"tell me who your friends are..."

THAT OLD BROMIDE, "Tell me who your friends are and I'll tell you what you are," may be a bit sticky. But it goes pretty forcibly for a product or service and where and how it's sold.

Here at WOR, you can pick the kind of personality that will give added prestige and standing to the thing you have to sell. WOR has a kind of genius for picking and developing people who up the ante for anything among listeners and the trade.

For instance—Here is a pretty testimonial (unsolicited) from a maker of ice cream:

"Because the WOR personality who sells our product is a leading authority in his field, we are getting just the type of audience we want. There has also been a marked increase in the general reputation of our product as a result of the WOR program... among dealers in particular."

WOR can do just as much in the way of prestige and sales for your product or service, too. For fast facts, write...

- that power-full station WOR

at 1440 Broadway, in New York

mutual
Eric Berggren is an office employe at the big Continental Aviation Corporation plant in Muskegon, Michigan — he lives with his wife and two blonde daughters in a comfortable white house at 2122 Harrison Avenue in Muskegon.

Eric has been a WLS listener nearly a quarter of a century — the whole family finds it answers most of their radio needs. Our staff pastor, Dr. John W. Holland, is one of the Berggren favorites with his "Little Brown Church of the Air." Another, especially with Bethel and Jean, is "Little Genevieve," comic character on the WLS National Barn Dance. The Berggrens prefer the WLS straightforward news reporting and they like most of all the warm, friendly voices that talk to them over 890 kilocycles.

It is for this home and family . . . and all the homes and families like them in the Middle West, that WLS plans every program, whether entertainment or service. This constant focus on the family group has made for a vast body of loyal, dependable listeners . . . the kind whose million letters a year provide such conclusive evidence of sound advertising results.
In fair weather, Philadelphians get busy outdoors—
with niblick or racket, bat and ball, reel and rod . . .
the ubiquitous picnic basket. And the weather is ever
an important question.

WPEN supplies the answer. Daily, every hour from
6 a.m., WPEN gives the latest weather report and pre-
diction. It's a service Philadelphians appreciate.

For news, too . . . for sports and music and special
events . . . for what they want when they want it—
more and more Philadelphians are turning to WPEN.
More and more advertisers are finding WPEN a golden
key to America's third city. That's easy to understand
because . . .

It's always fair weather at 950 on the dial.
Closed Circuit

Influx of new stations in basic markets having repercussions in network affiliation renewal discussions. Networks are in stronger bargaining position with other outlets available, notably in regional class, and, according to some affiliates, are tougher in their dealings.

BMB, which has weathered its first storm, may become international in character. Canadian broadcasters, who set up Bureau of Broadcast Measurement (BMB) year before BMB's advent, are talking fusion, which may well at CAB convention at Jasper National Park in June. Hugh Feltis, BMB president, will attend.

In too good to be true department are recurring reports that FCC Comr. Clifford J. Durv, New Dealer plus, will take professorship at Yale Law School prior to expiration of his term in June, 1948.

Three manufacturers whose plans weren't disclosed to RMA in FM survey reported to be coming out this summer with low-cost table models in $30-$50 range. Fourth to market $25 FM tuner to attach to AM-only sets.

Swift & Co. (packers) through J. Walter Thompson Co., Chicago, reported considering sponsorship of Archie Andrews, 9-30-10 a.m. (CST) on NBC.

Behind State Dept. scene there is quiet rejoicing over public opinion reaction to report Congress will eliminate "Voice of America." Senate known to be kinder and Government information people relying on development of public support to swing Senate in their favor. Look for public opinion poll "remarkably favorable" next week, showing man-on-street reaction to "Voice of America."

Signs beginning to appear that all isn't serene between NAB and FMA. Competitive scramble for FM station membership may develop. FMA, organized as promotion operation, is finding itself involved in many trade association functions. New FM operators, in some cases, can't afford to join both groups.

Report current in Philadelphia that Evening Bulletin will resume publication of Camden Courier-Post if papers are not sold within week. Bulletin acquired Camden papers along with Record and WCAU from J. David Stern, who decided to sell after last winter's Newspaper Guild strike. Camden at present has no regular daily newspaper. Bulletin negotiating also for sale of WPEN, so it can assume ownership of 50,000 w WCAU, now awaiting FCC action.

Observers wonder whether it's coincidence that recent turmoil of FCC decisions on long-pending cases comes so close to date Commission will appear before House Independent

(Continued on page 50)

Upcoming

April 28-29: NAB Area G Meeting (Districts 4, 7), Hotel Roanoke, Roanoke, Va.
April 29: RMA Advertising Subcommittee and NAB Sales Managers Executive Subcommittee, Fred Eldean Offices, New York.
April 30: RMA Advertising Committee, Hotel Roosevelt, New York.
April 30: Florida Assn. of Broadcasters meeting, Tutwiler Hotel, Birmingham, Ala.
April 30-May 1: Radio Farm Directors meeting, Dept. of Agriculture, Washington.
May 1-2: NAB Area F Meeting (Districts 5), Tutwiler Hotel, Birmingham, Ala.
May 2-5: Ohio State U. Institute for Education by Radio, Columbus.

Business Brief

Religious Change - Bible Institute, Los Angeles, discontinues weekly half-hour on 180 MBS stations after May 11 broadcast for 26 stations of United-Pac network three-weekly with half-hour starting May 19. Group will alternate with Good Ship Grace Line's Haven of Rest on 40 United-Pac stations. In fall, Bible Institute spots transcribed version West Coast program on stations in other areas. Agency, Broadcast Adv., Los Angeles.

FABST Substitute - Pabst Sales Co., Chicago, replaces Eddie Cantor Show on NBC, Thurs., 10-30-11 p.m., for summer with Composer-Conductor David Rose and Georgie Auld, June 26 through Sept. 25. Agency, Warfield & Legler, N. Y.

Fitch Fill-In - Summer replacement for F. W. Field Co. and NBC Fitch Bondwagon Sun., 7:30-8 p.m. will be Rogers Gallery beginning June 8 through Oct. 5. Will star Barry Sullivan. Agency, L. W. Ramsey Adv., Davenport, la.


Discs for Dealers - American Broadcast Co. offering 18 transmitted spot announce ment for all and dealers as part of merchandising campaign. Spots are 30-second open-end allowing 15-second tie-in by local jobber.

Book Campaign - Veterans Historical Book Service, Phila., names Video Enter prise, that city, to handle campaign for pic torial history of war to be distributed through Veterans of Foreign Wars. Radio to be used.

Broker on TV - Bache & Co., Wall Street, firm, April 25 started television financial new direct from INS ticker to WABD New York camera, Mon.-Fri., 1-1-05 p.m. Placed direct.

P&G Breaks - Procter & Gamble Co. (Spa and Spain) orders three weekly station break on WMAQ Chicago, one live spot weekly o WBBM Chicago as part of national 36- wee contest. Agency, Danner-Fitzgerald-Sample.

Free 'Guard' Time Protested - W. L. Gleeson, KPRO Riverside, Cali, president, protested to Maj. Gen. Butler J. Mittenberger, Chief, National Guard Bureau, "inequity" of system whereby nation's radio stations give free time to same recruiting material for which newspapers, magazines paid. He said radio's competitive media shou be asked to advertise recruiting gratis; it the refuse, radio should be paid for time.

BROADCASTING - Telecastin
Power alone isn’t enough! It takes an efficient, talented organization to make a radio station successful. And every member of the KCMO staff is a specialist in his line, all set and ready to go—with new ideas for promotion and programming in keeping with KCMO’s increased power—50,000 Watts Daytime, 10,000 Watts Night (now under construction)—the most powerful station in Mid-America.

KCMO - Kansas City, Missouri - Basic ABC for Mid-America. National Representative, John E. Pearson
It's the BIGGEST MARKET between Denver and Chicago, Kansas City and Minneapolis! And it's all yours effectively, economically through KOIL . . . the station that makes the most of your time dollar in the Omaha—Council Bluffs area.

On KOIL you're buying no waste coverage in Timbuctoo . . . . KOIL serves a concentrated market made up of loyal responsive listeners. Take advantage of KOIL's service, performance, results at low listener cost! Call Petry today!
Junk 'em or save 'em...

WHAT DO YOU THINK?

- There's a hot controversy in the old town tonight! Northern Californians are lined solidly on one side or the other of the question: "What'll we do about San Francisco's cable cars?" And, as usual, KSFO's in the fight clear up to its transmitter; keeping folks up to date, reporting both sides of the issue.

This is traditional KSFO policy; do a thorough job of public interest broadcasting, whether it means tackling a cable car downtown or sending a program crew to the far reaches of the globe to keep Northern Californians fully informed. Even our preponderance of musical programs are rated as "public interest" by the American Association of University Women in their recommendations for better listening.

To KSFO advertisers, this means a valuable plus. It means a huge block of appreciative, consistent listeners who dial to KSFO's 560 as naturally as they walk into their own living rooms...and this ever increasing loyal audience belongs to the advertiser as a bonus.

The nationally interesting cable car controversy is carried to the public by the KSFO mike...direct from a cable car at Powell and Market.

Wesley I. Dumm, President  Philip G. Lasky, Vice-President and General Manager

Represented by Universal Radio Sales,
New York, Chicago, Los Angeles, Seattle
Merchandise your accounts with the combination Movie-Film & Illustrated News Picture Display! No individual exchange announcements required! No cost to stations in either time or money! Newest and most effective way to continually, ..., 24 hours a day, ..., constantly keep your station promotion before the eyes of the public! Copy may be changed at will! Number of displays placed in any station area subject to discretion of station management!

The combination Movie-Film & News Picture Display is 28 in. long & 16 in. high, beautifully finished. The illuminated Movie-Film (illustrated in above cut where it reads "WFIN is tops in programs") constantly moves with 180 letters in seven colors continually calling your message to the attention of the public. Film copy can be changed at will. Equipment is electrically operated & practically foolproof. Sold by bonded salesmen, serviced by bonded engineers!

* Also sold with electrical clock replacing News Features.

For detailed information & coverage reservation, write, wire or phone

ALLAN H. MILLER, Inc.
SUITE 308 BELL BUILDING, TOLEDO, O. PHONE: GARFIELD: 8603-8604
WNEB'S MAKING HOOPER HISTORY!

HERE'S HOW WE LOOKED AFTER OUR FIRST 6 WEEKS OF OPERATION:

HOOPER STATION LISTENING INDEX


SHARE OF AUDIENCE

<table>
<thead>
<tr>
<th>Index</th>
<th>WNEB</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
<th>Station E</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 A.M.-12:00 Noon Monday thru Friday</td>
<td>11.5*</td>
<td>38.3</td>
<td>29.3</td>
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<td>6.8</td>
</tr>
<tr>
<td>12:00 Noon-6:00 P.M. Monday thru Friday</td>
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<td>48.3</td>
<td>12.8</td>
<td>9.6</td>
<td>11.3</td>
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<tr>
<td>6:00 P.M.-10:00 P.M. Sunday thru Saturday</td>
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<td>50.3</td>
<td>12.9</td>
<td>13.9</td>
<td>13.5</td>
</tr>
<tr>
<td>12:00 Noon-6:00 P.M. Sunday Afternoon</td>
<td>16.3*</td>
<td>36.7</td>
<td>22.6</td>
<td>18.9</td>
<td>7.3</td>
</tr>
<tr>
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<td>30.6*</td>
<td>41.0</td>
<td>15.7</td>
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<td>4.8</td>
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<td>46.3</td>
<td>16.2</td>
<td>13.0</td>
<td>10.9</td>
</tr>
</tbody>
</table>

* Adjusted to compensate for the fact that WNEB did not start broadcasting until December 16, 1946.

As you see, we had jumped immediately into 2nd place. Some said this represented a curiosity audience. But look at us now!!!


<table>
<thead>
<tr>
<th>Index</th>
<th>WNEB</th>
<th>Station B</th>
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<th>Station D</th>
<th>Station E</th>
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</thead>
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<td>28.3</td>
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<tr>
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<td>10.0</td>
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<td>12.3</td>
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<tr>
<td>12:00 Noon-6:00 P.M. Sunday Afternoon</td>
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<tr>
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<td>11.1</td>
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<tr>
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<td>42.5</td>
<td>14.0</td>
<td>10.2</td>
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</tr>
</tbody>
</table>

That's what good block programming of music, news, sports and public service has earned for WNEB, Worcester's only independent station, competing with 4 networks rated in this rich, responsive market.

One more thing—compare our rates and see why WNEB is such a good advertising buy for time buyers who know the new picture in the Worcester market.

WNEB

WORCESTER  NEW ENGLAND'S THIRD LARGEST CITY  MASSACHUSETTS

Represented by: Adam J. Young Jr., Inc. and Kettell-Carter, Inc.
Rutbrauff & Ryan, New York, has purchased time on the New York FM Station WABF for the Baldwin Piano Co. for live piano recitals by Sari Biro. It is claimed to be the first such contract purchased by a leading national agency for FM in the metropolitan area.

According to Ira A. Hirschmann, president of WABF, the Baldwin account "signals the beginning of agency recognition of the manifold advantages of staticless and true fidelity FM over the narrow limits imposed by AM broadcasting."

The faithful reproduction of FM was cited by Harold Morse, eastern manager of the Baldwin Piano Co. "After exhaustive study of the demonstrated possibilities of frequency modulation," he said, "we are convinced that only FM can faithfully reproduce the complete sound cycle of the piano. The piano, with its wide range of dynamics, has suffered more than any other instrument through the limitations of AM broadcasting. We are proud to become a pioneer in FM sponsorship in the metropolitan area."

The Biro recitals started April 15. Another live music series began on WABF March 11, based on viola and piano literature.

Sellers of Sales

A DESIRE to see what lies just beyond the horizon has led John Leo Akerman, of WBBM's sales force, into a lot of strange places and a number of interesting jobs, none of which would he trade for his present position.

Ever since leaving the U. of Alabama in 1921, John's rolling stone has been gathering its share of negotiable moss. He has sold real estate in Florida, published newspapers in Alabama and California, dabbled in Democratic politics, served as a foreign correspondent in Central America. But his real vocation is selling, largely because it means meeting people. John is as gregarious as an Elk at a smoker.

Some of WBBM's biggest local accounts are carried in John's briefcase, including Melody Lane for Weiboldt's Department Store and The Whistler for Peter Hand Brewing Co.

Although born in Birmingham, Ala., in 1902, John is far from being a professional Southerner. His migratory career began too early for that. Until joining WBBM in 1942 as an aftermath of the NAB convention, John worked for many years in California where he owned and published weekly newspapers and broke into radio. He was one of the organizers and served as commercial manager of KPPS Pasadena before it became KEXA.

Although he had no intention of remaining in Chicago he cashed his return ticket to California after seeing the greater opportunities for selling in the Midwest. Since WBBM pays commission on talent only, he has had more than his listeners' interest in the kind of local shows he had to offer. His talent billing alone runs into six figures, and has contributed to the station's reputation for having more talent under exclusive contract than any other Chicago station.

Besides selling, his other interests are fishing and poker, both of which he is able to cultivate as a bachelor. Although he now considers his rolling stone days at an end, some of his friends have been known to suggest he might enjoy a change of climate, especially after sitting in on an all night card game.
gets 94.6% coverage yet costs Less than any other network on the Pacific Coast!

1 A network of 31 strategically located West Coast Stations.
2 No other network gets better coverage! In eleven Metropolitan districts on the Pacific Coast are:
   - 70.5% of population
   - 72.6% of retail sales
   - 73.5% of radio homes
   - 77.6% of Effective Buying Income
   ABC Pacific covers these and eight other Metropolitan markets from within—plus surrounding outside markets. Total coverage (primary areas):
   - 94.6% of Coast daytime listeners
   - 92.5% of nighttime listeners
   *Sales Management Survey of Buying Power, May 10, 1946
3 One half hour evenings $972.00. Quarter-hour daytime strip (5 times per week) $280.00 (per broadcast)

The Sales Keys to America's 7 Great Markets

ABC American Broadcasting Company

SPOT SALES DIVISION
EFFICIENCY!

Far be it from us to think of ourselves as mechanized robots, creatures of split-second efficiencies—but do cast your eyes on Robert J. McNamara of our New York Office. He is operating the most efficient and ingenious system you ever saw—an F & P Program Control Index which shows, at a glance, all the available time, local programs (and a lot of station data) for every station we represent. It saves months of time, every day, both for you and for us.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE  KOB
Baltimore  WCBM
BEAUMONT  KFDM
BOISE  KDSH
BUFFALO  WGR
CHARLESTON, S. C.  WSCS
CINCINNATI  WCKY
COLUMBIA, S. C.  WIS
CORPUS CHRISTI  KRIS
DAVENPORT  WOC
DES MOINES  WHO
DENVER  KVOQ
DULUTH-SUPERIOR  WDSM
FARGO  WDAY
FT. WORTH  WABP
HOUSTON  KXYZ
INDIANAPOLIS  WISH
KANSAS CITY  KMBC
LOUISVILLE  WAVE
MINNEAPOLIS-ST. PAUL  WTCN
NEW YORK  WMCA
OMAHA  KFAB
PEORIA-TUSCOLA  WMBD-WDZ
PORTLAND, ORE.  KEX
RALEIGH  WPFT
ROANOKE  WDBJ
SAN DIEGO  KSQJ
ST. LOUIS  KSD
SEATTLE  KIRO
SYRACUSE  WFCU

Page 12 - April 28, 1947

BROADCASTING  TELECasting
FCC May Alter Clear Channel Tactics

Court Stays Grant For Day Use Of 1-B Channel

By RUFUS CRATER

A STAY ORDER against FCC's non-hearing grant for a 10-kw daytime station in Philadelphia on the Class 1-B clear channel used by WCKY Cincinnati was handed down by the U. S. Court of Appeals for the District of Columbia last week.

The order, coming at a time when the Commission appeared for the first time to be inclined to modify its heretofore adamant policy of licensing daytime stations on clear channels [CLOSED CIRCUIT, April 21], stayed effectiveness of the 11-month-old grant to Patrick Joseph Stanton for 10-kw daytime use of 1530 kc "pending final disposition of this appeal or further order of the court."

The case was heard by Associate Justices Harold M. Stephens, Bennett Champ Clark, and Wilbur K. Miller. The stay order was dated April 18 and received by participants last Monday. FCC on Thursday announced that the effectiveness of the Stanton grant in compliance with the Court order.

Mr. Stanton estimated in an affidavit to the Court that he had spent approximately $26,000 on construction of the station and that construction would be completed and the station ready to begin operation by about April 30.

The WCKY-FCC-Stanton dispute differed in some respects from the continuing fight put up by individual 1-A clear channel stations and the Clear Channel Broadcasting Service against what they regarded as indiscriminate daytime grants on clear channel frequencies.

But there was growing belief that FCC might soon make a policy declaration revising its position on daytime clear channel licensing.

Supporting this belief was the fact that FCC has not granted any daytime stations on Class 1-A for approximately a month, nor on Class 1-B's in about three weeks.

Whether by coincidence or otherwise, the absence of such grants dates to approximately the time when the Court of Appeals heard the first protest against FCC's clear channel licensing policy—WJR Detroit's appeal from a daytime grant for use of 760 kc, made by Coastal Plains Broadcasting Co. at Tarboro, N. C. [BROADCASTING, March 17].

The Court has not yet issued a decision on the WJR appeal. In view of several similar pending appeals, some observers have felt the Court might delay its decision to cover all cases involving like circumstances.

The WJR case is based on a plea that it will receive substantial daytime skywave interference, which is not now recognized by FCC's Rules, and one of the daytime grants preclude the issues in the clear channel proceeding and make it difficult for 1-A's to go to 500 or 750 kw if such power is permitted as a result of the clear channel hearing.

Clear Channel Broadcasting Service has petitioned FCC for a year's investigation of daytime skywave, and in the meantime, for abandonment of the policy of licensing daytime outlets on Class 1-A's and 1-B's at least within 1,200 miles of the dominant stations [BROADCASTING, March 3]. Any restatement of policy probably would come in action on this petition.

FCC's grant to Mr. Stanton on WCKY's 1-B channel was for 10 kw, whereas daytime grants on 1-A's have been largely for 250 w or 1 kw operation.

WCKY contended the Stanton appeal was timely was set for hearing but was then removed from hearing and granted before WCKY could file the petition to intervene which it was entitled to submit. When filed, the petition was dismissed as moot "without regard to the fact that [it] had been filed within the time provided by the Commission's Rules."

FCC said that the Stanton grant would not result in interference to WCKY, the 80-kw Cincinnati station said:

The Commission based its "opinion" upon certain theoretical standards which are not applicable to the interference problems involved in this proceeding. The Commission ignored a considerable amount of technical data regarding the propagation characteristics of appellant's station WCKY and the frequency 1530 kc on which it operates. These data (compiled) by the Commission conclusively demonstrate that the proposed Stanton station ... would cause objectionable interference to (WCKY).

However, the Commission arbitrarily and capriciously chose to ignore the official data and to rely upon its own estimates relative to the interference problems. Instead, it elected to refer to and rely upon a grant which was prepared in the year 1939 from data collected during the several years preceding that year. At the time the earlier measurements were taken, and in 1939 when the grant was prepared, the standard broadcast band (Continued on page 75)

Radio-Paper Combine Trend Grows

Publishers Use Medium As Aid In Service To Community

THE TENDENCY toward radio-newspaper combinations has been on the upswing ever since the FCC relaxed its investigation of newspaper ownership, according to William Dwight of the WSKY, Mass., Transcript-Telegram and WHYN Holyoke.

Speaking at Tuesday's opening session of the American Newspaper Publishers' Assn.'s annual convention at the Waldorf-Astoria in New York, Mr. Dwight said that publishers feel they can give better community service with newspaper ownership of radio.

Approximately 300 papers were represented at the session, which was held for papers with less than 50,000 circulation. Twenty-five of the publishers present had opened stations in the last year, one had bought an existing station, and 15 planned to open stations in the next few months. Of the total, 19 have or will have FM in conjunction with their AM's, but none plans to operate FM alone.

All publishers with radio interests were looking forward to facsimile, according to Mr. Dwight. The feeling among them seemed to be that they did not want to be left out when the air gained popular usage.

The growing interest in facsimile was evidenced by the large attendance at the demonstrations sponsored by Radio Inventions Inc. and Finch Telecommunications Inc. The radio invention demonstration, presented in cooperation with the Miami Herald facsimile staff, included the preparation, scanning and recording of regularly scheduled editions of the facsimile newspaper in a Waldorf-Astoria suite. The Herald carried out a two-week demonstration last month in Miami, broadcasting an average of four hours a day over WOAM-FM to such varied audiences as high schools, luncheon clubs and public shows. Partially as a result of this demonstration, the Herald and 10 group of other newspapers and stations have ordered equipment from General Electric, it was said.

Newspaper Gains

At Wednesday's session speakers stressed the gains made by newspapers in the past year. Alfred B. Stanford, national director of ANPA's Bureau of Advertising, said that contrary to expectations, newspaper circulations not only did not drop off with the end of the war, but they climbed to new highs.

Frank H. Meeker of Osborn, Scolaro, Meeker & Co., and president of the American Assn. of Newspaper Representatives, enlarged on Mr. Stanford's line of thought by pointing out that "some 69,000,000 lines of general advertising, not including automotive, had been added since 1940—despite newspaper shortages, despite rising costs and consequent rising rates."

Comparing other forms of media to newspapers, Mr. Meeker said that magazine figures thus far in 1947 are not significantly better than last year's and show no signs of a favorable trend. As for radio, he declared, it is still a competitor, but "much of the bloom is fading from the radio rose." He said that stripped of much of the novelty that marked the earlier years of its development and faced with a return to sterner budgeting requirements, radio, for about the first time, its writer, "finds the going tougher, finds the buyers rougher."

Still another speaker, William A. Thomson, administrative director of the National Advertising, added his praises of the records which newspapers were shattering. He said that newspapers national advertising in 1946 reached an all-time high of $520,000,000 while (Continued on page 75)
Broadcasters in Texas Report Boom

Conferences in Houston See Increased Retail Sales Revenue

IN HOUSTON, where business is booming, broadcasters who attended the NAB 13th District Meeting (Texas) there last week felt assured about prospects for increased revenue from department stores and soft drink bottlers.

James Shand, assistant to the president of Joske's, San Antonio department store, which collaborated with the NAB and the National Retail Dry Goods Assn. in an all-out test of the efficacy of radio retail advertising, and A. H. Caperton, advertising director of Dr. Pepper Co., told the stories. They were strongly flanked by Monty Mann, vice president of Tracy-Locke Co., in charge of media.

Mr. Caperton, speaking as the representative of the American Assn. of Advertising Agencies in support of the Broadcast Measurement Bureau, as part of the panel moderated by Hugh Delta, BMI president, attested to the good use his company already had made of BMB material. Dr. Pepper bottlers look to headquarters for guidance, and that with BMB "we can recommend campaigns to them intelligently."

Mr. Caperton hit home in observing that his company "would have had a lot more business over radio years ago if we had had BMB."

"But," Mann, after citing continued AAA endorsement of BMB, declared that as an agency time-buyer for 20 years, he thanked the industry for helping create BMB. He applauded the standardization brought about by BMB, and said that he felt the network coverage maps were not as good.

"If you broadcasters don't keep BMB alive (alluding to the current effort for a 1948 study) you don't have the vision 1 give you credit for."

Joske Campaign

Mr. Shand, pinchingfut for James H. Kenes, vice president of Joske's, outlined how that store used advertising on strong stations to reach particular audience levels in its radio "guinea pig" efforts in 1946. This "beamed program technique" was to have been used for one year but was subsequently extended and is still going on in San Antonio.

Joske's learned many lessons about radio in the course of the study. Thus the present schedule is not the same as it was in the beginning. In all, eleven programs are being used on San Antonio's five stations.

He mentioned a few conclusions that Joske's had reached as a result of the clinic during the last two years:

"We are firmly convinced that radio's value as an institutional medium is very great. For that reason some institutional copy was carried on every program, and, in some way, drawn in even to each spot announcement by paragraphs, or phrase, or implication. We know that our store signature, "Joske's of Texas, the Largest Store in the State, By the Alamo, San Antonio," has gained such wide publicity that it is practically a by-word in Texas and Mexico.

"We know, too, that every month, since the inception of the Radio Clinic in January, 1945, we have beaten Federal Reserve figures without exception. While we are not generous enough to give radio all the credit for this exceptional showing, nevertheless we do believe it has played its part."

Expenditures for the Clinic in 1946 were slightly higher than in 1945 and will continue at the higher level this year. He estimated that radio amounted to about 20% of Joske's combined advertising expenditures.

THE INTENTION of the Associated Press to raise the fees paid by radio was revealed in a report made by AP President Robert McLean (Philadelphia Bulletin and WPEN) at the wire service's annual meeting at New York's Waldorf-Astoria last Monday.

Declaring that many AP members felt there was an inequity in the amounts paid by newspapers and radio stations, Mr. McLean said that although AP's assessment basis for radio now exceeds that of other news services it is the intention of the board to raise even higher the proportion paid by radio.

It was decided at last year's session to admit radio stations as associate members, but none has been admitted to date. One step has been taken in that direction, however, according to Mr. McLean, with the application of the newspaper formula to radio. This takes into consideration length of the line, and cost, and population.

The admission of radio to associate membership status, it was pointed out, awaits the final determination of the necessarily complicated formula of assessments, a project which has been under consideration for nearly a year.

The report revealed further that during the year the use of AP news had been authorized for television and facsimile, but it was strictly experimental and involved no commitments.

Directors Named

Re-elected for three-year terms as directors were: Mr. McLean; George F. Booth of the Worcester, Mass., Telegram and WTAG; E. H. Butter of the Buffalo Evening News and WBEN, and Paul Paterson of the Baltimore Sun, which holds a television grant for WMAR and an FM CP for WASA.

Norman Chandler of the Los Angeles Times was elected a director to replace Frank B. Noyes, president of the Washington Sta, and one of the AP founders, who retired after 54 years' service. Mr. Chandler's paper holds a television grant. Josh L. Horne of the Rocker Mount, N. C., Telegram was re-elected a director for cities with less than 50,000 population. Mr. Horne has an AM CP and an FM conditional grant.

ABC Plans Daily Record Show With Whiteman in M.C. Role

PAUL WHITEMAN will be master of ceremonies on the first full hour, coast-to-coast network record program beginning June 30, Mondays through Fridays on ABC. Although the definite time period has not been decided as yet, the network announced that the new Whiteman show will be heard in the late afternoon. The program will be available for sponsorship in 15 and 30 minute segments.

Coincident with this announce ment, it was revealed that on the opening of the show had been set to National Biscuit Co. through McCann-Erickson, New York, will details of the contract not disclosed at this time.

Famous as an orchestra conductor before the beginning of radio Mr. Whiteman recorded for Victor records and played with Victor Herbert's orchestra and the San Francisco Symphony. He served with the navy as a musician during the first World War. On the air for more than 20 years, Mr. White man was star of the Kraft Music Hall program prior to Bing Crosby and before that was featured on a program sponsored by Old Gold Cigarettes. He joined ABC in the spring of 1943 and the following September became ABC director of music.

From Dec. 5, 1943 through June 30, 1946, Mr. Whiteman was featured on ABC program titled Radio Hall of Fame sponsored by Philco Corp, and during the intervening summers was featured on Stairway to the Stars also sponsored by Philco. He is currently conducting the ABC Paul White man's National Guard program.

"We figure if the FCC grants too many stations for this market we can drill for oil!"

Drawn for Broadcasting by Sid Hill

AP to Raise Its Radio Service Fees

GE Resumes in Fall GENERAL ELECTRIC Co. (Lamp Division), Cleveland, will return to sponsorship of a radio program after a year's absence, when it starts sponsoring Willie Piper on ABC in September. Willie Piper is currently heard sustaining on ABC, Sundays, 7-7:30 p.m., over WJZ and Benny on NBC. The time period will be changed when the program goes commercial but it has not been set as yet. General Electric company sponsored The Hour of Charm a year ago. BBDO, New York is the agency.
Rembert Elected NAB District 13 Head

Stations - Networks Agreement Urged By Swezey

CLYDE W. REMBERT, managing
director of KRLD Dallas, was
elected NAB director to represent
Texas (District 13) for a two-year
term last Tuesday at the District
13 meeting in Houston. His term
will begin with the next NAB con-
vention Sept. 15 in Atlantic City.
He will succeed Martin Campbell,
general manager of WFAA Dallas,
who will have completed a two-
year term and who declined to run
again.

Mr. Rembert was elected from
among three nominees, and after a
runoff, necessitated by failure of
any one of the three to get a major-
ity in the initial balloting. Other
nominees were De Witt Landis, gen-
eral manager of KFYO Lubbock,
and C. B. Locke, general manager
of KFDM Beaumont. The runoff
was with Mr. Landis.

A veteran of Southwestern radio,
Mr. Rembert joined KRLD, owned
by the Dallas Times-Record, in
1926 as a salesman, after having
served with an advertising agency.
He was commercial manager before
becoming director of the sta-
tion ten years ago. From 1943-45
he was a member of the CBS
advisory board.

Highlighting the Houston ses-
sion, Monday, Tuesday and Wed-
nednesday, attended by 170, were
addresses by President Justin Miller
of the NAB, Gov. Beauford Jester,
and Robert D. Swezey, vice presi-
dent and general manager of MBS
and chairman of the NAB's re-
cently created Special Standards of
Practice Committee.

Resolutions Adopted:

Resolutions unanimously adopted
by the district following presenta-
tion by Committee Chairman Hugh
A. L. Half, included:

1. Support of BMI through
greater performance of its mem-
ers and early renewal of contracts
which expire in 1949.

2. Commendation of BMB for its
contribution to standardizing of
radio in the minds of advertisers
and agencies and support of future
studies.

3. Support of movement for uni-
form time throughout the country
and throughout the year.

4. Opposition to 2½-cash dis-
count sought by American Assn.
of Advertising Agencies, because
increased station operation costs
would necessitate increase in rates
charged for time, and in light of
general desire of the industry to
hold prices down wherever pos-
able.

5. Resistance to attempts by
some advertisers and agencies to
broker broadcast time either "out-
right or through subterfuge," as

HOUSTON HOSTS TO NAB 13th District Meeting (1 to r): Francis Gil-
bert, KHTH program director; B. F. Ocr, KTRH general manager;
Tilford Jones, president of KXYZ and chairman of local commit-
tee; Jack Harris, KPRC general manager; King Robinson, manager
of KATL, new Fred Weber station.

unfairly competitive and contrary
to terms of NAB-AAA contract.

6. Commendation of President
Justin Miller for his stewardship
since his assumption of the NAB
helm 18 months ago, and pledge
of wholehearted support to him and
to his staff.

7. Urging NAB board and man-
agement to establish and promote
policies of employer-employee rela-
tions which will recognize and
make as effective as possible local
and area negotiations in employe-
employee relations in local stations.

Swezey Urges Unity

At the Monday opening session,
following a discussion of public in-
terest programming by David Rus-
sell, KFDM Beaumont, and Louis
Braeult, KRIC Beaumont, Mr.
Swezey, in his first district meet-
ing address, called for unity among
toclaim fairness and contri-
to the terms of NAB-AAA contract.

Pointing to the problems ahead
in competition within radio as well
as with other media, Mr. Swezey
said it is time for a "well-calcu-
lated and mature defense of our
medium which is incalculably
greater than the commercial fare
which feeds it." If this fails be-
cause of "personal pettiness, intra-
mural friction, or for any other
reason," Mr. Swezey said, "we
may well put in grave jeopardy
our democratic heritage."

Mr. Swezey defended the actions
of the networks in the recent
AFRA negotiations. He deprecated
the lack of understanding surround-
ing the proposal to establish a
Broadcasters Advisory Council,
which he said, initially was pro-
posed by certain sponsors dis-

Lauds Radio’s Texas Disaster Role

Governor Hails Superb
Public Service in Blast
And Tornado

THE THANKS of the state of Texas
to the nation's broadcasters
for the "superb public service" ren-
dered during the recent cyclone
in the Panhandle and the "catastro-
phic explosion at Texas City" was
expressed last Tuesday by Gov.
Beauford H. Jester of Texas in an
address before the 18th District
Meeting of the NAB at Houston.
The address was carried by all local
stations and by the Texas Quality
Network.

"The magic speed of radio quick-
ly gave to people everywhere the
news of these disasters," the Gov-
ernor said. "It sped up the relief
and aid needed by these stricken
communities. Radio's graphic re-
porting enabled our people to know
the nature of the damage and suf-
fering that had been inflicted."

Gov. Jester, for the past year
half-owner and president of KWTX
Waco, applauded radio for its over-
all contribution to the nation's
welfare, and characterized it as
"one of the most potent benefactors
of mankind, his way of life, and
his civilization." He won rousing
applause from some 300 assembled
broadcasters, when he pledged
that "in Texas your Governor will up-
hold the legal and public principle
of freedom of radio along with the
freedom of the press."

Describing radio as a "challeng-
ing field," Gov. Jester, himself a
lawyer, said he was looking for-
ward "with keen interest to labor-
ning with you in that field as soon
as I have fulfilled my legal service
as an elected official of this state."

Gov. Jester commended Texas
stations that had sponsored and
broadcast appeals for relief. He
mentioned particularly KRG in
Odessa, KVET in Austin and all
stations that had "initiated and
have implemented the call for re-
lief of their fellows, both official
and unofficial, with its threat of
increased government regulation.

Pointing to radio's 1946 increase
(Continued on page 86)

PRESIDENT JUSTIN MILLER, (I) as he greeted Texas' Gov. Beauf-
ford Jester, speaker at NAB luncheon in Houston. Gov-
ernor Jester is half-owner of KWTX Waco.

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White Radio Bill Seen in Three Weeks

Clarified Definition Of FCC's Role Anticipated

By PETER DENZER

NEW WHITE RADIO BILL, now hearing completion and probable introduction within the next three weeks, is expected to follow closely the Commission hearing and juridi-
cial review sections of the White-Wheeler bill of 1943. Senator Wall-
ace H. White Jr. (R.-Me.), chair-
man of the Interstate and Foreign Commerce Committee and long-time expert on radio mat-
ters, is known to have been the author of those provisions in the 1943 bill as well as in the bills of 1939 and 1940, introduced by him.

These legal provisions, relating to such technical matters as rights of parties and procedures before the Commission and courts appeal, are generally dismissed by broadcasters as being of importance only to lawyers. However, ex-
erts and those who have studied the problem of broadcasters be-
fore the Commission believe these legal and technical sections are among the most important that can be included in any radio bill and do more to correct wrongs than any policy sections.

Protect Licensees

In so far as they may particularize the rights of parties before the Commission and the courts, and make definite and certain each step they protect licensees from arbitrary or capricious Commission action which could not be corrected by appeal to the courts because of vagueness or ambiguities in the

procedural or appellate steps.

The Maine senator has consistently maintained that the pro-
duced and legal provisions of the present have been interpreted so broadly that licensees are constantly up in the air as to their status and rights before the Com-
nission. He regarded these sections as the heart of any new legislation.

Present Law Vague

Under the present law there is uncertainty as to which cases, where licensees are involved, are appealable. The proposed legislation would make clear in all cases where the Commission exercises its licensing powers which can appeal, and to what authority. Jurisdiction would be granted to the court to which appeal is made for the granting of temporary relief.

Senator White also took the po-
tition in 1943 that the road to the Supreme Court was extremely difficult for private litigants. He pointed out at that time that from 1937 to 1942 the High Court granted a review in seven cases upon petition by the Commission and denied only one. During the same period, the Court granted no review on behalf of a private litigant although there were many applica-
tions. In the last five years to date only in such review was granted to a private litigant.

Thus, it is expected that Sena-
or White will attempt to insure review by the Supreme Court for those cases in which the Commission on its own motion proceeds against the holders of existing li-

This would be accomplished by permitting appeals to the Supreme

Court "as of right" instead of by certiorari in any case where the Commission institutes proceedings to revoke, modify or refuse renewal of license. Precedent for this proposal lies in procedures in-

volving certain appeals from or-

ders of the Interstate Commerce Commission.

There have been changes in the past that the Commission had not always exhausted all possibilities inherent in the present law for full judicial review of contested orders. Senator White feels that pro-
duced matters should not be left to the Commission's discretion, to vary from one administration to the

Reply Procedure

Provisions are also again ex-
pected to be included to permit licensees full answer in court to any order of the Commission. The 1943 bill would have required any FCC order revoking a license or failing to renew a license to par-
ticularize legal basis for such action. Appellants would then be able to address the court to which ap-

peal is made on the specific legal

points in question.

These procedural provision do not necessarily reflect upon the Commission's current practices, but rather attempt to correct imperfections in the Communications Act. Senator White's attempt, if he follows previous policies, will be to define all Commission prerogatives so clearly that each order will be based on a particular procedure, spelled out to such detail that licensees will know at each step exactly what the process is to be done.

To this end it is expected that the new bill will require the Com-
nission, following a hearing, to define all action of the Commission in any and all basic or evidentiary facts de-

(Continued on page 79)

WBAL-Blue Book Legal Battle Is Returned to District Court

FCC-WBAL BALTIMORE fight over the Blue Book was back in the District Court of the District of Columbia last week after a morning argument last Monday before As-

sociate Justice James M. Proctor. The Commission contended a three-judge court should be convened to hear WBAL's charges that the Blue Book contained "false, distorted and misleading" references to the Baltimore station's operation [BROADCASTING, Feb. 17].

FCC on Thursday submitted a memorandum to the court in sup-
port of its motion, maintaining that "plainly the plaintiff (WBAL) has presented a case which the court has no jurisdiction to review at this stage of the proceeding.

It is respectfully submitted that the complaint should be dismissed."

William J. Dempsey, participat-
ing as counsel for WBAL, op-

posed the motions to convene a three-

judge bench to hear the charges, telling Judge Proctor that he could find no "comity" in asking WBAL's Honor court to send the assistance of two other judges (the complaint) would be dismissed."

Goldborough Action

In the same court another Asso-
ciate Justice, T. Alan Goldsbor-
ough, in February dismissed a similar FCC motion for a three-

judge court and issued a tempo-

rary injunction staying further pro-
ceedings in WBAL's renewal pro-
ceedings pending disposition of the complaint filed by WBAL against FCC and its Blue Book [BROADCASTING, Feb. 24]. The renewal ap-

lication had been set for hearing with Drew Pearson and Robert S.

Allen's competing application for the 1000-ke, 50-kw facilities used by WBAL.

The Baltimore clear channel station contended that Blue Book refer-
ences to its operation gave rise to the Pearson-Allen application; that without the rival application WBAL would have received re-

newal without hearing, and that in

(Continued on page 81)
Truman Lauds Advertising’s Service

Tribute Paid Media On Ad Council’s Anniversary

COOPERATIVE campaigns by media and advertisers under which critical problems in the nation’s history have been effectively attacked through the Advertising Council’s voluntary technique were officially recognized last week by President Harry S. Truman in a letter sounding the theme of the Council’s fifth anniversary.

Sponsors, stations, networks and agencies will join in a week-long celebration during which the Council will focus attention on radio’s achievement in carrying more than $300,000,000,000 listener-impressions valued at $400,000,000,000 on behalf of 175 wartime and peacetime public interest activities.

Though actual observance of the anniversary is scheduled during the entire week (April 27-May 3), advertising and voluntary interests will continue the campaign into the following week to acquaint the public with the means used by American business to weld the nation into a vast neighborhood at a time of national crisis.

President’s Salute to Advertising

FOLLOWING is the text of the letter sent by President Truman to Charles G. Mortimer Jr., chairman of the Advertising Council, in honor of the Council’s fifth anniversary:

April 23, 1947.

My Dear Mr. Mortimer:

My attention has been called to the fact that the first week in May marks the Fifth Anniversary of the organized use of advertising to help solve national problems.

To me, this program is a highly significant new development in American life. Involving as it does the voluntary cooperation of thousands of American firms, from large concerns to stores, banks and merchants in the smallest towns, it is evidence of the virility of our democracy, and demonstrates our ability as a people to work together toward a common goal.

In the period since the war, American business has used its advertising to help secure housing for veterans, to sell billions of dollars’ worth of U. S. Savings Bonds, and to aid causes close to the hearts of Americans, such as the Red Cross and Community Chest. In fact, the people of many nations have had reason to be grateful for this important new force in American life.

When I appointed the President’s Famine Emergency Committee in February 1946, I relied heavily upon the organized power of advertising to tell the American people why wheat should be voluntarily conserved for shipment overseas. The effective performance of advertising played a vital part in permitting the full United States commitment of grain to be shipped at the starving.

The voluntary determination by business to use some of the power of its advertising for the public welfare through the Office of Government Reports which has come about under the leadership of The Advertising Council, provides a mechanism for informing the people that is unavailable in any other country. It is evidence, to quote deeds rather than words, of a new recognition by business of its social responsibilities.

My sincere congratulations to you, and to your associates, on this significant Fifth Anniversary.

Very sincerely yours,
(Sgd) Harry S. Truman.

FIFTH ANNIVERSARY of the Advertising Council, now being observed by all media and advertising groups, finds cooperative organization active in peace just as it was in war. Officers were photographed last week as anniversary plans were being prepared. Left to right: T. S. Repplier, president; Paul West, ANA’s president, vice chairman of Council board; Charles G. Mortimer Jr., general Foods advertising vice president; Council chairman; William Reydel, partner in Newell-Emmett Co., vice chairman; Frederic R. Gamble, AAA president, secretary-treasurer; Kerwin H. Fulton, president of Outdoor Adv., vice chairman, not in photo.

Officials high in Government and industry joined in recognizing the wartime and peacetime role of broadcasting and other media in taking public service messages to the people in history’s greatest mass-influence project.

Review Issue

In reviewing events of the five-year period, the Council issued a special review of broadcasting’s role. T. S. Repplier, Council president, stated in an accompanying letter that radio’s public service activities in connection with the campaign deserve prominent notice. “We think the public should know how these messages reach them,” he wrote. “We think you deserve the thanks and congratulations of the entire nation for a truly magnificent performance in the public interest. With your help and cooperation, radio and advertising can continue to be a powerful and willing public servant.”

Not the Whole Story

The time and facilities provided by broadcasters in the Council’s campaigns compromise only a portion of the industry’s effort on behalf of public interest movements during the five-year period, it was pointed out at the NAB. In addition, individual stations have broadcast literally millions of announcements on behalf of causes endorsed by the Council and the OWI.

Figures cannot be provided on these two phases of the public service effort are the messages carried on

(Continued on page 77)

Ad Council to Execute Part Of American Freedom Drive

THE Advertising Council last week announced it would execute part of the plan of the Assn. of National Advertisers and the American Assn. of Advertising Agencies for a national educational advertising campaign to inform Americans about their economic system [Broadcasting, April 11].

The Council will undertake a campaign, which Charles G. Mortimer Jr., vice president of General Foods and chairman of the council, described as “the most ambitious program the Council has attempted.” He said, “It is my guess this program will be more widely supported than any other of its kind.”

Acceptance of the job of producing and executing the continuing campaign came on recommendation of the Council’s Public Advisory Committee. A subcommittee of this group, composed of Paul G. Hoffman, president of Studebaker Corp.; Boris Shiskin, American Federation of Labor economist; and Dr. George Shuster, president of Hunter College, New York, prepared a report to guide the campaign.

The techniques intended to be used in the campaign, which Evans Clark, executive director of the

Twentieth Century Fund and chairman of the Advertising Council’s Public Advisory Committee, said was “one of the most dynamic educational projects America has ever attempted,” will be similar to those used by the Council for its war and public service campaigns.

Mr. Mortimer said he was unable to predict when the campaign would get underway. He pointed out that it needed elaborate preparation before it could be started.

The campaign, he said, will stress

10 major points:

1. Freedom of the individual to work in the callings and localities of his choice.
2. Freedom of the individual to contract about his affairs.
3. Freedom of the individual owner of property to use his property as an enterprise, to invest and profit from the same.
4. Freedom of the individual employer to sell his business with the peace of mind that it will not conflict with the public interest.
5. Freedom to speak, to inquire and to discuss.
6. Protection for the individual—by public or private means—against basic hazards of existence over which he may have no control.
7. Government action in economic affairs to ensure national security or to undertake socially desirable projects through taxes.
8. Free collective bargaining—the right of labor to bargain collectively with employers.
9. Expanding public service as a national necessity.
10. Increased recognition of human values as a prerequisite to better living.

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Radio Public Relations Search Aided

Two Methods Proposed

By Shouse, Lewis

At CCNY Meet

RADIO’S SEARCH for a public relations program was aided last week during the Third Annual Conference on Radio and Business of the City College of New York when not one but two widely differing plans were presented. James D. Shouse, president of Crosley Broadcasting Corp. (WLW Cincinnati, WINS New York), offered a program based on individual station initiatives. He said, “We can apply the philosophy of cooperation not only from all elements of the broadcasting industry but from public leaders as well.

Overall conference theme, “Radio and Its Public,” was described by A. D. Willard Jr., NAB executive vice president and chairman of the concluding session of the conference on Wednesday evening, as “perhaps the foremost problem in broadcasting today.” Three sub-themes were presented at the conference, held April 22-23.

Conference opened Tuesday evening with “The Listeners Speak to Radio,” in which questions most frequently asked by the public were answered by top radio stars and executives. Wednesday afternoon’s session dealt with public relations, that evening’s meeting centered on the presentation of CCNY’s national radio awards.

Shouse Stresses Research

Research is the keystone of the Shouse plan of public relations. “I know of no other answer,” he declared. “We have got to spend more money, apply more of our best available research and continuing studies in attitudes, not in the fact of who listens only, but the reasons why, not only what they think, but what they like and why.”

Expressing his “complete agreement with the philosophy of the ultimate responsibility of the licensee,” Mr. Shouse warned that “we can no longer take refuge in the pseudo-shelter so temptingly offered by codes, statements of principles and resolutions of conventions and other devices of that sort.” The only way to solve the problem, he said, “is by taking all of the steps which will lead us to a greater understanding, so that we have the best to serve the greatest number with due and proper weight for minority interests.”

We have got to think affirmatively and positively and put our constructive contributions to American living,” he continued, “and stop thinking negatively as to how we might best defend charges and criticisms that in any case do not reflect anything other than a restricted selfish interest on the part of a small group.”

Contrary to the Shouse program of public relations on the individual station level, Mr. Lewis saw the problem as one demanding not only an industry-wide solution but the participation of the public as well. He said that when he interviewed public leaders throughout the country a few years ago he found that the vast majority “seem stopped short of action and complacency but when they did, they were lavish in their praise of radio’s 25-year record. Why not,” he asked, “nearly the fight to radio’s critics by getting public leaders all over the country to ratify and support radio’s code of standards and methods of operation? It is said that the air belongs to the people. Let the people know and endorse the policies of radio management the way stockholders know and endorse the policies of corporate management.”

Specific Problems

Mr. Lewis outlined a plan to start with the NAB preparing a thoughtful argumentary of a problem that requires policy determination.” These summaries would go to the broadcasters in each community who would appoint one station manager as spokesman to take them to the public. This spokesman would form a number of committees of local citizens, each member

FCC Denies WORL Boston Renewal

Three-to-One Vote Holds Identity of Owners Was Concluded

A PETITION for rehearing and an appeal to the courts if necessary, loomed as sure developments after FCC issued a 3-to-1 final decision last week denying license renewal to WORL Boston for concession of ownership.

The decision, serving new notice that “listeners and their principals must at all times be honest and candid with the Commission,” followed by less than two weeks FCC’s order that WOKO Albany be deleted, also on conceded-ownership grounds [BROADCASTING, April 14].

In both cases Aug. 31 was set as termination date, but the actions differ in that the WOKO order came after an appeal to the Supreme Court, which upheld the Commission. FCC’s WOKO decision came after an order by an inferior court against WORL was handed down by the Commission on March 27, 1945.

WORL, a 1-kw daytime station on 950 kc, is owned by Harold A. LaFount, president, and Sanford H. and George Cohen, New York attorneys. Mr. LaFount owns all corporate stock. Sanford H. Cohen owns 40% of the common stock and George Cohen owns 20%.

With their decision to deny renewal, the FCC majority—Chairman Charles R. Denny and commissioners Wakefield and Durr—dismissed as moot an application for the sale of WORL to Bitner Broadcasting Corp. for $200,000 [BROADCASTING, Aug. 26, 1946]. There are now pending two applications for WORL’s facilities, presumably filed on the assumption that the station should not be renewed, but FCC said it would not act on any such applications before June 1.

Commissioner Jett Dissents

Comr. E. K. Jett dissented from the decision, arguing that although the WOKO and WORL cases are similar in some respects, “the reasons for denial of license to WORL do not close any motive for not reporting the extent of the holdings of two stockholders” and that “the identity of all the stockholders in WORL was disclosed to the Commission.

He said he did not feel “that the record against WORL supports the finding that any of the parties are guilty of having made willful misrepresentations.”

Mr. Jett favored renewal and also approval of the application to sell to Bitner Broadcasting, a firm owned equally by Laurence S. Billings, and Dominick J. Perri. He said that if there is a “legal barrier to this action due to the recent filing of an application from a third party for WORL’s facilities, I then favor hearing on the mutually exclusive applications with a view to determining on a comparative basis which of the three applications should be granted.”

Bitner Broadcasting was expected to re-file an application for WORL’s facilities instead of purchase of the station. Other applicants who have filed for WORL’s frequency are Pilgrim Broadcasting Co., owners headed by Joseph A. Dunn, contractor; and Beacon Broadcasting Co., headed by John T. Burke, account executive of Chambers & Wiswell, advertising firm. Mr. Billings, half owner of Bitner Broadcasting, is former vice president of William Flen's Sons Co. in Boston; Mr. Perri, his associate, is organizer

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Nine Electric Ranges Sold!
... and not one in the window!

From ☐ to ☐ Radio did it! Spot radio over Richmond's WLEE. On a Monday night one of Richmond's electrical appliance dealers got in a shipment of nine ranges.

On Tuesday morning he used a one-minute spot announcement over WLEE... his only advertising. Not even a window display. Less than an hour and a half later he had sold the ninth and last electric range.

Each of the nine stoves was sold to a WLEE listener.

Sales are no problem in Richmond if you use WLEE. Ask our local advertisers. They'll tell you that WLEE is your best bet!

W.L.E.E.
Mutual... in Richmond

TOM TINSLEY, Director
IRVIN G. ABELLOFF, Gen. Mgr.

Represented by Headley-Reed

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Joe Bernard
Now
GENERAL MANAGER

KOMA
50,000 WATTS
Oklahoma City's Columbia Station
•
Affiliated With
KTUL
Tulsa's Columbia Station
TULSA, OKLAHOMA

John Esau
Vice President & General Manager
•

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE
of
KOMA • KTUL

Allen Incident on NBC Proves Godsend to His Press Agent

By EDWIN H. JAMES

FRED ALLEN's waspish jibes at radio vice presidents ("the fungus you find growing on conference tables") have long irritated some of the highest-priced ulcers at NBC, but last week he goaded the network beyond the limits of its endurance. At the same time he created a press agent's dream story that broke out on front pages all over the nation.

Mr. Allen, who insists that vice presidents are people who find molehills on their desks when they come to work in the morning and must make mountains of them before they go home, roused NBC to retaliation on his broadcast of April 20. When he used a gag that had been forbidden by the network, NBC cut him off.

The comedian talked into a dead microphone for about 35 seconds (incurable statisticians quickly figured this was $250 worth of time), but the talk aroused by the incident lasted for days and led to similar NBC discipline against Red Skelton and Bob Hope the following Tuesday. The network threw the switch on those two comedians when they overrode NBC objections in order to use gags about their contemporary's throttling.

The Allen lines which were labeled verboten by the network were based upon his ranking recollection that his broadcast of the week before, running overtime, was cut out of the network a minute before he reached the end.

NBC, said Mr. Allen, has "a vice president in charge of programs." This executive, he explained, saves up the seconds and minutes that programs run overtime and when he accumulates two

TV IS FACTOR IN GOP'S CONVENTION DECISION

PHILADELPHIA's importance as a television center played a vital part in the city's selection as site for the Republican National Convention in 1948, according to Roger W. Clipp, general manager of WFIL, Philadelphia.

Mr. Clipp was a member of the Philadelphia committee sent to Kansas City to press the city's case before the GOP officials. Together with Paul Mowrey, ABC's national television manager, he outlined for Republican party leaders Philadelphia's facilities for television coverage of the convention.

The Republican National Committee was told that a Philadelphia convention could be telecast over a network of stations covering all or parts of 13 states controlling 163 electoral votes and including a population of 35 to 40 million persons.

H. Hough Says

ASKED by BROADCASTING for his comments on the latest Fred Allen-NBC discord, Harold V. Hough, general manager of WBAP Fort Worth, widely recognized as the sage of American radio, said:

"As between the comedians and the NBC vice presidents, for the sake of my family, I hope the NBC vice presidents don't get hurt crossing the street."

weeks of time he takes a vacation. It was at the beginning of this gag that Mr. Allen took a 35-second vacation.

By midweek following the broadcast, the incident had become first-rate news. As far as Toots Shor's as Great Britain, an NBC correspondent reported, newspapers carried stories about it on Page One.

The J. Walter Thompson Co., agency for Standard Brands, Mr. Allen's sponsor, requested a rebate in time charges for the 35 seconds of Mr. Allen's dead air. An unidentified NBC official was reported to have replied, "No, but let's talk it over with Allen Trammell." Coincidentally, NBC President Trammell was out of town. Until Thursday, NBC preserved official silence about the incident. Then its skilled press department went to work.

It was announced that Mr. Allen had been offered an NBC vice presidency "in charge of nothing." Mr. Allen, it was announced, had turned the offer down, pleading that his "health and prior commitments prevented his acceptance."

It was announced that the network had ruled that no more comedians would be cut off the air for mentioning the Allen incident.

It was announced that the network had ordered a special Hoop-draft taken of Mr. Allen's April 27 broadcast, on the quite reasonable theory that the publicity the comedian had received would probably attract his biggest audience ever.

Drops Sinatra Option

LENNEN & MITCHELL, New York, last week announced that option for the Frank Sinatra program will not be exercised and that sponsorship of the program by P. Lorillard Co., New York, (Old Gold) will end June 4 at the close of the current 39-week cycle. The program is heard Wednesdays, 9:30 p.m. on CBS. The agency did not reveal any replacement or indicate whether the company will retain the same time next fall.
includes such stars as:

- Dennis Day
- Dinah Shore
- Milton Berle
- Lucille Ball
- Peter Lawford
- Spike Jones
- Alan Young
- Jean Hersholt
- Guy Lombardo
- Lanny Ross
- Jay Jostyn
- Jo Stafford
- Margaret Whiting
- Sammy Kaye
- Jane Withers
- Vaughn Monroe
- Ray Bolger
- Joan Caulfield
- Ralph Edwards
- Alec Templeton
- Vincent Lopez
- Benny Goodman
- Hildegarde
- Connee Boswell
- Morton Gould
- Carol Bruce
- Danny O'Neil
- Frankie Carle
- Mitzie Green
- Dianna Lynn
- Gloria Jean
- Mark Warnow

Twice winner of 1st award at C.C.N.Y. Annual Competition, the Ziv produced quarter-hour show, Calling All Girls now enters its THIRD YEAR with a sponsor list of America's foremost department stores.

STILL AVAILABLE IN MANY MARKETS FOR DEPARTMENT STORE SPONSORS ONLY. WRITE, WIRE OR PHONE TODAY . . .

BROADCASTING * Telecasting

April 28, 1947 * Page 21
Yippee...
sell 'em, cowboy!

GENE AUTRY
AMERICA'S FAVORITE SINGING COWBOY

...another CBS reason—why WMT gives you more listeners at less cost in Eastern Iowa

Out here where the tall corn and smokestacks grow... WMT has wrapped up a great, important market for you by providing exclusively those good, good CBS programs to 1,131,782 people* in Eastern Iowa. When Gene Autry pulls out that trusty "gittar" of his, he's helping to create a "custom-made" audience that is mighty important to you and your clients. Check WMT's coverage in Eastern Iowa against sales and distribution maps. You're missing a terrific sales opportunity if WMT is not on your schedule. Write for availabilities.

* Within our 2.5 MV line.

WMT's story is a big one to tell—an important one to hear—Contact your KATZ AGENCY man at once!
Air Channels Belong to Public, Durr Tells N. Y. Citizens' Group

LEGAL TITLE to the channels of the air belongs to the public, and the determination of "whose interest the air is used in depends on an intelligent public," FCC Comr. Clifford J. Durr declared at a "Crisis and Challenge" rally in New York April 19. Rally was conducted by the Radio Division of the New York State chapter of the Progressive Citizens of America, at the Hotel Capitol.

Appearing on a program which also presented William L. Shirer, former CBS commentator, Ben Grauer, NBC announcer, and Dr. Frank Kingdon, commentator and national co-chairman of PCA, Commissioner Durr explained:

"Radio stations are private property, but the channels over which they operate are public domain." He quoted from the Federal Radio Act and said that the "FCC was set up to see that this (public) title is respected."

Seldom See Writers

Like other governmental agencies, the FCC is "subject to pressures," the Commissioner said. "This public we're supposing to serve doesn't come around often," he said. "But we do see a lot of broadcast licenses and would-be licensees. I would doubt if any member of the Commission has met half a dozen radio writers in his life, and this applies to producers and artists."

The Commissioner said "it would be helpful if we could see more of these people who produce the stuff of which broadcasting is made."

The greatest national danger of the moment, Commissioner Durr believes, is "a nameless and unidentified fear."

"If fear is to be fought," he said, "it must be in words that have meaning; people must have the opportunity to say these words."

Shirer Poses Question

Following Commissioner Durr, Mr. Shirer, whose recent resignation from CBS while under fire created a wide stir in radio circles, pointed to what he said was a reduction in liberal commentators and asked the audience:

"Are you going to get only one point of view—and that conservative?"

The CBS policy of forbidding its news analysts to express personal opinions over the air, he believes, is impossible of execution. The ABC and MBS policies of preventing balanced commentaries are "more intelligent and liberal," Mr. Shirer said.

Broadcasters have argued that in the final analysis it is the people who decide what goes on or off the air, Mr. Shirer said. He found some dissimilarity between that assertion and the fact that the Hooperating of his Sunday CBS commentary was the "second highest of any CBS daytime program and the highest of any commentator on CBS."

Dr. Kingdon's Views

Dr. Kingdon asserted that the basis of radio ownership was "thoroughly phony. Stations which had sold for as much as $1,250,000 possessed physical properties worth only $125,000 he said. The rest of the selling price, he said, was for goodwill, "and that means the channel which is really owned by us, the public."

The present FCC, Dr. Kingdon declared, "is a joke—the tool of the crowd that's running radio now."

Resolutions adopted at the rally included one urging Congress to provide that FCC be "adequately staffed and financed" and to promote the reappointment of Commissioner Durr.

Mr. Grauer acted as master of ceremonies.

NAB Districts 9 and 11 To Elect Board Members

TWO-DAY NAB Area C meeting (Districts 8, 9, 11) to be held May 8-9 at the Palmer House, Chicago, will open with a public relations forum, according to Leslie C. Johnston, WIBF Rock Island, District 9 director. Participating will be Clarence Leich, WGBF Evansville, Ind.; Merrill Lindsay, WSOY Decatur, and F. Van Konyen- nburg, WTCN Minneapolis.

The agenda includes an employee-employer relations discussion with participants including Harry R. LePoldewin, WRJN Racine and George Biggar, WIBC Indianapolis. Discussing the code provision program will be Edgar Bill, WMBC Peoria; Glenn Snyder, WLS Chicago; Worth Kramer, WJR Detroit; Maurice P. Owens, WBOB Rockford; Richard M. Day, WDHY Minneapolis. Small market discussion will include Dan Jayne, WBB Battle Creek; Allan Curnutt, WOSH; John F. Meagher, KYSM Mankato, Minn.; Sales managers discussion will include Harry W. Betteridge, WWJ Detroit; Walter Rothschild, WTAD Quincy, Ill.; Odin S. Ramsland, KDAL Duluth; Districts 9 will elect directors. NAB staff members will take part in proceedings.

UN Disc Series

POSSIBILITY that the United Nations may undertake a transcribed radio series featuring Hollywood stars was reported last week as Christopher Cross, U. S. radio liaison officer of the UN, left for Hollywood to begin work on the proposed program.
CHICAGO AD CLUB WILL AWARD PRIZES IN MAY
FIFTH ANNUAL awards by the Chicago Federated Advertising
Club will be announced at luncheon in the Continental Hotel,
May 8.

Of 65 awards given in ten major divisions, radio and television
will draw five each. Deadline for all entries is April 25,
with $5.00 fee for each classification. Awards for outstanding
radio contributions will be based on Chicago produced network
programs; local programs; educational network programs; educational
local programs, spot announcements and television.

Members of jury associated with agencies or radio organizations
include Burton Browne; Capt. William C. Eddy; Holman Faust;
Richard Hill; Lee Krakover; Burr Lee; Earle Ludgin; Lavinia F.
Schwartz; I. E. Showerman; Arthur E. Thatham; Orin Tovor and
Beulah Zachary.

KHZU BASEBALL SURVEY
National Poll Shows That Broadcasting Greatly
Increases Attendance, Texas Outlet Says

BASEBALL broadcasts tend to increase gate receipts at games
rather than to keep the fans at home, according to results of a
survey made by a representative of KHZU Borger, Tex.

Dr. M. C. Kimball of Borger, chairman of the survey commit-
tee, mailed questionnaires to 185 U. S. cities having radio stations
and Class B, C, or D baseball clubs. Replies indicated, according
to Dr. Kimball, that a ratio of 30 to 0. respondents felt road broad-
casting increased home attendance at games.

Aggregate population of the cities polled was 2,651,355. Total
attendance at games being broadcast was 4,981,398, Mr. Kimball
said. Total population of non-

broadcasting cities included in the study was 3,163,823 and total
attendance of those cities' clubs was 5,710,696 he reported. Of the 185
cities polled, 116 returned com-

pleted questionnaires, he further indi-
cated.

Cosgrove Presides
R. C. COSGROVE, Crosley Divi-
sion-Aveo Manufacturing Corp.
general manager and president of
RMA, will preside at banquet of
Institute of Radio Engineers
Spring Technical Conference in
Cincinnati May 3. Kenneth W. Jar-
vis is to be consultant speaker.
Conference will deal entirely with
television. Banquet will be held at
Hotel Alms.

In the heart of the Tennessee Valley,
20 million kilowatt hours doesn't
seem like much electricity—but it's
a lot when you know that IT REPRE-
SENTS JUST THE INDUSTRIAL POWER
USED IN THE NASHVILLE AREA DUR-
ING ONE MONTH. That power
speeded manufacturing, employed
thousands and added dollars to buy-
ing income in the rich Nashville
market. And WSIX can help speed
your sales in this area, too. Wide
popularity means effective, economi-

cal coverage for WSIX.

AMERICAN * MUTUAL 5,000 WATTS 980 KC

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

Proposed Evansville Grant Brings Protest

WJPS Files Exceptions to FCC
Action Favoring Tri-State

ASSERTING that its programs
will be "designed by experienced
broadcast station operators to
meet the needs of Evansville" and
"will not be duplicated by an FM
station, thereby providing more
cast competition," WJPS
Tri-State wretched filed exceptions
to FCC's proposal to grant the ap-
lication of Tri-State Broad-
casting Corp. for 1330 kc at
Evansville (with 5 kw) and deny
its own [Broadcasting, April 7].

WJPS claimed that three of Tri-
State's principals—Robert H.
Hinckley, ABC vice president; F.
E. McKinney and F. M. McHale
"became interested in promot-
ing and developing FM stations
in Indiana" and applied for AM
outlets at Ft. Wayne, Evansville,
Indianapolis and Terre Haute "to
carry the FM stations and to

broadcast substantially the same
programs on both."

Qualifications Cited

The exceptions contended that
WJPS is better qualified and
"more likely to serve the interests
of Evansville than is the proposed
Tri-State network and FM feeder
stations"; that a grant to WJPS
"will tend toward greater diver-
sification of ownership of this me-

dia . . . in Indiana," and "will

not create the problems which

arise out of national network
officials applying for an Indiana
AM and FM network."

WJPS owners are Robert S.
Davis, part owner of WGRG Louis-
ville (34% of common stock and
70% of preferred); J. Porter
Smith, president, sales manager
and 10% owner of WGRG, and
Jesse L. Kennard, in the oil pro-
duction business. Messrs. Smith
and Davis would ultimately own
46.5% each; they also are inter-
ested in an application for Day-
ton, Ohio. Their petition was filed
by George E. Strong, Washington
attorney.

KPBX AT BEAUMONT, TEX.
WILL START ON MAY 1

SOUTHEAST TEXAS is being cir-
cularized by direct mail advances
on the debut of KPBX Beaumont,
new 1 kw station expected to go on
the air May 1 on 1380 kc.
KPBX's staff is headed by Paul
Bekveld, former WWL New Or-
leans sales manager. Production
and programming will be directed
by Lynn Williams, former program
manager of WKRG Mobile, Ala.
Station is owned by Mr. Bekveld,
Vincent Callahan, former manager
of WWL, and Eugene A. Zukert,
professor of business at Harvard
U. KPBX studios will be located in
the New Crosby Hotel in Beaumont.
Transmitter site is about three
miles southeast of the city.
Kentucky leads the Nation

IN AGRICULTURAL GAINS

We are proud to be doing our part

MORE THAN $7,000 in prizes were distributed in December, 1946, to 152 Kentuckiana farm men and women whose records of progress impressed judges in four incentive farm programs sponsored by The Courier-Journal, The Louisville Times and Radio Station WHAS. These programs are: The Home and Farm Improvement Campaign, The Tom Wallace Forestry Award, The Soil Conservation Essay Contest and the 4-H Club Championships in Agriculture and Home Economics. Grateful acknowledgment is made of the whole-hearted cooperation given by the University of Kentucky College of Agriculture, Dean Thomas P. Cooper and his staff of extension workers.

BARRY BINGHAM, PRESIDENT of the newspapers and the radio station has given the purposes of the contests as follows:

TO PROMOTE the prosperity of agriculture in Kentucky and the neighboring counties of Southern Indiana, a prosperity upon which the welfare of all our people, regardless of their pursuit or walk of life, largely depends.

TO INCREASE the income and raise the living standards of the agricultural families of this area and thereby improve their well-being and provide a better outlook for every man, woman and child living on our farms.

TO STRENGTHEN the economic status of the whole population of this area through an improved economic status for those engaged in our principal industry, agriculture.

TO ACCOMPLISH these important ends by encouraging and rewarding efficient farm management, systematic accounting and control, crop diversification, better livestock, soil conservation, farm-sustained homemaking and home improvement.

HERE ARE OUR INCENTIVE PROGRAMS

Home and Farm Improvement ........................................ $5000.00
Nine years ago the Home and Farm Improvement Campaign was inaugurated to recognize on a comparative basis annual progress made in agriculture and homemaking. Prizes are awarded to farmers for efficient farm management, crop diversification, better livestock, soil conservation and community activities. Farm women are awarded for excellent records of farm-sustained homemaking and home improvement.

Tom Wallace Forestry Award ......................................... $400.00
Named for the Editor of The Louisville Times, a long-time friend of conservation, the Tom Wallace Forestry Award was begun five years ago. The prizes are awarded to Kentuckiana farmers. A grand prize of $200 is given for a complete forestry program, one $100 prize for protection, management and utilization of established wood areas and one $100 prize for planning.

Soil Conservation Essay ................................................ $1500.00
Farm girls and boys in grade and high schools of Kentucky three years ago began competing in the Soil Conservation Essay Contest, sponsored in cooperation with the Kentucky Association of Soil Conservation District Supervisors. This year, 4,635 students wrote essays on: "Why a Soil Conservation Program Is Important to Kentucky." U. S. Savings Bonds went to three grand prize winners and to champions in 76 Soil Conservation Districts.

4-H Club Championships ................................................ Two Gold Watches
The farm program of the newspapers and the radio station was enlarged this year to include two awards for the 4-H Club State Champions in Agriculture and Home Economics. Winners are selected on a basis of the 4-H Club projects and competes during the year, community and club leadership and upon participation in constructive farm programs. One boy and one girl are selected for the awards.

IN 1947 ANOTHER INCENTIVE FARM PROGRAM IS TO BE INAUGURATED, ENCOMPASSING THE WORK OF FUTURE FARMERS OF AMERICA

WRITE FOR FREE BOOKLET ON KENTUCKIANA'S AGRICULTURAL GROWTH
Address request to Radio Station WHAS, Louisville 2, Kentucky

LOOK TO LOUISVILLE

Radio Station WHAS

The ONLY radio station serving ALL of KENTUCKIANA

Represented nationally by Edward Petry & Co., Inc.
Thirty Companies Are Honored
By Brand Names Foundation

CERTIFICATES of public service were presented last week by the Brand Names Foundation to 30 companies with "brand names" which have been tested by the judgment of the American people for 50 years or more and have won and held public confidence through un flaunting integrity, reliable quality and fair pricing.

Of the 30 awards, six went to companies whose brand names have been in use for over a century, 11 for those with 75 years or more, and 13 were Golden Anniversary Certificates.

Odest of the brand names honored with a Centennial certificate was "Revere," the name which identifies the products of Revere Copper and Brass Inc. of New York City and Rome, New York. It was founded in 1801 by Paul Revere.

Three other New York brand names which also received Centennial Certificates were "Henderson's Testeed Seeds," produced by Peter Henderson & Co., and "Pierce," the beer now known as "Pierce's." These brand names were used to identify paint made by the F. O. Pierce Co. Both these names were introduced in 1847. C. O. Brantley, advertising manager of Peter Henderson & Co., accepted his former firm's award, and the Pierce certificate was presented to L. F. Thompson, assistant to the president of F. O. Pierce.

The remaining 15 New York brand names included:
1. "Lamode," brand name of buttons made by B. Blumenthal & Co., Inc., since 1857, award accepted by Philip Schechter, secretary of the company.
4. "Stalworth," brand name since 1910, award accepted by D. R. Stalworth, president.
5. "Kraft," brand name since 1896 for beauty preparations made by Daggert & Randsell, awarded present to William B. Bonyn, manager of "Fleischmann's," brand name since 1878 for olive oil.
6. "Revere," brand name since 1879 for beer.
7. "Rand's," brand name since 1879 for dress shirting.
10. "Dietz," brand name since 1919 for small arms ammunition.
11. "National Radio Company," brand name since 1928
12. "Truett's," brand name introduced in 1871 for dress shirting and other products made by the J. B. King Rubber Co., citation accepted by Harold W. Quilty, sales manager.
15. "Beverwyck Breweries," brand name since 1878, award accepted by James L. Ramsdell, president and treasurer.

Five brand names sold by Solomon Pal- mor, New York, were awarded citations: "Palmer's Perfumes," established in 1847; "Palmer's Jockey Club," perfume introduced in 1878; "Palmer's Flower Panni," perfume in use since 1895; "Palmer's Soap Shop, in use since 1878; and "May Bloom," perfumes, in use since 1897. Awards were made to brand names accepted by Lubin Pal- mer, president of the company.

Others Honored
The five brand names with New York brand names included:
1. "Nostalgia," brand name of worsted hand knitting yarn since 1816 by the Robert Lee Co., citation accepted by James L. Ramsdell, president.
2. "Lipton," brand name of tea products produced by Alexander Lipton, since 1887, citation accepted by William Brooks, director of advertising.
3. "Flint," brand name of men's hats manufactured by Disney Hats Inc. since 1884, and "Lee," brand name since 1885 of men's hats manufactured by the Frank H. Lee Co., both received by James L. Ramsdell, president.
4. "Lipton," brand name of tea products produced by Alexander Lipton, since 1887, citation accepted by William Brooks, director of advertising.
5. "Flint," brand name of men's hats manufactured by Disney Hats Inc. since 1884, and "Lee," brand name since 1885 of men's hats manufactured by the Frank H. Lee Co., both received by James L. Ramsdell, president.

DISTRIBUTION
The certificates were delivered by the Brand Names Foundation to the following companies:
1. "Aquarian," brand name of field hockey equipment since 1923, award accepted by Donald G. Moore, president.
2. "Beverwyck Breweries," brand name since 1878, award accepted by James L. Ramsdell, president and treasurer.
3. "Beverwyck Breweries," brand name since 1878, award accepted by James L. Ramsdell, president and treasurer.
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25. "Beverwyck Breweries," brand name since 1878, award accepted by James L. Ramsdell, president and treasurer.
26. "Beverwyck Breweries," brand name since 1878, award accepted by James L. Ramsdell, president and treasurer.
27. "Beverwyck Breweries," brand name since 1878, award accepted by James L. Ramsdell, president and treasurer.
28. "Beverwyck Breweries," brand name since 1878, award accepted by James L. Ramsdell, president and treasurer.
29. "Beverwyck Breweries," brand name since 1878, award accepted by James L. Ramsdell, president and treasurer.
30. "Beverwyck Breweries," brand name since 1878, award accepted by James L. Ramsdell, president and treasurer.

BROADCASTING • Telecasting

Cleveland will have new station in June
WJMO is planning to go on the air about June 1 as a 1 kw daytime Cleveland outlet on 1540 kc. Dave Baylor, vice president and general manager of WJMO Broadcasting Co., announced last week. Mr. Baylor formerly was with WGAR Cleveland as program director.

President of WJMO Broadcasting Co. is W. J. Marshall. Larry Shipley, who also was at WGAR for a number of years, then with WYCD and who now more recently has conducted a radio manufacturing business of his own, has been engaged as chief engineer.

The WJMO transmitter and offices will be located at 2157 Euclid Ave., Cleveland.

Rattler Roundup
PAT RYAN and Lester Tucker, sports an- nouncer and engineer at WKY Oklahoma City, are currently known as the most troubleshooters on the station's staff. Messrs. Ryan and Tucker earned the accolade by an on-the-spot broadcast of the annual rattlesnake hunt near Okemah in eastern Oklahoma.

After the hunt they were guests at a rattlesnake meat dinner attended by the hunters. Purpose of the annual rattler round-up is to collect venom for medicinal use.

WDAS ASKS FM RULING ON BASIS OF RECORD
WDAS Philadelphia, its FM application challenged by rival applicants since the station of the sale is pending, told FCC last week that the Commission "very properly can and should issue a decision on the basis of the record as it now stands."

If the WDAS application is granted, the station said in a petition, the application for approval of the WDAS to William Goldman Theatres would be amended to include the FM grant (at no increase in the $458,000 purchase price for WDAS). The Commission would be upon Goldman Theatres' qualifications.

There are five applicants for four channels. Three of the five applicants have opposed a petition of Goldman Theatres for a grant of WDAS approval of the WDAS application or, alternatively, a reopening of the matter. WDAS FM is the only one of six applicants to present evidence [BROADCASTING, April 21]. WDAS' petition, filed by Reed T. Roloff of the Washington law firm of Kirkland, Fleming & Ellis, offered no objection to a reopening of the record but considered it unnecessary.
SALES CYCLES.. AND KILOCYCLES

Buyers’ market.. sellers’ market.. buyers’ market. The phases of the economic cycle come and go. Now, selling gets the emphasis again.

And six of the sellingest tools at your command are the six Westinghouse radio stations. With top network attractions.. with local programs geared to local needs.. and with ingenious program promotion, these powerful stations have built large and loyal audiences in six great market areas: Boston and Springfield, Philadelphia and Pittsburgh, Ft. Wayne, Indiana, and Portland, Oregon.

Your program on a Westinghouse station gets attention.. and results!

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA

National Representatives, NBC Spot Sales — Except for KEX • For KEX, Free & Peters
RCA 1 KW FM
Broadcast Transmitter
BTF-1C
This is a Transmitter Man's TRANSMITTER

You know what is meant by a ballplayer's ballplayer. He looks good to the public. Sure... but more than that, he looks good to other ballplayers. He makes every play in just the right way—and he makes them look easy, not hard.

The RCA 1KW FM Transmitter (Type BTF-1-C) has a similar standing among transmitter men. It looks good (RCA has always been the leader in styling)—and it sounds good, too (performance specifications are unexcelled). But more than that, it has the engineering features which your engineer appreciates and wants. Some of these features, such as the mechanical design and the control circuits, are common to all RCA transmitters and are already well-known to him. Other features, listed below, are particular to this new FM transmitter.

DIRECT FM-type exciter. No fussy, complicated circuits. No trick tubes. (There are only four r-f tubes—an oscillator, two triplers and a buffer amplifier). Frequency control circuits provide crystal-equivalent stability, but are completely independent so that a failure in these circuits does not affect modulation or take the transmitter off the air. Because it uses fewer tubes, does not involve phase multiplication, this exciter is inherently capable of lower noise and distortion than any type yet developed.

ONLY 8 R-F TUBES in the whole transmitter (one oscillator, two triplers, one doubler, four amplifiers). There are two audio tubes, and seven tubes in the power supplies (not including voltage regulators). Thus there are only 17 tubes whose failure can take the transmitter off the air (thirteen additional tubes in regulator and control circuits do not contribute to outages). The total of 30 tubes is, we believe, the lowest number of any similar transmitter of this power.

GROUNDED GRID CIRCUIT used in final amplifier, requires no neutralization, provides greater stability than can be obtained with older, more conventional amplifier circuits. This is the easiest transmitter to adjust that you've ever worked on. Can be tuned in a few minutes' time by inexperienced personnel.

DISC-SEAL TUBE, the RCA 7C24, especially designed for grounded-grid operation, is used in the final amplifier (and also in the final amplifier stages of the RCA 3KW and 10KW FM transmitters). Quantity produced, field-tested, rugged, and inexpensive—it is the best-suited tube yet designed for this use.

SHIELDED TANK CIRCUIT used in the final amplifier (and also in RCA 3’s and 10’s) is a concentric-line design in which the outer tube is at ground potential. Tube and inner line are completely enclosed providing near-perfect shielding. Only in this way can the flow of r-f currents in the cabinet be prevented. R-f radiation from the transmitter housing (and r-f pick-up in nearby audio circuits is less than with other tank circuit design).

SINGLE-ENDED OUTPUT is an important feature. Single-ended circuits are more stable and easier to adjust (no balancing) than push-pull circuits—particularly at FM frequencies. Moreover, single-ended circuits are more easily matched to the grounded transmission lines universally used in FM service.

ACCESSIBILITY is the keynote of the mechanical design. True vertical-chassis construction (used by RCA since 1935) makes every component easily reached (and easily removed)—provides unimpeded up-draft ventilation. Unit-type assembly makes for easy installation, flexibility and simple modification for higher power.
How Lanham Act Will Affect Radio

New Trade Mark Law Will Be Effective July 5, 1947

By SHERMAN R. BARNETT

When a new broadcasting idea "rings the bell," equity and good conscience dictate that the person who dreamed it up, whether genius or just lucky, should be protected against poachers. As all advertising men will unquestionably agree, new titles, slogans, formats and other radio advertising expedients which really CLICK are often the product of labor pains every bit as severe as those which bring forth mechanical inventions for which patents are granted for a period of 17 years.

But, as the trade-parasites well know, equity and good conscience do not always have the force of law—and there are technicalities (in the current but pre-radio trade mark law) which favor the pirate. For example, a trade mark used in connection with the sale of merchandise must be "affixed" to the merchandise.

Come July 5, 1947 a new and improved trade mark law, commonly known as the Lanham Act, will be effective. This new law is not a hurried product of a few legislators and a handful of lobbyists. Definitely not. It culminates over 20 years of effort to obtain a revised trade mark law from Congress and reflects the industry, perseverance and cooperation of many individuals and organizations throughout the United States, including the Assn. of National Advertisers, the National Assn. of Manufacturers, the New York Trade Assn. Executives, the National Industrial Council and various bar associations. Whatever may be said of the Lanham Act, it is most definitely anything but ill-considered and hastily enacted.

What effect, if any, will the new law have on radio?

Much Loose Talk

Since the signing of the Lanham Act there has been considerable loose talk which has left the impression among many laymen and some lawyers that henceforth virtually everything on the air may be protected against colorable imitation—everything from the half hour tone signal to Spike Jones' bomp.

Such talk is largely conjecture—often with at least a dash of "hot air."

True, it will now be possible to protect some distinctive features of radio advertising which could not be protected heretofore—but the specific language of the Act is not necessarily as broad as has been claimed. Indeed, it may well develop that but relatively few distinctive features of radio advertising can be protected. Much depends on the resourcefulness of the radio advertisers and the ingenuity of counsel—not solely in the future when the regulations are written and specific controversies reach the courts, but RIGHT NOW. Mr. Barnett of Patent Office has made some remarks on the Lanham Act directed to the Assn. of National Advertisers:

We know that you as merchants have always gone to your customers to sense their needs and to be guided by those needs in your advertising. We differ little from you there. You have goods to sell—we have only public service to dispense. We should make and dispense only that kind of public service that you need and we are going to ask you to tell us what under this Act you do need.

We want you to make any suggestions that you believe pertinent for our rules and forms. We want you to be critical of the rules we propose in order that nothing be left in them to irritate or prejudice the attitude of the public. It comes effective. That is your obligation to the Patent Office.

It must be remembered that the Lanham Act is not the result of a demand for greater protection for broadcasters and radio advertisers. On the contrary, the Act is directed to a broad revision of the trade mark laws and the word "radio" appears in the Act but once. The Act should not be condemned merely because it may fail to provide a patent answer for every trade mark question in the radio broadcasting field.

Purpose of the Act

On the language of the law itself:

The intent of this Act is to regulate commerce within the control of Congress by making actionable the deceptive and misleading use of marks used in such commerce, to protect registered marks used in such commerce from interference by State or territorial legislation; to protect persons engaged in such commerce against unfair competition; to prevent fraud and deception in such commerce by the use of reproductions, copies, counterfeit or colorable imitations of registered marks; and to provide rights and remedies stipulated in such commerce in respect of trade marks, trade names, and unfair competition entered into between the United States and foreign nations.

The principal provisions which are applicable to radio will be:

SIGNIFICANCE of the new and improved trade mark law (commonly known as the Lanham Act) as it relates to the radio industry is discussed in the accompanying columns by Sherman R. Barnett, general counsel and member of the board of directors of Free & Peters Inc. and Wright-Sonoran Inc. and since March, 1946, a partner in the law firm of Barnett & Barnett in Chicago. The Lanham Act will become effective July 5, 1947 and Mr. Barnett explains in some detail what it may mean to radio. A graduate of Dartmouth and of Northwestern U. Law School, Mr. Barnett has practiced law in Chicago since 1928. He was engaged in general practice until 1931, when he began specializing in the law of patents, trade marks, copyrights and unfair competition.

Mr. Barnett

more easily understood by first referring to one of the principal shortcomings of the old law which the new law seeks to correct.

Under the current, pre-radio law (the Lanham Act, remember, does not become effective until July 5, 1947), a trade mark may not be registered until it is "used" and, in order to be "used," it must be "affixed" to the articles which it identifies. Obviously, a mark which identifies a radio program cannot be "affixed" to the program. It was for this reason that the Second Circuit Court of Appeals said, in 1941:

We doubt whether there is any right to claim a trade mark in such a name as "Talk It Or Leave It" for a quiz broadcasting program. It seems to have been a mere descriptive title and not to have been affixed to any goods.

The language employed in some of the Court decisions appears to indicate a somewhat desperate search for substitute legal concepts in an effort to make up for the absence of a clearly defined remedy for trade mark wrongs in the broadcasting industry.

In the Mr. District Attorney case the Court said:

That property right exists with respect to a combination of ideas evolved into a program, as distinguished from rights in particular scripts, finds support in defendant's own course of conduct. When it transferred any rights to "Mr. District Attorney" it sold not the script but the basic idea. Of course as already appears, we are here dealing with a specialized field having customs and usages of its own.

In the Information Please case the Court said:

In the earlier days it doubtless would have been held that a magazine is in competition with another magazine and that therefore the use by one person of two words so commonplace as "information" and "please" to designate "a" a verbal program carried over

(Continued on Page 32)
Beyond the Bluest Horizon

In the days of the square-rigged sailing ship, messages were sent from one vessel to another by dropping a sail from the yard-arm a certain number of times.

Naturally, the distance a message could be sent was restricted by the vision range. In no case could it reach beyond the horizon.

Your message sent by WCBM is limited in scope neither by vision nor the earth's curvature. Time-buyers know that this station can be depended upon to reach beyond Baltimore's urban horizon and promote their product in the homes of thousands throughout the metropolitan area.

Baltimore's Listening Habit

WCBM
Mutual Broadcasting System

Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President
George H. Roeder, General Manager
Lanham Act
(Continued from page 30)
the air would not prevent another person from using the same words as the title, designation, slogans, character names, and distinctive features of another service or mark being advertised in commerce.
3-CERTIFICATION MARK: "A mark used upon or in connection with the product of any person other than the owner of the mark to signify the origin, genuineness, material, mode of manufacture, quality, security, or other characteristics of such goods or services or that the work or other services was performed by members of a union or other organization," e.g. the seal of the Underwriters Laboratory.
4-COMPANY MARK: "A trade mark or service mark used by the members of a company or an association of other collective group or organization and includes the marks used in affiliation with membership in a union, an association or other organization," e.g. the Rotary Wheel Emblem.
What Used Means
The emphasis on the word "used" in each of the above definitions is ours. The following definition of that word, as found in the Act, is important:
For the purpose of this Act a mark shall be deemed to be used in commerce (a) on goods when it is placed in any manner on the goods or their containers or packages, or in or on a display, advertisement or other commercial instrument, or on or in any other matter in or on the goods; and (b) on services when it is used in connection with the advertising of services and the services are rendered in commercial use.
A moment’s study of the above definitions will show that the field of inquiry for our present purposes (which does not include television) is immediately whittled down to but one category, namely, the service mark—"a term which will without question become more familiar to the broader public than the term "trade mark." This service mark may be eliminated from consideration because they refer only to marks used on goods or displays associated therewith. Certification marks and collective marks are specialty marks not particularly applicable to radio. Hence, by elimination, it is seen that whatever advantages may be afforded the broadcasting industry under the Lanham Act will lie in its provisions relating to the service mark.
A service mark, as above noted, is one used or displayed in the sale or advertising of a person’s services to identify such services and distinguish them from the services of others. It does not apply to goods.
Unwise, indeed, is the man who undertakes to state for a certainty that this interpretation of the broadcasting industry under the Lanham Act will lie in its provisions relating to the service mark. It should be understood that the following observations are directed to possibilities only.
Possible Interpretations
The courts might well limit the term “service” to mean such generally recognized services as banks, insurance, intelligence services, governmental service, transportation, freight, etc. If so, the benefits deriving from radio from the Lanham Act will not be as all-inclusive as has frequently been suggested. The provision would then help only those advertisers having services to offer. It would also probably enable broadcasters themselves to register their own identifying service mark, whether it be a network chime or an identifying jingle or signature announcement.
A broader interpretation of the term is quite possible and will undoubtedly be urged.
Further, slight changes in form may be made in an effort to circumvent the narrower interpretation. For example, the pen and pencil manufacturer, whose sole object is to sell pens and pencils, may succeed in registering the distinctive title, slogan or other features of its radio program on the perfectly legitimate representation that it is advertising a service, namely, repairing a particular brand of pen and pencil, regardless of its condition, for a flat charge of 35 cents to cover handling.

Anybody’s Guess
Following suit, the automobile manufacturer could easily add a few words to his commercial regarding the free inspection service offered by all of his dealers.
Likewise, the other merchants of tangible goods who have distinctive features in their radio programs could thus protect could, for the joint benefit of the public and themselves, inaugurate and advertise on the air some service, free or otherwise.
For the courts, however, it is anyone’s guess as to how effective such changes will be in providing...
SOMETHING NEW IN RADIO

One Station

with TWO FREQUENCIES
TWO NETWORKS
TWO AUDIENCES

WFAA • 820 KC  WFAA • 570 KC
(HALF TIME ON EACH FREQUENCY)

REPRESENTED NATIONALLY BY...
EDWARD PETRY & COMPANY, Inc.
Lanham Act  
(Continued from page 32)  
an excuse for service mark registra-
tion. It is merely suggested that such changes MAY prove to be worth the effort.

The soap manufacturer, with no substantial change in his format and at little additional expense, could create and advertise an expert advisory service on how to remove spots for various kinds of material or some other legitimate and helpful service.

Indeed, there well may be those advertisers who will frankly con-
cede that their primary objective is to sell goods, but, nevertheless, argue with conviction that they are rendering a service of a high quality in bringing to the public each week a half hour of expensive entertainment. For example, such an advertiser might contend his business comprises (a) selling farm equipment and (b) offering the public a half-hour of the world's finest music every Sunday afternoon—which which is regularly enjoyed by millions of people from coast to coast. There is no requirement in the Lanham Act that a charge should be made for the service rendered under a service mark. The mark must merely be used in the sale or advertising of services and the services must be “rendered in commerce.” (See cases cited in foot-

To view the situation from another angle, should a great pharma-
cist insist for no reason other than pure public service offer the public a half-time broadcast of fine entertainment each week, and use a distinctive expedient for adver-
tising his weekly broadcast, that distinctive expedient should prop-
erly be registerable as a service mark under the new Act. If that is correct, it may well be argued that the mark could be legally as-
signed in connection with the sale of the program, to a manufacturer of tangible goods. Being legally as-
signable it should follow that reg-
istered service mark should not thereupon become invalid merely because the assignee is engaged in the sale of tangible goods and of-
ers no service to the public other than the weekly program of fine entertainment.

Who May Register?
That also raises the question as to who may register the distinctive advertising feature. The sponsor? The talent? The producer? If the sponsor registers, what happens to the registration when the program, distinctive feature and all, is sold to another sponsor? If the star can obtain registration what happens if the star is fired but the show goes on with a new star? And so it goes.

It has been said on good au-
thority that with respect to “radio marks” the provision relating to service marks is meaningless unless one views advertising as a service to inform people of goods.” On that point, it is quite likely that the courts may soon be called upon to determine the scope of the phrase “distinctive features of ra-
dio or other advertising.”

First of all, is “radio advertis-
ing” merely the commercial an-
nouncements or does it cover as well the noncommercial program content? Will the courts hold, as a matter of law, that when a per-
formance is being broadcast, the Metropolitan Opera, or the Chicago Cubs, or the Screen Guild Players is in the act of advertising? If so, what distinctive features of their respective performances may be protected—and who is entitled to registration if they happen to have more than one sponsor? If not, isn’t the whole question of “radio marks” reduced to registration of nothing except distinctive features of strictly commercial copy (such as the Bromo Seltzer talking train)—or is there still a middle-groun-
room for registration of such things as a theme song, Mortimer 
Snerd’s entrance tune, or the cac-a-
phony of the tobacco auctioneer?

Obviously there are some de-
cided advantages to radio in the

Robert, The New Trade Mark Manu-
al, p. 43

CERTIFICATES of appreciation from Veterans Administration Radio Dept. for assistance given to Here’s to Veterans series on two programs, Fifer McGee and Molly and Carmen Cavallero Show, were accepted by Alan Wallace (r), Needham, Louis & Brorby, and Jack Simpson (t), Russell & Thomas Co., on behalf of their agencies, sponsors and talent. Presentation was made at Chicago Radio Management Club Luncheon. Brookes Connelly (center) of VA’s Chicago office presided.

Lanham Act. As a matter of fact, it may prove a great boon to radio advertising. But it is well to bear in mind— in all fairness to the courts, the Patent Office, the adver-
tiser, the radio industry and the trade mark lawyers—that there are many, many questions to be answered during the next few years before the true and full impor-
t of the new trade mark law will become known.

SUIT FOR $50,000 FILED  
AGAINST WMOB MOBILE  
SUIT for $50,000 has been filed against WMOB Mobile, Ala. by a Mobile theatre operator who charges the station with broadcasting a talk intended to “defame” him.

The broadcast and resultant court case developed from a contro-
versy between Moving Picture Operators Union Local 519 and the King Theatres, operated by Charles H. King. Mr. King has previously sued the union for $25,000 charg-
ging that the union’s broadcast from the station a talk including the sentence, “Does it make sense to you that one lone theatre owner . . . could be in a position to wrap around his finger the 45,000 colored people of Mobile?”

According to Archie S. Grinaudis, WMOB manager, Mr. Johnson later broadcast an apology for not hav-
ing reported both sides of the issue and Mr. Grinaudis himself followed with a public retraction in which he said Mr. Johnson’s remarks were not authorized by WMOB.

Philco Wins Award  
PHILCO Corp., Metal Division has been presented with the Grand Award of the Philadelphia Safety Council in recognition of its perfect no-accident record last year. Pre-
sentation was made by Clarence 
Johnston, President of Philadel-
phia’s Chamber of Commerce and Board of Trade.
growing
greater audiences

4 important Hooper gains! Weekday Mornings up 23% • Weekday Afternoons up 20% • Evenings (Sun. thru Sat.) up 26% • Total Rated Time Periods up 19%

The October, 1946 through February, 1947 Hooper, "Continuing Measurement of Radio Listening" (Fall-Winter) reports these great audience gains as compared with the corresponding report of the preceding year. Truly, this is a success story of KXOK's policy of "consistently better programming." Features like Rush Hughes, Weathercasts, News Coverage by all four major news services, Safety Driver Awards, Junior Town Meeting ... plus ABC's top network shows ... all these are the reasons for KXOK's consistent audience gains.
Some critics belittle any initiative by management to promote healthy employee relations as "paternalistic," yet many of these same persons extol the virtues of these very programs if and when they are created through unionized bargaining.

The major step toward good industrial relations comes when executive leadership integrates human engineering with production engineering and applies practical techniques to both.

5. Develop and disseminate a greater body of facts and information to all broadcasters so that they may become more conscious of, and better acquainted with, the complex problems involved in employee relations. Radio is essentially composed of small business units. Individually these stations can't employ industrial relations specialists; neither can the managers devote all their time to this multi-sided phase.

The most apparent solution is to create a greater fund of information by which broadcasters may pursue a constructive and progressive industrial relations program.

Full Discussion

All too often perfectly fantastic union demands have resulted in protracted negotiations which serve no better purpose than to generate ill-feeling and even disgust.

Bargaining connotes a "give and take" exchange of proposals but it does not require the creation of outlandish smoke screens. Unsupportable and undesired demands presented to harass and confuse the listener or consumer can or should pay no dividends to the nation.

But perhaps the most important is that these same proposals can or should pay dividends to the nation. Basically, the "party-line boys" and their followers are clearly in the minority at present. Yet, Communist domination of certain unions, in other fields of business, has been accomplished by astute, diligent minority leaders.

Danger of Strife

Radio and newspapers—America's two vital media of free speech and education—are significantly important key spheres of operation for "ideological adherents." It would, indeed, be unusual if the patterns of master strategy, common to "CP" infiltration, were not increasingly applied within radio unions.

To combat this potential menace to a free radio, a specialized leadership problem for the incumbent officers of the major unions now functioning in the broadcasting industry. However, one shouldn't pass off too lightly the real near-term possibility of cumulative strength among Communist groups in, at least, a few radio unions. If, and when, this develops, broadcasters will experience turbulence and strife and chronic "needling" as common industrial-relations characteristics.

Science and economics have dictated a truly great future for radio as a field of enterprise and of

(Continued on page 72)
During 1947, Stone & Thomas, West Virginia's largest department store, is celebrating its 100th anniversary.

Things have been happening in Wheeling and there's more to come ... parades with floats and banquets and pageants and radio shows and just about everything that goes into making a bang-up celebration for a respected and valued friend.

WWVA, long accepted as a vital media for Stone & Thomas' daily advertising, points with pride to the many years of happy association with this wide-awake organization that has unfailingly served the vast Wheeling retail market for a hundred years.

After June 15th ... on CBS

WWVA
WHEELING, W. VA.
50,000 WATTS
FORMULATING future plans of the National Assn. of Manufacturers' radio department are (1 to r): G. W. (Johnny) Johnstone, director of the department; William S. Rainey, writer and producer; Catherine Woolley, writer and editor; Lawrence E. Witte, script writer. Among their productions are Your Business Reporter, Briefs for Broadcasters, and It's Your Business!

Van Curler Asks Oral Hearing
Or an Immediate Channel Grant

PETITIONING for an immediate grant or oral argument, Van Curler Broadcasting Corp. last week attacked FCC's invitation to new applicants to compete with Van Curler for the channel WOKO Albany was ordered to vacate [BROADCASTING, April 14].

The petition argued that FCC, under the law and its own rules, had no alternative but to grant or deny the application now.

It claimed that FCC, rather than Van Curler, insisted that the application be heard while the WOKO license denial was still pending before the Supreme Court, and that would-be applicants actually have had 18 months in which to file for the 1400-ke frequency at Albany. The petition asserted:

In pressing Van Curler to hearing before the conclusion of litigation, the Commission adopted an expeditions method of assuring that if its denial of WOKO's license was sustained, a qualified applicant would be in position for immediate action to carry on operation in the public interest with a minimum of delay and interruption.

The recent order reverses that determination and invites delay, confusion, and very likely another effort on the part of the parties in interest in WOKO Inc. to retain the station.

Van Curler said that as the only applicant for 1400 ke at Albany, it would be entitled under FCC rules to a grant without hearing, having the hearing not already been held. "It seems clearly arbitrary and capricious," the applicant said, "for the Commission to withhold action on an uncontested application after hearing which under Sec. 1382 of the Rules is eligible for a grant even before a hearing."

WOKO Albany was ordered deleted by Aug. 31 for concealment of ownership of 24% of stock. FCC refused to pass immediately upon the Van Curler application for WOKO's frequency with 5 kw, ruling instead that new applications would be accepted until June 1 for comparative consideration with Van Curler's. It is considered probable that at least some of WOKO's present owners will bid for the channel, although Van Curler's petition interprets the FCC "invitation" as being extended to "unknown persons, here-tofore not connected with WOKO Inc."

Van Curler pointed out that FCC "frequently grants contingent applications simultaneously." The petition referred to a grant to Public Information Corp., at Durham, N. C. for the frequency being vacated by WNDN Durham, and to a proposed decision to grant Viet rans Broadcasting Co.'s application for the channel which, under the same decision would be vacated by KTHT Houston. Van Curler asked:

If the Commission is to be consistent in its reasoning with Van Curler, should not action have been withheld on the Durham and Houston grants to Public Information Corp. and Veterans Broadcasting Co. to allow time for the filing of competing applications for the local frequencies involved?... Why does the public interest require that a waiting period for competing applications be established, when the uncertainty of the WOKO litigation is resolved, but not when the FCC itself initially resolves the availability of contingent frequencies?

The adoption of the memorandum opinion on Van Curler sets a dangerous precedent which will certainly undermine future administration of the Commission's functions. The effect will be that no one will file for the frequency of a station whose renewal application has been denied until litigation concerning that denial has been finally concluded. Moreover, litigation by the station whose renewal has been denied will be encouraged because the station may now confidently expect to continue in operation not only until the conclusion of appeal but for a substantial period thereafter.

The petition was filed by John P. Southmay of Fisher, Wayland, Duvall & Southmay, and Thurman Arnold and Abe Fortas of Arnold & Fortas, Washington counsel for Van Curler.
This Texas longhorn, once the patriarch of the plains, now has a home address of “City Zoo, San Antonio.” His kind were once the big bosses in the cattle business—the king of the cow country—the breed of animal around which Texas history was written.

Like a lot of has-been favorites, the Texas longhorn is no longer the leader in his field. Cattle people found that there were better breeds and they forsook the longhorn for the short-horn steer and for the Brahma cow.

Much the same thing is happening in Texas radio. Some of yesterday’s favorite stations—still doing business in the same out-modeed way—find listeners looking elsewhere for new and smoother programs, and for improvements in the way of serving the people in this part of the Nation.

“Texas’ Fastest Growing Radio Station” has proved itself a favorite on the way up. With 50,000 watts on 680 kc, the service and entertainment that rides its strong signal into 105 “King-Sized” Texas Counties, has become a part of people’s lives in an area that includes 594,011 radio families.

Be sure your advertising is placed on a favorite of growing popularity. In San Antonio, the smart money is on that fast-growing favorite—Radio Station Kabc.
It Duz the Trick

THE SPOT campaign of Procter & Gamble's "Duz" placed through Compton Adv., New York, has been so successful in promoting the slogan "Duz does everything" that the Ringling Bros. and Barnum and Bailey Circus has added a Duz act this year. The act consists of a clown-magician who fails in his efforts to change a man into a horse until he sprinkles the man with huge flakes of Duz, which does the trick.

Ten Massachusetts Radio Stations Get Peabody Citations For Public Service

CITATIONS for meritorious public service by Massachusetts radio stations were presented last Thursday night by the Massachusetts Committee of the George Foster Peabody Awards for Radio, at a dinner at the Copley Plaza Hotel in Boston. Dorothy Kraus, Committee chairman, made the presentations to the following winning stations and programs in seven classifications:

1. Contribution by station of 1 kw or more to the welfare of the area—WBZ Boston, "Sex Guidance for Youth," presented in cooperation with Massachusetts Society for Social Hygiene; honorable mention to WLAW Lawrence for "News Digest of the Air," with Jack Stevens, commentator.


6. Educational program—WBZ and WBZ, "Listen and Learn" series, presented in cooperation with Massachusetts Dept. of Education.


FORD Wins as representatives of Commonwealth Edison and Ford Motor Co flip a coin to see which of the two co-sponsors of the Chicago Cubs home games televised on WBKB Chicago will get the first game. (Left) George B. Bogart, vice president of J. R. Pershall agency, representing Edison; Henry A. Houston of J. Walter Thompson Co., representing Ford, and Capt. Bill Eddy, director of WBKB.

KPO IN SAN FRANCISCO OBSERVES 25TH YEAR

A QUARTER CENTURY of service was celebrated by KPO San Francisco, NBC owned, on April 17. John W. Elwood, general manager, Gov. Earl Warren and San Francisco Mayor Roger Lapham opened the two-hour anniversary broadcast with brief messages. Other remarks came from R. B. Hale, of Hale Bros., San Francisco department store, original owners of KPO, and Bill Chandler, associate editor of the Chronicle, at one time a co-owner of the station.

A special pickup from Hollywood included a number of microphone stars, who got their start on KPO. John Thompson, KPO news manager, also took part.

Stressing closer newspaper-radio affiliation, Mr. Chandler of the Chronicle said: "We at the Chronicle have a big interest in radio and are great believers in the value of radio-newspaper cooperation. We certainly do not join with those who fear radio either wants to or is going to put the newspaper out of business. It is rather our thought that publishing is the business of getting information before the people and if time develops a better system than the one presently employed, we will still be in the publishing business even though this may mean the employment of different media."

KFMB-FM, First San Diego FM Station, Makes Debut

SAN DIEGO's first station, KFMB-FM, has begun broadcasting on a 12-hour daily schedule according to an announcement last week by owner Jack O. Gross, who also owns and operates KFMB.

Station plans to present a series of 50 FM demonstrations in the San Diego area under the direction of KFMB's public service director, John Bainbridge. Mr. Gross has offered the series to all civic organizations, schools and colleges.
A new industry comes to NASHVILLE
and radio shares in the welcome!

RIGHT: (1 to r) Southern States' Charlie Foster, WLAC's Charlie Roberts, and Nashville's Mayor Tom Cummings broadcast the formal opening.

BELOW: Letter sent to WLAC by E. C. Boyce, Southern States' director of advertising.

Thanks for those kind words, Mr. Boyce . . . "aggressive" and "promotionally-minded" are part of WLAC's private Ten Commandments. We think that's one of the reasons WLAC is so dominant in its field. However, such words of praise from a live wire outfit such as Southern States is a compliment indeed . . . so thanks!

50,000 WATTS

WLAC
NASHVILLE

"Gateway to the Rich Tennessee Valley"

Represented by the Paul H. Raymer Company

BROADCASTING • Telecasting

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Some Plain Talk About Facsimile

Manufacturer Milton Alden Sees Bright Future For Medium

By MILTON ALDEN
President, Alden Radio Products Co.

The American system of radio advertising allows the big stimulus to come from the advertisers. But television, with all its potentialities, may also be a source of new opportunities and fresh ideas.

In the same manner, television may offer many new and interesting opportunities to advertisers. For example, it is now possible to use television for advertising purposes in much the same way that radio and newspapers are used today.

As television gains recognition as a medium for advertising, it will become more and more important to advertisers. The success of television advertising will depend on the ability of the advertisers to Adapt their ideas to fit the medium.

Many advertisers are already using television as a means of getting their message across. In many cases, television has proved to be more effective than other media. In other cases, television has been used to supplement other media.

Television offers a number of advantages over other media. For example, it can reach a much larger audience than radio or newspapers. It can also be used to reach specific groups of people. And it offers more opportunity for creative expression than other media.

But television also poses some problems for advertisers. For example, it is more expensive than other media. And it is more difficult to measure the effectiveness of television advertising.

Despite these problems, television offers many opportunities for advertisers. As television becomes more widespread, it is likely that more and more advertisers will use it as a medium for advertising.

Of course not... but Hooper surveys can measure the attitudes of listeners who daily tune to WJW. And—according to the latest Hooper, WJW is still out front with the largest morning audience in Cleveland!

Advertisers know what the Hoopers show... morning or afternoon, CLEVELAND'S CHIEF STATION delivers more listeners per dollar than any other station... every dollar delivers a full measure in profits!
ANYBODY GOT A STADIUM TO RENT?

Just recently at WFBR, Baltimore, the backlog of ticket requests for the Gunther “Quiz of Two Cities” had piled up to 6,000 for this high rated show (Ratings from 35 low to 78 high in the past eight years).

So WFBR has had to hire the Lyric Theatre (capacity over 3,000) to take care of this extraordinary demand. Although this show is currently a success in pairs of cities across the nation, it originated at WFBR and enjoys its highest rating here.

This is just further proof that WFBR is radio in Baltimore. For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.
JOY MANAGES KCMJ

DICK JOY, co-owner of KCMJ Palm Springs, Calif., and freelance Hollywood announcer, has taken over management of the station succeeding Clinton Jones, who resigned to join the commercial department of KPAC Los Angeles. Mr. Joy expects to continue his Hollywood announcing. John Clowes, KCMJ technician, was named assistant to Don McBain, chief engineer and co-owner. Announcer Jack Donahue has been appointed commercial traffic manager. Hal Davis, formerly of KHUB Watsonville, Calif., has joined KCMJ as announcer.

COLOADO'S radio libel bill is signed by Gov. Lee Knous in the presence of a number of Denver station representatives, including State Representative Ben Bezoff (seated R), KMYR, who introduced measure. Standing (l to r) are: Al Meyer, manager, KMYR; Hugh Terry, manager, KLZ, and director, district 14; Lloyd Yoder, manager, KDA; Dun- cale, manager, KVOO; Frank Bishop, manager, KPEL. The libel bill is designed to protect stations and personnel against damage suits brought because of alleged defamatory statements made during any broadcast [Broadcasting, April 21].

MAYBORN WED

FRANK W. MAYBORN, president of KTEM Temple, Tex., and part owner of the Volunteer Broadcasting Co., applicant for a new station in Nashville, Tenn., was married in Washington last week to Wythe Louen Killen, of Washington and Bowling Green, Ky. The bride was formerly secretary to Sen. Alben Barkley (D-Ky.).

MOORE IN NEW POST

TRACY MOORE, formerly of NBC's sales staff and former manager of ABC West Coast sales, has been appointed Western sales manager for Radio Advertising Co., Los Angeles and San Francisco.

Mr. Corrigan

WASHINGTON, D. C., April 28—Bernard Corrigan, general manager of KHOW Omaha, in addition to present duties, has been appointed sales manager of KOAG Omaha, FM outlet of KHOW. Mr. Corrigan has been general manager of KHOW since 1946.

EDWARD BROWNING Jr., manager of WLAT Conway, S. C., has been resigned to become manager-program director of WLBF Leesburg, Fla., new station expected to begin operations June 1.

JOHN E. RIESEN, station manager of KVOO Ardmore, Okla., is father of a boy, John Meyer.

LESTER W. LINDOW, general manager of WRNY and WRNY-FM Rochester, N. Y., has been named public relations officer for newly activated 96th Infantry Division of New York State.

MARION CLARKE, star of "Theatre of the Air" program, sponsored by Chicago Tribune on WGN Chicago, makes final appearance on show, May 31, leaving to devote full time to management of WRNY. Chicago Tribune FM station.

IVOR SHARP, general manager of KSL Salt Lake City, and BAKR cemetary, auditor, are recovering in hospital from injuries sustained in auto collision.

MRS. THIAI (Billie) O'Veen, confidential assistant to POC Chairman Charles H. Denby, resigning May 1 for private life and will be succeeded by Mrs.urrell McGonigal, now secretary to the Chairman.

Complete SPORTS COVERAGE in the Great Northeast THE WGY SPORTS RECORD

Six nights weekly between 6:30 and 6:45 p.m., sports-minded listeners in the WGY area (Central and Eastern New York and Western New England) tune to WGY for the "WGY Sports Record" with George Miller and Bill Pope. Pope and Miller know what they're talking about—their editors of the Northeast's only all-sports newspaper—"The Dorp Sporting News."

Currently sponsored two nights weekly, the four remaining programs will be at a premium with the 1947 baseball season opening soon. For complete details write WGY or your nearest NBC Spot Sales office, today.

Represented Nationally by NBC Spot Sales

WGY

50,000 watts

Schenectady, N. Y.

GENERAL ELECTRIC

BROADCASTING • Telecasting

WHERE'S CASEY?
In Radio, size will give you the coverage, but the coverage doesn't mean a thing without AUDIENCE. And when it comes to audience ... that's where WSPD makes COVERAGE COUNT! How? By the simple formula of giving the listener the type of programs he wants to hear. As an example, in addition to our many popular local shows, *WSPD carries 11 of the top 15 audience shows in America!

That's why time-buyers know that when they use WSPD they get both—COVERAGE AND AUDIENCE!

*(Hooper—March 1 to 7, 1947)*
**THE SECOND FIVE MONTHS OF WCKY**

*In April 1946, WCKY inaugurated Audite music and news 7 days a week. Our first five months. Now look at our second five months (OCT. THRU FEB. 1947)*

### DAYTIME, MONDAY THRU FRIDAY

<table>
<thead>
<tr>
<th>Sets in Use</th>
<th>WCKY</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCT. THRU FEB. 1946</td>
<td>19.4</td>
<td>4.0</td>
<td>2.5</td>
<td>3.3</td>
<td>6.4</td>
<td>3.1</td>
</tr>
<tr>
<td>OCT. THRU FEB. 1947</td>
<td>19.7</td>
<td>2.6</td>
<td>3.3</td>
<td>7.2</td>
<td>3.1</td>
<td>0.2</td>
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### EVENING, MONDAY THRU FRIDAY

<table>
<thead>
<tr>
<th>Sets in Use</th>
<th>WCKY</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCT. THRU FEB. 1946</td>
<td>30.7</td>
<td>4.6</td>
<td>4.0</td>
<td>6.3</td>
<td>12.2</td>
<td>3.3</td>
</tr>
<tr>
<td>OCT. THRU FEB. 1947</td>
<td>33.1</td>
<td>6.7</td>
<td>4.0</td>
<td>6.7</td>
<td>10.9</td>
<td>4.7</td>
</tr>
</tbody>
</table>

### NIGHTTIME 8:00 P.M.

WCKY presents its famous mailpulling Jan appeal. This program has a lo; Nighttime Intense List.

**MAIL ON WCKY JAMBOREE PROGRAM**

<table>
<thead>
<tr>
<th>OCT. THRU FEB. 1946</th>
<th>OCT. THRU FEB. 1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>156,462 pieces</td>
<td>385,176 pieces</td>
</tr>
</tbody>
</table>

**WHETHER IT’S DAYTIME, EVENING OR NIGHT**

**INVEST YOUR AD IN**

**WC**

The L. B.

**FIFTY THOUSAND WA:**

Call Free & Peter.
INDEPENDENT BLOCK PROGRAMMING

eonce Appealing Block Programming of
You have seen the story on the
at the Hooper Study on the
F BLOCK PROGRAMMING

'RIDAY, 8:00 AM TO 6:00 PM

WCKY IS EXCEEDED IN DAYTIME AUDIENCE IN CINCINNATI ONLY BY NETWORK STATION “C”.
WCKY HAS INCREASED ITS SHARE OF THE AUDIENCE IN CINCINNATI 63% IN 1947 OVER 1946.

'RIDAY, 6:00 PM TO 8:00 PM

WCKY IS EXCEEDED IN EVENING AUDIENCE IN CINCINNATI ONLY BY NETWORK STATION “C”.
WCKY INCREASED ITS SHARE OF THE CINCINNATI AUDIENCE 36% IN 1947 OVER 1946.

1 TO 12 MIDNIGHT

boree program with rural and small town
il listening audience in WCKY’s
ing Area of 13 States.

WCKY INCREASED THE MAIL PULL OF THE JAMBOREE 61% IN 1947 OVER 1946.

[T, WCKY IS THE BEST BUY IN CINCINNATI.
OLLARS WCKY’s-ly!

K Y

Wilson Station

TS OF SELLING POWER
For Availabilities
Editorial

Hour of Need

OVER THE DIN and clatter of radio's professional and amateur critics, there was heard last week a clear, thoughtful voice. It was the voice of Gov. Beauford H. Jester of Texas, addressing the 13th NAB district meeting in Houston. To quote:

As Governor of Texas, I am grateful for this opportunity . . . thank you for the superb public service you have rendered the people of Texas in our serious tragic disasters—the cyclone in the Panhandle . . . and the catastrophic explosion at Texas City . . .

The magic speed of radio quickly gave to people everywhere a clear view of these disasters. It spread the relief and aid needed by these stricken communities. Radio's graphic reporting enabled us to know the nature of the damage and suffering that had been inflicted. Radio's appeal for the help needed facilitated quick relief and aid to these places of death, destruction and destruction.

The voice of men describing the suffering, sorrow and loss of fellowmen heard over radio by men and women with ears attuned and sympathetic heart caused people everywhere to be moved with compassion and sympathy and impelled many to send money and things thoughtful in the hour of need.

Let the writers of the Blue Book, and those who applauded it heed those words. These are the inspired words of a man who stoically bears a heavy burden. Let those who damn radio for its commercials, and soap operas, lend an ear too. The "commercial" were for donations for succor and relief. Regular commercials were out. There were continued stories too — stories of suffering and violent death.

That service was rendered spontaneously as a matter of duty by commercial stations, operating under the American Plan. It took no Blue Book calculations of commercial vs. sustaining or Government fiat to get action. Action started then, as it had so many times in the past, when circumstances called for it. That is the way of free enterprise. That is the tradition of a free American radio.

Funny Business

FRED ALLEN, for years bad boy of the NBC censors and darling of the Hooper ratings, has taken a lot of normally intelligent people for suckers in his latest press agent stunt. The facts are that Allen's show had been rewritten and timed. Certain portions had been deleted. When he went on the air he used parts which had been marked out and was promptly cut off the air. Millions of listeners twiddled their dials and waned.

Their questions were answered when Monday's papers carried an Allen-released story quoting deleted lines which kidded NBC vice presidents. Lest Allen and Skelton try the same thing, let the same treatment and cashed in on the free promotion which Allen had enjoyed.

Sunday a special Hooper will be taken of the Allen program because his sponsors foresee a boom in listeners. But American radio didn't achieve its present stature by permitting performers to run their business. There must be authority and discipline. Radio has a responsibility as to what face it presents to the nation. That isn't delegated to the performer, the advertiser or his agency.

Squads Right?

COMMISSIONER DURR is perturbed. He showed it in his dissenting opinion in the Chicago case. He accused his colleagues of defauliting on the Blue Book, and of lowering program standards. He showed it again a few days later in his speech to a group of the religious press assembled in New York, when he lashed out, among other things, at President Truman in order to remove "diabolical" officials and employees from Government [BROADCASTING, April 21].

There are some encouraging implications in his FM dissent, and they are no less pertinent in the light of his New York speech. High among the attributes ascribed to them are libel- larianism and persuasiveness. Those who think him liberal will have no reason to dilute their definition of the term as a result of his speech in New York. We do find it encouraging to note, from his FM dissent, that there are limits at least to the persuasiveness which often has led FCC on so-called "liberal" excursions.

If the Chicago FM case might be construed as meaning that the Commission majority is now shying away from an effective brand of "liberal" counsel and motives the Blue Book, all radio could be further encouraged. It must be remembered, however, that the majority's one denial was on Blue Book issues [BROADCASTING, March 17].

Mr. Durr contends the Commission is retreating from the Blue Book. Complete withdrawal is the only action which will wholly satisfy the Communications Act. It is perhaps too much to hope that seven men, having once attacked it, would willingly re- nounce the power to give or withhold licenses according to their own particular interpretation of what 150,000,000 listeners should hear. But in the absence of complete withdrawal, each retreat is in the direction of lawful administration—and, if it be necessary to com- mend steps toward operation within the law, should be commended.

A Job Well Done

THE MEMORY of man is fleeting. Even the inexorable advance of the staggering Jap in the final week of the first month is far away. So, too, do the events that led to the birth of a newspaper in Donald Nelson's office just five years ago—the idea that Chester LaRoche, Harold Thomas and Paul West proposed and sold him on. The Blue Book was made to order, to help the nation in its period of trial. There was born the War Advertising Council, a joint media movement that did the biggest advertising job in history, and is still operating.

Lest the achievements of broadcasting and other media be overlooked, the Council has proclaimed a Fifth Anniversary celebration, for the first week of May. The Council believes the broadcasting record — over 130,000,000,000 listener-impresion for its programs alone, with a minimum dollar value of $400,000,000 plus—is one of which all broadcasters and radio advertisers can be proud.

But the job is not done. The Council has become an established peacetime institution, coordinating the industry's many public relations activities, and America is safe.

This broadcast continues (Continued on page 50)
APRIL SHOWERS

is Nature’s way of preparing for the rich beauties of May flowers. With the same careful planning, WAGA uses aggressive promotion, skillful merchandising, and clever exploitation to make sure your sales message will blossom into prosperous results.

WAGA — that’s the No. 1 station in the Southeast’s No. 1 market.

WAGA
ATLANTA
5000 Watts on 590 Kc American Broadcasting Company. Represented by Headley-Reed.
Respects (Continued from page 48)

Finch Telecommunications was organized. From then on he concentrated on developing a system of broadcast facsimile synchronized perfectly enough for print and pictures to be sent along with words and music. First such equipment was demonstrated in 1937. Although they had "bugs" to work out, a number of broadcasters were interested.

Meanwhile Mr. Finch's work on commercial facsimile, two-way machines to take the place of the tele-type and handle pictures and text together, advanced rapidly. He even succeeded in transmitting pictures across the country in full color.

In November 1941 he was called to active duty in the Navy, in which he had maintained a reserve communications commission for a number of years. By the time the war was over, he had been to Iceland, Greenland, England, Africa, Europe and the Middle East on important missions. He was twice promoted, emerging as a captain and received the Legion of Merit from President Truman. Meanwhile Finch Telecommunications converted to production of radio and radar devices for the armed forces. Both the firm and its head received Presidential recognition for their war contributions.

Despite his absorption in engineering, Mr. Finch has plenty of other interests. He is a camera fiend for one thing, eternally buying new lenses and filters and trying all those difficult shots that the camera magazines feature.

He is a member of the Institute of Radio Engineers, National Safety Council (engineering section), American Institute of Electrical Engineers, American Physical Society, Franklin Institute, Military Order of the World War. He is a Protestant and a Mason.

His clubs include: Lotus, Bankers, Army and Navy (N.Y.), Army and Navy (Washington), Crown Point Country, Columbia Yacht, Radio Club of America and Monomie (Buffalo, N.Y.).

Yet in spite of all it he manages to get home for dinner practically every evening at "Elfin," his 115-acre farm at Newtown, Conn.

Founders of the theatre and radio department an enthusiastic first nighter, Mr. Finch also likes yachting. He is owner of the cabin cruiser "Elfin G," named for his wife, the former Elsie Grace George, whom he married in 1916. They have one daughter, Eloise Grace.

Mr. Finch likes to write. He has turned out more than 350 scientific articles and served as a consultant on scientific matters for the American Newspaper Publishers Assn.

NEW AAAA OPERATIONS COMMITTEE IS ELECTED

THE AMERICAN Assn. of Advertising Agencies last week announced the following officers elected to the operations committee of the board of directors for 1948:


'EGG' SPOT

PROMOTING its latest film, The Egg and I, Universal-International in a tie-up with ABC has recorded a series of six one-half minute and four one minute transmissions featuring Claudette Colbert as co-star of the picture, to be used by the ABC stations promoting the network's programs between April 1 and May 31. The spots feature Miss Colbert relating some of the events which took place during the making of The Egg and I and at the end of each announcement she recommends an ABC program.

NEW YORK, June 14 (ANSP)

American Telephone & Telegraph has announced an addition to its staff of Atlantic Coast sales offices.

GEORGE WYATT, former sales manager for the Eastern Division of the company, has been appointed to the new position of assistant sales manager for the Southern Division.

Wyatt will be responsible for the development of new business in the Southern Division, which includes the states of Florida, Georgia, Alabama, Mississippi, Louisiana, Tennessee and Kentucky.

Wyatt has been with AT&T for 17 years, during which time he has held various management positions.

He is a native of Kentucky and is a graduate of the University of Kentucky.

The appointment follows the announcement of the recent decision to use general trade advertising.

W. J. voyage, former assistant to sales manager for the Eastern Division, has been appointed to the new position of assistant sales manager for the Southern Division.

Voyage will be responsible for the development of new business in the Southern Division, which includes the states of Florida, Georgia, Alabama, Mississippi, Louisiana, Tennessee and Kentucky.

Voyage has been with AT&T for 13 years, during which time he has held various management positions.

He is a native of Alabama and is a graduate of the University of Alabama.

The appointment follows the announcement of the recent decision to use general trade advertising.
Proof that WTMJ delivers tremendous audiences for local programs morning, noon and night

The 1947 coincidental survey of greater Milwaukee listening habits, compiled from over 74,000 completed telephone calls, proves that WTMJ local programs deliver most of the listeners... most of the time, morning, noon and night. Check the ratings on these 26 local WTMJ programs. See why WTMJ programs offer you more listeners per dollar.

**LOCAL WTMJ RATINGS**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Description</th>
<th>7 day average</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00-10:15 PM</td>
<td>Today's Events</td>
<td>19.5</td>
</tr>
<tr>
<td>12:00-12:15 PM</td>
<td>News</td>
<td>17.8</td>
</tr>
<tr>
<td>12:30-1:00 PM</td>
<td>Wayne King</td>
<td>17.3</td>
</tr>
<tr>
<td>6:30-7:00 PM</td>
<td>Skippy Hollywood Theatre</td>
<td>16.3</td>
</tr>
<tr>
<td>10:30-10:45 PM</td>
<td>News</td>
<td>15.0</td>
</tr>
<tr>
<td>6:45-7:00 PM</td>
<td>Kilowatt Hour</td>
<td>14.7</td>
</tr>
<tr>
<td>11:00-11:15 AM</td>
<td>Family Notes</td>
<td>13.8</td>
</tr>
<tr>
<td>11:30-12:00 N</td>
<td>Thirty Minutes Set to Fine Music</td>
<td>13.4</td>
</tr>
<tr>
<td>11:15-11:30 AM</td>
<td>Nancy Grey</td>
<td>12.9</td>
</tr>
<tr>
<td>12:15-12:30 AM</td>
<td>Elvita Clementi Sings</td>
<td>12.9</td>
</tr>
<tr>
<td>10:15-10:30 PM</td>
<td>Design for Dreaming</td>
<td>12.2</td>
</tr>
<tr>
<td>7:30-8:00 AM</td>
<td>Top 'O' the Morning</td>
<td>12.2</td>
</tr>
<tr>
<td>7:00-7:30 AM</td>
<td>Top 'O' the Morning</td>
<td>12.1</td>
</tr>
<tr>
<td>5:45-6:00 PM</td>
<td>Sport Flash</td>
<td>12.0</td>
</tr>
<tr>
<td>6:30-6:45 PM</td>
<td>Background of the News</td>
<td>11.8</td>
</tr>
<tr>
<td>10:00-10:30 AM</td>
<td>Portraits in Music</td>
<td>11.8</td>
</tr>
<tr>
<td>6:30-7:00 PM</td>
<td>Starring Young Wis. Artists</td>
<td>11.8</td>
</tr>
<tr>
<td>5:30-6:00 PM</td>
<td>Civic Concert</td>
<td>11.4</td>
</tr>
<tr>
<td>12:00-1:00 PM</td>
<td>Grenadiers</td>
<td>11.3</td>
</tr>
<tr>
<td>5:30-5:45 PM</td>
<td>News</td>
<td>11.3</td>
</tr>
<tr>
<td>10:15-10:30 PM</td>
<td>Esquire Fashion Show</td>
<td>10.9</td>
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<tr>
<td>8:00-8:30 AM</td>
<td>Top 'O' the Morning</td>
<td>10.7</td>
</tr>
<tr>
<td>9:30-10:00 AM</td>
<td>Masters of Rhythm</td>
<td>10.6</td>
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<td>News</td>
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<td>5:00-5:15 PM</td>
<td>At Your Service in Music</td>
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<tr>
<td>11:45-12:00 N</td>
<td>Feminine Viewpoint</td>
<td>9.6</td>
</tr>
</tbody>
</table>

WTMJ RADIO PIONEERING

Milwaukee Journal FM Station, WTMJ-FM, the first FM station west of the Alleghenies continues to deliver an ever-increasing share of the Milwaukee radio audiences. Late 1947 or early '48 will see WTMJ-TV, Milwaukee Journal Television Station, take to the air with commercial programs. WTMJ-TV has been developing television program techniques, on an experimental basis, since 1945.
A favorite in Texas for a quarter of a century!

A PIONEER STATION WITH A GREAT RECORD OF FIRSTS ★

WBAP now operates full-time using two choice frequencies, 50,000 watts on 820 kc (clear channel), and 5,000 watts at 570 kc.

The WBAP know-how for Texas continues the favorite NBC shows and local programs on 820 just as they have for years, and the other half-time on ABC shows and the snappy KGKO productions just about as it has been in this area since 1938.

WBAP divides time with WFAA on 820 and 570. The listener does not have to move the dial for continuous service. Joint transmitters for each station midway between Fort Worth and Dallas.

* First Memory Signal—Cowbell—1922
* First Market and Livestock Reports—1922
* First Remote Broadcasts of Weekly Church Services—1922
* First Rodeo Broadcast—1923
* First Baseball Broadcast—1927
* First Football Broadcast—1928
* First Regular News Period—1934
* First Shortwave Remote—1934
* First War Reporter to Europe—1943
* First Television Permit—1945

WBAP
The Star-Telegram Station
FORT WORTH, TEXAS

50,000 Watts, 820 kc
Clear Channel
National Broadcasting Co.
Texas Quality Network

AMON CARTER, President

5,000 Watts, 570 kc
American Broadcasting Co.
Lone Star Chain

HAROLD HOUGH, Director

GEORGE CRANSTON, Manager

FREE & PETERS, INC. National Representatives
HARRY H. WRIGHT, radio director of Justin Funkhouser Adv., Balti-
more, and New York, has been elec-
ted vice president of agency. He
will continue to direct agency's radio
activities.

TODD R. FRANKLIN, who has been
with Lennen & Mitchell, New York,
for past year, has been named vice
president in charge of research and
mer-
chandising for agency.

LEW LONDON, of sales staff of WPEN
Philadelphia, and former program di-
rector of station, and BOB BLUMEN-
THAL of station, have resigned. WPEN
Philadelphia, has organized own advertis-
ing agency, London-Bromk A. Adv., Ag-
ency will open offices May 1 in Commer-
cial Trust Bldg., Philadelphia.

HERBERT F. THOMPSON, former cre-
ative director with John C. Dawe Inc.,
Boston, has joined copy department of

HARRY W. WAKEFIELD, formerly with
Smith, Kline & French Inter-America
Corp., Philadelphia, as advertising
manager, has joined National Export

EDWARD MAZZucchI, former director
of Export Adv. Agency, New York, has
joined Fulmer & Smith & Ross, New
York, as account executive.

FRANK BROBERG, former general
manager and account executive with
Rogers & Brown, New York, has joined
Diner & Donahue, New York, as an
account executive.

LESLIE R. FORESTER, formerly with
copy department Gimbels Bros., New
York department store, has joined Parks
& Pearl, New York, in same capacity.

LOUIS M. HIRX and GISELLA R architecture. Reinecke, Chicago
architects, has been appointed vice
president, New York, of Allied
Industries, Inc.

MEYER A. COHEN, account executive of
Harry Feigenbaum Adv., Philadelphia,
for 12 years, has been named a mem-
er of the firm. Mr. Cohen previously
was with General Outdoor Adv. Co. for
8 years.

JAMES A. TAPP, former announcer with
CBC Toronto and CHNS Halifax,
has been appointed head of radio de-
partment of Molkin Adv., Montreal.

Mr. Cohen

STEPHEN R. DEM-
AREST, copywriter in continuity department of Ball &
Davidson Inc., Denver, has been named
public relations director of agency.

PHILIP REES, radio and motion picture
writer and director, has been appointed
account executive of International Ad-
vertising Service, Grand Rapids, Mich.

BETTY WALKER, formerly with Blow
Adv., Hollywood, has joined Ward-
Wheelock Co., that city, as production
assistant on CBS "Jack Carson Show." She
replaces MARGARET FOSS.

ADV. COUNSELORS OF ARIZONA, Phoenix, has been elected to member-

ARTHUR N. HOSKING Jr., recently re-
signed as partner of Baker & Hosking
Adv., New York [BROADCASTING, April
21], has been appointed director of sales
and promotion of Prestige Inc., New
York. Women's and men's hos- 
ter.

OSMOND T. BAXTER, formerly on copy
staff of William B. Rehnberg Inc.

Vir Den Elected President
Of Lennen and Mitchell
RAY VIR DEN, executive vice
president of Lennen & Mitchell,
New York, who has been asso-
ciated with the agency since 1930,
has been elected president of the
firm, it was revealed last week af-
ter the annual meeting of stock-
holders and the board of direc-
tors.

Mr. Lennen, who has been
president of the agency for the past
17 years, becomes chairman of the
board of directors and will devote all his
time to the creative phase of the
business. Mr. Vir

New York. Mr. Lussen, account executive on Prestige & Gamble account, joined firm
in 1932. Mr. Patterson, copy chief, joined agency in 1942.

GEORGE SHERWOOD, formerly with
advertising production department of
RCA Victor, has joined production staff of
Gray & Rogers, Philadelphia.

CARL W. SIECKNER, of Pacific Adv.
staff, Oakland, Calif., has been named active partner in firm.

MCCALL-WHITMAN Adv., Chicago has
moved to larger quarters, 203 N. Wabash
Ave. Offices formerly were located 20 E. Jackson Blvd.

STAN ULANOFF, formerly on copy staff
for Carly & Freshney, New York, has
joined Bedfield-Johnstone, New York, in
same capacity.
Advertisers on WHHM know they get results on the station that delivers more listeners per dollar in Memphis.

- The public knows WHHM is its station—for the finest in music, news and sports 24 hours every day.

- Look at those Hooper ratings that keep hopping upward—that's planned programming at work.

- Now the town's talking about another WHHM "first"—the WHHM Flashcast that has Memphis looking upward.

- Truly, the spot for your spots is WHHM.

*Installed at Memphis' busiest corner, the WHHM Flashcast tells and sells WHHM. Newspaper, outdoor, point of purchase signs, air-promotion spots—WHHM does the city's top merchandising promotion.
Paul M. Visser, former editor of agricultural publications and NBC foreign correspondent, has been appointed farm editor of WRE-WRRA Clinton-Springfield. He previously was market news editor of WRTI Ames, Iowa.

Glen Davis has joined local news staff of WNIN and WNIN-FM Rochester, N. Y.

Glenn Hardy, Don Lee Broadcasting System newsman on "Alka Seltzer Newspaper of the Air," is father of a boy.

Denis Kirwan, Army veteran, has joined WIND Hollywood, Fla., as sports director.

Edwin C. Hill, ABC commentator, was taken to Westside Hospital, New York, April 16 for treatment of kidney ailment. Gordon Fraser and John F. Kennedy were named to take his place on daily show, "Human Side of the News."

Winfred Sherman, of news staff of WOL Washington, beginning May 4, will replace Albert L. Warner as veterans' affairs commentator on Mutual's "The Veteran Wants to Know" series heard Sun. 2:45-3 p.m.

Ernest McIver, CBS Washington newsman, and his wife Toni McIver, Washington secretary for Arthur Godfrey, have adopted a three month old girl, Susan Frances.

Nat Allbright, veteran of APRS, has joined WGBA Columbus, Ga., as member of sports department.

Jorgen Dick

Jorgen Dick, record and transcription librarian at KGO San Francisco, died April 15 after an illness of seven months. Mr. Dick was with KPO San Francisco, from June 1943 until joining KGO in July 1944.

Delayed Action

Apparently acting on the theory of "better late than never," Florida State Highway Bureau began installing danger signals at railroad crossings day after the need for such equipment was emphasized in a broadcast by Howard W. Hartley, WLCE Clearwater newscaster. Day before, two motorists were killed near Clearwater when a train hit their car at a grade crossing.

Crotty Featured

"MAN Behind the Miracle" is the description of Burke Crotty, special events producer for NBC television, featured in This Week magazine of the New York Herald Tribune, April 20. Article describes technique used in various special events and highlights, as well as some of the difficulties encountered on the job.

Radio Newsmen on Coast Draft Industry Standards

HOLLYWOOD Radio News Club on April 16 adopted a 10-point plan of news standards to be submitted to the four networks, independent stations and advertising agencies in the Los Angeles area. A discussion meeting with network and station executives is scheduled for May 28.

Standards include: Labeling of news programs by categories such as special events, analyses, etc.; feature news programs identified as such; presentation of news stories in relation to total significance of day's developments; line of demarcation between news and commercial copy; joint air credits for writers as well as speakers; underlining of need for specially-trained news personnel; rigid standards of good to top wire service, the against "slanted news"; minimum news staff standards for all stations; responsibility of news editors to secure first-hand facts.

Charles L. Brady, San Antonio engineering consultant and former chief engineer of WJTM Lansing, Mich., has joined KMAC-KKSB San Antonio, as chief engineer.

Douglas Fraser, former wireless operator, has joined operating staff of CBS Miami.

Elmer Winton, master control operator of CBS Vancouver, is the father of a girl.

Frank B. Ridgeway, former consulting engineer with Frank H. McIntosh Consulting Engineers, Washington, has been appointed technical director for WBBR Buffalo.

Sprague Electric Co., North Adams, Mass., has developed new line known as Sprague 68T and 69P Medium paper dielectric capacitors, for use in small radio receivers. Type 68T capacitors have sides less than a wire across sockets of miniature tubes. Type 68P units have conventional sides.

Carl B. De Lay, former engineer at WPTO St. Augustine, Fla., has been named chief engineer of WLBW Leesburg, Fla., new station expected to begin operations June 1.

J. M. Laporte, transmitter engineer of CBC Saskville, N. B., is the father of a girl.

Merrill Dewitt, audio supervisor of KSKO San Francisco, has returned to station after four months leave of absence during which he made a 31,000 mile plane trip over Pacific and East to technician to William Winton, WGBY scatter engineer.

Charles Hartman, studio technician of WCAC Philadelphia, is the father of a girl.

James Sowinski, engineer at WIRA Ft. Pierce, Fla., and Rosmary Noelke were married April 9.

Radio-Music Corp., East Port Chester, Conn., is now manufacturing new line of Professional reproducers, including vertical head model VL-1DA, for use in vertical recorders, vertical head model LL-1DA, for use in horizontal recorders and universal head model UL-1DA, for use in both lateral and vertical reproduction. All three types are interchangeable with model A-16 arm and model SI-1 equalizer.

Milton Korf, engineer at WBBM Chicago, and Irene Redner, member of station's accounting department, are to be married April 28.

Federal Telephone and Radio Corp., Clifton, N. J., has developed new improved heavy duty AM broadcast tubes with filaments of Thoriated tungsten. For use in 50 kw transmitters, these tubes are designated as 9C28 and 9C30 in water cooled types and 9C28 and 9C31 in air cooled types. When used in modulating 50 kw transmitters, the 9C28 and 9C30 are capable of audio output of 40 kw. The 9C28 is designed for RF amplifier application at frequencies up to 25 mc.

Glenn B. Warren, designing engineer, has been appointed managing engineer of General Electric Co., Schenectady, N. Y., effective May 1. He will succeed Arthur B. Smith, who will retire on that date.

Yes, powerful doins' are going on down Texas way... for KPAC in Port Arthur, is now under construction with its plans to deliver a market substantially more than two hundred million dollars in retail sales!

5000 Watts Daytime
1000 Watts Nighttime

First 5000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

"Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.
Remember when your prized radio receiving set looked like this? Even then...back in 1922...KGW was establishing the musical program policy which has been predominate for 25 years. KGW's first broadcast featured the voice of a visiting opera star and, since its earliest days an integral part of the station's staff has been its musicians.

In 1923 KGW aired the first broadcast of a Portland symphony orchestra performance. Since 1927 the station has had its own musical director and staff musicians. Now...when your radio set is a technically perfect instrument...KGW still provides through locally-originated and network programs the best in classical and modern music.
FIRST HOME game of the New York Yankees is officially opened by Col. Larry MacPhail (seated left), president of the ball club, with a message to fans and listeners on Symphonic Matinee, sponsored daily by the Yankees on WQXR New York, 4:05-5 p.m. Studio listeners-in (1 to r standing): Robert Kreiger, account executive; John S. Hayes, station manager, and Trevor Adams, Yankees’ radio director. Seated with Coloni MacPhail is Dick Shepard, program announcer.

GORDON E. KELDREGE, formerly with J. Walter Thompson Co., New York, and Austin & Bennett Inc., Detroit and Chicago, has been appointed to succeed R. D. DONALDSON, advertising director of Ford Motor Co. and to supervise Ford car advertising.

CHICAGO WEERN CORP., Chicago, has appointed Paul Gordon Agency, Chicago, to handle advertising of its canned whole chicken product. Campaign, currently being placed in Madison, Wis., will include radio spots in larger key cities of country.

CASE WAYNE PACKING CO., Santa Ana, Calif., and Portland, Ore. (Family Style soups, jellies, preserves, baked beans), has appointed Harrington, Whitney & Hurst, San Francisco and Los Angeles, to handle advertising, radio will be used.

BRIKIN CAMERA Corp., Santa Monica, Calif. (Brikine, 8 camera & accessories), has appointed Kiltie & Thomas Adv., Los Angeles, to handle national advertising. Radio contemplated.

JAMES J. ROGERS plant manager of International Silver Co., Meriden, Conn., is in Hollywood conferring with production executives of Young & Rubicam Inc. on CBS “Adventures of Ozzie & Harriet.”

FAMILY KITCHEN PRODUCTS CORP., Los Angeles (pie crust and biscuit mix), April 21 started weekly spot announcement schedule on RSL KDYL KOY KYOA KOHD KOB. Contracts are for 13 weeks. Agency: Dan B. Miller Co., Los Angeles.

STA-NEET CORP., Los Angeles (Sta-Neet hair trimmer), and CAPISTRANO BEACH PROPERTIES, Capistrano Beach, Calif. (real estate development), have appointed M. M. Young Adv., Los Angeles, to handle advertising, radio contemplated.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield Cigarettes), has started “Chesterfield Supper Club” program on KEZH Manila, P. I., five times weekly 9-9:15 p.m. Show is transmitted in San Francisco and flown to Manila station. Show also will be carried by shortwave to South Pacific Islands.

ARMOLITE Co., Los Angeles (Dab auto paint, polish, cleaner, shampoo), has appointed Ahlborn & Co., Hollywood, to handle national advertising. Radio will be used.


GRUEN WATCH Co., Cincinnati, has appointed Grey Adv., New York, to handle advertising, effective July 1.

TUCKER CORP. OF CHICAGO, Chicago, has appointed Ray O. Durstine Inc., New York, as advertising agency for its Tucker automobile, pilo models, which are now being completed in Chicago. Production is expected to start in fall.

DURKEE FAMOUS FOODS, Cleveland, has named Federal Adv., New York, to handle bulk shortening and edible fat products, in addition to other products handled by agency. Radio may be used.


TWO FULL-SIZED show window displays, lying in NBC programs and ads with advertised products, are currently being rotated bi-weekly among Chicago retail drugstores. Promotion is co-sponsored by NBC Central Division advertising and sales promotion department and Illinois Pharmaceutical Assn.
EVEN your most complicated program switching operations are reduced to the simple operation of one key — when you use Western Electric's new Relay Type Program Dispatching System. It speeds up the switching involved in serving several destinations with rapidly interchanged studio, line and transcribed programs, auditions and announcements — yet reduces operating errors.

Check these features against your operating requirements:

1. Provides simple, fool-proof method of pre-setting the next scheduled program condition — leisurely — while the present program is "on the air."
2. Operation of a single key instantly switches from the program "on the air" to the pre-set condition.
3. This one-key switching operation can be controlled from either the Master Panel or any selected control booth.
4. During light load periods, control of selected lines may be extended to any studio control booth.
5. "On Air" and pre-set circuit conditions — including point of release control — are positively indicated by lamps at all control points.
6. Any or all programs may be interrupted instantly for "flash booth" announcements without upsetting the existing studio circuit conditions.
7. System may be engineered and furnished to meet your individual operating requirements — regardless of number of program sources or outgoing lines.

For further details, call your local Graybar Broadcast Representative or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric
— QUALITY COUNTS —
JOHN National Writ

ADAM Cragteady

BLAIR

Dear Mr. Jones.

Representative: Its historic

New York, Sun. 3:35-6 p.m. is

produced in cooperation with New York

Journal-American which has set aside

fire columns and Friday to picture

material to be dramatized on program.

Stamp Quiz is part of program

format, with prizes of five copies of first

U.S. stamp to be given. As promotion

for "Stories About Stamps," WNEW has

distributed folder of five foreign stamps
to eligible citizens to begin their own

collection.

TO ESTABLISH better understanding

between civilian public and military

personnel at Valley Forge General Hospi-

tal, Phoenixville, Pa., new variety series

titled "The Valley Forge of the

century" has been aired on WNR in Norri-
town, Pa. Chat of show is composed

every week of service personnel of the

hospital. Short skit on Medical Dept.

history, interviews with patients and

women who were there are some of show's

main features. "The Valley Forge of the

Air" is broadcast Tues., 3:30-3 p.m.

Teen-age Feature

QUIZ show, audience participating

skits, and commentaries are presented

by new teen-age show on KOMO Seattle.

"The Quiz Show" is aired Sat., 9:30-10 p.m.

and is broadcast directly from the

showroom of Greenway Boys Club of

Seattle. Prizes for each participant are

donated by local merchants.

HUMAN RELATIONS series, designed to

promote understanding between

blacks and whites, has been started on

WCE in Chicago. Titled "We Are Many

People," show is aired Sat. 1:45-2 p.m.

and is sponsored by Mayor's Commis-

sion on Human Relations of Chicago.

Each show presents story of contribu-

tions made to better human relations

through common sense action of people

everywhere. "Jobs for Juniors!"

TO OBTAIN summer employment for

high school students as well as

employment for graduates, KECA Holly-

wood, May 1 asks community help.

Collaborating with work experience sec-

tion of Los Angeles City Schools, sta-

tion will have job prospects screened

by educational authorities. Those

students will be placed at rate of eight

per broadcast, being interviewed by Lou

Roden, KOMO production manager.

Music and Sports

COMBINED music and sports program,

highlighting news and events of week,

is new feature of WBBS Chicago.

Cast of show, "This Week in the

Medical Center of the Air," includes:

John Harrington, the Benny Barnes,

Jack Sears, and four-piece instrumental

combination called Billy Leach & Co..

Program, Sat. 6-6:15 p.m. (CST), is

aired direct by Monarch Brewing Co.,

Chicago.

Bridge Club

TOP BRIDGE players of Tallahassee,

Fla., vie for high score prizes weekly on

"Neighborhood Bridge Club," new series

on WTAL Tallahassee. Promi-

nent local women are presented on

show, which is broadcast direct from

hotel. Whereover listeners can hear chatter

and bids of players. A "mirror" panel

gives listeners each hand before it is

played and detailed description of play

in broadcast game; prizes are donated

by local merchants.

Music and Sports

RECREATIONAL opportunities for children

6 to 11 years old in Toronto area

will be reviewed in new series of weekly

shows to begin May 2 on CBC Toronto.

Titled "Sounds Fun," series will include

such features as trip to zoo, sur-

prise for Mother's Day, report on

boys, and drama presented by Toronto

Children's Players.

Health Discussions

DESIGNED to inform public on how to

promote, new series titled "Medical

Center of the Air" has been started on

AFM Network. Program, presented

in cooperation with five greater

Chicago hospitals and area medical

associations, is scheduled for round table discussions. Prominent

members of medical world will appear on shows in discussions of questions on

AFM CLARIFIES STATUS OF RECORD SHOW M.C.'S A SPOKESMAN for the American Federation of Musicians interna-

tional headquarters, Chicago, quashed a rumor that the union might attempt to extend its mem-

bership to include record m.c.'s as a result of the current telephone strike.

"One of the fundamental rules," the spokesman said "is that the member be able to play a musical

instrument. Unless the disc jockey in question does just that he is subject only to the rules of the

American Federation of Radio Artists."

The AFM executive termed as "ridiculous" any intimation that telephone strike would in any way

affect AFM musicians.

"They (the musicians) are still being heard on network and local shows so what's the fuss about?"

he asked.

health, the human body, disease and other medical topics. "Medical Center of the Air" is aired on

Yankee Network. Programs are pre-

sented by the spokesman said "is that the member be able to play a musical instru-

ment. Unless the disc jockey in question does just that he is subject only to the rules of the

American Federation of Radio Artists."

The Afm executive termed as "ridiculous" any intimation that telephone strike would in any way

affect AFM musicians.

"They (the musicians) are still being heard on network and local shows so what's the fuss about?"

he asked.
This recent installation shows a Blaw-Knox 280 ft. self-supporting insulated Vertical Radiator for AM, topped by an FM antenna.

With Blaw-Knox experience in tower construction dating back to the birth of commercial radio, the broadcasting station had full confidence in the ability of Blaw-Knox to design, build and erect this new type of structure.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
Pittsburgh, Pa.
Promotion

COLORFUL promotion piece announcing the June release of "The Adventures of Buddy Bear," a new series of children's radio shows, distributed to hundreds of radio stations throughout the United States. Each package includes a poster, a folder, and a letter to the station.

CONFESOR Money Accepted

REPRODUCTION of four-dollar bill of the Confederate money, with the motto "Sure we accept Confederate money", has been distributed to banks and other financial institutions across the country.

Mailing List

MAIL RESPONSE from advertising for "The Mystic Mountain" promotion. Responses are being recorded and tabulated for further analysis.

Sports Column

SPORTS COLUMN written by a well-known sports writer, aiming to attract new readers by featuring the latest sports news and analysis.

FM Contest

CONTEST invitation to listeners to send in their responses to a special contest question, with the possibility of winning a prize.

WPEN Expands Publicity

WPEN PHILADELPHIA has expanded its publicity department, adding new staff members to increase the coverage of its events and programs.

Pittsburgh's Power-Full Independent

WPIT at 730 on every dial

PITTSBURGH'S POWER-FULL INDEPENDENT

John J. Laux
Managing Director

WPIT at 730 in Pittsburgh Pennsylvania

MORNING TO NIGHT

1000 WATTS

John L. Meridian, General Manager

NATIONAL REPRESENTATIVE: JOSEPH M. MCGILLIVRAY, INC., LOS ANGELES, CHICAGO, NEW YORK

Page 62 • April 28, 1947

BROADCASTING • Telecasting
here is "the people's FM"

developed and designed to meet FM broadcasters' demand for a high quality FM receiver and tuning unit that can be marketed at a price within the purchasing power of all income groups!

Manufactured by Airadio Incorporated, Stamford, Conn.

all FM broadcasters will be interested in our distribution plan. write, wire or phone

Electronics Incorporated

exclusive sales agency

934 Bowen Building, Washington 5, D. C., phone REpublic 6363

* Credit for calling this "the people's FM" goes to Sol Taishoff, Publisher "BROADCASTING"
### ACTIONS OF THE FCC

**APRIL 18 TO APRIL 24**

**CP-construction permit**

**D directional antenna**

**Received power of radiation**

**Compensation, synchronous amplifier**

### April 18 Decisions...

**BY COMMISSION EN BANC**

**AM—1310 ke**

WCQA Pensacola, Fla.—Granted CP issued power of radiation from 1250 kw to 5 kw; DA-N, D-A, and WA-N, operating until 1970, engineering conditions.

**WASY Rochester, N.Y.—Granted CP increase change to 1750 kw new trans., operate DA-N, engineering cond.**

**WPFA Ponce, P.R.—Granted CP increase 1 kw to 5 kw and install D-A, operating since 1970, engineering cond.**

**American Pacific Radio Best. Co., Redlands, Calif.—Designated for hearing application; granted CP, included power of radiation from 3500 kw, new trans., DA-N, operating until 1970, engineering cond.**

**Transfer of Control**

**KJFB Des Moines—Granted consent to transfer to control over all outstanding shares of stock (290 shares) of Marshall Electric Co., listener designated as new four owners to Times-Republican Printing Co. for $175,000.**

**AM—1210 ke**


**AM—830 ke**

Aberdeen N.C.—Granted CP new station 930 kw 1 kw unlicensed cond. (Com. Wakesfield hearing).**

**Rocky Mountain Best. Co., Pueblo, Colo.—Granted CP new station 930 kw 1 kw 5-watt-unlicensed cond.**

**Petition Denied**

**KFI Los Angeles—Adopted memorandurn objection and order reconsideration, directed against Commission action Feb. 20, granting application for new station 930 kw, 1 kw, for special service authorization to operate with 1 kw, and 5 wts, unlicensed cond.**

**Action Rescinded**

Commission April 4 ordered order rescinding and vacating its action of March 19, disallowing without application of Foundation Co. of Washin. D.C., and designated for hearing said application for new station 930 kw 1 kw, rejected, and further ordered that Metropolitan Best., licensee WQWQ, be made party to proceeding.

**BY A BOARD**

**AM—1170 ke**

Bellingham Bests., Bellingham, Wash.—Granted CP new station 1170 ke 1 kw DA-NA (DA-1).**

**AM—1310 ke**

Burbank Bests., Burbank, Calif.—Granted CP 1850 kw 500 kw unlicensed cond. Petition requesting grant of its application without further hearing and issuance of permit, removed a application from hearing docket and granted same 1400 kw 500 kw unlicensed cond.**

**AM—1500 ke**

Tillamook Bests., Tillamook, Ore.—Granted CP new station 1500 kw 250 kw unlicensed cond.**

**AM—1500 ke**

Ojai Bests., Ojai, Calif.—Granted CP new station 1500 kw 1 kw DA-1) unlicensed cond.**

**AM—1500 ke**

KNAK Salt Lake City—Granted CP to change 1400 ke to 1200 ke, 250 w to 500 w, install new equipment and change antenna, engineering cond.**

**AM—1310 ke**

WGH Newport News, Va.—Granted CP change 1310 ke to 1300 ke, install new trans. and increase 250 w to 5 kw trans.**

**Hearing Designated**

KSTT Davenport, Iowa—Designated for hearing application to change from...
Exacting specifications of South's most powerful independent station met by RAYTHEON precision engineering

We're mighty proud to see "660 in Dixie" on the air with a complete station installation featuring Raytheon's modern new 5000 Watt AM Transmitter.

Big station engineers all over the country designed this transmitter. It is custom-engineered to their specifications, to give you exactly what you've always wanted—providing the utmost in broadcast excellence and reliability.

Consider just a few important points of superiority: HIGH FIDELITY SIGNAL • SIMPLIFIED CIRCUIT DESIGN • LOWER OPERATING COST • AUTOMATIC RECYCLING • COMPLETE OPERATIONAL CHECKS • FAST, EASY MAINTENANCE—through convenient servicing from within • INSTANTANEOUS POWER REDUCTION for nighttime operation.

Truly, Raytheon is establishing new standards of excellence in broadcast equipment. Get all the facts before ordering your transmitter. Write or wire today for eight-page illustrated folder, including complete technical specifications and schematic diagram.

The Raytheon Control Console provides fully automatic remote control of all transmitter operations, plus ample studio switching facilities for emergency programs originating at the transmitter.

RAYTHEON
Excellence in Electronics
RAYTHEON MANUFACTURING COMPANY
BROADCAST EQUIPMENT DIVISION
7475 N. ROGERS AVE., CHICAGO 26

Devoted to Research and Manufacturing for the Broadcasting Industry
FCC Actions
(Continued from page 61)

Applications Cont.:  

AM—1440 kc

KWOS Jefferson City, Mo.—CP to make changes in vertical ant. and mount FM ant. on top of AM tower. AMENDED to change trans. location (geographic coordinates).

AM—1450 kc

WBDE Allegheny, N. Y.—License to use old main trans. at sus., 250 w.

Modification of CP

WOG New York—Mod. CP which authorized to make changes in trans. equipment, for extension of completion date.

AM—600 kc

WHDL Allegheny, N. Y.—License to use old main trans. at sus., 250 w.

Modification of CP

WOG New York—Mod. CP which authorized to make changes in trans. equipment, for extension of completion date.

AM—700 kc

WPLW Cincinnati—Authority to determine operating power by direct measurement of ant. power.

Acquisition of Control

KAKC-FM Tulsa, Okla.—Voluntary acquisition of control from Ethel B. Kel- lough and Robert W. Kellough to Sam E. Avey (125 shares of common stock—25%).

License for CP

KWIN Ashland, Ore.—License to cover CP which authorized installation of new trans. and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WWEB-FM Bremerton, Ala.—Mod. CP. which authorized new FM station, for extension of completion date.

WGAO Goodland, Ala.—Mod. CP. as mod., which authorized new standard station, for extension of completion date.

KWN Fort Smith, Ark.—Mod. CP. as mod., which authorized new standard station, for extension of completion date.

FM—Unassigned

Alhambra, Calif.—CP new FM station (class A) frequency to be assigned by FCC. ERP 370 kw and ant. height above average terrain 431 ft. AMENDED to change trans. location.

Modification of CP

KSSF San Francisco—Mod. CP which authorized new FM station, to change ERP from 15 kw, measured in ant. and change commencement and completion dates.

License for CP

KJ50-FM San Jose, Calif.—License to cover CP which authorized new FM station.

AM—1140 kc

KGDM Stockton, Calif.—CP increase 5 kw to 10 kw, make changes DA-N and install new trans. AMENDED to make changes DA-N.

AM—760 kc

Angeles Best, Inc.—Mod. CP each of the following:

1. CP new station 1400 kc 250 kw specif. frequency and operate at revised frequency to 760 kcs, hours from specif. to D and change type trans.

AM—1550 kc

Fulton County Best, Corp., Atlanta, Ga.—CP new standard station, 1350 kc 10 kw-N 5 kw-D DA-N unil. AMENDED to change type trans. and studio locations.

Modification of CP

WEAS Decatur, Ga.—Mod. CP which authorized new standard station, for approval of ant., to change frequency, and for approval of trans. and studio locations.

AM—1530 kc

Kewanee Best, Co., Kewanee, Ill.—CP new standard station 1100 kc 250 w. AMENDED to make changes to frequency to 1350 kc.

AM—940 kc

Chantele Best, Co., Chanute, Kan.—CP new standard station 940 kc 250 w D. AMENDED to change name of applicant from Galen O. Gilibert, Edward J. Miller and Phil Crenshaw, partnership d/b/a Chantele Best, Co. to Galen O. Gilibert, Edward J. Miller and Phil Crenshaw and George A. Rountree, partnership d/b/a Chantele Best, Co.

Modification of CP

KSEF Pittsburg, Kan.—Mod. CP which authorized new standard station, for approval of ant., for approval of trans. location, and for change frequency to 1350 kc.

AM—1340 kc

WMSA Madison, Wisc.—CP install new vertical ant. and mount FM ant. on top of AM tower. AMENDED to make changes in ant. Authority Extended

ABC New York—Extension of author- ity to change frequencies and call letters.

AM—1380

KMUR-FM Monett, Mo.—CP change frequency from which is now 1230 kw to 1270 kw.

AM—1400 kc


WBKZ Muskegon, Mich.—Mod. CP which authorized installation of new trans. in ant. and changes in ant. and changes in trans. location, for extension of completion and commencement dates.

AM—1340 kc

WMSA Madison, Wisc.—CP install new vertical ant. and mount FM ant. on top of AM tower. AMENDED to make changes in ant. Authority Extended

ABC New York—Extension of author- ity to change frequencies and call letters.

AM—540 kc

KSEF Pittsburg, Kan.—Mod. CP which authorized new standard station, for approval of ant., for approval of trans. location, and for change frequency to 1350 kc.

AM—1380

KMUR-FM Monett, Mo.—CP change frequency from which is now 1230 kw to 1270 kw.

AM—1400 kc


WBKZ Muskegon, Mich.—Mod. CP which authorized installation of new trans. in ant. and changes in ant. and changes in trans. location, for extension of completion and commencement dates.

AM—1340 kc

WMSA Madison, Wisc.—CP install new vertical ant. and mount FM ant. on top of AM tower. AMENDED to make changes in ant. Authority Extended

ABC New York—Extension of author- ity to change frequencies and call letters.

AM—540 kc

KSEF Pittsburg, Kan.—Mod. CP which authorized new standard station, for approval of ant., for approval of trans. location, and for change frequency to 1350 kc.

AM—1380

KMUR-FM Monett, Mo.—CP change frequency from which is now 1230 kw to 1270 kw.
The test of quality in a radio station is in its ability to serve and satisfy its listeners.

The news service you select for your station is an essential factor in your over-all pattern of public service. The principles that guide the news service you broadcast should be as basic and as rigid as the principles behind Radio itself. Those of The Associated Press, built upon nine unchanging fundamentals, are parallel in every regard:

- **Objectivity, concentration of purpose, manpower**—these are the first three. They assure you of unbiased, non-partisan reporting...of news conceived as a service rather than as a motive for profit...of certainty that The Associated Press is ready whenever news breaks, anytime, anywhere in the world.

- **Mechanical facilities, speed, accuracy**—three more tests of The Associated Press that guarantee broadcasters the fastest possible delivery of news...reported fresh from the scene...meticulously gathered...checked...rechecked...every fact integrated.

- **Scope, performance, responsibility**—intangibles, but no less important than the rest. They manifest themselves in continuous effort to report every significant phase of human activity...in the determination to develop every mature standard of better news reporting...and in the personal feeling of public obligation by every man engaged in the work of The Associated Press.

These are the nine fundamentals of quality upon which The Associated Press is built. Mark them well. Use them to test the quality of the news service you broadcast.

And when you have evaluated every factor —fully, wisely and conscientiously—make sure you are able to say to your listeners:

- "This news is from The Associated Press!"

**THE ASSOCIATED PRESS**

50 ROCKEFELLER PLAZA
NEW YORK 20, N.Y.
and setting aside proposed decision (B-297) issued Feb. 6, in re applications of Charles W. Bartlo, Brian Compton, Judge, and Taylor R. Best, Co., Taylor, Tex. Further ordered that record herein be reopened for purposes of incorporating therein such portions of proof of performance filed with Commission by WACO in conformation with application for standard broadcast license, as are pertinent to determination of soil conductivity along path between Waco and Taylor, Tex. and upon such incorporation record herein is closed.

Commission announced adoption of order designating for oral argument motions of Radio Wisconsin Inc. and Joseph Triner et al. (B) as Village Best, Co. to strike exceptions filed by Edwin Mead and motion of Edwin H. Bliss tr/aa Beloit, Co. to strike exceptions filed by Edwin Mead and by Elgin Best Co. in re complaint and supplemental proposed decision (B-299; B-291). Also adopted order setting for oral argument petition filed by Radio Wisconsin Inc. to modify proposed decision (B-299; B-291) by severing the above action to determine if application for renewal of license is meritorious.

PROPOSED Docket Case

Commission announced order vacating

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE

U. S. RECORDING CO.

Robert L. Kaufman

Robert M. Silliman

Consulting Radio Engineer

George H. Jaspert

Radio Consultant

FREQUENCY MEASURING SERVICE

Custom-Built Equipment

U. S. RECORDING CO.

Woodstock, Va., S. C.

121 Vermont Ave., Wash. D. C.

District 1640

Consulting Radio Engineer

Specializing in Antenna Problems

1011 New Hampshire Ave., N. A 6485

Washington, D. C.

Reproducer Repair Service

All Makes-Specialists 9 A 9 B

Now -- 48 Hour Service

Broadcast Service Co.

234 Arcade Blvd., St. Louis 1, Mo.

William E. Richardson

Consulting Radio Engineer

1935 S. W. Mass. St. Cherry 4070

Portland 1, Oregon

Sound Effect Records

Gennett-Speed-O

Reduced Basic Library Offer Containing Over 200 Individual Sound Effects

Write For Details

Charles Michelson

67 W. 44th St.

New York, N. Y.

FCC Actions

(Continued from page 68)

Applications Cont.: change commencement and completion dates.

AM-1690 kc

Utah Valley Radio Bstc, Co., America

Phil, Utah, to new standard sta-

tion 1690 kc 250 w un.

Modification of CP

WFYF Richmond, Va. -- Mod. CP which authorized new standard for, approval of ant., to make changes in tower, equipment, approval of trans. location and to specify studio location.

April 22 Decisions...

DOCKET CASE ACTIONS

Commission announced order vacating

TOWER SALES & ERECTING CO.

Winton, Ill.

Robert M. Silliman

Consulting Radio Engineer

Specializing in Antenna Problems

1011 New Hampshire Ave., N. A 6485

Washington, D. C.

WINFIELD SCOTT MccAHEREN

Correspondence and Business Services

Radio Towers

N. St. New

Broadcast Stations to District

Moss and Business Services

-CP

SCOTT

LYNNE

CONSULTING RADIO ENGINEER

CONSULTING RADIO ENGINEER

ANCER

CONSULTING RADIO ENGINEER

CONSULTING RADIO ENGINEER

REPRODUCER REPAIR SERVICE

ALL MAKES-SPECIALISTS 9 A 9 B

NOW -- 48 HOUR SERVICE

BROADCAST SERVICE CO.

234 ARCADE BLVD., ST. LOUIS 1, MO.

WILLIAM E. RICHARDSON

Consulting Radio Engineer

1935 S. W. Mass. St. Cherry 4070

Portland 1, Oregon

SOUND EFFECT RECORDS

GENNETT-SPEED-O

Reduced Basic Library Offer Containing Over 200 Individual Sound Effects

Write For Details

CHARLES MICHELSON

67 W. 44th St.

New York, N. Y.

Page 68 • April 28, 1947

BROADCASTING • Telexcasting
In New England, the Boss knows a lot about the care and feeding of a good office force. He knows the extent to which sound, sensible buying of everyday necessities and luxuries keeps each member of the staff in tip-top form. Here's a fellow who keeps every appointment—*with NERN.*
TELERAN, TOOL FOR AIR SAFETY, DEMONSTRATED

TELERAN, a combination of television and radar applied to air navigation and traffic control, was demonstrated under simulated flight conditions early this month by RCA. This new tool for air safety is being developed by RCA under the direction of the S. Army Air Forces. Demonstration was in the nature of a progress report, following the first public showing of Teleran last October at Indianapolis. The third demonstration will include actual flight tests, scheduled to start this fall in Washington, D. C.

Essentially, Teleran comprises the televisioning of a map of a 50-mile area surrounding an airport from the airport to approaching planes. In addition to direction aids, landmarks and obstacles, the map also includes traveling blocks of light, showing the flight of planes in the area, with that of the plane receiving the signal crossed by a line that identifies it to the pilot as his own plane.

To show the rapid radar pip as a single traveling unit, RCA has developed a new "storage orthicon" television pickup tube, capable of retaining each individual image long enough to scan it many times. At the receiving end in the plane is a special receiving tube using high intensity phosphors that give an image bright enough to be clearly seen by the pilot in bright daylight.

In addition to these new pick-up and receiver tubes, the demonstration also included the first showing of a newly developed optical map-mixing technique which improves the composite Teleplan image and simplifies insertion of additional information as required, and of a time-multiplexing system provided for small-aircraft operation. Utilization of images representing different altitude layers, with selective reception of the proper images by planes traveling in any of these layers.

Colombians Ask Another Tropical Broadcast Band

ADDITION of another tropical broadcast band in the 7 mc band (40 meters) is proposed by broadcasters in Colombia, according to Foreign Commerce Weekly, published by the U. S. Dept. of Commerce. Interference by amateurs is claimed, but the Ministry of Communications takes the position that broadcasters are not interfering with amateurs.

Colombian broadcasters claim a station that can transmit on both medium and high frequencies can sell more time even though low-powered shortwave broadcasts have few listeners. They oppose increased power for U. S. shortwave broadcasting and contend that 50 kw stations in the U. S. and Europe cause interference.

Not a circus daredevil, but A. James Ebel, WMBD Peoria engineering director, making final adjustments on new FM antenna for WMBD's experimental station W9XRA, which began operations April 2. In a word, purpose is to determine relative merits of elliptical and horizontal polarization for FM transmission of average receiver installation.

New Working Conditions For Operators in Canada

NEW WORKING conditions for operators of Canadian Broadcasting Corp. stations go into effect on May 1, the result of an agreement between the CBC staff council and CBC management reached at the national staff council meeting at Ottawa in mid-March. Under the new regulations operators work a maximum of 42 hours a week on a five-day week basis, and are to have two consecutive days off duty each week. Details also were worked out on rest periods and minimum hours between shifts.

Other problems discussed included classification of job analysis, cost-of-living bonus on a sliding scale, commercial fees to announcers and producers, CBC by-laws on employees taking part in political campaigns, and welfare matters. C. R. Delfield, Toronto program office, was elected national chairman of the staff council.

California Cuts Budget For FM School Network

CALIFORNIA State Education Dept. has pared down the budget estimate for its proposed FM network from $1,716,000 to $725,000. Action on the bill proposing the network is expected within the next three weeks. [Broadcasting, March 10]. Original plans calling for a relay system will be dropped and no station construction will begin until a complete survey of available facilities has been completed. Four studios are visualized: one in Los Angeles and others in Sacramento and Berkeley.

State Dept. of Education has also begun a survey to determine total of existing equipment and program facilities among California's 4,000 schools.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
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<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1440 Church St., N.W. D.C. 1234 Washington, D.C.</td>
</tr>
<tr>
<td>LOHES &amp; CULVER</td>
<td>Munsey Building, District 8215, Washington, D.C.</td>
</tr>
<tr>
<td>ANDREW CO.</td>
<td>Consulting Radio Engineers, 363 E. 7th St., Triangle 4400, Chicago, Ill.</td>
</tr>
<tr>
<td>HERBERT L. WILSON</td>
<td>1018 Vermont Ave., N.W., Na. 7101, Washington, D.C.</td>
</tr>
<tr>
<td>JOHN CREUTZ</td>
<td>319 Bond Bldg., Republic 2151, Washington, D.C.</td>
</tr>
<tr>
<td>V. ANDERSON &amp; ASSOCIATE</td>
<td>1218 17th St., N.W., Republic 2151, Washington, D.C.</td>
</tr>
<tr>
<td>H. V. ANDERSON &amp; ASSOCIATE</td>
<td>713 American Bldg., Bldg., Rca. 0111, New Orleans, Louisiana</td>
</tr>
<tr>
<td>GILLESBRO</td>
<td>1108 Lillian Way, Gladstone 0178, Hollywood, California</td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>Highland Park Village, Dallas 5, Texas, Justin 8-6108</td>
</tr>
<tr>
<td>COLTON &amp; FOSS, INC.</td>
<td>327 19th St., N.W., Republic 3883, Washington, D.C.</td>
</tr>
<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>836 Gregg Street, Phone 7242, Columbia, South Carolina</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. Abram St., Phone 1955, Arlington, Texas</td>
</tr>
<tr>
<td>PRISSMAN &amp; BISER</td>
<td>622 Madison Avenue, Toledo 4, Ohio</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>501-505 Munsey Bldg., District 8456, Washington 4, D.C.</td>
</tr>
<tr>
<td>JOHN BARRON</td>
<td>Consulting Radio Engineers, Specializing in Broadcast and Allocation Engineering, Earle Building, Washington 4, D.C. Telephone National 6777</td>
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Towne, Kees and DeWitt
Get Promotions at KSFO

ALFRED E. TOWNE, engineer in charge of transmitting facilities for KSFO San Francisco and international shortwave stations KWID and KWIX, has been appointed director of engineering to replace R. V. Howard, engineering vice president, who has been granted an indefinite leave of absence to assume the post of NAB director of engineering [BROADCASTING, March 24]. Stations are owned by Associated Broadcasters Inc., San Francisco, whose executive vice president, Philip G. Laskey, made the announcement.

Promotions for two other veteran employees of KSFO also were announced. A. Kees, audio supervisor, has been appointed chief of transmitting facilities. Merrill DeWitt moves up from the technical staff to become audio supervisor. The changes become effective May 1. Mr. Towne has been with KSFO 11 years, Mr. Kees nine and Mr. DeWitt twelve.

Public Opinion Research Leaders to Hold Meeting

A MEETING of public opinion research leaders from all over the world to form an international professional association and conduct clinical sessions, will be held under the auspices of the National Opinion Research Center Sept. 2-5 at Williams College, Williamstown, Mass.

Serving on the committee which is drafting plans for the new organization is Elmo C. Wilson, director of research for CBS, Archibald Crossley of Crossley Inc. and Paul Lazarsfeld of the Bureau of Applied Research, Columbia U. are included in a group of 18 sponsors arranging the conference program.

Doherty

(Continued from page 8)

wholesome employment. Jurisdictional strife, restrictive labor practices, featherbedding, the failure of management to pursue constructive employee-employer relations policies, cumulative distortions in wage patterns and similar practices will certainly boomerang upon radio unions, radio personnel, and upon radio ownership and management.

The prevailing challenge to labor and management is to guide their mutual relations by a genuine sense of fairness, firmness and moderation and, during the next few years, establish the foundation of sound labor policies and practices for the radio industry.

By so doing, all elements—employers, ownership and management—will mutually benefit from the economic progress and expansion which lie ahead for the vigorous field of American business.
FCC Actions
(Continued from page 73)

Applications Cont.: TENDERED FOR FILING AM—1340 kc- girlfriend, Des Moines, Iowa—CP for new station 1340 kc 250 w unli.

Modification of License WWBR Brooklyn, N. Y.—Mod. license to operate with main studio at location of auxiliary studio pending reconstruction of main studio.

Modification of CP WJNS Revere, Ohio—Mod. CP to change studio location operating on 1590 kc 1 kw D.

Assignment of CP WSCR St. Paul, Minn.—Consent to assignment of CP to Jackson, Wash.

AMB—1329 kc.

Northwest Public Teleces, Spokane, Wash.—CP new station 1329 kc 250 w unli. (Contingent on KFQG grant).

April 24 Decisions . . . . BY A BOARD AM—1340 kc.

Inland Broadcast Co., Weheli, Idaho—Granted CP new station 1240 kc 250 w unli.; engineering condition.

Hearing Designated Holland Best Co., Holland, Mich.—Designation proceeding for new station 1450 kc 250 w unli., and ordered that WKLJ Latham and WSIB Jackson, Mich., be made parties to proceeding.

Thomas H. Harris, individually and as manager, Associated Press, Atlanta, Ga., et al., Atlanta, Ga.—Designated for hearing application for new station 1360 kc 250 w unli. and ordered that Contemporary and KIVC Victoria be made parties to proceeding.

Petition Denied Litchfield County Radio Corp., Torrington, Conn.—Denied petition for conditional grant of CP for new station 1190 kc 1 kw D pursuant to Sec. 1385 (e) of Rules.

Petition Granted Utica Observer-Dispatch Inc. & Ultes, N. Y.—Granted petition for waiver Sec. 1385 (e) of Rules, and accept for filing application submitted simultaneously with petition, for new station 1230 kc 250 w unli.; application be contingent upon presentation of WBIZ to change operating assignment.

License Renewal Following stations were granted renewal of license for period ending May 1, 1948: KWMN KFAC WHEK, Extensive of special temporary authorization, WRRB SASZ WBSB WTAD WTAW WTVY WYPA KALL KXKX KKLX KMA KFPO KSSB KERI WBDI WABI WAPO (and sub.) WBAA WCAE (and sub.) WOOP KFPU.

KVVU Logan, Utah—Granted renewal of license for period ending Feb. 1, 1945.


WJOF Florence, Ala.—Same.

WIND Indianapolis, Ind.—Granted renewal of license for period ending Aug. 1, 1947.

WPAP Parkersburg, W. Va.—Grant renewal of license for period ending Feb. 1, 1948.

Temporary Extensions KRSC Seattle, Wash.—Temporary license extended on temporary basis for two months, pending receipt of further information under Sec. 308 (b).

KFWB Los Angeles, Calif.—Same.

WMAA for the following stations were extended on temporary basis for period ending July 1, 1947: KBKB WSGC KHOM WAIT KJR (and sub.) ROB ROLO WHCQ WAWC WATT (and sub.) WEBL WPMF WLPA WJAR (and sub.) WGDW WSNX (and sub.) WORC WRPC WWJ (and sub.) WLOL WSM WFTM FM WYCO WOEL.

Final Extension WORO Albany, N. Y.—Granted final extension of special temporary authorization for WOEO to expire Aug. 31.

Similar extensions for occasioned station WXXW.

License Renewal Following FM stations were granted renewal of license for period ending May 1, 1948: KMBC-FM KTW-FM WBCN WMOY WMTW WWOUS WPMF WQQX WTAM-FM WYFC.

Licenses for following noncommercial educational stations were renewed for period ending May 1, 1948: KALW WBBE WBDB WIHG.

Approval of License AM—1000 kc—Granted to Kwan in Detroit, Mich., Granted to Station 1000 kc 1 kw D (applicant had requested 1 kw).

Action Stated Patrick Joseph Stanton, Philadelphia—Ordered that effectiveness of Commission's action of May 10, 1947, Granting CP to Patrick Joseph Stanton for new station, be stayed pending completion of Commission, because of order U. S. Court of Appeals for D. C. in case of L. B. Wilson Inc. v. FCC.

FM Conditional Grants

Nied & Steuren, Warren, Ohio—Authorized conditional grant for Class B FM station in lieu of Class A previously-authorized station.

WHID, Inc., Olean, N. Y.—Authorized conditional grant for Class B FM station.

Copper City Best Co., Rensselaer, N. Y.—Authorized conditional grant for Class B FM station in lieu of Class A previously-authorized station.

![Image of a newspaper page featuring FCC Actions, including applications, modifications, and renewals of licenses for various radio stations, with specific details about station locations, frequencies, and approved periods.]
FCC Tactics
(Continued from page 18)

did not go above 1500 kc and therefore did not include observations of any standard broadcast station operating on the frequency 1550 kc. In fact, it was not until the year 1937 that the standard broadcast band was extended to include the frequency 1550 kc. Therefore, it is obvious that the Commission was in error in thinking of its decision as an obsolete, theoretical standard and in ignoring other official data in its own possession which were called to its attention by (WCKY).

The Commission argued:

WCKY is entitled under the Commission's Rules and Regulations to protection from daytime skywave interference to its groundwave signal. Therefore, it was not deprived of its right to a hearing under the Communications Act.

The reason why the Commission's Rules do not afford protection against daytime skywave interference, as the Commission's decision in the instant case points out, is that scientific studies which have been made over a long period of time indicate that in the daytime such skywave signals as may be propagated are exceedingly uncertain in occurrence and duration, and are of very low intensity.

(WCKY) contends that the propagation curve on which the Commission relied was inaccurate as applied to WCKY, a station operating on 1550 kc. It bases its contention on the fact that most of the measurements upon which these curves were based were made prior to 1937. However, these curves and the other applicable provisions of the present Standards of Good Engineering were adopted in 1939 after a formal hearing, and informal engineering conferences at which 45 representatives of broadcast equipment manufacturers, networks, broadcast associations, and consulting engineers were present. The basis of all the expert knowledge presented to the Commission, the Commission felt it would be unreasonable to recognize as an interfering signal, against which protection would be afforded under the Rules, a signal which is so unstable, erratic, and uncertain.

WCKY's case was argued by Paul D. Spearman, Washington attorney, who with Russell Rowell prepared the John Q. Veterans. FOC's case was argued by Joseph Kittner, of the Commission's legal staff. John H. Midlen appeared as Counsel for Mr. Stanton, intervenor, but did not participate in the argument.

Benny Replacement

AMERICAN TOBACCO Co.'s summer replacement for the NBC Jack Benny Show will be The Jack Paar Show, beginning June 1, Sundays, 7:30-8 p.m. on The Closed Circuit (April 7). Agency is Foote, Cone & Belding, New York.

ABC HEADS TO CONFERENCE WITH AFFILIATE CHIEFS

MARK WOODS, president of ABC, John H. Norton Jr., vice president in charge of stations for ABC, and Iver Kenway, the network's director of advertising and promotion, will meet with representatives of affiliated stations in Denver on April 30 and in San Francisco on May 5.

The meetings, according to ABC, are intended to give network officials first hand knowledge of current problems of the affiliates, and at the same time let the stations in on network plans and developments and promote closer cooperation.

The Denver meeting was called by Frank Carman of KUTA Salt Lake City, who represents the stations in that district on the network's Stations Planning and Advisory Committee. The May 5 meeting was called by Jack Gross of KPMB San Diego, who represents the Pacific District on the committee.

50-Station Campaign

VESS BEVERAGE Co., after a test of its new "no caffeine" Vess Cola drink in the St. Louis area, has extended its advertising to 15 states, with 50 radio stations and 100 newspapers now carrying campaign. Agency is Olian Advertising Co., St. Louis.

U. S. ARMY'S Sound Off (CBS, Fri., 7:30-8 p.m.) is conducted by Mark Warnow (center), who appears happy in the company of Army and agency representatives and the show's producer. L to r: Glenhall Taylor, Hollywood director of radio for N. W. Ayer & Son Inc.; Col. Mason Wright, U. S. Army; Mr. Warnow; H. L. McClinton, N. W. Ayer vice president in charge of radio, New York; Charles Herbert, producer of Sound Off.

ANPA
(Continued from page 18)

total advertising soared to $98,000,000.

The United Press, meanwhile, also held its annual meet last week and UP President and General Manager Hugh Baillie announced an overall increase of 145 new clients, 75 of them in the radio industry.

More than 800 stations are now being served by UP, according to Radio Sales Manager Al Harrison, and many more are expected when the new FM stations begin operating.

Claiming that news continued to hold the top position in radio during the past year, Phil Newsom, radio news manager, called attention to postwar trends, stating that "stations have paid increasingly great attention to regional and local news and to new and unusual programming ideas." UP has anticipated this trend, according to Mr. Newsom, and now sends more than four hours a day of regional and local news, two hours above the wartime figure. He added that newcasts today feature on the average approximately 50% national news, 25% to 30% local and regional and 15% foreign.

UP now uses 170 transmitter hours, daily as compared to 132 hours a year ago and thus has increased transmission of news around the world by approximately 30%, according to Harry Flory, foreign news manager and director of communications.

Announcement was also made that UP had opened 14 new bureaus in Europe, South America and the Far East and four in this country during the year. This was in addition to many state capital bureaus and some special sub-bureaus like that at the United Nations.

Resubscribe to Hooper

SAN ANTONIO radio stations which were reported suspending subscriptions to "City Hoopertings" have "resubscribed," but to a more extensive audience measurement service involving substantial sampling increases and the issuance of more frequent reports. C. E. Hooper Inc., reported last week.

You get the whole picture with

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:

33,300,000 Jewish speaking persons
2,103,787 Italian speaking persons
1,284,000 German speaking persons
767,000 Polish speaking persons
240,000 Spanish speaking persons
6,573,785 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: Little Brown Pix

Resubscribe to Hooper

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5000 WATTS DIRECTIONAL OVER NEW YORK
North Carolina's FM Stations Organize State Association

COOPERATIVE campaign among FM stations in North Carolina to work with dealers in obtaining stocks of FM receivers under Thompson's Public demand for sets was set in motion last Monday at the organization meeting of the North Carolina FM Assn. held at the Chester Hotel, Wilson, N. C.

Holders of FM CP's either must go on the air or give up their permits, Bill Bailey, FM Assn. executive director, told the registered delegates representing 21 stations and affiliated industry groups. He said the FCC is about to go after permit holders who get permits merely to tie up frequencies and keep others from getting into the business.

He added that the "time for appeasement is past. We in FM must stand on our feet and fight for our rights." Eight board members and officers were elected. President is Allen Wannemaker, WTGM-FM Wilson; vice president, Keith Byerly, WBBB Raleigh, N. C.

Wilson Registration


H. E. Eames, WZB-FM; Fred Fletcher, WRAL-FM; Nathan Fulmer, WHNC; Ray Ford, WFL; Lloyd W. Garand, Airlaid; Henry Gatto, Stateville, Ill.; R. R. Gilroy, WSGC-FM; W. G. Wailes, WABS-FM; John C. Hanner, WCPN; A. T. Hawn, WGBR-FM; Phil Hedlitz, WOBN-FM; Walter P. Hester, WHEE-FM; John Hicks, WGBR-FM; E. J. Hotel; WCUP; B. S. Hodges Jr., WWOZ-FM; J. L. Howard; WHIT; Henry Hulick Jr., WPFF-FM.


Bill Malone, WOGR-FM; Richard H. Massey, WPFF-FM; Claud Meates, WCDT; T. J. Moore, Nash-Steel-Warren; Robert R. Mays, WPXO; Paul Morris Jr., R. P. Trant.

Leboad B. Nelson, WQBB-FM.

Warren Palmer, WSDC; J. Roy Parker, WBBF; M. I. Parker, WBBF; T. K. H. Patterson, WRSP-FM; Don Pierce, WRBF-FM; John M. Roze, WHEE-FM.

Harry Seaverance, WOCT-FM; J. W. Shackford, Stroumsberg & Chatto; M. Smith Jr., WJSP-FM; Henry Sullivan, WODA-FM.

W. B. Taylor, Wincharger & Raytheon; Dan Trumbull, WGBR-FM; T. H. Walrond, WPNC; Allen Wannemaker, WGBR-FM; Melvin J. Warner, WPNC; Penn Watson, WOCT-FM.

R. W. Youngstedt, WPFF-FM; W. D. Young, Chapman & Wilcox Co.

KSBR ON AIR AS FIRST 50 KW ON HIGH BAND
KSBR San Bruno, Calif, new FM station of Radio Diablo Inc., went on the air with a 50-kw transmitter last Wednesday, said by FCC authorities to be the first 50-kw station operation in the high band. The station operates on 93.7 mc and is temporarily located at the plant of Eitel McCulloch Inc., tube manufacturing firm whose owners have major interests in Radio Diablo. The transmitter was designed and built by Eitel-McCulloch. Antenna is turnstile, giving effective radiated power of approximately 200 kw.

FCC authorities said the station is operating under special authorization for equipment tests. The 50-kw operation in the high band was requested last winter seeking to prove recent transmitter tube developments of Eitel-McCulloch. [BROADCASTING, Dec. 23].

FCC Proposed Decision In Texas Is Set Aside

FCC announced last week that it had set aside its proposed decision in the station operates on 93.7 mc opened the record to include new information on soil conductivity along the path between Waco and Taylor, Tex.

The proposed decision had characterized FCC as "impressed" with the qualifications of Taylor Broadcasting Co., of Taylor, and with Taylor's need for service, but concluded that application should be denied because of serious adjacent channel interference with WACO Waco. Gonzales Broadcast Co.'s application for 1450 kc with 250 w at Gonzales, was then proposed to be granted and those of Express Publishing Co. and Charles W. Balchrope, of San Antonio, to be denied along with the Taylor application [BROADCASTING, Feb. 10].

Oil Promotion

AMERICAN PETROLEUM Institute has appointed Sullivan, Stauffer, Colwell & Bayles, New York, to handle its advertising campaign which will include local radio.
time in the public interest by ad-
vertisers who know that this coun-
try's national problems did not end
with the war." The story of the birth of coordi-
nated public service advertising by
American business is told in an announ-
cement by the Council starting a week
after Pearl Har-
bor when Donald Nelson, about to
be named chief of the War Pro-
duction Board, discussed with
radio's story
Ludlam, council president, in the
war information topics on
a regular schedule on their pro-
grams. This plan was handled by
the Office of War Information.

Format of Radio
Mr. Ludlam said that in the first
week of the plan, "radio urged it's
listeners to buy war bonds, salvage
scrap metal and pool their auto-
mobiles. The next week top pro-
grams broadcast information

to all radio, with
ANA, AAA, NAB and other or-
ganizations cooperating. First ma-
jor assignment was to sell bonds. The Council set up the Radio Allo-
cation Plan, through which adver-
tsers and networks volunteered
to carry war information topics on
a regular schedule on their pro-
grams. This plan was handled by
the Office of War Information.

Mr. Ludlam issued a review of this
participation in which he sug-
gested that "radio's story should be
told by radio." He said: "Ra-
dio listeners know that the vital
public service appeals are being
broadcast daily. They know that
these are important messages and
that they are presented sincerely
and effectively. But, many more
listeners need to know why and
how these messages get done.
Many believe that the Government
inserts these appeals, or that the
announcer, through the kindness of
his heart, tosses them in to fill
time. "Listeners should be told direct-
ly—even proudly—that these mes-
gages represent a voluntary co-
ordinated use of commercial radio
advertisers carried a
comprehensive volume of public serv-
cice material which went unrecord-
ed." Mr. Ludlam reviewed the types
of campaigns conducted by the
Council during the war and listed
movements which have been given
government support during which
the Council present the Council plan has a ra-
dio circulation of a billion listener-impressions each month.

Overall value of time and space
devoted to public interest drives
during the war was estimated at
more than a billion dollars, with
present support placed at more
than $100,000,000 a year.

SUCCESSFUL WAAT
WANTED

PACKAGE DRUG
ACCOUNTS

Increasingly to join the
Growing group of

SUCCESSFUL WAAT
packaged drug advertisers-

SUCCESSFUL in cash regis-
ter results-

SUCCESSFUL because

they know that—

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

CORNY?
WIBW advertisers don't think our
methods of selling to farmers are
corny. Not when they check sales
figures in Kansas and nearby states.
Radio Sports Cited as Juvenile Aid

Sen. Myers Terms Them Part of Democratic System in U. S.

COMMERCIAL sponsorship of sporting events is strengthening the democratic system as well as providing an effective weapon against juvenile delinquency, prominent figures from the sports world told last Monday at a testimonial dinner tendered by a group of over 100 broadcast stations to Atlantic Refining Co. and its agency, N. W. Ayer & Son. The dinner was held at the Warwick Hotel, Philadelphia.

Senator Francis J. Myers (D-Pa.), member of the House Committee on Interstate & Foreign Commerce; Louis B. Nichols, assistant director of the FBI; and E. S. Whitlock, WJZ Philadelphia, McNamara, owner of the Philadelphia Athletics; L. C. McEvoy, director of broadcasting, American Baseball League, and others joined in paying tribute to role of broadcasting in bringing sports events to the nation.

Silver bowl was presented to Robert H. Colley, Atlantic president, by John Shepard 3d, chairman of the board of Yankee Network. The bowl carries an engraved message in recognition of Atlantic's 12-year record of sports sponsorship, including 1,400 football and 10,000 baseball games as well as basketball.

Agency Honored

Scroll narrating the role played by N. W. Ayer & Son in placing the sports program on an average of more than 60 stations a year was presented to Harry A. Batten, Ayer president, by Judge Harry S. McDevitt, of the Common Pleas Court, 1st Judicial District of Pennsylvania.

In charge of the testimonial dinners was a committee of station executives headed by Frank A. Smith, president and general manager of WWSW Pittsburgh. Other members of the committee were Edward D. Clery, WJZ Philadelphia; Leon Levy, WCAU Philadelphia; Ernest Loveman, WPTZ Philadelphia; R. C. Maddux, WOR New York; Clair R. McColough, Mutual-Dixon Group; William B. McGrath, WHDH Boston; E. S. Whitlock, WRNL Richmond; H. C. Wilder, WSYR Syracuse; Mr. Shepard. Thomas B. Price, WWSW commercial manager, and Martin A. Cohen, WWSW promotion manager, assisted in arrangements.

Senator Myers pointed out that radio is sensitive to criticism of its public service role and is evolving plans to meet this criticism. He said that it would be difficult however, to find cause for complaint against sports broadcasting, adding that stations and sponsors are performing a distinct public service by combating juvenile delinquency, developing wholesome interests in young minds and lifting the morale of the American worker.

Mr. McEvoy spiked once more the argument that broadcasts cut down attendance at sports events. Club owners now want their games broadcast, he said, recalling that attendance records rose gradually up to 1945 when seven clubs in the league permitted broadcasting. Attendance in 1945 reached 5,600,000, he said. In 1946, with seven clubs on the air all season and the eighth part of the time, 9,020,000 persons paid to see American League games. He credited this record to cooperation of clubs, stations, announcers and primarily sponsors. He lauded Atlantic Refining for promoting interest in sports.

Mr. McColough, representing NAB President Justin Miller and the entire broadcasting industry, congratulated Atlantic Refining on the high standards of its sports programs and its public service activities. Bill Slater, representing Atlantic announcers, said Atlantic's demands were stiff but credited to fact the high calibre of its overall coverage.

A. K. (Rosey) Rowswell, who announces, Atlantic games on WWSW, was toastmaster.

TESTIMONIAL DINNER at which Atlantic Refining Co. received silver trophy from over 100 broadcast stations was arranged by committee of which Frank R. Smith, WWSW Pittsburgh, was chairman. Award was received by Robert H. Colley, Atlantic president. Left to right: E. S. Whitlock, WRNL Richmond; Mr. Smith; Ed Clery, WIBG Philadelphia; Leon Levy, WCAU Philadelphia; E. B. Loveman, WPTZ Philadelphia; Mr. Colley; R. C. Maddux, WOR New York; John Shepard 3d, Yankee Network; Clair McColough, WJZ Philadelphia.

NET AUDIENCE REPORT ANNOUNCED by BMB

BMB today (April 28) announced publication of its network audience report showing the net unduplicated audiences of the four nationwide networks and ten regional networks which subscribed to BMB, broken down by counties and about 1,000 cities.

The 54-page report is a companion piece to the BMB Area Report, issued earlier, which contains the same information for individual stations. Advance copies of the report will be delivered tomorrow April 29, to the networks the NAB, AAA, and AAAA, BMB reports, with general distribution to all station subscribers and all AAA and AAAA members to begin May 9. Additional copies are available at $25 each, $15 to educational and non-profit organizations.

Washington: ‘Shadow’ Renewed

DELAWARE, LACKAWANNA & WESTERN Coal Co., New York, effective Sept 7 for 39 weeks, renews The Shadow on 39 MBS eastern stations, Sundays, 5:50 p.m. Agency is Ruthrauff & Ryan, N. Y.
and general manager of American Guaranty Corp., Boston.

FCC's majority decision found that Mr. Lafount and the Cohens acquired 70% of the WORL voting stock on March 25, 1937, but failed to apply for Commission consent and also "concealed from the Commission that a transfer of the majority of Class B voting stock had taken place at that time." Other acquisitions, the majority said, were reported "in such manner and at such times as suited their particular purposes and convenience without regard to the true facts and the requirements of said rules and regulations of the Commission."

Cites 'Misrepresentation'

In "over 17 reports and applications" during six years following March 25, 1937, FCC asserted, the principals misrepresented that Robert C. Nordblom continued to be the owner of 300 shares of stock sold to the Cohens on that date.

The decision concluded:

Moreover, on at least four occasions, Lafount and Nordblom submitted statements to the effect that no written or oral contracts existed concerning the voting rights of any stock or the ownership or control of the stations. And throughout the existence of an oral agreement between Lafount and Nordblom that the stock owned by the Cohens was to be released in Nordblom's name, and that he was to vote the stock as a shareholder and serve as a director as a courtesy and convenience to the Cohens.

Yet Lafount was an ex-member of the Commission, and Nordblom was an ex-extendate in connection with other radio stations, and was well aware of the necessity for making complete and truthful reports to the Commission. And the Cohens were both lawyers of long experience, including work in preparing applications for action by the Commission.

Licensee's Defense

Mr. Lafount and the Cohens contended that the portion of the matter were not present at the acquisition of the 70% of voting stock and that the portion to be taken by the Cohens (30%) was reissued in the name of Mr. Nordblom until it could be asserted that the Cohens was handling their shares divided. When it was a WORK SCHEDULE running deep into overtime hours was booked for many FCC staff members last weekend as the Commission neared its May 1 deadline for handling AM applications under its temporary expediting plan.

Commission authorities held out no hope of meeting the original goal of action by May 1 — via grants or designation for hearing — on all AM applications filed before the plan went into effect on Feb. 7. They did think the deadline could be met, or nearly met, with respect to Line 2 (complicated) cases but not those in Line 1 (relatively simple applications).

They refused to predict whether the Commission would extend the term of the expediting procedure. It was thought, however, that there would be no inclination toward an extension if only the Line 1 cases are uncompleted. Extension was regarded as more likely if additional time is needed to finish Line 2 cases.

Reported that Mr. Nordblom was dissatisfied, the Cohens decided not to take the stock in their own names until the matter was settled.

It was pointed out that all claims had been disposed of by the fall of 1943 and that the Cohens then took the stock in their own names; they argued that the transfer was not final until this was done and that therefore there was no improvidence in failing to report the transfer previously.

WORL has 20 days in which to petition for rehearing by the Commission. In event that petition is denied, the station has 20 days thereafter to appeal to the courts. Ben S. Fisher and Charles B. Wayland of the law offices of Fisher & Wayland are Washington counsel for WORL.

Comr. Paul A. Walker, Rosel H. Hyde, and E. M. Webster did not participate in the decision. The proposed decision in the case was issued Oct. 24, 1945.

FCC Staff Is Working Overtime

As Expediting Deadline Nears

work on Line 2, in which case an extension, if ordered, probably would apply to applications in both lines.

Under the expediting plan, FCC and industry engineers together are processing pre-Feb. 7 applications without regard to those filed after that date. Line 2 cases are the engineeringly complex applications — most of which have been on file for upwards of a year at least. It is these cases for which the expediting plan was primarily designed.

FCC authorities, concentrating on clearing away this backlog, believe that with equivalent concentration they can "clean up" Line 1 in relatively short order. Consequently, they have appeared to feel that the expediting system need not be extended if Line 2 is brought up to date by May 1.

With respect to Line 1 cases, they expect by May 1 to have processed all filed up to about Jan. 15. Meanwhile, Reed T. Rollo, president of the Federal Communications Bar Assn., and Leonard H. Marks, chairman of its Practice and Procedure Committee, met with FCC Assistant General Counsel Harry M. Plotkin last Tuesday and presented an FCBA recommendation that FCC consider Line 1 and Line 2 cases together according to channel, instead of considering Line 2 applications alone [Broadcasting, April 21]. FCC's reaction to the recommendation has not been indicated.

White (Continued from page 16)

veloped by the evidence as well as conclusions of fact and law. As far as a statutory three-judge court is concerned, the White Bill is expected to wend closely to its predecessor of 1943 which proposed to bring all appeals relative to licensing the U. S. Court of Appeals for the District of Columbia. The old bill also proposed, as it is expected the new bill will, to enlarge the venue for the bringing of injunctions against enforcement of Commission orders so that suits could be filed in the District Court of the District of Columbia as well as in other judicial districts.

This section of the early bill was aimed partially at providing smaller licensees with access to courts in their own districts to save the expense of Washington litigation.

Language of the measure also would seek to integrate court decisions with Commission response by conferring upon court decisions power commensurate with their dignity — in order to expedite court judgments.

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

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

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

Write for your copy of WHAM MARKET DATA

in the Triple Cities
Binghamton • Johnson City • Endicott
It's Always a Good Bet
To put your Money on the
WINR

BINGHAMTON, N. Y.
HEADLEY-KERK, National Representative

BROADCASTING • Teletacking

April 28, 1947 • Page 79
RESEARCH, PROMOTION AT MBS NOW SEPARATE

MBS last week announced the establishment of its research and promotion as separate departments. Harold M. Coulter, former assistant director of the Advertising and Research Dept., was appointed director of promotion, and Richard J. Puff, former manager of the MBS Research Division, was named director of research.

The network announced that while these two departments will continue to work in close cooperation, research no longer will function as a division of the Sales Promotion Dept.

Engineers Meet

INSTITUTE of Radio Engineers and American Section of the International Scientific Radio Union will hold a joint meeting in the auditorium of the New Interior Dept. Building, Washington, D. C., May 5-7. At opening day’s sessions D. D. Grieg, S. Metzer and R. Waer of the Federal Telecommunications Laboratories, New York, will present a paper on the possibility of using the moon as a passive repeater for radio links.

KYUM Omitted

KYUM Yuma, Ariz., was inadvertently omitted from the list of winners of Honorable Mention awards for local station promotion in CCNY’s National Radio Awards, published in Broadcasting March 31. Broadcasting regrets the error.

Stations That Lose Revenue by Changing Affiliates Ruled Eligible for Tax Relief

CHANGES in network affiliations by individual stations resulting in a loss of potential or real revenue will qualify such stations for tax relief under a recent Internal Revenue Bureau ruling, it was pointed out this week by Broadcasters Statistical Research Inc., Chicago.

A. R. Ellman, president of BSRI, who outlined means of qualifying for tax relief [Broadcasting, Jan. 27] said a ruling by the Excess Profits Tax Council of the Internal Revenue Bureau would “particularly apply” to stations involved in the 1938 reorganization of the NBC Blue Network, now ABC, and the move of Don Lee Network from CBS to MBS in 1937.

The new ruling, Sec. 722(b)(5): “In the opinion of the Excess Profits Tax Council the ‘M Corporation’ (as an example) may qualify for relief under the provisions of Sec. 722(b)(5). In this case it is not believed that the waiver of the requirement for an increased level of earnings is inconsistent with the principles underlying the provisions of Sec. 722(b) or with the conditions and limitations of that section.”

The council had earlier ruled that companies applying for tax relief under Sec. 722(b)(1) on the grounds of a change in network affiliation were not eligible since the loss of normal operations of revenue was not resultant from a “physical change,” Mr. Ellman said.

Qualifications for tax relief under Sec. 722(b)(4) also were denied these stations, as that section specifically reads that the change had to result in an increased level of earnings.

KANSAS CITY agencies, advertisers and stations are represented in this group gathered to discuss Hugh Feltis, BMB president, speak at the April 26 NAB Area C meeting [Broadcasting, April 21]. They are seated, I to r: W. E. Heuermann, Lin Bagley, Folger Co.; Gordon Reams, Russell C. Comer Agency; Mr. Feltis; John McLean, Hall Bros. greeting cards. Standing (I to r): John Kent Boyd, Bruce Brewer & Co.; N. V. Snyder, Weaver Welch, Western Auto Co.; Karl Koepner, KMBC; Hoyt Andres, WKY Oklahoma City; Don Davis, John Schilling, WHB.

Radio, Press, Labor Leaders to Speak

At Ohio U. Radio

SEVENTEENTH Institute for Education by Radio sponsored by Ohio State University is scheduled to be held at the Deshler-Wallick Hotel, Columbus, O. May 5-10. Official of the networks, local stations, press and labor groups are expected to attend. Chairman is M. S. Novik, public service radio consultant and former director of the Municipal Broadcasting System.

Speakers on the topic, “Is Labor Getting a Fair Shake on the Air—

Upcoming

May 5-6: NAB District 2 Meeting, Waldorf-Astoria, New York.
May 7-8: EMA Industrial Relations Seminar, Hotel Pennsylvania, New York.
May 8-9: NAB Area D Meeting (Districts 8, 9, 11) Palmer House, Chicago.
May 19-20: NAB Sales Managers Executive Committee, Ambassador Hotel, Atlantic City.

Vermont’s

ONLY CBS

STATION

1000 WATT

Broadcasting • Teletcasting
a competitive proceeding its own case will be prejudged unless the Blue Book is first "corrected."

WBAL also submitted a supporting memorandum on Thursday declaring "it is clear that the court has the jurisdiction and duty to hold unlawful" the Commission's injurious alleged false statements (the allegation being admittedly true for the purpose of the Motion to Dismiss) if it finds them "unwarranted by the facts."

"It is clear," continued the WBAL argument, "that the facts are subject to trial de novo by the court in this case, since the Commission was neither required to, nor did it, hold any hearing or make any record as a basis for the issuance of its Report 'Public Service Responsibility of Broadcast Licensees.'"

WBAL also cited "Congressional concern" against "unwarranted damaging public statements by government agencies."

FCC's Argument

FCC's latest argument, submitted to the court in the review of the case, contends that WBAL "has already been informed by the Commission that it should raise the matter now sought to be judicially reviewed in the administrative hearing on its application for renewal of the station license."

The Commission contended that WBAL has not been "denied judicial review of the action of which it complains, if (it) proceeds in the proper manner to avail itself of the remedy which Congress has expressly provided by statute."

Edward J. Hickey of the Dept. of Justice, who appeared with Max Goldman of FCC's legal staff on behalf of the Commission, contended that the matter heard earlier by Judge Distinguished was a ruling on a "preliminary hearing, and that the Monday hearing was to determine the final disposition of the motion to dismiss."

Mr. Dempsey testified that Judge Goldsborough had entered a formal order whereinon Judge Proctor chided FCC's Mr. Gold-

1889 John Gregg Paine 1947

JOHN GREGG PAINE, 57, general manager of the American Society of Composers, Authors & Publishers, died Wednesday night of a cerebral hemorrhage in Harper Hospital, Detroit. He collapsed following an address that afternoon before the National Federation of Music Clubs.

Born in Columbus, Pa., July 11, 1889, Mr. Paine attended public schools in that community, going on to Wesleyan College, where he was graduated with an A.B. degree in 1909.

Through school and college he played the violin in various orchestras but thought of music only as a cultural avocation. After graduation from Wesleyan he studied law at George Washington U. and in 1913 was employed by Victor Talking Machine Co., where his chief duties were the clearance of music copyrights and the supervision of contracts with recording artists.

After 14 years with Victor, Mr. Paine and George Bodine in 1927 launched the Human Relations Corp., sponsored by leading industrial interests to investigate the practical application of psychological principles to employment and other labor-management relations. The following year he joined Warner Bros. Co. to supervise the department for "misleading the court," adding he had understood that the previous hearing had been "a preliminary hearing, and that the Monday hearing was to determine the final disposition of the motion to dismiss."

Mr. Dempsey testified that Judge Goldsborough had entered a formal order whereupon Judge Proctor chided FCC's Mr. Gold-

tails of the then new field of sound pictures, and in 1929 he entered trade association work as general manager of the Music Publishers Protective Assn. He remained with MPPA until 1937 when he became general manager of ASCAP.

Surviving are his wife, the former Rhea Lewis, and a son, Robert Gregg Paine.

Class A FM Applications Hearing for L. A. Called

FCC announced last Thursday that it had called a hearing on 15 applications for Class A FM stations in the Los Angeles area.

The applicants are:

San Pedro Publishing & Publishing Co., San Pedro; Southern California Associated Newspapers, Glendale; Walter Muller and Frank Muller doing business as Muller Bros., Hollywood; Don C. Martin trading as School of Radio Artists, Beverly Hills; Robert Burdette, San Fernando, Virginia H. Edwards, Ruby; Airline Co., Long Beach; California Broadcasting Co., the operator of KOVO, H. Crogan, Santa Monica; Rodgers & McCord Newspapers, Inglewood; National & Warriner, Long Beach; San Fernando Valley Broadcasting, San Fernando; Centinela Valley Broadcasting, Inglewood; Alhambra Broadcasters, Alhambra; Angeles Broadcasting Co., Temple City.

WTPR Debuts Today

WTPR, Paris, Tenn., new 250 kW station on 960 kc, expects to make its first broadcast today, (April 28). Station's general manager is E. Weaks Smith, formerly with the engineering staff of WHN New York. Parkman R. Fezzor is commercial manager. Construction of WTPR's transmitting equipment and erection of tower was completed April 18.

FCC'S DECISION FAVORS KOVO PLEA OVER KROW

FCC'S DECISION FAVORS KOVO PLEA OVER KROW ON GROUNDS that an improved assignment for KOVO Provo, Utah, would tend to effect a more equitable distribution of radio facilities in accord with the Communications Act than such a grant to KROW Oakland, Calif., the FCC last week adopted a proposed decision favoring the Utah outlet.

KOVO seeks change to 1 kw fulltime, directionalized nighttime station on 960 kc, switching from its present 250 kw assignment on 1240 kc.

KROW presently is on 960 kc with 1 kw fulltime, directionalized, and seeks a boost to 5 kw on the same channel. KROW also seeks to move its transmitter location from Oakland to San Francisco. In proposing to deny the latter request, the Commission acted without prejudice to the filing by KROW of a new application for power increase which would not involve objectionable interference to KOVO, or any other existing station or pending application.
TV Show Received At 80-Mile Range

Viewtone's WABD Pickup
Impressive Despite
'Snowstorm'

TELEVISION pictures broadcast by WABD New York were received last week on a table model Viewtone receiver with a seven-inch viewing tube installed at Wading River. Long Island, more than 80 miles from New York, with a delegation of newsmen and Viewtone Television & Radio Corp. executives as viewers.

Achievement was hailed as proof of the efficacy of a new tuning device which Viewtone feels will push out the horizons of television, opening up new markets for the video manufacturer in bringing television entertainment and information into the homes of millