Mr. Mullen, who found reason to quarrel with governmental interpretation of the original Radio Act creating the FCC, said that there was much talk about "public service" responsibilities of broadcasters, but that the talk was mostly from persons who were uninformed of the nature of the Act.

The writers of the Radio Act, he said, specifically omitted the classification of broadcasting as a public utility. Since broadcasting is not a public utility, it fundamentally has no legal obligation to perform "public service," he said. Yet the course which governmental regulation of the industry has taken suggests that authorities regard radio as a utility, he said.

### Define Public Service

"If the Congress wants broadcasters to give public service, it has to say what public service is," said Mr. Mullen. It would need to issue rules designating how much time and when what kinds of programs would be aired.

In some ways, said Mr. Mullen, Federal enforcement of the Radio

Act has been more stringent than its interpretation of the laws pertaining to public utilities. Broadcasting, he pointed out, occupied a unique position. For example, he said, there was frequent mention of the "right to free time" on the air.

But "can anybody ride a railroad free?" Mr. Mullen wanted to know.

The executive vice president saw no essential difference between the press and radio as far as their basic operations and responsibilities were concerned.

"You can't go to a newspaper and demand space on the front page," he said, yet broadcasters are often asked (and they often give) time on the air to groups seeking a platform.

The extension of governmental regulation to future broadcasting developments may create new confusion, he said. When newspapers begin delivering by facsimile broadcasting, which the FCC will regulate, "can the government demand public service from these newspapers?" he asked.

Television, which will use newsreels made by newsreel companies which currently are unregulated by Government, may well introduce an element of Government control into newsreel operations themselves, he said. "In that case what would be the newsreel companies' responsibility for public service?" he asked.

"The best service that broadcasting can do for the American public is to stay solvent," Mr. Mullen said. To keep his economic health, the broadcaster must keep his audience. "Anybody knows that the only way you can prosper is to hold your listeners," he said. If large audiences are intrigued by radio, the broadcaster must be giving them what they want to hear, Mr. Mullen said.

Mr. Mullen's answer to critics who protest that radio enjoys limitless profits was that as long as the present economic system obtains, broadcasters are entitled to profits. He said that most critics were uninformed and that the profits of most broadcasters had been meager.

Broadcasters, he pointed out, were primarily occupied with building and keeping audiences. To do so, they had to observe the responsibilities of taste, education, information and entertainment, else their audiences would revolt.

"I think broadcasters have done a pretty good job of serving the public," he said. "And the character of the American broadcasters is as good as that of any other group of business people in America."

## Radio Set Production Reported Up for August

AN INCREASE of 31% over July production of radios was reported last week in the August census report, released last Monday. August radio production totaled 1,600,000 sets. Production was 57% over the average monthly output during 1941, according to the Census Bureau. There were also approximately 95,000 electric phonographs produced during August. Figures are based on reports filed by 108 manufacturers.

Home set production—exclusive of battery sets and radio phonograph combinations—was up 42% over July, with 1,000,000 sets produced. Console models represented less than 10% of the total, and current production was but 16% of the average monthly output of consoles during 1941.

Figures are not broken down for television set production, but television wired radio-phonograph combinations are included.



louder than thunder...

## and more persuasive

When bursts of thunder roll above the busy coal and steel regions of Pennsylvania, West Virginia and Ohio, millions of people look skyward. To them, as with people everywhere, thunder represents the loud and powerful voice of nature.

But thunder is puny compared with the voice of WWVA. Thunder at its most potent

is seldom heard more than 20 miles away.

WWVA, packing the punch of 50,000 watts, reaches out hundreds of miles across a wide primary area that includes 123 counties in five states... 123 counties where over 7,500,000 consumers (more people than the cities of Los Angeles and Chicago combined) live and spend more than *two billion* dollars each year.

When WWVA speaks, they listen. When WWVA leads, they follow. When WWVA sells, they buy.

What can we tell them about *for you?*

A BASIC ABC STATION



Another smash in



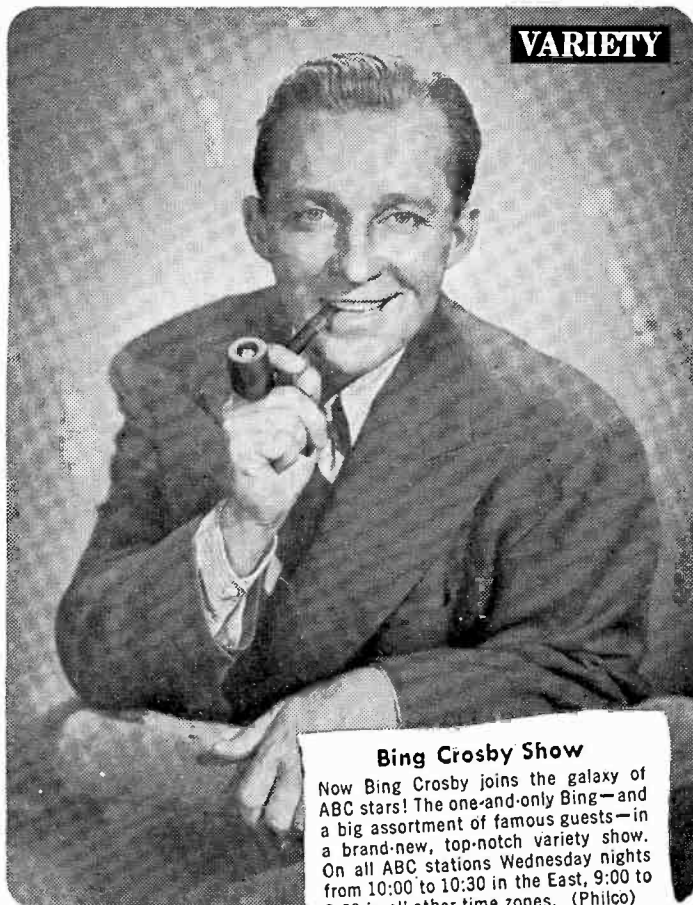
... to build a bigger audience for ABC advertisers

For shows that are first in their fields . . .



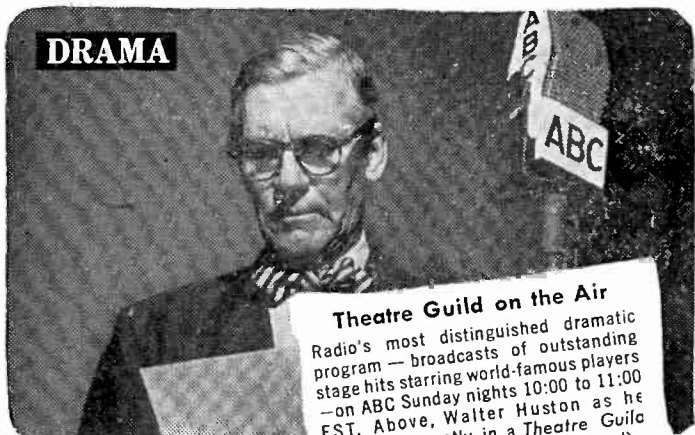
# Listen to ABC

AMERICAN BROADCASTING COMPANY



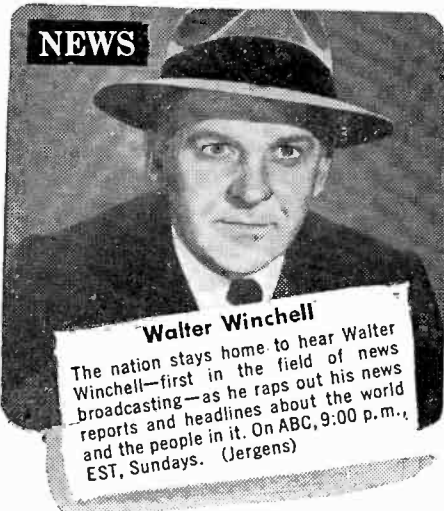
### Bing Crosby Show

Now Bing Crosby joins the galaxy of ABC stars! The one-and-only Bing—and a big assortment of famous guests—in a brand-new, top-notch variety show. On all ABC stations Wednesday nights from 10:00 to 10:30 in the East, 9:00 to 9:30 in all other time zones. (Philco)



### Theatre Guild on the Air

Radio's most distinguished dramatic program—broadcasts of outstanding stage hits starring world-famous players—on ABC Sunday nights 10:00 to 11:00 EST. Above, Walter Huston as he appeared recently in a Theatre Guild on the Air production. (U. S. Steel)



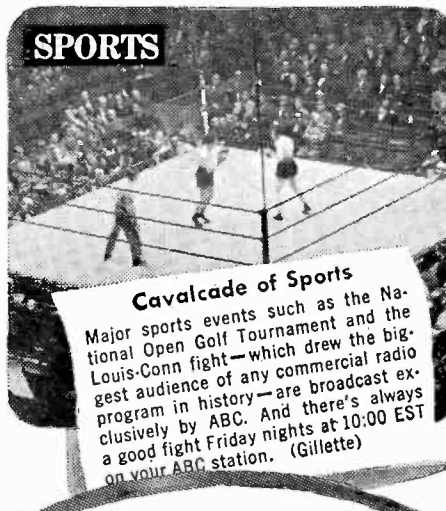
### Walter Winchell

The nation stays home to hear Walter Winchell—first in the field of news broadcasting—as he raps out his news reports and headlines about the world and the people in it. On ABC, 9:00 p. m., EST, Sundays. (Jergens)



### Metropolitan Opera

First in the field of great music, ABC brings you the entire season of Saturday afternoon operas direct from the stage of the Metropolitan Opera House, together with opera news and discussions by noted musical authorities. Series begins Saturday, Nov. 16, at 2:00 p. m., EST. (The Texas Company)



### Cavalcade of Sports

Major sports events such as the National Open Golf Tournament and the Louis-Conn fight—which drew the biggest audience of any commercial radio program in history—are broadcast exclusively by ABC. And there's always a good fight Friday nights at 10:00 EST on your ABC station. (Gillette)

EACH YEAR the American Broadcasting Company tries to give its millions of listeners the best of as many different kinds of radio programs as possible.

The *Theatre Guild on the Air*, for example, is now acclaimed by millions as radio's outstanding dramatic program. The *Metropolitan Opera* and the *Boston Symphony* have helped build ABC's reputation for great music. Among discussion programs dealing with national affairs, *America's Town Meeting of the Air* is the nation's most consistent winner of top awards. And now, with Bing Crosby's return to

the air, ABC adds still another program to its list of number one shows. Whether you prefer music, mystery, quiz shows or comedy, you can depend on your local American Broadcasting Company station for radio entertainment at its best. That, plus the fact that ABC gives all sides of all the news, is why so many millions of families from coast to coast are setting their radio dials on ABC stations to

### Leading advertisers buy time on ABC

Eversharp, Philco, Swift, Sterling Drug, U. S. Steel, General Mills, Westinghouse, Kellogg, Quaker Oats, Jergens, Bristol-Myers, Procter & Gamble—all outstanding American businesses—are among the great companies now advertising via the American Broadcasting Company. The reason: ABC reaches all the people who live in 22,000,000 radio homes—at economical rates that make possible a low cost per thousand listeners. If you are an advertiser, remember: a good ABC time period bought today means a valuable franchise for years to come!

## American Broadcasting

A NETWORK OF 220 RADIO STATIONS SERVING AMERICA

Note to Time Buyers!



# habit is not a "sometime" thing!

In the Mid-South area, most people have the rather pleasant habit of listening to WMC programs. This habit is not an occasional listening spree, but a week in and week out following of top NBC, regional and local shows over this pioneer Mid-South radio station.

This habit was first planted back in 1923 when the Commercial Appeal's "public service" radio station was first launched. Since that time, and backed by the prestige, publicity, and the weight of the Commercial Appeal's pages, WMC has grown and become a part of the every day lives of 405,110\* radio homes in the Mid-South.

Such a loyal audience—such an extensive audience—is fertile field for your advertising.

\* BMB's 1946 report of total radio homes in WMC's .5 and .1 mv areas.

—the station with the billion dollar market

# WMC

★ MEMPHIS • NBC • 5000 WATTS  
DAY AND NIGHT  
OWNED AND OPERATED BY THE COMMERCIAL APPEAL  
NATIONAL REPRESENTATIVES, THE BRANHAM CO.  
MEMPHIS' DOMINANT RADIO STATION  
"WHEN IT'S MEMPHIS YOU WANT,  
IT'S WMC YOU NEED!"



## Labor Troubles Demand More Attention, Doherty Declares

MANAGEMENT and labor must get together and solve their differences or the nation may see the end of the capitalistic system and the advent of complete government controls and bureaucracy.

That warning was sounded Tuesday at the NAB Chicago convention by Richard P. Doherty, director, NAB Employe-Employer Relations Dept.

"The Number One challenge that faces the United States today is labor-management relations," said Mr. Doherty. "If we face another series of strikes in the next few months as we have in the past year, we will be on the threshold of depression."

He called particularly on broadcasters to establish good employe relations, declaring that "bad employe relations, particularly in radio, breed bad public relations. Despite the bigness of radio as an industry," he continued, "the individual station is a small scale unit, in terms of labor relations. This creates both a problem and an opportunity."

Mr. Doherty blamed management for part of today's troubles, labor for part, but declared "there is nothing management can do under our present labor laws. Labor-management relations must be free if we are to have sound economic conditions."

### No Simple Formula

No simple magic formula will produce industrial peace, said Mr. Doherty. The road to industrial peace has three lanes, he continued, listing them as follows: (1) The environment of collective bargaining; (2) management must practice industrial relations as a major executive function, and (3) development of employe-employer relations.

Under present laws collective bargaining is difficult, he explained, primarily because Government agencies "call the plays, determine the gains and fix the score."

"Under existing legislation we have legally protected the right of the worker to unionization—if he so chooses—but we definitely have not created a genuine national labor policy which seeks to make collective bargaining work as a process of industrial peace," said Mr. Doherty. "What American businessmen and the American public itself must demand of Congress is realistic legislation so that collective bargaining may truly be a two-way street with the same rules applying to both sides of the traffic."

Mr. Doherty gave broadcasters these suggested rules of operation to help make collective bargaining effective:

"A—Industrial relations must be taken over as a top executive func-

tion. It is not a legal task. This is a big job and it requires executive direction, skill and understanding.

"B—Don't be misled into thinking that collective bargaining consists primarily of negotiating a yearly contract which you regard as mainly a game of wits and economic crapshooting.

"C—Management must learn the technique of working with unions including the strategy of contract negotiations. For years business has devoted endless hours to the fundamentals of sound merchandising, to scientific production, etc., yet few businessmen devote any real professional attention to the complicated process of union relations. When management learns effective techniques and practices, unions will be forced to match their well-developed skills and strategies with the proficient practices of executive leadership. The bargaining table may then be far better balanced."

### Realism Needed

With or without unions, said Mr. Doherty, management has the mandate to "take its head out of the sand" and look realistically at the essential challenge of promoting sound and effective employe-employer relations.

Made-work and featherbedding practices have been fostered in radio partly because "top management has been too busy looking at the pay checks," according to the speaker. "Management must keep an eye clearly on policies, much more so than money." Mr. Doherty pointed out that under the capitalistic system "no union provides jobs for the workers, nor pays the weekly salary. Furthermore, no union provides the investment and equipment and facilities which create employment, nor does the union procure the sales income dollar from which wages are paid, any more than it coordinates and directs the factors and elements which go to make up a successful business enterprise."

"Good management can aggressively provide all the things which unions try to provide," he continued. "But if this is to be done, management must practice good employe relations. It is high time that management stop letting unions carry the ball."

To accomplish good employe relations management must establish a program which recognizes the desires and wants of the workers, he said. "In the radio industry, we possess a degree of total employment stability which is not common to industry as a whole. There is no earthly reason why broadcasters cannot capitalize upon this fact

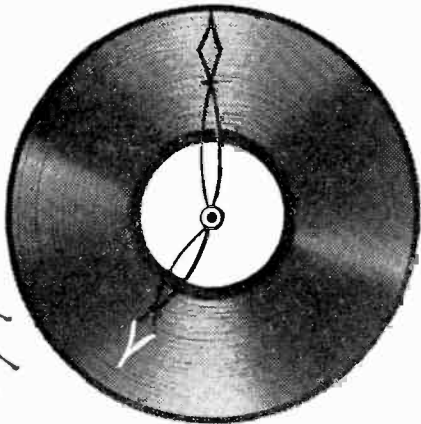
(Continued on page 87)



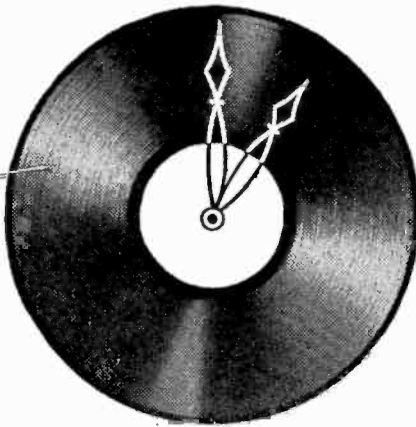
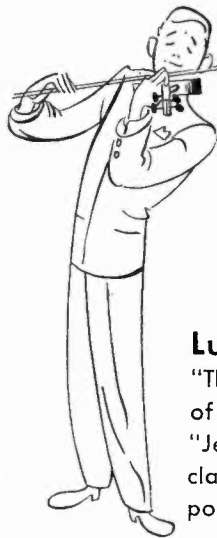
*Something  
to toot about!*

**World Continuity Service Gives You  
Timely, Around-the-clock Programs  
Featuring World-famous talent!**

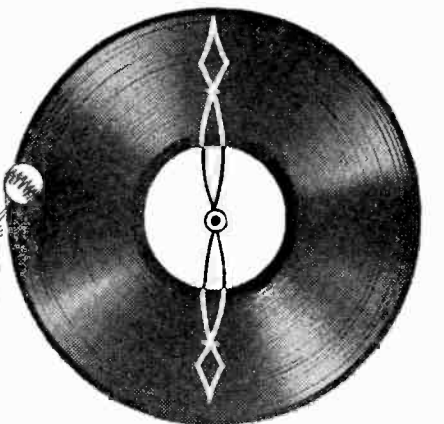
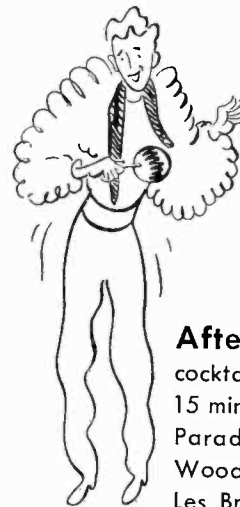
**Evening**—Popular music is always good for night-time entertainment. Among others, World gives you "Charlie Spivak Serenade," Glen Gray's "Casa Loma Time," and the "David Rose Show." All sprightly. All programed for two 15 minute periods a week.



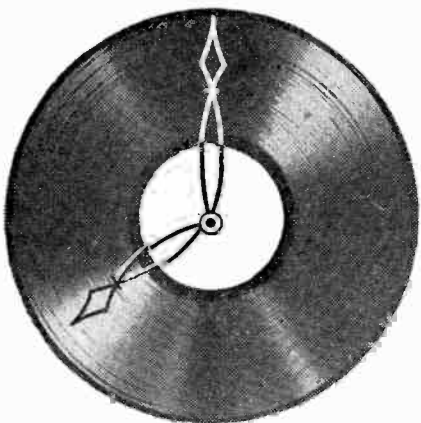
**Morning**—Wake 'em up and keep 'em stepping with "Music for Monday," "Music for Tuesday," etc., all-music programs running 30 minutes every day. Special concert selections for "Music for Sunday" program. Sure-fire audience-builders. First-rate rating-boosters.



**Luncheon**—Music for the noon hours with "Three Quarter Time," featuring the waltzes of Harry Horlick (three 15 min. weekly) and "Jerry Sears Presents," high-styled swing and classics (three 15 min. weekly). Subscribers report record sponsorship for both in recent poll.



**Afternoon**—Tequila tempos to enliven the cocktail hour with "South of the Border" (three 15 min. weekly). Alternate with "All Star Dance Parade," featuring such stars as Jimmy Dorsey, Woody Herman, Johnny Long, Harry James, Les Brown. (Six 15 min. weekly).



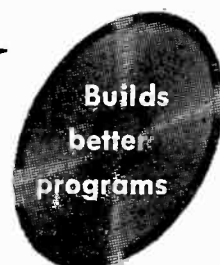
**Dinner**—Let early evening listeners "Lean Back and Listen" (six 15 minute periods a week) to light classics, musical comedy favorites and standard salon selections. Like all other World Continuities, this show can be used to fill any special station time, any desired number of times weekly.

*You can build over seven hours a day* of varied programs to boost your time sales and increase your ratings with World Library Service. For in addition to World Continuities, World Library gives you thousands of musical selections with which you can build *your own* programs. However you use World transcriptions, World's outstanding talent assures you of success . . . World's expert engineers guarantee life-like reproduction through their skilled use of Western Electric Vertical Wide Range Recording equipment. Remember: More stations subscribe to World Library than to any other similar service. Get in touch with us today. We've got your numbers.

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October 28, 1946 • Page 36-C



## BMB Session

(Continued from page 16)

audience, share of audience, or type of listener, and they should not be used to compute cost-per-thousand listeners to individual programs. He also warned that BMB audience and ABC circulation are not directly comparable.

"Being new and having been set up to fulfill a great need," Mr. Feltis explained, "BMB may wishfully be thought to fill a lot of other needs. BMB is not a substitute for other measurements of radio listening. Nor is it a substitute for judgment and experience of timebuyers and advertisers. BMB is an additional tool which can be used to reinforce judgments and to make judgments and decisions easier and more valid."

### First Figures

Turning to BMB's output, Mr. Feltis cited its first publication, *Radio Families USA*, which shows the number of families and the percent and number of radio families by county and city, as "a tremendously worthwhile contribution by BMB to the working knowledge of our industry." The just-issued Station Audience Report by maps and figures, shows daytime and nighttime audiences for each subscriber station in all counties in which 10% of the radio families listen to the station at least once a week, he said. The BMB audience in some cases will be less than a millivolt or mail map might show and in others "it is going to go beyond what you have considered merchandisable and usable radio coverage for your station," he stated, adding that in the latter instance each broadcaster is perfectly free to claim as your effective station audience only that area where your BMB penetration exceeds a certain level" which he may determine for himself provided he labels it clearly.

### More Research Planned

Expressing the opinion that "further studies will have to be made of such factors as the actual distribution of station audience percentages in their home counties to determine the most useful levels for map presentation, Mr. Feltis suggested that meanwhile each station show its "entire BMB audience area, with data recapped in as many levels as possible, perhaps in steps of 10%."

"Thus," he pointed out, "any advertiser or agency can name its own level and you can quickly show your audience down to that level. In this way, advertisers and agencies too may experiment and arrive at their own decisions as to what level of BMB penetration they require to do an adequate job in a particular place or for a particular account."

Since this is the first industry-wide study, he said, BMB "did not feel in a position to establish arbitrary primary, secondary or any

## Critics Forever

SPEAKING of BMB's problems, J. Harold Ryan, vice president, Fort Industry Co., told the convention: "It is a difficult thing to head a pioneer enterprise. Unknown pitfalls are encountered and there is always the adverse criticism of those who lack the background and experience that is so necessary in a technical development like BMB. Nineteen hundred years ago a man came down on earth who devised a system of living so perfect that no other system has ever been able to approach it. Yet in all the intervening years it has not been possible to secure universal acceptance of even that system of life."

other levels for all stations. However, now that all this information is at hand for examination, the technical research committee, which represents a cross section of all types of stations, advertisers and agencies, will begin studying the valid uses of the data collected to determine proper standards for the future. BMB recognizes its responsibility to test and explore and refine the whole measurement and to agree upon and recommend the most usable standards for the industry as soon as such standards can be established and proven significant and usable. This work will be undertaken immediately."

### December Report

BMB's next report, the *U. S. Area Report*, will be published in December, Mr. Feltis said. It will be a 700-page volume showing by county and city all stations having BMB audiences there with their day and night audience figures. Station subscribers, AAAA agencies and ANA advertisers will each receive one copy, with extra copies generally available at cost, about \$35. The *Network Report*, similar to the area report but showing unduplicated network audiences for the four major and about a dozen regional networks, will be published in January and distributed the same as the area report.

Speaking of the use to which broadcasters can put these data, Mr. Feltis stated: "BMB's station audience reports can be used exactly as previous coverage, circulation or mail maps have been used, with this advantage, BMB Reports are uniform, comparable and accepted throughout the U. S. by advertisers, agencies and subscribing broadcasters." The last group numbers 706, or 75% of all the country's stations.

So used, BMB data will be valuable to station management in evaluating its present position and will serve as a yardstick to measure future progress; it will show relative strength and weaknesses

which may be exploited or corrected; it will help engineers to plan improvements and sales staffs to take full advantage of the station's areas of influence, Mr. Feltis stated.

### Applying Data Properly

Adding a word of caution about "overselling," he pointed out: "It remains to be seen what value attaches to counties with low BMB penetration, such as 10%, 19% and 20%. The wise station and the thoughtful salesman will refrain from making exorbitant claims about all the counties reported in the BMB Report until experience with these figures by the entire industry makes apparent the real significance of these figures for different clients."

BMB appreciates that stations and their problems vary, that in each case "your business is different," Mr. Feltis said, announcing that accordingly BMB is setting up an advisory service for stations to operate as "an individual and exceedingly personal affair." Urging stations to come to BMB for help in interpreting their data, he said that BMB thinks it can help there and also in pointing out "significances which might not be apparent and helping you avoid pitfalls in your use of this material. And we want you to tell us some of your experiences with the use of BMB information so that all of you can help each other in getting the most out of BMB," he added.

This first BMB study measured all stations which were on the air last March, Mr. Feltis said, offering to non-subscribing stations which were in operation at that time the chance to join BMB now on the same basis as present subscribers.

### Endorsements Given

Frederic Gamble, AAAA president, and Paul West, ANA president, expressed the same confidence for BMB that they had done two years before, endorsed the tripartite method of operation and praised the work of Mr. Feltis and his staff. Stating that he had seen many research projects, Mr. West declared, "I've never seen a better one nor one better organized than BMB," adding, "this is due almost entirely to Hugh Feltis' courage, ability and leadership."

Likening the broadcasters to the Irish as always ready to fight, whether it be to oppose an outsider or among themselves, Mr. West warned them not to let any intra-industry bickering over details of BMB's operations get out of hand and not to wash their dirty linen in public to the possible detriment of BMB.

Discussing BMB's future plans, Mr. Ryan explained that the decision not to make another study until 1948 was based largely on the fact that many new stations are expected to begin operation next year that would not be included in a March study and also on the need

for evaluating the first study and developing new and refined techniques in preparation for the next one. In addition, he said, BMB will promote the full use of the first study findings, will solicit present and new subscribers for continuing support of BMB activities, and will aid subscribers in interpreting and presenting BMB data correctly.

### Relies on Experts

In his summation Chairman Miller cited his judicial experiences that when highly technical evidence was presented the safest course was to rely on the testimony of experts. "The less you know about a thing the easier it is to criticize it," he said. "But what's the use? It is better to find out who the experts are and ask them if the methods used and the conclusions based on them are right. The admitted experts on the BMB board seem satisfied and I am satisfied to go ahead on their say so."

The failure of any BMB critic to speak out in meeting of course does not mean that they were all completely satisfied or that there will be no more criticism leveled at the organization and its operations. Previewing the first draft of his convention report before a group of New York broadcasters and station representatives several weeks ago, Mr. Feltis ran into severe criticism of some aspects, particularly concerning the proposed uses of BMB data as presented in a series of summer clinics and published in three articles in *BROADCASTING*, during September.

Following that meeting BMB issued a statement explaining that the uses had been suggestions only and were not intended to represent BMB recommendations for the use of its data. At a subsequent meeting Mr. Feltis presented a revised draft of his talk, which was presented to the convention with the full endorsement of his former critics [*BROADCASTING*, Sept. 7, 14].

### Dissatisfaction Expressed

After the convention session a member of the New York group, who declined to be quoted, told *BROADCASTING* that while they had reached a full agreement with Mr. Feltis, they were still not satisfied with what they consider to be the failure of the NAB representatives on the BMB board to protect adequately the interests of the broadcasters and that action on this problem is likely to be taken in the near future.

## Feltis to Speak

HUGH FELTIS, BMB president, will be the feature speaker at the Nov. 4 luncheon meeting of the American Marketing Assn. Radio Group to be held at the Hotel Sheraton, New York. Subject of Mr. Feltis' address will be "First Reaction to BMB Following the Release of Actual Station Reports."

# Permanent Possession



America's *only* radio chapter of the Izaak Walton League, headquartered at KVOO with sportscaster Bud Jackson as its founder and permanent president, is now the proud recipient of the Oklahoma Izaak Walton League Banner Chapter cup for the third consecutive year. This entitled the Chapter to permanent possession of the cup, the first time such award has been made. Thus is evidenced, once again, another public service activity of KVOO, for the Radio Chapter was originated and founded by KVOO's Bud Jackson during the war as a means of furthering the interests and activities of the Izaak Walton League of Oklahoma through that difficult period of limited tires, gasoline and manpower. It has already paid rich dividends to Oklahomans and it will continue to do so through many years ahead as its present work bears fruit in better game laws, soil conservation, increased wildlife, and a recognition by the public at large of the value and importance of the many other projects furthered by this chapter.

Bud Jackson is a two time winner of the League diamond founder's pin awarded by the National headquarters to the individual signing up the greatest number of members in a year's time, a 28 time winner of the blue and silver founder's pin, a State and National director of the League and a recognized authority on hunting and fishing in the Southwest.



"Short Casts and Wing Shots", Bud's popular Saturday night feature program is the vehicle on which this great Izaak Walton Chapter has been carried to its enviable success.

It is another outstanding Public Service Feature of Oklahoma's Greatest Station.

●  
**Bud Jackson,**  
 KVOO Outdoors Editor

# KVOO

50,000 WATTS  
 NBC AFFILIATE  
 TULSA

EDWARD PETRY AND CO., INC., NATIONAL REPRESENTATIVES



# Applications

(Continued from page 34)

Frequency	Call Letter	Location	File No.
700-New	-St. Paul, Minn.	(D. 7472)	B4-P-4261
1080-New	-Duluth, Minn.	(D. 7353)	B4-P-4278
1150-New	-Mayaguez, P.R.	(D. 7700)	B-P-4296
1230-New	-Grass Valley, Calif.	(D. 7461)	B5-P-4616
1400-WSAM	-Saginaw, Mich.	(D. 7700)	B2-P-4626
1280-New	-Brenham, Tex.	(D. 7526)	B3-P-4704
730-New	-Memphis, Tenn.	(D. 7700)	B3-P-4708
1450-New	-Crowley, La.	(D. 7526)	B3-P-4725
1590-WLOW	-Norfolk, Va.	(D. 7526)	B2-P-4731
860-New	-Nacogdoches, Tex.	(D. 7574)	B3-P-4779
1480-KGLU	-Safford, Ariz.	(D. 7719)	B5-MP-1902
1030-KWBW	-Corpus Christi, Tex.	(D. 7719)	B3-SSA-143
1400-New	-Statesville, N.C.	(D. 7719)	B3-P-4835
550-New	-Clinton, N.C.	(D. 7707)	B3-P-4845
830-WNYC	-New York, N.Y.	(D. 7707)	B1-SSA-145
1150-New	-Burlington, N.C.	(D. 7707)	B3-P-4857
650-New	-Rochester, N.Y.	(D. 7707)	B1-P-4859
760-New	-Charlotte, N.C.	(D. 7707)	B3-P-4879
1400-New	-Bennettsville, S.C.	(D. 7707)	B3-P-4943
1590-New	-Chester, Pa.	(D. 7707)	B2-P-4969
740-New	-San Diego, Calif.	(D. 7707)	B5-P-4981
1340-New	-Monahans, Tex.	(D. 7707)	B3-P-4982
1230-New	-Del Rio, Tex.	(D. 7707)	B3-P-4984
580-New	-Washington, D.C.	(D. 7707)	B1-P-4997
1120-New	-Cleburne, Tex.	(D. 7707)	B3-P-5013
1340-New	-Corvallis, Ore.	(D. 7707)	B5-P-5014
850-New	-Birmingham, Ala.	(D. 7707)	B3-P-5016
710-New	-Edinburg, Tex.	(D. 7707)	B3-P-5051

1290-WTOC	-Savannah, Ga.	(D. 7759)	B3-ML-1233
720-New	-Richmond, Va.	(D. 7759)	B2-P-5067
1130-WCAR	-Pontiac, Mich.	(D. 7759)	B2-SSA-144
1490-New	-Fajardo, P.R.	(D. 7759)	B-P-5078
1320-WJHP	-Jacksonville, Fla.	(D. 7759)	B3-MP-2030
1490-New	-Morrisville, Pa.	(D. 7759)	B2-P-5082
1490-New	-Albuquerque, N.M.	(D. 7759)	B5-P-5083
1560-New	-Canton, Ill.	(D. 7759)	B4-P-5089
1260-New	-New Haven, Conn.	(D. 7759)	B1-P-5096
710-New	-San Pabla Is., Calif.	(D. 7759)	B5-P-5106
1240-New	-Liberty, N.Y.	(D. 7759)	B1-P-5107
740-WORZ	-Orlando, Fla.	(D. 7759)	B3-MP-2093
1010-New	-Jacksonville Bch., Fla.	(D. 7759)	B3-P-5118
730-New	-Nanticoke, Pa.	(D. 7759)	B2-P-5120
690-New	-Lamesa, Tex.	(D. 7759)	B3-P-5126
780-New	-Birmingham, Ala.	(D. 7759)	B3-P-5130
1230-New	-Hudson, N.Y.	(D. 7759)	B1-P-5131
1270-New	-Caguas, P.R.	(D. 7759)	B-P-5132
1170-New	-Upper Darby, Pa.	(D. 7759)	B2-P-5134
670-New	-Rome, Ga.	(D. 7759)	B3-P-5135
1490-New	-Russellville, Ark.	(D. 7759)	B3-P-5139
1490-New	-Yreka, Calif.	(D. 7759)	B5-P-5144
1490-New	-Uvalde, Tex.	(D. 7759)	B3-P-5147
1240-New	-Nogales, Ariz.	(D. 7759)	B5-P-5149
1450-New	-Natchitoches, La.	(D. 7759)	B3-P-5151
1400-New	-Missoula, Mont.	(D. 7759)	B5-P-5152
550-New	-Kansas City, Mo.	(D. 7759)	B4-P-5154
1230-New	-Sulphur Springs, Tex.	(D. 7759)	B3-P-5158
1480-KANS	-Wichita, Kans.	(D. 7759)	B-P-5159
1510-New	-San Rafael, Calif.	(D. 7759)	B5-P-5164
1260-WNDR	-Syracuse, N.Y.	(D. 7759)	B1-MP-2080
1490-New	-Cheyenne, Wyo.	(D. 7759)	B5-P-5166
1140-WSIV	-Pekin, Ill.	(D. 7759)	B4-P-5169
1120-New	-Lackawanna, N.Y.	(D. 7759)	B1-P-5170
1110-New	-Oneonta, N.Y.	(D. 7759)	B1-P-5171
1280-New	-Neenah, Wis.	(D. 7759)	B4-P-5172
1410-WING	-Dayton, Ohio	(D. 7759)	B2-P-5173
1240-New	-Caguas, P.R.	(D. 7842)	B-P-5174
710-New	-Beaumont, Tex.	(D. 7842)	B3-P-5178

1340-New	-Redding, Calif.	(D. 7607)	B5-P-5181
1450-New	-Clovis, N.M.	(D. 7607)	B5-P-5188
1340-New	-Roswell, N.M.	(D. 7607)	B5-P-5189
1230-New	-Craig, Colo.	(D. 7607)	B5-P-5200
1240-New	-Brewton, Ala.	(D. 7607)	B3-P-5203
1340-New	-Gallup, N.M.	(D. 7607)	B5-P-5232
1410-WKBH	-LaCrosse, Wis.	(D. 7607)	B4-P-5241
1090-New	-Baltimore, Md.	(D. 7607)	B1-P-5257
1340-New	-Bloomington, Ind.	(D. 7607)	B4-P-5278
830-New	-Hillsdale, Mich.	(D. 7607)	B2-P-5281
850-WRUF	-Gainesville, Fla.	(D. 7607)	B3-SSA-146
1240-New	-Eufaula, Ala.	(D. 7607)	B3-P-5300
1450-New	-Endicott, N.Y.	(D. 7607)	B-P-5328
830-New	-Pontiac, Mich.	(D. 7607)	B2-P-5331
710-New	-Modesto, Calif.	(D. 7607)	B5-P-5336
1340-New	-Bedford, Ind.	(D. 7607)	B4-P-5346
1240-New	-Nogales, Ariz.	(D. 7607)	B5-P-5345

870-New	-Hanford, Calif.	(D. 7629)	B5-P-4423
890-New	-Santa Monica, Calif.	(D. 7629)	B5-P-4481
1460-WKBO	-Harrisburg, Pa.	(D. 7629)	B2-P-4504
750-KMMJ	-Grand Island, Neb.	(D. 7629)	B4-P-4535
1340-WOCB	-New Bedford, Mass.	(D. 7629)	B1-P-4588
1100-New	-Tulsa, Okla.	(D. 7629)	B3-P-4593
1230-New	-Americus, Ga.	(D. 7629)	B3-P-4602
1340-New	-Clearwater, Fla.	(D. 7629)	B3-P-4650
1340-New	-Fremont, Neb.	(D. 7629)	B4-P-4664
750-New	-San Bernardino, Calif.	(D. 7629)	B5-P-4689
1200-New	-Evanston, Ill.	(D. 7629)	B4-P-4750

## ATTACHMENT D

### CASES PLACED IN PENDING FILE

By Engineering Dept.			
1150-New	-Des Moines, Ia.	(D. 6712)	B4-P-3706
1280-WGBF	-Evansville, Ind.	(D. 6712)	B4-P-3844
710-WOR	-New York, N.Y.	(D. 6712)	B1-P-4575
1490-New	-Beeville, Tex.	(D. 6704)	B3-P-4639
1280-WMIN	-St. Paul, Minn.	(D. 6704)	B4-P-5127
By Commission Action			
830-KWKW	-Pasadena, Calif.	(D. 6737)	B5-P-3710
1200-WHLD	-Niagara Falls, N.Y.	(D. 6737)	B1-P-3879
1240-New	-Charlotte, N.C.	(D. 6707)	B3-P-3952
660-KSKY	-Dallas, Tex.	(D. 6707)	B3-P-3966
1490-New	-Austin, Tex.	(D. 6707)	B3-P-4355

### By Accounting Dept.

1230-New	-Alamogordo, N.M.	(D. 6707)	B5-P-4949
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### By Law Department

1490-New	-Princeton, W.Va.	(D. 6707)	B2-P-4955
1240-New	-Anchorage, Alaska	(D. 6707)	B-P-4989

## APPEAL INDICATED BY FOUNDATION CO.

APPEAL from FCC's denial of Foundation Co. of Washington's petition requesting reconsideration of a grant to Metropolitan Broadcasting Co. for a new Washington station [BROADCASTING, July 8], was indicated last week by Elmer Pratt, president and counsel of Foundation Co.

Mr. Pratt said decision on whether to appeal to the District Court of Appeals could not be reached until the text of the Commission's denial was released. FCC sources said the text would be released shortly.

Foundation in its petition charged that Metropolitan (WQQW) was "unqualified to render service in the public interest"; that the "grant was made without a hearing to determine the qualifications of the applicant," and that Metropolitan's daytime-only operation on 570 kc would result in a "relatively inefficient use of broadcasting facilities in the Washington area." Foundation's application for 5 kw fulltime on 580 kc filed simultaneously with the petition, has been accepted for filing and is now awaiting Commission action. Present FCC rules require a 40-kc separation for stations in the same area.

Metropolitan, owned by some 75 stockholders of varied professions, is managed by Edward Brecher, former FCC economic analyst and co-author of the Commission's Blue Book.

### Finch Names Kent

HERBERT A. KENT, president, P. Lorillard & Co., has been elected director of Finch Telecommunications Inc. at annual stockholders' meeting. Other directors reelected: W. G. H. Finch, president; Raymond B. Littlefield, Herbert L. Pettey, Frank H. Bottenus, Frank R. Brick Jr.



In hunting or in advertising the story is the same—one well-aimed shot gets more results than a dozen poorly-placed ones.

In the Great Northwest there is one advertising medium that hits home. KFYZ covers the Dakotas and eastern Montana as no other medium or combination of mediums can. KFYZ's area includes more than a million of the nation's best-heeled farmers—who consistently turn to KFYZ for their news and entertainment.

**KFYZ** Bismarck, N. D.  
 5000 Watts Day and Night  
 NBC Affiliate 550 Kilocycles  
 Represented By JOHN BLAIR & CO.

# Starts Today!

*October 28th*

## Ted Husing's Bandstand

*available for  
participating sponsorship*

Today one of radio's most versatile personalities takes to the turntables as a disc-jockey *par excellence*. Each participating advertiser will enjoy the magnetic audience appeal of the nation's favorite recording stars playing and singing the top tunes. The inimitable Ted Husing will handle the whole show, and deliver the commercials, too, in that friendly, smooth style as only he can.

### *Audience-building Promotion*

Full-page announcements in today's *New York Times*, *Herald-Tribune*, and *Sun*—plus large space ads in *twenty-three* other New York, New Jersey and Connecticut dailies—are the opening barrage in high-powered campaign to establish the largest possible audience right from the start. Extra audience promotion now means extra results now!

*Represented by Rambeau*

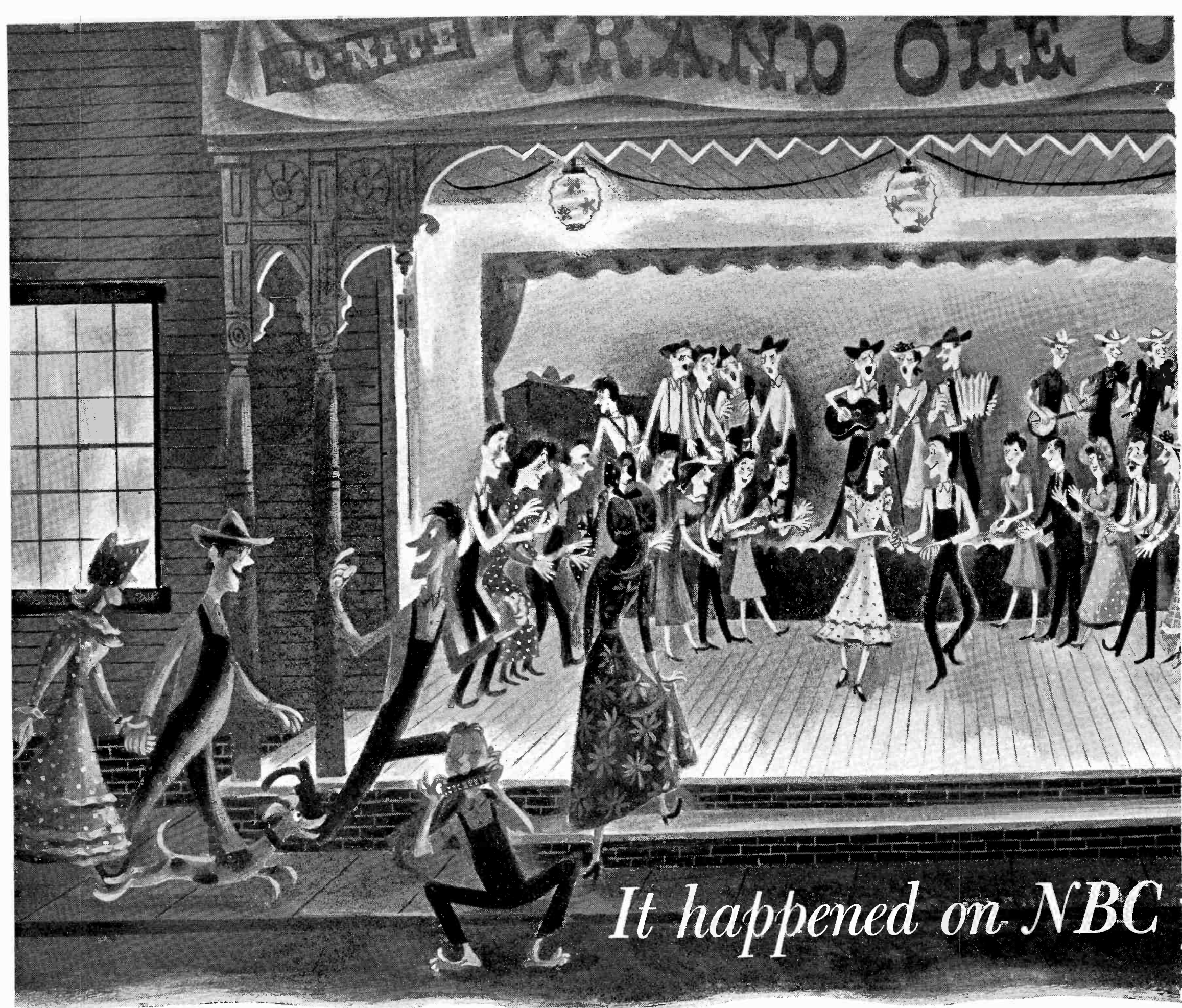


### *Broadcast Time*

**Monday through Saturday—10:00 A.M. to 12:00 Noon  
and 5:00 P.M. to 6:30 P.M.**

**WHN**  
**NEW YORK**  
50,000 WATTS • 1050 KILOCYCLES





*It happened on NBC*

STORY OF AN AMERICAN OPERA ★ *"Cross-Eyed Butcher," "Flop-Eared Mule," "Chittlin' Cookin' Time Down in Cheatham County," "No Drunkard Can Enter There," "Rabbit in the Pea Patch"*—these are a few of the hundreds of native arias heard nation-wide in that great American opera, Grand Ole Opry.

On Saturday nights when the fiddles scratch and Red Foley's cheerful voice opens the Grand Ole Opry, something refreshing happens throughout America. In Manhattan, when the Old Hickory Singers render an old-time ballad, tired cliff-dwellers pause to listen and dream of the farms, lanes and woods they wandered as children. The Deep South

echoes with the laughter of listening millions who recognize in the broad humor of both Minnie Pearl, reporter of the Grinders Switch Gazette and Whitey Ford, the Duke of Paducah, a good-natured reflection of their own way of life. Throughout the great Middle West, Saturday night is party night and in millions of rural and urban homes the fun is enlivened with the music of the Grand Ole Opry Square Dancers. Over the ranchlands and the desert of the West, where miles separate homesteads, the songs of Red Foley's Cumberland Mountain Boys and Wally Fowler and the Oak Ridge Quartet banish loneliness and bring good cheer out of the night. Up and down the Pacific Coast—trail's end of

AMERICA'S NO. 1 NETWORK





the Covered Wagon—millions more Americans thrill to the beloved old folk tunes strummed out by the Turner Boys on their guitars.

It started in November, 1925, when George Dewey Hay, radio's Solemn Old Judge, introduced 80-year-old Uncle Jimmy Thompson, who fiddled for an hour while Hay supplied a running line of patter over WSM in Nashville.

In October, 1939, Grand Ole Opry went on a sorghum circuit of NBC southern stations. In 1943 the Dixie Horsehoe of the Grand Ole Opry curved from coast to coast on an NBC nation-wide network.

Today, under the sponsorship of the R. J. Reynolds

Tobacco Company, Grand Ole Opry covers the 48 states with the fragrance of Prince Albert Smoking Tobacco, piped to 145 NBC affiliated stations.

How to build an American institution? Found it with the hearty, homespun talent that makes up the Grand Ole Opry. Give it a sponsor who believes firmly in the traditional American customs. Circulate it on the powerful facilities of the NBC Network. Send it to the vast NBC audience with the support of other great NBC shows which have become American institutions. The result: a program eagerly anticipated—and listened to by every American who has known, or would like to know rural America.



A Service of Radio  
Corporation of America

... the National Broadcasting Company



## Denny

(Continued from page 14)

by my host in discussing this report. I am expected to reply in purple words. Many have said that they hope I will. They are doomed to disappointment.

This is not going to be a fight. A quarrel would serve no purpose. Instead, it would divert attention from the real issues of the Blue Book. And it would hinder the closer cooperation between the industry and the Federal Communications Commission which is necessary for the solution of this and other important problems.

I have felt that we have been moving closer and closer toward a healthy but proper arm's length working relationship between Government and industry in the communications field. We at the FCC want to continue in this direction. That is why a quorum of the Commission and its principal staff of-

ficers have moved here to Chicago for your convention. We are here to consult with you, to learn your problems, to advise you in any way and in every way that we can.

It is our objective that the FCC shall not in your mind be a house of mystery, a dark chamber where schemes are hatched to plague you. And in this connection I want to say that, if I were a broadcaster and if I believed some of the things that have been said and some of the things that have been written, I would spend many a sleepless night. I am sure that while trying to count sheep I would instead find myself counting six FCC Commissioners jumping over the fence.

First, I wish that you would put aside some of the things that you have heard and read that purport to sum up what the Blue Book says. Then, I wish you would sit down and actually re-read the Blue Book. If you did, this is what you would find. It makes these points:

1. The Blue Book says that when an applicant represents that he is going to do certain things, that he should in fact do something reasonably close to that which he said he would do.

2. The Blue Book says that a reasonable amount of time including some time in the desirable parts of the broadcast day should be devoted to sustaining programs. This is to keep the broadcaster's hands free to offer the balanced program that every real broadcaster has always been eager to offer. Don't let anyone tell you that the Commission has said that a commercial program cannot be a public service program. The book says no such thing and the Commission intends no such thing.

3. The Blue Book says that a broadcaster should devote a reasonable amount of time to local live programs. I shouldn't think that there could be any dispute about this. If a man is truly to call

himself a "broadcaster" he would, I should think, want to originate some programs of his own so that the community he is licensed to serve will have an outlet for the discussion of its local problems and for the development of its local talent and resources. A true broadcaster will not content himself simply with plugging his transmitter into a network or a turntable and going off to Florida for the winter. Unless there is to be some organization of local live programs we don't need radio stations in the various communities; all we require are unattended boosters.

4. The Blue Book says that radio should not content itself with being simply an entertainment medium, leaving it to the press and the movies to keep the American people informed on the important issues of the day. Radio, it says, should make an adequate amount of time available for the discussion of public issues.

5. The Blue Book says that advertising plays an indispensable part in our system of broadcasting. But that should not mean that broadcasting should be run solely in the interest of the advertisers rather than that of the listeners. Specific advertising excesses are described. Financial statistics are cited to show it is not necessary for the industry to indulge in these advertising excesses to enjoy a decent profit.

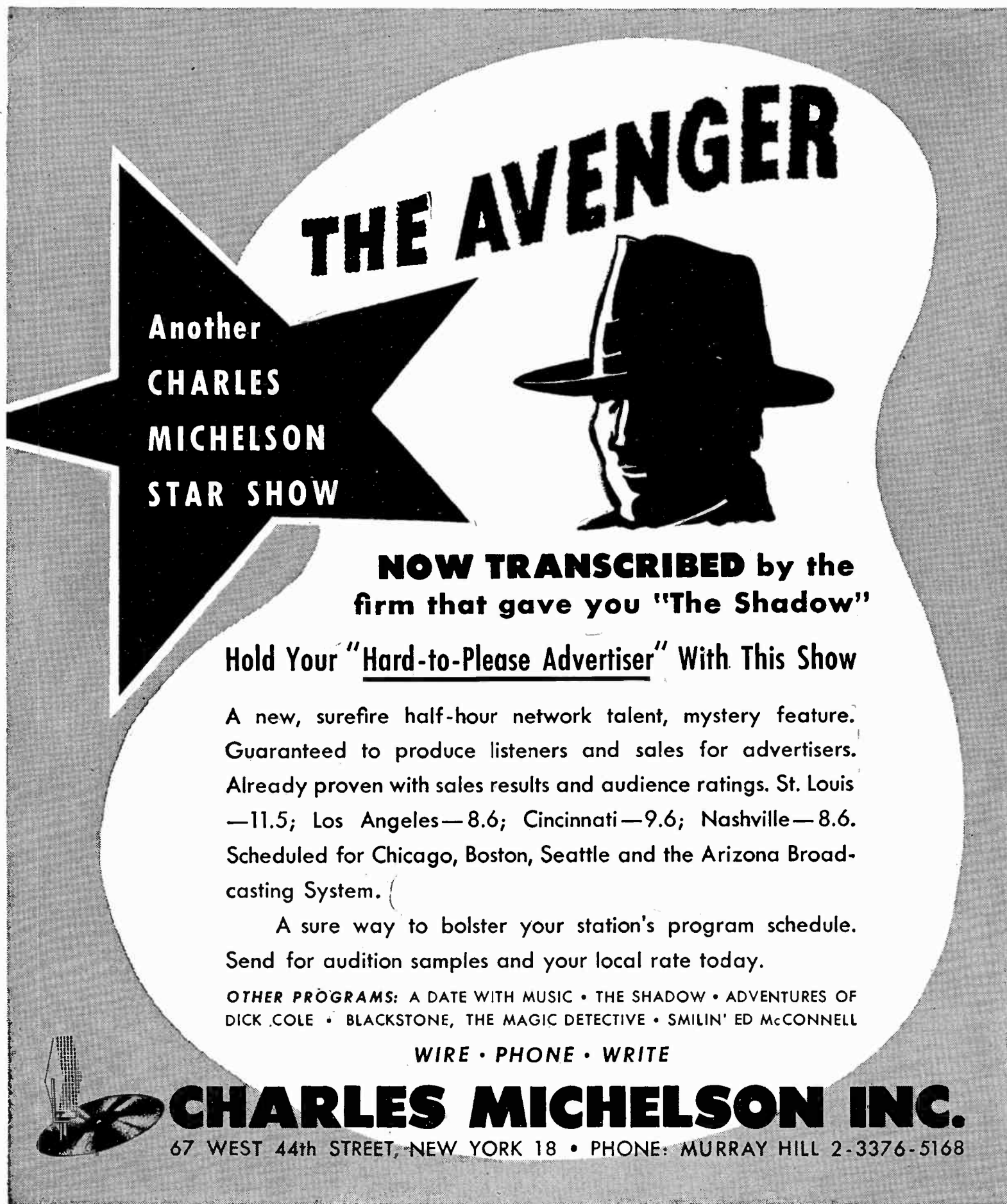
6. The Blue Book then comes to the question of what can be done. First it says that the primary responsibility for corrective steps "rests with the licensees of broadcast stations, with the networks and with the trade associations. Finally, it points out that the Commission has a statutory responsibility for the public interest. The Commission says that in discharging this responsibility it will, in examining license renewal applications, take into account the principles I have just summarized.

That is the Blue Book. We do not intend to bleach it. We at the Commission sincerely believe that every principle enunciated in it is calculated to increase the stature of the individual broadcaster, to encourage him to exercise greater control over his own business and to assist him to escape from the dictation of the advertiser.

### Believe in Free Speech

However, my host in various public statements over the nation since the publication of the Blue Book has been teasing the Commission, saying we are stooges for the Communists. He has said that we have violated the First Amendment which guarantees freedom of speech. He has called us "obfuscators", "intellectual smart-alecks", "professional appeasers", "guileful men", "astigmatic perverters of society."

Now those comments haven't cooled our friendship because, you  
(Continued on page 44)



**THE AVENGER**

Another  
**CHARLES  
MICHELSON  
STAR SHOW**

**NOW TRANSCRIBED** by the  
firm that gave you "The Shadow"

Hold Your "Hard-to-Please Advertiser" With This Show

A new, surefire half-hour network talent, mystery feature. Guaranteed to produce listeners and sales for advertisers. Already proven with sales results and audience ratings. St. Louis—11.5; Los Angeles—8.6; Cincinnati—9.6; Nashville—8.6. Scheduled for Chicago, Boston, Seattle and the Arizona Broadcasting System.

A sure way to bolster your station's program schedule. Send for audition samples and your local rate today.

**OTHER PROGRAMS:** A DATE WITH MUSIC • THE SHADOW • ADVENTURES OF DICK COLE • BLACKSTONE, THE MAGIC DETECTIVE • SMILIN' ED McCONNELL

**WIRE • PHONE • WRITE**

**CHARLES MICHELSON INC.**  
67 WEST 44th STREET, NEW YORK 18 • PHONE: MURRAY HILL 2-3376-5168

**The COMBINATION  
to GEORGIA**

**WGST**

5000W\* • 920 Kc

ATLANTA

**WMAZ**

5000W • 940 Kc

MACON

**WTOG**

5000W • 1290 Kc

SAVANNAH

**THE GEORGIA MAJOR MARKET TRIO**

**Only a combination  
of stations can cover  
Georgia's three major markets**

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three C B S stations in these three markets does the job  
— at one low cost

★1000W AT NIGHT

all **CBS**  
available at  
combination  
rates

**THE GEORGIA MAJOR MARKET TRIO**

REPRESENTED BY THE KATZ AGENCY, INC.



## Denny

(Continued from page 42)

see, we believe in free speech.

The Blue Book says that American radio is over-commercial. If it is not over-commercial, let's have the facts which prove it. If it is, then take steps to eliminate the excesses. Don't use a sacred constitutional freedom as a shield to ward off charges that your industry is too commercial. The Blue Book was written by men who believe in American radio, who believe that it is the best in the world.

I say that as applied to the Blue Book the cry "free speech" is a red herring.

Of the 322 applications pending for renewal at the time the Blue Book was issued, seven have now been set down for hearing.

These are not the only stations which present problems but the Commission felt that no useful purpose would be served by wholesale license renewal proceedings. We are proceeding slowly and judiciously. We will gather information on this problem as we go along. As announced in the report we hope that the public and the industry will do their part. We are waiting for you to act. We hope that this convention will produce constructive measures for the solution of this problem, so that broadcasting will raise its sights and go on to still greater achievements.

### AM Licensing Policy

My next subject is one which finds my host and me in complete agreement. It is the Commission's AM licensing policy.

When the war ended there were 936 AM stations. We announced that the war-time freeze on broadcast construction was being lifted and that we would be back in business at the same old stand beginning October 8, 1945.

A year has passed. Let's see what has happened. We have granted 448 permits for the construction of new AM stations and we still have 659 more AM applications pending.

The applicants who are waiting for their file numbers to be reached in our application processing lines (and incidentally no one has succeeded in inventing a way for getting his case considered ahead of his turn), and the applicants who are in hearing say that we are moving at a snail's pace.

On the other hand, there are a few broadcasters who joined the lodge prior to October, 1945 who fear that the Commission is introducing competition to their communities with "irrational haste."

To the applicants who say we move too slowly, I answer that in the last 12 months we have done almost 11 years work. In the 11 years between 1934 and October 1945 the Commission licensed 451 new AM stations. And, as I have said, in the 12 months between October 1945 and October 1946 we authorized 448 new stations, only 3 short of equalling the total ac-

## Overall Strategy

MAL HANSEN, farm director of WOW Omaha, on his early morning farm program used the following ad picked up from a local newspaper:

"I am wearing my last pair of overalls and they are going fast. I have driven to stores in half a dozen towns, but always too late. I am buying this space to state that I will pay cash, or trade chicken, duck, pork meat or butter for some overalls. This is no joke. I mean it."

Mr. Hansen had hardly left the air before a listener came in with the first pair of overalls. Swarms of telephone calls and letters arrived later. The last word from the farmer was a laconic telegram, "I got enough."

tions of the preceding 11 years. Six hundred fifty-eight AM applications are still pending.

Now my next remarks are addressed to the handful of broadcasters who regard this new competition as unwelcome. They cry for the Commission to preserve the position they have enjoyed as a result of the wartime freeze on the construction of new stations. They ask the Commission to make an economic determination as to the number of stations their community will support. I don't believe they realize the degree of federal regulation which they invite. This is what would be involved:

### Advertising Estimate

First, the FCC would have to make an estimate of the potential radio advertising revenue in the market. This would, of course, vary depending upon the efficiency of the operators to tap that potential.

So the second step would be to make an appraisal of the efficiency of the present broadcaster and the new applicant.

Third, the Commission would have to determine what a fair revenue for the existing broadcaster would be. This would be necessary in order to ascertain whether there would be enough left over for a new station.

Fourth, to be certain that all similarly situated existing broadcasters are treated alike we would have to prescribe a uniform system of accounting.

Fifth, this would involve a review of your capital investment, your income account, and your operating expenses, including the salary you pay yourself and your office boy.

In other words, the suggestion is that the Commission concern itself with the details of your business activities even to the point of saying what your income shall be. In fact, like the Indians, you would become wards of the Government.

I don't think the industry wants this. Fortunately the Communications Act would not permit such regulation. The Act provides for free competition and the wisdom

of this system has been demonstrated by 20 years of experience.

I recognize that new competition will bring with it some change. It will bring men with new ideas, new ways of doing business, new ways of programming. To meet this you will find new and better ways of serving the public. By this process you yourselves advanced American radio when you entered the field. And by this process we shall advance still further.

As new faces appear around these tables, don't assume that they will have to be served from the same pie and that your slice will be that much smaller. There are vast opportunities for this business which are as yet untapped. Today's pie will not have to feed us tomorrow. As the newcomers take their places beside us the pie will grow larger.

### Under-Served Areas

In this connection I should like to point out that 52 percent of the stations granted in the last year have gone to communities which heretofore have had no station. Certainly these will not take the bread out of anyone's mouth. Twenty-two percent went to towns where heretofore there was only one station.

My next subject is FM. The Commission has expressly authorized me to say to you again that it is our opinion that FM is the finest aural broadcast system attainable in the present state of the radio art. FM is not coming; it's here. And it is growing fast. Already there are 66 stations in operation and 564 more authorized (counting both construction permits and conditional grants). In addition, there are 307 applications pending. Our long range plans for FM look forward to the day when every square inch of every state from the Atlantic Ocean west to the middle of the Dakotas, Nebraska, Kansas, Oklahoma and Texas will be covered—night and day—with satisfactory FM signals. Similarly, FM signals solidly will blanket the Pacific Ocean states. The area in between these two sections is what is now the poorest served portion of our country. FM will serve large parts of it but cannot reasonably be expected to serve it all. Here our long-range plans look for a revamped AM service to fill in the gaps.

Most AM broadcasters are pulling for FM. And well they should. Many local channel operators will, when they get FM, be able for the first time to sit in their homes in the evening and hear their own station. Thus, it is not hard to understand why 579 (65%) of the established AM stations licensed prior to October, 1945 have applied for FM. There are 315 (35%) who have not applied. Of these, 215 are locals and I urge them to get their applications in just as fast as they can. Of the 100 remaining holdouts,

(Continued on page 46)



IN THE INTEREST OF YOUTH



Back on KFI for its seventh consecutive year is the outstanding Public Interest program for youth — "THE BOY SCOUT JAMBOREE" Airing at 3:30 p.m. Saturdays, the 1946-47 series of this feature will be built almost exclusively upon remote broadcasts from Junior High Schools throughout Southern California. The student body at each school from which "THE BOY SCOUT JAMBOREE" will originate is to select their foremost boy leader, who will participate in the broadcast. The established format of the program includes a variety of Scouting projects, community singing and a well-loved comedy routine involving Herman & Sam — two Scouts who couldn't happen. Station KFI is taking "THE BOY SCOUT JAMBOREE" to the schools this year to further stimulate interest among youngsters in the Scout movement, which is an open road to the reduction of our paramount social problem of juvenile delinquency. The programs are written and announced by KFI's Public Service Director, Jimmy Vandiveer.

### ABOUT JOAN SCHAFER



On KFI's participating program, "WHAT DO YOU SAY?" (Mon. thru Fri. 10:30 a.m.), emcee JOAN SCHAFER read a letter from an ex-GI who offered his house trailer for sale to any other ex-GI at a reasonable price. This announcement immediately brought over 250 phone calls, jamming KFI's switchboard for two hours. Why not ask KFI or Edward Petry Co. what Joan can do for a client of yours?

CLEAR CHANNEL  
640 KILOCYCLES **KFI** 50,000 WATTS  
Paul C. Anthony, Inc.  
NBC for LOS ANGELES  
Represented Nationally by Edward Petry and Company, Inc.

Director of Sports  
AT  
**K L A C**



**S A M B A L T E R**

**America's First Coast To Coast**

**SPORTS BROADCASTER**

**IS NOW DIRECTOR OF SPORTS AT...**

**KLAC**

"SPORTSBOOK"

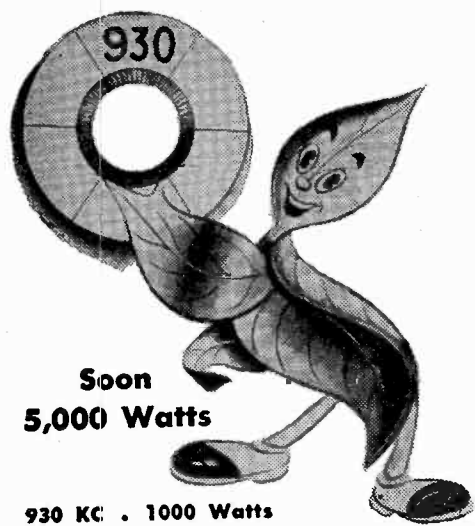
6:30 - 6:45 P. M. • MON. THROUGH SAT.

**LOS ANGELES**

National Representative: ADAM J. YOUNG, Jr., Inc.

New York & Chicago





**IN EASTERN  
NORTH CAROLINA  
THE DIALS STAY TUNED  
TO**

**WRRF**

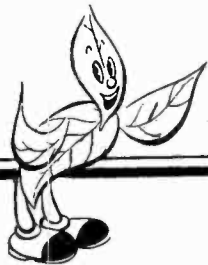
In every section of the nation there is one station that is recognized as the leader. In Eastern North Carolina, heart of the rich Bright Leaf Tobacco Belt, that station is WRRF.

WRRF is the regional station of a wealthy and growing market of 600,000 population. The WRRF trade area, radiating from its home in Washington, N. C., includes many prosperous small towns surrounded by one of the most fertile agricultural belts in the nation.

Last year's tobacco crop alone brought \$175,000,000.00 into this market. This market is a stable economy soundly based on agriculture. Its increase in buying power is due to higher prices for its premium products and increased yields brought about by scientific farming methods.

If you want to reach this "as good as gold" market . . . invest your advertising dollar in WRRF. Write us today for our new informative booklet.

*Affiliated With*  
**ABC NETWORK**



**TAR HEEL  
BROADCASTING SYSTEM**

WASHINGTON, NORTH CAROLINA

*National Representatives*

**FOR JOE & CO.**

New York . Los Angeles . Chicago

## Denny

(Continued from page 44)

83 are regionals and 17 are 1A and 1B clear channels, who may be relying on their higher power to shelter them from FM. They may find it won't work that way. I believe they should review their position

I have heard it said that some broadcasters are afraid that FM is a booby trap. They say they have been told that if they get an FM station, then the duopoly rule will spring into play and they will be forced to sell their AM. As we see it today, the AM broadcaster who goes into FM will continue to operate his AM station until FM replaces AM in that area.

Today there is one loud discordant note in FM—receivers. While the manufacturers have turned out an unprecedented quantity of low-priced AM sets, the FM sets have been coming very slowly except from the production lines of several manufacturers who are solidly behind FM. Some say that the other manufacturers are sabotaging FM. I do not go this far. I am convinced that some manufacturers who believe in FM have been handicapped by production difficulties and inability to get materials. Others have been lethargic and said "FM can wait—right now there is a lush market for cheap AM receivers and I'm going to get my share."

I am convinced, however, that the majority of the manufacturers recognize the role that FM is destined to play in our broadcast structure and will do their part. After all, 12 months from now when we have hundreds of FM stations on the air, there is going to be a tremendous demand for FM receivers.

### Get FM Moving

In a sentence, the way to get FM moving still faster is for you to get stations on the air and the public will demand receivers. I know it's hard to convince yourself that you should spend money to put on a program that nobody can hear. But it's even harder to convince the public that it should buy sets when there is nothing to listen to. It's your next move. Give this new superior broadcast service to the people as soon as possible.

The Commission also sees a bright and important future for television. We are convinced that the American people want television and that they need television. Television will not be simply a luxury entertainment service. Its educational potential is unlimited. It will be the most powerful communication tool of them all. Already 41 television stations have been authorized and receiver production lines are in motion.

I am not going into detail on television this afternoon because the Commission on December 9th



**WINNING ENTRIES** in Longines-Wittnauer Co. contest for *World's Most Honored Flights*, are examined by (l to r): Charles S. Silver, treasurer and account executive, Arthur Rosenberg Co., New York, Longines agency; Harrison J. Cowan, L-W advertising director, and M. Fred Cartoun, Longines board chairman.

will hold a hearing where we hope to obtain a great deal of information. After the hearing we will inform the industry and the public of everything we have learned.

The clear channel proceeding, contrary to some reports, is not a dead duck. There will be no further sessions in 1946. The reason is that the Commission and industry engineers are busy making studies looking toward concrete proposals for revamping clear channels so as to get service to the white unserved areas on the coverage map. I don't know what the engineers will come up with but I believe that it should be possible to make some changes so as to bring a measure of relief to people without service. I don't know whether the answer will be breakdown of clear channels, reallocation of clear channels, or higher power but certainly by one means or another or by a combination of all three we look forward to substantial improvements.

Don't look for a breakdown of clear channels so as to provide further service to urban areas that are already saturated. The purpose of the proceeding is to get service to people who don't have it.

Also be assured that if new assignments become available, everyone who is interested in applying will be given an equal chance. The fellow who is sitting on the frequency daytime only or on an adjacent channel will not have a head start.

Many government services will have to be shuffled around and NARBA must be revised before 540 kc can be added to the broadcast band. Don't expect the final answer for at least another year.

We are trying to frame rules and regulations which will guide you in determining whether any particular program does or does not violate the lottery prohibition of the Communications Act. If we succeed in getting something on paper that looks pretty good to us, we will issue it as a proposal and

hold oral argument.

Oral argument on a proposed new rule is scheduled November 25. Don't assume that the Commission has made up its mind to adopt the proposed rule. We have advanced it simply so that there will be a concrete proposal for discussion at the hearing. The date of the argument has been purposely postponed until after this convention so that you will have an opportunity to consider the question at this meeting.

Thus far in this election year radio has an excellent record. There have been few complaints of discrimination in the handling of political talks. I urge you to keep it that way. You play a vital role in our democratic processes and it is imperative that you earn and keep the reputation of being scrupulously fair to all sides.

Your responsibility, as we see it, does not stop, however, with treating candidates of all parties on exactly the same basis. You have, in addition, the affirmative responsibility to make your facilities fully available so that the electorate may be thoroughly informed.

### Station Practice

I respectfully suggest that at this Convention you review the practice which is still prevalent in some quarters of the industry of charging twice as much for a political broadcast as you do for a commercial program.

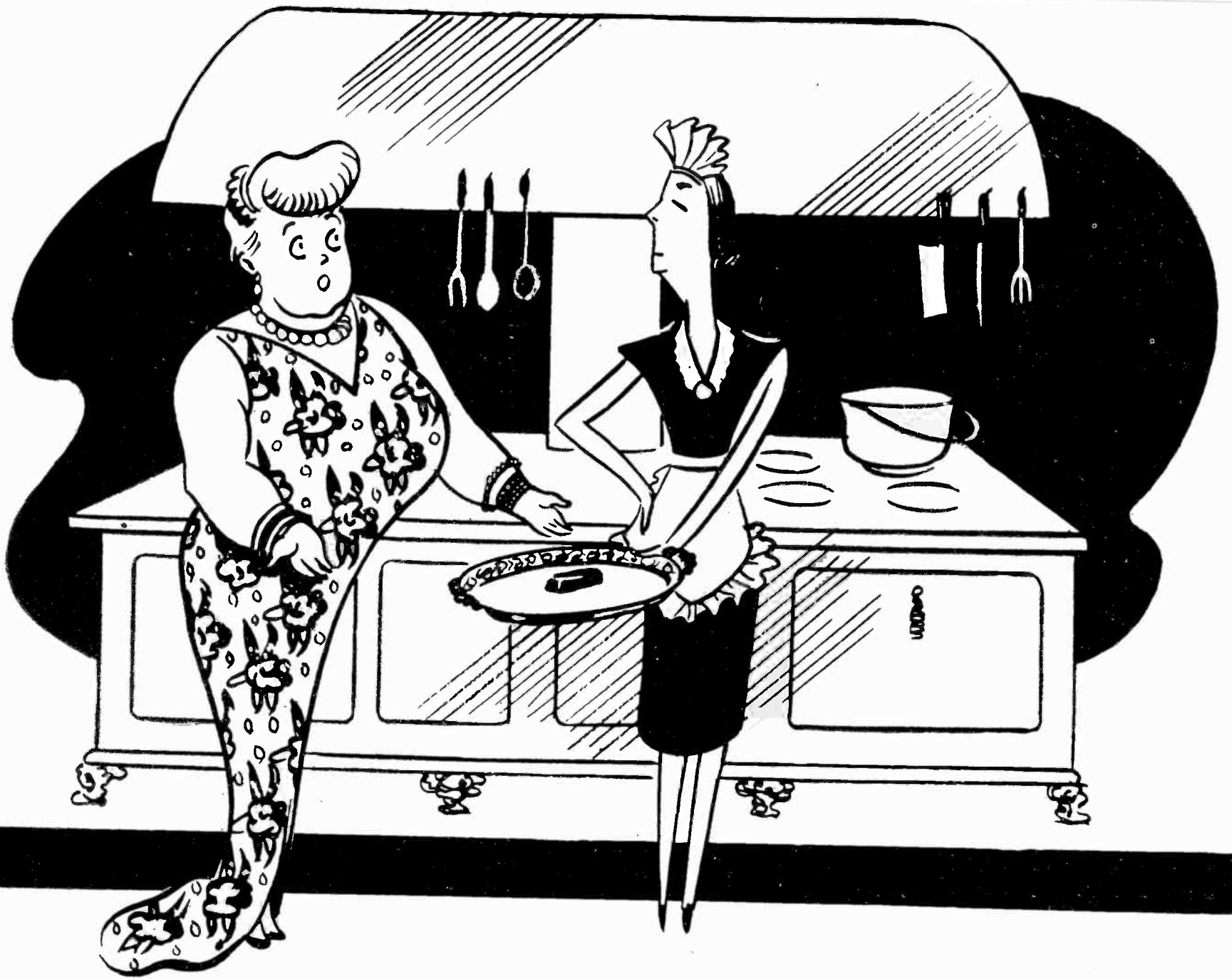
That, I believe, brings you pretty well up to date. I have told you all our secrets. I hope you sleep well tonight.

It is not, however, enough for me to tell you all of our problems; we must know your problems. To help make this possible, Judge Miller has suggested that I should have luncheon not just once each year at an NAB convention, but once a month. I have accepted and I am looking forward to these regular luncheons with him where we will discuss each other's problems.

At the time of your last convention in 1944 the world was in the flames of war. American radio certainly did its part to speed the day of victory.

Now, at the time of this convention we are at one of the most critical turning points in human history. Problems of baffling complexity beset the road to permanent peace, recovery, and progress. To fail in conquering these problems means chaos. No force in our society has a greater opportunity or a greater responsibility in this struggle than you broadcasters. No one else can arm the people with facts so fully or so quickly on all phases of these issues. No one else can inspire the people so effectively to exert their highest intelligence and their noblest impulses as responsible citizens in a free democracy.

The Commission pledges you every cooperation in enabling American radio to meet the challenge.



**"BUT MYRTLE, A NERN STATION SAID THIS NEW CANDY BAR WAS A MEAL IN ITSELF."**

And that settles it, Myrtle, once and for all. Of course the candy bar is a meal in itself—a darned good meal. If it's an innovation to serve it as an entree at a formal dinner, the answer is perfectly obvious: the Mrs. lives, breathes and eats by a NERN station's advice and accepts its verdict on all questions without reservation.

**NERN STATIONS**

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

— These stations are NBC affiliates and carry the nation's popular top-ranking shows.

— These stations represent over twice the power of any other combination in the area.

**NERN COVERAGE**

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

**NERN TIME**

- A day-time quarter-hour costs only \$296.
- No line charges.
- Free studio facilities in Boston, Hartford or New York.

Nationally represented by

**WEED & COMPANY**

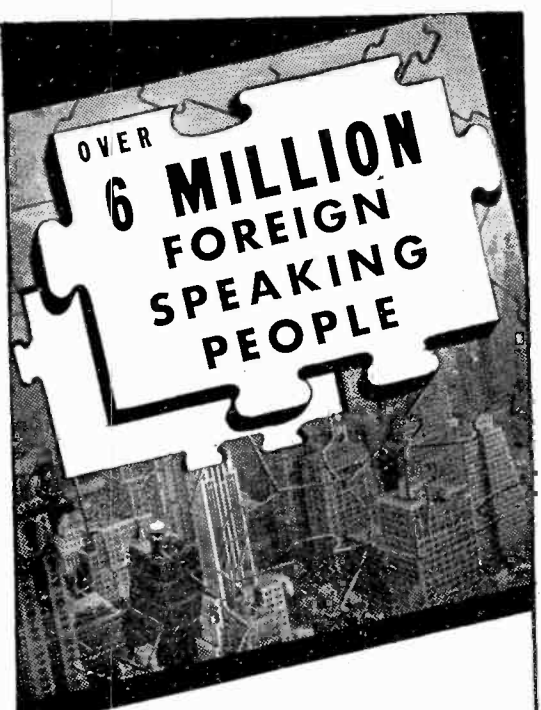
New York Boston Chicago Atlanta Detroit  
San Francisco Hollywood

'WHEN YOU BUY NERN YOU BUY A NETWORK'

**n e r n**

HARTFORD, CONNECTICUT





## Trammell

(Continued from page 20)

advertising volume. Constant vigilance must be exercised to control abuses and maintain a high ethical concept of the advertising function.

### Standard of Truth

Our basic standard must always be "Truth in Advertising." Good salesmanship is not enough. It must be truthful salesmanship—truthful not only in what it says but also in what it implies. This maintenance of truth is a responsibility which must be shared, not only by the advertiser who pays the bill, and by the advertising agency which prepares the copy, but also by the broadcaster who accepts and transmits the message to the public.

We broadcasters, who are the stewards of radio's service to the public, must be vigilant in preserving its good name and reputation. No one station, no one network, can fulfill this responsibility alone. It must be fulfilled by the entire broadcasting industry, united in the conviction that the only kind of advertising which serves the best interest of broadcaster and sponsor is that which serves the best interests of the public.

To be effective, the commercial message should be as welcome a guest in the home as the program itself. If as much brains and experience and creative ability are put into the advertising message as are put into the radio entertainment, both advertiser and public would benefit. Public indifference or resentment to advertising is, has been, and always will be, a result of uninteresting, uninspired advertising.

The subject of commercial announcements deserves careful, continuous scrutiny by broadcasters, and by advertisers and agencies. Many commercial announcements can be made more effective than they now are. They can be improved—to make them sound better and sell better.

The content of the advertising message, its length, its placement, and its blending into the rest of the program, require extensive research and the best efforts of all who are interested in making broadcast advertising more effective.

### Competition and Freedom

In conclusion, let me express the conviction that the ingenuity and resourcefulness inherent in the competitive spirit of the American people have never been fully tapped. Every man who was a member of our fighting forces will tell you that his company, his regiment, his ship, his army was the best outfit in the entire war. That spirit of rivalry and competition was in the finest American tradition.

And if in our industrial and eco-

## MUTUAL PRESENTS JACKSON WITH DISC



Left to right: Dr. Buck, Mr. Heslep and Mr. Justice Jackson.

"A MODEL of radio reporting" was what Justice Robert H. Jackson called Mutual's recording of the Nuernberg hangings when the discs were presented to him by the network Oct. 23 in Washington.

After the recorded broadcast was played in a special performance for the Supreme Court Justice who was an American representative on the international war crimes tribunal, Charter Heslep, Mutual representative in Washington, presented the discs to him. Justice Jackson pointed out that the people of the world have a vital interest in the sentences that were passed at Nuernberg, and are therefore entitled to hear what went on there.

He turned the recordings over to Dr. Solon H. Buck, Archivist of the United States, for keeping in the National Archives as a permanent account of the Nazi leaders' execution.

conomic self-expression—by which I mean our advertising—we get to be a little "cocky" and boastful, let's not worry too much about it. This nation was built and populated by ambitious and enterprising men and women. When the day comes that General Motors doesn't think it makes better cars than Chrysler, and Chrysler doesn't think it makes better cars than General Motors, and either of them is afraid to say so in competitive advertising—then our American way of life is through!

### Precepts of Liberty

I do not believe that this country will ever be converted to Communism or any other totalitarian philosophy. This country was built and grew great on the idea of freedom and personal liberty. But too many of us are inclined to forget of what that freedom consists and on what it depends.

Because of the times through which we have passed, there are certain people who still look upon advertising as a sort of necessary evil—an accident of our culture and economy. They are annoyed at some of its excesses, and are sometimes persuaded that perhaps advertising is not even necessary.

Let us be fundamental about this. Advertising in our competitive

economy is not only necessary to the operation of modern industry, but it is the very keystone of the expression of the free competitive spirit which has made our standard of living. There can be no freedom without competition and no competition without freedom.

Therefore, not only is advertising in the public interest, but it is the very expression of that interest—interest in all that is new, all that is better, all that inspires, stimulates, and drives us to make this a world of peace, of strength, of freedom, of equal opportunity for all.

## NEW MIAMI STATION PROTESTED BY WKAT

PROTEST against consideration of Biscayne Broadcasting Co.'s application for a new Miami Beach 1 kw daytime station on 800 kc was filed with FCC last week by WKAT Miami Beach, whose application for 820 kc had been dismissed without prejudice pending settlement of the clear channel question.

A. Frank Katzentine, WKAT licensee, pointed out in a petition that FCC's frequency separation requirements make Biscayne's application mutually exclusive with the WKAT request to change from 1360 to 820 kc and increase power to 50 kw, which was dismissed last February. He asked that (1) the Biscayne application be put into the pending file, or (2) that both applications be considered in a consolidated proceeding.

## Canadian Production

RADIO RECEIVER production in Canada is now averaging about 40,000 sets a month, according to the Radio Manufacturers Association of Canada. Production in August, latest month for which figures are available, was 44,658 sets, bringing to a total of 389,209 sets made from October 1945 to Aug. 31, 1946. Peak production was in May with 51,000 complete sets. Total unit sales for same period is reported at 376,743, with August sales amounting to 46,259 sets. Tube sales in August were 158,000, and for the first eight months of 1946 a total of 1,700,000.

## Launches Drive

KATE SMITH launched the Washington, D. C., Community Chest Drive, met President Harry Truman and received an award for her services in the war effort from the Washington Advertising Club on Oct. 22. Her CBS program originated from WTOP on that day. She received the award at a luncheon at the Hotel Hamilton, at which the guest speaker was Charles G. Mortimer Jr., vice president in charge of advertising for General Foods, sponsor of the Kate Smith programs. After the luncheon she launched the Community Chest Drive from the steps of the Treasury Dept. Bldg.

# You

## GET THE WHOLE PICTURE WITH

# WBNX

No matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX.

WBNX smoothly dovetails into your New York coverage:

2,350,000	Jewish speaking persons
2,103,737	Italian speaking persons
1,236,000	German speaking persons
578,000	Polish speaking persons
250,000	Spanish speaking persons
6,517,737	foreign language prospects

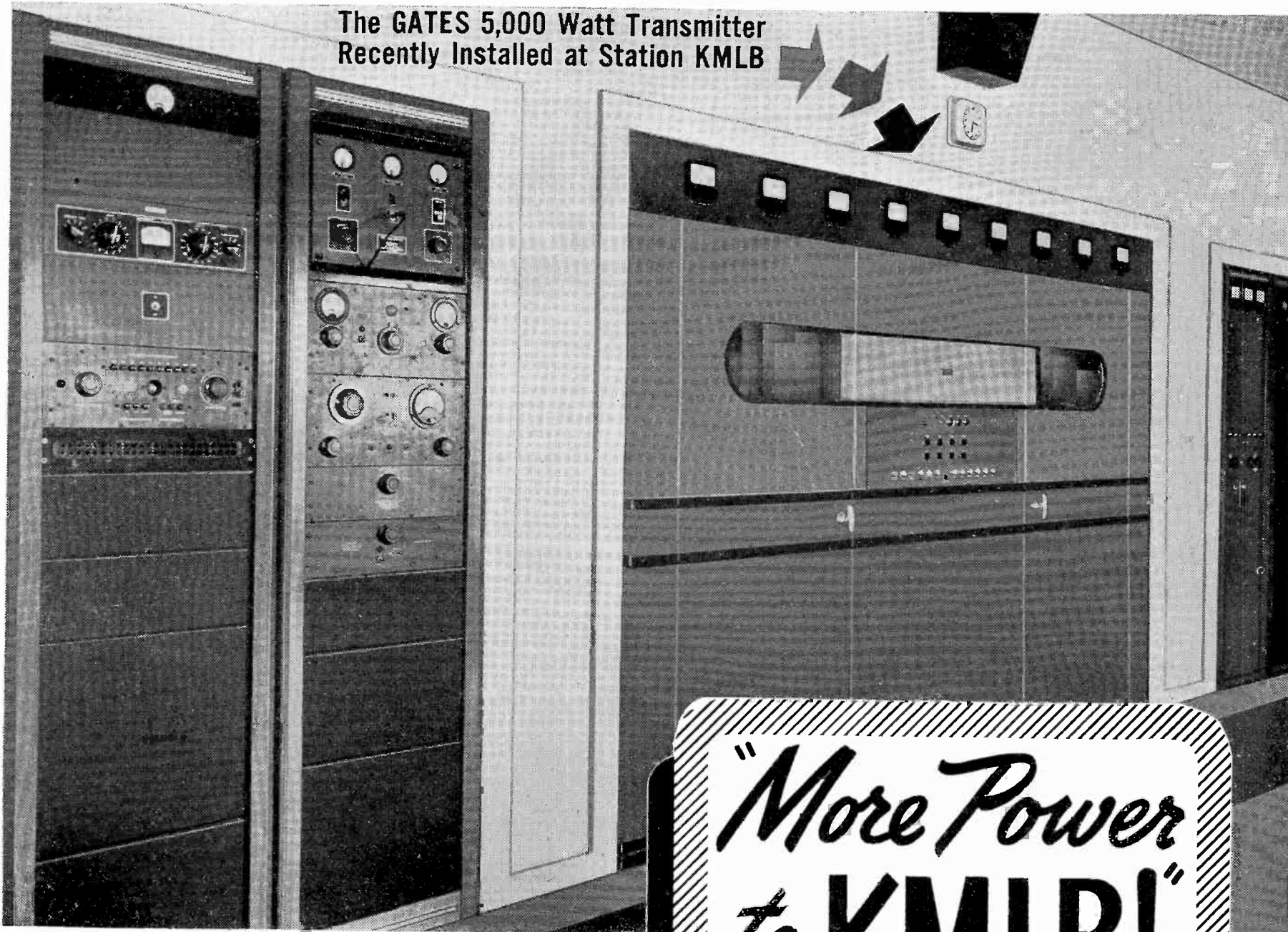
There you get the *whole* picture.

Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in *any* language.

Photo: Lotte Errell Pix



The GATES 5,000 Watt Transmitter  
Recently Installed at Station KMLB



"More Power  
to KMLB!"

**CONGRATULATIONS  
TO KMLB — YOUR STEADY  
GROWTH ATTESTS TO YOUR  
OUTSTANDING SERVICE**

It was back in the early 30's when the Liners started Station KMLB, Monroe, La., with a power output of but 50 watts. From this small beginning the Station was raised to 100 watts, then to 250 watts. KMLB operated at this level for many years before stepping up the power output to 5 kilowatts during the day and 1 kilowatt by night on a frequency of 1440 kilocycles — a tremendous 'boost' from its pioneer days. With the recent installation of the new GATES BC-5A Transmitter shown herein, KMLB thus becomes one of the leading broadcasting stations in its Southern territory. In 1942 KMLB joined the Blue Network, and when the former was divorced from NBC and was re-named the American Broadcasting Company, KMLB retained its franchise and has since carried a majority of the programs originating over ABC. To the Liners go our congratulations for their pioneering spirit and success in this important field of communications. May it ever continue as the years pass.

**MONROE, LA., BROADCASTING STATION  
STEPS UP ITS EFFICIENCY WITH  
A *Gates* BC-5A TRANSMITTER**

Now, with the new GATES installation shown above raising the power output of Station KMLB from 250 to 5000 watts, it becomes one of the leading Stations in the northern Louisiana territory. Only KWKH at Shreveport is now more powerful.

GATES is proud to serve and to share in the stepped up efficiency of this important ABC Outlet. KMLB's preference for GATES Transmitters and adjunctive equipment, also shown, attests to GATES leadership and contribution to radio broadcasting technique and improvement.

Other Stations Will Be Interested in the Complete Specifications of The GATES BC-5A Transmitter — Write Today

NEW YORK  
OFFICE:

9th Floor • 40 Exchange Place

**GATES**

**RADIO CO.  
QUINCY, ILL.**

SOLD IN CANADA by:  
Canadian Marconi Co., Ltd.  
Montreal

**EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT... SINCE 1922**



# KANSAS

# CITY

# IS

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# Y

# MARKET

PORTER BLDG.  
KANSAS CITY, MO.

EVERETT L. DILLARD  
General Manager

ELIZABETH WHITEHEAD  
Station Director



Pioneer FM Station in  
the Kansas City Area

Ask for Rate Card 3

## Ashbacker-Fetzer Case Argued Again

### Exceptions Contend FCC Did Not Make Proper Findings

THE ASHBACKER-FETZER CASE, which made one trip to the U. S. Supreme Court, was being argued again last week in exceptions—and an answer to the exceptions—to the proposed decision FCC handed down in September after consolidated hearing on the two applications. Date for oral argument has been set for Nov. 6.

The proposed decision anticipated a grant for a new 250-w Fetzer Broadcasting Co. station on 1230 kc at Grand Rapids—WJEF—on grounds that more equitable distribution of radio service would result than from a grant of Ashbacker Radio Corp.'s application to change its WKBZ Muskegon to that frequency from 1490 kc. FCC proposed to deny the Ashbacker application [BROADCASTING, Sept. 23].

#### Exceptions Filed

Exceptions to the proposed decision were filed for Ashbacker by Philip J. Hennessey of the Washington law firm of Segal, Smith & Hennessey, which won a Supreme Court decision overruling FCC after the Commission in 1944 granted the Fetzer request and, at the same time, set Ashbacker's for hearing. The Supreme Court said mutually exclusive applications must be given comparative consideration. The hearing was held last April.

Ashbacker's exceptions to the proposed decision contend FCC failed to make proper findings in many instances and was not justified in finding that its multiple ownership rule (Sec. 3.35) should not apply. It is "clearly evident," the brief declares, that WJEF and WKZO Kalamazoo are owned by the same person and that WKZO overlaps a "substantial portion" of the WJEF daytime primary service area.

The "evidence clearly establishes," the Ashbacker brief continues, that Fetzer Broadcasting Co. "will, in fact, operate WJEF as a mere booster station for WKZO. If these practices are inimical to good broadcasting in a single community, the extension of them to two communities compounds, rather than corrects, the evil sought to be remedied by Sec. 3.35."

"The practical effect of the Commission's proposed decision in this case," Ashbacker continues, "is to continue Muskegon as a one-station city in order that listeners in Grand Rapids may have three services instead of the two they now enjoy."

Reply to Ashbacker's exceptions

was filed by Percy H. Russell Jr. of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, counsel for Fetzer Broadcasting Co.

"As the Commission found," the reply asserts, "the granting of the Ashbacker application would not provide an additional radio outlet to Muskegon. If the application were granted, WKBZ would serve not more than an additional 1,756 persons during the daytime and 7,600 persons at nighttime, all of whom receive service from several existing stations. On the other hand, the granting of the Fetzer application provides a new broadcast service in the city of Grand Rapids and surrounding area, a city having a population according to the 1940 census of 164,292 and a metropolitan district population of 209,873."

### FCC Proposes To Give Fulltime Use Of 970 kc to WICA Ashtabula, Ohio

WICA Ashtabula, Ohio, a 1-kw daytime station on 970 kc, won an FCC proposed decision last week looking toward fulltime use of the channel with 5 kw day and 1 kw directionalized at night.

Because they are mutually exclusive with the WICA request, the Commission proposed to deny three other applications for changes to 970 kc and fulltime operation with increased power:

WWSW Pittsburgh, now on 1490 kc with 250 w fulltime, seeking 970 kc with 5 kw directionalized day and night; WWSA Harrisonburg, Va., a daytime station on 550 kc with 1 kw, requesting 970 kc with 5 kw fulltime, directional antenna at night; WEBR Buffalo, on 1340 kc fulltime with 250 w, applying for 970 kc with 5 kw directionalized fulltime.

Need for additional broadcast coverage, the key to the decision, was found greatest at Harrisonburg, which has no nighttime station of its own and no existing nighttime primary service in the area WWSA proposes to serve. But FCC noted that WWSA's proposed operation would lose 91,608 persons daytime due to the switch from 550 kc, while gaining 21,935 at night. The Commission also pointed out that interference would be increased to CWKU Santiago, Cuba, and to existing stations in Portland, Me., Louisville, Ky., and Fargo, N. D.

Ashtabula, which like Harrisonburg has no nighttime station but which receives from other stations some nighttime primary service in portions of its residential and rural areas, was ranked next to Harrisonburg in need for additional service. WICA's proposed operation, the Commission pointed out,

Muskegon's 1940 population was 47,697, the Fetzer reply continues, adding that "the new radio service provided by Fetzer will serve approximately 238,800 persons during the daytime and 202,800 persons at night."

Waiver of the duopoly rule was justified, the Fetzer brief argues, because overlap in service areas is only one factor in "multiple ownership." The brief claims WJEF and WKZO will "not carry identical programs except during network time," and maintains that the additional coverage sought by WKBZ could be achieved by a change of antenna site and a more efficient antenna. Since the hearing, it was pointed out, an application has been filed for change of transmitter location, installation of a new transmitter, and erection of a new antenna.

would add 44,100 persons nighttime and 162,140 daytime, without causing interference to any existing station.

Need for additional service in Buffalo and Pittsburgh was found "nowhere nearly as great" as at the two other cities, with Buffalo ranked third and Pittsburgh fourth. Interference factors, the Commission said, would make it undesirable to grant either WEBR's or WWSW's application along with WICA's.

It was pointed out that after the record in the case was closed, Canada notified the U. S. on Aug. 13 that a 1-kw station is being constructed on 970 kc at Hull, Quebec. FCC noted that the Canadian operation would not cause objectionable interference to any U. S. station or to any of the operations proposed in the 970 kc proceeding. However, the Commission said, only the WICA proposal would fail to cause at least "substantial" interference to the Canadian operation.

### FCC Engineers

SEVERAL vacancies in the Standard Broadcast Division of FCC are open to engineers with a degree in electrical engineering and two years' experience in broadcast engineering work other than operating, FCC announced last week. The Commission said it is primarily interested in Grade P-3s (\$4,149.60-\$4,902) and P-4s (\$4,902-\$5,905.20) who can meet the minimum requisites of the Civil Service Commission. Two years of college in addition to more experience in broadcast engineering are acceptable.

**NOW!**  
**5000 WATTS**  
**LS**

For **MAXIMUM** coverage of the  
**West Virginia - Kentucky - Ohio**  
**TRI - STATE**

Now you can really cover the prosperous and important Tri-state area of more than 1,000,000 population with all the ease of "one station selection."

WSAZ's five times more powerful signal blankets such desirable markets as Ashland, Kentucky . . . Portsmouth, Ironton, Jackson and Gallipolis, Ohio . . . Charleston, Logan, Williamson and Point Pleasant, West Virginia . . . and of course, Huntington, West Virginia's Largest City.

**ABC**  
**Programs**

**WSAZ**

**930**  
**kc.**

**HUNTINGTON, W. VA.**

Represented Nationally by **THE BRANHAM COMPANY**







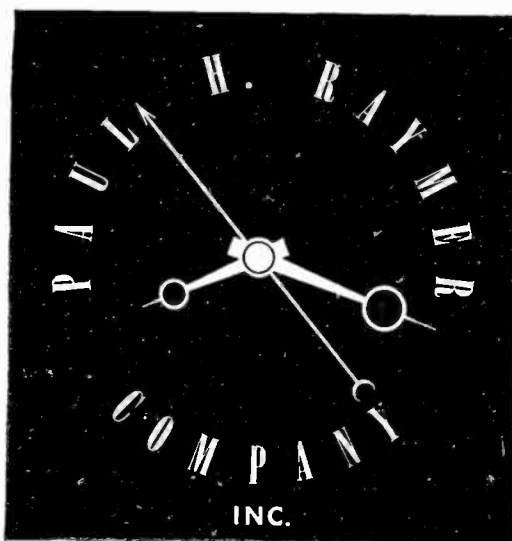


# For Best Results —Years of Practice

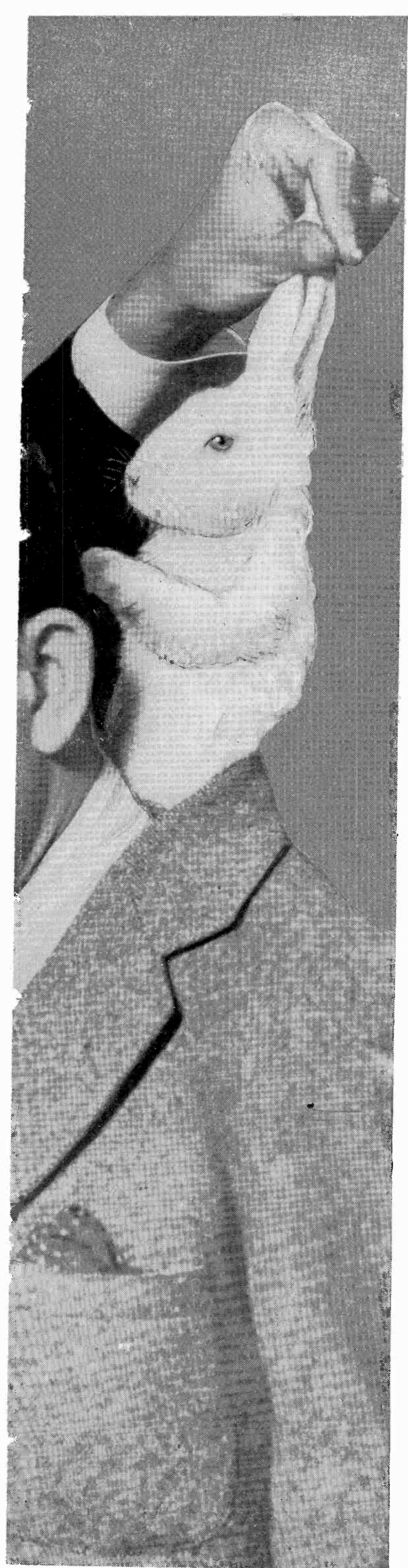
Looks easy, doesn't it? Just reach into the coat, and presto! a rabbit. Actually, though, it's not quite that simple. For back of this trick are years of painstaking practice . . . the attainment of a skill other men do not possess.

We are not prestidigitators, but we know some tricks about the station representation business. Mature business judgment, knowledge of advertising accounts and true sales ability can be acquired only with time and practice.

The spot advertising business on our stations is far too important to be entrusted to any but the most experienced hands.



**PAUL H. RAYMER COMPANY, INC. • RADIO ADVERTISING**  
NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO





# Editorial

## BMB Bombshell

BROADCAST Measurement Bureau weathered its first NAB Convention last week, but under conditions that left the atmosphere overcast, with gales of cyclonic force coming up.

Broadcasters have upwards of \$1,000,000 invested in BMB. Many of them aren't satisfied with the initial audience report, recently distributed. They think the formula is wrong. We know quite a few of them who planned to so express themselves at the NAB Convention. Technically, the opportunity to get the floor was given them, but under circumstances that hardly augured for free and open discussion.

Broadcasters generally are in favor of BMB and the purpose for which it was created. They voted for BMB unanimously two years ago. It now develops that what appears to be a strong segment of those same broadcasters are opposed to the formula used in computing the audience reports by counties. The formula can be changed. There's nothing sacrosanct about any formula.

The NAB should not have let itself in for the brand of criticism voiced following the Tuesday BMB session. Many broadcasters wanted information and light. They felt they didn't get it. The danger is that these broadcasters may not be disposed to renew their BMB contracts next year, and that what is admittedly a desirable project, may die on the vine for want of freedom of discussion.

District meetings of the NAB get under way next January. BMB was sold individually to broadcasters at those sessions two years ago and last year. President Hugh Feltis did a masterful job of selling it.

This bitter incident has been engendered over a conflict of opinions surrounding use of a formula. Perhaps those conflicts can be resolved at the district meetings ahead. It can come only through open discussion of them.

## Radio's Self Diagnosis

THE NAB CONVENTION demonstrated two points clearly:

- (1) There are a lot of broadcasters.
- (2) There are a lot of problems.

In fact there are so many broadcasters that to assemble them under one convention roof and expect them to dispose of the multitudinous problems facing the art in four days' time is asking almost too much.

But the problems remain, as do the broadcasters. There should be some method to keep before all in radio these serious questions affecting the future of broadcasting; there should be some method to keep the questions alive, to collect and collate informed opinion and to arrive at intelligent conclusions. This is a continuing enterprise, and not to be left to NAB district meetings or other periodic parleys.

The editors of BROADCASTING believe they have found the answer. In the November 4 issue, we will publish the first in a continuing series of features on opinion about current broadcasting problems. Authoritative and scientific surveys—handled under contract with this magazine by Audience Surveys Inc. in New York—will be conducted each month.

Opinions of broadcasters, advertising agency executives, advertisers and others will be solicited. A sufficient number of opinions will be gathered to insure a consensus that is as close to accurate radio sentiment as any poll can be.

These opinions, when analyzed, will be presented in every other issue of the magazine.

There have been opinion polls before, many of them flying the banner of "authoritative." Some of them are good and, as we have found occasion to observe here before, some of them are irretrievably bad.

The editors of BROADCASTING Magazine feel that any such poll as this, to be productive and constructive—and honest—must bear two virtues:

- (1) It must be supervised by specialists who know their business,
- (2) The editors must keep their fingers out of the porridge. (Ed. Note: we didn't like this second stipulation. We have a lot of ideas about current radio questions, and we're not hesitant about expressing them. But Robert Salk and his conferees at Audience Surveys Inc. pointed out, with unassailable logic, that we're after EVERYBODY'S idea, not ours alone. That's good enough for us).

We have great hopes for this new feature. We want it to become a forum for broadcasters and for all who earn their livelihood in radio and its allied fields. We believe, through proper direction of such a feature, opinions on critical issues such as Petrillo, Blue Books, uniform time, BMB and numberless other problems can be crystallized without the ponderous machinery which attends mass meetings.

If the series can perform this service, BROADCASTING's editors will be fully repaid for their efforts in less measure than will be those who participate in the opinion panels by filling out questionnaires.

If such is the reward, we will even be happy that we took the advice of Audience Surveys and kept our nose out of their business.

## Make Radio Week Work

PLANS for observance of *National Radio Week* Nov. 24-30, are in the final stages. This will mark the second annual observance of what is likely to become a permanent promotion for all radio—the art, represented by broadcasters and the industry by the manufacturers.

Last year, despite Herculean efforts by a handful of individuals, the *Radio Week* observance fell short of what it might have achieved. Receivers were not available for delivery. The nation was in the throes of demobilization and reconversion dislocations. The verve and spirit were not there.

This year there has been planning and coordination. The Radio Manufacturers Assn. is working closely with the NAB on a co-sponsorship basis. New sets will be available—sets with FM, we're told. In the few markets having television stations there will be video receivers available. Radio dealers, department stores, furniture stores, music merchants and electrical dealers, through their respective trade associations, have pledged their active cooperation.

Broadcasters owe their full support to this enterprise. Every receiver sold boosts or bolsters station circulation. Every FM set sold hastens the development of a new broadcasting art. Broadcasters must think of the radio set dealer, not simply as a business prospect, but as the "circulation department" of stations in the area. Conversely, the manufacturer and the dealer should realize that his set sales are directly traceable to that which the broadcaster sends from his antenna. The combination of the two completes the circuit; one is useless without the other.

## Our Respects To—



CHARLES EVANS CLAGGETT

ALTHOUGH entered in law school for the fall of 1931, Charles Evans Claggett, who has been in charge of the popular children's show, *Tom Mix*, for 10 years, was lured into advertising by H. S. Gardner of Gardner Adv. Co., St. Louis.

He became a copywriter and soon persuaded the Gardner agency to let him organize a radio department. That started things. Having studied dramatics at Princeton and developed an interest in show business, Mr. Claggett had some definite ideas about production.

"A kid show to hold an audience . . .", in his opinion, "must offer a well balanced fare of entertainment. It is important that the plot be simple and easy to follow and each scene must move the story forward. There should be a fine balance between action, human interest and comedy, with plenty of mystery and surprise twists thrown in. Believability is extremely important at all times."

Application of these ideas has taken Mr. Claggett to a vice presidency in his agency and has brought him credit for a number of top productions on the air. *Tom Mix* has been the ranking children's show of the year, and was recently awarded first prize by the Chicago Federated Advertising Club as the outstanding network children's show originating in Chicago.

Mr. Claggett believes that educational and public interest features as well as commercials may be worked into a program so as not to mar its dramatic interest in the least. He points to the recent week in which the sponsors of *Tom Mix*, Ralston Purina Co., devoted to child safety.

"The episodes were plotted to dramatize the importance of child safety. Response from both children and their parents indicated that the safety messages not only got over to the listeners, but that the program itself maintained a peak listening audience during the drive."

To keep commercials entertaining and interesting, Mr. Claggett uses various devices. "Commercials are often dramatized and frequently woven into the dramatic portion of the program itself so that they become an integral part of the show. The principal characters in the program often deliver commercials, as experience has shown that 'personality selling' is the strongest type of selling to children."

In 1945 Mr. Claggett won the St. Louis Women's Advertising Club Award for the best radio commercials written in St. Louis. He is at present account executive for Knapp-Monarch Co., Frisco Railroad, Cupples Co. and

(Continued on page 56)

WINTER OR SUMMER . . . . .

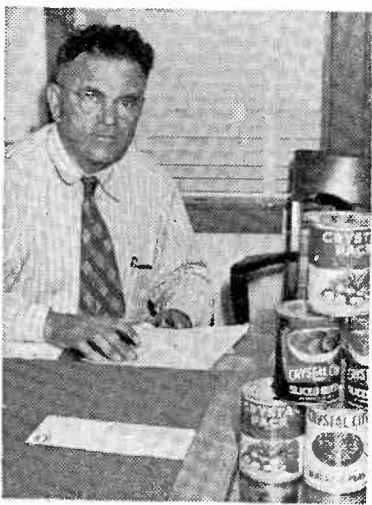
## It's the Texas Winter Garden

It's known as the "Winter Garden," this fabulously productive area in Southwest Texas but, winter or summer, its fertile land is burgeoning with great crops of fruits and vegetables to freshen the tables of the nation.

It is natural that a region such as this should become a packing center and it is only natural, too, that the people should rely on WOAI's broadcasts to keep them informed about weather and markets—two extremely important factors in such a business.

Mr. S. C. Freed of the Freed Packing Company, Crystal City, expressed himself fully and enthusiastically on the subject in a conversation with Bill Shomette, WOAI's Farm and Ranch Director:

Said Mr. Freed:



*"I don't feel like my lunch is complete unless I can listen to the Market News at 12:15, conducted by Henry Howell. Recently the Market News helped me market a large crop of grain at a very profitable price. WOAI's farm services bring farmers and ranchers up to date. The Market News keeps buyer and seller on an equal footing. No longer is the seller in the dark, with day-old*

*Market News that is often far different from the current quotations. WOAI's farm features rule out many disadvantages that at one time were harmful to the farmer and rancher."*



Bill Shomette, WOAI's Farm and Ranch Director, sizes up the statue of Popeye in the center of Crystal City, Texas—the Spinach Capital of the World.

The Freed Packing Company is one of several canneries located in this part of Southwest Texas from which is sent carload after carload of canned vegetables to all parts of the country.

WOAI is the only 50,000 watt, clear channel broadcasting station serving Southwest Texas. In this territory, there is a great diversity of agriculture and industry. Farmers, ranchers, oil men and many others depend on WOAI for information pertaining to business—and all depend on it for relaxation and entertainment.

That WOAI serves them well is evidenced by thousands of statements of satisfied listeners who, like Mr. Freed, feel that something is lacking in their day if they miss their favorite WOAI program.

**WOAI**  
*San Antonio*

REPRESENTED NATIONALLY BY  
EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

**50,000 WATTS** *Clear* **CHANNEL**



## Respects

(Continued from page 54)

the Luyties Pharmacal Co.

Born in Jefferson City, Mo., in 1908, Mr. Claggett attended St. Louis Country Day School, and from the age of 15 to 19 was a feature writer and special correspondent for the St. Louis *Globe Democrat*. In 1931 he was graduated from Princeton, where he was on the 150 pound crew, captain of the gym team and intercollegiate gymnastic champion for three years in three events.

He was a yearbook staff member in college, worked for the Press Club in his freshman and sopho-

more years, and was publicity manager of the Triangle Club, his senior year. He was also a member of the Princeton Board of Athletic Control and the Cottage Club.

In St. Louis, Mr. Claggett belongs to the Stack Club, a business men's luncheon group, and the St. Louis Country Club. He is a widower and has no children. His hobbies are horseback riding and hunting—with ducks preferred.

### New CHUM Building

CHUM Toronto is building new studios on Mutual St. near Carlton St., new business and theatrical center. One story building now going up will have four studios as well as offices for the station. Building is to be ready next spring. At present CHUM's offices and studios are in a number of buildings in downtown Toronto.

# WE'RE THEIR MEAT— AND VICE-VERSA!



WDAY must have "what it takes" to get listeners in the rich Red River Valley. "Affiliated with NBC" is part of the answer. "Better local stuff, too" is the rest. The figures below (from the latest Conlan Survey) tell the story. Shall we save a slice for you?

WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA

STATION B GETS 9.5% OF THE AUDIENCE

STATION C GETS 7.2%

**WDAY** FARGO, NORTH DAKOTA  
N.B.C.  
FREE & PETERS, Inc.  
National Representatives

## MANAGEMENT

NOEL E. THOMPSON has been appointed assistant manager of KGNC Amarillo, Tex. Marine Corps pilot for five years during war, Mr. Thompson has been program director and news editor of KFYO Lubbock, Tex.

MAXINE EDDY, general manager of KGFF Shawnee, Okla., Oct. 12 was married to ROY J. BOWMAN, production manager of the station. Mrs. Bowman has been with KGFF for nine years and manager for 2½ years. Mr. Bowman has been associated with station for five years, three of which he served in the Marines.

LLOYD E. YODER, general manager of KOA Denver and All-American football star of Carnegie Tech (1926), continues his interest in the game by refereeing Big Seven contests in the Rocky Mountains and West.

GORDON CARPENTER, formerly of the sales department of CKMO Vancouver, has been appointed manager of CJAV Port Alberni, B. C.

A. D. DUNTON, chairman of the CBC board of governors, Oct. 28 is to be guest on the Borden Co. "Canadian Cavalcade" program on CBC Trans-Canada network. He will be interviewed on his post as CBC chairman.

FRANK MULLEN, NBC New York executive vice president, will arrive in Hollywood on Nov. 4 for seven day conference with SIDNEY N. STROTZ, Western division vice president.

## EDUCATIONAL RADIO GROUP LAUDS DURR

A RESOLUTION commending FCC Comr. Clifford J. Durr "for his fearless and effective leadership in the interests of public service radio in America" has been adopted by the National Association of Educational Broadcasters.

To be presented to him when he returns from the five-power telecommunications conference at Moscow, the resolution, signed by NAEB President Harold Engel, reads:

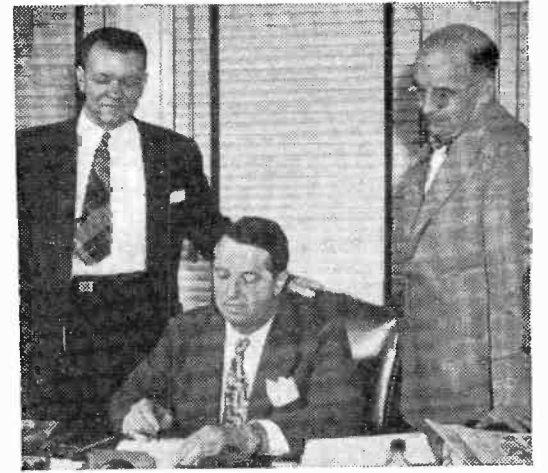
"Resolved, that the National Association of Educational Broadcasters express to Clifford J. Durr, chairman of the educational committee, its appreciation for his cooperation in the cause of educational broadcasting and commend him for his fearless and effective leadership in the interests of public service radio in America."

## Committee Expands

BMB IS EXPANDING technical research committee from nine to 12. New members: E. P. H. James, MBS manager, sales operations, appointed by NAB; Marion Harper Jr., vice president in charge of research, McCann-Erickson, N. Y., appointed by AAAA; Albert S. Dempewolf, assistant to advertising director, Celanese Corp. of America, appointed by ANA.

## Craft Tie-Up Urged

TIE-UP of Hollywood radio craft unions into a coordinate group has been proposed by Radio Directors Guild. Unions invited to consider proposal are Radio Writers Guild, AFRA, IBEW, NABET and AFM. Further consideration is to come at meeting of all concerned.



FIRST 50 kw FM transmitter in the South, according to Westinghouse Electric Corp., has been bought by Roger C. Peace (center), president of the Greenville, S. C., News-Piedmont Co., operators of WFBC. Standing are Jerry Reeves (l), Westinghouse salesman, and Beverly T. Whitmire (r), manager of WFBC.

## Contracts in Electronics Changed by War Assets

WAR ASSETS Administration announced last week that new contracts paying fixed commissions on sales of electronic material by WAA distributing agents will go into effect Dec. 1. New contracts replace the cost-plus-fixed-fee system of payment. Agents or their representatives began signing the new contracts in Washington last Wednesday. Under the agreement, agents will be paid a flat compensation, from 10 to 35% on the amount of material actually sold. If material is repaired, reprocessed or converted, under the direction of WAA, such work will be paid for separately.

In an earlier action affecting the electronics industry, WAA ordered a speed-up of the machine tool disposal program to increase the output of radios, automobiles, etc. Machine tools which produced war materiel will be used. WAA's 33 regional offices, as well as 3,000 WAA approved machine tool dealers, have copies of the fixed price catalog.



10,000 Watts **WIBG**

REPRESENTED: Nationally by Adam J. Young, Inc.  
In New York by Joseph Lang, 31 W. 47th Street

# KFBK Sacramento Baseball Pushed the HOOPER up to

# 18.6



Safe at Home . . . a Cartoon Sent in by  
Appreciative Fans

**WE HAD A HUNCH** our programming at KFBK was on the right track. And the recent Hooper survey that gave us an astounding 18.6 during KFBK's baseball broadcast proved it.

You don't earn a 60.5% share of the estimated total radio audience — with a local feature — unless you are *consistently giving listeners what they want*. That's been our policy for years and years. Programs like KFBK's dramatic sports broadcasts, popular newscasts and lively special events bolster a heavy schedule of American Broadcasting Company's top-flight network shows. Result: by far the largest and most loyal radio audience in the Sacramento area. During the Hooper survey period, 9:00 to 9:30 P.M., P.S.T., KFBK outstripped the next best station nearly 6 to 1!

Talk to your Raymer man about this dominant station of the rich Sacramento market and ask to see the Continuing Measurement of Radio Listening.

## HOOPER RATING ON SACRAMENTO STATIONS

Period: 9:00-9:30 PM, Tuesdays through Saturdays  
August 13 through August 31, 1946

STATION	PROGRAM	RATING	SHARE OF AUDIENCE
KFBK	Baseball	18.6	60.5
A	Misc.	1.7	5.6
B	Misc.	3.3	10.8
C	Misc.	2.5	8.2
D	Misc.	2.4	7.7

# KFBK

BROADCASTING • Telecasting

SACRAMENTO,  
CALIFORNIA

A Beeline Station  
10,000 WATTS - ESTABLISHED 1922



Paul H. Raymer Co.

National  
Representatives

October 28, 1946 • Page 57



# RENEWALS

ARE JUST ANOTHER WAY  
OF SAYING...

Your Sales Have a  
Brighter Future on

# KXOK

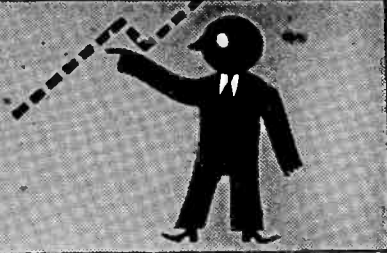


When an advertiser uses a station for the first time... he attempts to forecast results. But when an advertiser renews his use of the station again and again... that means his sales future is assured. Over 40 regional and local advertisers (not including network advertisers) have renewed use of KXOK from 2 to 7 consecutive years. No wonder more and more leading advertisers are putting their OK on KXOK.



For complete details,  
call a JOHN BLAIR  
representative

# AGENCIES



**CARROLL CARROLL**, who resigned from the J. Walter Thompson Co. after 14 years of association, has joined the Ward Wheelock Agency with headquarters in Hollywood as chief of the script department. Mr. Carroll will be editorial supervisor of the agency's two Campbell Soup shows, Hildegard and Jack Carson.

**PAUL R. KLOCK**, released from the Army, has joined the plans and copy staff of Noyes & Sproul, New York.

**BEN CONERY** has rejoined Peck Adv., New York, as production manager following a year and a half with BBDO Los Angeles.

**A. S. GODLEY**, former account executive with Gussow, Kahn, New York, has joined Advertising Ideas, New York, as account executive and director of public relations.

**LYLE BRYSON**, formerly in the advertising department of Cosmopolitan Magazine, New York, has joined Gunn-Mears Adv., New York, as account executive.

**BETH HOLMES**, formerly of Compton Adv., New York, has joined the creative staff of Sullivan, Stauffer, Colwell & Bayles, New York.

**RONALD C. BRADLEY**, former merchandising manager with The Emporium, San Francisco department store, has joined Doherty, Clifford & Shanfield, New York, as assistant account executive. He is Navy veteran.

**J. B. DYSON**, has been appointed manager of McCann-Erickson offices in Santiago, Chile, replacing **WILLIAM H. BRAY**. Mr. Bray has been transferred to agency's new office in Lima, Peru.

**J. PORTER REILLY** after service with the armed forces has joined Madison Adv., New York, as media director.

**LOUIS H. WREDE**, formerly with Scientific American Publications, New York, has joined Edward Hamburger Adv., New York, as account executive.

**MORT MAZOR**, formerly in the media department of Donahue & Coe, New York, has joined Arthur Cohn & Assoc., New York, in same capacity.

**TED SMITH**, West Coast manager of motion pictures and television for J. Walter Thompson Co., has switched from agency's Hollywood to Los Angeles office to be nearer account executives.

**PATRICK DOLAN**, manager of Foote, Cone & Belding, London, has been placed in charge of all the agency's European activities.

**EDITH A. DRIVER**, formerly in the copy department of Dancer-Fitzgerald-Sample, Chicago, has been appointed to the copy staff of H. W. Kastor & Sons Adv., Chicago.

**DONITA FERGUSON**, former chief of the medical and scientific unit of the bureau of Overseas Publications, OWI, and **ROSE TOTH**, former publicity director of Ann Haviland perfumes, have joined the public relations department of Geyer, Cornell & Newell, New York.

**BECKY RAISBECK**, formerly with Pedlar & Ryan, New York, and before that with J. Walter Thompson Co., New York, and **CHARLES NEWTON**, former director of radiation laboratory publicity at the Massachusetts Institute of Technology for the War Dept., have joined the copy staff of Doherty, Clifford & Shenfield, New York.

**JOHN FOX** after service with the Navy and formerly head of his own export organization has joined LaRoche & Ellis, New York, in merchandising capacity.

**EDWARD ALESHIRE**, manager of Geyer, Cornell & Newell Hollywood office, has resigned to take up residence in Chicago. **ED CASHMAN**, Hollywood independent producer, has been appointed agency's general supervisor in that city.

**LAWRENCE GILES**, long identified with Safeway Stores as vice president and director, has been elected chairman of the board of Harrington & Buckley Adv., San Francisco.

**SPENCER L. ROWE** after service with the Navy and formerly with Lambert Pharmacal Co., has joined Grey Adv., New York, as director of drug merchandising activities. **CHARLES C. ROLLINS**, former account executive at Ruthrauff & Ryan, New York, also has joined Grey in a similar capacity.

**AUSTIN T. GRANT**, for nine years news commentator of WWJ Detroit and prior to that a theatrical producer, has joined Powell Adv., Detroit agency specializing in radio as vice president. He will be in charge of agency's production, talent and packaged program departments and also will serve as account executive. In addition Mr. Grant will continue his morning news-casting duties with WXYZ Detroit.



Mr. Grant

**ROBERT H. POWELL**, president of the agency, handles football broadcasts of all U. of Michigan and Detroit Lions' games.

**WALTER PFIFFER** of the Shreveport, La., office of Bozell & Jacobs has been appointed general publicity chairman of the city's 1946 Community Chest campaign. He will coordinate all media.

**UZARKS ADVERTISING Agency Inc.** has been formed at 501 St. Louis St., Springfield, Mo., to engage in advertising and merchandising services. **H. WAYLAND FULLINGTON** is president and general manager; **RALPH NELMS**, executive vice president; **J. W. FUSON Jr.**, radio director, and **E. E. SIMON Jr.**, director of merchandising.

**MARTHA SMITH**, formerly with WCSC Charleston, S. C., before service as officer in the WAC, is now assistant copy director with Leighton & Nelson, Schenectady.

**FRED W. CORNELL Jr.**, formerly with Los Angeles Examiner, has been made production manager of Brisacher, Van Norden & Staff, Los Angeles.

**RICHARD BERGGREN**, copy writer of Garfield & Guild, Los Angeles, has switched to Smith, Bull & McCreery, San Francisco, in similar capacity.

**RICHARD NEELY**, following service with the armed forces, has resumed as copy chief of Young & Rubicam, San Francisco.

**A. JAMES ROUSE Adv.**, Los Angeles, has changed name to A. James Rouse Co. and has moved to 529 N. La Cienega Blvd. Telephone: Bradshaw 2-1772.

**WILLIAM HOVEY** is head of Hovey Assoc., new Hollywood agency established at 6411 Hollywood Blvd. Telephone: Hempstead 8983.

**PECK Adv.**, Los Angeles, has moved to 8511 Sunset Blvd. Telephone: Croftview 6-7277.

**DON MANCHESTER**, formerly of Foote, Cone & Belding as vice president, has joined Dancer-Fitzgerald-Sample, Chicago, as account executive on Oxydol account.

**DONALD McVICKER**, after service with Navy and formerly with Securities and Exchange Commission, New York, has joined executive staff as director of new business relations, Anderson, Davis & Platte, New York.

**HERBERT KAUFMAN**, former assistant to the president and director of sales and advertising, Ever Ready Label Corp., New York, has joined Hiram Ashe Adv., New York, as vice president.

**L. HOWARD MOSS Jr.**, formerly advertising manager and assistant editor of P. F. Collier & Son, New York, has joined Green-Brodie Adv., New York, as account executive.

**GEORGE DURHAM**, assistant account executive of Kastor, Farrell, Chesley & Clifford, New York, has resigned.

**SCOTT FYFE**, former executive assistant with the Canada Life Assurance Co., Toronto, has been named manager of the Toronto office of Harold F. Stanfield Ltd.

**THE CLEMENTS Co.**, Philadelphia, has purchased a Republic Seabee, four-place amphibian plane, for use by its service department. Several of the agency's clients are located on rivers. Plane will be piloted by **DAVID S. ROBERTS**, former AAF lieutenant and B-29 flier who now is account executive with Clements.

## WPLH in Huntington Will Go on Air Nov. 9

WPLH Huntington, W. Va., licensed to Huntington Broadcasting Co., will go on the air Nov. 9 with 250 w on 1450 kc, F. J. Evans, president and general manager announced. Station will be a Mutual affiliate. Transcriptions libraries include Standard and Capitol and the news service is AP radio wire.

Mr. Evans, in Chicago for the NAB Convention last week, announced the following staff appointments: Jay Caldwell, formerly of WOL Washington, program director; W. H. Hansher Jr., formerly of WSAZ Huntington, late of the Marine Corps, program staff; Lee Allen, sportscaster; Harold Arthur, formerly of WPAY Portsmouth, Ohio, news editor.

Associated with Mr. Evans, formerly of the West Virginia Network, is W. J. Newton, Norfolk, Va., businessman, secretary-treasurer.

## UOPWA Negotiates

UNITED Office and Professional Workers of America (CIO) Radio Guild last week started negotiations with CBS for the network's white collar workers.

The union asks a 35% increase in salaries, a union shop, a five day, 35 hour week, time and a half for overtime after the regular daily shift and double time for the seventh day.

### RDG Yearbook

THE Radio Directors Guild plans to publish an RDG Annual Yearbook for distribution as a souvenir at the RDG Ball in New York on Nov. 25 and also to radio and advertising executives in New York, Chicago and Hollywood. The Yearbook plans to list all network programs, their directors and producers, their advertising agencies and the leading members of the casts.

"in Louisville

# IT'S WINN

OR YOU LOSE"

BASIC STATION

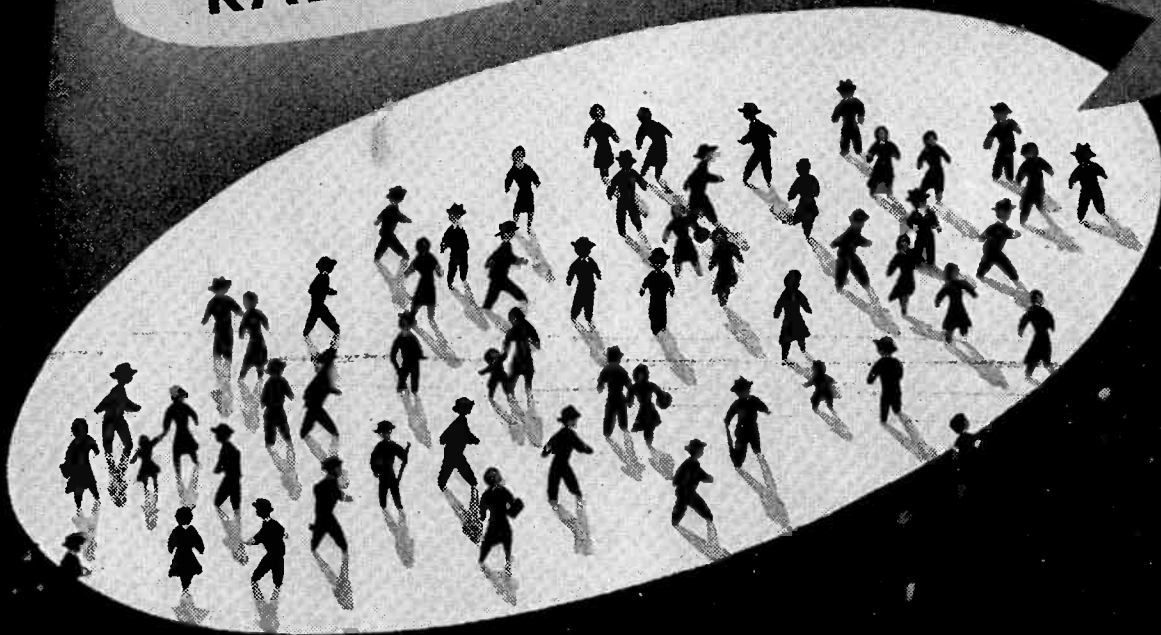
## AMERICAN

BROADCASTING COMPANY

HARRY McTIGUE  
General Manager

LIGHT ON

RADIO'S INVISIBLE AUDIENCE...



Diary survey shows WTIC averages 3 times the audience of the "Next Best" station!

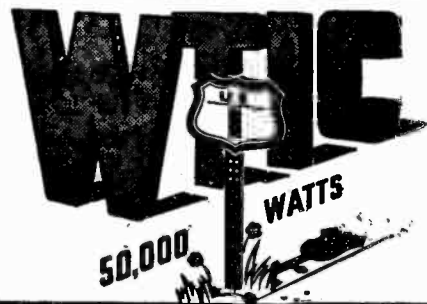
There's nothing "invisible" about WTIC's audience! The recent Diary Study by Audience Surveys, Inc. which covered 7 Connecticut counties in which live 376,950 radio families, shows WTIC's average audience to be a third of all those listening to their radios! ... an audience 3 times larger than that of the "next best" station!

Sets in use averaged 32.4% for the week. This audience was shared this way:

STATION WTIC . . . . .	32.7%	STATION E . . . . .	4.9%
STATION A . . . . .	9.3%	STATION F . . . . .	3.4%
STATION B . . . . .	9.6%	STATION G . . . . .	6.5%
STATION C . . . . .	12.0%	STATION H . . . . .	2.8%
STATION D . . . . .	7.1%	ALL OTHER . . . . .	13.3%

These figures show how stations shared listeners during both day and night for the week as a whole. During specific periods WTIC's dominance in prosperous SOUTHERN NEW ENGLAND, becomes even more marked. At times its audience is greater than that of all other stations combined!

The complete survey upon which this data is based is now available. A call to your Weed and Company representative will bring it to your desk.



**DIRECT ROUTE TO SALES IN**

*Southern New England*

The Travelers Broadcasting Service Corporation

Affiliated with NBC  
and New England Regional Network

Represented by WEED & COMPANY  
New York, Boston, Chicago, Detroit,  
Atlanta, San Francisco and Hollywood



## OPA Allows Increase Of 14% on Radio Tubes

AS A RESULT of an OPA survey of the radio tube industry, OPA last Thursday authorized price increases of 14% over current prices for radio receiver tubes. The action brings the total increase on tubes sold to resellers to 36.8% over base date prices and the total increase on other sales to 45.4%. Last increase, May 2, this year, amended to 20% over base date prices on sales including sales to radio manufacturers.

The action also authorizes an 18% increase over base date sales prices on tube parts, the first increase authorized for tube parts. Tubes affected by Thursday's action include radio receiver tubes, tubes for hearing aid appliances, audio amplifications, public address systems and inter-communication circuits.

## May Be Subpenaed

JAMES CAESAR PETRILLO, AFM president, may be subpenaed by House Campaign Expenditures Committee. On advice of counsel, Joseph Padway, music czar refused to answer questionnaire (one of 300 sent by committee). Chairman J. Percy Priest (D-Tenn.) said if Mr. Petrillo wouldn't cooperate, committee would issue subpoenas. Three other AFL unions face subpoena on same account.



**JAMES L. STIRTON**, assistant to the vice president in charge of ABC's Central Division, Chicago, has been appointed coordinator of sales for ABC's television activities in Chicago. Program manager of the ABC Central Division from 1942 until June 1944, when he entered the Marines, Mr. Stirton returned to ABC in December 1945 as assistant to the Central Division vice president in which capacity he also will continue.

**WNAR** Norristown, Pa., has appointed Forjoe & Co. as national representative. A Rahall Station, WNAR operates on 1110 kc with 500 w.

**JOE RABER**, commercial manager of WMBD Peoria, Ill., has resigned for reasons of health and is going to the West Coast for several months of rest, after which he expects to reenter broadcasting business.

**EDWIN T. JAMESON** has joined the sales staff of the New York office of WLW Cincinnati. Army veteran, Mr. Jameson formerly had been on the sales staffs of WABC and WNEW New York.

**KENNETH N. STRONG**, merchandising assistant at WCOP Boston for a year, has been promoted to sales representative.

**DEAN UPSON**, wartime commercial manager of WSM Nashville, Tenn., last week left the station to assume new duties as commercial manager of KWKH Shreveport, La. In radio for 25 years, Mr. Upson joined WSM in 1931, later going with NBC. He subsequently rejoined station to replace Commercial Manager **WINSTON S. (Red) DUSTIN**, who went on leave to serve in Army. Mr. Upson stated he expects to continue his transcription company in Nashville.

## Radio Important Peace Factor, Cohen Asserts

UNITED NATIONS welcomes "the opportunity to collaborate with American radio in mankind's most important aim—an enduring peace for all people everywhere," Benjamin Cohen, Assistant Secretary-General of the UN, said last week in a telegram replying to greetings from Robert W. Swezey, MBS vice president and general manager who is president of the New York Radio Executives' Club.

"If radio devotes itself to the fight for lasting peace as it did for victory during the war there can be no question that a momentous contribution will be made toward the creation of a world united against war," Mr. Cohen added. Wishing success to the first meeting of the UN General Assembly in the U. S., Mr. Swezey pointed out how much the American broadcasting industry meant to the promotion of better understanding between the peoples of the world and that the industry would continue to maintain these high principles during the postwar period.

## Three Join CBS

THREE Mexican stations have affiliated with CBS Network of the Americas bringing total number of stations to 123. Stations are XEGW Acambaro, XEON Tuxtla Gutierrez and XEVV Villahermosa.

**INTERCOLLEGIATE** Broadcasting System has appointed Avery-Knodel, New York, as national advertising representative. Firm will handle both spot sales and network programs for the college network and its 23 member stations.

**JOHN JACKSON**, formerly of the commercial staff of CJOB Winnipeg, has joined the sales staff of CKMO Vancouver, B. C.

**AL LEARY**, former part owner and managing director of CHUM Toronto, has opened new offices at 101 Post St., San Francisco, and will represent Canadian stations and publications in California, Oregon and Washington states.

**FRANK E. KOEHLER**, sales manager of WROV Roanoke, Va., is the father of a boy, William Farthing.

**HAL COOKE**, formerly manager of CHEX Peterborough, Ont., has joined the commercial department of CKEY Toronto.

**WKBR** Manchester, N. H., has appointed The Walker Co. as national representative effective immediately. Station is MBS-Yankee affiliate on 1240 kc with 250 w, fulltime.

**J. J. FLAMIGAN**, commercial manager of WIBC Indianapolis for over five years, has resigned. **ROBERT L. LAMB** joins station's sales staff to succeed **JACK V. PORTER**, now with Chicago office of William G. Rambeau Co. Mr. Lamb, following radio public relations work in the Army, had been agency manager for Turner's of Indiana, farm implements distributor.

**GEORGE JACKSON**, former manager of WBOW Terre Haute, Ind., has been named commercial manager of KSTT Davenport, Iowa. He succeeds **JACOB EVANS**, now with the promotion department of NBC New York.

**THE CLARK-WANDLESS Co.**, New York, has been appointed as advertising sales representative in the U. S. for the following stations: "Emisora Nueva Granada," stations HJCB and HJCD Bogota, Colombia; "Radio Cent," stations HC2AN and HC2DC Guayaquil, Ecuador; "Radio Mundial," stations OAX4F and OAX4H Lima, Peru.

**ZIA NETWORK**, new regional group in New Mexico-West Texas area, has appointed Homer Griffith Co. as national representative. Group is composed of five stations with headquarters at KOAT Albuquerque. Others are KFVN Las Vegas, KGAK Gallup and projected stations in Santa Fe and El Paso [BROADCASTING, Sept. 30].

**HELEN MENIUS**, formerly with WFNC Fayetteville, N. C., has joined WCCP Savannah, Ga., as traffic manager.

**FRED KEMP**, commercial manager of ZBM Hamilton, Bermuda, is in Canada to contact advertisers and agencies at Toronto and Montreal.

**JOHN G. CAMPBELL** has been promoted to sales manager, KSFO San Francisco, and KSFO recording department.

**TEN NEWLIN** has joined the sales staff of WWSW Pittsburgh.

## Building Completed

NEW transmitter house has been completed at WGAT Utica, N. Y., ABC outlet soon to go on the air. The house, which has accommodations for personnel, is situated on a 10-acre plot at Marcy, N. Y. Gates Radio Co. equipment is used with a 220-foot Lingo tower. J. Eric Williams, general manager, announced that Robert Blair has been named chief engineer, and John Melville, publicity director. Howard H. Wilson is national representative.

## WSM Opposes Use Of 650 kc in Va.

WSM NASHVILLE and the grantee firm for a new 1-kw daytime station at Crewe, Va., were engaged in an argument-by-petition last week over the effect of the Crewe grant on a possible future bid by WSM for power above 50 kw.

WSM, requesting reconsideration by FCC of its grant to Southern Virginia Broadcasting Co. for daytime operation on WSM's Class I-A assignment—650 kc—charged that the operation of the Crewe station will cause "serious objectionable interference to WSM within its normally protected 100 mv/m contour," and that it would jeopardize a WSM bid for higher power if higher power is permitted. The Crewe outlet, WSM added, "will likewise suffer interference . . . at times as high as its 35.6 mv/m contour." Engineering exhibits from the contesting petitioners' respective engineers, contradicted each other as to the amount of interference, if any.

The Crewe permittee replied that argument for higher power is "specious." WSM, the petition continued, "seeks refuge in one of the many issues of the clear channel proceeding designed purely to elicit information and data from the testimony of the various technical witnesses" appearing at the hearing.

The Crewe group argued that WSM's "entire argument buttresses merely a declared intention to file an application for 750-kw if the Commission decides in favor of that power on 650 kc. Petitioner has no vested interest in *perpetuum* on this frequency . . . and southern Virginia, with equal logic might petition the Commission to reduce the present operating power of WSM or remove it to another frequency, supporting its petition by a declared intention of applying for 750 kw unlimited time at Crewe . . . when and if such power is available on 650 kc."

WISN

MILWAUKEE

Dominant  
SELLING  
POWER

in the Nation's  
12th Market

5000 WATTS

A  
CBS  
STATION

G. W. Grignon  
General Manager

The KATZ AGENCY, Inc.  
National Representatives



"Be sure to listen to 'Bride and Groom' today on WFDF Flint."

# Time Buyers!

## "Spots" A SUPREME JUDGE OF PROGRAMS

● Hear ye! Hear ye! "Spot" wishes to pass on to you the merits of the exhibits listed below. Programs you'll marvel at. Programs—modern, fresh, entertaining. Programs that keep 'em listening.

And since they're broadcast over Spot's 11 great stations in 11 great markets—your client's story is heard by a greater, richer audience. To wit: 57% of our American families with 34.2% more money to spend than the U. S. average.

Want substantial evidence? Grab that 'phone. "Spot" will be glad to tell you about advertiser after advertiser who has upped sales fast with NBC-created programs.



**WEAF\***.....**New York**  
"News at Noon, with Rad Hall"—For several years this news period has commanded a loyal audience as reflected in outstanding sales results for its numerous sponsors. 12 noon to 12:15 pm, Monday thru Friday.

**WBZ**.....**Boston**  
"Music Shop"—Ray Dorey, proprietor, and his rug-cutters offer Back Bay hep cats music on the solid side. 1:15-1:30, Monday thru Friday.

**WGY**.....**Schenectady**  
"Breakfast With The Brooks"—Irma and David Brooks, seasoned radio artists, carry on sprightly repartee to entertain and SELL A.M. listeners. 9:30-10:00, Monday thru Saturday.

**KYW**.....**Philadelphia**  
"KYW Hunting and Fishing Club," with Joe O'Byrne—presented at an ideal time to contact sportsmen as they listen to football, baseball and golf results. Precedes "KYW's Football Roundup." 6:30-6:45 pm, Saturdays.

**WRC**.....**Washington**  
"Nancy Osgood"—this sparkling personality makes the WRC Home Forum more than just the usual woman's participation show. It's informative, entertaining and SALES-PRODUCING. 9:30-10:00 am and 12:45-1:00 pm, Monday thru Friday.

**KDKA**.....**Pittsburgh**  
"Main Street Editor"—One of the most potent news commentaries in the Tri-State area. Popular with advertisers as well as listeners. 6:45-7:00 pm, Saturday.

**WTAM**.....**Cleveland**  
"The Modern Farmer"—a program of genuine service and real interest to the important farm audience. At the same time it can do a thorough job for advertisers. 6:00-6:30 am, Monday thru Saturday.

**WOWO**.....**Fort Wayne**  
"The Dude Ranch," run by the Black Hawk Valley Boys, presents good western ballads, popular and rural music, and comedy. On WOWO over seven years. 3:00-3:15 pm, Monday thru Friday.

**WMAQ**.....**Chicago**  
"Final Sports Edition"—with this program you can reach Chicago's ardent sports fans. Conducted by vibrant-voiced Don Elder, one of the country's ace sports announcers. 11:15-11:30 pm, Monday thru Sunday.

**KOA**.....**Denver**  
"Harkness of Washington"—this noted commentator delivers a ready-made audience to advertisers following the popular Denver Post News. 11:15-11:30 pm, Tuesday thru Friday; 11:30-11:45 pm, Mondays.

**KPO**.....**San Francisco**  
"News of the World"—Morgan Beatty as commentator, plus on-the-scene reports from NBC's seasoned news experts around the world, attracts a wide and faithful audience. 4:15-4:30 pm, Tuesday and Thursday.

\*Effective November 2, 1946, becomes **WNBC**



# NBC SPOT SALES

New York, Circle 7-8300 ... Chicago, Superior 8300 ... San Francisco, Graystone 8700  
Washington, Republic 4000 ... Cleveland, Cherry 0942 ... Hollywood, Hollywood 6161  
Denver, Main 6211 ... Boston, Hancock 4239





## I'm Tommy's Mother

Tommy Johnson's mother is no ordinary housewife. For one thing, she's Tommy's mother. But besides that, she likes variety in her day-time radio programs. (Can you imagine anybody like that!) She has her favorite "story" shows on WTCN, but she likes WTCN particularly because she gets variety.

She doesn't want to listen to somebody else's troubles all day long!

And we don't want to listen to your troubles, either. We want to do something about 'em.



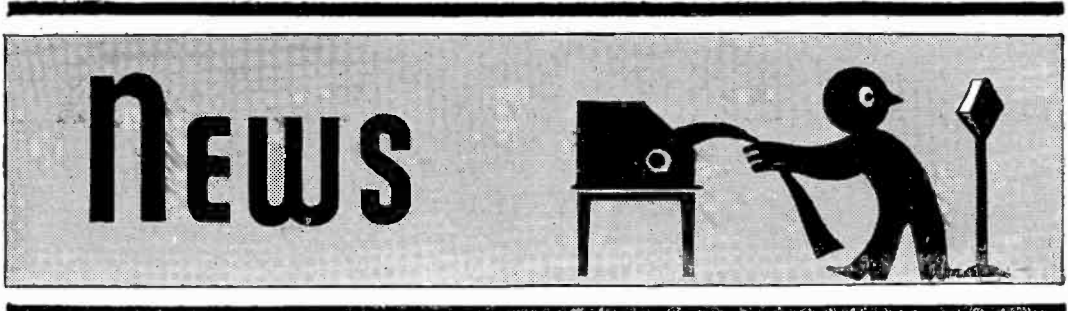
The **DOUBLE-DUTY** STATION

Serving two-thirds of the state's buying power rural—urban

ABC . . . plus high-listener locals



FREE and PETERS National Representatives



**PAUL CAPRON** has been appointed director of news at WCAU Philadelphia, succeeding **J. T. CONNOLLY** who becomes program director. Mr. Capron formerly had been with the Philadelphia Record. **BILL CAMPBELL** has been named sports editor of the station. **CHARLES C. SHAW**, CBS foreign correspondent, joins WCAU as commentator-analyst. He was news editor of KTSA San Antonio before going to London in 1943.

**BARNEY MILLER**, member of the news bureau staff of KNX Hollywood, has been named night manager of the bureau. He succeeds **HENRY KONYSKY** who now is with Smith, Bull & McCreey as copy and promotion writer. **MILTON TRASCHEL**, former newspaper and UP man, joins news bureau staff as Mr. Miller's replacement.

**HARRY W. FLANNERY**, CBS news analyst, Oct. 28 is to address members of a history group at California Tech. Pasadena, on "Eyes Front in a Cock-eyed World."

**FULTON LEWIS jr.**, MBS commentator, now has a flower named after him. Dedication of the flower, a new bronze-gold variety of Mum, was made while Mr. Lewis was stopping at WLEU Erie, Pa. Flower was raised by D. S. Paschke, who has a Mum farm in North East, Pa.

**HARRY WISMER**, ABC sports director, has been elected to the board of directors of the newly formed Athletic Institute Inc., Chicago. In this capacity he will represent the network on radio coverage planned by the institute.

**NICK GEARHART**, formerly with WOAI San Antonio, has joined KTBS Shreveport, La., as news editor. He also will handle sports programs sponsored by American Brewing Co., New Orleans.

**PETER ROBECK**, CBS Western Division farm news editor, is in St. Johns Hospital, Santa Monica, Calif., following operation for injury sustained during war.

**KNOX MANNING**, CBS Hollywood newscaster, will do narration on the Warner Bros. short film, "The Race Rider."

**DALE MORGAN**, special events director of WOL Washington, is the father of a girl.

**E. S. FROST**, out of the Canadian Army, has joined CKOV Kelowna, B. C., as news editor.

**GEORGE CROWELL**, formerly of WCOB Boston, has joined KROW Oakland, Calif., news staff. He replaces **JACK CRAWFORD** who resigned to become

secretary-manager of San Francisco Junior Chamber of Commerce.



**ARRIVING** home after World Series, Dixie Walker (l) of Brooklyn Dodgers fame is interviewed over WTNB Birmingham, Ala., by Ben Chapman, sports director of new station, which is now a month old. Evelyn S. Hicks, vice president and general manager of outlet, participates in discussion.

**GEORGE E. REEDY Sr.**, former UP correspondent and member of the Washington staff of the Philadelphia Inquirer, has taken over the 7:30 a.m. news spot on WOL Washington.

**DALE DANFORD**, Navy veteran, has joined the news and special events department of KOA Denver. He succeeds **AL TOPEL**, resigned.

**GORDON GRAHAM**, who became director of public events for WIBC Indianapolis last July, has been given added duties as supervisor of station's news broadcasting activities.

## W2XJT to Give 3-Month Course in Television

THREE-MONTH course in practical television production will be given in the studio of experimental television station W2XJT at 148-18 Jamaica Ave., Jamaica, L. I., beginning Nov. 5, it was announced last week by William B. Still, owner and operator of the station.

Registration will be limited to 25 students in order to give each the maximum opportunity for practical studio training. The students will work with standard, full-definition, "live" television equipment at every session with the final month devoted to the preparation and production of an original television show.

Miriam Tulin is director of the training program and guest lectures will be given by leaders in the industry. The course will be given on Tuesday and Thursday evenings, 7:30-10:30 p.m. from Nov. 5 through Jan. 30 for a tuition fee of \$100 which includes 24 sessions, field trips and a total of 80 hours of training with live equipment.

### Catholic Digest Names

**LYNN BURNS**, formerly in the continuity department of WKY Oklahoma City, has been named radio script writer for the Catholic Digest. **Aleda Randol**, previously with WGL Fort Wayne, Ind., has joined the publication's radio promotion department and **Jack McLean**, also formerly with WGL, has been named radio director and producer.

## Knoxville Mayor Competes To Buy 50% Of Gateway's Maryville, Tenn., Permit

**FIRM** headed by Cas Walker, mayor of Knoxville, last week submitted to FCC a competing application for the purchase of half interest in Gateway Broadcasting Co., permittee for a new Maryville, Tenn., station assigned 1400 kc with 250 w fulltime.

The application, which FCC authorities said was submitted on the last day for rival bids under the Avco rule, competes with that of George R. Dempster, president of Dempster Bros. Inc., construction equipment manufacturers, and former Knoxville city manager, for George Burne Smith's 50% interest. Both offer \$2,500.

Mayor Walker, president and treasurer of the contesting applicant—Public Service Broadcasting Corp.—owns 320 shares of the 400 shares of authorized common stock, while Max Friedman, a Knoxville radio announcer, has the additional 80 shares of stock but is not an officer of the firm. Norman B. Morrell, Knoxville lawyer, is secretary.

The application for transfer to Mr. Dempster was filed last spring, with Mr. Smith's withdrawal attributed to ill health [BROADCASTING, April 15]. Later Mr. Smith petitioned FCC to disregard that application, claiming that his partner, V. H. McLean, "exercised the superior forces of coercion . . . to get full control" of the station

[BROADCASTING, Sept. 16]. FCC sources indicated that the Commission had not acted on the petition because Mr. Smith failed to serve a copy on Mr. Dempster's attorney, Harold Mott, of the Washington firm of Welch & Mott.

Mr. Smith, a former engineer at WNOX Knoxville, said he delegated power of attorney to Charles H. Davis of Knoxville and later was informed that his interests had been sold to Mr. Dempster. He further charged that Mr. Davis "conspired with other parties, whether intentionally or not, and has thus adversely affected" his interests.

Mr. Davis was listed in the competing application as one of the incorporators of Public Service Broadcasting Corp.

## NBC Auditions

NBC last week announced several changes in its audition system. A permanent library of audition recordings, available at all times to NBC directors, has been set up as a casting aid. All directors will be assigned special periods to hear auditions. James Haupt, a program director, has been named to interview applicants for music auditions, and Edward King, a dramatic director, will interview actors and announcers.

## WAYX to Move

**WAYX** Waycross, Ga., now in its tenth year of broadcasting, has purchased land for a new station building which will house studios, offices, transmitter and control room for the station. A new antenna system will also be installed. Provisions have also been made for expansion in facilities in the future. Station is on 250-w fulltime operation, and is a Mutual affiliate. Jack Williams is owner.

## WOW Video Training

**TELEVISION** training plan has been announced by WOW Omaha and Creighton U. WOW equipment including two Image Orthicon cameras and six receivers will be installed at Creighton's auditorium, where programs will be produced by WOW staff members and Creighton students.

## Miller

(Continued from page 14)

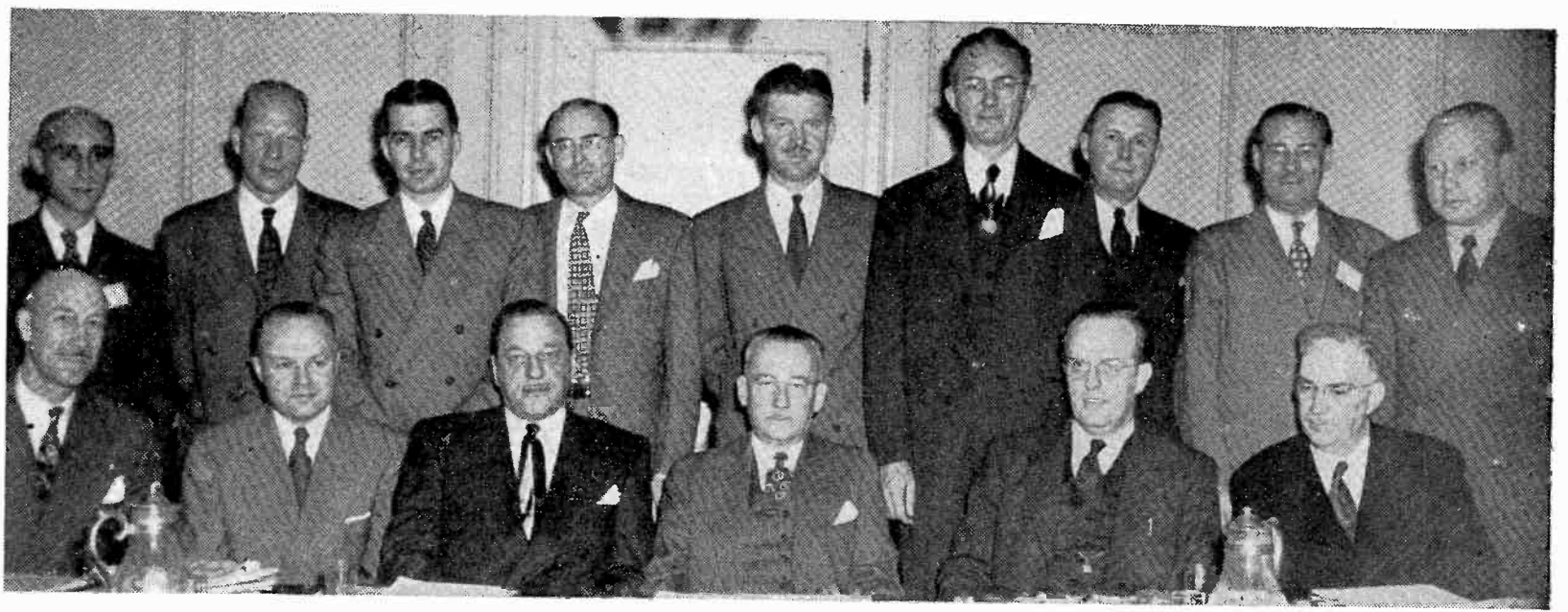
as meetings of several State associations, radio institutes, councils and conferences, and twenty-six meetings of NAB committees.

Let me take this opportunity, publicly, to express my thanks for the work of these committeemen, and of your Board of Directors, with which I have met, already, in six board meetings. You have placed in the hands of these men large power to determine policies and to direct the administration of the association. Needless to say, in an organization of this character, with so many members representing such diverse interests, it is necessary that its representatives shall be vested with authority to act, and that their judgments shall be respected as the judgments of the industry. The more smoothly an organization operates, the easier the operation may seem to one who is not close enough to be aware of how it is done. The smoothness of any performance—whether it be a well-acted play or a well-operated association—depends upon the ability and the skill of the actors.

I am happy to report to you that I have found your Board of Directors an exceptionally able, interested and qualified group. They represent the industry in a manner of which it can well be proud.

As the year of my initiation went by, I discovered, quite unexpectedly, that being your president involved, also, membership in or upon the boards of several other organizations closely or collaterally related to NAB.

Your friends and neighbors have told me of the good work which you are doing; of the important role which you are playing in community life. Government officials have thanked me, as your representative, for the splendid work which you have done, in war and in peace. I have met your critics, your competitors, your regulators. I have met broadcasters, bubbling with optimism and enthusiasm—light-hearted and apparently unconscious of clouds upon the hori-



PLANS for expanded audience studies and statistical services were considered by Research Committee members (seated, l to r): Earl Winger, WDOD Chattanooga; Roger Clipp, WFIL Philadelphia; Charles E. Couche, KALE Portland; J. C. Tully, chairman, WJAC Johnstown, Pa.; Kenneth H. Baker, NAB

director of research; Martin Campbell, WFAA Dallas. Standing, Oscar Katz, CBS; Hugh Beville, NBC; John Churchill, BMB; Dale Taylor, WENY Elmira; Elmo Wilson, CBS; Edward Evans, ABC; Dietrich Dirks, KTRI Sioux City; Ed Hayek, KATE Albert Lea; Frank Stanton, CBS, New York.

zon. I have met others who told me, mournfully, like the refrain of the hillbilly song, that we are: "Head-in' down the wrong highway." I can testify that you are as true a cross-section of the American people as can be found in any profession or industry or occupation. I am proud to be one of you.

### New Facilities

On the other hand, I have had occasion to be glad that I come of a long line of hardy American pioneers. Some phases of my new assignment have been pretty primitive. Frankly, it was something of a shock to go from the quiet, air-conditioned, conveniently-arranged chambers of a Federal judge to the hot, stuffy, noisy, little bedroom of an old row house in Washington, which constitutes the office of your president. The new building which we have acquired will give us adequate room and facilities for service to which the members of a great national association are entitled.

You will find in the annual report, detailed information about the organizational structure of NAB. You have already begun to receive the benefits of reorganization and the advantages which come from a full staff, properly organized. Needless to say, you could have better service with a larger staff; but it takes time to work out such reorganization and a certain amount of patience is necessary in doing so.

Some people have suggested that I desire to create a personal feud with the members of the FCC. Nothing could be farther from the truth. Several members are my old personal friends. For all the members I have great respect. No one understands better than I the difficulty of their positions, individually, or the arduousness of their tasks. I take this opportunity, publicly, to proclaim the high importance of their duties, the chaos which would result if they did not vigorously perform them, and the large measure of success which has attended their efforts.

I go farther and say that it is not only their privilege, but their duty to assert and to exercise their full power; to interpret the law as they sincerely believe it should be interpreted; to present, clearly, any issues which may arise, and to defend their position, vigorously, in court whenever an occasion makes it possible and proper to do so.

It has been said that this convention would be made the scene of a bitter feud over the Blue Book, issued last March by the

FCC. Nothing could be farther from the truth. I have talked to you about the Blue Book at each of the district meetings. My purpose in talking about it was to prevent a default judgment being entered against you. If it had been possible to present the issues in a case pending on appeal from a decision of the Commission, I would have preferred to do so. No such opportunity being available, I have used the other alternative. I hope

(Continued on page 65)

AVAILABLE FOR NATIONAL SPONSORSHIP

“AROUND  
THE  
TOWN”

7:15 P. M.  
Every Mon., Wed.  
and Fri.

WITH  
BILL FRANK

PREFERRED

LISTENING

that's why people  
STAY tuned  
to

1450  
**WILM**  
ON YOUR DIAL  
THE VOICE OF MUTUAL IN  
WILMINGTON,  
DELAWARE

An All-Time Favorite

**YOU ARE MY  
SUNSHINE**

Published by  
PEER INTERNATIONAL CORP.

Performance Rights  
Licensed Through

**BMI**

BROADCAST MUSIC, INC.  
580 Fifth Ave., New York 19, N.Y.



# ALLIED ARTS



**ROBERT S. TAPLINGER** will establish his own offices for industrial and public relations in key cities in this country and in London. Mr. Taplinger is now with Paramount Pictures in a production capacity and will remain with the studio for a month to complete preliminary preparation of the movie "World Cruise." New firm will represent both motion picture and radio accounts. Mr. Taplinger at one time headed his own public relations offices but sold his business to join Warner Bros. as director of publicity. Prior to that, he was with CBS for seven years in charge of publicity and special events broadcasts.

**STROMBERG-CARLSON**, Toronto, has been appointed Canadian distributor for electronic equipment manufactured by Sylvania Electric Products. Electronic tubes, industrial and electronic devices for communication applications, and laboratory devices are among types of Sylvania products which Stromberg-Carlson will distribute.

**GORDON M. DAY Advertising Service**, Boston, has opened an office in New York at 145 E. 53rd St. Telephone: Plaza 3-3460. Firm's services include advertising music for musical commercials, scripts and complete shows.

**BRUSH DEVELOPMENT Corp.**, Cleveland, has started large scale consumer promotion campaign for new electronic recorder-reproducer, the Mail-A-Voice. Instrument makes magnetic recordings on foldable paper blanks that can be mailed.

**A. J. LINDHOLM**, former West Coast division manager, has been named general sales manager of Majestic Radio and Television Corp. He also serves in this capacity for Majestic Records.

**HORACE SCHWERIN**, president of Schwerin Research Corp., radio audience study firm, has been elected president

of Research Analysts Inc., New York, market research organization.

**WAYNE F. HUTCHINSON**, former operations manager in charge of production, continuity and announcers, WHN New York, has joined publicity staff of American Cancer Society, New York.

**JAMES H. OWENS**, who is in charge of amateur and special purpose tube sales activities for the RCA Tube Dept., was guest speaker at the ninth annual Boston "Hamfest" Oct. 19. Mr. Owens spoke about new uses of electron tubes. The Eastern Massachusetts Amateur Radio Assn. and the South Shore Amateur Radio Club sponsored the Boston meeting for amateur operators.

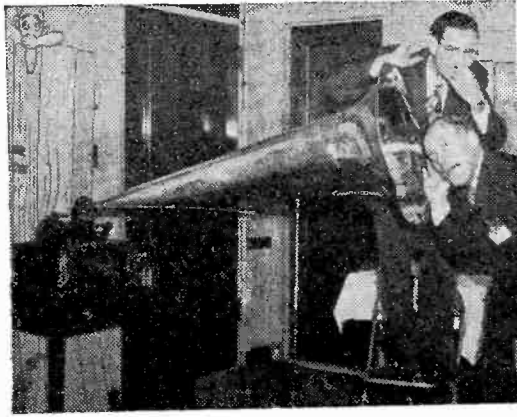
**DON CLARK**, former head of news at KFDA Amarillo, Tex., has joined staff of U. of Oklahoma as assistant professor of radio. He onetime was radio and speech instructor at Emporia State College, Emporia, Kan. In new post he will teach radio classes and do productions in the university's Radio Workshop, broadcasting on WNAD Norman, state-owned station.

**ED MEAGHER**, former city editor of Tacoma (Wash.) Times, has joined Bernie Milligan, Hollywood publicity organization.

**RADIO'S RELIABLE RESOURCES**, Philadelphia, industry employment agency, has moved to new enlarged quarters at 312-313 Hardt Bldg., 1649 North Broad St.

## Marine Radar

NEW merchant marine radar equipment, tested aboard a Great Lakes steamer of the Pittsburgh Steamship Co., has proved capable of detecting small objects at ranges as short as 80 yards. Manufactured by Radiomarine Corp. of America, the new model CR-101 radar uses one of the highest frequency bands, 3.2 centimeters, and produces a picture of vessels at distances up to 25 miles, RCA said.



MUSIC was pretty sad in those days, pantomimes Milt Blink (on chair), vice president and general manager of Standard Radio, Chicago, while Gus Hagenah, of Standard Radio, Chicago, strains an ear to catch the notes from the Columbia graphophone (circa 1900) displayed at the transcription company's suite during the Convention.

## 3,242 VIDEO SETS MADE IN SEPTEMBER

A TREMENDOUS increase in the production of television receivers—3,242 units for September as against 225 total for the previous eight months of 1946—was reported last Thursday by the Radio Manufacturers Assn.

Almost all of the television receivers produced last month were video-radio-phonograph combinations, of the direct-viewing type.

The output of radio-phonograph combination consoles for September 1946 exceeded the all-time peak of September 1941, RMA also announced. The association said that consoles without phonographs are declining because of consumer demand for combination radio-phonograph sets.

Although overall September radio set production, as reported by RMA members, was 1,323,291 compared with 1,442,757 in August, the RMA said that the decrease was largely attributed to the fact that there were two less working days in September. Proportional and numerical increases in FM-AM receivers and radio-phonograph combination sets were achieved last month, according to RMA. FM-equipped radio sets totaled 17,541 as compared with 13,892 in August. The production of consoles and console radio-phonograph combinations rose from 101,744 in August to 118,500 for September.

## Record Time Sale

RECORD time sale for new station is claimed by KFMJ Tulsa, which begins operation about Nov. 3, according to the general manager, Lawson Taylor. Station, to operate on 1050 kc with 1 kw daytime, has sold all of its newscasts to Vandevors, Tulsa's oldest department store. Schedule, using UP 24-hour service, covers 12 five-minute newscasts daily on the hour. It starts Nov. 5 and, according to Mr. Taylor, is third largest news schedule ever signed.



TRANSCRIPTION SALES, Springfield, Ohio, has opened two district sales offices. **EDWARD B. HOCHHAUSER Jr.** is in charge of branch opened at 130 E. 56th St., New York, Plaza 9-1446. Second office is located at 6381 Hollywood Blvd., Hollywood, with **ROGER B. READ** in charge. Additional offices are being opened in Atlanta with **ROBERT HORST** as representative; Dallas, **WILLIAM MERTZ**, and Chicago, **HARRY LIPPINCOTT**. Firm offers open-end transcribed shows for national, regional and local sponsorship.

**REMY FARKAS**, WQXR New York foreign record expert, has returned from a month's buying trip through Western Europe and announced the addition of 600 items to his collection of 12,000 records. These new records will be played on his "Record Rarities" program, Tues.-Thurs. 7:30-8 p.m. Mr. Farkas also bought 100,000 records for the Liberty Music Shops, sponsor of his WQXR program, where he is manager of the foreign department.

**NATALIE TOWLE** and **JACK RIDGE**, both record m.c.s of WWDC Washington, have announced their engagement. Mr. Ridge conducts all-night "Yawn Patrol."

**BRUCE ALTMAN** has been appointed director of newly created sales promotion department of Black & White Records Inc., Hollywood. In that capacity he'll handle all sales promotion, advertising and publicity of the firm.

**RUSSELL HUDSON**, head of network sales service, ABC, Hollywood, in addition has been appointed Western Division recording manager.

**NICK KENNY**, New York Mirror columnist, is being offered by General Artists Corp. as a disc jockey in a half-hour show.

**CATHOLIC DIGEST** has prepared for national release a series of transcribed programs featuring Franklyn MacCormack, narrator, with musical moods by Elwyn Owen.

**IRA COOK**, disc m.c. of KFAC Los Angeles, in November is to marry **VIRGINIA JACKSON** of Margaret Ettinger & Co., Hollywood publicity service.

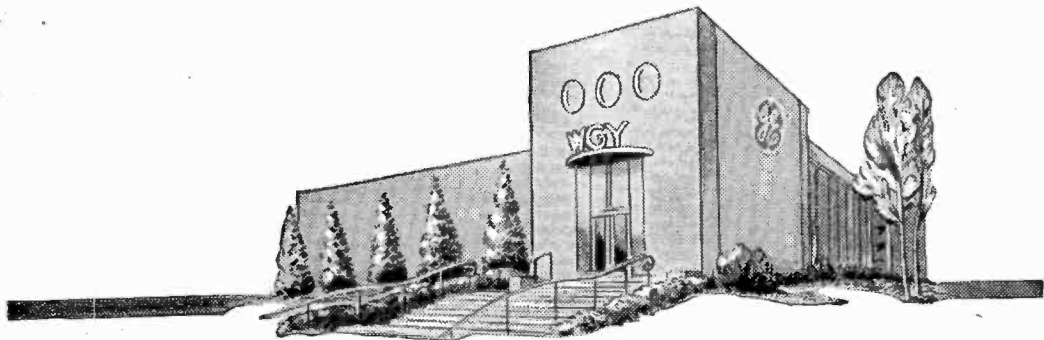
## ABC Election News

TO GIVE full coverage to the Congressional and gubernatorial elections, ABC on Nov. 5 will cancel regular shows after 8:15 p.m. It will remove the seats from New York studio 6B and move in teletypes, telephones, and desks. Election results will be broadcast at intervals beginning at 3 p.m., and after 8:15 p.m. the network will devote full broadcast time to the returns. Thomas Velotta, ABC director of news and special events and John Madigan, ABC director of national news, will be in charge. At 8:30 p.m. a special dramatic program written by Vince Dempsey will present biographies of likely nominees for 1948. On Nov. 4, 9:30-10 p.m., ABC will broadcast *Election Prologues*, with Elmer Davis interviewing ABC reporters all over the country.

## Albers to Desist

FEDERAL TRADE COMMISSION announced last week Albers Milling Co., Portland, Ore. (Friskies dog food), has agreed to stop advertising that Friskies contains meat, will cure certain diseases or has won contest in competition with other dog foods. Albers uses radio.

24 YEARS OF SERVICE



## 24 YEARS OF EDUCATIONAL BROADCASTING Co-Operation with Local School Systems

... For the past 24 years WGY has offered school systems in the area a wide variety of educational programs.

Area high school and secondary school children are now in the sixth year of programs written, produced and presented by them on Tuesdays and Thursdays at 1:15 p. m.

Out of this co-operation has grown the Northeastern Radio Council, one of the first groups of educators to study broadcasting and plan school programs in direct co-operation with a radio station.

Represented Nationally by NBC Spot Sales

NBC—Affiliate

50,000 WATTS **WGY** SCHENECTADY, N.Y.

GENERAL ELECTRIC

## Miller

(Continued from page 63)

the issue has been clearly made. When the opportunity comes to make it, formally, in a judicial proceeding I shall urge that it be done. Otherwise, it is not necessary—so far as I am concerned—that there be further discussion of the Blue Book *per se*.

Moreover, I am happy to say that there is a growing disposition for friendly cooperation between your Association and the Commission. You will be interested to know that, at the request of the Commission, NAB printed several thousand copies of the Blue Book. You will be amused to know that in a debate upon the subject of broadcasting in the British Parliament, the assumption was made that—because we printed the report—we agreed with it.

A number of other instances of cooperation could be listed. Recently, Mr. Denny, Chairman of the Commission, kindly sat in conference with me and with Assistant Attorney General Wendell Berge to discuss the extent to which the industry can safely go in the adoption of standards of practice and in devising methods of securing observance of them. We shall have more conferences of this kind as our plans go forward.

### Outside Instigation

Much of the heat which has been engendered during recent months has come from non-professional comments about professional statements. Mr. Denny is a lawyer and understands that it is possible and proper to state issues and to take positions thereon — diametrically opposed to each other — without emotion, without heat and without any desire for personal feuds.

Personally, I do not believe that continual controversy on such a level is necessary. Personally, I prefer to settle disputes by discussion, negotiation, mediation, arbitration and adjudication. But I recognize that there are psychological factors of publicity and prestige involved in the method of controversy. If the time for controversy comes, the world may as well know that I enjoy it just as much as any other lawyer. If any one has gotten the notion that the broadcasting industry is going to be "pushed around" during my administration, he has been very badly misinformed. On the level of lawyer's discussion or otherwise, I do not propose that we shall be intimidated, coerced, or otherwise put to an unfair disadvantage.

With that background, let me say that there are long-time issues involved in the Commission's report which it will be necessary for us to work upon and with regard to which we must feel free to speak, as the months and years go by.

One of the long-continuing problems of radio broadcasting is that of Government relations. Specific-



WINNER of BROADCASTING'S silver trophy in the 11th NAB golf tournament, at Acacia Country Club, Oct. 20, was Sil Aston, manager of Howard Wilson Co., Chicago station representative. Mr. Aston scored a low net of 61. (Story and other pictures on pages 32, 33.)

cally, we must be concerned with the actions of Congress, the Dept. of Justice, the Federal Trade Commission, the FCC and the Federal courts. As time goes by, we will, probably, be increasingly concerned with the actions of State legislatures, State courts, State taxing and enforcement agencies. To some, these relationships are very distasteful. They would like to put them behind them as quickly as possible and forget them.

Unfortunately, that is impossible. Only under a beneficent dictatorship would it be possible. And, as such dictatorships rarely continue to be beneficent for long, even that solution would soon lose its sweetness. Whether we like it or not, we have come into an era of history in which the individual citizen and his representative associations must be constantly on the alert to require from Government careful and proper performance of the duties assigned to it, and equally careful respect for the rights of the people which it serves.

### In Public Eye

A man who holds Government office should expect careful scrutiny of his acts.

On the other hand, one who assumes to perform professional or industrial services which come within the scope of governmental regulation should expect the same careful scrutiny and the same frequent reminders.

It is just as much your privilege to criticize the Communications Commission as it is to criticize the President of the United States, or the OPA, or Congress. And it is just as much your duty to exercise good judgment and discretion in the one case as the other. The fact that the Commission holds the power

of life or death over your license makes no difference.

The Commissioners would be the last to let prejudice creep into their minds because of such an assertion of your rights.

We must give constant attention to the possibility of Congressional legislation with respect to broadcasting. It may be well to consider the advisability of taking a position on proposed labor legislation. We should observe the swing of the pendulum in such legislation and decide whether we should have a part in it.

### Labor's Advance

Many years ago the law discriminated harshly against organized labor. During the intervening years, friends and sponsors of labor succeeded in removing discrimination and, indeed, created a situation in which labor was put above the law, in several respects.

Now, we see the beginning of a trend in the other direction. The Lea Act is an example. It has been suggested that further legislation is necessary; to ban outlaw strikes, to prevent the use of strikes in jurisdictional disputes, to require cooling off periods, to require observance of union contracts, to require compulsory settlements of disputes by impartial arbitration boards, not under Government control.

We are faced constantly with the question whether we should

look to Congress for clarification of the Communications Act. A good example of the need is found in the practice used by the Commission of deciding cases in favor of applicants or licensees, while at the same time writing into their opinions legal philosophies and interpretations which are widely at variance from the Congressional intent and in conflict with the Constitution.

For example, in the *Mayflower* case, the requested renewal of license was granted, but it was granted only after a series of preliminary negotiations between the parties—the Commission and the licensee—during which the licensee was persuaded or coerced into an agreement not to use the station for editorial purposes. The technique of operation appears, clearly enough, from the decision itself.

Here we have, then, a case which strikes at the very heart of the First Amendment and at the provision of the Communications Act which prohibits the Commission from interfering in any way with freedom of speech. It is true that some evidence of reluctant repudiation of the *Mayflower* decision has appeared, but the case still stands as the Commission's interpretation of the law, and it was recently referred to, in the Commission's report, as the guiding precedent which will be used in de-

(Continued on page 67)

## ground work for air sales . . . .

WMMN's merchandising service is more than just routine. It has something *extra*.

We figure there's no point in giving you a whopping rating in 250,000 radio homes if your products don't rate equally high with dealers in this rich Monongahela Valley market that we serve.

WMMN wants you on top in *both* departments. That's why a market-wise WMMN representative visits 150 grocers and 90 druggists at least once every three months with sound facts about how your WMMN advertising is backing them up.

When he leaves, dealers are ready for your brand name, even if it isn't already on their shelves. And a detailed report of what we've done goes back to you.

It's fancy—but thorough and practical. We believe in ground work to back up your air work.

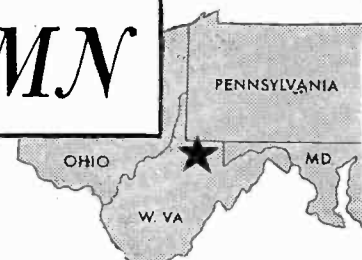
# WMMN

Fairmont, W. Va.

At the Corner of Four States

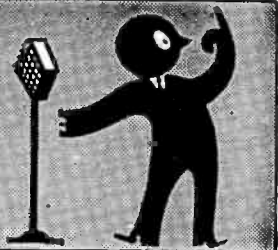
Ask a Blair Man

CBS — 5,000 Watts





# PRODUCTION



**JOSEPH WORTHY**, staff announcer at WGBS Miami, Fla., has been promoted to program director of the station. **OLIVER THORNBURG**, former announcer at WLW Cincinnati and WAGA Atlanta, is added to staff. **HEIDY MAYER**, previously with WPDQ Jacksonville, Fla., joins WGBS to present weekday series of children's programs as the Story Time Lady.

**JOHN MELVILLE**, news editor for WNOC Norwich, Conn., has been appointed program director. He will continue his morning newscast and nightly commentary.

**BOB WILLETT**, former CBC announcer and until recently production manager of CKMO Vancouver, B. C., now is freelancing in that city.

**SIGNE HASSO**, formerly of CKWX Vancouver, B. C., has joined the continuity department of CKEY Toronto.

**LUCY ELLIOTT**, former script writer at WWDC Washington, has been named head of the continuity at WKLY Lexington, Ky.

**JIM TURNER**, program director of KTBS Shreveport, La., has been named chairman of the radio section of the publicity committee of Shreveport's 1946 Community Chest Campaign.

**BEN HOLMES** has taken night announcing post at KOMA Oklahoma City following release from the Navy after 3½ years of service. He was with station previously.

**FRANK J. GAZAREK**, formerly with AFRS Casa Blanca, Oran and Rome, is new addition to the announcing staff of WHNC Henderson, N. C.

**RICHARD ZIEGLER**, Marine veteran, joins announcing staff of WKXL Concord, N. H.

**CHARLES VANDA**, CBS Hollywood executive producer who has been with

the network since 1935, has resigned to establish his own radio production office in that city. In addition to servicing advertising agencies, he also will act as counselor to sponsors and artists. Plans for new firm will be put into effect when Mr. Vanda returns to West Coast from New York about Dec. 1.

**BUD SHERMAN**, announcer at WOL Washington, is the father of a boy.

**EDGAR L. TIDWELL**, veteran program man, has been appointed program director of KSDJ San Diego, Calif. Former production manager of KGB that city, Mr. Tidwell recently was released from the Army as lieutenant colonel after five years in service. He installed radio stations in New Guinea and the Philippines area as a member of Gen. Douglas MacArthur's special staff. He also was radio officer in charge of the AFRS Jungle Network. New 5,000 w CBS affiliate on 1170 kc will begin operations about Nov. 1.



Mr. Tidwell

**ED CONDIT**, former announcer at WKWF Key West, Fla., and **JAMES WOOD** are new additions to the announcing staff of WCCP Savannah, Ga.

**PAUL HUGHES**, announcer of KTAR Phoenix, Ariz., is father of girl.

**EARL NIGHTINGALE**, recently separated from Marine Corps, has joined announcing staff of KTAR Phoenix.

**HENRY HULL Jr.** has been named new producer of the "Sunday Party" on

ABC starring Louise Carlyle, Phil Hanna and Phil Davis orchestra. Show is sponsored by Charles E. Hires Co. through N. W. Ayer & Son, New York.

**JUNE HANSON** of the continuity department of CKMO Vancouver, B. C., has resigned to freelance. Her place is taken by **VIC FERGIE**, announcer. **DAL MAXWELL** has joined the CKMO announcing staff.

**WILLIAM INGLIS**, recently of the RCAF and a graduate of the Radio Academy of Arts, Toronto, is new announcer at CBR Vancouver, B. C.

**WILLIAM MAVOR** has joined the announcing staff of CHWK Chilliwack, B. C.

**FRANK BOND** and **GEORGE L. POWELL**, both discharged from the Canadian Army after overseas service, have joined the announcing staff of CKOV Kelowna, B. C.

**VERGINIA GRACIOUS**, freelance radio writer, has joined NBC Central Division continuity department. Miss Gracious formerly was employed by the United Airlines.

**BILL WILSON**, formerly of WSPB Sarasota, Fla., has joined the announcing staff of WDOE Chattanooga, Tenn. Also new to staff is **LOU ESSICK**, formerly of WOSC Charleston, S. C.

**EDGAR BERGEN**, NBC personality, is in New York with his partner **PATRICK CUNNING**, to confer with agencies on development of eastern television production service.

**DON MCCALL**, announcer of Don Lee Broadcasting System, is the father of a boy.

**LUCILLE JONES**, former head of Standard Radio script department, has joined CBS Hollywood in similar capacity.

**GEORGE W. WOOLERY**, freelance writer and producer, is doing series of half-hour programs for KUSC-FM, U. of Southern California new FM outlet. He was chief of AFN continuity in Europe during war.

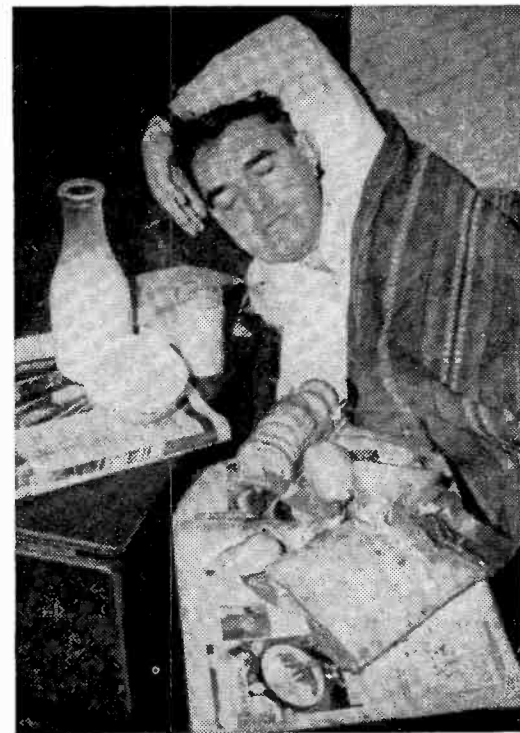
**IAN REID** and **ROBERT MCGALL**, graduates of the Academy of Radio Arts, Toronto, have joined the production department of CBL Toronto.

**DICK BREEN**, producer of KGO San Francisco, is the father of twin boys.

**FRANCIS FARMER WILDER**, CBS New York consultant for daytime programs, is to arrive in Hollywood Nov. 4 for two weeks of conferences.

**GORDON HAWKINS**, program and educational director of Westinghouse Radio Stations, is suffering an attack of acute bursitis. He has been unable to attend School Broadcast Conference in Chicago.

**JOHN CORBETT** has rejoined the announcing staff of WFBL Syracuse, N. Y., on parttime basis while attending Syra-



**TAKING OVER** boss's office, that of General Manager Merle Jones, Morning Man Art Brown of WOL Washington sleeps-out the Capital's hotel strike. Recently returned to WOL from WHN New York, Mr. Brown and his wife had to take room at Washington Hotel pending location of an apartment. Came the hotel strike and the morning man can't go home. He's AFM as well as AFRA member and picket lines mark hotel entrances.

cause U. **IRENE DOLBEAR** is new addition to station's program department. **RAY CHEYNEY**, announcer, and **BETTY TIERNEY**, script writer, both new to radio, have been added to staff of WSNY Schenectady, N. Y.

**BILL SHEEHAN**, announcer, and **ROSEMARY MANSWORTH**, secretary, both of WDRG Hartford, Conn., have announced their engagement.

**BILL MARTIN**, formerly with WEP Harrisburg, Pa., is new addition to the announcing staff of WWSW Pittsburgh. **MARTIN TALL**, formerly with WINX Washington and at one time with KLBA Little Rock, Ark., has joined KROW Oakland, Calif., replacing **FRANK MERRILL**, resigned.

**NED TOLLINGER**, former producer, Young & Rubicam, Hollywood, has been named Mutual program coordinator, Hollywood.

## Canadian Ratings

ONLY ONE Canadian evening program during September made the popularity rating of the first 10 evening English-language programs, according to survey of Elliott-Haynes Ltd., Toronto, just released. *Share The Wealth* came tenth on the list, which was led by *Charlie McCarthy* with a rating of 29.5, followed by *Radio Theatre* 26.5, *Ozzie & Harriett* 20.7, *Album of Familiar Music* 18.4, *Fred Waring* 16.9, *Waltz Time* 16.1, *Music Hall* 13.9, *Big Town* 13.3, *Green Hornet* 13.2, and *Share The Wealth* 12.6. English-language daytime programs during September were led by *Big Sister* with rating of 15.6, *Lucy Linton* 15.0, *Happy Gang* 15.0 (Canadian origination), *Pepper Young's Family* 14.1, and *Ma Perkins* 13.8. Most popular French-language evening programs in September were *Un Homme et Son Peche* with rating of 33.6, *Ceux qu'on Aime* 23.9, *Cafe Concert* 23.9, *Metropole* 23.0, and *Theatre Improvise* 21.9. French-language daytime programs during September were led by *Jeunesse Doree* 25.1, *Rue Principale* 21.1, *Vie de Famille* 19.8, *Tante Lucy* 19.0, and *Joyeux Troubadours* 18.6.

## FIRE-STRUCK WRNY WILL OPEN ON TIME

FIRE started by sparks from an acetylene torch caused several thousand dollars damage to offices of WRNY Rochester, N. Y., the night of Oct. 15.

The new station will not be delayed in its opening scheduled for the near future, however, it was estimated by Lester W. Lindow, general manager.

Remodeling of the building at 191 East Ave., Rochester, has been underway for several months. The acetylene torch, used to cut a steel beam, sprayed sparks between walls, and after smoldering for several hours, they broke into flame. The fire did not get into the studios or equipment section of the building, being confined to the offices. The station will operate on 680 kc with 250 w.

### Joins ANAN

**JOHN W. MCGUIRE**, former account executive and director of the aviation division, Ruthrauff & Ryan, New York, has joined American Newspaper Advertising Network as a member of the eastern sales staff.

21 YEARS Young!

# WOOD

CHATTANOOGA, TENN.

CBS

5,000 WATTS DAY AND NIGHT

first IN ADVERTISING, LISTENER ACCEPTANCE, AND PUBLIC SERVICE

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

(Continued from page 65)

deciding whether in particular cases the programming methods of licensees justify denial of renewal applications.

The same technique was used even more recently in a California case which, presumably, establishes the Commission's interpretation of the law to be, that each licensee who permits the broadcasting of religious programs must allow time for atheism. A similar question has arisen in a recent New York case where evidence of a newspaper's editorial policy was admitted at a hearing upon an application for a broadcaster's license.

If we could get these cases to the Supreme Court for determination we could soon straighten out the law and have a reasonable degree of certainty in its administration. The trouble is that the present scope of judicial review is so narrow as to make appeal of such questions difficult. If, in the *Mayflower* case, the license had been denied—instead of granted—on the ground that the operator was using the station for editorial purposes, or on several grounds including this one, it would have been possible to get a judicial review and determination.

#### Above the Law

The situation which results is that by using this device of writing into opinions restrictions upon the rights of licensees, or interpretations of the law which expand the powers of the Commission, while at the same time granting the applications of intimidated or over-persuaded licensees, the Commission becomes, practically speaking, above the law.

Broadcasters throughout the land are warned that unless they conform to the new philosophies and interpretations, they are in danger of losing their licenses when the renewal time arrives. Rather than jeopardize their investments, many conform to rules and regulations which may be entirely outside the law.

The danger is emphasized by the Commission's reliance upon the judicial rule of statutory interpretation which says that if those affected by its decisions acquiesce in them, this constitutes persuasive evidence of their correctness.

The problem becomes a more aggravated one in a case involving freedom of speech because it is the people's right—much more than the broadcasters—which is infringed. If by administrative manipulation, the licensees—who are the people's trustees in this instance—are persuaded or coerced into acceptance of the Commission's decisions, the people may wake up some of these days and find their Constitutional rights washed away.

For all these reasons it seems



AT MEETING of Music Advisory Committee were (seated, l to r): Joseph A. McDonald, ABC; Edward Souhami, NBC; Robert T. Mason, WMRN Marion, O.; Campbell Arnoux, WTAR Norfolk. Back row: Ted Streibert, WOR; Julius Brauner, CBS; J. Harold Ryan, Fort Industry Co.; Ed Yocum, KGHL Billings, Mont.; Don Petty, NAB general counsel.

that here is a situation which may best be handled by legislation. While it is true that the tendency of recent years has been, more and more, to restrict judicial review of administrative decisions, at the same time there has been a growing tendency to open the way for speedy judicial determination of Constitutional questions. Congress might well provide that any citizen has a sufficient interest to appeal from a decision of the Commission which in any way tends to violate the Constitution of the United States.

We may expect an increasing interest in broadcasting upon the part of State legislators and State taxing and enforcement officers. Here is a large and tempting area. So far, it has been pretty generally conceded that broadcasting is exclusively interstate in character; hence properly within the scope of federal control under the Constitutional provision which gives to Congress power to regulate trade between the several States. This includes power to provide punishment for violation of acts which Congress may proscribe as crimes. Such an extension of power might give the Attorney General of the United States a large interest in broadcasting.

But there is good reason to suppose that the States, too, may enter this field. Already, there have been threats to prosecute station operators on the theory that certain programs contribute to the delinquency of children.

If we can maintain, successfully, that broadcasting, like newspapers and magazines, is an agency of free speech, we will have a secure basis upon which to resist punitive, confiscatory and disciplinary tax laws. It may be well for some who are interested only in the financial side of broadcasting to remember this fact.

As FM, facsimile and television develop we may well expect to have some experimental State legislation, designed to test whether these short range operations are entirely interstate in character.

No group of people have it more

within their power to shape the public opinion of the country than have the broadcasters. The shape of things to come is largely a matter of our molding. Surely, no one can doubt that with such opportunities go great responsibilities.

I am not proposing that every broadcaster shall become a crusading editor; nor, even that each shall editorialize if he is not inclined that way. It is quite another thing to insist that the right and the privilege of editorializing is implicit in the First Amendment and in the provisions of the Communications Act. By way of comparison, I would not insist that each news-

paper or magazine should have an editorial page.

But does anyone, for a moment, doubt that if the right were challenged, every editor would rise to meet it? That is the great tradition of the press. It is one for which men suffered martyrdom.

Equally important—and beyond the editorial function—is control of program character and content. We stand in a position of trusteeship, so far as the people are concerned. As licensees you—each of you—has power to say that this program shall be broadcast and that shall not. Except for a few extreme cases, such as obscenity, incitement to crime and violence, contempt of court, contributing to the delinquency of children, the licensed operator becomes arbiter of the character of information, education, entertainment, which goes out over the several frequencies.

Some will say: "But your own examples are ones in which it has been necessary for government to assume control." Yes, indeed, and there are some people who would gladly turn over to government all such controls and operation, too; of transportation, of production, of communication, of religion, of education, of information, of professional service; of things of the mind and spirit, as well as of the body. There are many people who are not even aware of the difference between minimum controls for

(Continued on page 71)

**CLEVELAND'S Chief STATION**

**TAKES THE GAMBLE OUT OF TIME BUYING**

WJW's daytime dialers give you an ace in the hole in the Cleveland billionarea—more daytime listeners per dollar than any other regional station. Why gamble in the great Cleveland market—when WJW offers you a sure thing!

BASIC  
**ABC Network**  
CLEVELAND, O.

WJW

850 KC  
**5000 Watts**  
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY



**COLLEGE INN FOOD PRODUCTS** Co., Chicago, plans to use radio to promote its tomato juice cocktail. Agency is Weiss & Geller, Chicago.

**PAVONIA JUICE GRAPE JOBBERS**, Jersey city (juice grapes for home wine-making and preserving) has appointed Frederick-Clinton Co., New York, to handle its advertising. A radio campaign using five and 15-minute news shows will be started in regional markets immediately.

**HERBERTS RESTAURANTS**, Los Angeles (chain), has appointed The Tullis Co., Los Angeles, to handle advertising. Radio will be used with Southern California spot campaign as start.

**ELEANOR GREEN**, San Francisco (women's dresses), has appointed Hugo Scheibner Inc., Los Angeles, to handle all advertising.

**VICK CHEMICAL Co.**, New York (Vick salve, cough drops), adding to national campaign, Oct. 21 started spot announcement schedule on KMPC Hollywood. Contract is for 26 weeks. Agency is Morse International, New York.

**ROYAL WINTER FAIR**, Toronto, has started spot announcements on stations in southern Ontario to announce events at the first postwar Royal Winter Fair, during second week of November. Agency is Harry E. Foster Agencies, Toronto.

**LOS ANGELES HOCKEY CLUB**, Los Angeles (big league ice hockey), Oct. 17 started spot announcement schedules on KRKD KFOX KFVD KFAC KECA KFWD KGFJ KLIAC KMPC KWKW KIEV. Contracts are for 13 weeks. Commencing Nov. 2 club sponsors twice weekly 25-minute remote broadcasts of hockey games from Sonia Heinie Ice Palace, Westwood, Calif. on KMPC Hollywood. Contract is for 14 weeks. Agency is Milton Weinberg Adv., Los Angeles.

**CHARLES J. DURBAN**, assistant advertising manager, United States Rubber Co., and **JOHN ALLEN**, television director of Marschalk & Pratt, Oct. 23 discussed their video programs and showed films of the commercials they currently are using at the meeting of American Television Society held at the Barbizon Plaza, New York.

**COLGATE-PALMOLIVE-PEET Co.**, Toronto (Super Suds), has started noon-

# SPONSORS



hour flash announcements on a number of Canadian stations. Agency is L. J. Heagerty & Assoc., Toronto.

**SHERRY-DUNN Inc.**, Hollywood (perfumes, colognes), has appointed Manson-Gold Adv., Hollywood, to handle advertising. Spot radio will be used.

**UNITED ARTISTS Corp.**, New York, has appointed Lawrence Fertig Adv., New York, to handle advertising for "The Private Affairs of Bel Ami," Loew-Lewin production. Spot announcements will be used first part of February as film is presented in cities throughout country.

**NORTHERN RADIO INDUSTRIES**, Toronto (Emerson radios), has appointed Stewart-Lovick, Toronto, to handle Canadian advertising for the Emerson receivers.

**INDEPENDENT DRUGGISTS ALLIANCE**, Toronto (retail drug stores), has started weekly five-minute quiz program on 22 Ontario stations, and a Saturday night half-hour "Barn Dance" on CKNX Wingham, Ont. Agency is J. J. Gibbons Ltd., Toronto.

**WEST COAST SOAP Co.**, Oakland, Calif., has signed 52 week contracts through Ad Fried Adv., that city, for chainbreaks on KQW KROY KMJ KFBK KWG KERN KOH and McClatchy Network. This is initial schedule.

**SANDERSON SMITH**, Army veteran formerly with McCann-Erickson, has joined the advertising department of Golden State Co., San Francisco (dairy products).

**STITCH-MASTER Div.**, Carl B. Kraus Elevator Co. (sewing machine accessory), has appointed Lieber Adv., Chicago. Plans include radio.

**MacLEAN-HUNTER PUB. Co.**, Toronto (MacLean's Magazine), plans spot an-

nouncement campaign with 13 announcements before each semi-monthly issue of the magazine, on a number of Canadian stations. Agency is Cockfield Brown & Co., Toronto.

**CORNING GLASS WORKS**, Corning, N. Y., has named Charles L. Rumrill & Co., Rochester, to handle advertising for its technical products division.



**TELLING** story at meeting of Merchandisers Club of St. Joseph Valley, South Bend, Ind., is Oliver B. Capelle (l), sales promotion manager of Miles Labs., Elkhart, Ind. His appreciative audience consists of Irvin S. Dolk (center) of Lamport, Fox, Prell & Dolk, South Bend agency, and Wilber J. Schult (r), president of Schult Trailers, Elkhart. Mr. Capelle, in a speech, said radio gets the lion's share of Miles advertising because it pays off.

## NETWORK ACCOUNTS

### New Business

**UNION OIL CO.**, Los Angeles, Oct. 21 for 52 weeks started "An Adventure With Richard Davis, Private Investigator" on 40 Don Lee stations and KTRB Modesto, Mon. 8-8:30 p.m. (PST). Agency: Foote, Cone & Belding, Los Angeles.

**TURCO PRODUCTS**, Los Angeles (Tay-detergent), Nov. 12 starts for 52 weeks Erskine Johnson on 23 Don Lee Pacific stations, Tues.-Thurs. 4:30-4:45 p.m. (PST). Agency: Davis & Beaven, Los Angeles.

**HASTINGS Mfg. Co.**, Hastings, Mich. (piston rings), has started "I Deal in Crime" on 200 ABC stations, Sat. 8:30-9 p.m. (EST), with West Coast repeat, 7:30-8 p.m. (PST). Agency: Keeling & Co., Indianapolis.

### Net Renewal

**ELECTRIC AUTO-LITE Co.**, Toledo, Ohio, Oct. 10 for 52 weeks renewed "Dick Haymes Show" on CBS, Thurs. 9-9:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

### Net Change

**S AND W FINE FOODS**, San Francisco (food, coffee), Nov. 4 replaces for 52 weeks "Rex Miller—Commentator" with "Mel Venter's Pictorial" on 40 Don Lee stations Mon.-Wed.-Fri. 9:15-9:30 p.m. (PST). Agency: Brisacher, Van Norden & Staff, Los Angeles.

## WNDR Appoints

**RAYMOND L. SERVATIUS** has been appointed program director of WNDR Syracuse, N. Y., now in process of construction, and Paul Lee has been appointed chief engineer of the station. Patricia Farrell has been named publicity director and Jane Tulick continuity director. Paul Raymer Co. has been appointed national representative.

## LENNEN & MITCHELL LOSE ORR, JERGENS

**ROBERT W. ORR** has resigned as vice president of Lennen & Mitchell, it was announced last week by Phillip W. Lennen, agency president. Mr. Orr, who has been with the agency for the past 22 years leaves to open his own agency which will handle the advertising of all Jergens-Woodbury products. The radio advertising will be turned over to the Orr Agency on Dec. 1.

At the same time Mr. Lennen predicted that billings of Lennen & Mitchell will reach a new high for 1946—a figure of \$15,000,000,—as a result of several new accounts which have been added to the agency's client list in recent months.

Mr. Lennen and Ray Vir Den, executive vice president of the agency, said the agency will handle advertising for the Ruppert Brewery and Cagney Productions accounts effective Nov. 1. These accounts are expected to add nearly \$2,000,000 in billing next year.

## World Series Ratings

**ONE OR MORE** games of the 1946 World Series was heard by 60.6% of all people interviewed in a special survey done for MBS and Maxon Inc., New York, by Crossley Inc. This represented an increase of 15.2% over last year's seven-game series. Games between the Boston Red Sox and the St. Louis Cardinals, sponsored by Gillette Safety Razor Co. on MBS, had an average daily rating for the seven days of 32.1%, representing 69.7% of total audience tuned-in. This was highest average rating ever recorded for a series in which no New York team was represented, and the third highest rating recorded for the baseball classic, Mutual reported.

## Sign News Show

**PETER PAUL Inc.**, Naugatuck, Conn. (gum, candy), in addition to afternoon edition of *Bob Garred News* on Nov. 12 starts sponsoring that program thrice weekly on 12 CBS Pacific stations, Tues.-Thurs.-Sat. 7:30-7:45 a. m. (PST). Firm sponsors the newscast Mon.-Wed.-Fri. 4:45-4:55 p. m. on that same list of stations. Placement is through Brisacher, Van Norden & Staff, Los Angeles. Studebaker Pacific Corp., Los Angeles (autos), Dec. 2 starts for 30 weeks sponsoring *Bob Garred News* on 15 CBS Pacific stations, Mon.-Wed.-Fri. 7:30-7:45 a. m. (PST). Agency is Roche, Williams & Cleary, New York.

## WIRL to ABC

**WIRL Peoria, Ill.**, Jan. 1 will affiliate with ABC as a basic network station bringing ABC's total number of stations to 229. Operating full time with 5000 w on 1290 kc, station is owned by the Illinois Valley Broadcasting Co., and will be managed by John Camp.

# K P A C

# M B S





## FM Committee

(Continued from page 17)

Mr. Hirschman; E. J. Hodel, WCFC Beckley, W. Va.; W. Russell David, General Electric Co., Syracuse; Frank Gunther, Radio Engineering Labs.

At the Tuesday morning breakfast session, to which several FM broadcasters in addition to the steering committee had been invited, Chairman Hofheinz set up the following committees:

**Objectives**—Mr. Dillard, chairman; Messrs. Coy, Hodel, Hirschman, Jansky, David, Leonard Asch, WBCA Schenectady.

**Charter and By-laws**—Leonard Marks, Washington attorney, chairman.

**Temporary finance**—Mr. Gray, chairman; Messrs. David and Gunther.

**Nominations** — Mr. Gunther, chairman; Messrs. Coy, Kohn and Kay. (This committee also was authorized to select a paid executive secretary.)

The Committee on Objectives will meet in Washington at 10 a. m., Nov. 9 at the office of Mr. Dillard, 810 International Bldg. Mr. Marks, as a committee of one, will consult with the Objectives group on the charter and by-laws.

On Nov. 10 the Committee on Nominations will meet in Washington and on Nov. 11 the Steering Committee will meet in the offices of Jansky & Bailey, National Press Bldg., to receive recommendations of the various groups named by the acting chairman.

Mr. Jansky was elected acting secretary and Mr. Marks acting treasurer. All attending the Tuesday session pledged to convert their refunds from FMBI into the new

## GUESTS AND SPEAKERS at

Monday FM panel (1 to r): George P. Adair, chief engineer, FCC; Cecil D. Mastin, WMBF Binghamton; Robert T. Bartley, director, NAB FM Dept.; John V. L. Hogan, WQXR-WQXQ New York, Radio Inventions Inc.; Lester H. Nafzger, WELD Columbus; A. D. Willard Jr., NAB executive vice president.

Second group, Charles R. Denny Jr., acting chairman, FCC; Walter J. Damm, panel chairman and president of FMBI, WTMJ Milwaukee; Justin Miller, president, NAB; Edwin H. Armstrong, WFMN Alpine, N. J.; W. R. G. Baker, vice president, General Electric Co.

Third group, Paul A. de Mars, consultant; T. A. M. Craven, Cowles stations; Gordon Gray, WMIT Winston-Salem; Paul W. Morency, WTIC Hartford; W. G. H. Finch., Finch Telecommunications Inc.

Fourth group, Leslie C. Johnson, WHBF Rock Island; Elliott Crooks, Radio Inventions Inc.; Wayne Coy, WINX Washington.

organization. Others pledged contributions ranging from \$50 to \$200.

Attending the Monday preliminary meeting following the end of FMBI were: W. C. Bridges, WDUL Duluth; J. E. Mason WJTN-FM Jamestown, N. Y.; Hudson Eldridge, KOZY Kansas City, WSDC Washington; Mr. Hodel; Mr. Jansky; Marion T. Ayres, Shelbyville Radio, Shelbyville, Ind.; Millard L. Fisk, WFMZ-FM Allentown, Pa.

Samuel Wechsler, Metropolitan Television, New York; Ray H. Manson, president, Stromberg-Carlson Co., Rochester; Mr. Coy; Mr. Hofheinz; Mr. Hirschman; W. Dan Bell, Akron, applicant, Cleveland and Detroit; J. H. Frederick, Allentown, Pa.; Paul C. Brines, WGN Chicago; Frank J. Skret, Bristol, Conn., applicant; H. F. Kern, Potomac Broadcasting, Washington; Mr. Gray.

E. A. Wheeler, Evanston, Ill.; Mr. David, G. William Lang, WGN Chicago; Mr. Dillard, Mr. Gunther;

Gaines Kelley, *News Record*, Greensboro, N. C.; Paul W. Reed, WFAR Alliance, Ohio; Mr. Kohn, Clarence Lerch, Evansville, Ind.; Irvin P. Sulds, WHMB Washington; Cecil D. Mastin, WMBF-FM Binghamton, N. Y.

Helen Wood, WIBX, WIBX-FM Utica, N. Y.; John C. Pratt, Allentown, Pa.; O. R. Wright, KOZY Kansas City; Stanley Ray, WRCM-FM New Orleans; George Mayoral, WRCM New Orleans; Thomas B. Tighe, *Asbury Park Press*, Asbury Park, N. J.; A. B. Sambrook, World Broadcasting System, New York.

Attending the Tuesday breakfast session in addition to the Steering Committee were: Leonard Asch, WBCA Schenectady; Jonas Weiland, WFTC Kinston, N. C.; Theodore Granik, Washington FM grantee; Leonard Marks, Washington attorney.

## Hearing Postponed

HEARING on Allen B. Du Mont Labs' Pittsburgh television application, originally slated last Wednesday, was postponed without date by the FCC, awaiting a decision on the June hearing regarding Paramount Pictures Inc.'s holdings in several video applicants including Du Mont [BROADCASTING, July 1]. The action was taken on petition of Du Mont, only pending Pittsburgh television applicant.

## NOVIK GROUP SEEKS BRIDGEPORT PERMIT

MORRIS S. NOVIK, New York radio consultant and former director of New York City-owned WNYC and WNYC-FM, heads a firm which last week applied to FCC for a new 1-kw daytime station at Bridgeport, Conn., to operate on 740 kc. KTRH Houston and KQW San Francisco are the U. S. stations now using 740 kc.

Mr. Novik, who is president and owns 45% of the applicant firm, Connecticut Electronics Corp., is associated with his brother, Harry Novik, Stamford, Conn., clothing store proprietor (30%); the latter's wife, Sylvia Novik (15%), and Fred D. Schwarzkopf, city clerk of Bridgeport (10%). Mr. Novik, who also owns 25% of WKNY Kingston, N. Y., during the war was radio co-ordinator of New York City stations, for which he was highly commended by prominent civic and national organizations. Awards earned by WNYC during Mr. Novik's tenure as director of the station were attached as an exhibit to the application, which was filed through the Washington law firm of Cohn & Marks.

Construction cost of the new station was estimated at \$21,550, while monthly operating expenses and revenues were approximated at \$7,000 and \$8,000 respectively.

**WDSM**

**COVERS THE**

**Whole Duluth Superior Market**

AMERICAN BROADCASTING COMPANY

FREE & PETERS • NATIONAL REPRESENTATIVES



## FM Session

(Continued from page 17)

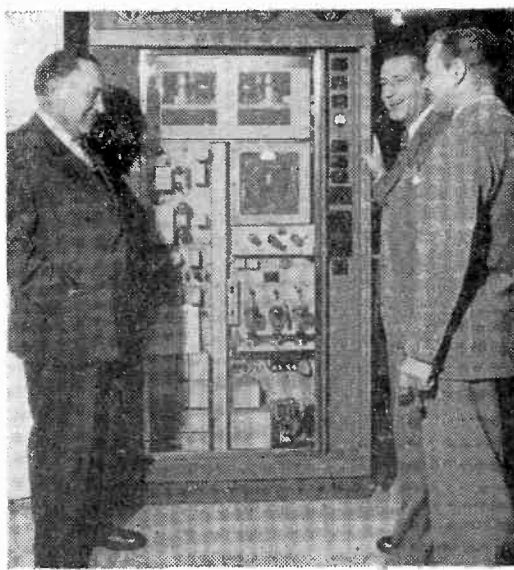
H. Nafzger, manager and chief engineer, WELD Columbus, Ohio, and A. D. (Jess) Willard Jr., NAB executive vice president.

### Solicited FM Questions

Preparatory to last week's meeting, the NAB FM Dept. sent questionnaires to all FM broadcasters, permittees and applicants, asking for questions to be submitted to the experts. From those questions were culled those which were answered.

Professor Armstrong, tracing the development of FM, declared: "You have the Blue Book with you today and its related Constitutional question of free speech because radio leadership in 1936 failed to pass on to the public the benefits of FM's development to which it was entitled. . . . That is when radio missed its first great opportunity to escape from the strait-jacket of frequency scarcity."

He declared that "virtually a



THAT'S MINE, says Dan E. Jayne, manager, WELL Battle Creek (left), referring to the first Western Electric 503 B-2 1 kw FM transmitter to leave the factory, which was to be delivered to WELL after making its debut at the NAB Convention. Looking on are S. P. Taylor, manager of distributor sales for Western, and Phil Gundy, Graybar Detroit manager of broadcast equipment sales.

decade" has been wasted "trying to overcome these and other man-made barriers which have been placed in FM's path. . . . As a net result of these delays not only do we have unsound engineering restrictions on radio, but on top of that we have the Blue Book itself, a product of these restrictions."

He predicted that shortly FM receivers would flood the market because "manufacturers have approached the saturation of the market for AM sets and they have no choice if they are going to stay in business."

Professor Armstrong said the future of FM, now past engineering hurdles, "rests with you, the broadcasters." Despite all the handicaps which the speaker said have been placed in the way of FM, he predicted that radio would remain free because of FM.

### Panel Answers

Following is a summary of answers to questions by each panel speaker:

Mr. Denny—The Commission concluded that "FM would be promoted faster if there were no impediment to AM broadcasters getting into FM." There is "no thought on the part of the Commission that the ruling" which permits duplication of AM programs on FM stations "be changed."

FM will not be returned to the old band (42-50 mc). Mr. Denny was applauded when he said: "The Commission regards the 88-108 mc allocation as final." He urged broadcasters to add the letters "FM" to their regular call letters. In cases where FM stations operate independently of AM, Chairman Denny said the Commission favored using the addition of "FM" as a means of helping to develop the new service.

So long as there are available frequencies and qualified appli-

cants the Commission will issue construction permits, he said, in answer to a question as to competitive services in nearby communities. As for war veterans or anyone else, the FCC is opposed to issuing CPs that will not be used immediately, he said. A new station must be built in the time specified by the FCC or the applicant "must satisfy the Commission that it's impossible to build in the time allowed."

One question brought laughter from the NAB members and a lengthy serious discussion by Mr. Denny. The question: "Is it considered necessary or even desirable to court the Commission personnel or contact a Congressman to get action from the FCC?"

There's no need to visit Washington, said Mr. Denny, and "entertainment of Commission personnel would be wholly improper. . . . We're always glad to see everybody come in with any problems. It's better to see you on uncontested problems. If there's a conflict and your application goes to hearing, we don't want to talk to anybody. We want only the information placed in the public record."

### Baker on Production

Dr. Baker—"Where are the receivers?" was the question asked by most FM broadcasters. Total FM set production as of Sept. 13 was 79,000, as compared to 6,000,000 AM table models and about 400,000 AM consoles. Stress has been on production of table models.

For the remainder of this year Dr. Baker said it looks as if by Jan. 1, 1947, there will be approximately 350,000 to 400,000 FM sets; 9,000,000 table model AM sets and about 800,000 AM consoles.

Biggest factor in delay of FM set production, said Dr. Baker, was the shift of FM from the 40-mc to the 100-mc band. Engineering had to start from scratch, and even old-line manufacturers couldn't produce FM sets without new engineering research. Equipment shortage and lack of engineering personnel also have contributed to the delay in set manufacture.

The average manufacturer had no alternative. He had to make AM sets quickly or lose his market entirely. Wood shortages also contributed to the FM delay. Statistics show most of the production went into table models with plastic cabinets.

Delay in getting production on FM sets "may be healthful," said Dr. Baker, inasmuch as transmitter production also has been delayed by the shift upward of FM. FM cannot be successful nationally with 250-w power. It must have greater power, he said.

As for the future Dr. Baker predicted—and he qualified it as "purely a personal guess"—that by the fourth quarter of 1947 a minimum of 30% of all sets manufactured will contain FM bands.

He guessed it would be more nearly 15 or 20%.

### Craven, deMars, Nafzger

Commander Craven and Mr. deMars—Directional antennas can be made practical. At some future date directionals may be necessary. The best location for an FM antenna is a hill outside a congested city, rather than the top of a building, although local conditions must be considered.

FM signals in the 100-mc band can be adequately measured and are being measured, said Mr. deMars. Asked whether some other system might supplant FM before FM replaces AM, Mr. Craven said: "My personal opinion is pulse modulation will not supplant FM. You have nothing to fear."

Mr. Nafzger—FM can best be promoted by AM stations by educating the public and advertisers alike. As to duplication of programs, that's a matter of circumstances. FM should compete with popular network shows, because not everybody likes the same programs. As for types of programs best suited for FM, Mr. Nafzger said programs should be much the same as those on AM—depending upon local needs and wants. He doesn't think FM will alter production techniques, but expressed the view that the station with the best programs, whether it be AM or FM, will get the listeners.

"To create a demand for FM receivers, people must understand what FM is," said Mr. Nafzger, "and what you plan to offer." He suggested FM stations start auditions for talent. In small communities a single FM station can do much to promote itself and set sales. In larger cities "all must join together."

### NAB's Position

Mr. Willard—NAB should not work on a uniform policy for network affiliations of FM stations. NAB has no hand in the relationship between affiliates and networks. NAB plans to help put FM on a nationwide basis by working to eradicate the music ban on duplicating programs invoked by James Caesar Petrillo.

"Mr. P. is just about the most powerful labor leader of these United States," declared Mr. Willard. He told about the NAB-sponsored industrywide music committee, that the "first priority" of the committee's aims was duplication of musical programs on FM.

He predicted that "some sort of decent respectable legislation will come along in the next session of Congress," and that the Lea Act (now under court test as a result of charges against Mr. Petrillo) might well be used as a foundation for overall labor legislation.

NAB should not appoint a committee to work with the RMA on receiver standards. That's a job for manufacturers. The FCC in times past has "considered stand-

(Continued on page 68-D)

THE VOICE OF MISSISSIPPI

# WJDX

1,000 N  
5,000 D

N. B. C.

## RETAIL SALES UP 123.71%

Sales tax collections for 1945 show that Mississippi people spent 123.71 per cent more for retail goods than in 1940, according to the Mississippi State Tax Commission. Total sales tax revenue showed a gain over 1940 of 118.28 per cent. Are these sales taxes being collected on your product?

**WJDX — t h e DOMINANT  
"Voice of Mississippi" effectively, efficiently covers this growing, improving market.**

Owned and Operated by

### LAMAR LIFE INSURANCE COMPANY

JACKSON, MISSISSIPPI

# Cerf, McGill Named to Peabody Board, Deadline Set Jan. 10

NEW members of the George Foster Peabody Radio Awards Board are Bennett A. Cerf, New York publisher, and Ralph McGill, editor of the *Atlanta Constitution*, it was announced last week by Dean John E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism.

This school in cooperation with NAB administers the Peabody awards. President of Random House Inc., Mr. Cerf founded the Modern Library, is the author of a number of humorous books and writes a column in the *Saturday Review of Literature*. He was responsible for the wartime radio program, *Books Are Bullets*, for the Council of Books.

Mr. McGill has been chairman of an Atlanta draft board; adviser to the War Labor Board for Georgia, the Children's Bureau of the Labor Dept., and a special adviser and consultant to the State Dept. His writings have appeared in a number of magazines.

## Awards Deadline

Dean Drewry also announced that deadline for 1946 entries in the Peabody contests has been set at Jan. 10, 1947. The Peabody Radio Awards will again give recognition to both programs and stations. Awards are to be made in the following categories:

(1) The program or series inaugurated and broadcast by a regional station (above 1000 w) which made an outstanding contribution to the welfare of the community or region the station serves. (2) The program or series inaugurated and

## RADIO TALENT ACTS BANQUET FEATURE

SOME 500 delegates to the NAB Convention were entertained by radio, stage and screen stars Thursday night at the annual banquet in the Stevens Hotel. With music by the "Old Left Handers," Joe Sanders of the former Coon-Sanders *Kansas City Nighthawks* orchestra (WDAF Kansas City, early 20s), the program included some of radio's top entertainers.

Highlight was the unscheduled appearance of Edgar Bergen and Charlie McCarthy. Ad libbing throughout, Bergen's alter ego discussed FCC - NAB relations, quipped: "We have our sponsors and agencies, but you have your Blue Book."

On the program also were Claude and Andree, comedy dancers; Gene Sheldon, pantomimic; Cinderella (Gloria Van) and Her Fellas, CBS Quartet; the Wesson Brothers, comedians, and Phil Regan, Irish tenor of radio, stage and screen. Don Gordon, Chicago freelance announcer, was m.c. It was the only speechless session.

broadcast by a local station (1000 w or under) which made an outstanding contribution to the welfare of the community the station serves. (3) Outstanding reporting and interpretation of the news. (4) Outstanding entertainment in drama. (5) Outstanding entertainment in music. (6) Outstanding educational program. (7) Outstanding children's program.

## Second Competing Bidder Seeks Late Entry in Indianapolis Stations Sale

A NEW QUESTION faces FCC in the already complicated proposed sale of WABW (FM)-WBBW Indianapolis: Whether to permit a minority stockholder to apply late for purchase of the stations under the Commission's Avco plan.

Martin R. Williams, Indianapolis consulting radio engineer, who owns 8% interest in the outlets, petitioned FCC for authority to file a late bid, contending that he did not know of the proposed sale before the 60 bidding days allowed by the Avco Rule had expired.

Evansville on the Air Inc., licensee of WGBF-WEOA-WMLL (FM) Evansville, which has the original contract for the purchase, replied that the sale was duly advertised, that Mr. Williams had as much opportunity as anyone else to know of the projected transfer and that therefore the bidding period should not be extended.

If Mr. Williams is allowed to bid, the case will be the first to attract two competing applications since the Avco plan was put into effect a year ago. First competing bidder was Radio Indianapolis, a new firm, which filed just before the 60-day deadline expired [BROADCASTING, Aug. 5].

Evansville on the Air offered 1,350 of the 21,000 shares of Class A stock in Curtis Radiocasting Corp., its parent company, as consideration for the transfer. Since the Avco plan provides that competing bidders may offer "the same terms," Evansville on the Air contended that Radio Indianapolis' subsequent offer of equivalent cash should not be allowed. Radio Indianapolis responded that such an interpretation of the rule would strip it of "any efficacy" and insisted on use of the \$20.60-a-share estimate which Evansville had placed on Curtis stock.

FCC has not ruled on the question.

Mr. Williams said in his petition that he voted against sale of WABW-WBBW and that last March he had options and contracts for acquisition of 81% of the stock. The options and contracts expired, he said, when holders of 19% "defaulted." Mr. Williams also has instituted a receiver-

## Election Plans

CBS will cover the Nov. 5 Congressional and gubernatorial elections with emphasis on trends and highlights rather than on mass reporting of inconclusive numerical returns. Using 16 of its news analysts, network will give simplified, rapid account of the entire national election scene in terms of sectional reports.

## Chicago Tub Thumpers Appoint New Officers

LES LEAR, head of his own public relations organization, Oct. 21 was elected chief tub thumper, and Morris B. Rotman, vice president of William R. Harshe & Assoc., was named assistant chief at the annual election meeting of the Chicago Chapter of the Tub Thumpers of America, fraternal organization of those in publicity, public relations, radio and newspaper fields. Although primarily a social group, organization dedicates its yearly effort to aiding civic and charity groups.

Other officers elected were: Rosemary Wayne, WJJD Chicago, scrivener (clerk); Edna Adams, Essaness Theatres, billposter (secretary); Al Weinberg, Warner Bros., swindler (treasurer); George Livingston, Bentley & Livingston, mouthpiece (counselor). Named to board of directors: Frederic Kleinman, Frederic Kleinman Agency; James Merrick, Santa Fe Railroad; Edward Deuss, Midland Agency; Frances Wood, Exporters Assn.; Maurice Fischer, *Chicago Daily News*; Irving Kupoinet, *Chicago Daily Times*; Harold Evans, United Artists; Sam Honigberg, publicist.

## Nehi Campaign

NEHI Corp., Columbus, Ga. (Royal Crown Cola) Nov. 4 for four weeks starts a spot campaign on 195 stations throughout the country advertising a letter writing contest for teen-agers. Following up a campaign conducted about three years ago to get teen-agers interested in organizing clubs, firm now is sponsoring a contest on "The Most Interesting Activity of Our Teen-Age Club or Youth Center." With money prizes totaling \$1,250, first prize winner in addition to receiving cash will be awarded a Wurlitzer juke box or a Royal Crown bottle cooler machine for his or her club. Agency for Nehi is BBDO New York.

## ABC Names Day

HAROLD DAY, formerly with ABC advertising and promotion department specializing in co-op program promotion, has been appointed sales manager of the network's co-op program department succeeding Larry Surles who resigned last week to join the New York sales staff of John Blair & Co. Before his association with ABC Mr. Day was promotion manager for *Popular Science* magazine and prior to that was promotional contact and copywriter at Lennen & Mitchell, New York.

## Oak Ridge, Tenn., Permittee Seeks Approval to Sell 50%

APPLICATIONS for the sale of 50% interest in an Oak Ridge, Tenn., permittee firm and transfers and assignments involving three existing stations were reported by the FCC last week.

Oak Ridge application is for assignment of 50% interest held by Homer H. Gruenther, partner with NAB Director of Broadcast Advertising Frank Pellegrin in Pellegrin & Gruenther (WBOM Oak Ridge), to Carlin S. French, former owner of WTMV East St. Louis, Ill., for \$500. The application explained that Mr. Gruenther has accepted a position that will take him to the Philippines and in the "best interest of the partnership" has decided to dispose of his stock. Mr. Pellegrin will retain his interest. The \$500 compensation

represents Mr. Gruenther's initial investment in the partnership. The applicant, assigned 1490 kc with 250 w fulltime, requested a waiver of FCC's Avco rule.

Other applications:

WEMP Milwaukee license assignment to cover Wellwood Nesbitt's acquisition of 6.25% interest held by his late wife, Genevieve S. Nesbit. He already owns 6.25%. There are eight other stockholders. WEMP is 1340 kc with 250 w fulltime. WDSM Superior, Wis., assignment from Herbert Ridder and other members of the Ridder family, who purchased the station from James J. Conroy for \$150,000 [BROADCASTING, June 17], to Ridson Inc., which the Ridders own. The family also owns half interest in WTCN Minneapolis and publishes New York Journal of Commerce and other newspapers. WDSM operates with 250 w on 1230 kc fulltime.

WIAC Hato Rey, P. R., transfer to Mrs. Enrique Abarca Sanfeliz as an individual from herself as executrix of the estate of Enrique Abarca Sanfeliz, deceased. WIAC is on 580 kc with 5 kw fulltime.



## FM Session

(Continued from page 68-B)

ards for receivers," he said, but nothing developed.

NAB should take no action, he said, favoring any segment of broadcasting, such as AM, television, FM or facsimile. "NAB must always fight the common battle of all the broadcasters," he asserted.

Asked whether FM broadcasters should have representation on the NAB board, Mr. Willard said all board members are FM operators or applicants or grantees, that FM members are just as eligible to be elected to the board by votes of the membership as AM broadcasters.

### Damm's Views

Mr. Damm—Method of measuring FM audiences already has been developed. NAB should not petition the FCC to eliminate the 6-hour minimum operating rule because any FM station may operate 24 hours if it desires. Live music on FM is banned "by the Petrillo edict"; the IBEW contract does not permit members to work on AM and FM stations simultaneously; AFRA has made no demands of FM broadcasters.

KCMJ Palm Springs, Calif., has opened downtown business offices at 174 N. Palm Canyon Drive. Remote studios will be located at same place after first of year.

# Record Radio Coverage of UN Meet

## 14 Networks, Shortwave and Local Outlets Air Truman

WHEN the UN General Assembly convened last Wednesday in Flushing, Long Island, it received the widest radio and press coverage ever given to a UN meeting. Sixteen radio networks, international companies and independent stations broadcast the opening, beaming the address of President Truman throughout the nation and overseas.

With approximately 450 radio correspondents, announcers and commentators accredited to the UN, broadcasting facilities are the most comprehensive ever set up for an international conference. Twenty-four individual booths line the sides of the assembly hall, 19 of which are assigned throughout the conference to radio and television services for on-the-spot coverage of UN meetings.

Nearby are UN recording rooms, in which six recording machines transcribe every open Assembly meeting.

Farther down the corridor are a networks studio, a radio studio and a radio interview room—all used for behind-the-scene broadcasts and interviews with UN delegates. On the same floor is the

television control room, shared by CBS and NBC. CBS used two television cameras and NBC used a battery of five in televising President Truman and the entire opening session of the General Assembly to viewers in New York City and Philadelphia. Twelve television receivers were placed in strategic viewing spots outside the hall to bring the entire proceedings to newsmen and other visitors who could not be accommodated in the hall itself.

### UN Shortwave Service

UN shortwave began broadcasting for the first time at the opening session Wednesday. Personnel of UN are now directing, editing and announcing programs lasting nine and a half hours a day. These shortwave broadcasts are beamed to Europe, Africa, Latin America, the Middle East and the Far East, while plenary sessions with interpolation in English and French are being broadcast to Scandinavia, Central and Southeastern Europe, the Middle East and Africa.

Special half-hour programs of news round-ups and interviews of outstanding personalities go out six days a week in Russian, Chinese and Spanish. Time is also allotted to radio correspondents and delegation members for reporting to their home countries. Canadian Broadcasting Corp., meanwhile is supplying two powerful transmitters for daily broadcasts to Russia.

Booths have been assigned throughout the conference to: CBC, UN shortwave, WNYC, BBC, OIC, CBS, WHN, WMCA, RCA Television, ABC, CBS shortwave, NBC shortwave, WQXR, WINS and WWRL (jointly), MBS, WLIB, NBC and CBS television (jointly), and NBC.

When asked what the commentators and other radio personnel think about UN radio facilities, Chief U. S. Radio Officer Christopher Cross told BROADCASTING: "I think their most universal feelings and opinions can be summed up in Murray Young's Oct. 24 broadcast over WHK Cleveland. He said: 'The UN staff has done an excellent job in making detailed arrangements for this all-important news coverage of this historic event.'

### Facilities Excellent

"'Broadcasting facilities here are so far advanced over any European or Asiatic broadcasting facilities that there just isn't any comparison. And for radio correspondents to make recorded broadcasts, the set-up here is such a far cry from the lack of facilities I experienced in Europe last year, that it's really a pleasure to work here. All in all, it's a huge job that has been well-accomplished for handling all of these news-coverage arrangements.'"

Complete radio coverage of the UN opening was provided by the four major networks. Featured in the hour-long broadcast from 4 to 5 p. m. was an address by President Truman, broadcast over the country by the networks and televised by CBS and NBC.

CBS, climaxing two days of pre-assembly discussions in broadcasts about the future of the UN, had 11 top newsmen present at the opening. Headed by UN reporters Larry Lesueur and Charles Collingwood, they included Eric Sevareid, Bill Henry, William L. Shirer, Bill Downs, and Ned Calmer, John Daly, Quincy Howe, Everett Holles, and Winston Burdette.

NBC had on hand the largest staff of its commentators assembled to cover a single event since the opening of the Paris Peace Conference last July. Among those representing NBC at the UN opening were H. V. Kaltenborn, Morgan Beatty, John MacVane, Ben Grauer and Don Fischer. In addition to President Truman's speech, NBC also aired three other programs originating from the Assembly at Flushing, L. I.

### NBC Special Shows

Meanwhile, all over the country last week NBC affiliates joined in presenting UN programs. WTAM Cleveland broadcast a UN rally in Cleveland; KELO Sioux Falls and WGBF Evansville, Ind., presented UN programs designed for schools and colleges; KHQ Spokane aired a program featuring music of the UN; KGW Portland sponsored a UN contest which sent two student winners to the opening of the assembly; and other NBC affiliates sponsored similar programs dedicated to a better understanding by the public of the function and responsibilities of UN.

Mutual featured commentaries by William Hillman, who described the presidential trip to New York; Cecil Brown, interviewing delegates from the East and the West on their opinions about UN opening program; and Leslie Nichols, UN commentator for MBS, who was also heard from the Assembly headquarters in Flushing. Throughout the week, MBS also aired pre-assembly and post-assembly reports.

Four well-known commentators made up ABC's contingent at UN's opening. The four — Raymond Swing, Elmer Davis, Baukhage and Martin Agronsky—were aided by George Hicks, Julian Anthony, Taylor Grant and Gordon Fraser, all of the latter assisting in spot pickups and special programs. ABC also previewed the Assembly's beginning in several programs originating throughout the week before UN's official opening.

RCA and NBC provided television service.

# WANTED:

## The best Disc-Jockey

## in the business...

## for a major New York

## Independent Station!

Here's the most outstanding opening in radio today for a crack record-spinner. If you're that jockey, *income unlimited*. Rush us a 15-minute transcription at once. Deadline November 15th.

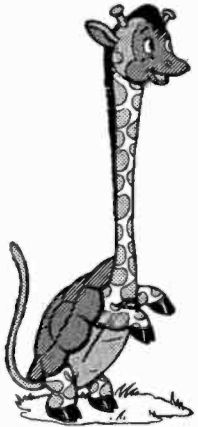
Box 160, BROADCASTING

# HERE'S THAT MAN AGAIN!

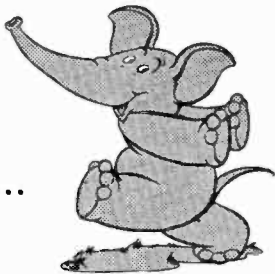
...to win you a big happy holiday audience with two grand NBC Recorded Christmas Shows!



## HAPPY THE HUMBUG



**HAPPY THE HUMBUG...**  
that appealing hybrid of the animal kingdom.



**THE PINK ELEPHANT**  
who has the unusual faculty of crying strawberry tears.



**HUNKEY THE MONKEY**  
to whom Happy confides all of his many troubles.

• Wonderful, almost beyond description, are Happy the Humbug and his fabulous pals of animal-land as they unroll the never-to-be-forgotten dreams of children. Hopes for dazzling presents at Christmas . . . curiosity about the strange wonders of nature . . . new experiences of first school days!

Young sprouts (aunts and uncles ditto) will be breathless . . . wide-eyed . . . as they drink in every magical moment of

this cheerful-as-a-circus NBC-recorded fantasy. And they'll literally fall off the Christmas tree laughing at the comical voices of the animals. The voice cast is headed by Budd Hulick (of Stoopnagle and Budd fame) and includes a prominent list of radio voices.

Perfect for building good will with the family group or for any and all advertisers who want to hear the cash register jingle . . . jingle . . . jingle all the day.

54 quarter-hours for scheduling before and after Christmas

## The Magic Christmas Window

• A charming Christmas show that brings enthusiastic ohs-and-ahs from girls and boys . . . consistent eavesdropping from grown-ups . . . every minute it's on the air.

It's the story of two children who glue their button noses to a Christmas window piled high with toys. Go-to-sleep dolls! Little red wagons! Saddled hobby-horses! Then the glass disappears and the children find themselves behind the window with the dazzling toys come to life.

From here the story develops into a thrilling adventure in the lives of fairy-land characters, such as The Little Match Girl and Cinderella...25 exciting stories, each quarter-hour complete—all backed by a cast of veteran actors.

THE MAGIC CHRISTMAS WINDOW is a natural for advertisers with Christmas window displays, toy departments or for those sponsors who want to contribute a more joyful Christmas for the kids.

25 quarter-hours for 3- or 5-a-week broadcast

ANNOUNCER—Bob Sherry PETER—Ronny Liss



Every youngster's dream of exploring Christmas toy window is fulfilled in THE MAGIC CHRISTMAS WINDOW.



SUSAN—Jeanne Elkins

NBC



A Service of Radio Corporation of America

Radio-Recording Division

RCA Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco  
DISTRIBUTED IN CANADA THROUGH-ALL CANADA RADIO FACILITIES, TORONTO, ONTARIO

NBC Radio-Recording Division, Syndicated Sales  
30 Rockefeller Plaza, New York 20, N. Y.

Please send me audition record and presentation for . . .  
 Happy the Humbug  The Magic Christmas Window

Name \_\_\_\_\_  
(PLEASE PRINT)

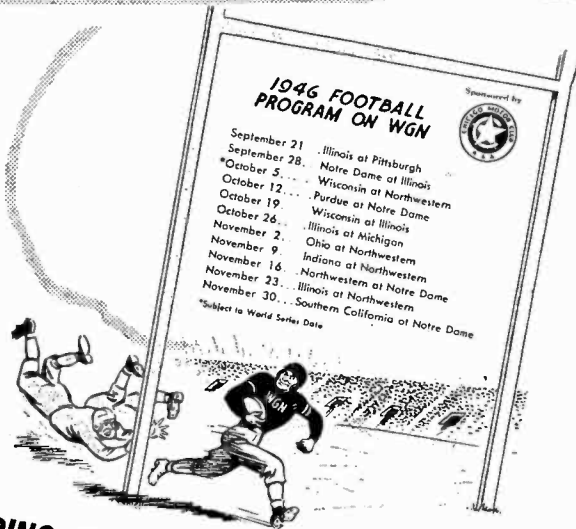
Station or Agency \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# WGN



**SCORING REGULARLY with middlewestern listeners!**

WGN scores consistently each fall with sports-minded listeners!

simple: An imposing line-up of top games eloquently described by an expert on sports . . . in this case Jack Brickhouse, a nationally known sportscaster.

Remember, the best football is played in the middlewest, and the best of it is broadcast over WGN. It is another example of the program leadership WGN listeners have come to expect.

A Clear Channel Station . . . . .  
Serving the Middle West  
MUTUAL BROADCASTING SYSTEM



**MUTUAL BROADCASTING SYSTEM**

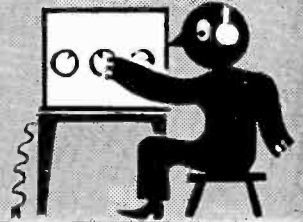
**USES THE PRINTERS' INK NETWORK TO REACH ADVERTISERS AND AGENCIES WHO INFLUENCE THE BUYING OF RADIO TIME**



**78 other stations, networks and station representatives also use the P.I. network to reach the leading audience of buyers of advertising through the largest A.B.C. net paid circulation in the general advertising field.**

**Printers' Ink**

# TECHNICAL



**J**EROME R. STEEN, former manager of the quality control engineering department, radio tube division of Sylvania Electric Products, New York, has been appointed director of quality control for the lamp, fixture, wire products, tungsten and chemicals, radio tube and electronic division of the firm. He will be responsible for functional supervision of all quality control personnel within the company. Mr. Steen joined Sylvania in 1931 as supervisor in charge of finished tube quality control at the radio tube division's plant at Emporium, Pa.

**PAUL SMITH**, engineer of KQW San Francisco, has married Leslie Stone.

**GEORGE W. COOK** has joined the engineering staff of WFBL Syracuse, N. Y. **GENERAL ELECTRIC Co.** Electronics Dept., Syracuse, N. Y., tube division, has announced new tube testing chamber capable of simulating operation at 80,000 feet altitude under wide range of temperature and humidity conditions. Termed a "tube icebox," unit can simulate all climatic conditions.

**HAROLD YATES**, engineer at NBC Washington, and **JERRINE BEARDEN**, receptionist at WMAL that city, were married Oct. 22.

**ROSS WHITESIDE**, chief engineer of CKMO Vancouver, B. C., and Velma Turner have announced their engagement, plan to be married early in 1947.

**FRED WILSON**, engineer of CBR Vancouver, B. C., and Canadian amateur, contacted the U. S. Army superfortress Dreamboat on its non-stop flight from Honolulu to Cairo. Mr. Wilson operates VE7EF.

**JACK COELL** has joined the transmitter engineer staff of CKMO Vancouver, B. C.

**HOBART G. STEPHENSON Jr.**, chief engineer of WCNT Centralia, Ill., and **ANNE COLLINS**, station program director, have been married.

**ELMER BLUM**, control operator, has rejoined WTAG Worcester, Mass., following release from Army service. He is last veteran to rejoin station.

**DON HERMAN**, engineer at WOL Washington, is the father of a boy.

**ROSS B. SIRAGUSA**, president of Admiral Corp., Chicago, has been presented the Certificate of Appreciation for his company from the Army Signal Corps in recognition of services given that branch of the armed forces during the war.

**BENDIX RADIO DIVISION** of Bendix Aviation Corp., Baltimore, Oct. 21-23 conducted the first of its three three-

day service schools. Attended by distributor organization service managers and key service personnel, activities include latest techniques both in repair work and business management of service firms. Second school will start Nov. 4 in St. Louis and Nov. 13 in San Francisco. FM and television are covered.

**KEITH L. MEALEY**, former chief engineer at KOAC Corvallis, Ore., who aided in the construction of KWIL Albany, Ore., has been appointed director of technical operations at KSDJ San Diego, Calif., scheduled to begin operations about Nov. 1. At 31 one of the youngest chief engineers in the country, Mr. Mealey during the war was staff member of the radiation laboratory of Massachusetts Institute of Technology where he participated in secret research on Army and Navy radar equipment. He most recently has been assistant field engineer, radio division, Gilfillan Bros., Los Angeles, working on micro-wave precision blind landing systems.



Mr. Mealey

## LOW FM's REPORT SKIP INTERFERENCE

**SKIP INTERFERENCE** has been reported plaguing the Washington, D. C., Capital Transit Co.'s communications, with stations as far away as California sometimes coming in with strong signals. Similar troubles have been reported to FCC by utilities and police departments using radio in other cities.

Authorities said the unexpected interpolations probably were caused by reflections from the F-2 layer—one of the factors in the decision to move commercial FM up into the 88-108 mc band. In the higher frequencies, FCC experts pointed out, such interference is rare. Capital Transit's communications were reported to operate around 30 or 40 mc.

Other radio users reporting trouble included the Charlotte, N. C. Police Dept. One radio car there received a call issued by the Tacoma, Wash. Police Dept. to one of the Tacoma radio cars.

## UN Space Assigned

**BOOTHS** in the new Flushing, N. Y., headquarters of the United Nations have been assigned to 14 stations and networks for coverage of the General Assembly. Special writing rooms have been set aside for networks and international broadcasters. Networks occupying UN booths include MBS, ABC, CBS shortwave, NBC shortwave, BBC and CBC. Stations assigned broadcasting booths are WINS WWRL WQXR WLIB WNYC WHN WMCA, all of New York. State Dept.'s OIC also has been assigned booth.

## Canadian Radio Film

**BROADCASTING IN CANADA** is the subject of a Canadian Government National Film Board ten-minute documentary film, *The Voice of Canada*, which is to be shown in Canadian theatres. Film shows the transcontinental coverage and origination of Canadian programs, shows how networks are built, takes the public behind the scenes in Canadian radio production centers. While CBC microphones and insignia are featured in the film a number of independent stations are shown. Independents include CFRB CKRC CHML CFCY. Film ends with pictures of government's shortwave station at Sackville, N. B. John Fisher, Toronto commentator, is narrator. Only one comical reference is made to commercials, and no reference is made to sponsors of big name Canadian programs shown.

## Miller

(Continued from page 67)

which government is necessary and strangling controls of dictatorship.

There are some who prefer, honestly and sincerely, the regulation of Government rather than to assume the burdens of self-regulation. They would like to snuggle up to a nice, warm, maternal, governmental breast and be told just how to behave, in return for an assurance of governmental protection. That may seem to be the easy way to go. That is the way in which the people of Germany, of Italy and of Russia went.

It is particularly easy to indulge in such escape thinking when one is enjoying the freedoms which have been fought for by generations of people who lived under such conditions and felt the burdens of that way of life. It is easy to be persuaded by such doctrines when one is not aware of the hard road up which initiative, imagination, personal courage and enterprise came to create the country in which we have the privilege of living.

### Commission's Position

So long as the Communications Commission acts within the scope of its authority; so long as it keeps hands off the Constitutional right of free speech; so long as it makes possible judicial review and determination of its interpretations of its own power, it has my hearty support and I assure you, it will have the support of the people. Do not suppose—because I have so vigorously opposed any semblance of over-reaching—that I have any doubt or question on this point: of the challenge, and of the responsibility of broadcasting to operate in the public interest.

Inevitably, there must be self-regulation or there will be regulation by someone else. An intelligent, responsible people will voluntarily assume such responsibility in order to avoid regulation from outside or overhead, if for no other reason. I have no doubt of the capacity of American broadcasters to do so. It is from this point of view—of professional awareness and capacity for leadership—that I wish to speak of another series of problems.

The problem of broadcasting in its international aspects is closely related to that of our country's participation or non-participation in international affairs generally. Here, as in other respects, the United States must choose between a policy of attempted isolation or one of world leadership.

A maxim of earlier years was that "trade follows the flag." It may well be amended to include radio broadcasting. Make no mistake, the Government operated or controlled broadcasting systems of other countries will be geared to full participation in their drives for

post-war trade. They are very jealous of the American broadcasting system.

Representatives of these government-operated systems are very openly critical of our broadcasting and terribly sensitive and resentful of criticism by us. Their idea of cooperation is that we should walk humbly in their presence, speak politely at all times and lend them lots of money. It is a long, hard struggle which lies ahead.

Specifically, we have three questions of policy to decide, with respect to international broadcasting: (1) To what extent should independent, privately-controlled broadcasting, as represented by NAB, play a part? (2) Should the United States, as a Government, operate a world-wide broadcasting system? (3) Should the United States encourage the United Nations to operate a world-wide broadcasting system?

The first question will be answered in two ways: (1) By the individual enterprise of American industry, establishing and operating broadcasting stations and networks throughout the world; (2) By the participation or non-participation of organized broadcasters in proposed hemispheric and international associations of broadcasters. I would not presume to advise a group of men who have done as much, with venture-capital—in a quarter century, as you have done, what you should do, internationally on an industrial basis.

### International Plans

So far as concerns our participation in the operation of inter-American and international associations, it is perhaps enough to say that such organizations are already being formed; and we must decide whether we shall get in or stay out. Representatives of NAB sat as observers in the recent organization meeting of the Inter-American Broadcasters Assn. at Mexico City. We are cordially invited to come into full membership. It is significant that representatives of government-owned broadcasting showed up, but were denied membership. It is possible, if not probable, that if we do not join the free broadcasters of Canada and Latin America in this project, it will eventually be taken over by the government-owned systems.

Again, an international association has been formed in Europe. It is composed largely of government-owned systems and dominated by them. Our neighbors down under, in Australia, have asked our cooperation in forming an international association of free broadcasters with headquarters in the United States. These are questions which we must decide—soon.

A closely related question is whether we should encourage a United States international broadcasting system; a continuation and enlargement of American war time

(Continued on page 75)

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# WADC Petition Seeks to Eliminate Waivers to Multiple Ownership Rules

AMENDMENT of FCC's multiple ownership regulation, to make it a hard and fast rule not subject to Commission waiver under any circumstances, was requested last week by Allen T. Simmons, WADC Akron licensee.

The station, which lost a proposed decision for 50 kw on 1220 kc to WGAR Cleveland although FCC conceded that considerable overlap would exist between WGAR and its sister station, WJR Detroit [BROADCASTING, Oct. 14], petitioned for a change to make Rules Sec. 3.35 read as follows (clause which WADC would eliminate is shown in parentheses):

No license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled by any person where such station renders or will render primary service to a substantial portion of the primary service area of another standard broadcast

station, directly or indirectly owned, operated or controlled by such person (except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation).

WADC's petition was prepared by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey.

Since the Communications Act authorizes the Commission to make regulations only as required by public interest, convenience and necessity, the petition argued, Sec. 3.35 in its present form "holds a practice to be contrary to public interest, convenience and necessity except where it is in the public interest, convenience and necessity, an anomalous provision at best."

"In its present form," the petition continued, "the Section encourages departures and constructions whereby monopoly and mon-



**LINING UP** broadcasts of 1947 Boston Red Sox and Braves home games for WHDH Boston are (l to r): John W. Haley, advertising manager, Narragansett Brewing Co.; William B. McGrath, managing director, WHDH; Eddie Collins, Red Sox; George Doran, merchandising manager, Narragansett Brewing Co.; John Quinn, Braves; Robert B. Choate, publisher, *Boston Herald-Traveler*, operator of WHDH; Wallace Orr, vice president, N. W. Ayer & Son, and Thomas J. McMahon, sports director of the agency. Atlantic Refining co-sponsor's with Narragansett.

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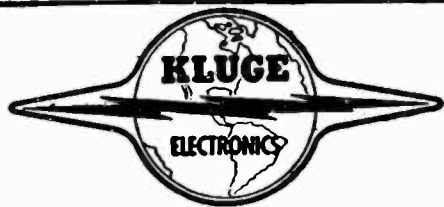
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opolistic trends are 'balanced against' extraneous considerations, thus introducing more and more construction and interpretation until finally the regulation will become meaningless and the Congressional policy against monopolistic practices in broadcasting defeated."

#### Cleveland-Detroit Areas

The petition referred to FCC's WADC-WGAR proposed decision, calling its interpretation of the multiple ownership rule "untenable."

The interpretation was that Cleveland and Detroit are "entirely separate cities," with separate trade areas; that WJR's overlap into WGAR's service area "exists only as a consequence" of WJR's classification as a clear channel station; that WJR has "few listeners and little, if any, commercial value to the Cleveland-Akron area"; that the two stations have separate network affiliations, advertising representatives, news and transcription services, and local programs; and that the overlap was found in 1943 to be not inconsistent with the duopoly rule.

FCC also noted that WADC proposed to use CBS programs full-time after 8 a.m. and that "no matter how worthy, a local program would not be substituted for a network program." The decision further pointed out that when WGAR was granted 1220 kc with 5 kw in 1943, one condition was that it increase power as soon as materials became available. WADC is on 1350 kc with 5 kw.

### WCAU Transfer

J. DAVID STERN, president *Philadelphia Record*, new owner WCAU Philadelphia [BROADCASTING, Oct. 21] is expected to consummate \$6,000,000 (gross) transaction Nov. 18 or 19 with sellers, headed by President Leon Levy and brother Isaac D. Levy. Leon Levy is expected to remain as general manager "for time being."

### PACIFIC AAAA MEET IS PLANNED NOV. 4-6

WITH Frederic R. Gamble, AAAA president, among the principal speakers, the Pacific Council of AAAA will hold its ninth annual Western States Convention at the Biltmore Hotel, Santa Barbara, Calif., Nov. 4-6. H. E. Cassidy, vice president of the McCarty Co., Los Angeles, and chairman of the Pacific Council, will preside. Delegates are expected from Washington, Oregon, Utah, Arizona and California.

With the convention theme "Distribution or Bust," 16 speakers will cover all media. Other speakers include: James H. S. Ellis, president, Arthur Kudner Agency, New York; Dana H. Jones, president, Dana Jones Co., Los Angeles; Linnea Nelson, radio timebuyer, J. Walter Thompson Co., New York; Don Belding and Fairfax Cone, chairman of the board and vice president, Foote, Cone & Belding, Los Angeles and Chicago; Sigurd S. Larmon, AAAA vice chairman and president of Young & Rubicam, New York; Joseph Moran, associate radio director and program manager, Y. & R.; H. H. Haupt, vice president, BBDO, Minneapolis, and Dr. Peter Odegard, president, Reed College, Portland, Ore.

### Marketing Group

FORMATION of an American Marketing Assn. Standards Committee, was announced last week by George H. Allen, president of the AMA. The Committee is to report once a year on the "progress or lack of progress made during the preceding year in raising standards in marketing." Chairman of the committee is Harold Webber, vice president and director of research of Foote, Cone & Belding, with the full membership of the committee representing all phases of marketing to be announced at a later date.

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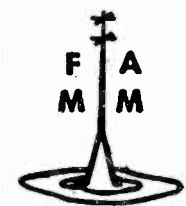
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# PROGRAMS



**T**O DISCOVER and develop radio talent among youth in New York, the Police Athletic League on Oct. 26 started "The PAL Show" on WOR New York, Sat. 10:30-11 a.m., in conjunction with that station. The PAL is holding auditions at its centers and throughout patrol precincts in all the five New York boroughs to find talented boys and girls among the hundreds of thousands who participate in its activities. Each week a boy and girl, one a vocalist and one an instrumentalist, are selected to perform with the WOR orchestra and the PAL Chorus. PAL Radio Workshop presents dramatizations. Stan Lomax, WOR sportscaster, is m.c. of the new series which originates from the WOR Guild Theatre.

### Scripts Sought

A NEW television repertory group is being formed by Anita Phillips, producer, and the William Morris Agency to be known as Satellite Players. It is currently in market for half-hour television scripts to be used for presentation and sale to prospective sponsors. The Players will consider scripts written by young writers between the ages of 16 and 25 who will be paid \$100 per script for the showcase series which will run for 13 weeks. Scripts will be judged by Wade Arnold, assistant manager of the NBC script division; Erik Barnouw, head of the Radio Department of Columbia U.; Robert Hudson, director of education, CBS; Morton Wishengrad, radio writer, and Bob Emery of DuMont Television. All scripts should be addressed to Satellite Showcase, c/o Selma Lee, William Morris Agency, 1270 6th Ave., New York.

### Video Guessing Show

NEW AUDIENCE participation on television show, "Don't You Know Me," in which members of the home viewing audience try to guess the identity of hooded and cloaked individuals interviewed by two m.c.'s in the studio, is being aired at WRGB Schenectady under auspices of ABC. When answer to questions about the interviewee's work, residence, etc., reveal enough for a home viewer to think he knows who it is, viewer calls station and if guess is correct, wins prize. Six to 10 interviews are included in each half-hour telecast.

### Dance Session

EDDIE COONTZ, record m.c. of KOMA Oklahoma City, who conducts full-hour afternoon program, has added a new feature. Saturday 1-2 p.m. show has been started which is followed by record dance for young set, both originating at ballroom of Biltmore Hotel. Program is sponsored by Nissen's, local shoe shop.

### WCOP Arranges Broadcast

ADDRESS by Pope Pius Oct. 26 was broadcast direct to the Congress of the Cofraternity of Christian Doctrine through arrangements handled by WCOP Boston. ABC also carried broadcast.

### Radio in Classroom Course

COURSE on the use of radio in the classroom has been started by Wilson Teachers College, Washington, in conjunction with WTOP that city. Carrying college credit, course is under direction of Hazel Kenyon Markel, director of community service and education for the CBS capital key.

### Covers 'Pathfinder Week'

SPECIAL events and feature broadcasts were arranged by WSNJ Bridgeton, N. J., during week of Oct. 9-16, declared "Pathfinder Week" by the city which in conjunction with Pathfinder Magazine staged gala merchandising promotion. Vincent Lopez and orchestra appeared as part of celebration.

### Enrolled in WTAG School

NEARLY 1,400 Worcester and Worcester County, Mass., homemakers and mothers have enrolled in the WTAG Worcester radio school, "The Growing Child." School is conducted by Dr.

John E. Bell, associate professor of psychology at Clark U.

### WTMV Sports Emphasis

WTMV St. Louis, which promotes itself as "located at 1490—the sports end of the dial," has started complete sports service with descriptions of all major sporting events. Scores are presented every hour. Station also features running coverage of major local hockey, boxing, wrestling and football events

### WRNL Cancels Commercials

WITH referendum set for Nov. 5 election on proposed change of city government as current topic of interest in Richmond, Va., WRNL that city on Oct. 22 cancelled all commercial shows after 8:30 p.m. to present from 5,000-seat Mosque Auditorium a debate on the subject. Only two living former mayors of Richmond, Dr. J. F. Bright and Gordon B. Ambler, were heard on special program. Civic organizations have been campaigning for change of government.

### Messages to North

PERSONAL MESSAGES from friends and relatives for Canadians isolated in the Arctic Circle from normal means of communication, will be aired this winter from CBK Watrous, Sask., and CKY Winnipeg on Friday nights, and from CBA Sackville, N. B., Saturday nights. The "Northern Messenger" program was first aired in 1928 by KDKA, Pittsburgh, has since been carried on some Canadian stations. Program is carried for an hour before midnight.

### Atomic Energy Lectures

EXPERIMENTING in adult education, KYA San Francisco, in cooperation with the U. of California and the San Francisco Chronicle, has started a series of 12 broadcasts titled "The Facts About Atomic Energy." Programs were developed from a series of lectures for the public by the university's extension division. Each lecture is edited for radio adaptation.

### WWSW Treasure Hunt

TREASURE hunt series has been started by WWSW Pittsburgh as weekday quarter-hour feature under sponsorship of Thorofare Streamlined Supermarkets, local grocery chain of 75 outlets. On new five weekly show John Davis of WWSW takes wire recorder to different store, interviews four or five shoppers and gives them clues. When women complete hunt, recorder winds up period with check of results, awarding baskets of groceries to winner.

### Youth Counsel Show

SERIES of weekly programs, "Youth Looks Ahead," has been started by WHAM Rochester, N. Y., in cooperation with the Rochester High Schools. Purpose of series, which features leaders in various occupational fields, is to aid students in selection of their future work. Students discuss prospective fields with adult authority on broadcast.

### VD Discussed

THREE quarter-hour programs, "For Adults Only," concerning venereal disease were aired by WEAJ New York Oct. 14-16, 9:30 a.m. Tex McCrary of "Hi Jinx" show interviewed Robert L. Ripley; Gene Tunney; Dr. Israel Weinstein, New York City Commissioner of Health; Albert Deutsch, medical expert of PM, and Dr. Emily Barringer.

### Campus News

EACH Saturday morning teen agers from public and parochial high schools in Metropolitan Detroit area now present new quarter-hour news program on CKLW Windsor-Detroit. Participation is rotated. All phases of campus activity are covered.

### Program Switches

TWO SHOWS will originate from the West Coast instead of New York effective the end of November. American

Tobacco Co.'s "Lucky Strike Hit Parade," Saturday on CBS, Nov. 30 moves from New York to Hollywood. The agency, Foote, Cone & Belding, wanted to move to the coast because it is a source for singers who also are working in films. Entire cast is moving, including Mark Warnow, orchestra leader, and therefore the Army Recruiting show, "Sound-off," Thursday 8-8:30 p.m. on MBS through N. W. Ayer & Son, which also features Mark Warnow and his orchestra, will move to the coast. Charles Herbert of the N. W. Ayer office in Hollywood will produce show.

### Cinderella Show

USING the fairy story of Cinderella as theme, CKMO Vancouver, B. C., has started five times weekly half-hour "Cinderella Slipper Time" from a local restaurant. CKMO interviewer, Bill Griffiths, covers tables in cafe with roving microphone and offers prizes for quiz questions, with special attention to out-of-town visitors, birthday and wedding anniversary celebrations. Search for Cinderella allows three persons to try on Cinderella slipper with a local shoe store expert on hand as judge. Cinderella treasure chest is given person whose foot fits slipper.

### CBC Political Shows

FREE POLITICAL network broadcasts for the winter season have been started by CBC. Broadcasts are aired weekly under title "The Nation's Business," with political party spokesmen being heard on 15 minute programs. There are 15 broadcasts in the series, six for Liberals, five for Progressive-Conservatives, three for Cooperative Commonwealth Federation, and one for Social Credit.

### Quartet Scheduled

BEGINNING Nov. 3 on CBS, The Mariners, a singing quartet composed of former U. S. Coast Guardsmen, will be heard Sun. 8:15-8:30 a.m. on their own program. In addition, beginning Nov. 4 the group will be featured regularly on the "Arthur Godfrey Show" on CBS, Mon. through Fri. 11-11:30 a.m.

### ABC Show Featured

NEW JERSEY Education Assn. Nov. 8 will present ABC "This Is Your FBI" program as feature attraction at its 92d annual convention in Atlantic City, N. J. Teachers' convention this year will discuss use of radio as education medium. Program is sponsored by Equitable Life Assurance Society of U. S. on ABC Fri. 8:30-9 p.m.

### State Societies on WARL

THIRTY state societies of the Nation's Capital last week voted to accept invitation of WARL new Arlington, Va. outlet, to participate in proposed new Sunday afternoon program, "Salute to the States." Role of each state in the history of the nation will be discussed by Congressmen, government officials and representatives of the state societies.

### WFIL Series for Veterans

WFIL Philadelphia series for ex-service men, "Veterans' Information Board," has been started in Thurs. 9:30-10 p.m. period. Program is being presented in conjunction with Veterans Administration, U. S. Employment Service and the Veterans Service of the Community Chest. Moderators rotate.

### WCPO Town Meeting

WCPO Cincinnati Oct. 23 started in conjunction with the Hamilton County Good Government League, a series of Wednesday evening half-hour programs using "Town Meeting of the Air" format. Authorities discuss pro and con issues with studio audience participating in latter portion of broadcast.

### Voters' Special

EMPHASIZING the individual's responsibility to vote in a democracy, ABC on Nov. 3, 7:30-8 p.m., will present a special program entitled "Shame of the People," written by Ira Marion.

### WHYN Honored

WHYN Holyoke, Mass., has been awarded the certificate of merit from the Veterans of Foreign Wars for programs in behalf of that organization and "the national welfare."

### WJR Veterans Series

WJR Detroit Oct. 20 started "Now Hear This, America," series for veterans of World Wars I and II. Heard Sun. 2-2:30 p.m. (CST), program features Ted Grace, Navy veteran, as moderator.



## Miller

(Continued from page 71)

government-controlled broadcasting. If the need is apparent, then the alternative is privately developed international American broadcasting. Is that possible? Is it desirable? There would seem to be no doubt of the need, in this day of conflicting ideologies and political philosophies. When fires are burning in our neighbors' houses, we do not hesitate to get out our own fire-fighting equipment.

The third question is, I think, easier to answer. If the United Nations is to function, successfully, there must be common understanding throughout the world of its purposes, its proceedings and its methods. Broadcasting will be one of the great media available for securing that understanding. There is no question in this case of competition between free radio and Government radio or even between one Government and another.

A United Nations broadcasting system could not possibly be self-supporting. The programs would have to clear boards of review made up of representatives of all participating nations. I have no hesitation in recommending our support of this project.

On the national and community level, one of the most serious problems which confronts us is that of advertising. Pursuant to the advice of the Board of Directors, I have consulted with Assistant Attorney General Wendell Berge, seeking to determine appropriate steps for establishing effective standards of practice and methods for securing their observance. We have made some progress. I have found Mr. Berge most cooperative. In our discussions we have turned up some curious facts with respect to broadcast advertising, which might well surprise our critics.

For example, Mr. Berge raised the question: What right have broadcasters to exclude from the air advertising of products which are—in the eyes of the law—perfectly lawful products?

Again, his question goes to the matter of what constitutes objectionable advertising in itself. If the script misrepresents the product, for example, then the FTC is authorized to proceed against it. But if it passes such regulatory laws with a clean bill of health, why should broadcasters combine to exclude it?

At the time I was preparing this portion of my address, I had before me a copy of the *New York Times* for Oct. 8, 1946. The total number of pages was 48, roughly equivalent to the 48 half-hour periods available during a day. Of these 48 pages, 45 contained advertising. Another page carried no advertising except that of the *Times'* own radio station. Another page carried no advertising except

the subscription rates of the *Times*. Only one page was entirely free of all commercial material. Six of the 48 pages were devoted exclusively to advertising; 10 additional pages devoted at least half their space to advertising; 15 additional pages devoted at least one quarter of their space to advertising.

According to standards which have been suggested for broadcasting, this copy of an outstanding metropolitan daily was almost 100% commercial. Imagine the reaction which would come to a station which devoted three full consecutive hours to advertising; or to a station which devoted 2½ hours out of an additional five hours to advertising.

In the August 1946 number of a very conservative magazine, an article was published which was very critical of the capacity of broadcasting licensees properly to control their advertising. The display ad on the inside of the back cover page of the same magazine was of an old grandfather drinking whiskey. The broadcasters have a standard of practice which forbids the carrying of such advertising and it is a standard which, so far as I know, has been pretty well lived up to.

Wholesale criticism of broadcast advertising is completely unrealistic so far as a large number of people are concerned. Many people actually like such advertising: they believe that it is in the public interest.

### More Controls

There can be no doubt that people, in substantial numbers, are demanding tighter controls on broadcast advertising than that of any other medium.

The plain fact is, of course, that broadcasting is a more effective medium of advertising than we have ever had before; it goes intimately into the home; it speaks to child and invalid; it reaches not only the privacy of the bathroom, but the family circle and the guest as well, at times both opportune and inopportune; in manner obtrusive, insistent, peremptory. Here is a new social pattern with which we have never had to deal before. It is, preeminently, that type of new social pattern which requires professional control and self-restraint—or it will get Governmental regulation, one way or another.

The striking thing about it all, the encouraging thing, is that broadcasters have already voluntarily imposed substantial restraints upon their advertising practices—and that they are willing, voluntarily, to go farther still. I have every confidence that we can take the initiative—so positively and convincingly—in the matter that we will be able to abate all just criticism.

Mr. Berge and Mr. Denny have promised to go along as far as they can in helping us to work out legal, voluntary controls. I have begun negotiations, also, toward the same

end with representatives of ANA and AAAA. Dr. Cullen, of the Proprietary Association, is anxious to cooperate with us, also.

The competition for radio advertising is not going to become less, but greater. The increasing number of stations, the limited amount of available advertising and the trend of business on a downward swing will make competition more severe and the temptation to take poor quality advertising greater and greater. The newspapers have gone through this experience, as have the magazines.

### Radio's Service

Again, on the affirmative side, are our plans for program development. How radio can best serve the community, is the question which we should put first in all our deliberations, as individuals and as an association. Much work has already been done by enterprising operators throughout the country. When our new Program Dept. gets under way, we shall find these demonstration jobs and give them proper publicity, so that they may serve not only their immediate purpose, but also as a convincing answer to those whose ideas of American radio broadcasting are obtained from reading the writings of our critics.

Other industry activities relate to collateral organizations, such as BMB and BMI.

ASCAP's willingness to enter into early negotiation can be attributed to the effective coordinated effort of the broadcasting industry in its support of BMI. Whatever our action may be with respect to Mr. Payne's offer, we should give first consideration to strengthening and making certain the continuance of BMI as a strong competitive factor in the field of music copyright.

I have spoken long enough. It is impossible to speak of all our problems. It is impossible even to consider all phases of those which I have selected to discuss. No doubt many of you have ideas which you would like to express—or have expressed—about each one of them. And, that brings me to another very important item; the need for careful, intelligent writing about broadcasting, by *broadcasters*.

One thing which has most impressed me is that those who have been appearing most frequently in public print—trying to tell the people about radio broadcasting—are those who know least about American life and American broadcasting.

A special writer for one of our great metropolitan dailies—apparently blissfully ignorant of the Constitution—solemnly asserts that "the element of scarcity" makes it proper for the Commission to impose regulations upon broadcasters which would be improper to impose upon newspapers.

Other writers pose the dilemma that the Communications Act requires the Commission to act in the

(Continued on page 79)

IN BUFFALO  
IT'S



WKBW  
1520 K.C.



FOR



AMERICAN



BROADCASTING



COMPANY



BUFFALO BROADCASTING  
CORPORATION  
RAND BUILDING, BUFFALO, N. Y.  
National Representatives: Free & Peters, Inc.



## The FIRST Word on Markets



Before one cent is spent on advertising on your radio station, the man behind this door has to make a decision.

The director of sales must decide that a concentrated selling effort for his product will bring profitable results in your market.

If he finds that your market is worth a substantial sales investment, he will agree that it is worth a sizable advertising expenditure. For in every well-managed marketing program, advertising must help produce orders at the lowest possible sales cost per unit.

Effective media promotion logically begins with the man in charge of sales, whose approval will start the advertising dollar toward your market. His initial decision on markets can leave you out, or automatically count you in.

Your one sure path to the sales manager's desk is a consistent advertising campaign in SALES MANAGEMENT, the only publication specifically edited for the sales executives of national advertisers . . . the magazine with more sales officials among its subscribers than all other publications in the sales-advertising field combined.



## Sales MANAGEMENT

386 FOURTH AVE., NEW YORK 16, N.Y.  
CHICAGO SANTA BARBARA

## Fred Allen Leads In Hooper Rating

### Average Sets in Use Jump In Oct. 15 Report

FRED ALLEN led the list among the first 15 evening programs in the Oct. 15 program Hooper ratings released last week, with Fibber McGee and Molly second and Bob Hope third.

Average evening sets-in-use reported was 28.2, up 4.5 from last report and down 0.3 from a year ago. The average evening rating was 9.1, up 1.7 from last report, up 0.2 from a year ago. Average available homes was 77.6, up 1.4 from last report and up 0.2 from the same period last year. The current total sponsored hour index was 70 as compared with 65½ last report, 81¼ a year ago.

The first 15 evening programs listed in the report were as follows: *Fred Allen*, 25.6; *Fibber McGee & Molly*, 24.9; *Bob Hope*, 24.7; *Charlie McCarthy Show*, 24.2; *Jack Benny*, 21.0; *Walter Winchell*, 20.9; *Screen Guild Players*, 20.0; *Radio Theatre*, 19.9; *Amos 'n' Andy*, 17.7; *Bandwagon*, 17.2; *Red Skelton*, 16.5; *Mr. District Attorney*, 16.1; *Duffy's Tavern*, 15.4; *George Burns and Gracie Allen*, 15.1; *Eddie Cantor*, 15.0.

### Daytime Leaders

When a Girl Marries led the list of top 10 weekday programs in the report, with *Portia Faces Life* in second place, *Lorenzo Jones* third.

Average daytime sets-in-use reported was 16.0, up 1.3 from the last report and down 1.1 from a year ago. Average daytime rating was 4.1, up 0.4 from last report, down 0.2 from a year ago.

Average available homes was 70.2, down 1.1 from last report, down 0.6 from a year ago. The current total sponsored hour index was 83½, as compared with 84¾ last report, 86½ a year ago.

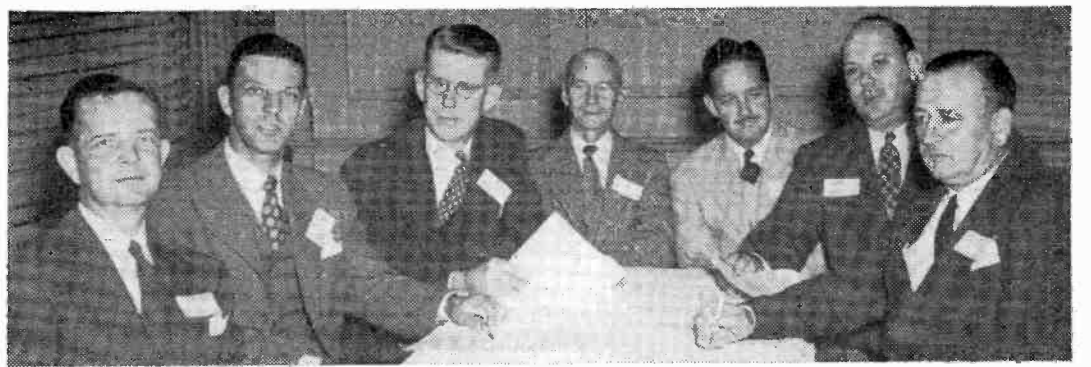
The top 10 weekday programs were: *When a Girl Marries*, 7.3; *Portia Faces Life*, 6.4; *Lorenzo Jones*, 6.4; *Ma Perkins* (CBS), 6.3; *Kate Smith Speaks*, 6.2; *Young Widder Brown*, 6.2; *Breakfast in Hollywood* (Kellogg), 6.1; *Front Page Farrell*, 5.8; *Our Gal Sunday*, 5.7; *Aunt Jenny*, 5.5; *Just Plain Bill*, 5.5; *Pepper Young's Family*, 5.5.

## Admiral Profits

ADMIRAL Corp., Chicago, and subsidiary firms, has announced net profits for nine months ended Sept. 30, after Federal income taxes but before last year's renegotiation adjustments of \$137,000, as amounting to \$942,000. Net profits increased from \$325,000 for second quarter to \$584,000 for third quarter.

## WU Hearing

WESTERN UNION request for up to 15% increase in message telegraph rates [BROADCASTING, Oct. 21] has been set for hearing by FCC on Dec. 2.



NORTH CAROLINA Assn. of Broadcasters meeting at Durham, N. C., attracted (l to r): Richard H. Mason, WPTF Raleigh, past president and member of Executive Committee; A. D. Willard Jr., executive vice president, NAB; Harold Essex, WSJS Winston-Salem, re-elected secretary-treasurer; Richard A. Dunlea, WMFD Wilmington, re-elected vice president; Charles Crutchfield, WBT Charlotte, chairman of Convention Committee; J. Frank Jarman, WDNC Durham, re-elected president, and Bryce Beard, WSTP Salisbury, past president and member of Executive Committee.

## NCBS Outlets Are to Affiliate With Mutual Effective Friday

EFFECTIVE November 1, all or most of the stations now affiliated with North Central Broadcasting System [BROADCASTING, Oct. 21] will drop out of the regional network and sales organization headed by John W. Boler, to announce affiliation with a national sales representative and association as outright affiliates of Mutual.

### Walker to Represent

MBS has serviced 19 of the NCBS affiliates through leased wires of North Central. The network has a contract which expires December 31, 1946.

The national sales organization was selected following a pre-NAB convention meeting, Sunday in the Palmer House.

Previously associated with North Central have been KGCX Sidney, Mont.; KLPM Minot, N. D.; KDLR Devils Lake, N. D.; KVCU Bismarck-Mandan, N. D.; KOVC Valley City, N. D.; KABR Aberdeen, S. D.; KVOX Moorhead, Minn.; KGDE Fergus Falls, Minn.; WATW Ashland, Mich.; WJMS Ironwood, Mich.; WHDF Calumet, Mich.; WDMJ Marquette, Mich.; WDBC Escanaba, Mich.; KICD Spencer, Ia.; KVFD Fort Dodge, Ia.; KWLM Wilmar, Minn., and KWNO Winona, Minn.

### Also Heads MVN

Mr. Boler, in addition to being chairman of the board, is president of the Mississippi Valley Network which functioned briefly from February until July as a regional network originating *Town and Country Time* from WLOL Minneapolis. The network is not now operating as such but is still owned by Mr. Boler.

The NCBS board chairman was invited to attend the meeting of the NCBS affiliates Sunday but failed to make his appearance.

The move by the NCBS affiliates to divorce themselves from Mr. Boler's organization came less

than a week after suits to recover sums estimated variously at \$160,000 to \$200,000 due for business placed by the network since January 1, 1946.

Mr. Boler successfully checked an attempt of five of the affiliates—KABR KVCU KVFD KDLR and KGDE—to place him in involuntary bankruptcy by obtaining a restraining order from U. S. District Court, in St. Paul on his motion to reorganize the network. The federal court also appointed a temporary receiver and set November 15 as the date for oral arguments on Mr. Boler's motion.

### Affiliates Meet

Meanwhile, representatives of the NCBS affiliates, including A. A. Fahy of KABR, W. S. Russell, KVCU, and Ed Breen, KVFD, who were elected as temporary trustees of the network last Aug. 19, met with Carl Haverline, vice president in charge of station relations for MBS, to discuss the possibility of becoming affiliated with Mutual as a group. Mr. Haverlin is reported to have rejected this proposal on the grounds that the network preferred to have its contractual obligations on an individual basis.

Mr. Haverlin told the delegates that each station would be welcome to sign such contracts and that the network had no objection, nor any interest in the stations operating as a regional organization on national spot or program business not placed by the network.

Wythe Walker, president of The Walker Co., said he had been approached by representatives of the former NCBS affiliates and that "an agreement was shortly to be reached" announcing the appointment of the company as national sales representatives.

### Radio Dramatics

COURSE in radio dramatics offered by UCLA Extension Division starts Oct. 29. Norman Randolph Field, Hollywood freelance actor-producer, is instructor.



# 65

**65 sponsors signed up  
during first month!**



## THE BIG RUSH IS ON TO JOIN THE

**\*A great new 15 minute weekly transcribed program specially built by Esquire to make your sponsor the dominant men's wear advertiser in his market! Featuring . . .**

**Sparkling Entertainment**—with top-flight music—vocal, instrumental . . . the best of talent every week.

**Big Name Guest Stars**—from radio, stage, screen and the world of sports. Orson Welles, Dinah Shore, Basil Rathbone, Milton Berle, Ezio Pinza and many other celebrities whose names mean LISTENING!

**Fashions**—a timely fashion review every week by O. E. Schoeffler, famed Esquire fashion editor, to tie in with sponsor's merchandising.

**Terrific Esquire Promotion**—complete kit of newspaper ads, commercials, publicity releases, merchandising tie-ins, etc., furnished by Esquire every week.

**Available on Exclusive Basis**—with full protection for your client

*Esquire  
Fashion Parade*

Enthusiastic reports are coming in from all over the country. The consensus: "Esquire Fashion Parade" is a *smash-hit*—as an audience building program, as a result-producer for sponsors! It's going to town in Philadelphia (KYW), Detroit (CKLW), Baltimore (WFBR), San Francisco (KFRC), Milwaukee (WTMJ) and in 60 other important markets coast-to-coast. It can do as big a job on your station!

### **Exclusive Sponsorships Going Fast . . . Quick Action Urged . . .**

New sponsors are being closed every week. Because it's *big name, big time radio*—at local radio prices—a network caliber show no competitor's local program can possibly match! Plus the sales and prestige building value of Esquire's powerful merchandising and promotion support.

Here's the ideal show to land that hard-to-get men's wear sponsor on the dotted line—at a price he can afford. Don't wait. Grab it for your client. Send for complete details, prices and audition platter today. Phone, wire or write

Byron A. Bonnheim, Radio Director

*Esquire*

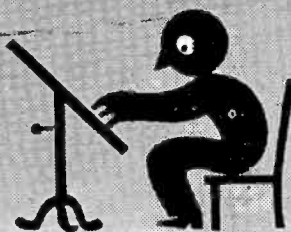
919 N. Michigan Ave., Chicago



© COPYRIGHT ESQUIRE INC 1946



# Promotion



**DELPHINE CARPENTER**, former acting promotion manager of the Washington, D. C., Post has been appointed WJZ New York promotion manager. Prior to her association with the Washington Post, Miss Carpenter was war bond promotion specialist in the Motion Picture and Special Events Section of the War Finance Division, Treasury Dept., and before that she was a copywriter for Fulton, Morrissey Co., Chicago.

**MAURY BAKER**, former assistant director of public relations for the American Red Cross in San Francisco, has joined KGO San Francisco as assistant to **ROBERT F. LAWS**, promotion and publicity manager. He replaced **BILL SHAFTNER**, resigned.

**MURRY HARRIS**, former managing editor, New York Radio Magazine, and one-time NBC script editor, has joined WEA New York, NBC key, to handle field exploitation.

**HENDRICK SOULE** of promotion department of WFBL Syracuse, N. Y., is father of a girl, Carol Birdseye.

**MARION PARSON** joins promotion department of WCOP Boston to work on merchandising under **HARRY D. GOODWIN**.

## Talent Search

COOPERATING with the Chicago Times, WMAQ Chicago will help select outstanding girl vocalists who will be given opportunity to compete for a guest appearance on the "Bob Hope Show" NBC Tues. 9-9:30 p.m. (CST). Contest is being held as part of the newspaper Harvest Moon Festival, amateur dancing and singing tournament, which will be climaxed Nov. 25 with a huge festival. Vocalists who appear at the finals will be survivors of a three-week series of broadcast auditions conducted by WMAQ. Five girls selected after preliminary screening of entries will be heard on each of three broadcasts scheduled for Oct. 28, Nov. 4 and 11. Bob Hope will appear at festival Nov. 23 to select vocalist who will appear on his program. Winner will be sent to Hollywood, all expenses paid, and will have a chance to replace Frances Langford as Mr. Hope's permanent singer.

## WQXR Concerts

WQXR New York has invited the 4,500 members of the station's Advisory Committee to attend three concerts featuring an enlarged WQXR symphony orchestra under the direction of Leon Barzin. The Advisory Committee came into being as a result of response to a questionnaire sent by the station in Sept. 1945 to 11,400 persons selected at random from 26,000 subscribers to the station's monthly program booklet. A total of 3,493 persons answered the questionnaire which listed 82 queries on listener preferences and 85% of those who replied added comments and suggestions on policy. Station then invited those who answered the questionnaire to become members of a committee to give opinions by mail on programs.

## Station Promotion Contest

CASH PRIZE of \$500 or a week's vacation in New York will be awarded to station promotion manager turning in the best exploitation job on "So You Want to Lead a Band" between Oct. 20 and Dec. 20. Program is broadcast on ABC Wed. 9-9:30 p.m., sponsored by William R. Warner Co., New York (Hudnut Cosmetics) placed by Roche, Williams & Cleary, New York. Entries in the station promotion contest are due Jan. 1, will be judged on originality of ideas and extent of coverage.

## WAGA-Chesterfield Stunt

TEN-DAY promotion stunt staged by WAGA Atlanta, Ga., and Liggett & Myers Tobacco Co. at Southeastern World's Fair in Atlanta, titled "Chesterfield Grove" attracted an estimated 42,000 persons. Continuous entertainment from 1:15-11 p.m. daily and several

daily broadcasts were featured at the Grove, to which no admission was charged. Free Chesterfield cigarettes also were distributed.



PART OF the variety of promotion stunts devised to boost new ABC Bing Crosby series was plastering of Brown Derby's gallery of personality photos with 1,004 likenesses of Mr. Crosby, here observed at the Hollywood restaurant by (l to r): Hank Booraem, Hollywood manager of Hutchins Inc., agency servicing Philco Co., sponsor of Crosby series; Norman Nelson, ABC promotion staff member who originated idea, and Jack O'Mara, network's Western Division promotion manager. Another stunt was issuing of Crosby pennies throughout Los Angeles and San Francisco areas. The pennies on reverse side bore sticker reading "Bing Crosby, 9 p.m. Wed." and call letters of local affiliate carrying new disc show.

## RCA Victor Boosts Film

RCA VICTOR and Republic Pictures Corp. are promoting the Frank Borzage technicolor production, "I've Always Loved You," which highlights the artistry of Arthur Rubinstein, pianist, through extensive RCA dealer cooperation and nation-wide coverage. RCA Victor dealers throughout the country are featuring window displays consisting of reproductions of oil paintings of Rachmaninoff and Arturo Rubinstein and are promoting the sale of albums of the Rachmaninoff 2d Piano Concerto, highlighted in the picture, as played by Mr. Rubinstein with the NBC symphony orchestra. Sept. 22 RCA Victor broadcast on 147 NBC stations was devoted entirely to "I've Always Loved You" and the firm's "Music You Want" programs, heard on 55 stations, has been featuring music played in the picture.

## Birthday Greeting

GIFT PACKAGE containing a diaper, birth announcement, a rattle and a safety pin has been sent by CFBC St. John, B. C., to advertising agencies and advertisers to announce its plans for beginning of operations sometime this fall. Station is assigned 5 kw on 930 kc, is owned by Fundy Broadcasting Co. with Norman Butterill as "doctor who is going to look after" the new station.

## Time to Spare

BILL TRAUM, promotion manager of WROK Rockford, Ill., has a habit of winning watches it would seem. This summer he was awarded a wrist watch in promotion contest conducted for Tom Breneman's ABC "Breakfast in Hollywood." Now he has won first prize in another promotion contest, that for Longines-Witnauer "The World's Most Honored Flights." The award—another watch.

## Screwdriver

MINIATURE screwdriver adorns latest promotion folder issued by WIBW Topeka, Kan. Cover illustration shows wife tinkering with radio while husband reads paper. Copy slant, "For small repair jobs in the home or office, this miniature screwdriver is a mighty handy tool . . ." follows through on the inside . . . and for big selling jobs (such as selling the Kansas market) WIBW is the most effective sales tool you can use." Card is included for requesting additional screwdrivers, current and near-future availabilities or a copy of Dr. Whan's new study of "The Kansas Radio Audience of 1946."

## WHN Magazine Tie

WHN New York, in cooperation with MacFadden Publication, New York, will issue a monthly calendar listing the outstanding sports events on the station, effective with the November issue of "Sports Magazine." The calendar will be inserted in the copies of "Sports" going to subscribers in the WHN listening area.

## Promotion Discs

TO BUILD interest in NBC network programs, KMJ Fresno, Calif., has developed its own promotion series. Featuring transcribed interviews by Walter Cave, station special events director, format is built around chats with radio stars recorded in Hollywood.

## KIST Card and Folder

TO FAMILIARIZE agencies and representatives with KIST Santa Barbara, Calif., station has released rate card No. 1 accompanied by promotion folder of market data. In addition to data, folder contains reproductions of letters by Santa Barbara merchants to national manufacturers and distributors asking them to have KIST included in NBC station list carrying their programs.

## Featured Dishes

PROMOTING its nightly review show, "New York Panorama," which features Maurice Dreicer covering activities of New York theaters, movies, night clubs and restaurants, WWRL New York is presenting certificate awards to Manhattan restaurants for an outstanding dish. Certificates list the restaurant and featured dish and are mounted for window display.

## WISN Folder

FOUR-PAGE two color folder on the "Ann Leslie Scrapbook" program of WISN Milwaukee has been prepared for the station by The Katz Agency, station representative. Review of the twice-daily, five-weekly show, on the air for more than 10 years, is presented along with past sponsors and time-buying facts.

## Story of Northwest

USING big, fuzzy bear as character theme, story of the Northwest is told in picture and narrative in new promotion folder of KHQ Spokane, Wash., prepared by The Katz Agency, station representative. Market and coverage data of station conclude piece.

## Sylvania Poster

THREE-COLOR window display sheet boosting Sylvania tubes is being distributed to more than 54,000 dealers, service shops, jobbers and distributors by Sylvania Electric Products through its house organ, Sylvania News. Poster uses theme of "The Happy Radio Home."

## Phone Announcement

CAPTIONED "Something Wonderful has Happened," an announcement was sent out last week by O'Brien & Dorrance, New York, informing the industry that "the New York Telephone Company (bless its busy little circuits) has finally given us a telephone all our own." Firm can now be reached in New York by calling Plaza 9-3943.

## WTAG Letter Contest

A HUNDRED free tickets to the Young People's Concert of Worcester Music Festival are being watched by WTAG Worcester, Mass., in promotion of its program to explain the classics to children, "Make Friends With Music." Writers of 50 best letters on "Why I want to go to the Young People's Concert" will be presented pair of tickets.

## News Presentation

ILLUSTRATED folder on radio news and how it is gathered and presented by WTMA Charleston, S. C., is being distributed to advertising agencies by the station. Piece emphasizes experience of WTMA staff and station's up-to-date facilities.

# KFMB

*Sells*  
**SAN DIEGO**

Going Up! 1946  
U. S. Census shows  
San Diego metropolitan  
district with post-war civilian  
population of 465,720.  
San Diego city population jumps  
78% over 1940! This lucrative  
market is yours  
"from the inside"  
with KFMB.

# KFMB

BASIC AMERICAN NETWORK  
(Pacific Coast)  
**SAN DIEGO, CALIF.**

Created and Managed by JACK GROSS  
Represented by the BRANHAM CO.

# The Texas Rangers

SELL

# BREAD\*

ON

# KWTO

Springfield, Mo.

\* TAYSTEE!

NEW YORK OFFICE  
475 Fifth Avenue

An Arthur B. Church Production

HOTEL PICKWICK, KANSAS CITY 6, MO.

## Miller

(Continued from page 75)

public interest in granting or refusing licenses; that if the Commission decides that editorializing over the radio is not in the public interest, then what on earth can the Commission do but act in the public interest? To such simple minds, the fact that a law must be interpreted consistently with the Constitution is of no importance.

One favorite subject, recently much discussed, is the supposedly large incomes of broadcasters. Probably a considerable number of licensees are operating in the red. Perhaps a few are making too much. The question is how should "too much" be measured? If a man becomes President of the United States or a member of the Communications Commission has he achieved *too much* of fame and power? If an inventor succeeds fabulously, while another fails miserably, has the first achieved too much?

### Limitation?

Should the gold miner be limited to 5% on the value of the pan in which he washes gravel; the doctor to a percentage of his physical equipment; the lawyer to an amount measured by the value of his library, his desk and his chair? What of the university professor, the newspaper editor? Should the writer of a best seller have his returns clipped to an income appropriate to the value of a second-hand typewriter? What becomes of those great capacities of the American people which developed radio broadcasting from an interesting gadget to a great American institution and which, among other things, made it possible for us to win the war? When we talk of tying our people down to income returns which a bedridden paralytic might properly receive on an investment in preferred stocks, is it proposed that we abandon the values of "know-how," of imagination, of courage, of salesmanship, of enterprise, which have made America the nation which it is?

One of our great weaknesses, compared with the press and other printed media, is that a radio broadcast is heard for a fleeting moment of time and then is dissipated. But it is not necessary that this continue to be true. Perhaps in our new Program Department we can devise ways and means of preserving scripts, printing them in permanent form, distributing them to libraries and to interested persons. Radio broadcasting has become a necessary adjunct of the press in transmitting information; there is no reason why printing should not become an adjunct of broadcasting in preserving it.

The free lance cynics, the frustrated Don Quixotes, the horseflies of American life play a useful part in applying the gad to en-



**DIRECTING** discussion at Sales Managers Committee meeting were (l to r): Arthur Hull Hayes, WABC New York; James V. McConnell, chairman, NBC; Frank E. Pellegrin, NAB director of broadcast advertising.

trenched self-interest and complacent sycophancy, but the picture which they paint is a purposely distorted caricature. In order to preserve a decent balance, it is necessary that someone describe the true values of American broadcasting.

We need, badly, more writing and realistic writing about broadcasting, by persons who are acquainted with American laws and with American people; by persons who know how a broadcasting station operates; who have had experience in talent scouting, in program building, in program financing; who are informed about, and sympathetic to, our way of life. It is, indeed, a challenge and an opportunity.

### Shaw Incomplete

**APPLICATION** by Bruno Shaw, former CBS commentator who now has a 15-minute commentary (Mon., 9-9:15 p.m.) on WNEW New York, for a new 10-kw station on 620 kc in New York City [BROADCASTING, Sept. 23], was returned to Mr. Shaw last week by the FCC as "incomplete."



**CUT OFF** for five years by the war, KZRH Manila is now reaffiliated with NBC. On Dec. 1 it will increase from 1 to 10 kw, covering Australia, South China Coast and Dutch East Indies. At signing (l to r) are: Bert Silen, president and general manager, KZRH; James V. McConnell, NBC director of national spot sales; Sheldon B. Hickox Jr., NBC manager of station relations, and Willan C. Roux, NBC manager of national spot sales.

## Lewis Warns NAB Of Air Propaganda

**Broadcasters Should Know News Experts, He Says**

**WARNING** that American radio could well become one of Russia's strongest agents for propaganda, Fulton Lewis jr., MBS commentator, warned delegates to the NAB Convention Tuesday against indifference to the public and private backgrounds of news experts.

Speaking under the sponsorship of the Chicago Radio Management Club, Mr. Lewis traced the background of Russia's present dominance of Europe and termed it identical to the political methods used by Hitler and Mussolini to gain power.

One of their most effective weapons, he declared, was the Government controlled radio. Under dictatorship radio cannot be free to express the people's will, he said.

Mr. Lewis said it was the duty of every broadcaster to personally know the sources of income of those who analyze or comment on international problems and to make available to the public their educational and social philosophies.

He told the 300 broadcasters who attended the 8 a.m. breakfast that each station should support the United Nations in order to avoid the threat of another world conflict. Subject of Mr. Lewis' talk was "Clinical Indications of World War III."

### TBA Granted

FCC upon request of Television Broadcasters Assn., waived until Dec. 31, Sec. 3.661(a) of the Commission's rules requiring video stations to broadcast 28 hours weekly. Present waiver expires Oct. 31. Simultaneously, the Commission denied a Television Productions Inc. request to waive requirements of Rule 4.182, with respect to making charges by experimental television stations.

### Postwar Manila Radio Has Overcome Obstacles

**BACK** for equipment shopping tour of the United States is Bert Silen, Manila radio operator who blew up his own station to save it from Jap hands, and was imprisoned with his wife and three daughters in Santo Tomas. He was subsequently manager of news and special events at KPO San Francisco until his return to Manila early this year to put station KZRH in operation atop a seven-story building which was a three-walled shambles when he arrived. The station, now in active operation and affiliated with NBC, has more than 140 sponsors, with broadcasts in English, Chinese and numerous Philippine dialects.

Lacking telephone lines, Mr. Silen feeds his programs from the studios to the transmitter eight miles away by FM.

# WWSW

**WSW** continues to put public service first, although leading all Pittsburgh stations in total sponsored time.

**E** maintain thirty regular "pick-up points" for remote broadcasts of important public-interest features.

**SPORTS** coverage is complete, with play-by-play broadcasts of baseball, football, hockey and other major sports.

**WHEN** you want intimate coverage of this rich industrial market, include WWSW—Pittsburgh's only 24-hour station.

Represented by  
Forjoe and Company **WWSW, INC.**  
**PITTSBURGH, PA.**

*This Is*

## WEST TEXAS

*Radio Families:*

1940	1946
77,279	98,280

*Served by the West*

*Texas Network—*

## KRBC KBST

*Abilene*  
61.1%

*Big Spring*  
57.0%

## KGKL

*San Angelo*

62.0%

**All day average of Listening Homes distribution. (Robert S. Conlan & Associates.)**

*Affiliated with*

**ABC MBS TSN**

*Represented by*

**JOHN E. PEARSON CO.**





WIDE BLANKET-COVERAGE,  
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## Decisions . . .

OCTOBER 17

BY COMMISSION EN BANC  
Commercial Television

The Associated Broadcasters Inc., San Francisco, Calif.—Granted CP for a new station; Channel (No. 5), 76-82 mc; visual power—23.6 kw, aural 12.6 kw; antenna 583 feet, on top of Mark Hopkins Hotel; main studio to be located in Mark Hopkins Hotel.

Upon consideration of a request by Television Broadcasters Assn. Inc. for waiver until Dec. 31, 1946 of Sec. 3.661(a) of the rules, the Commission ordered that Sec. 3.661(a) be amended by adding a footnote to the end of the section as follows, said order to be made effective Oct. 31, 1946:

"The requirements of Sec. 3.661(a) are waived until December 31, 1946."

The Commission denied a request of Television Productions Inc. to waive the requirements of Rule 4.182 with respect to making of charges by experimental television stations.

### FM Conditional Grants

Voice of the Orange Empire Ltd., Santa Ana, Calif.—Adopted an order granting petition for leave to amend its application to request a Class A instead of a Class B station; the amendment was accepted and a conditional grant authorized for a Class A station, subject to further review and approval of engineering details, and application removed from hearing docket.

FM Radio and Television Corp., San Jose, Calif.—Adopted an order authorizing a conditional grant for a Class B station, subject to engineering conditions.

Greater Muskegon Broadcasters Inc., Muskegon, Mich.—Authorized a conditional grant for a Class B station, subject to further review and approval of engineering details.

R. G. LeTourneau, Longview, Tex.—Authorized a conditional grant for a Class B station, subject to further review and approval of engineering details.

Western Waves Inc., Seattle, Wash.—Same.

### FM CONSTRUCTION PERMITS

The following were authorized full construction permits; conditions (see story last issue):

Tribune Building Co., Oakland, Calif.; Delaware Bcstg. Co., Wilmington, Del.; Southern Media Corp., Coral Gables, Fla.; Wabash Valley Bcstg. Corp., Terre Haute, Ind.; Winchester Sun Co. Inc., Winchester, Ky.; Leonard A. Versluis, Grand Rapids, Mich.; WJIM Inc., Lansing, Mich.; \*The Argus-Press Co., Owosso, Mich.; Southern Minn. Bcstg. Co., Rochester, Minn.; \*Civic Bcstg. Corp., Syracuse, N. Y.; Parker Bros. Inc., Ahsokie, N. C.; Eastern Carolina Bcstg. Co. Inc., Goldsboro, N. C.; Lucian E. Kinn, Fostoria, Ohio; \*Central Willemette Bcstg. Co., Albany, Ore.; Siskiyou Bcstg. Co. Inc., Ashland, Ore.; \*WKST Inc., New Castle, Pa.; Union Bcstg. Co., Scranton, Pa.; Piedmont Bcstg. Corp., Danville, Va.; \*Green Bay Newspaper Co., Green Bay, Wis.; \*WHBY Inc., Green Bay, Wis.; WJMC Inc., Rice Lake, Wis.

### Non-Commercial Educational

Fordham U., Bronx, New York—Granted CP for a new station to operate on Channel (No. 211), 90 mc, power 3.5 kw, antenna height: 200 feet.

OCTOBER 17

BY COMMISSION EN BANC

WCAU and WCAU-FM Philadelphia, Pa.—Granted consent to assignment of license and transfer of ownership of standard station WCAU and FM station WCAU-FM from WCAU Bcstg. Co. to the Philadelphia Record Co., for a consideration of \$6,000,000 cash for 1,000 shares (all) of assignor's stock. Assignee also to assume responsibility for the payment of current liabilities less certain reserves. (Commissioner Walker voting "no".)

WHBQ Memphis, Tenn.—Granted consent to assignment of license and transfer of ownership of station WHBQ from Bcstg. Station WHBQ Inc. to Harding College, for a consideration of \$300,000 for 1,000 shares (all) of outstanding capital stock.

WINS New York—Granted consent to assignment of license and permit of WINS from The Crosley Corp. to The Crosley Bcstg. Corp., a newly organized subsidiary of The Crosley Corp.

\*In lieu of previous conditions specified.

# ACTIONS OF THE FCC

OCTOBER 17 to OCTOBER 24

### ACTION IN DOCKET CASES

The Commission announced adoption of a proposed decision looking towards the grant of the following applications:

AM—1370, 1380 kc

United Bcstg. Co., a co-partnership composed of George Mardikian, George Snell, Bernard Floyd Farr, S. A. Melnicoe and Alfred Aram for a new station in San Jose, Calif., 1370 kc, 1 kw, unlimited time, DA, and DeHaven, Hall and Oates, for a new station in Salinas, Calif., to operate on 1380 kc, 1 kw, unlimited time, DA.

Applications of the following are proposed to be denied: FM Radio and Television Corp., San Jose, Calif., for a new station to operate on 1370 kc, 1 kw, U-DA; Broadcasters Inc., San Jose, Calif., for a new station to operate on 1370 kc, 1 kw, DA-U.

Central Calif. Broadcasters Inc. (KRE), Berkeley, Calif., to change frequency from 1400 to 1380 kc, and increase power from 250 w to 1 kw, DA, U.

AM—1490 kc

There was also adopted a proposed decision (B-285), looking towards a grant of a new station to Nathan J. Cooper to operate on 1490 kc, 250 w, unlimited time, in Morganton, N. C., and denial of a mutually exclusive application by Beatrice Cobb for the same facilities.

AM—590 kc

KSUB Cedar City, Utah—Granted change frequency from 1340 to 590 kc, change power from 250 w to 1 kw day, 250 w night, and install a new transmitter.

KFXM San Bernardino, Calif.—Granted change frequency from 1240 to 590 kc, increase power from 250 w to 1 kw; install new transmitter and DA for night use, and change transmitter location.

AM—1290 kc

San Bernardino Bcstg. Co. Inc., San Bernardino, Calif.—Granted CP new station to operate on 1290 kc, 1 kw, unlimited time, DA.

AM—590 kc

The Star Bcstg. Co. Inc., Pueblo, Colo.—Granted CP new station to operate on 590 kc, 1 kw, unlimited time, DA-night.

AM—570 kc

KLAC Los Angeles, Calif.—Granted change power from 1 kw unlimited time, to 1 kw-night, 5 kw-LS, change transmitter and transmitter site, operating on 570 kc.

AM—1340, 1580 kc

An order was also adopted granting the application of Tifton Bcstg. Corp. for a new station in Tifton, Ga., to operate on 1340 kc, 250 w, unlimited time, and an order granting the application of Frank R. Gibson for a new station at Lake Charles, La., to operate on 1580 kc, 1 kw, unlimited time, DA.

OCTOBER 18

BY THE SECRETARY

WSAU Wausau, Wis.—Granted modification of CP to extend commencement date to 11-30-46.

WCSH Portland, Me.—Granted license to cover CP which authorized installation of an auxiliary transmitter.

WLBR Lebanon, Pa.—Granted modification of CP, which authorized a new station, for extension of completion date to 12-7-46.

WGAC Augusta, Ga.—Granted modification of CP for extension of completion date to 1-3-47.

KSRV Ontario, Ore.—Granted modification of CP, which authorized a new station, to extend completion date to 12-6-46.

WHDL Town of Allegany, N. Y.—Granted CP to install a new transmitter.

WHAN Charleston, S. C.—Granted modification of CP, which authorized a new station, for approval of antenna, approval of transmitter location at Savannah Highway, St. Andrew's Farm, near Charleston, and to specify studio location at 152 Market St., Charleston.

KBWZ Mobile, Area of Seattle—Granted CP for a new relay broadcast station; condition.

Ashbacker Radio Corp., Portable, Area of Muskegon, Mich.—Granted authority to make changes in automatic frequency control units; condition.

WLAR Athens, Tenn.—Granted authority to make changes in automatic frequency control units; condition.

KMHL Marshall, Minn.—Granted modification of CP, which authorized a new station, to make changes in antenna and change type of transmitter; conditions.

WOPK Marietta, Ohio—Granted modification of CP, which authorized a new station, for approval of antenna, approval of transmitter location at 1.9 mi. E.N.E. of center of business district of Marietta and approval of studio location at 2nd and Putnam Sts., Marietta.

KAWT Lowell, Ariz.—Granted modification of CP, which authorized a new station, for approval of antenna, change type of transmitter, and for approval of transmitter location 2.4 mi. West of Douglas, Ariz. on U. S. Highway 80.

WKST New Castle, Pa.—Granted CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

KCOL Fort Collins, Colo.—Granted modification of CP, which authorized a new station, to change type of transmitter to Composite, approval of antenna and approval of transmitter location West of City of Ft. Collins.

WCKB Dunn, N. C.—Granted modification of CP, which authorized a new station, for approval of antenna, approval of transmitter site at near Dunn, and to specify studio locations as near Dunn, N. C.

KIEM Eureka, Calif.—Granted CP to install a new transmitter and new vertical antenna with FM antenna mounted on top; conditions.

KTFS Texarkana, Tex.—Granted modification of CP, which authorized a new station, to change type of transmitter, for approval of antenna and for approval of transmitter location.

WNAX Yankton, S. D.—Granted CP to install a new transmitter.

WMMJ Peoria, Ill.—Granted modification of CP, which authorized a new station, to change transmitter location to E½ of NE¼ of Sec. 23, Twp. 26W, Range 4W E. of Peoria, and approval of studio location at Cor. of Fulton and Jefferson St., Peoria; and extend commencement and completion dates to 60 and 180 days after grant, respectively.

WKTG Glens Falls, N. Y.—Granted modification of CP, which authorized a new station, for approval of antenna and approval of transmitter and studio locations at Dix Ave., Glens Falls.

KSEM Moses Lake, Wash.—Granted modification of CP which authorized a new station, to change transmitter and studio locations to about 7 acres in SE Corner of Govt. Lot 3, Sec. 21, Twp. 19 N, Range 28 EWM, Moses Lake.

W3XF Springfield Twp., Pa.—Granted modification of CP, which authorized a new experimental television station, for extension of commencement and completion dates to 10-1-46 and 4-1-47 respectively.

Fisher's Blend Sta. Inc., Seattle, Wash.—Granted modification of FM CP, which authorized a new station, to change date of required commencement of construction to 10-26-46.

WATX Ann Arbor, Mich.—Granted modification of CP, which authorized a new non-commercial educational broadcast station, to change type of transmitter and make changes in antenna system.

WSTV Steubenville, Ohio—Granted CP to make changes in antenna and for erection of FM antenna on top of AM tower.

KEVR Seattle, Wash.—Granted license to cover CP, which authorized increase in power, installation of new transmitter, DA for day and night use and change in transmitter location; conditions. Also granted application.

WABI Bangor, Me.—Granted modification of CP, which authorized increase in power, etc., for extension of completion date to 11-18-46.

WAYX Waycross, Ga.—Granted modification of CP, for extension of commencement and completion dates to 10-20-46 and 5-20-47, respectively.

WPAG Ann Arbor, Mich.—Granted CP to install FM antenna on top of present AM vertical radiator.

WPDQ Jacksonville, Fla.—Granted modification of CP for extension of completion date to 1-15-47.

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**WCRM Columbia, Tenn.**—Granted modification of CP, which authorized a new station, for approval of antenna, change type of transmitter, approval of transmitter location at 1 mi. SW of Columbia, E. side of U. S. Highway 43, and change in studio location to 1 mi. SW of Columbia, E. side of U. S. Highway 43; conditions.

**WBHF Cartersville, Ga.**—Granted license to cover CP which authorized a new station on 1450 kc, 250 w U. Also granted application; conditions.

**WWNC Asheville, N. C.**—Granted modification of CP for extension of completion date to 4-20-47.

**WWGR Bainbridge, Ga.**—Granted license to cover CP, which authorized a new station on 1490 kc, 250 w, unlimited time, and for change of studio location to Callahan Bldg., Broad St., Bainbridge; conditions. Also granted application.

**W9XG W. Lafayette, Ind.**—Granted modification of CP for extension of completion date to 9-24-47.

**WCBS-TV New York City**—Granted CP to install new visual transmitter.

**WWWB Jasper, Ala.**—Granted modification of CP, which authorized a new standard station, for extension of completion date to 12-20-46; conditions.

**WHBC Canton, Ohio**—Granted modification of CP to change transmitter location to R.R. North Industry, Richville Road, SW¼ Sec. 25, Perry Twp., Canton.

**KTSC Tucson, Ariz.**—Granted modification of CP, which authorized a new station, for approval of antenna and transmitter location at Block 51, SE Corner intersection Stone Ave. and 4th St., Tucson, and change studio location to 728 N. Stone St., Tucson.

**KAFY Bakersfield, Calif.**—Granted modification of CP to change type of transmitter.

**WDMJ Marquette, Mich.**—Granted CP to install a new transmitter.

**WLBC Muncie, Ind.**—Granted CP to make changes in vertical antenna, mount FM antenna on top of AM tower and change studio location to U. S. Highway 35, SE of City of Muncie.

**WCTT Corbin, Ky.**—Granted modification of CP which authorized a new station, to make changes in antenna and to change type of transmitter; conditions.

**WBEJ Elizabethton, Tenn.**—Granted license to cover CP which authorized a new station on 1240 kc, 250 w U, and approval of studio location at 626½ Elk Ave., Elizabethton; conditions. Also granted application.

**WNVA Norton, Va.**—Granted license to cover CP which authorized a new station on 1450 kc, 250 w U, and approval of studio at Natl. Bank Bldg., Norton. Also granted application. Conditions.

**KCBC Des Moines, Iowa**—Granted modification of CP to change type of transmitter.

**WCOL Columbus, Ohio**—Granted CP to install an FM antenna on top of present AM tower. Also granted CP to move old main transmitter to 600 ft. South of the Factory Bldg., at 555 W. Goodale St. (present location of main transmitter) to be used as an auxiliary with power of 250 w.

**WNAD Norman, Okla.**—Granted CP to make changes in antenna and mount FM antenna on top of AM antenna.

OCTOBER 18

BY THE COMMISSION

AM—820 kc

**South Central Bestg. Corp., Evansville, Ind.**—Granted CP for a new station to operate on 820 kc, 250 w, daytime only, subject to engineering conditions.

AM—1490 kc

**Bradford Publications Inc., Bradford, Pa.**—Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

AM—1490 kc

**Walterboro Bestg. Co., Walterboro, S. C.**—Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

AM—1430 kc

**The Lansing Bestg. Co., Lansing, Mich.**—Granted CP for a new station to operate on 1430 kc, 500 w, daytime only, subject to engineering conditions.

AM—1110 kc

**Theodora Townsend, H. H. Thompson and Geo. L. Young, a partnership d/b as Inter-City Bestg. Co., Providence, R. I.**—Granted CP for a new station to operate on 1110 kc, 1 kw, daytime only, subject to engineering conditions.

AM—1290 kc

**Ken-Sell Inc., West Palm Beach, Fla.**—Granted CP for a new station to operate on 1290 kc, 1 kw, daytime only, subject to engineering conditions.

AM—830 kc

**Kennett Bestg. Corp., Kennett, Mo.**—Granted CP for a new station to operate on 830 kc, 1 kw, daytime only.

AM—1230 kc

**Idaho Falls Bestg. Corp., Idaho Falls, Ida.**—Granted CP for a new station to operate on 1230 kc, 250 w, unlimited time, subject to engineering conditions.

AM—1400 kc

**Eastern Idaho Bestg. and Television Co., Idaho Falls, Ida.**—Granted CP for a new station to operate on 1400 kc, 250 w, unlimited time.

AM—1490 kc

**J. C. Rothwell, Littlefield, Tex.**—Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

AM—1090 kc

**Effingham Bestg. Co., Effingham, Ill.**—Granted CP for a new station to operate on 1090 kc, 250 w, daytime only, and denied petition of KTHS, West Memphis, Ark., requesting that this application be designated for hearing and for leave to intervene.

AM—900 kc

**Radio Kentucky Inc., Louisville, Ky.**—Adopted an order granting petition of Radio Kentucky Inc. requesting severance from consolidated hearing of its application, and granted said application for a new station to operate on 900 kc, 1 kw, daytime only.

Petition

**WRGA Rome, Ga.**—Granted petition of WRGA for reconsideration directed against Commission action of August 1, 1946, granting without hearing the application of Joe V. Williams Jr. for a new station in Chattanooga, Tenn., and ordered that said grant be set aside and the application of Williams designated for hearing and ordered that WRGA be made a party to the proceeding.

AM—750 kc

**Clarksburg Bestg. Corp., Clarksburg, W. Va.**—Granted CP for a new station to operate on 750 kc, 1 kw, daytime only, subject to engineering conditions.

AM—1340 kc

**Glacus G. Merrill and Andrew H. Kovlan, a partnership d/b as Mountain State Bestg. Co., Clarksburg, W. Va.**—Removed from the hearing docket and granted application for a new station to operate on 1340 kc, 250 w, unlimited time.

AM—910 kc

**Matta Bestg. Co., Braddock, Pa.**—Designated for hearing application for a new station to operate on 910 kc, 1 kw, daytime only.

AM—1450 kc

**Louis F. Leurig and F. F. McNaughton, d/b as The Las Cruces Bestg. Co., Las Cruces, N. M.; Mesilla Valley Bestg. Co. Inc., Las Cruces, N. M.**—Designated for hearing application for a new station to operate on 1450 kc, 250 w, unlimited time, in a consolidated proceeding with application of Mesilla Valley Bestg. Co. Inc. for a new station to operate on 1450 kc, 250 w, unlimited time.

Program Authority

**National Bestg. Co., New York**—Granted extension of permit to transmit recorded programs to all broadcast stations in Canada licensed to operate by the Canadian Government which may be heard consistently in the U. S.

**Burns Ave. Baptist Church, Detroit, Mich.**—Granted extension of authority to transmit religious programs to Station CKLW, Windsor, Ontario.

CP Reinstatement

**WKBH LaCrosse, Wis.**—Granted application for reinstatement of CP which authorized increase in power to 5 kw, new transmitter, directional antenna at night, and new site.

**WING Dayton, Ohio**—Granted application for reinstatement of CP as modified, authorizing DA for night use and change in transmitter location.

Grant Deletion

**KVOE Santa Ana, Calif.**—Granted authority to delete all records relative to authorization granted on July 2, 1946, which authorized installation of a new vertical antenna, and cancelled said authorization.

Petition

**Foundation Company of Washington, Washington, D. C.**—Adopted a decision and order denying petition of Foundation Co. of Washington for reconsideration under Sec. 405 of the Communications Act, directed against the action of the Commission on June 13, 1946, granting without hearing the application of Metropolitan Bestg. Corp. for a new station in Washington.

Designated Hearing

**F. F. McNaughton and Louis F. Leurig, a partnership d/b as The LaSalle County Bestg. Co., LaSalle, Ill.**—Designated for hearing application for a new station to operate on 1490 kc, 250 w, unlimited time.

AM—580 kc

**Chippewa Valley Radio and Television Corp., Eau Claire, Wis.**—Designated for hearing application for a new station to operate on 580 kc, 1 kw night, 5 kw-LS, unlimited time, DA.

AM—1080 kc

**H. M. Williamson and Roy D. Johnson, a partnership d/b as Modesto Bestg. Co., Modesto, Calif.; Chas. Vernon Berlin, Fred D. McPherson Jr. and Mahlon D. McPherson, a partnership d/b as Radio Station Cruz, Santa Cruz, Calif.**—Designated for hearing application of Modesto Bestg. Co. for a new station to operate on 1080 kc, 250 w, daytime only in consolidation with application of Radio Station Cruz, requesting a new station at Santa Cruz, Calif. to operate on 1080 kc, 1 kw, daytime only.

AM—1140 kc

**Byrne Ross, d/b as Oklahoma City Bestg. Co., Oklahoma City, Okla.**—Granted CP for a new station to operate on 1140 kc, 1 kw, daytime only (Comr. Walker not participating).

AM—680 kc

**UAW-CIO Bestg. Corp., Detroit, Mich.**—Adopted an order granting petition of UAW-CIO Bestg. Corp. requesting that its application for a new station to operate on 680 kc, 250 w, daytime only, be designated for hearing in a consolidated proceeding which is scheduled for hearing on Oct. 25 in Detroit, and ordered that said application be so designated with applications in Docket Nos. 7811, 7676 and 6220, and further ordered that the Commission's orders designating these cases be amended to include application of UAW-CIO Bestg. Corp.

Modification of CP

**WORZ Orlando, Fla.**—Granted request of WORZ to modify its CP for a new station by specifying the directional antenna system and exact transmitter site, provided the proposed DA is acceptable to the Cuban Government, and waiver of Secs. 3.55(b) and 3.60 of rules required.

Petition

**Frank C. Christl, et al, d/b as Huntington Park Bestg. Co., Huntington Park, Calif.**—Granted petition requesting that its application for a new station to operate on 1190 kc, 1 kw, daytime only, be designated for hearing in the consolidated proceeding with applications for the same facilities at San Fernando and Santa Monica; ordered that said application of Huntington Park be so designated, and amended the orders designating applications of Robert Burdette and Santa Monica Bestg. Co. to include this application.

AM—860, 850 kc

**KTRB Modesto, Calif.**—Designated for hearing application of KTRB requesting a CP to change the present facilities of 860 kc, 1 kw, unlimited time, DA-night, so as to increase daytime power to 5 kw, in a consolidated proceeding to be held in Washington on Oct. 28, on applications of Calif.-Nevada Bestg. Co. and Peninsula Newspapers Inc. for new stations at Vallejo and Palo Alto to operate on 850 kc, 250 w, daytime only; and amended orders heretofore issued to include application of KTRB.

Renewals

Granted renewal of following station licenses for the period ending Feb. 1, 1948: KSAN, San Francisco, Calif.; WSPB, Sarasota, Fla.

Granted renewal of following station licenses for the period ending May 1, 1949: KSJB Jamestown, N. Dakota; KMJ Fresno, Calif.; WKBN Youngstown, Ohio.

Granted renewal of following station licenses for the period ending August 1, 1949: KROY Sacramento, Calif.; KICA Clovis, N. M.

**KGHF Pueblo, Colo.**—Granted renewal of license for period ending Nov. 1, 1948.

**WMOB Mobile, Ala.**—Granted renewal of license for period ending Feb. 1, 1949.

**El Paso Bestg. Co., El Paso, Tex.; KMPC Bakersfield, Calif.**—Denied petition for review of action of motion's Commissioner granting petition of KMPC for leave to intervene in hearing in re El Paso Bestg. Co. application Docket 7533; reaffirmed said action; denied petition of KMPC to postpone hearing in Docket 7533 set for Oct. 31, 1946.

(Continued on page 82)

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## FCC Actions

(Continued from page 81)

### Designated Hearing

**Hope Bestg. Co., Hope, Ark.**—Designated for hearing application for new station to operate on 1490 kc, 250 w, unlimited time, in a consolidated proceeding with applications of Four States Bestg. Corp., Texarkana, Ark. and Magnolia Bestg. Co., Magnolia, Ark., and with applications of Ruston Bestg. Co., Ruston, La., and Abe B. Harris, Ruston, La.; ordered that the issues in these dockets be amended by striking Issue No. 5 and substituting therefor a new issue; further ordered that said consolidated hearing be scheduled for Nov. 1, 1946.

### BY COMMISSION EN BANC

**KGNC Amarillo, Tex.**—Granted modification of CP for change in DA, transmitter site and extension of completion date.

**KGGM Albuquerque, N. M.**—Granted modification of CP for changes in directional antenna.

**KFXD Nampa, Idaho**—Granted modification of CP for changes in directional antenna, transmitter location and installation of new transmitter.

**KCSG Pocatello, Idaho**—Granted authority to delete new station authorized June 27, 1946, on 1490 kc, 250 w, unlimited time; station to be merged with KEYY Pocatello.

### OCTOBER 17

AM—590 kc

**KSUB Cedar City, Utah**—Granted change from 1340 to 590 kc, increase 250 w to 1 kw, DA; conditions.

AM—1290 kc

**San Bernardino Bestg. Co. Inc., San Bernardino, Calif.**—Granted CP new station 1290 kc, 1 kw, directional antenna; conditions.

AM—590 kc

**KFXM San Bernardino, Calif.**—Granted CP change from 1240 to 590 kc, increase from 250 w to 1 kw and unlimited time with DA night; conditions.

AM—590 kc

**The Star Bestg. Co. Inc., Pueblo, Colo.**—Granted CP new station 590 kc, 1kw, DA night.

AM—570 kc

**KLAC Los Angeles**—Granted CP to increase daytime power from 1 kw to 5 kw on 570 kc.

### OCTOBER 21

AM—570 kc

Order issued granting WICA Ashtabula increase on 970 kc to 5 kw day, 1 kw night, with DA night; denying applications: WWSW Pittsburgh, seeking change to 970 kc with 5 kw DA; WSWA Harrisonburg, Va., seeking change to 970 kc with 1 kw daytime only; WEBR Buffalo, seeking change to 970 kc with 5 kw and DA fulltime.

### OCTOBER 21

#### ACTION ON MOTIONS BY COMMISSIONER JETT

**San Fernando Valley Bestg. Co., San Fernando, Calif.**—Granted petition for leave to amend its application for CP so as to specify a revised DA pattern, etc., the amendment was accepted and application as amended removed from hearing docket.

**The Bluefield Bestg. Co., Bluefield, W. Va.**—Granted petition for waiver of Sec. 1.387 of rules and accepted petitioner's written appearance in re application for CP.

**Coast Radio Bestg. Corp., Los Angeles**—Same.

**Calif.-Nevada Bestg. Co., Vallejo, Calif.**—Granted petition for leave to amend its application for CP so as to specify the frequency 1190 kc instead of 850 kc; add supplemental engineering report, etc. The amendment was accepted and application as amended removed from the hearing docket.

**W. Va. Radio Corp., Pittsburgh, Pa.**—Granted petition to dismiss without prejudice application for CP.

**Pittsburgh Bestg. Co., Pittsburgh, Pa.**—The Commission, on its own motion, removed from the hearing docket application for CP.

**The Northern Ohio Bestg. Co., Amherst, Ohio**—Granted petition for leave to amend its application for CP so as to specify a new studio location, etc., and the amendment was accepted.

**Raytheon Mfg. Co., Waltham, Mass.**—Granted petition to dismiss without prejudice its application for a new FM station.

**Fidelity Bestg. Corp., Boston, Mass.**—Granted petition to dismiss without prejudice its application for a new FM station.

**Radio-Television of Balto. Inc., Baltimore, Md.**—Granted petition for leave to amend its application for a new FM station so as to specify a revised transmitter site, etc., and the amendment was accepted.

**KAND Corsicana, Tex.**—Granted petition for continuance of hearing on application for Vol. Assignment of License of KAND, presently scheduled for Oct. 21, and continued same to Nov. 19.

**Radio Phoenix Inc., Phoenix, Ariz.**—Granted petition for leave to amend its application for CP so as to show addition of a new stockholder, etc., and the amendment was accepted.

**Unity Corp. Inc., Mansfield, Ohio**—Granted petition for leave to amend its application for FM construction permit so as to show current information on programming plans, etc., and the amendment was accepted.

**Western Reserve Bestg. Co., Cleveland, Ohio**—Granted petition insofar as it requests reinstatement and acceptance of amendment to application for CP, and the amendment specifying the frequency 1260 kc with 5 kw (instead of 1490 kc, 250 w), was accepted, and application reinstated.

**KFI Los Angeles, Calif.**—Granted petition for leave to intervene in the hearing upon application of Hanford Pub. Co., Hanford, Calif., presently scheduled for hearing on Oct. 31.

**Frank Mitchell Farris Jr., Nashville, Tenn.**—Granted petition insofar as it requests reconsideration of Commission's action of Aug. 7 designating application for hearing, and the application was removed from hearing docket; insofar as petition requests a grant without hearing it is dismissed.

**McEvoy Bestg. Co., Roswell, N. M.**—Granted petition to take depositions in re hearing upon its application for CP presently scheduled for Nov. 7; also granted petition for admission of J. D. Atwood, to the Bar of the Commission, Pro Hac Vice, for the purpose of taking depositions.

**Santa Monica Bestg. Co., Santa Monica, Calif.**—Granted petition requesting that consolidated hearing upon its application and application of Robert Burdette, now scheduled for Nov. 6 at Washington, be changed to Los Angeles instead.

**Key Bestg. Corp., Baltimore, Md.**—Granted petition requesting that the non-engineering testimony only in the consolidated hearing upon its application presently scheduled for Oct. 25 in Washington, be held in Baltimore on the date presently scheduled.

**Times Pub. Co., Erie, Pa.**—Granted petition insofar as it requests reinstatement and acceptance of amendment filed therewith, and the application as amended, specifying 1400 kc, 250 w, unlimited time, was reinstated and amendment accepted.

**WPAR Parkersburg, W. Va.**—Granted petition of transfer and transferee that the hearing on application for transfer of control of WPAR, now scheduled for Oct. 25 be continued to Nov. 25 in Washington.

**Harry F. Guggenheim, Bridgeport, Conn.**—Granted petition for leave to amend its application for new FM station so as to supply additional engineering information, and the amendment was accepted.

**Yankee Network Inc., Bridgeport, Conn.**—Denied petition requesting enlargement of the issues in the consolidated hearing upon Bridgeport FM applications.

**KPLC Lake Charles, La.**—Dismissed petition requesting leave to intervene in the hearing upon application of WMBD Peoria.

**Herman Radner, Dearborn, Mich.**—Granted petition insofar as it requests leave to amend application for CP so as to change the application from one to serve the city of Dearborn to one to serve the city of Detroit; denied petition insofar as it requests amended application be removed from the hearing docket; denied petition for continuance of consolidated hearing upon above application, and applications of Wolverines State Bestg. Service Inc. and Grosse Pt. Bestg. Corp., which is presently scheduled for Oct. 24 at Detroit.

**KROD El Paso, Tex.**—The Commission, on its own motion, ordered that the hearing on application for assignment of license of KROD, presently scheduled for Nov. 6, be continued to Dec. 9.

**Allen B. Du Mont Labs. Inc., Pittsburgh, Pa.**—Granted petition for continuance of hearing upon application for new television station presently scheduled for Oct. 23, and continued same without date.

**Rich Pub. House Inc., Midland, Mich.**—Granted petition for continuance of consolidated hearing upon Rich Pub. House Inc. application and application of Midland Bestg. Co., presently scheduled for Oct. 28, and continued same to Nov. 28, at Midland.

### BY COMR. JETT

**Panhandle Bestg. Corp., Amarillo, Tex.; Voice of Borger, Borger, Tex.**—The Commission, on its own motion, ordered continuance without date until further order of Commission, of the hearing now scheduled for Oct. 24 at Amarillo, on these applications.

**Liberty Bestg. Corp., Atlanta Journal Co., Atlanta Bestg. Co., Wilson & Cope, and Regents of Ga. School of Tech.**—Granted petition for continuance of consolidated hearing presently scheduled for Oct. 28, at Atlanta, on these applications, and ordered the hearing continued without date until further order of the Commission.

**Peninsula Newspapers Inc., Palo Alto, Calif.**—Granted petition requesting the Commission to amend its Oct. 4 order to take depositions in re hearing upon petitioner's application for CP so as to specify that depositions be taken before Eugene W. Moore, a Notary Public, instead of Lora C. Benning.

**WBAA W. Lafayette, Ind.**—Granted petition for leave to intervene in the hearing on application of WISH.

\* \* \*

The Commission, on October 11, ordered that the hearing on applications of Hearst Radio Inc., The Tower Realty Co., and Radio-Tele. of Balto. Inc. for new Class B FM stations in Baltimore, now scheduled for hearing on Oct. 21, be continued until a date and place to be specified by a subsequent order of the Commission.

### OCTOBER 22

#### BY THE SECRETARY

**WCIL Carbondale, Ill.**—Granted modification of CP to make changes in vertical antenna.

**KHOZ Harrison, Ark.**—Granted modification of CP to make changes in vertical antenna; conditions.

**WHUN Huntingdon, Pa.**—Granted modification of CP which authorized a new station, for change in type of transmitter, for approval of antenna and approval of transmitter and studio locations at intersection of 27th St. and Murray Ave. and 400 Wash. St., Huntingdon, respectively.

**KBKU Eureka, Calif.**—Granted modification of CP, which authorized a new station, for approval of antenna, to change type of transmitter, and for approval of transmitter and studio locations at 1/4 Block E. of intersection of Railroad Ave. and Murray St., near shore of Humboldt Bay, Eureka; conditions.

**WMON Montgomery, W. Va.**—Granted license to cover CP which authorized a new station on 1340 kc, 250 w, unlimited time; conditions. Also granted application.

**WDTR City of Detroit**—Granted modification of CP to make changes in antenna system and specify type of transmitter.

**WGYN New York City**—Granted CP to specify frequency 96.1 mc (Channel 241), and make changes in antenna system.

**The Western Conn. Bestg. Co., Stamford, Conn.**—Granted CP for a new relay broadcast station; frequency assignment subject to changes in accordance with proceeding in Docket 6651.

**KDSH Boise, Idaho**—Granted modification of CP to change transmitter location to all of SW 1/4 of NW 1/4 of Sec. 15, Twp. 3N, Range 1E, near Boise.

**KFMJ Tulsa, Okla.**—Granted modification of CP to change type of transmitter, approval of antenna and transmitter location at 1/8 mile S. of intersection of Yale Ave., and 21st St., Tulsa, and to specify studio location as 7th and Main St., Tulsa.

**KGNC Amarillo, Tex.**—Granted CP to make changes in vertical antenna and mount FM antenna on top of present AM tower.

**WGKL Hendersonville, N. C.**—Granted modification of CP for approval of antenna, change type of transmitter, and for approval of transmitter and studio locations at city limits, U. S. Highway 64, Hendersonville.

**WJOR Bangor, Me.**—Granted modification of CP for approval of antenna and approval of transmitter location at 340 Stillwater Ave., and studio location at 22 State St., Bangor.

**WMAJ State College, Pa.**—Granted license to cover CP for new station to operate on 1450 kc, 250 w, unlimited time. Also granted application; conditions.

**Soon!**

**WLAW**

will cover **ALL**

**NEW ENGLAND**

with **50,000** watts

ON **680 KILOCYCLES**

... already a vital sales influence in Industrial New England. SOON offering blanket coverage of this six-state market. Better check availabilities.

**WLAW, Lawrence, Mass.**

Basic Station

American Broadcasting Co.

NATIONAL REPRESENTATIVES:

**WEED & CO.**



## The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

**WSPA** Spartanburg,  
South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingsbery  
CBS Station for the SPARTANBURG-GREENVILLE Market

**KBMY Billings, Mont.**—Granted license to cover CP which authorized a new station on 1240 kc, 250 w, unlimited time. Also granted application.

**KPRK Livingston, Mont.**—Granted modification of CP to change transmitter and studio locations to U. S. Highway 10 at east edge of Livingston.

**WMOA Marietta, Ohio**—Granted license to cover CP which authorized a new station on 1490 kc, 250 w, unlimited time; conditions. Also granted application.

**KAND Corsicana, Tex.**—Granted modification of license to change studio location to State Natl. Bank, Corsicana.

**WFBL Syracuse, N. Y.**—Granted CP to install auxiliary transmitter near Collamer, N. Y., present site of main transmitter, to be operated with 1 kw for auxiliary purposes only.

**W2XNJ Clifton, N. J.**—Granted CP to reinstate CP which authorized a new experimental television station; conditions.

**WABD New York**—Granted CP to install new aural and visual transmitters, and install a new antenna; granted CP for a new experimental television broadcast station, channel No. 13, 210-216 mc (subject to change by Commission's chief engineer without advance notice or hearing); 40 watts.

**KGWV Area of Southern Calif.**—Granted license to cover CP which authorized a new relay broadcast station; frequency assignment subject to change in accordance with proceedings in Doc. 6651.

**W6XPC Pasadena, Calif.**—Granted modification of CP, which authorized a new experimental television broadcast station, to extend completion date by 4-20-47.

**KWIL Albany, Ore.**—Granted CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

**WMFR High Point, N. C.**—Same.

**WAIM Anderson, S. C.**—Granted CP to install a new vertical antenna and mount FM antenna on top of AM tower.

**WTNC Tarboro, N. C.**—Granted modification of CP, for approval of antenna, to change type of transmitter, and approval of transmitter and studio locations at 2.7 mi. NW of Tarboro on U. S. Highway No. 64, and change name of applicant to Coastal Plains Bcstg. Co. Inc.

**WOHS Shelby, N. C.**—Granted license to cover CP which authorized a new station on 730 kc, 250 w, daytime; conditions. Also granted application.

**WTIP South Charleston, W. Va.**—Granted modification of CP, which authorized a new station, to change type of transmitter, change transmitter location to 1½ mi. SW of Charleston, and studio to 712 Fife St., Charleston.

**KFVD Los Angeles, Calif.**—Granted modification of CP, for extension of completion date to 12-15-46; conditions.

**WSOY Decatur, Ill.**—Granted CP to install a new transmitter, make changes in antenna and mount FM antenna on top of AM antenna, and change transmitter location to north side of State Highway No. 121, 7 mi. of U. S. Highway No. 51, Decatur.

**KVOX Moorhead, Minn.**—Granted CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

**WPIK Alexandria, Va.**—Granted license to cover CP which authorized increase in power to 1 kw, and installation of new transmitter; conditions. Also granted application.

**KTFI Twin Falls, Idaho**—Granted modification of CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

**The Ludington Bcstg. Co., Portabie, Area of Muskegon Mich.**—Granted CP for a new relay broadcast station; frequency assignment subject to change in accordance with proceedings in Docket C651.

## Applications . . .

OCTOBER 16

AM—1280 kc

**WCMN Arecibo, Puerto Rico**—Modification of CP which authorized a new standard broadcast station, for approval of antenna and approval of transmitter location.

AM—1340 kc

**WKJB Mayaguez, Puerto Rico**—Modification of CP which authorized a new standard broadcast station, to change type of transmitter, for approval of antenna, transmitter and studio locations.

AM—1230 kc

**The Tri-State Bcstg. Co., Cumberland, Md.**—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1340 to 1230 kc.

FM—Unassigned

**Radio Corp. of the Board of Missions and Church extension of the Methodist Church Inc., New York**—CP new metropolitan FM broadcast station to be operated on frequency to be determined by chief engineer of FCC and coverage to be determined—AMENDED: to change coverage from to be determined to 9,330 sq. mi.

FM—Unassigned

**Unity Bcstg. Corp. of New York, New York, N. Y.**—CP new metropolitan FM broadcast station to be operated on frequency to be assigned by chief engineer of FCC, and coverage of 9,060 sq. mi.—AMENDED: correction in antenna system.

FM—95.7 mc

**WMCA Inc., New York**—CP for a new metropolitan FM broadcast station to be operated on Channel 239, 95.7 mc or as assigned by FCC and coverage of 10,420 sq. mi.—AMENDED: to make changes in antenna system.

FM—100.9 mc

**The Travelers Bcstg. Service Corp., Bridgeport, Conn.**—CP new metropolitan FM broadcast station to be operated on frequency to be assigned by FCC—AMENDED: to change frequency from to be assigned to Channel 265, 100.9 mc, transmitter location from Trumbull to Bridgeport, Conn., specify coverage as 8,601 sq. mi., population as 1,866,868 and make changes in antenna system.

AM—860 kc

**Steel City Bcstg. Corp., Homestead, Pa.**—CP new standard broadcast station to be operated on 860 kc, 250 w and daytime hours of operation.

AM—1490 kc

**Western Pennsylvania Bcstg. Corp., Pittsburgh, Pa.**—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation. (Contingent on grant of WWSW.)

AM—730 kc

**Ellis County Bcstg. Co., Waxahachie, Tex.**—CP new standard broadcast station to be operated on 730 kc, 250 w and daytime hours of operation.

AM—1450 kc

**J. G. Long, tr/as Eagle Pass Broadcasters, Eagle Pass, Tex.**—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1140 kc

**KORC Mineral Wells, Tex.**—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter and for approval of transmitter location.

AM—1490 kc

**Alex B. Craig and Morgan J. Craig, d/b as Craig Bcstg. Co., Chester, S. C.**—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—870 kc

**Mrs. Carla Burnham Keys, Farmville, Va.**—CP new standard broadcast station to be operated on 870 kc, 1 kw and daytime hours of operation.

AM—1410 kc

**Frank Mitchell Farris Jr., Nashville, Tenn.**—CP new standard broadcast station to be operated on 1410 kc, 1 kw, directional antenna and unlimited hours of operation—AMENDED: to modify directional antenna and make changes in ground system.

AM—101.7 mc

**Northwest Georgia Bcstg. Co., Cedartown, Ga.**—CP new FM broadcast station—AMENDED: to change type of transmitter, specify frequency as Channel 269, 101.7 mc, coverage as 8,773 sq. mi., population as 400,796 and make changes in antenna system, change directors, officers and stockholders.

AM—1340 kc

**Radio Bedford Inc., Bedford, Ind.**—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—920 kc

**Associated Broadcasters Inc., Wadena, Minn.**—CP new standard broadcast station to be operated on 920 kc, 1 kw, directional antenna night and unlimited hours of operation.

AM—1450 kc

**Bcstg. Co. of America, Blythe, Calif.**—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1080 kc

**Charles Vernon Berlin, Fred D. McPherson Jr. and Mahlon D. McPherson, a partnership d/b as Radio Santa Cruz, Santa Cruz, Calif.**—CP new standard broadcast station to be operated on 1000 kc, 1 kw and daytime hours of operation—AMENDED: to change frequency from 1000 to 1080 kc.

AM—1400 kc

**KCOY Santa Maria, Calif.**—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter, approval of transmitter location and specify studio location.

AM—900 kc

**E. L. Barr, Elmer Rheingans, Jake Rheingans and Estey H. Walton, a partnership d/b as Radio Sanger Co., Sanger, Calif.**—CP new standard broadcast station to be operated on 900 kc, 1 kw and daytime hours of operation.

AM—1190 kc

**Frank C. Christl, Mildred Christl and Joseph J. Garafalo, d/b as Huntington Park Bcstg. Co., Huntington Park, Calif.**—CP new standard broadcast station to be operated on 1190 kc, 1 kw and daytime hours of operation.

AM—1240 kc

**Border Bcstg. Co. Inc., Nogales, Ariz.**—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1240 kc

**KAVR Jessica L. Longston, C. V. Zaser, Edward J. Jansen and L. Berenice Brownlow, d/b as Montana Broadcasters, Havre, Mont.**—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter, for approval of transmitter location and specify studio location.

Application Returned:

AM—620 kc

**Bruno Shaw, New York**—CP new standard broadcast station to be operated on 620 kc, power not specified and unlimited hours of operation. (Incomplete.)

Application Dismissed:

AM—1240 kc

**Howard W. Davis, tr/as The Walmac Co., Austin, Tex.**—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation. (Request of applicant.)

Applications Tendered for Filing:

AM—1050 kc

**WKTU Mayfield, Ky.**—CP to change power from 250 w to 1 kw and install new transmitter.

AM—1500 kc

**KSTP St. Paul, Minn.**—Consent to transfer of control from licensee to Stanley E. Hubbard.

AM—570 kc

**WNAX Yankton, S. D.**—Consent to assignment of license to Cowles Bcstg. Co.

OCTOBER 17

FM—Unassigned

**Radio Projects Inc., Newark, N. J.**—CP new metropolitan FM broadcast station to be operated on Channel 239, 95.7 mc and coverage of 12,959 sq. mi.—AMENDED: to change coverage from 12,959 to 10,635 sq. mi., population from 12,401,698 to 11,957,981 and make changes in antenna system.

AM—1270 kc

**Eastern Bcstg. Corp., Newport News, Va.**—CP new standard broadcast station to be operated on 1270 kc, 1 kw and daytime hours of operation.

AM—1490 kc

**Hope Bcstg. Co., Hope, Ark.**—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—690 kc

**A. L. Chilton, Leonore H. Chilton and James Ralph Wood, a partnership d/b as Sky Bcstg. Service, New Orleans, La.**—CP new standard broadcast station to be operated on 690 kc, 1 kw and daytime hours of operation.

AM—1120 kc

**WCIL Carbondale, Ill.**—Modification of CP as modified, which authorized a new standard broadcast station, to make changes in vertical antenna.

AM—1400 kc

**KAYS Inc., Hays, Kans.**—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation. (Contingent on grant of KVGB.)

(Continued on page 85)

**YOU CAN'T  
NET MUCH  
IN  
SOFT  
SHELL (Ky.)!**

Soft Shell (Ky.) is a real town, alright, but it certainly offers very few sales opportunities for sea food (or anything else). The best sales territory in these parts is the area around Louisville. That's why WAVE is so proud and happy about its coverage. Actually, WAVE's listening area gives you 51.9% as much retail sales as Kentucky's total. That's why we suggest you harden your heart to Soft Shell, and fish where the fishing's good!



**WHEN  
KIDS  
CHOOSE  
UP  
SIDES**

they leave it to chance. But WCBM produces perfect teamwork between advertising and sales.

Baltimore's Listening Habit

**WCBM**  
MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.  
Exclusive National Representatives

John Elmer President      George H. Roeder General Manager



TO COVER Idaho's HIGHEST PER CAPITA Market...

**the KID**

5000 WATTS

IDAHO'S MOST POWERFUL STATION

IDAHO FALLS

JOSEPH HERSHEY MCGILLVRA, Inc.  
National Representatives

your MUTUAL friend

TRY IT AND "SPOT" THE DIFFERENCE

**WHBQ**

W. H. BEECUE

Memphis E. A. Alburty, Gen. Mgr.  
Represented by RAMBEAU

ONLY **KROD**, THE SOUTHWEST'S **CBS** OUTLET, COVERS ALL THE **El Paso** MARKET

600 KC  
1000 WATTS

Represented Nationally by Taylor-Howe-Snowden

By actual survey

**TORONTO'S MOST LISTENED-TO STATION**

DIAL 580

**CKEY**

## Sevareid Censures Midwest Reporting

### Says Radio, Press Avoid International Affairs

RADIO and the press of the Middle West were charged with negligence in reporting world affairs in the Oct. 19 CBS broadcast by Eric Sevareid, chief of Washington's CBS news bureau and reporter on world issues for the network since 1940.



Mr. Sevareid

"If world affairs do not make issues in the Midwest it is certainly due in part, to the fact that many people here have an inferiority complex about international affairs," he said in his 11:15 p.m. broadcast.

"They have a vague, uneasy feeling that this is a topic only for highbrows; and the basis of this feeling is the fact that they are being unevenly informed about world affairs. With few exceptions the local press and radio are giving people here no integrated, continued story of what is happening in the world. People get the news in sudden blobs or in scattered snippets. The biggest, most fateful story in the world does not have, out here, half the continuity of the soap opera or comic strip."

#### Detroit Origination

Mr. Sevareid was broadcasting from Detroit, one of the cities he visited in a two-week trip through the Middle West, reporting political trends. Other cities on the itinerary included Chicago, Columbus, Minneapolis, St. Paul, Madison. He also reported on Midwest trends Sunday, Oct. 13, 1:45-2 p.m., in the CBS period usually taken by Howard K. Smith from London.

Additional purpose of Mr. Sevareid's tour was a number of personal appearances and talks in connection with his book, *Not So Wild a Dream*, published this month by Alfred A. Knopf (\$3.50). The book has been called the greatest reporting of the era. It is a deeply moving personal narrative of the years immediately preceding World War II, and the war years as seen by the CBS analyst who was in Europe when the war began and who reported from the front lines of every theatre of operations.

#### Educators Meet

EDUCATORS and station personnel from Washington, Oregon and Alaska will attend two conferences on education in radio Nov. 15-16 at Portland. Sessions are sponsored by H. Q. Cox, manager of KGW that city. Principal speakers are to include Jennings Pierce, NBC Western Division director of station relations, and Cecile Creed, field representative of Standard Oil Co., San Francisco.



SHOWN above with two WSYR Syracuse executives are several of the more than 60 agency and advertising executives present at a luncheon given Oct. 9 in New York's Ambassador Hotel by WSYR owner, Col. Harry C. Wilder. They are: (1 to r) Virginia Butler, Lennen & Mitchell; William Rothrum, WSYR program director; Anne Wright, J. Walter Thompson; Charles Tanton, Norman A. Mack Co.; Col. Wilder; Betty Nelson, Norman A. Mack Co.; Ralph Robertson, Colgate-Palmolive-Peet; Fritz Snyder, Biow Co.; and Vera Brennan, Duane Jones Co.

#### 'Love That Soap'

SOAP commercials inspired by *The Hucksters* sold 25,000 pounds of soap in two days for Lovinger Disinfectant Co., Salt Lake City, although the shortage is an admitted factor. Taking off Evan Llewellyn Evans' phrase, "Love that soap. . . . Yes, everybody really loves that soap," Cooper and Crowe Adv., Salt Lake, bought 36 spots on KALL and KUTA, using the Wakeman theme, to advertise 60,000 pounds of granulated laundry and dishwashing soap which their client had on hand. The agency also took one newspaper ad. Buyers thronged the store.

#### Hunter Named

ARMAND HUNTER, chairman of the Department of Radio at Northwestern U., has been named chairman of the new Department of Radio Dramatics and Speech at Temple U., Philadelphia, it was announced jointly last week by Dr. Robert L. Johnson, president of the university, and Roger W. Clipp, general manager of WFIL Philadelphia, which is cooperating with Temple in establishing the new department. Partially delayed by building and material shortages, the department will assume full operation by February. A veteran broadcaster, Mr. Hunter joined Northwestern in 1941, becoming head of the radio department in 1943. Since that time he also has been director of the Northwestern U.-NBC Summer Radio Institute and director of the Northwestern Radio Workshop. Temple-WFIL project covers full four-year study of broadcasting technique [BROADCASTING, April 1, 15].

#### Detroit Video Shown

WWDT projected television outlet of WWJ Detroit, is demonstrating television at the Postwar Products Exposition in Detroit's Convention Hall ending Tuesday (Oct. 29). Allen B. Du Mont Labs., which has the WWDT equipment contract, provided equipment which was flown to Detroit.

#### UN Support Appeals Are Carried on NBC

NBC presented more than 24 Government, United Nations and radio personalities in recordings over its stations during United Nations Week, Oct. 20-26. The recordings, consisting of appeals to the American public to support and take an active interest in the UN as an instrument of world peace, were aired over more than 65 NBC affiliated stations.

Among those heard were: Secretary of War, Robert P. Patterson; Assistant Secretary of State, William Benton; Gen. Omar Bradley, head of Veterans Administration; John Carter Vincent, Dept. of State; Eric Johnston, ex-president of U. S. Chamber of Commerce; Dr. Oscar Issevish, Argentinian Ambassador; Luis Padilla Nervo, Mexican Ambassador; Narciso Ramos, counselor of the Philippine Embassy; Frank P. Lockhart, Dept. of State; C. H. W. Hasselriis, of the Danish Information Office; UN delegates: Oscar Lange, Poland; Dr. P. C. Chang, China; Don Jose Arce, Argentina; Joseph Hanc, Czechoslovakia; Vassili Dendramis, Greece; S. K. Kirpalani, India.

Fred Waring, R. V. Kaltenborn, Bill Stern, Mary Margaret McBride, Jinx Falkenburg and Tex McCrary represented NBC and the radio industry.

#### Extra Dividend

GENERAL FOODS Oct. 16 voted an extra dividend of 20 cents per common share to supplement regular quarterly dividend of 40 cents. Dividends are to be distributed Nov. 15 to stockholders on record as of Oct. 25. Regular quarterly dividend marked 100th consecutive payment since the incorporation of The Postum Co. (former firm name in 1922).

#### Disc Shows

GUILD PRODUCTIONS of America, New York, is entering the program field with two new syndicated, open-end quarter hour shows. They are *The Family Album*, special arrangements of old favorites, and *Gloria Carroll Entertains*. Kasper-Gordon Inc., Boston, has been named distributor.

# FCC Actions

(Continued from page 83)

**AM—1520 kc**

Lake States Bcstg. Co., Milwaukee, Wis.—CP new standard broadcast station to be operated on 1520 kc, 5 kw, directional antenna and unlimited hours of operation.

**AM—1430 kc**

Andave Radio Co., Milwaukee, Wis.—CP for a new standard broadcast station to be operated on 1430 kc, 1 kw and daytime hours of operation.

**AM—1450 kc**

Western Montana Assoc., Missoula, Mont.—CP new standard broadcast station to be operated on 630 kc, 5 kw, directional antenna night and unlimited hours of operation—AMENDED: to change frequency from 630 to 1450 kc, power from 5 kw to 250 w, change type transmitter, change directional antenna for night use to vertical antenna and change transmitter and studio location.

**AM—990 kc**

Pittsburg Bcstg. Co., Pittsburg, Calif.—CP new standard broadcast station to be operated on 990 kc, 1 kw, directional antenna night and unlimited hours of operation.

## Application Returned:

**FM—Unassigned**

The Atlas Bcstg. Co., Baltimore, Md.—CP new FM broadcast station to be operated on frequency to be determined by chief engineer of FCC and coverage of 7,710 sq. mi. (Incomplete.)

## Applications Tendered for Filing:

**AM—680 kc**

UAW-CIO Bcstg. Corp. of Michigan, Detroit—CP new standard broadcast station to be operated on 680 kc, 250 w and daytime hours of operation.

**AM—1590 kc**

KSJO San Jose, Calif.—CP to change hours of operation from daytime to unlimited and install directional antenna for night use.

**OCTOBER 21**

**FM—100.5 mc**

The New Haven Bcstg. Corp., New Haven, Conn.—CP new FM broadcast station to be operated on Channel 263, 100.5 mc, and coverage of 9,450 sq. mi.

**FM—Unassigned**

Utica Observer-Dispatch Inc., Utica, N. Y.—CP new metropolitan FM broadcast station to be operated on frequency to be determined by chief engineer of FCC and coverage of 10,200 sq. mi.—AMENDED: to change type of transmitter and make changes in antenna system.

**AM—1030 kc**

The Times Herald Co., Port Huron, Mich.—CP new standard broadcast station to be operated on 1030 kc, 1 kw and daytime hours of operation.

**FM—Unassigned**

Royal Oak Bcstg. Co., Royal Oak, Mich.—CP new community FM broadcast station to be operated on frequency and coverage to be determined—AMENDED: to specify population as 2,691,692, change coverage from to be determined to 6,608.87 sq. mi., transmitter location, type of station from community to metropolitan, type of transmitter and make changes in antenna system and change stockholders.

**FM—93.9 mc**

Owensboro on the Air Inc., Owensboro, Ky.—CP new FM broadcast station to be operated on Channel 230, 93.9 mc, and coverage of 13,440 sq. mi.

**FM—Unassigned**

Potomac Bcstg. Corp., Alexandria, Va.—CP for a new community FM broadcast station to be operated on frequency to be designated by FCC and coverage to be determined.

**FM—Unassigned**

Rahall Bcstg. Co., Norristown, Pa.—CP new community FM broadcast station to be operated on frequency to be determined by chief engineer of FCC—AMENDED: to change transmitter location, type of transmitter and make changes in antenna system.

**FM—Unassigned**

The Scranton Times (co-partnership), Elizabeth R. Lynett and Edward J. Lynett Jr., Scranton, Pa.—CP new FM broadcast station to be operated on frequency to be assigned and coverage of 12,740 sq. mi.

**AM—1070 kc**

E. H. Rowley, Nathan Clark, James A. Clements, Glen H. McClain and L. M. Rice, a partnership d/b as Texas Gulf Coast Bcstg. Co., Corpus Christi,

Tex.—CP new standard broadcast station to be operated on 1070 kc, 10 kw, directional antenna and unlimited hours of operation.

**FM—98.1 mc**

Raoul A. Cortez, San Antonio, Tex.—CP new FM broadcast station to be operated on Channel 251, 98.1 mc or as assigned by FCC and coverage of 15,828 sq. mi.

**AM—100.1 mc**

Gadsden Bcstg. Co. Inc., Gadsden, Ala.—CP new FM broadcast station to be operated on Channel 261, 100.1 mc, and coverage of 8,110 sq. mi.

**AM—1250 kc**

KGHI Little Rock, Ark.—CP to change frequency from 1230 to 1250 kc, increase power from 250 w to 500 w night and 1 kw day, install new transmitter and directional antenna for night use and change transmitter location.

**AM—1400 kc**

WGAP Maryville, Tenn.—Modification of CP which authorized a new standard broadcast station, for extension of commencement and completion dates.

**AM—1110 kc**

WBT Charlotte, N. C.—Modification of CP as modified, which authorized installation of a new directional antenna for night use, for extension of completion date.

**AM—1340 kc**

KROC Rochester, Minn.—License to cover CP which authorized installation of new transmitter.

**AM—950 kc**

KDSH Boise, Ida.—Modification of CP which authorized a new standard broadcast station, to change transmitter.

**AM—1450 kc**

KOAT Albuquerque, N. M.—Modification of CP as modified, which authorized a new standard broadcast station, to change type of transmitter.

**AM—1430 kc**

KVNI Coeur D'Alene, Ida.—Modification of CP as modified, which authorized a new standard broadcast station, to change type of transmitter.

**AM—860 kc**

KTRB Modesto, Calif.—CP to increase power from 1 kw to 1 kw night and 5 kw day and install new transmitter.

**AM—600 kc**

KVCV Redding, Calif.—CP to change frequency from 1230 to 600 kc, increase power from 250 w to 1 kw, install new transmitter and directional antenna for day and night use and change transmitter location.

**FM—Unassigned**

Golden Empire Bcstg. Co., Redding, Calif.—CP new FM broadcast station to be operated on frequency to be assigned by FCC.

**FM—Unassigned**

E. Ogden Driggs, Oakland, Calif.—CP new FM broadcast station to be operated on frequency to be assigned by FCC.

**FM—Unassigned**

Abraham Kofman and Sara F. Kofman, d/b as Times-Star Publishing Co., Alameda, Calif.—Modification of CP which authorized a new FM broadcast station, to change class of station, specify frequency as to be determined by FCC in 100 mc band, transmitter location, specify type transmitter and make changes in antenna system.

## Application Dismissed:

**FM—92.9 mc**

John P. Norton, Marquette, Mich.—CP new FM broadcast station to be operated on Channel 225, 92.9 mc and coverage of 4,332 sq. mi.

## Applications Tendered for Filing:

**AM—1340 kc**

Dr. Dick Welch, Port Arthur, Tex.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

**AM—1340 kc**

Capital City Bcstg. Corp., Marianna, Fla.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

**AM—1240 kc**

Andrew College Bcstg. Co., a partnership, composed of S. C. Olliff, John E. Minter Jr. and Luther W. Martin, Cuthbert, Ga.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

**AM—1230 kc**

WDSM Superior, Wis.—Consent to assignment of license to Ridson Inc.

**AM—900 kc**

Thomas E. Danson, Universal Radio Features Syndicate, Laguna Beach, Calif.—CP new standard broadcast sta-

tion to be operated on 900 kc, 250 w and unlimited hours of operation.

**AM—1230 kc**

KGfJ Los Angeles, Calif.—Request of special service authorization to operate on 250 w for a period not to exceed 90 days.

**OCTOBER 22**

**AM—950 kc**

Pilgrim Bcstg. Co., Boston, Mass.—CP new standard broadcast station to be operated on 950 kc, 1 kw and daytime hours of operation. (Request facilities of WORL.)

**FM—Unassigned**

A. V. Tidmore, tr/as Pottsville Bcstg. Co., Pottsville, Pa.—CP new FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 4,769 sq. mi.

**Antenna**

KGFF Shawnee, Okla.—CP to install new vertical antenna.

**Transfer Control**

WFAA Dallas, Tex.—Involuntary transfer of control of licensee corporation from George B. Dealey (deceased) to Edward M. Dealey, J. M. Moroney and George Waverly Briggs, trustees for the estate of George B. Dealey, deceased.

**AM—1070 kc**

KBKI Alice, Tex.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and transmitter location.

**AM—1590 kc**

KHTB Houston, Tex.—Modification of CP which authorized a new standard broadcast station, to make changes in antenna, change type of transmitter and extend commencement and completion dates.

**AM—590 kc**

KTBC Austin, Tex.—CP to install old main transmitter to be used for auxiliary purposes, with power of 1 kw, employing directional antenna for night use.

**AM—810 kc**

KCMO Kansas City, Mo.—Modification of CP as modified, which authorized change in frequency, increase in power, installation of new transmitter, changes in directional antenna for night use and change transmitter location, to change type of antenna and transmitter.

**AM—1490 kc**

WTMV East St. Louis, Ill.—CP to install a new vertical antenna, new transmitter, to change transmitter and studio location.

**AM—1140 kc**

KSOO Sioux Falls, S. D.—Transfer of control of licensee corporation from Morton H. Henkin and Ruth J. Henkin, executors of the estate of Joseph Henkin, deceased, to Morton H. Henkin and Ruth J. Henkin.

**AM—1130 kc**

KRDU Dinuba, Calif.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter.

**AM—1400 kc**

KWLK Longview, Wash.—CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

**AM—930 kc**

KSEI Pocatello, Ida.—Modification of CP which authorized to move transmitter, increase in power, installation of new transmitter and changes in directional antenna, to change type of transmitter and to mount FM antenna on top of AM tower.

## Applications Tendered for Filing:

**AM—740 kc**

Connecticut Electronics Corp., Bridgeport, Conn.—CP for a new standard broadcast station to be operated on 740 kc, 1 kw and daytime hours of operation.

**AM—1240 kc**

Gordon H. Brozek, Marquette, Mich.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

**AM—1510 kc**

Doyle E. Collup, Stephenville, Tex.—CP new standard broadcast station to be operated on 1510 kc, 250 w and daytime hours of operation.

**AM—1240 kc**

Charles B. Britt, Joe H. Britt, Vardry D. Ramseur and John Arthur Ramseur, d/b as Piedmont Bcstg. Co., Greenville, S. C.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

**AM—1490 kc**

P. K. Ewing Jr., F. C. Ewing and Myrtle M. Ewing, a partnership d/b as

(Continued on page 88)

Covering  
**Ohio's  
3rd Market**

Ask **HEADLEY-REED**

**WFMJ**  
YOUNGSTOWN, OHIO

**55.4%**  
of all Iowa radio families  
"LISTEN MOST" to  
**WHO**  
10.7% to Station B!

50,000 Watts Des Moines  
**FREE & PETERS, Inc.**  
Representatives

ON THE LOOK-OUT FOR  
MORE IDAHO SALES!

**KSEI**  
POCATELLO · IDAHO

**MEASURE**  
YOUR ADVERTISING DOLLAR  
ANY WAY YOU LIKE

**KDYL**

AS UTAH'S POPULAR  
NBC STATION

**IS YOUR BEST BUY**

JOHN BLAIR & CO. - NATIONAL REPRESENTATIVES



Hon. Hale Byers  
BBD&O  
Minneapolis, Minn.

Dear Hale:

Guess who blew into town today . . . Miss 580. Yes Sir, our little lady's been all over the Golden West . . . even visited San Francisco's Chinatown and that movie place, Hollywood. Course this won't be news to listeners of the Women's 580 Club 'cause Miss 580 sent recordings from every interesting spot she visited, telling us all about the way western folks live. You should have seen the way letters poured in askin' Miss 580 more about her trip. Now she'll be sittin' down at the microphone every afternoon to answer the letters of our 50,000 club members.



Yrs.

Algy

WCHS

Charleston, W. Va.

# Transradio Attacks FCC News Policy

## 'White Paper' Urges War on Control; Asks Help

A CAMPAIGN to free radio news programs of any FCC influence was undertaken last week by Transradio Press Service Inc., New York, in a "White Paper" bidding for support of broadcasting industry "before it is too late."

The attack was aimed specifically at the Blue Book definition of "local news," which Transradio Board Chairman Herbert Moore called "the most overt move toward control of news that any governmental agency has made in years."

### Demands Hearing

Mr. Moore, in a letter to FCC, demanded that it abandon the definition and call a public hearing within 60 days on "the whole question of the Commission's rights and duties to interfere in the collection, preparation and distribution of news to the American listeners."

"In the meantime and with a minimum of delay," he added, "we urge the FCC to renounce its intention of supervising or inspecting the manner or the classification in which news programs are broadcast by U. S. radio stations."

He asked that all stations be notified "that nothing contained in the so-called Blue Book of March 7, 1946, or any subsequent amended definition thereof, is binding upon them insofar as their collection, preparation and broadcast of news is concerned."

Mr. Moore's letter to the Commission, dated Oct. 15, was carried in a "Transradio White Paper in Reply to the FCC Blue Book." FCC authorities confirmed receipt of the letter but withheld comment.

In a separate message in the White Paper, Mr. Moore said "few people in the radio industry and evidently none in the news field have awakened to the grave danger that is buried in this subtle move to enforce a greater degree of localization of news broadcasts. . . . You are urged to heed this warning and align yourself in the fight to keep news in this country free from government control."

### 'Invitation to Distortion'

Referring to FCC Acting Chairman Charles R. Denny Jr.'s Aug. 30 letter telling International News Service that a program based on wire news should be counted as "local live" if more than half of the wire material were "very substantially edited and rewritten" locally [BROADCASTING, Sept. 16], the White Paper declared:

"Rejigger the wire service news a bit, says the FCC, and you'll have localized enough. Who hit upon this weird formula? It is a plain invitation to distortion and misinterpretation. Let the listening public suffer!"

Mr. Denny took the position that

local treatment of news, not its origin, determines the classification. Mr. Moore replied:

"Never has any responsible authority or agency seen fit to reverse the unchallengeable fact that *origin and not local treatment* is the sole definition of what constitutes local news. . . . A program of national and international news based entirely upon material furnished by the wire news service could never qualify itself to be classified as a 'local live' program, no matter how much it is edited or rewritten by the local station's news staff prior to broadcast. To maintain any such viewpoint is capricious and certain to defeat the whole purpose of the FCC's carefully considered program to improve the local service of radio stations."

The White Paper called the idea "the peak of all bureaucratic effrontery. News tampered with in this manner would be diluted wire copy and nothing else!"

Arguing that "FCC inspection of news programs for 'analytical and statistical purposes' is improper, unlawful and not in the public interest," the White Paper contended Mr. Denny's interpretation of the rule would induce broadcasters to enlarge their news staffs to re-write wire material and would cost many stations \$150 to \$300 additional per week.

### Ranks With Petrillo

"For utter uselessness," the paper continued, "this ranks with anything ever done by James Petrillo."

Mr. Moore's letter told the Commission that "regardless of the obvious good intent which motivated this [Aug. 30] amended definition of the so-called FCC Blue Book of March 7, 1946, it is tantamount to a direct federal interference in the flow of news to the American public and as such, disregards both the letter and the spirit of the

American Constitution."

He said that "if persisted in, this avowed policy of requiring broadcasters to 'very substantially edit and rewrite' more than 50% of their wire news programs will expose the American people to an orgy of distortion, irresponsible or unskilled alterations of national and foreign news, over-emphasis and/or under-emphasis and misinterpretations.

" . . . There is abundant history and expert testimony to impeach the whole theory of an *enforced* localization of news programs. If, however, your Commission cannot see its way clear to act without examining the abundant evidence, we request that public hearings be called within 60 days with ample opportunity for all interested parties to be heard."

Mr. Moore pointed out that press services generally forbid clients to make changes in news dispatches which would distort their meaning, or, if changes are made, refuse to have the rewritten stories credited to them.

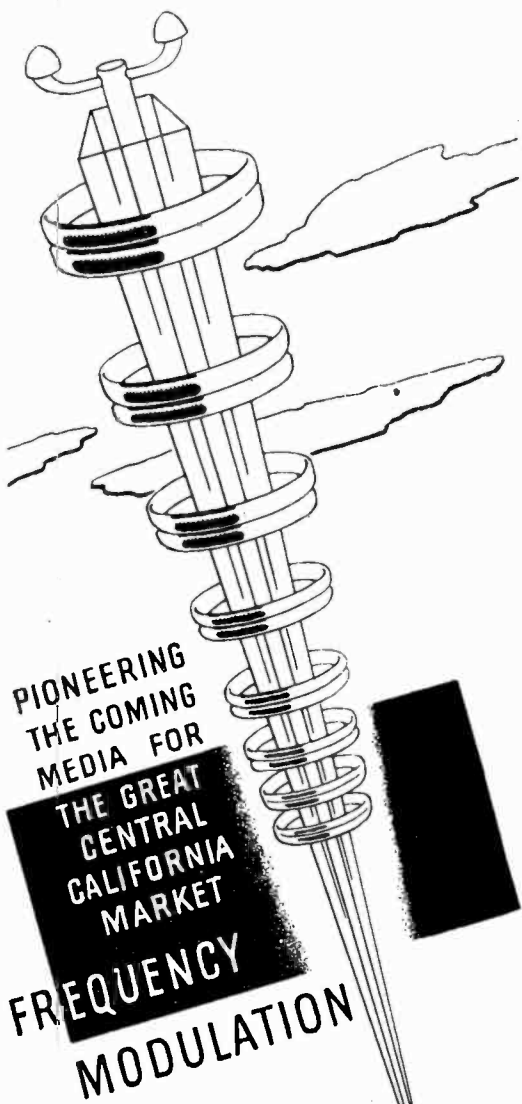
### Public Interest Unserved

"It is therefore obvious," Mr. Moore declared, "that the public interest is not being served and could never be served by the FCC directive of Aug. 30 which literally requires, and not merely invites, broadcasters to 'very substantially' edit and rewrite the news dispatches which they receive from the AP, UP, INS or Transradio Press Service, if they are to qualify such news broadcasts as 'local live' programs."

The Transradio executive told the Commission it "assumed an unsound stand" in its Aug. 30 letter "when by inference it held that 'a writer employed by a sponsor' is to be encouraged to 'very substantially edit and rewrite' national and foreign news derived from the various news services. Never before has any public authority, least of all an agency of the federal government, turned its back upon the time-honored tradition that advertisers should be constrained from altering news dispatches which happen to surround or be adjacent to their commercial messages.

" . . . No one should be encouraged, least of all required, to tamper with news on its way from the reporter to the listener or reader."

The White Paper, which Transradio said was "compiled and presented as a special service for the broadcast industry," said the local-news provision, "forming a part of the FCC's new procedure for granting and renewing broadcast licenses, must be fought as a separate battle and it must be won decisively. . . . It must not be interlinked with the general fight against the Blue Book as a whole because that battle *might not be won* by the broadcasters. This is no prophecy; it is a warning!"



PIONEERING THE COMING MEDIA FOR THE GREAT CENTRAL CALIFORNIA MARKET FREQUENCY MODULATION

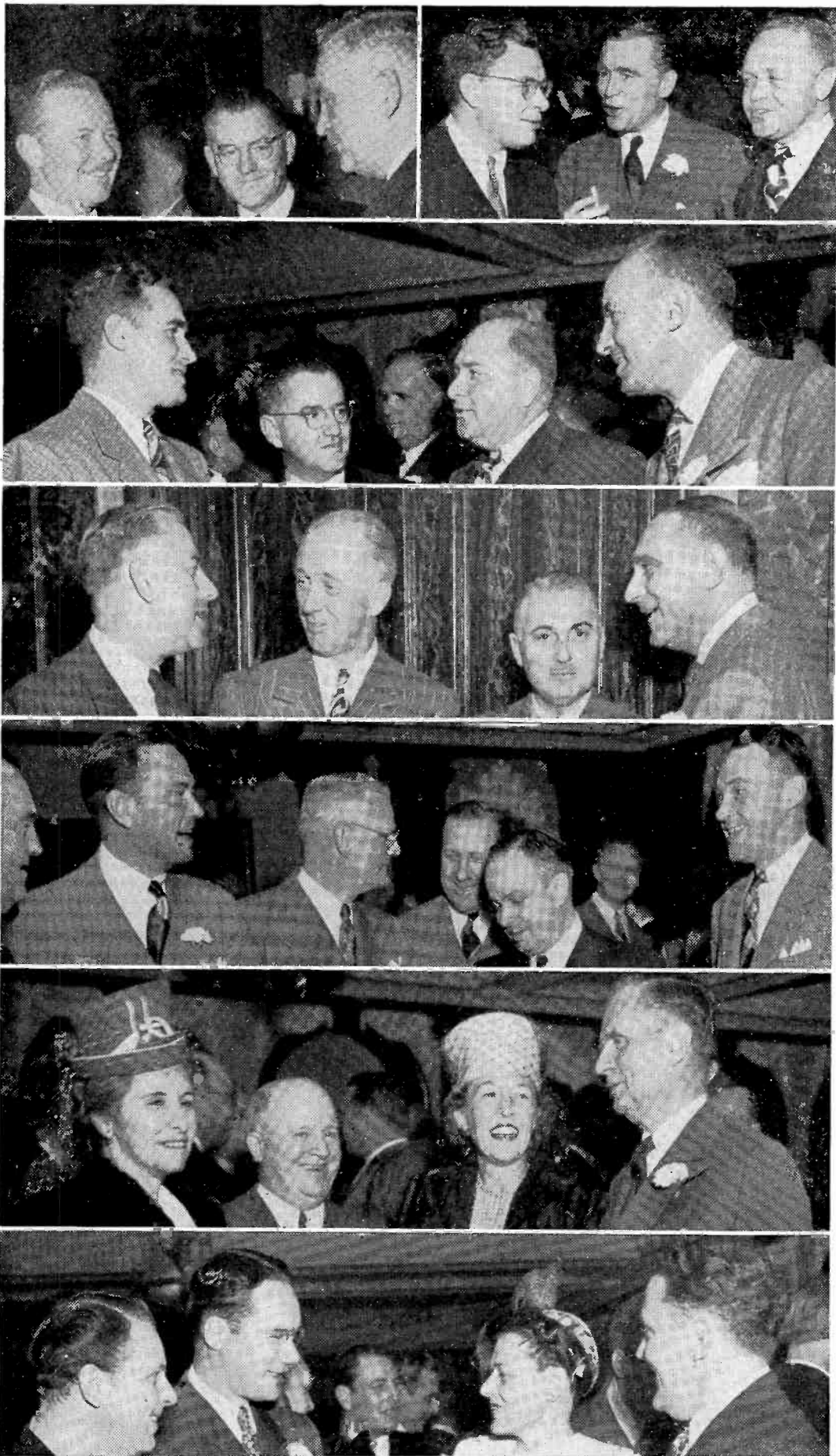
KRFM

KFRE · KRFM Fresno  
RODMAN RADIO STATIONS  
REPRESENTED BY JOHN BLAIR & CO.



PRESIDENTS TALK it over at joint meeting of Radio Manufacturers Assn. board and Canadian RMA board Oct. 10-11 in Quebec [BROADCASTING, Oct. 14]. They are: Ray C. Cosgrove, Crosley Corp., RMA president, at left, and S. L. Capell, Canadian Philco, president of Canadian RMA.

## At ABC Affiliate Dinner



ABC AFFILIATES were dined by the network Sunday. Top left (l to r): Mark Woods, ABC president; Harold Dewing, WCVS Springfield, Ill.; Les Pfefferle, WCVS. Top right, Robert Kintner, ABC vice president; Ivor Kenway, ABC advertising director; Roger Clipp, WFIL Philadelphia.

In five two-column photos (from top to bottom, l to r): Gil Berry, ABC sales manager, Central Division; Harold Dewing, WCVS; Charles Stuart, KOIL Omaha; Jim Stirton, ABC Central Division assistant to v-p.

Walter Koessler, WROK Rockford, Ill.; Gayle Grubb, KGO San Francisco; C. Bruce McConnell, WISH Indianapolis; Ted Oberfelder, ABC assistant advertising director.

Jack Draughon, WSIX Nashville; Lee Jahneke, ABC eastern station relations manager; Tom Evans, KCMO Kansas City; Lester Cox, KWTO Springfield, Mo.; Joe Hartenbower, KCMO; Bob Lindsley, KFBI Wichita.

Katherine McKarten, WINN Louisville; Glenn Snyder, WLS Chicago; Mrs. Nelle Kendrick, WINN; E. J. Noble, ABC board chairman.

Ray Meurer, WXYZ Detroit; Karl Sutphin, ABC Central Division promotion manager; Mrs. Edith Jansen, KUTA Salt Lake City; Ed J. Jansen, KBIO Burley, Idaho.

### RCA In Turkey

RCA last week announced it had signed an agreement with the Turkish Government to install

radio equipment aboard 31 Turkish merchant ships, erect a coast marine radio station in Turkey and furnish equipment for a maritime training school.

## KXEL PETITIONS FCC ON 1540 KC REQUEST

CALLING upon FCC to invoke its new policy on amendments of applications, KXEL Waterloo, Iowa, asked the Commission last week to reconsider its action allowing Louisiana Broadcasting Co. to request 1540 kc with 50 kw for a new New Orleans station.

The petition noted that KXEL is on 1540 kc with 50 kw and said the station would receive "objectionable interference" from the proposed New Orleans operation. Therefore, it contended, a hearing would be necessary before the New Orleans request could be granted.

Louisiana Broadcasting Co., owned by Roy Hofheinz and W. N. Hooper (KTHT Houston), received a proposed denial of its application when it was requesting 1580 kc [BROADCASTING, Sept. 30]. KXEL contended the amendment to 1540 kc therefore should not be allowed under FCC's policy that applications which have been into hearing and have received proposed denials may not be amended if the amendment would throw the application into hearing with another application because of mutual exclusivity [BROADCASTING, Oct. 7].

### Radio Freedom Asked

FREEDOM OF RADIO as well as of the press and assembly was asked by Secretary of State Byrnes in the coming elections in Bulgaria, but on Oct. 23 the State Dept. said the Russian general on the Allied Control Commission had prevented Bulgarian publication of the U. S. appeal.

### Doherty

(Continued from page 36-B)

in merchandising better labor relations," declared Mr. Doherty.

Radio should sell to employees the fact that it provides "an attractive field of employment," he continued. Job for job, radio is among the highest-paying industries in the country, he pointed out and pay increases during and since the war have been above average.

### Attractive Field

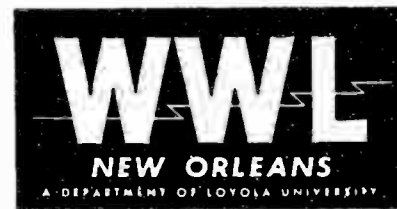
"Why not turn the spotlight of public relations, which you use so successfully for sales promotion, toward your employees?" asked Mr. Doherty. "Management in the radio industry must maintain, and in some cases regain, fundamental control over operations. If not, the radio station's pocketbook will shrink and these attractive salaries—common to the industry—cannot be forthcoming in the future."

He urged broadcasters to answer promptly and fully all queries from the NAB Employee-Employer Relations Dept. in order to help the association assist radio in doing a better employee-employer relations job.

The only  
New Orleans Station  
using all these means  
to build Listenership  
continuously

- 24-Sheet Posters
- Newspaper Advertising
- Street Car Dash Signs
- Point-of-Sale Displays

Folks Turn first to-



THE GREATEST SELLING POWER IN  
THE SOUTH'S GREATEST CITY  
50,000 Watts - Clear Channel  
CBS Affiliate

Represented Nationally by  
The Katz Agency, Inc.

## RADIO KIST

Santa Barbara • California

Harry C. Butcher & Staff

Telephone 4000

TWX S BAR 7389

Benjamin Franklin Building

Sixth Richest Per Capita  
Market in the United States

The Quality Station  
in  
A Quality Market

National Representative

Joseph Hershey McGillvra, Inc.

New York, Chicago, Los Angeles,  
San Francisco



Affiliated with

National Broadcasting Co.

250 Watts

1340 KC



**20,000 WATTS OF SELLING POWER**

**THE NEW WJJD CHICAGO**

A Herkath Field Station Represented Nationally by Lewis H. Avery

**NBC ON 590 KC**

**RADIO WOW 5000 WATTS OMAHA**

**WRITE, WIRE OR PHONE JOHNNY GILLIN OR JOHN BLAIR**

**The "HAPPY MEDIUM" Station**

KTUL covers the MONEY-MARKET of Eastern Oklahoma . . . JUST RIGHT . . . because it's neither too LARGE nor too SMALL. Buy the "Happy Medium" Station. Write for information.

**FREE & PETERS**  
National Representatives  
*John Esau* General Manager

**KTUL**  
5,000 WATTS • TULSA

**The SCHOOL of RADIO TECHNIQUE**

**NEW YORK • CHICAGO**

America's Oldest School Devoted Exclusively to Radio Broadcasting Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates. Send for free Booklet B. G. I. Training in New York.

**NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg. CHICAGO 4, ILL.: 228 S. Wabash Avenue**

## FCC Actions

(Continued from page 85)

Ewing Bestg. Co., Vicksburg, Miss.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation (contingent upon change in frequency of WJXN).

AM—1400 kc

WGAP Maryville, Tenn.—Application filed by Public Service Bestg. Corp. to purchase Radio Station WGAP.

AM—1130 kc

A. L. Chilton, Leonore H. Chilton and James Ralph Wood, a partnership d/b as Sky Bestg. Service, Kansas City, Mo.—CP for a new standard broadcast station to be operated on 1130 kc, 1 kw and daytime hours of operation.

AM—1590 kc

Tillamook Bestg. Co. Inc., Tillamook, Ore.—CP new standard broadcast station to be operated on 1590 kc, 250 w and unlimited hours of operation.

OCTOBER 23

AM—680 kc

WAPA San Juan, P. R.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and approval of transmitter location and change studio location—AMENDED: to change transmitter location.

AM—1000 kc

Herbert L. Wilson, Rutland, Vt.—CP new standard broadcast station to be operated on 780 kc, 1 kw and daytime hours of operation—AMENDED: to change frequency from 780 to 1000 kc and make changes in antenna.

AM—1430 kc

The Capital Bestg. Co., Annapolis, Md.—CP new standard broadcast station to be operated on 1430 kc, 100 w night, 250 w day and unlimited hours of operation—AMENDED: to change power from 100 w night, 250 w day to 500 w, install directional antenna for night use only, change type transmitter and change transmitter location.

AM—660 kc

Heart of Ohio Inc., Columbus, Ohio—CP new standard broadcast station to be operated on 660 kc, 1 kw and daytime hours of operation.

AM—680 kc

Herman Radner, Dearborn, Mich.—CP new standard broadcast station to be operated on 680 kc, 250 w and daytime hours of operation—AMENDED: to change type transmitter and change transmitter location from Dearborn to Detroit, Mich., and studio from Dearborn to Detroit, Mich.

AM—1330 kc

WBTM Danville, Va.—CP to change frequency from 1400 to 1390 kc, increase power from 250 w to 1 kw, install new transmitter, directional antenna for day and night and change transmitter location—AMENDED: to change frequency from 1390 to 1330 kc, power from 1 kw to 1 kw night, 5 kw day, change directional antenna for day and night use to directional antenna for night use only, change type transmitter and make changes in ground system and change transmitter location.

AM—1480 kc

Radio Anthracite Inc., Shamokin, Pa.—CP for a new standard broadcast station to be operated on 1480 kc, 1 kw, directional antenna night and unlimited hours of operation—AMENDED: re corporate structure and officers.

FM—Unassigned

West Central Bestg. Co., Tulsa, Okla.—CP new FM broadcast station to be operated on frequency to be assigned and coverage of 19,720.8 sq. mi.

AM—1230 kc

The Augusta Chronicle Bestg. Co., Augusta, Ga.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1340 to 1230 kc.

AM—1230 kc

Voice of Augusta Inc., Augusta, Ga.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1340 to 1230 kc.

AM—1230 kc

Georgia-Carolina Bestg. Co., Augusta, Ga.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1340 to 1230 kc.

AM—1240 kc

S. C. Olliff, John E. Minter and Luther W. Martin, a partnership d/b as Andrew College Bestg. Co., Cuthberth, Ga.—CP new standard broadcast station to

## Convention

(Continued from page 13)

developments in American broadcasting, and their shadows were cast before in the sessions of the 24th annual convention. There was no soft talk this time about broadcasting's shortcomings. There was a frankness among broadcasters that matched that of the marginal critics. William S. Paley, chairman of the board, CBS, in an address Tuesday sounded the call for self-regulation.

"We have allowed criticism of radio, for lack of appropriate reply to assume the dimensions of a fad among certain minority groups," he told delegates. "As to our primary job, I propose that we be militant, not defensive about it." He acknowledged the soundness

of some criticisms of radio and proposed that the industry develop and enforce a code as a positive action toward better radio.

Edgar Kobak, MBS president, speaking at a panel on public relations Wednesday, remarked: "One bad program, one bad spot announcement, one poorly run station condemns the whole industry. We brag too much in this business. Let's undersell a little. Publicity and public relations won't correct our bad strategy."

Harold Hough, general manager, WBAP Ft. Worth, who afterward was elected to the board, speaking at the same meeting, called upon broadcasters to "remember the forgotten man—the listener." He praised Chairman Denny's speech before the assemblage as a "grand job in public relations" and one destined to "improve relations between industry and Government."

These were sentiments which found echo in corridors and hotel rooms.

**900 Newcomers Bring Changing Outlook**

At the last wartime conference, there were 1100 broadcasters. At this one, there were 2000. That meant 900 newcomers. Three years of war and one of reconstruction had passed. Some place 900 newcomers had entered the fold. They were welcomed as delegates, taken in as companions in a mutual enterprise and—none among the pioneers would fail to admit—looked upon with some nervous misgiving. This, it appeared, was the new radio.

The exhibitors, merchants with a keen sense of timing, had caught the spirit of things to come. Exhibits were devoted almost exclusively to FM and television. RCA, in cooperation with WBKB Chicago, televised the proceedings of the convention for the benefit of those who could not crowd into assembly halls. Many broadcasters, unacquainted before with video, saw themselves appear magically on the kinescope. "It's a rich man's business," most of them agreed. But

Application Returned:  
Frank Andrews, Modesto, Calif.—CP new standard broadcast station to be operated on power of 250 w and daytime hours of operation. (Incomplete.)

WDMG Douglas, Ga.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and for approval of transmitter location.

Skyway Bestg. Corp., Asheville, N. C.—CP new standard broadcast station to be operated on 1380 kc, 1 kw night, 5 kw day, directional antenna night and unlimited hours of operation—AMENDED: to make changes in directional antenna pattern and change transmitter location.

WAZF Near Yazoo City, Miss.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter and approval of transmitter and studio locations.

KRCT Goose Creek, Tex.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, approval of transmitter location and to specify studio location.

Nonpareil Bestg. Co., Council Bluffs, Ia.—CP new standard broadcast station to be operated on 1590 kc, 5 kw, directional antenna and unlimited hours of operation—AMENDED: to change frequency from 1590 to 1560 kc, power from 5 kw to 1 kw for daytime only, change directional for day and night use to vertical antenna, and change type transmitter.



**PRESENT, PAST PRESIDENT**  
*Ryan presents Miller for keynote address*

they acknowledged that even the rich must live—and it looked like fun.

"After all, 12 months from now when we have hundreds of FM stations on the air, there is going to be a tremendous demand for FM receivers," Mr. Denny had told the delegates.

It was evident to those whose talent, toil and investment had launched American radio that the ceremony was over, the champagne bottle lay shattered where once the prow had pointed—and from now on a lot of people were going to drink beer. Most of the newcomers are accustomed to such modest fare, it appeared, if one counted the discharge buttons of the lapels of the initiates.

Wayne Coy, assistant to the publisher of the *Washington Post* in charge of its radio properties, was elected to the board of directors. Mr. Coy is a liberal. He was in the silent cabinet of President Roosevelt. He is provocative. Most agreed that he would introduce a new and "healthy" influence at board meetings. And he was elected by the pioneers.

### Coy's Election Typifies Changes

Mr. Coy is a big mind with a small station viewpoint. He is an FM enthusiast. His election was not the only evidence of renewed interest in small market operations, however. Spearheaded by such veteran enthusiasts as Marshall Pengra of KRNR Roseburg, Ore., and Robert T. Mason of WMRN Marion, Ohio, plans were made for greater activity in local programming. Mr. Mason made the point that station managers in smaller communities are assuming the position of newspaper editors with like responsibility toward the interests of their listeners. Many minds changed.

But some remembered that there was an unseen delegate. Mr. Hough of WBAP, an NBC affiliate, had said that the forgotten man was the listener. Niles Trammell, president of NBC, said Thursday to the delegates "the forgotten man of the convention is the advertiser." But whichever was correct—and some thought that perhaps both were—convention sentiment aligned solidly behind remembering both of them in the future.

Mr. Trammell—"Advertising in our competitive economy is not only necessary to the operation of modern industry, but it is the very keystone of the expression of the free competitive spirit which has made our standard of living. There can be no freedom without competition and no competition without freedom."

On this point, there seemed complete accord. It had been made by Messrs. Denny, Miller, Kobak, Paley, Knight, Price, Hough, Willard and it had been on the tongues of hundreds of others who made their speeches wherever they could find a listening audience.

BMB proved to be the battle

which was settled with no shots fired. Many expected pitched warfare on the use of BMB material. Hugh Feltis, president, told about progress to date. J. Harold Ryan, chairman of BMB board, Paul West, president of ANA and Fred Gamble, president of AAAA, spoke urgently in behalf of BMB. Then President Miller of NAB spoke. He told listeners that BMB could not be judged at this early date. He advised listeners not to judge. He asked for questions after his concluding remarks. There were many raised eyebrows, but no raised hands. The numerical strength of the presidents was overpowering.

Broadcasters leaving the convention saw a great promise for the future. Great promises have been seen for the future by other delegates leaving other conventions. "But this is different," was heard on all sides.

It looked different to those who saw the judge and the young lawyer from the Commission strolling together through crowded convention assemblages. They planned, Mr. Denny had announced, to have monthly luncheon dates in the future to discuss problems of mutual interest. They were going to work together. Mr. Denny, confidants of the judge predicted, can look forward to many debates on freedom of speech between the herring—red or otherwise—and the dessert.

They sat in La Petit Cafe off the Palmer House lobby one evening toward the close of sessions. As the party broke up, a friend called, "Hey Charlie."

"Just a minute," the chairman said, "I want to say goodnight to Justin."

Mr. Miller had been drinking orange juice. Mr. Denny had been drinking a highball. But apparently neither was on the acid side.

\* \* \*

### Monday

*RESEARCH program towards adequate evaluation of present methods was decided at Research Committee meeting, with NAB Research Director Kenneth Baker urged to rush project. Committee also recommended Denver U. survey be repeated; Mr. Baker reported on newspaper policies in carrying radio listings. At meeting of Subcommittee on Sales Practices, John M. Outler Jr., WSB Atlanta, urged standardization of station rates and definitions; Arthur Hull Hayes, WABC New York, submitted final report on rate cards. Lewis Avery, Avery-Knodel, chairman of Sub-Committee on Contract Forms, announced new form will be submitted to AAAA Oct. 27-28. Subcommittees on Audience Measurement and Subcommittee on Advertising Agency Recognition also held meetings. Other stories on Monday meetings: FM Panel, page 17; Facsimile Meeting, page 20.*

At the Research Committee meeting Monday morning decision was reached not to publish any further

critiques on value of research at this time. Instead it was decided to prepare a research program leading toward adequate evaluation of present methods.

Complete set of data peculiar to radio will be published, combining facts of other research groups. NAB Research Director Kenneth H. Baker was urged to rush the project, which supplants proposed market data handbook plans.

Attempt to use program logs as a source of material was abandoned. A resolution was adopted recommending development of reports on program information and income sources. The committee recommended that the Denver U. audience reaction study be repeated. Mr. Baker made an advance report on a study of newspaper policies in carrying program listings.

More standardization in station rate practices and definitions was advocated by John M. Outler Jr., WSB Atlanta, at the meeting of the Subcommittee on Sales Practices. His report recommended a one-rate policy where possible; otherwise a retail-general terminology.

Arthur Hull Hayes, WABC New York, submitted final report on rate cards by the standardization subcommittee, with recommendations of timebuyers, station men, representatives and others incorporated. The report was approved and was distributed at the Thursday sales clinic.

### Standard Form Goes to AAAA Soon

Lewis H. Avery, president of Avery-Knodel, New York, in the absence of Walter Johnson, WTIC Hartford, chairman of the Subcommittee on Standard Contract Forms, announced that the new standard form will be submitted to the AAAA board Oct. 27-28. If this approval is given, mats will be distributed to all NAB members.

Frank Webb, of Avery-Knodel, Los Angeles, former chairman of the Subcommittee on Audience Measurement, reported for Chairman Beverley Middleton, WSYR Syracuse. The report proposed that NAB start an educational program to aid all those who use radio research in utilizing various research findings. The report was approved.

Stanton P. Kettler, WMMN Fairmont, W. Va., chairman of the Subcommittee on Advertising Agency Recognition Bureau, reported the NAB board at its August meeting had tabled the project. Cecil Beaver, KTBS Shreveport, La., chairman of the Joske Advisory Subcommittee, said the Joske report on the one-year clinical test of radio had met with an enthusiastic response.

### Tuesday

*FUTURE may hold radical departures for today's radio, FCC Comr. E. K. Jett told Conventioners, predicting end of wire lines for nets, spectrum shifts. Facsimile, Strato-vision are promising he said. Ben-*  
(Continued on page 91)

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# CBS Groups Assess Network Activity

## Affiliates and Owned Stations Gather In Chicago

RESULTS of network activities on behalf of its affiliates were discussed at two pre-convention meetings Sunday, conducted by CBS executives and representatives of all CBS owned and operated and affiliated stations.

Howard S. Meighan, CBS vice president and director of station administration, presided at the closed session Sunday afternoon at the Drake Hotel, at which Columbia O-&O stations' problems were discussed. Also from network

headquarters were Elmo C. Wilson, research director; his assistant, Oscar Katz; Jack Van Volkenburg, general sales manager of CBS Radio Sales, and his eastern division assistant, Herbert Carlborg.

From the O-&O stations, attendance included Arthur Hull Hayes, WABC New York; Frank Faulknor, WBBM Chicago; Harold E. Fellows, WEEI Boston; Wendell B. Campbell, KMOX St. Louis; Donald W. Thornburg, vice president in charge of the Pacific Coast division, who spoke for KNX Los Angeles; A. E. Jocelyn, WCCO St. Paul-Minneapolis; and Carl Burkland, WTOP Washington, D. C. Also present was Thad Holt,

WAPI Birmingham, Ala.

The evening session, conducted for members of the Columbia Affiliates Advisory Board, at the Ambassador East, was addressed by William S. Paley, CBS board chairman.

Other speakers included Frank Stanton, CBS president; Joseph H. Ream, vice president and secretary; William C. Gittinger, vice president; H. V. Akerberg, vice president in charge of station relations; Edward R. Murrow, vice president and director of public affairs; Davidson Taylor, vice president and director of programs; and Earl H. Gammons, vice president and director of CBS Washington.



## FRANK WEBB NAMED MANAGER OF KVPO

FRANK V. WEBB, manager of the Los Angeles office of Avery-Knodel Inc., has resigned to accept the general managership of KVPO Honolulu, T. H., effective November 1 according to Harold T. Kay, president of Pacific Broadcasting Co. KVPO is a newly licensed station with 10 kw on 690 kc, fulltime, and affiliated with ABC. Mr. Webb said he expected KVPO to be on



Mr. Webb

the air by January 1.

Mr. Webb has had long experience in sales managership and radio advertising. Before joining Mr Avery, he was general manager of the broadcasting division of Farnsworth Television and Radio Corp. Prior to that he was associated for five years with Westinghouse radio division, as sales manager of KDKA Pittsburgh.

Mr. Avery said he had no plans for an immediate replacement in the Los Angeles office.

## Facsimile

(Continued from page 20)

greatest facsimile enthusiasts Elliott Crooks, director of the Newspaper Publishers Facsimile Service of Radio Inventions Inc., told the meeting. They see it, he said, as a means for delivering spot news to the public as it happens instead of hours later, for immediate transmission of sporting event scores, for delivering specialized news such as market reports to those who want it (the others don't turn their sets on for it) and leaving it out of their papers with appreciable savings in newsprint, and, most important, to reach women with news when they have the leisure to read it.

Morning newspapers often leave the home with the man of the house, he said, and the evening paper arrives when the woman is busy getting dinner, so that in enabling them to reach women at home with news and advertising at times when they can stop to watch it, facsimile offers a valuable service to publishers.

Advising stations without newspaper affiliations to tie up with a local paper in producing a facsimile service, Mr. Crooks said that where this is not feasible an

alert station news staff, augmented by a facsimile editor and assistant, should be able to provide satisfactory service. Associated Press, he reported, has already promised to supply news and features processed for facsimile and the other news services are sure to follow suit. Varitype machines or similar equipment can provide adequate reproduction copies of facsimile material where typesetting equipment is not available, he said.

### Hogan's Opinion

Facsimile can aid a broadcaster in promoting his FM and even his AM program service, according to John V. L. Hogan, president of Radio Inventions and of the New York Times stations WQXR (AM) and WQXQ (FM).

Speaking as a broadcaster, Mr. Hogan said that WQXQ will broadcast FM aural programs in the late afternoon and evening and facsimile during the other daytime hours, designing its facsimile service to increase the audience for its sound broadcasts. He predicted that by the time there are enough FM receivers to require full 17-hour daily FM sound programming a multiplexing technique will have been perfected, enabling simultaneous sound and facsimile broadcasting.

In answer to a question about costs, Mr. Hogan said that \$10,000 is enough to get an FM broadcaster started in facsimile, contrasting that amount with the \$250,000 he put as necessary to get into television. Receivers are expensive now, he said, but he added that manufacturers had told him that in quantity production an AM-FM-facsimile receiver should cost no more than an AM-FM-phonograph combination.

### WSUA Starts

WSUA Bloomington, Ind., 1000 w on 1010 kc daytime only, went on the air Oct. 23. Offices are at 117½ W. Kirkwood. Warren G. Davis is president, general manager; Lyle Warrick, commercial manager; William Marlowe, program director; James Rolfe, chief engineer.

RENEWING old friendship with CBS executives (top photo) is W. Howard (Slim) Summerville (l), general manager of WWL New Orleans. They are: William S. Paley (c) and H. V. Akerberg (r).

In next photo, Frank Stanton (r) greets C. T. Lucy, general manager of WRVA Richmond.


Frank Eighmey, general manager, WTAD Quincy, Ill.; Earl H. Gammons, and J. Kelly Smith, CBS stations relations director (third photo).

Banquet meeting of Columbia Affiliates Advisory Board (lower photo) included (l to r): I. R. Lounsberry, general manager of WGR Buffalo and advisory board chairman; Frank Stanton; William S. Paley and Arthur Church, general manager of KMBC Kansas City.

## Stock Transfer Sought At KVNU Logan, Utah

AN APPLICATION seeking FCC consent to the sale of 14,994 of the 29,857 shares of outstanding stock of KVNU Logan, Utah, to present stockholders for \$20,000 has been filed with the Commission. KVNU operates on 1230 kc with 250 w fulltime.


Stock would be transferred from H. F., John H., Clair M. and Emma K. Laub, and Adrian W. Hatch to Herschel Bullen, president, who would control 45%; Reed Bullen, secretary-treasurer, who would have 31.5%; Dan B. Shields, vice president 6.7%; Herschel Keith Bullen 4.9%; T. H. Bullen 5.9%; and Helen Bullen, 69%.



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BINGHAMTON, N. Y. HEADLEY-REED, National Representatives

## Convention

(Continued from page 89)

jamin Cohen, UN Undersecretary-General, relays gratitude for U. S. support, urges need for UN worldwide radio coverage. Other stories on Tuesday meetings include: Fulton Lewis, page 79; Miller text, page 14; Paley, page 15; Doherty, page 36B; BMB, page 16.

NAB was asked to assume leadership in promoting United Nations broadcasts throughout the country in an address Wednesday morning by Benjamin Cohen, Assistant Secretary-General, Dept. of Public Information, United Nations. He suggested the association form a special committee to advise the U. S. radio liaison office.

This committee, Mr. Cohen said, could help acquaint program planners with the experience of other stations, "help create new program ideas and generally serve as an agency to help utilize American radio to the fullest possible extent in the interest of lasting peace."

Mr. Cohen described the UN radio activities and plans for its own worldwide broadcasting and telecommunications service, a need recognized in the first session of the General Assembly at London. The Assembly adopted a resolution empowering UN "to have its own radio broadcast station or stations with the necessary wavelengths both for communication with members and with branch offices, and for the origination of UN programs."

The Telecommunication Advisory Committee will report by Nov. 10 on its plans. He predicted the world before long will hear the UN signal: "This is the United Nations calling the peoples of the world."

### Programs Carried In 5 Languages

Starting with the opening session Oct. 24, General Assembly proceedings have been broadcast through the State Dept. along with Canadian Broadcasting Corp. and BBC. Programs are carried in the five UN official languages, English, French, Spanish, Russian and Chinese. Service totals about 9½ hours daily.

Mr. Cohen read a telegram from Trygve Lie, Secretary General of UN, thanking President Miller for NAB's pledge of full support of the association and American broadcasters to the UN.

Host at a luncheon in honor of Mr. Cohen Tuesday was Harry Maizlish, Warner Bros. official and general manager of KFVB Hollywood, who created radio precedent with direct-line coverage of UN activities.

Guests included Benedict P. Cottle and Harry Plotkin, General Counsel and assistant General Counsel respectively of the FCC; Chris Cross, UN Radio Director, and representatives of the daily and trade press.

Mr. Cohen in an informal talk, emphasized the urgent need for



BENJAMIN COHEN, UN  
Asks Radio to Aid Peace

radio facilities for UN to provide worldwide coverage, and made a plea for press cooperation. In a question-answer session he outlined the manner in which the proposed UN broadcasting information organization would function.

Broadcasting, as it exists today, faces a radical departure at some future date—a change that may see the end of wire lines for networks—one that may see every service shifted in the spectrum.

That's the picture drawn by Comr. E. K. Jett of the FCC, who addressed the NAB 24th convention in Chicago on "The Application of War Developments to Post-war Broadcasting."

Already the expanded spectrum (now 10-30,000,000 kc) is becoming crowded with applications for new services and extension of present ones, said Mr. Jett. Since V-J Day the Commission has authorized more than 1,000 new aural stations, an average of about one AM and two FM outlets a day since the war ended, he added.

Commissioner Jett saw in Pulse Time Modulation a possible answer to multiple transmissions, although he said PTM techniques are not applicable to the present systems of AM and FM broadcasting. "On the other hand, pulse transmission can be used advantageously at microwave frequencies as a possible substitute for wire lines and other radio techniques in providing facilities for interconnecting broadcasting stations and for the point-to-point delivery of telegraph, telephone and facsimile," said Commissioner Jett.

Microwave relay systems, presently using frequencies from 3700-13,000 mc, "may prove to be more efficient than wire lines or coaxial cables for the future network distribution of AM, FM, television and facsimile programs of high technical quality," Mr. Jett continued.

He termed facsimile "a phase of broadcasting which is destined to have widespread effect."

Among other developments not too far off are 50 kw tubes for broadcasting services on frequencies below approximately 1000 mc "within a year or two," said Mr. Jett. Another tube development—the resonant cavity magnetron—is efficient at frequencies ranging from 600-10,000 mc and will be the basis for many postwar circuits in that range, he added.

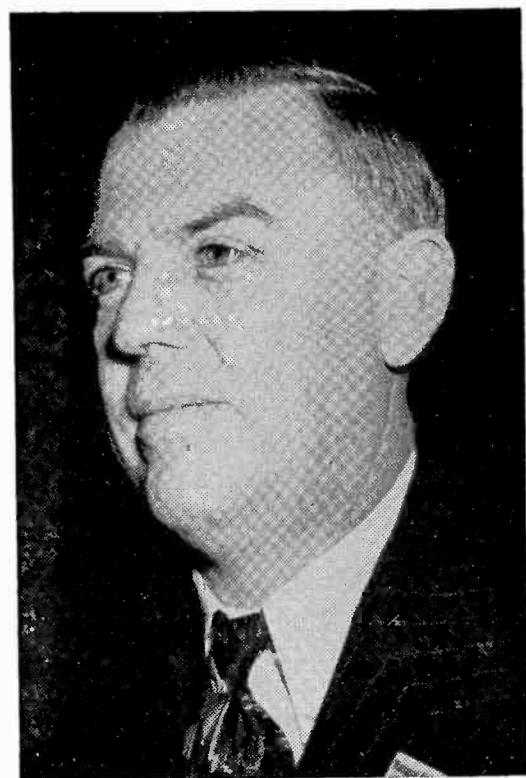
### Stratovision Tests To Be Speeded

Production of much equipment, such as cathode ray tubes and quartz crystals, stepped up during the war by necessity, shortly will assure industry sufficient amounts at low costs, according to the Commissioner. Stratovision is expected to provide a new broadcast service. In this connection Mr. Jett said the stratovision experiments "will be accelerated in the near future when more tests are made from a fully-equipped B-29 type aircraft."

Broadcasters, he said, should be particularly interested in Commission rules for preventing interference from medical diathermy and industrial heating equipment. Interference by automobile ignition systems is being studied by the Commission, he continued. The automobile manufacturers are considering a recommendation by FCC Chief Engineer George P. Adair that manufacturers begin immediately to prepare their cars to meet acceptable standards by Jan. 1, 1948, said Mr. Jett.

Mr. Jett touched on the forthcoming North American Regional Broadcasting Conference in Canada, now scheduled for Sept. 15, 1947, and the next World Telecommunications Conference, set for July 1, 1947. He urged American broadcasters to prepare for both conferences immediately.

The Canadian parley probably will be postponed to 1948, he said, inasmuch as the U. S., and probably other nations, could not submit proposals by Oct. 1 as provided in the NARBA Interim



COMMISSIONER JETT  
Sees Radio Changes

Agreement adopted in Washington last February.

"Although it is reasonably certain that the present allocations will remain in force for many years to come, it cannot be guaranteed that any service will remain permanently in its present place in the spectrum," declared Commissioner Jett.

The U. S. has asked for a 90-day extension, which means that proposals must reach the Inter-American Radio Office in Havana by Jan. 2, 1947. Preparatory work must begin "with a careful examination of the entire NARBA treaty, as well as the Interim Agreement," said Commissioner Jett. He outlined these matters of policy nature which should be reviewed:

1. Definition of the North American Region. Should Alaska, Hawaii, and Puerto Rico be included? If so, under what conditions?

2. Definition of the standard broadcast band. If the lower limit is set at 540 kc (as proposed last year by the FCC) the U. S. must be prepared to deal with that subject.

3. Existing treaty provides for 59 clear channels, 41 regionals and

(Continued on page 92)

# 5000 WATTS

WORLD'SMEMORABLEBATTLEGROUNDS

WIDERMARKETBBETTERGUARANTEE

## NBC IN RICHMOND, VA.



## Convention

(Continued from page 91)

6 locals. No problem, except to determine the status to be given 540 kc—whether clear, regional or local.

4. Definitions of classes of stations. Certain mileage restrictions which apply to particular classes may need to be re-examined.

5. Notification of frequencies. Something must be done to avoid conflict in notifications.

"Although it is reasonably certain that the present allocations will remain in force for many years to come, it cannot be guaranteed that any service will remain permanently in its present place in the spectrum," declared Mr. Jett. "It is clear, for instance, that the trend in the domestic services has been in the direction of developing and providing higher bands of frequencies, not only to provide room for expansion, but also to render an improved service."

\* \* \*

### Wednesday

RADIO's forgotten man—"the listener"—should receive more attention averred NAB President Justin Miller, MBS President Edgar Kobak and others on "Broadcasting's Public Relations" panel. Cater more to the whims of that audience, pay a little less attention to "Hoopers", urged speakers. At music and copyright sessions, Sydney Kaye, vice president and general manager of BMI, outlined BMI's scope; forthcoming contract deadlines with ASCAP in 1948. Other stories on Wednesday sessions: *Small Markets*, page 98; *Acting FCC Chairman Denny's address*, page 14.

If radio is to do a good public relations job it must pay less attention to Hoopers, do less bragging, it must advertise and above all give consideration to the "forgotten man—the listener."

That advice was given broadcasters at Wednesday's session on "Broadcasting's Public Relations," with NAB President Justin Miller as moderator. Edgar Kobak, MBS President; Harold Hough, WBAP

Fort Worth; and Alma Kitchell, WJZ New York women's director, shared panel honors. They didn't pull punches in diagnosing radio's public relations ills.

"Public relations in broadcasting is the joint responsibility of industry and government" said Mr. Kobak. "If we do a good job the people will tell us. We don't have to shout about it. We try to do our public relations with publicity. Let's sell our story with advertising—more than just publicity."

Mr. Kobak said "millions of volunteers" who helped the Red Cross, government and local agencies during the war are "out of work now and their job is to help us run the broadcasting industry," by writing critical letters to stations.

### Idle Volunteers Become Critics

To improve public relations radio first must know what "makes the people like and respect us," said Mr. Kobak. "They won't love us. People never love any industry that works for a living, but they respect us and we need that respect."

"One bad program, one bad spot announcement, one poorly run station condemns the whole industry. We brag too much in this business. Let's undersell a little. Publicity and public relations won't correct our bad strategy."

Mr. Kobak said he'd "like to see somebody from the listening side" at NAB conventions. Broadcasters, he continued, do all the talking but they never seem to listen to the people they serve.

Mr. Kobak paid tribute to a talk on Tuesday by William S. Paley, CBS board chairman (see story page 15). "That talk will make a hit with the public because it said we're going to clean house," he stated. "But the public remembers and six months from now they're going to know whether we have cleaned house. When we make promises to clean up we must follow through."

"We've got to clean up our poor programs. We've got to modernize our business methods. Public relations starts with private relations. We've got to educate ourselves and our own people first before we can

educate the public. We've got to get off the defensive."

Mr. Kobak said "everybody is sensitive about something" and it's up to broadcasters to "keep that in mind when you're doing your public relations."

Mrs. Kitchell told how women directors and commentators participate in civic affairs, broadcast "public service" announcements (because broadcasters are inclined to place such announcements on women's programs) and how they judge various contests. That's all public relations, she explained.

Referring to the "volunteers" mentioned by Mr. Kobak, Mrs. Kitchell said "it's wise to get those volunteers on our side." Mrs. Kitchell expressed the view that women directors probably "know more about listeners" than others because they are constantly in touch with them.

Mr. Hough called FCC Chairman Denny's address as given at the Wednesday luncheon session "the grandest demonstration of public relations." He said he believed Mr. Denny "put the FCC in

busy with Hoopers" and neglected the "forgotten man."

"We think all we have to do is put a program on the air, and label it 'public service'. We've got to realize that just labeling a show 'public service' doesn't make it a service. The listener can be forgotten in more places and more ways than anyone else."

Mr. Hough recalled the complaint filed a few months ago against the Texas Quality Network by a candidate for governor who objected to the time allotted for political broadcasts [BROADCASTING, Aug. 5, 12].

### Met Issue in Usual Vigorous Manner

"We met the issue as broadcasters in our usual vigorous manner," said Broadcaster Hough. "We just sat there like ducks on a pond." Then came FCC examiners and hearings.

"For two days they talked about free speech and everything under the sun but the listener—the for-



INTERMISSION INTERCITY CONFERENCE. Conferees (left to right): Eleanor Scanlan, BBDO, New York; Chester Slaybaugh, Morse International, New York; C. M. Freeman, WLS Chicago; Gertrude Scanlan, BBDO, New York; Genevieve Lemper, Foote, Cone & Belding, Chicago.

a better light, a better spirit than any of us could hope."

Public relations is a little misleading, said Mr. Hough. "When a book like *The Hucksters* sells a million copies, there's a reason. People bought it because it took a slam at radio." He mentioned Fred Allen's program which frequently criticizes radio in a humorous vein. He told of writers who have turned out books criticizing radio and declared: "We'd better look into this antagonism. Ignoring it permits it to grow. A great deal of things we complain about we cause ourselves."

### Suggests Listening To Own Stations

If radio is "doing things to irritate the people, we'd better find out why," he asserted. "If some of us will start listening to our own stations we're going to join the fellow who wrote the Blue Book."

Mr. Hough criticized commentators who set themselves up as "authorities," declaring: "I don't know how the country got to be the power it is without these commentators."

He said radio had been "pretty

gotten man," he declared. "One candidate testified he would like more time on the air but he didn't want to disturb the listening habits of our people. He said he knew what it meant to the average listener to be deprived of his favorite program."

"That candidate is the next governor of Texas—Beauford Jester," said Mr. Hough. He said he wouldn't say that the candidate's testimony had anything to do with his victory by a landslide, but smilingly added, "it got wide circulation."

"I hope," he concluded, "we'll give the listener very much consideration. After all he is the supreme judge in this sort of thing."

At a Wednesday session on music copyright and BMI, Sydney Kaye, vice president and general counsel of BMI, contrasted the desire of ASCAP to negotiate new broadcasting contracts now, more than three years before present contracts terminate, with the ASCAP attitude in 1939, when it refused even to name a committee to meet with broadcasters. Even in March of 1940, less than nine months be-

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(SEE OUR HOOPER)

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fore the end of that contract, ASCAP still refused to discuss terms with the NAB committee, Mr. Kaye said.

"What is it that has changed?" he asked. "The economic motives are the same. The men at ASCAP are the same . . . only one thing has changed. There was no BMI in 1939. There is a strong BMI in 1946."

Admitting frankly that with most of the leading songwriters bound to ASCAP by long-term contracts the majority of big song hits are of ASCAP origin, Mr. Kaye reported that nonetheless BMI licensed music now accounts for over 40% as many station performances as ASCAP licensed music, and that BMI and public domain combined account for over 75% as many performances as ASCAP music, which he termed "a healthy competitive situation."

BMI today, he said, has almost 1100 AM commercial licenses in the United States, more than 1200 in the U. S. and Canada, plus practically all hotels and wired music service and increasing numbers of restaurants.

### ASCAP May Renew For Nine Years

Describing the legal situation, Mr. Kaye said that ASCAP has the right to renew its present licenses automatically for an additional nine years from their Dec. 31, 1949, expiration date if it chooses to leave the rate of payment unchanged. But the right of broadcasters to switch from blanket to per program licenses is expressly limited to the original term of the contracts, so they will be frozen to whatever type of license they have when that term expires.

If ASCAP wants increased payment, it will have to notify the broadcasters of its new terms by Dec. 31, 1948, Mr. Kaye stated. Broadcasters will then have the choice of cancelling their licenses at the end of 1949, or entering into arbitration to fix the percentage of gross they will pay for the next nine years, with the present percentage constituting a floor which may be raised but not lowered. The division of the radio audience among the greatly increased number of stations and the costs of developing FM and television probably will not decrease the gross of the broadcasting industry, he pointed out, but will "presumably exercise an adverse effect upon the ration between gross income and net profits," which might make payments of an increased percentage of gross "result disastrously for many broadcasting enterprises."

"If ASCAP demands an increase," he said, "broadcasters may give notice of the cancellation of the ASCAP contract as of the end of the original term, or they may shift to the per program basis so that they can control uneconomic



**LARGE ATTENDANCE** marked Small Market Stations Committee meeting. Seated (l to r): Rex Howell, KFXJ, Grand Junction, Col.; James R. Curtis, KFRO Longview, Tex.; J. Allen Brown, director of NAB Small Market Stations Division; Marshall Pengra, chairman, KRNR Roseburg, Ore.; Emmett H. McMurry Jr., WJPR Greenville, Miss.; Wayne W. Cribb, KHMO Hannibal, Mo. Standing, Harry R. Spence, KXRO Aberdeen, Wash.; John Alexander, KODY N.

cost factors by varying the amount of ASCAP music performed."

BMI contracts expire in March, 1950, Mr. Kaye said, adding that as control of BMI is vested in the broadcasters the contractual relationship is of a family nature. Despite this, he said, BMI will probably ask for renewals well in advance.

Reminding the broadcasters that the BMI license fee is not an absolute amount but a maximum, he pointed out that during the period of excess taxes when there was no chance of building up reserves BMI has followed the policy of reducing its demands for license fees below the maximum.

"The abolishing of the excess profits tax now clears the way for certain plans which have long been in contemplation," he said, "and it is probable that broadcasting licenses will for a time, at least, be asked to pay the full maximum license fees."

On television rights, Mr. Kaye said that ASCAP claims video rights from its members only through 1948 and cannot include them in any renewal contracts. BMI, however, "treats and will continue to treat television licenses upon the same basis as any other broadcasting license."

At the Wednesday afternoon sessions two amendments to the by-laws were adopted. They vest in the board of directors authority to promulgate standards of practice or codes, and to provide for their enforcement; and to provide for referendum ballots by which the board can submit changes in the charter or by-laws to membership.

\* \* \*

### Thursday

*ALTHOUGH the over whelming majority of people like American radio, the minority of critics can not be ignored, Dr. Paul F. Lazarsfeld of Columbia U., who analyzed the NORC Survey, told the Thursday morning general session of the NAB Convention. Nor will the public support an uncompromising fight against some Government re-*

*view, he reported on the basis of the survey. The complete story of the Joske's of Texas experiment in retail radio advertising was told by several speakers at the Thursday morning Retail Radio Advertising Clinic. Other features on Thursday meetings include: Trammell text, page 20; banquet, page 68-C.*

\* \* \*

The NORC survey on what the public thinks of American radio [BROADCASTING, Oct. 14] indicates that broadcasters "cannot count on much public support for an uncompromising fight against some government review of broadcasting," Dr. Paul F. Lazarsfeld, director of the Columbia U. Bureau of Applied Social Research and author of the analysis of the survey findings, told the Thursday morning general session.

In his discussion of the major points revealed by the survey Dr. Lazarsfeld pointed out that 82% of the public thinks radio is doing an excellent or good job, that they certainly do not favor Government ownership, with 70% saying that radio should be left in the hands of private business.

"Yet," he said, "they definitely feel that the Government should have a number of review functions. Two-thirds believe that the Govern-

Platte, Neb.; William B. Smullin, KIEM Eureka, Cal.; Robert Henderson, Copley Newspapers, Los Angeles; A. E. Spokes, WJOY Burlington, Vt.; John Cummins, WFOY St. Augustine; William Hardy, WFMD Frederick, Md.; Paul Wagner, WPAY Portsmouth, O.; W. C. Wester, N. L. Kessler, WMUS Muskegon, Mich.; Dan E. Jayne, WELL Battle Creek; John F. Meagher, KYSM Mankato, Minn.; Allan Curnutt, WOSH Oshkosh, Wis.; B. J. Parrish, KOTN Pine Bluff, Ark.; C. O. Chatterton, KWLK Longview, Wash.

ment should make sure that news broadcasts are truthful. About one-half want the Government to see to it that stations regularly carry programs presenting both sides of public issues. Almost as many are in favor of having the Government see to it that stations broadcast a certain number of educational programs. People were much more concerned with problems of this kind than with Government regulation of station frequency and operating power.

### People Applying Checks and Balances

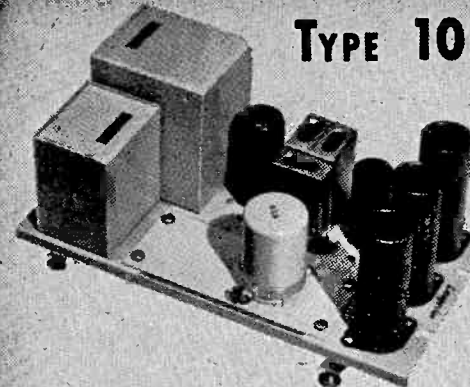
"The man in the street," Dr. Lazarsfeld declared, "applies the old American tradition of checks and balances to this whole problem. He wants neither the industry nor the Government to run away with the show. While they do not talk in terms of such technicalities as license renewal, the public seems to approve of the situation as it is now developing. They want the industry to take the initiative and they are willing to let the industry have its profits. But they also think that the Government should assure all around fair play."

Reporting that "at the moment your fairness is not at issue," with

(Continued on page 94)

## Worthy of an Engineer's Careful Consideration

### TYPE 102-A LINE AMPLIFIER



TYPE 102A Amplifier is one of the 102 Series Line Amplifiers of which four different types are available. The "A" is mostly used to drive the line after the master gain control. It is quiet, has excellent frequency characteristic and ample power output with low distortion products.

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**Commercials**

Agency Prepared Copy  
Covers: Personal Loans—Trust Department  
Safety Deposit Boxes—Savings  
and Checking Accounts—Holidays.

**Tried — Tested — Forceful**  
Yet with all the dignity and character  
Bank copy demands. First Bank to use  
this service secured over 1000 Personal  
Loan applications in 6 months.

Send \$5.00 For Complete Set  
**WM. H. KINSALL & CO., Advertising**  
P. O. Box 836  
BLOOMINGTON, ILLINOIS

## Convention

(Continued from page 93)

81% of the survey's respondents saying that radio stations are generally fair, Dr. Lazarsfeld asked broadcasters how they would argue their case if "at some future time your program policy were questioned by a substantial part of the public."

He said that recently he and some top NAB officials found themselves in an embarrassing position when, in preparation for the Attorney General's forthcoming conference on the prevention of juvenile delinquency, panels were appointed to collect information on the role of radio and motion pictures in this problem. Hollywood Dr. Lazarsfeld reported, "immediately produced interesting data: The number of crime pictures they had made, the manner in which policemen were treated on the screen, how they avoided giving specific information on criminal techniques, etc."

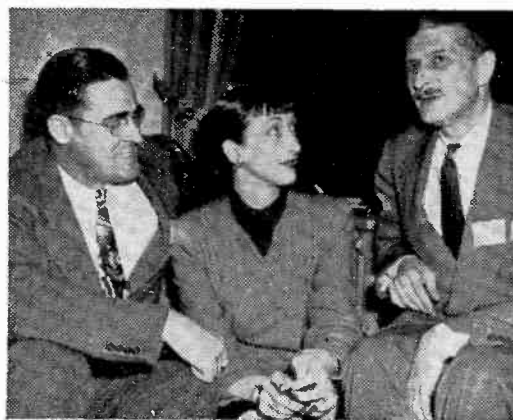
"But," he continued, "we on the radio panel had nothing to show. As a matter of fact, Columbia U. offered to carry through a content analysis of radio scripts, but we were unable to get scripts released for this purpose."

### Suggests Cooperative Script Analysis

Declaring this an "unhealthy and paradoxical situation," he asked how broadcasters "can meet the charge that news commentators are biased or that crime dramas contribute to juvenile delinquency if you have not even machinery to review what is actually going out from your transmitters." He urged broadcasters in each community to set up machinery for cooperative script analysis, with each station submitting scripts perhaps one day in each month.

"With the present study," Dr. Lazarsfeld stated, "you have taken the first important step in giving a public account of your industry's activities; you have shown how people look at radio. No doubt you will sponsor further research. One of the next steps should be a report of how radio programs themselves look."

Some broadcasters have asked why, when the public's great satisfaction with radio was the major result of the survey, so much space in the report was devoted to the views of radio's critics, Dr. Lazarsfeld said. Explaining this, he said that these critics "are solid citizens, the well-educated men and women . . . A minority, but obviously a very important one." They are, he said, "in the great line of American reformers who have fought for generations to establish schools, to abolish child labor, to reduce working hours, only to find that people spend this time listening to your radio programs."



ALL ANGLES of Joske's Department Store were aired at Thursday morning session. Planning roundtable procedure the night before were (l to r) Walt Dennis, radio and television director, Allied Stores Corp.; Lee Hart, NAB retail advertising supervisor; Lewis H. Avery, head of Avery-Knodel, station representative.

Of the triple role of broadcasting as a craft, a business and a social force, Dr. Lazarsfeld said, "Your critics admire your craftsmanship; they are sure that you are good businessmen. But when they think of radio as a social force they keep their fingers crossed." Urging broadcasters not to under-rate these critics, who, even if they seem negligible as an audience, "are a formidable public force and have won many battles," he said that "you and your critics will somehow have to come to terms, for the good of the country as well as for your own peace of mind."

Dr. Lazarsfeld said that in the section on the public's attitude on advertising, which revealed that only one-third had a negative reaction to radio commercials, he had been accused of belaboring the point, checking and cross-checking, to the point of boredom. The answer, he said, is that "only if a controversial point is checked and cross-checked do statistical findings create real confidence . . . If we were frank, I, like most of you in this room, would have rather nasty things to say about some radio commercials. Thus I had to be very sure of my data before I was willing to declare that two-thirds of the population do not object to commercials and that a quarter even like them."

### Relates History Of Joske's Test

At the Retail Radio Advertising Clinic Thursday morning James H. Calvert, president of Joske's of Texas and "father" of the one-year analytical test of broadcasting, recalled the history of the project from the time he witnessed the NAB's promotion film. He praised the cooperation of the NAB staff and called for a continuing study of the broad field of radio for retailers.

James H. Keenan, vice president of Joske's, outlined lessons learned from the clinical study and told of the problems in undertaking the first major use of the broadcast medium by a department store. He

told of the advantages of the "beamed technique" by which programs are aimed at predetermined audiences to sell specific products and services.

Walt Dennis, radio and television director of Allied Stores Corp., went into the beam technique and checking of results against use of the medium.

Howard P. Abrahams, manager, sales promotion division, National Retail Dry Goods Assn., urged broadcasters to study the Joske report and explain it to retailers. He suggested they contact buyers and other store supervisory and sales personnel to become familiar with the store's side of the problem.

Cecil K. Beaver, general manager of KTBS Shreveport, La., and active in the clinic when he was sales manager of WOAI San Antonio, recalled how stations worked together during the study. He said stations in the city have absolutely no fear that other stations will chisel in getting retail business.

### Miss Hart Emphasizes Well-Planned Copy

Lee Hart, NAB assistant director of broadcast advertising, advised broadcasters to read the forthcoming chapter on copy in the Joske report. A well-planned copy department is necessary, she said in recalling her task of preparing copy and training personnel for 54 programs and 109 announcements per week.

Harold Fair, program director of WHO Des Moines, who spent nearly a month as consultant to Joske's in getting the broadcast test under way, said the test proved that adequate production facilities must be supplied by broadcasters.

John M. Outler Jr., WSB Atlanta, of the NAB subcommittee on sales practices, took over the meeting to submit a resolution of appreciation on behalf of NAB and stations for the services of all who took part in the clinic.

At the Thursday afternoon Broadcast Advertising session the convention adopted a resolution condemning efforts to obtain free use of station facilities for commercial advantage and efforts to buy time on a per inquiry or contingent guaranteed-return basis.

Text of the resolution follows: The maintenance and protection of the American system of broadcasting is predicated on the observance of sound business practices and high standards of ethics—both on the part of the station and of those who would use its facilities.

The NAB regards any effort on the part of any organization or interest which seeks commercial advantage through the free use of a station's facilities as being unsound, unwarranted and contrary to the best interests of the industry.

Similarly efforts by commercial enterprises to purchase radio facilities on a contingent guaranteed-return or per inquiry basis are declared by this association to open a way to unfair and discriminatory practices, and to be an undermining of the entire structure of American radio. Such efforts are, therefore, condemned as unethical and contrary to the best interests of the stations and the industry and of advertising in general.

It is the will of this association,

**WDRC**  
HARTFORD 4 CONNECTICUT  
**WDRC - FM**

7 to 9 a.m., Buy  
The Shoppers Special

A series of 1-minute spots on WDRC's Shoppers Special will sell your product in the Greater Hartford Market. Product sampling in "Market Basket" included in announcement cost. Write Wm. Malo, WDRC, Hartford 4, Conn. Represented by Raymer.

**BROADCASTING**

**IT'S  
TOUGH**  
keeping up with you

PLEASE tell us 3 weeks in advance your new address. You'll be sure to receive BROADCASTING on time.

therefore, that all such requests should be denied by its members and discouraged by every other means at their disposal.

Arthur Hull Hayes, WABC New York, opened the afternoon session, with James V. McConnell, NBC New York, as chairman by submitting a report of the subcommittee on standardization of rate card format. Suggested rate card formats were submitted. They were approved by the convention.

### Proposed Contracts

#### To Go To AAAA Oct. 29

Lewis H. Avery, of the subcommittee on revision of standard contracts, said the proposed contracts will be submitted to the AAAA board Oct. 29. The standard contracts, which cover spots were approved.

John M. Outler Jr., WSB Atlanta, of the subcommittee on sales practices, reviewed the report of the NAB Research Dept. based on a questionnaire study of station rates. He pointed out advantages of a single rate, describing the lack of uniformity among stations. Special local rates, he continued, were based on the newspaper practice of giving lower rates for local ads appearing in only part of the press run.

The committee recommended a single rate card, with "general" and "retail" rates if a single rate not practical and using one format for both; specified conditions for "retail" rates; recommended that all advertising, whether "general" or "retail," to be commissionable to a recognized agency.

Odin X. Ramsland, KDAL Duluth, of the subcommittee on audience measurement, reported on work of that committee. Howard Meighan, CBS, explained slides showing how to use audience data.

Stanton P. Kettler, WMMN Fairmont, W. Va., reported on the study of a proposal for agency recognition. The project was tabled by the Board of Directors last August.

Cecil K. Beaver, KTBS Shreveport, La., of the Joske advisory subcommittee, said response to the report on the Joske's of Texas test had been enthusiastic. A Retail Radio Advertising Clinic is planned at the National Retail Dry Goods Assn. Convention in January, he said.

John Blair, of John Blair and Co., reported for Beverly Middleton, WSYR Syracuse, on behalf of the subcommittee to define spot sales. He said the subcommittee will go ahead with plans for a national contest to select a new definition to replace the word "spot."

The sales managers executive committee will be reconstructed soon in accordance with custom, Mr. McConnell announced in formally closing convention business proceedings.

\* \* \*

### Friday

NAB Board of Directors session held in morning. Story on page 4.

## FCC Seeks Support Of WOKO Decision

### Misrepresentation Alone Disqualifying

CONTENDING that false statements to the FCC are themselves sufficient reason to terminate a station's license, the Commission last week asked the U. S. Supreme Court to uphold its 1945 denial of license renewal to WOKO Albany.

The request and supporting arguments were presented in a brief appealing from the 2-to-1 decision in which the U. S. Court of Appeals for the District of Columbia reversed the Commission's WOKO denial last January [BROADCASTING, Jan. 28].

The denial was based on grounds that Sam Pickard, former Federal Radio Commissioner and one-time vice president of CBS in charge of station relations, owned a 24% interest in WOKO which was not reported to the Commission.

In its brief to the Supreme Court, FCC disputed the lower court's findings that other factors than "hidden ownership"—including program service, what the Commission's attitude toward the WOKO application would have been if Mr. Pickard's interest had been properly disclosed, and the effect of license denial upon WOKO property value—should also have been considered in passing upon the renewal.

Under the Communications Act, FCC asserted, wilful failure to report the facts justifies denial of license. Consideration of other factors is not necessary, the brief continued, when one factor is enough for disqualification.

The brief was filed by J. Howard McGrath, Solicitor General; Stanley M. Silverberg, special assistant to the Attorney General; and, for FCC, General Counsel Benedict P. Cottone; Assistant General Counsel Harry M. Plotkin, and Counsels Max Goldman and Erich Saxl.

WOKO now is operating on special temporary authority.

## NAB News Clinics Win Praise, Continuance

RADIO news clinics will be continued by the NAB as a result of a recommendation by the Council on Radio Journalism Inc. At a meeting Oct. 20 in the Palmer House, Chicago, the council adopted a resolution asking NAB to continue the clinics. The NAB board subsequently approved the action.

The resolution said the radio clinics, which have been headed by Arthur Stringer, NAB director of special services, "have resulted in improvements in radio news service to listeners through employment of competent personnel and the development of news coverage."

## Thomas

(Continued from page 18)

picture cameraman. Walter West, for 15 years chief cinema-photographer of the Dept. of the Interior, is associated with the company.

### Different From Technicolor

Mr. Thomas explained the process differs from technicolor in that it is natural color reproduction and does not involve the complicated "dye" process. These systems are called "subtractive," whereas the Thomas method is an "additive" system. Its television application would differ from the CBS technique, since there is no moving color wheel and no mechanical parts are used in producing the filtered color.

The optical unit in the camera has a single aperture, behind which are three lenses. Behind these lenses are three filters in gradations of black and white. The three colors used are red, blue and green, combinations of which reproduce the full color spectrum. The colors are reproduced in perfect register, it is claimed. The three images superimposed produce the natural color, and also a dimension of depth not normally obtainable in black-and-white photography.

Mr. Thomas said he had no idea of developing a color television process when he began his experiments which resulted in procurement of five patents for the Thomascolor system. Rather, he had in mind home movies, stills and photo-engraving.

### Film Exhibited

Exhibited at the special showings was a 30-minute film depicting the difference between black-and-white film production and Thomascolor. First black-and-white films of flowers were shown. Then the color filters were added. Impact of the transformation was immediate. Then a Grand Canyon travelogue, but without performers. There the stereoptical dimension of depth was pronounced. A bathing beauty pageant was shown. Flesh colors were remarkably natural. Finally, stills were shown. All colors could be removed; or one at a time. A watermelon in full color was shown. The red was removed and the melon became greenish blue. The green was removed, and you had a blue melon.

A description of the lens is as follows:

The Thomascolor lens is a three-element lens, although it actually is made up of four elements. The four elements and the blank frame can be used to add a fourth color to the picture or for trick photographic shots. For ordinary projection only three of the frames and three of the elements are used. It can be attached to the conventional movie camera and projector, and theoretically to any television camera once the electronic system is devised.

## Delivers Coverage of North Carolina's No. 1 Market

- Winston-Salem
- Greensboro
- High Point

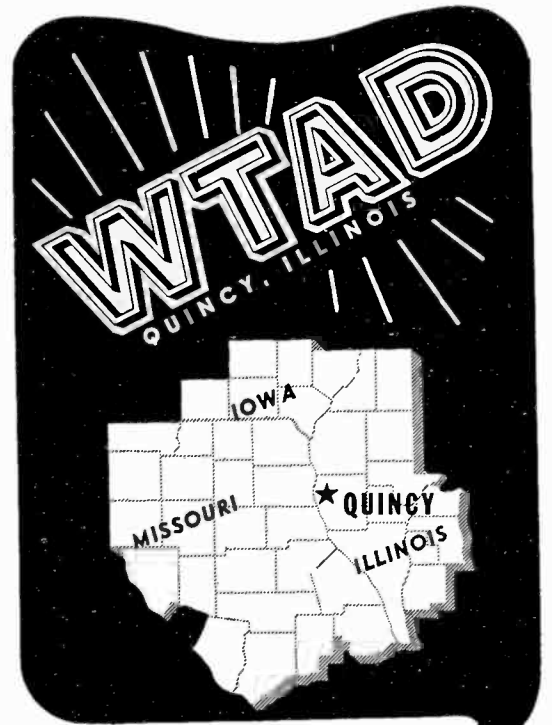
# WSJS

WINSTON-SALEM



Affiliate for  
**THE TRI-CITIES**

★  
Represented by  
**HEADLEY-REED COMPANY**



Want an ideal test market?  
Then it's WTAD, with its dominant coverage of both a rural and urban area.

930 K.C. 1000 WATTS CBS AFFILIATE  
THE KATZ AGENCY, REP.





# Classified Advertisements

**PAYABLE IN ADVANCE—Checks and money orders only—Minimum \$1.00.**  
**Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, \$12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.**

## Help Wanted

**Wanted—Manager of radio station to locate in middlewest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.**

**Program director for 250 w Midwest network affiliate. Must have audience consciousness and ability to get results with staff. Send full background, reason for desiring change, photo and salary requirements. All replies confidential. Box 48, BROADCASTING.**

**Scenic Idaho—New local station needs (1) experienced chief engineer, able to install and maintain equipment and willing to do some announcing later. (2) Two experienced operator-announcers, first class tickets. (3) Experienced sales manager who can write copy. We offer (1) good pay, (2) excellent working conditions with friendly, experienced management and opportunity to grow with us as we expand to more stations. (3) life in friendly western town, close to hunting, fishing and top scenery. Write us about yourself, giving complete details, pictures, transcriptions, etc. We want good men who are willing to become part of good community and good station and who want good, permanent positions. Box 60, BROADCASTING.**

**Salesman: 5kw network basic in half-million Midwest market needs good local salesman. An opening for a well experienced man (straight salary) who will settle down and work intelligently with local merchants. Exceptional opportunity for future advancement awaits the right man. This is not a "mine-run" job. No executives, boozers or jive-hounds wanted. Write fully (in confidence) and if we're interested we'll pay your expenses for personal interview. Box 64, BROADCASTING.**

**Production manager: Well established Midwest 5 kw basic network station has attractive opening for a producer who knows his business. The man we want is capable of building record shows, programming with limited amount of talent and musicians, building public-interest features and doing a first class announcing and emcee job himself when required. For the right man this is far better than the average job both as to salary and opportunity for future advancement. Write fully (in complete confidence) all information which you feel we need in arranging interview at our expense. Box 65, BROADCASTING.**

**Engineer, capable of installing new 1 kw day-night station in Carolina to stay on as chief. Write qualifications, salary expected, etc., Box 93, BROADCASTING.**

**Operator-engineer by 5000 watt NBC affiliate South-Atlantic state. Must have car. Tell all in first letter. Box 101, BROADCASTING.**

**Wanted at once first class commercial man and salesman for new station east coast. Only men interested permanent connection need apply. Rare opportunity. Box 117, BROADCASTING.**

**Announcers (3) must be capable of handling studio controls. Engineers (3) must have first class tickets. Fifty dollars weekly. Announcers send transcriptions, photos. Small station in New York State. Goes on air December. Send all first letter. Box 121, BROADCASTING.**

**Breathes there a writer who has been told his continuity isn't the stereotyped junk 9 out of 10 stations use? The swiftest small station in the nation (with power FM) would like to see half dozen samples (returnable) in letter with vital statistics and in-this-world salary need. Box 128, BROADCASTING.**

**Wanted—Time salesman for new, unusually well-equipped regional station; untouched field in one of the most prosperous and rapidly growing cities in midwest. Box 130, BROADCASTING.**

**Combination announcer and engineer for 250 watt southern station. Must have first class license. All replies confidential. Address Box 133, BROADCASTING.**

## Help Wanted (Cont'd)

**Continuity. 5 kw network station in Georgia expanding staff needs man or woman for copy chief. Must have real creative advertising ability as well as writing talent. Also one opening for capable staff copy writer. Give personal details, education, salary expected, few samples retail copy. Box 134, BROADCASTING.**

**Engineer wanted 5 kw southern station around December 1st. Interim FM beginning January 1st. A top salary will be paid for a qualified man. Send complete information including snapshot with reply. Box 135, BROADCASTING.**

**5000 watt station in large southern city wants talented writer to head continuity department. Send vital statistics, plus experience. Box 136, BROADCASTING.**

**Announcers, experienced. ABC station. Give description and salary requirements. Box 137, BROADCASTING.**

**Salesmen for one of the best radio markets in U.S. ABC network station. Salary plus, all details. Box 138, BROADCASTING.**

**New midwestern daytime station needs assistant station manager, will be assistant to owner. Unlimited opportunity—must have all-round experience. Will pay excellent salary to the right man. Box 152, BROADCASTING.**

**Commercial manager wanted by New York FM station. Assist in obtaining local investors, commission basis at first. Then salary—permanent. Box 155, BROADCASTING.**

**New station, WWGS, Tifton, Georgia, invites applications from announcers, operators and office staff. Network. New equipment. Ideal, progressive city. Good climate. Full details to Wm. Shepherd, 11 South Main, Lafayette, Georgia.**

**First class engineer for this 10 kw FM station going on the air by December 1. Position available immediately. Unusual opportunity for advancement. WWHG, Hornell, N. Y.**

**WGCM, Gulfport, Mississippi, has opening for experienced announcer. Give references, salary requirements.**

**Immediate openings: program directors, engineers, salespeople, engineer-announcers, sportscasters, newscasters. Radio's Reliable Resources (Employment Agency), Box 413, Philadelphia.**

**Have opening for first class engineer, or combination man with first license. WMJM, Cordele, Georgia.**

**Rahall Broadcasting Company and affiliates, now operating stations in Beckley, West Virginia, and Norristown, Pa., with construction permit for Allentown, Pa., need all types of radio personnel. State qualifications and expected salary. Contact N. J. Rahall, 216 Main Street, Beckley, West Virginia.**

**First class operator-announcer wanted for Western NBC station granted 5000 watts AM and new FM. Installation under way. Send photo and transcription, news and commercials. Station KSEI, Pocatello, Idaho.**

**Wanted immediately—three men with first class phone tickets. Good pay; pleasant surroundings; 250 watt mutual affiliate. Contact T. K. Vassey, Box 659, Dublin, Georgia. Good opportunity for right men.**

**Operator—First class announcing experience desirable. State experience, training, salary, full details first letter to KPFA, Helena, Montana.**

**Station manager: Experienced, ambitious, settled, progressive manager seeking permanent future and success. Give all details and picture in first letter. Box 432, Fayetteville, North Carolina.**

**SEASONED radio exec., 37, single; decade of all phases of radio and television, Capable publicity, promotion, sales and management. Knowledge of European radio, publications and pictures. Highest bus. and personal references. Vet. Interested in station managership or public relations post.  
 Box 123, BROADCASTING**

## Help Wanted (Cont'd)

**Live in Hawaii. New 1,000 watt station about to open in Hawaii needs several announcers with first class licenses. Attractive proposition with a good future for right men. Send full details and audition platter, preferably by air-mail to KMVI, Wailuku, Maui, T.H.**

**Announcer-operator holding first class phone license. Excellent opportunity for man desiring permanent location. Rocky Mountain West. KIUP, Durango, Colorado.**

**Announcers, writers, engineers, time salesmen, directors, managers. We need them. Wilson Employment Service, Union Commerce Building, Cleveland, Ohio.**

**Wanted: Two engineers with first class licenses. No announcing. Forty dollars for 40 hr. week, with time and half for overtime. Wire or call, Radio Station WHKP, Hendersonville, N. C.**

**Complete staff for 250 watt local station opening in Great Falls, Montana about October 23rd. Need 4 combination operator-announcers, one must be capable handling sports. 1 girl to act as receptionist, handle front office, write some copy, supervise traffic. 1 announcer capable writing good copy and sportscasting. Write complete letter of training, experience, snapshot, send audition to Manager, Great Falls Broadcasting Company, Park Hotel, Great Falls, Montana.**

**Time salesman wanted. Give full particulars and requirements, first letter. KSRO, Santa Rosa, California.**

**Wanted: Holder of first class license, \$40 for 40 hours week. Contact KOVC, Valley City, N. D.**

**Wanted: Experienced salesman, primary market. Send photo and references, new station. WMRP, Flint 4, Michigan.**

**Copywriter—man or woman—by established agency. If you are experienced in writing commercial and retail copy, and not satisfied with your present set-up, this is your opportunity. It will pay you to write us, giving experience, age, salary desired. Include samples. Jessop Advertising Company, 21st Floor, First Central Tower, Akron 8, Ohio.**

**Need licensed operator. Will pay forty dollars per week plus transportation. Must be single. Call or wire KVOC, Casper, Wyoming.**

## Situations Wanted

**Promotion director with top-flight background, seeks connection with aggressive station in small or medium size city. Thoroughly experienced in program and sales promotion, research, art, copy, layout, production, techniques. Replies in strict confidence. Box 884, BROADCASTING.**

**Television executive position desired. 20 years radio/television experience, technical operations, production, direction and announcing. Ten years to date with major network plus training British television. Disc on request. Box 67, BROADCASTING.**

**Program director—well experienced in programming, production, announcing. Reliable family man seeking permanent connection with top-flight midwestern AM or FM station. References. Box 75, BROADCASTING.**

**Engineer, age 37, veteran. Fifteen years experience theory and practice. Knowledge directional antennae. Capable complete responsibility construction, maintenance, operation AM FM. Looking for hard work with scrupulous organization. References. Box 81, BROADCASTING.**

**Chief engineer-announcer with executive experience. Nine years in all phases of broadcasting. Age 27, married, hard working, loyal, conscientious, finest references. Desires permanent position with progressive organization offering chance for advancement. Services with or without investment. Box 109, BROADCASTING.**

**Announcer, veteran, 24, single. Graduate radio announcing school. Employed W.G.N. before war. Experience: announced college station, Ann Arbor, Michigan. Experienced with handling discs; will send same of own voice, and photo. References. Jerome E. Golden, 5837 West End Avenue, Chicago, Illinois.**

**WANTED AT ONCE—Manager, operator-announcer, script writer-announcer, receptionist, ad man. Guarantee housing. Ideal hunting, fishing. State salary, send photo. Paul B. McAdam, KPRK, Livingston, Montana.**

## Situations Wanted (Cont'd)

**Announcer, thoroughly experienced all phases. Platter to news, writing, production. Personal interview within 200 miles New York City. Box 86, BROADCASTING.**

**Desire connection with progressive station in South or W. Coast. 14 years in all phases radio and electronics. Former eng. for leading mfg. 1st class lic. Not afraid of hard work. Assure excellent record from all past employers and associates. Available on short notice. Reply to Box 110, BROADCASTING.**

**West coast stations—Need a well organized newsroom? Two Washington newsmen—newscaster now assigned as Presidential announcer; writer covers Capitol Hill and White House. Desire to take over supervision large station newsroom or form nucleus medium station news department. Deal includes writing and broadcasting at least four major newscasts per day and supervision of all news. Package will cost \$250 per week—fraction of the time charge on activities. Includes special events coverage. Box 111, BROADCASTING.**

**Experienced announcer, salesman, copywriter. College background in advertising and journalism. Six months experience announcing and board operation. Now employed with Mutual outlet. Want change to Pacific-Northwest. Box 114, BROADCASTING.**

**Looking for good all-round announcer for small station work? Graduate of leading Chicago school. Veteran. Three years announcing experience in Army. Disc available. James C. Wagner, 1241 N. Avers Avenue, Chicago, Illinois.**

**Announcer, continuity writer. Sports play-by-play. Short on experience. Long on ambition and cooperation. Married. Go anywhere. Best references. Audition record on request. Box 115, BROADCASTING.**

**Production manager with wide program and announcing experience wishes to settle down at Midwest affiliated station. 26, married, veteran. Now employed. Available on two weeks notice. Box 116, BROADCASTING.**

**Veteran, 31, single, would like announcing position. Trained at accredited school. Conscientious, dependable. Disc and photograph upon request. Box 118, BROADCASTING.**

**Announcer, veteran, single. Complete training at radio college. Have ability, need experience. Record and photograph on request. Box 119, BROADCASTING.**

**News ratings need a lift? News editor with proven results seeks real challenge with station whose news ratings are in a rut. \$100-\$125 minimum, depending on location. Box 120, BROADCASTING.**

**Organist-pianist-announcer. Age 33. Experienced in both lines. Wish permanent setup in radio. Go anywhere. Available about December 1. Box 122, BROADCASTING.**

**News editor, special events announcer. For 10 years I've known and handled news and special events from "carbon mike" local to regional net. Out of radio due to war. Married. Veteran, of course; otherwise would have good job. Looking for permanent home, Box 124, BROADCASTING.**

**Program director. Recent Peabody Award winner. 12 years radio. Experienced in building new station staff and program structure. Best references. Box 125, BROADCASTING.**

**Chief engineer. Announcer, engineer-announcer. 10 years in radio, construction, operation, and maintenance. Broad experience. Box 126, BROADCASTING.**

**Capable, experienced announcer desires to locate in university town. Rich voice. College graduate. Specialty news. Box 127, BROADCASTING.**

**First class operator desires position where he may get announcing experience. South preferred but any place considered. Box 129, BROADCASTING.**

**ALERT SHOWMAN with practical promotion ideas wants place as assistant to promotion director or manager of metropolitan station (audio or video) or regional network. Top references (including executives highly regarded in promotion circles). Veteran, 37, single, college graduate, experienced in public relations, direct mail and radio writing. Replies confidential.  
 Box 141, BROADCASTING**

## Situations Wanted—(Cont'd)

**Ga. or Fla. only!** Executive position. Story follows. Box 131, BROADCASTING.

**West coast—**Top grade announcer, specialty—news, records, live shows. Immediately. Box 132, BROADCASTING.

**Program director,** experienced 50 kw and network, early thirties, veteran, college graduate, married, presently employed, tip top references, wishes location South or Southwest. Box 139, BROADCASTING.

**Announcer,** producer, director, actor. Eight year radio background, New York metropolitan area. Program director Army radio station Bavaria. Presently employed as announcer-producer. Single, thirty, veteran. Box 140, BROADCASTING.

**Young woman** with traffic and programming experience desires position in or around any large city. Box 142, BROADCASTING.

**Interested in securing position** as announcer. Experienced in commercial spots, newscasting, platter shows. Graduate leading NY announcers school. Box 146, BROADCASTING.

**If you're looking for a genius** don't read this, but if you need an announcer with capability, wire immediately. Graduate New York Announcers School, Radio City. Experienced commercials, news, platter shows. Veteran, married, settled, references. Will go anywhere. Box 147, BROADCASTING.

**Announcer.** Possess good voice, proficient in commercials, newscasting and platter shows. Also vocalist. Graduate announcers' school Radio City, New York. Veteran, single, free to travel. Box 148, BROADCASTING.

**Engineer.** 1st class radiotelephone license. 1½ years control room experience. College, single, travel Eastern U.S. Box 149, BROADCASTING.

**Announcer—Veteran,** now employed as summer relief announcer at 50 kw network O & O station. Available November 1. Box 150, BROADCASTING.

**Chief engineer—**Eleven years experience construction, installation and operation including directional. Married, 31, aggressive, dependable. Excellent references. Box 151, BROADCASTING.

**Experienced producer** with production, announcing and writing background in 250 watt to 50 kw stations. 27, single, ambitious, available 15 November. Details upon request. Box 154, BROADCASTING.

**Genius!** Definitely not. But a sound radio man for a station or agency. Strong background in operations, programming, production, creative sales and commercial copy. Box 156, BROADCASTING.

**Two veterans, single,** desire permanent position with new station anywhere in U.S. or Canada. We have recently completed an intensive course in commercial radio. Three years naval experience in radio. Commercial experience needed, willing to cooperate. Qualified for; newscasting, announcing, disc jockey, script and continuity writing. Have written and directed half hour shows over the air through facilities of 1000 watt station. Will be glad to send audition disc and other material upon request. Write or wire to: Howard E. Robinson, 7 Mott Ave., Norwalk, Conn.

**Technician,** first radiotelephone license with five years experience in general radio repair desires start with station in San Francisco Bay area. Bill Cameron, 495 Tenth Ave., San Francisco, Calif.

**Available now—**Announcers, disc jockeys, engineers. Radio's Reliable Resources, Box 413, Philadelphia.

**Available immediately** for announcing staff of Southern station. Address Radio Announcer, Box 3347, Birmingham, Ala.

**Chief engineer** wants change. College graduate, 30. Box 1298, Hollywood, Calif.

**Announcer.** Will prove satisfactory. Top references. Veteran, single, 42. Disc, photos. Al Bourne, Post Office Box 424, Decatur, Illinois.

**Station managers:** Looking for a capable play by play man? Highly qualified big league baseball and college football announcer in Midwest metropolitan area. Good ad-lib, news. College background, stable (married 19 years), desire permanent location. Consider any location particularly California, Southwest or Florida. Leaving present position voluntarily. Best references. Box 157, BROADCASTING.

## FCC vs. NAB

(Continued from page 18)

joy on the pages that come off the regular presses.

At this point he asked ex-Chairman James Lawrence Fly if he agreed with all these points. Mr. Fly assented.

The licensee in the Mayflower case had attacked his political enemies, Mr. Denny recalled as he summarized the case. FCC held a

## Situations Wanted—(Cont'd)

**Female:** 3½ years experience in promotion, publicity and secretarial. Prefer West Coast but will go anywhere. Write Box 158, BROADCASTING.

**Promotion or production departments** need bolstering? I offer creative imagination, enthusiasm and integrity. Young man, 25, single, college graduate, magna cum laude, with solid educational background in radio advertising and promotion. Desire position with station that offers opportunity for diversified talent. Box 159, BROADCASTING.

## For Sale

**GE transformer,** new, Primary 102 1/2, 110, 117 1/2, 205, 212 1/2, 220, 227 1/2 and 235 volts at 1.225 K.V.A. Secondary 4900/2450 C. T. at 1.7 K.V.A. continuous duty. \$42.50. Box 153, BROADCASTING.

**1 - WE 1126 A Limiter Amplifier** complete with 298 A control panel, 20 A rectifier and tubes. Immediate delivery. Apply WKEY, Covington, Virginia.

**For sale - Collins type 20 - K 1000 watt** broadcast transmitter available immediately. In perfect condition. New guarantee given. Two sets of tubes with crystals ground to specified frequency. Contact Odes E. Robinson, Radio Station WCHS, Charleston, West Virginia.

**Two steel radio towers** each seventy-five feet high. KGDM, Stockton, California.

**Power transformers,** three 50 K.V.A. 220/440 to 8000 volt. Suitable for 50 KW transmitter power supply. Freeland & Olschner Products Inc., 611 Baronne St., New Orleans 13, Louisiana.

**Generator set,** brand new, one 35 kw Clark Engine generator set, 240 volt, 60 cycle, 3 phase, 3 wire system consisting of an electric machinery 43.7 KVA generator, Waukesha motor, switchboard and starting battery. Price \$2975.00 F.O.B. Milwaukee. Purchasing Department, The Milwaukee Journal, WTMJ, Milwaukee, Wisconsin.

**For sale: Western Electric type 353-E1,** one kilowatt AM transmitter. Also 330 feet Blaw Knox tower suitable for AM or FM. Station WKBH, LaCrosse, Wisconsin.

**Used Blaw Knox 250 foot self supporting** tower with top beacon. No insulators. Available for immediate shipment at Fort Worth. First check \$2,750.00 takes. FM Radio & Television Corp., Riverside, California.

**Western Electric 117A line amplifier** with power supply, 116A pre-amp., 30 ohms input, 600 ohms out. Brailford lateral transcription reproducer, permanent diamond stylus, WE 171A equalizer, 30-600 ohms. First \$225 takes all. Transvideo, 112 Park Ave., New York, 17, N.Y., MU-4-6628.

**Coaxial tubing,** 1½" rigid type. 52 ohm impedance—4000 feet available. H. G. Bartsch, 1716 V St., S. E., Wash., D. C. Phone—Lincoln 1816.

## Wanted to Buy

**Transmitter,** 1000 watts, 110 volts, AC current needed. Interested new or re-conditioned apparatus. Send catalogue, photographs, prices. Box 143, BROADCASTING.

**Wanted - New or used - WE 250 watt** transmitter, limiting amplifier, Y-4 Presto recorder, WE console frequency and modulation monitors. Will consider other makes immediate delivery near Montana. Box 144, BROADCASTING.

**General Radio 516-C radio frequency** bridge. Write air mail or cable William N. Greer, P. O. Box 4919, San Juan, Puerto Rico.

## Miscellaneous

**Investor or investors** wanted. Total \$25,000 for 50% share in FM station, NYC suburbs. Excellent commercial possibilities. J. Mahan, 1775 Broadway, New York. Circle 7-1793.

hearing on the ground that the station was being used to serve the licensee's "own personal purposes."

The licensee agreed to stop these practices.

## License Renewed

But the Commission, Chairman Denny said, "made the mistake of renewing the license," apparently referring to President Miller's remark of the day before that the decision could not be tested in court inasmuch as the license had been renewed.

Then he said, in effect:

"I don't know the answer. I have an open mind. Maybe we ought to throw the decision into the ashcan. Maybe we ought to give both sides a hearing. If radio stations are to editorialize—at least they agree that technical regulations are necessary.

"We must choose licensees. We must achieve a balance. We can't put all stations in the hands of one group, so the FCC goes into editorial policies, ideologies, philosophies. I don't know if that's a good thing. More thought should be given to it."

Chairman Denny concluded with a defense of the Blue Book, saying it was not an issue of free speech but in essence an effort to persuade radio to cease commercial excesses, use a reasonable amount of sustaining time, present both sides of public issues, and originate more live programs of their own. It actually makes radio freer, he said.

Ex-Chairman Fly was first to follow the three guest speakers, John S. Knight, publisher of the *Chicago Daily News*; Byron Price, vice president, Motion Picture Assn. of America, and wartime director of censorship; and A. D. Willard Jr., NAB executive vice president.

## 'Must Give Both Sides'

Mr. Fly regretted he was unable to divulge "serious threats" to broadcasters during the war, obviously referring to proposals to turn the radio over to the Government or the military for the duration. Radio owes a duty to itself, he said, to serve its listeners and not use its facilities as the voice of a single individual. It must give both sides, he said, and added that "economic restraints can be as harmful as Government restraints."

Mr. Willard was first panel speaker, reviewing radio's right to freedom as embodied in the Constitution. He pointed to the threat in the *New York Daily News* FM application, in which the FCC decided to inquire into the paper's editorial policies. He called for a united front among media of expression to defend freedom of speech.

Mr. Knight said newspapers have freedom of speech, and have resisted all encroachments. A corrupt and venal press aided the downfall of France, he said. He, too, referred to the *Daily News* case.

He said he was in a mood to join Mr. Willard in taking a firm stand for freedom of expression for all media.

Mr. Price agreed with both Messrs. Willard and Knight, but said movies faced only minor regulatory censorship, usually involving morality. He recalled that he had never heard any FCC official during the war advocate compulsory control of radio. The Office of Censorship returned media after the war in the same condition of freedom they had previously enjoyed, he pointed out.

## Freedom in Jeopardy

The power to license is the power to censor, he said. "So long as radio stations must go back to Washington at short intervals for renewal of licenses, just so long will free speech on the radio stand more or less in jeopardy. Surely the industry and Congress, by mutual effort, will be able to devise a method more in keeping with democratic principles," Mr. Price added.

Greatest danger to the press is that "it may become self satisfied, forgetting that every assault upon free institutions of whatever character is a threat also to the American concept of a free press," he said.

Kenneth R. Dyke, NBC vice president, was invited by Mr. Kobak to tell how State control of media of expression compared to the American plan.

Formerly a brigadier general in charge of radio on Gen. MacArthur's staff, he told how difficult it was to convince Japanese that they could talk freely. After all methods had failed, a man in the street program, with sound truck helping, eventually persuaded the Japanese that they could talk without fear of death. Japan's radio lost 50% of its audience during the war, he said, because the nation tired of hearing propaganda.

Mr. Dyke suggested that the FCC should employ more effective public relations since it does not "always say what many of us believe." He suggested "freedom of speech at the FCC."

## NARNE Meet

(Continued from page 19)

to contribute our full measure toward leading the world to an enduring peace."

More than 60 editors from around the country had registered at the Hotel Allerton by noon Thursday for the three-day session. In outlining the objectives of the news organization, Mr. Hogan told a welcoming luncheon at the Hotel Carter that it would seek to boost radio news standards.

## TOWERS !!

IMMEDIATE DELIVERY!

Uniform cross section guyed. 150 feet to 300 feet. Priced to fit the pocket-book. Designed to please the engineer. Complete with guyes and lighting. First come, first served!

RADIO ENGINEERING COMPANY  
1355 MARKET STREET  
SAN FRANCISCO, CALIFORNIA  
MARKET 8171  
N. J. PATTERSON, OWNER



# NAB Advises Small Market Stations

## Good Labor Relations, Civic Interest Are Urged

ANNUAL REPORT of the NAB Small Market Stations Committee, delivered Wednesday at the NAB Convention, stressed greater cooperation between management and the industry's official representative, between management and employees and an increased awareness of the necessity for participation in community activities.

With Marshall Pengra, KRNR Roseburg, Ore. chairman of the Committee, presiding, nearly 300 station managers heard members of the committee outline its activities.

Opening the two-hour session, Wayne Cribb, general manager of KHMO Hannibal, Mo., reported on results of the NAB Sales Management Study by Arthur C. Stringer, NAB Director of Special Events. He said the study showed that the success of a local station was in direct ratio to its participation in community affairs.

### Petrillo

(Continued from page 15)

parity of the gross profits between the two, that this was unfair? he was asked.

These and other arguments only served to make the music czar more vitriolic. He summed up his own attack by telling the weary delegates, "take it or leave it."

Mr. Petrillo broke up the conference at frequent intervals to discuss with members of his union subjects other than the transcription people's sorry plight. While they cooled their heels in an adjoining room, friends and acquaintances filled the corridors.

In the closing session, the transcription companies made their final plea, citing past instances, particularly the Waring, White-man and Decca cases where the recording companies were told by the courts they had no control of a record after its final purchase.

Apart from the burden of increased cost of production, what the transcription industry most feared was that the recorders might take advantage of a golden opportunity to offer unlimited supplies of records to radio stations, should the transcription firms refuse to accept Mr. Petrillo's demands. This possibility was conceded, even by those companies which are affiliates of powerful record companies such as Capitol, RCA Victor, Decca and Columbia.

Few of those present, they also conceded, would refuse to comply with Mr. Petrillo's Saturday deadline.

Meanwhile, many were asking, where was the NAB?



SMALL MARKET STATION managers at the NAB Convention heard discussion affecting their field by these four members of the Executive Committee (l to r): Robert T. Mason, WMRN Marion, Ohio; Wayne W. Cribb, KHMO Hannibal, Mo.; Hugh Higgins, J. Allen Brown, assistant directors, Broadcast Advertising, NAB.

Recommendations for the establishment of local news bureaus and the offer of equal time for religious broadcasts on a non-sectarian basis are already bearing fruit, he said.

Mr. Cribb praised the efforts of small station managers and sales departments which last year achieved a gross national billing of over \$90,000,000, almost equal to the total national spot volume.

Mr. Pengra, speaking on "FCC Regulation 91-D and Operators' requirements," said his committee was confident the FCC would soon release a revised regulation for licensed station operators which would enable management to employ personnel qualified to do more than one specific duty.

### Civic Interest Important

Robert T. Mason, general manager of WMRN Marion, Ohio, said small stations' success depends upon the amount of interest management takes in civic affairs.

A revision of rate cards to meet changing conditions was recommended to stations that find program sales difficult by J. Allen Brown, director of NAB's Small Market Stations division. Mr. Brown said if the spot announcement rate is so established that the advertiser can buy three or more announcements for less than he would pay for a quarter-hour period, it is time to change the spot rate or decrease the quarter-hour rate. Personally, he said, he preferred the former.

Other points stressed by Mr. Brown were the establishment of the incentive system for sales personnel, cooperation with newly formed local business and industry, fresh, brief copy and use of the NAB sales managers suggestions.

In the employe relation field, Richard P. Doherty, NAB Director of Employe-Employer Relations, urged small market stations to take added interest in the personal welfare of their employes. He recommended regular staff conferences, get togethers, group insurance and salary increases on the merit system as effective ways to avoid labor difficulties.

NAB's sales promotional material is a "must" for successful

station operation, Hugh Higgins, NAB assistant director of Broadcast Advertising, declared in reviewing the literature available to the small market station.

## Dumm Starts New Production Firm

INDEPENDENT status for Universal Radio Productions of Hollywood Inc. as a new \$500,000 corporation and resultant realignment of personnel was announced last week by Wesley I. Dumm, president of Universal Broadcasting Co.

Mr. Dumm explained that the recording facilities established in Hollywood 18 months ago would be accorded independent status apart from other activities of Universal Broadcasting Co., with headquarters at 6757 Hollywood Blvd.

Firm will function as two closely integrated divisions with package show and syndicated program production unit headed by Ed J. Broman as vice president and general manager. Second division, known as Universal Recorders, will be managed by Will H. Voeller, who has been closely affiliated with the company since early this year.

Mr. Broman has been in charge of Southern California UBC operations for past 15 months.

### Other Personnel

Arthur B. Hogan, formerly with Clement A. Evans & Co., Atlanta, Ga., has been elected secretary-treasurer of new corporation and placed in charge of accounting operations. Ira Newlin, formerly of NBC and KSFO San Francisco, has been added to accounting department staff.

Board of Directors of Universal Radio Productions of Hollywood Inc. includes Mr. Dumm, Mr. Broman, Mr. Voeller, Mr. Hogan and Philip J. Lasky, general manager of KSFO.

In new setup, Bob Reichenbach and John Gordon function as assistants to Mr. Broman. Mr. Reichenbach heads sales promotion and publicity. Mr. Gordon aids in program formulation and supervision.

## HIGH-BAND DEBATE SCHEDULED JAN. 15

ORAL ARGUMENT before FCC on a revision of the Commission's July 19 proposal for frequency service allocations between 1000 and 13000 mc [BROADCASTING, July 22] was called last week for Jan. 15. In informed quarters, however, it was thought a tentatively planned engineering conference in the meantime might eliminate the need for formal argument.

Television Broadcasters Assn. and General Electric Co. requested oral argument on the July 19 plan, but FCC indicated that the revised proposal removed General Electric's objection by providing that experiments now under way may be completed. Regarding TBA objections, observers said a TBA-FCC engineering conference is contemplated in hope of securing unanimity on the plan.

The revision does not change the July 19 proposal to allocate 1295-1425 mc to television pickup and 6800-7050 mc and 12500-13000 mc to television pickup and STL. In calling oral argument, FCC said briefs should be filed by Jan. 5.

## Sideglances

(Continued from page 19)

Y. radio department, with card tricks most of the week—until E. F. (GENE) CORCORAN, vice president in charge of the representative's Chicago office, exposed Mr. Patzlaff's game.

\* \* \*

BY MONDAY EVENING 500 NAB members had gone thru the "ritual of the ancient and effervescent order of The Yellow Dog," conducted by Associated Program Service, N. Y. Yellow Dog signs and secrets were revealed only to male members of NAB.

\* \* \*

R. S. PETERSON, business manager of Schwimmer & Scott, Chicago, was assigned to protect the *Esquire* cut-out girls displayed in the S & S suite. NAB cut-ups were attempting to kidnap the cut-outs.

\* \* \*

ABC staffers passed out 25,000 pennies wearing "Bing Crosby 9 p.m. Wed. WENR Dial 890" and leading brands of cigarettes with ABC tagged lighters enclosed. ABC Central Division Promotion Manager CARL SUTPHIN gets credit on both ideas.

\* \* \*

IF you were looking for ABC's EDWARD J. NOBLE, he left for St. Catherine Island (Ga.) following the ABC dinner Sunday night.

\* \* \*

NORMAN KNIGHT, general manager of WAJR Morgantown, W. Va., proved his dexterity when he graciously accepted an offer to join the juggling act at the Blackhawk Restaurant Monday night.

## School Broadcast

(Continued from page 19)

joy unusually favorable assignments; (2) FM offers the opportunity to cover areas of any size on an economical basis by use of automatic inter-connection; (3) FM stations enjoy the same coverage areas at night as in the daytime; (4) FM provides high grade reception, static free, offering for the first time the opportunity for truly high fidelity of reception to large numbers of listeners.

Mr. Jansky concluded his remarks by declaring that FM can provide a "truly American" system of broadcasting in which competition between stations will be for listeners and not for facilities. He described this facility as one transcending all others. He said in his opinion the present FM assignment of 88 to 108 megacycles will prove satisfactory only temporarily. To establish a "free radio" more channels will have to be assigned, he declared.

At the Education and Television Panel Tuesday afternoon, Paul Mowrey, ABC director of television, bluntly told educators that if they wanted to make television a better industry they must be willing to liberalize their attitude toward cooperating with commercial programs.

While urging educators to take advantage of every opportunity to experiment now, he acknowledged the fact that the problem of scheduling educational features and services to an overall body of students will be present in television as well as in radio. But television, he said, when correctly used, will be an enormous asset to instructors and will simplify the teaching of current affairs.

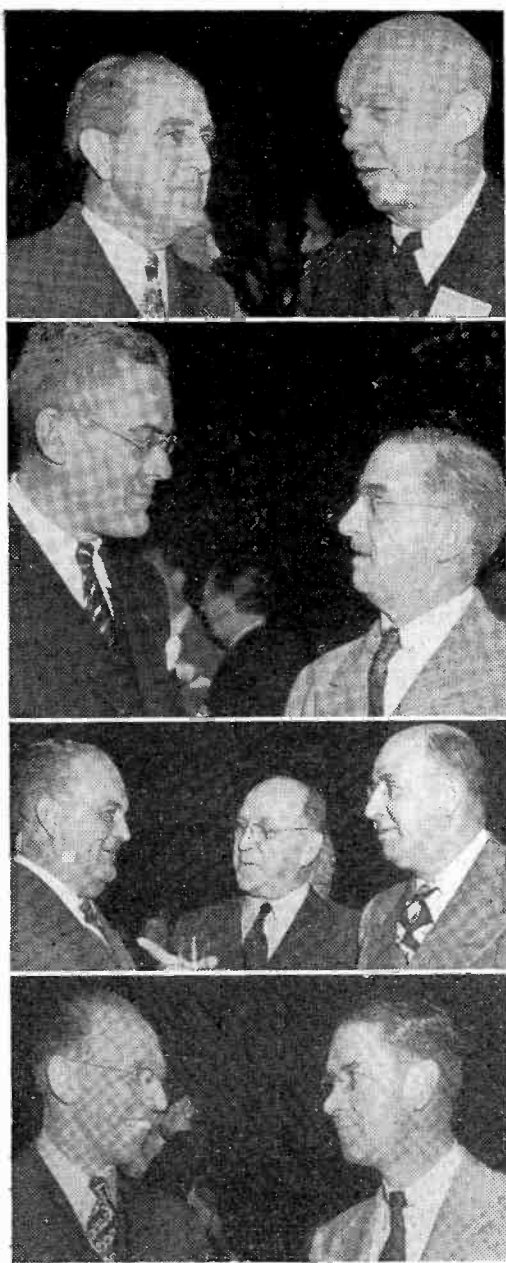
Patricia Murray, Chicago freelance tele producer, said that television should decide now what constitutes a public service show and not follow "radio's 17 years of confusion" regarding public service programs. Miss Murray said sponsorship should not reclassify a public service show.

These views were opposed by Ken Bartlett, director, radio workshop, Syracuse U. and chairman of Education Committee, Television Broadcasters Assn., who predicted that it was not likely that American educators would cooperate in classroom use of commercial television programs anymore than they have in classroom use of radio programs and commercial films. He said educators should keep away from commercial television.

### Open to New Ideas

Milton Alexander, WABD New York, said that television has wide-open doors for educational agencies that have good program ideas. If educators are inert and don't experiment these doors will eventually close.

At the close of the television panel Paul Bogen, director of radio, U. of Nebraska, and Eliza-



IT'S LIKE THIS, said Prof. Edwin H. Armstrong, FM inventor (right in top photo) to Niles Trammell, NBC president, at network's cocktail party; second photo, Ken R. Dyke (l), NBC vice president, and John Outler, WSB Atlanta; third photo (l to r), Frank M. Russell, NBC Washington vice president, Clarence Moore, KOA Denver, and William S. Hedges, NBC vice president; fourth photo, Kenneth Hance, KSTP St. Paul, and E. H. Bondurant, WHO Des Moines.

both E. Marshall, program director, radio council, WBEZ Chicago, were appointed co-chairmen to affiliate with the Assn. for Education by Radio to create more interest in television.

In awarding the citations in the annual utilization competition the Executive Committee of the SBC stated that teachers "may be using radio but they are not very imaginative in their presentations of that use or their descriptions of it." For the first time in several years the station promotion of educational and public service program entries outnumbered those from schools and teachers, the committee revealed.

First award in the network promotion of educational programs and educational radio was presented to Frances Frater, educational director of the McClatchy Broadcasting Co., Sacramento, for organizing, staffing and promoting five radio workshops for teachers in each of the five California cities in which the McClatchy chain has stations.

Individual station award was presented to KLZ Denver for the efforts of Hugh L. Terry, general manager, and Mack Switzer, special events director, in preparing and promoting *Traffikwiz*, a program that helped cut the toll of traffic deaths among school children of Denver.

### Citations Made

Committee awarded first citations to the following:

Mrs. Lavina Powers, 9th grade English teacher, William Barton Rogers School, Hyde Park, Mass., for her utilization of the *Living Literature* program, produced by the WBZ Educational Dept. and released over stations WBZ Boston and WBZA Springfield, Mass. Cooperating agencies in the production and presentation of the series of programs were the Mass. Dept. of Education and the New England Committee on Radio in Education.

Miss Isabel M. Chappell, teacher in the Calvin Coolidge High School, Washington, D. C., for her utilization of *Troubled Youth*, a program in the American School of the Air Series, produced by CBS and released over WTOP Washington.

Miss Isabelle C. Young, teacher in the Sight Saving Dept. of the Bell Elementary School, Chicago, for her use of radio techniques as a motivator in the classroom *Reading in Arithmetic* program. The committee stated students of this department not only listen to the radio but use the simulated broadcast technique in the study of almost every major classroom subject.

Mrs. Annabelle Robinson, teacher in the Corliss Elementary School, Chicago, for her school-wide and community use of the program series, *Chicago Is My Home*, produced by the Radio Council of the Chicago public schools in cooperation with the Chicago Historical Society and released over stations WJJD and WBEZ Chicago. Mrs. Robinson used the program series as the motivation for classroom activity, assembly activity, graduation exercises and for community gatherings in field houses, churches and a community auditorium.

### Mrs. Markel Commended

The committee asked that a special commendation be presented to Mrs. Hazel Kenyon Markel for her activity in stimulating the use of radio among the schools of Washington, D. C., through personal visits, workshops and good programs.

The conference opened Monday with an address by Harold McCarty, radio director of WHA Madison, Wis., who spoke on radio's place in education. The address was followed by a panel discussion chaired by Phillip J. Hickey, superintendent of St. Louis public schools.

At an engineering panel discussion Tuesday, school broadcasters were told by representatives



DOUBLE DUTY was performed by Marshall Pengra, manager of KRNR Roseburg, Ore., who served both as chairman of the Small Market Executive Committee at its annual meeting during the NAB Convention and as one of the speakers. Mr. Pengra spoke on pending revision of FCC Regulation 91-D.

of the receiver manufacturers that one of the major factors in the problem of FM receiver distribution was the competition from AM manufacturers. In many instances, AM departments in set manufacturing factories enjoy top priority on component parts, the educators were told. The discussion was headed by Nathan A. Neal, Cleveland, and Lee McCanne, RMA School Equipment Com. member.

## MILLER, DENNY GET FIRST KMBC BOOKS



Mr. Denny, Mr. Shurick, Mr. Miller

SMILES ACCOMPANIED presentation of first two copies of *The First Quarter Century of American Broadcasting* to Justin Miller, NAB president, and Charles R. Denny Jr., acting chairman, FCC. Books were presented by E. P. J. Shurick, promotion director, KMBC Kansas City, who gathered material for volume and edited it.

*The First Quarter Century of American Broadcasting* will be distributed among broadcasters throughout the nation at cost. Mr. Shurick urged broadcasters to buy sufficient copies to supply needs of listeners. Numbered copies, as they come off the presses, will be sent to those broadcasters who answered questionnaires which were used to obtain information.



## Clear Channel

(Continued from page 13)

for other class one stations (both I-A and I-B) where power of that order is deemed requisite. Moreover, the plan suggests horizontal increases for regional channels (class III) from the present 5000 w order to 10,000 or 50,000 w as a means of expanding groundwave service particularly in the daytime.

The plan sets forth a geographical structure providing arbitrary division of the country into five regions. Each region would have four skywave services to virtually all parts of the country. This, it is pointed out, necessarily implies reshuffling of network affiliations to some extent. This, it is felt, would be brought about through normal processes of economic computation. No provision is made for unduplicated stations in New York. Presumably it is felt such allocations would be indefensible, since sufficient skywave services would be available in this area from other stations.

### Stations Named

The regional setup is delineated as follows:

Northeast Region consisting of all states east of Cleveland and north of West Virginia and Virginia. WHAM, KDKA and WCAU nondirectional. WBZ directionalized.

Southern Region consisting of all states south of Maryland and east of Kansas, Oklahoma and Texas but including half of Missouri, southern Illinois, Indiana, Ohio and West Virginia. WSB, WHAS and WSM nondirectional and WWL directionalized.

Great Lakes Region including Ohio, Michigan, Indiana, Illinois and Wisconsin. WLS and WGN nondirectional and WLW and WJR directionalized.

Western Region running west of the Great Lakes and Southern Regions to the Great Divide. WHO, WBAP-WFAA and WOAI directionalized and KOA nondirectional.

Pacific Region running from the Great Divide to the Pacific coast. KFI, KPO and KGO directionalized and KSL nondirectional.

The plan brings out that the directional antennas are designed for improved service rather than protection. Thus, the power would not be reduced below 50 kw in any direction.

The plan does not contemplate removal of existing stations from I-B channels except where the limitations would be so high as to force revisions. The whole project was founded on the conclusion that there is no way to cover the entire country during daytime, irrespective of power or allocations. Its authors contended that it is one



MEANS OF IMPROVING programming occupied Program Committee. Seated (l to r): Arthur B. Church, KMBC Kansas City; C. E. Arney Jr., NAB secretary-treasurer; Milton Cobb, WMAZ Macon, Ga.; Edgar L. Bill, WMBC Peoria; Henry Slavick, WMC Memphis; Richard Day, WDGY Minneapolis; Stanley Hubbard, KSTP St. Paul; Clarence Menser, NBC; E. R. Vadeboncoeur, WSYR Syracuse. Standing, Ralph Hardy,

KSL Salt Lake City; Luke Roberts, KOIN Portland; Gene Flaherty, KSCJ Sioux City, Ia.; Mark Bartlett, WSB Atlanta; Layne Beaty, WBAP Fort Worth; John McNeil, WJZ New York; Herb Plambeck, WHO Des Moines; Willis F. Dunbar, WKZO Kalamazoo; Merle Jones, WOL Washington; Davidson Taylor, CBS; Fred W. Borton, WQAM Miami; Carl Burkland, WTOP Washington.

which would entail less dislocations of present service.

It was pointed out to the meeting that the proposed increase from 50,000 to 750,000 w means an increase in signal strength of 3.88 as against 3.16 for a 500 kw limit.

The CCBS was told that the plan is subject to any changes made necessary by virtue of proposals being drawn up by FCC designed to improve overall service.

In outlining fundamental proposals, the plan provides:

#### 750 kw for 20

The 20 channels specified for 750 kw are the 15 used by members of CCBS, one by KSL and the four I-B channels used by WBZ Boston, KOA Denver and KPO and KGO San Francisco. Some leeway would be left for substitution of stations at Portland, Ore. (presumably KEX) and Seattle, Wash. (presumably KOMO) for these at San Francisco.

CCBS says it will recommend similar power increases on the remaining I-A channels as a necessary contribution to improved primary service. Skywave from these stations would be employed in cases where it fills in areas not receiving a choice of four adequate skywave services under the 20-station plan, or where technical factors prevent any other effective use of the channel. The remaining I-A channels, it was said, then would be available to provide primary service to "white areas" with the high-power dominant station protected only to its inner fading wall.

Increases on I-B channels are recommended by CCBS where international, engineering and economic factors permit, chiefly to improve primary service. Skywave service would be used where technical considerations indicate it is useful.

Present protection against interference accorded clear channel stations under NARBA should be maintained and improved, according to the plan.

After emphasizing that the primary objective is to provide a choice

of four programs to the entire country, the CCBS plan states its proposal is the minimum necessary to accomplish this objective in terms of nighttime skywave service, not completely, but more than enough to justify its adoption.

### Extends Primary Service

Because of technical and economic limitations, the plan states, it is conceded that providing a choice of four programs through primary service across the entire United States is impossible. The plan, however, it is argued, does extend primary service into the so-called "white areas" by day and provide vastly improved primary service day and night to a huge population.

The group was told that this plan was arrived at after careful analysis of the various proposals previously advanced at the clear channel hearings for procurement of optimum coverage results.

These proposed remedies which, it was concluded, couldn't do the job, included: use of long waves;

## Ferwerda-Boone Agency Is Formed in New York

FORMATION of a new agency, Ferwerda-Boone Inc., New York, has been announced by Paul F. Ferwerda, president, and Julian Boone, vice president. Mr. Ferwerda was formerly an account executive at Marschalk & Pratt, and Mr. Boone was sales promotion manager of the ABC Spot Sales Division. Howard P. Swanson, vice president and art director, was formerly art director for Wheelock & Benson studios.

The new agency will be located at 15 East 40th St., New York. Among the initial accounts are: Timely Coeds Inc., O-C Mfg. Co., Rogen Mfg. Co., Philippine Broadcasting Co. (Philippine Network), Banford Cosmetics Co., French Veiling Corp., Luttrell & Senio Inc., Schaeffer Engineering Co., Telephonics Corp., News Story Worldwide Inc., Banford Academy of Beauty Culture.

use of short waves; FM network supplemented by high power AM satellites or "charity stations"; grouping of all clear channels at low end of present broadcast band; duplication on present clear channels using power of 50 kw, such as proposed by Regional Broadcasters Committee; relocation of stations retaining 50 kw power on clear channels.

The clear channel proceedings were begun in February of 1945, and have continued intermittently since. The final engineering phase was to have gotten under way early last fall but the infinite detail required by all parties, including FCC, in preparing and collating coverage data has caused several postponements.

### Present at Session

Present at the Oct. 21 session at which the plan was presented and unanimously approved were: Edwin W. Craig, WSM Nashville, chairman; Harold V. Hough, WBAP Ft. Worth, treasurer; Victor A. Sholis, Washington, director; Louis G. Caldwell, Washington, chief counsel; John H. DeWitt Jr., engineering consultant; William D. Wagner, Ralph Evans, Paul A. Loyet, WHO Des Moines; Frank P. Schreiber, Keith Masters, Carl J. Meyers, WGN Chicago; Leon Levy and George Lewis, WCAU Philadelphia; Wilfred Guenther, WLW Cincinnati; Owen F. Uridge, G. F. Leydorf and R. Morrie Pierce, WJR Detroit; Harry Stone, George Reynolds, WSM Nashville; C. W. Mason and Charles B. Brown, KFI Los Angeles; John Outler, WSB Atlanta; J. B. Conley, Westinghouse; J. E. Baudino, KDKA Pittsburgh; Hugh Half, Charles Jeffers, WOAI San Antonio; James Moroney and James Moroney Jr., WFAA Dallas; Tom Rowe and Homer Couchene, WLS Chicago; W. Lee Coulson, Orrin Towner and Neville Miller, WHAS Louisville; William Fay, WHAM Rochester; B. N. Honea and A. M. Herman, WBAP Fort Worth; W. Howard Summerville and J. D. Bloom, WWL New Orleans.

## Paley

(Continued from page 15)

suggest, secondly, that we be prepared with determination to enforce it. As I see it now, there is only one acceptable way to enforce it—and that is, the spotlight of publicity. Once we have adopted the code, we should ensure that the public is made aware of its existence by extensive and repeated campaigns of publicity and advertising.

### Public Best Defense

"An informed public is our best defense, because this very publicity will of itself enforce our standards. By constantly keeping the public aware of our code and by taking pride in our adherence to it as station and network operators, informed public opinion can effectively be brought to bear upon the offender. It may even be desirable to supplement this type of publicity by official actions by the association.

"The day has passed when the station or network operator can hope to continue his independent course without regard for his fellow broadcaster. The prestige and reputation of those within the NAB who have set their standards high are seriously endangered by the faulty practices of the few—and those without the NAB must come to know that they will suffer in the long run unless they themselves adhere to similar standards.

"The growing volubility of our critics cannot be disposed of simply by our deciding in the privacy of our own offices that they don't know what they are talking about. It is fruitless simply to deplore the lack of discrimination of these critics and their tendency to blame all radio rather than the specific offenders. A policy of having no public relations policy as an industry will no longer do. A policy of philosophical resignation and hope for the best will no longer do. The fact of the matter is that a medium which gives most of the people what they most want most of the time is being widely attacked."

In referring to the reckless criticism of radio by organized groups and unorganized elements, Mr. Paley said he believes Government program censorship cannot occur without the consent of the American people.

### Criticism Healthy

Criticism is healthy in a democracy, he said, and referred to the growth of radio program criticism in periodicals. He sharply criticized, on the other hand, glib and snap criticism that serves no constructive purpose. He reminded that the U. of Denver survey shows that 82% of the American people believe radio is doing a good or excellent job.

Mr. Paley sees radio's role as a dilemma in that it is primarily a mass medium which must serve the

## Howard Hughes Asks FCC to Withdraw L. A. Television and FM Applications

HOWARD HUGHES last week petitioned FCC for permission to withdraw applications for Los Angeles television and FM stations, and it was reported that he planned to give up a conditional grant for a Class B FM station at San Mateo and drop his application for a San Francisco video station.

Informed sources said the San Francisco dropouts were "probable" but would not confirm them "at this time."

Withdrawal of Mr. Hughes' Los Angeles applications evens the number of applicants seeking both FM and television stations in that city: Seven video applicants for seven available channels and fourteen applicants for 14 FM assignments. Whether the Los Angeles FM hearings, now scheduled for Nov. 18, will be called off, FCC sources said, had not been decided late last week. Hearings on the Los Angeles video applications already have been completed.

Mr. Hughes, wealthy motion pic-

tures producer, flyer, and president of Hughes Tool Co., was not "available" for comment at his West Coast headquarters, according to Carl Byoir & Assoc., his public relations counsel. Although some reports stated that the entire radio personnel have been dismissed, the Carl Byoir office declared there was "no information to support this." No reason was given for the withdrawals.

Coincidentally, Jacksonville Broadcasting Corp., licensee of WPDQ Jacksonville, Fla., withdrew its application for a television station declaring it will "keep a close watch on the developments of the industry" and renew its "practical interest . . . at the proper time."

The latest television dropouts, bringing the total number of video dropouts to 81, were the first since FCC ordered a comprehensive hearing on a CBS petition for commercial color television in the 480-920 mc band [BROADCASTING, Oct. 14].

the process until he had lost perspective on what was excessive or obnoxious.

"Now you do not need me to come before you to tell you that this type of operation is bad radio. More than that, it is bad advertising. Certainly it is not the advertiser's fault, but the broadcaster's. Nor am I pointing the finger at station operations only. Let me admit frankly that even network standards would be higher if at one time or another one network or another had not yielded to the pressure of competition.

"On the other hand, adverse personal attitudes toward radio commercials, or toward advertising generally, have led some critics to paradoxical conclusions. There is a tendency in and out of Government to deprecate public affairs programs once they become sponsored. A sustaining public affairs broadcast may be acclaimed, but if an advertiser decides to sponsor it, certain critics immediately damn it as commercial and therefore not to be praised.

"But it is the same program. We all recall a time when symphonic orchestras, programs of book reviews, education in home gardening, various children's story periods, and other cultural and educational programs were all presented in sustaining time and were highly commended.

"We worked diligently to improve such programs to the point where they were attractive to advertisers. Moreover, when they became sponsored they usually were broadcast to many more millions of homes through many additions. . . . Because they (the critics) dislike advertising they automatically condemn the very programs which,

## Hooper Will Form Advisory Councils

ADVISORY councils to work with C. E. Hooper Inc. on policies, practices and new developments in audience measurement will be formed by the research organization. The project was announced several months ago but action was delayed pending study of groups suggested to perform the function.

Two councils are being formed, network audience measurement council and station audience measurement advisory council. The network council will consist of men representing network management, programming, sales and research plus four representing advertising and agencies.

This council will consider changes in subscription rates to correct inequities, and audience flow method, a frequency of listening method, occupational analysis of program listeners and a method of securing national audience measurements.

The station council will be composed of four from stations and representatives, with the same four advertising and agency representatives as the network group. It will consider a revised method of furnishing city Hooperatings to agencies and advertisers, methods of rating audiences within a station's listener coverage area, and an educational program instructing in the proper use of audience measurements.

### WJJD CHICAGO ASKS FULL TIME, 50 KW

WJJD Chicago last week applied to FCC for fulltime operation on its present assignment, 1160 kc, and a power increase from 20 to 50-kw, directionalized. WJJD now operates with limited hours on the Class I-A frequency. KSL Salt Lake City is the dominant station on 1160 kc.

WJJD is owned by Field Enterprises, publisher of the *Chicago Sun* and owner of WSAI Cincinnati and KOIN Portland and which has purchased KJR Seattle for \$700,000 from Birt Fisher, subject to FCC approval. Construction costs for the revised operation of WJJD were estimated at \$45,000. Directional antenna array, protecting KSL, was designed by George C. Davis, Washington radio engineer.

as struggling sustainers, they praised."

Mr. Paley called for improved writing in mystery programs, and denied radio is responsible for juvenile delinquency. He advocated higher quality showmanship, writing and ingenuity in public affairs programs and said radio has not failed to develop local live programs.

He looked forward to the day when people become angry at particular stations and programs, and not at all radio.



# At Deadline ...

## NAB BOARD RESOLUTION

(NAB Board story, page 4)

### WORL FACILITIES SOUGHT BY BOSTON GROUP

APPLICATION for new Boston station on operating assignment of WORL Boston (950 kc, 1 kw, day), which was sold by Harold A. LaFont and associates to L. S. Bitner and Dominic J. ... for \$10,000 subject to FCC consent, filed ... business and professional me ... Pilgrim Broadcasting Co.

Pilgrim Broadcasting Co. understood to take cognizance of denial of license renewal to WORL (on ownership grounds) and reported to buy WORL equipment if renewal finally denied and their application granted. Pilgrim headed by Joseph A. Dunn (4%), owner Capital Contracting Co. Fredrick W. Roche and Richard Maguire, attorneys, own 10% each; others, including Mass. State Senator Chester A. Dolan Jr., 4% each. Meantime, deadline for competing bids on Bitner-Perri purchase expires Nov. 24.

### NEW REGIONAL WAA AGENCY

ADVERTISING Inc., Richmond, to handle War Assets Administration advertising for Maryland, West Virginia, District of Columbia and Virginia in decentralization move. WAA advertising in past handled on nationwide basis by Fuller & Smith & Ross, N. Y. J. Lynn Miller, president of Richmond firm, to be in charge of account.

### GENERAL FOODS EARNINGS

GENERAL FOODS had net earnings in third quarter 1946 of \$4,683,529, compared with earnings for same period last year of \$3,228,939. Earnings equivalent to 84 cents per share on common stock, while first and second quarter earnings of 1946 were 68 cents and 83 cents, respectively. (See dividend story page 84.)

MILTON E. LAUER, with Sylvania Electric Products since 1933, appointed to new post of product manager, radio tube division.

## Closed Circuit

(Continued from page 4)

promotion of Tom Peterson as assistant to General Manager in Chicago office, in light of expanded operations. Keenan and Eickelberg (latter former sales manager of Don Lee) effective Nov. 1 becomes West Coast branch with offices in Los Angeles and San Francisco.

REPUBLICAN leaders considering denouncing Democratic National Committee plan to use Roosevelt-Truman recordings. Denunciation would be on contention it is long-established practice of broadcasting industry to avoid dramatization of political issues during campaign.

FCC reported soon to face problem of appointing heads for three major field offices: New York, Chicago, San Francisco. John P. Hearne, West Coast head, and James Alfred Guest, chief of New York office, resigned. Jack P. Blume reported transferring from Chicago to Washington headquarters.

YOUNG & RUBICAM, N. Y., this week offering Celanese Corp. of America, quarter-hour, five times a week daytime network show. Continuity centered around fashions.

### FORT INDUSTRY CHANGES IN EXECUTIVE LINEUP

FORT INDUSTRY Co. executive shift, scheduled soon, according to West Virginia newspapers. Stanton P. (Pete) Kettler, general manager, WMMN Fairmont, W. Va., to WGBS Miami as general manager; Allen Haid, general manager, WHIZ Zanesville, to *Fairmont Post*; Robert Kerns, WHIZ commercial manager, succeeding Mr. Haid.

### GE PROFIT DROPS

FIRST nine months profit available for dividends amounted to \$404,109 this year, General Electric Co. announced. Same period last year it was \$36,242,727. Broken down, this is 1 cent per share of common stock against \$1.26 a share.

### NBC NAMES MACK

LATHROP MACK, former NBC spot sales account executive, appointed manager of the NBC national spot sales department, Western Division, replacing Robert E. Howard, who has been promoted to network sales department, Hollywood.

### HUSING SENDOFF DRIVE

AMBITIOUS campaign using spot announcements, newspaper space, trade papers, car cards, etc. being used to launch Ted Husing as m. c. on *Ted Husing's Bandstand*, starting today on WHN New York. Also scheduled are screen shorts in Loew's Theatres built around Mr. Husing's career. Promotion handled by Robert G. Patt, WHN promotion director, with campaign placed by Donahue & Coe, N. Y.

Du MONT television stations WTTG Washington and WABD New York, beginning January 1947 will televise MBS *American Forum of the Air* as a regular feature, Tues., 9:30 p.m., from Shoreham Hotel, Washington.

RADIO Writers Guild, N. Y., has sent letters to WOR and WABC, both New York, requesting meeting for contract bargaining on behalf of stations' staff news writers.

JOHN KUCERA, formerly with Young & Rubicam, N. Y., joined Foote, Cone & Belding, N. Y., as inside agency contact man on American Tobacco account.

MORGAN RYAN, former vice president, Grant Adv., N. Y., joined ABC as account executive.

### EXIT WEA, WABC

WITH Niles Trammell, NBC president, announcing, WEA, N. Y. to give new call letters WNBC for first time at 6 p. m. Nov. 2. Station planning two special programs celebrating change. Preview Nov. 1 (6:15-6:40 p.m.), called *One, Two, Three, Woof*, features WEA history through eyes of NBC guide. Second program, *Hail and Farewell* (5:30-6:30 p. m. Nov. 2) to include NBC stars, WEA personalities and recordings of former stars.

Joe Travis, CBS engineer for 17 years, will be guest of Margaret Arlen on Nov. 1, eve of WABC New York change in call letters to WCBS. Mr. Travis will relate incidents and review history of station.

TEXT of BMB resolution adopted by NAB Board:

We believe that the Broadcast Measurement Bureau can be an increasingly valuable instrument for the good of the broadcasting industry and for the cementing of sound, helpful cooperation between broadcasters and advertisers.

The broadcasters of America owe to their industry and to themselves individually the responsibility for making BMB a success.

Criticisms of BMB are being voiced among the broadcasters. They argue that refinements and modifications of the research technique are necessary to produce audience area maps which reflect to a much more exact degree the relative density of the station's area of influence. Some condemn the fact that maps and figures produced are not accompanied by BMB standards of interpretation so as to insure uniform interpretation and application rather than numerous interpretations and applications according to the whim or discretion of various stations and advertisers and agencies.

These criticisms are serious and understandable. They warrant immediate action. BMB must accept criticism, analyze it and act upon it with an objective, clinical philosophy which should characterize its conduct at all times.

The temptation for the misuse of the BMB maps is so great that restrictions on their use is a matter for urgent consideration.

We feel that BMB must immediately prove to broadcasters: 1, that the national buyer of radio facilities desires and uses BMB to make for the more effective purchase of radio facilities; 2, that BMB is a valuable sales tool for use with local and regional advertisers.

Toward these ends we commend to the attention of the BMB Board of Directors the following procedure: 1, the advertiser and the advertising agencies must have available the data on percentage of listeners in such form as to make for ready reference and usage and BMB should establish a uniform determination of listener intensity to meet the majority of agency requirements.

2, The broadcast station subscriber must be fully instructed in detail on the use and misuse of the material now in his hands. He must be implemented with additional information to expedite his employment of these data by his sales force in such form as will be useful and understandable by the local advertiser.

The Board of Directors of NAB feels a deep responsibility to the membership of its association to see the fruition of its desires to establish a uniform and continuing method of determining listening areas. Therefore, the Board of Directors of NAB requests of BMB that a report be made at the next meeting of this board on what steps have been taken toward the accomplishment of the purposes herein suggested.

EDWARD J. NOBLE, chairman of ABC, to be chairman of 1947 Annual Maintenance Appeal for the support of 60 institutions and services of Salvation Army in New York City.

WILLIAM L. NEWTON, Navy veteran formerly with General Foods in sales promotion and merchandising, to Fuller & Smith & Ross New York, as account executive.

EDWARD C. DIECKERHOFF, from copy department, Marschalk & Pratt, N. Y., to agency's contact department. CHARLES R. FORCE, M&P copy department, appointed publicity director.



*Shortly, in this space we hope to call your attention to developments here at WINS during the initial weeks of ownership by the Crosley Corporation. We will list a number of responsible and representative advertisers whose confidence in the future of the station is being expressed in the tangible form of contracts for time and for programs.*

A 50,000 Watt transmitter has already been installed and is being tested. A new rate card has been issued to take effect November 1, 1946. In some respects at least it represents a rather unusual, but we hope, sound concept of Independent Station rate structure.

No deletions have been made in the WINS staff, rather every effort has been, and will continue to be made, to strengthen it.

The station will stand on its own, with all the help we in Cincinnati can give it, but WINS will not be run by remote control.

New York is a big market...we know full well that we are dealing in terms of years, not months, of sound and constructive growth before either WINS as a station or our company as the licensee can consider that our obligation to the people of New York is being fully met.

C R O S L E Y      C O R P O R A T I O N  
C R O S L E Y   B R O A D C A S T I N G   C O R P O R A T I O N

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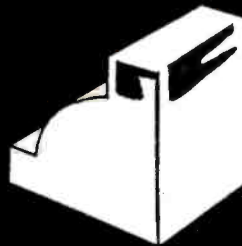
# KLZ

Denver

Proves  
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Selling

Power



**MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION**  
CBS—560 KC.—AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY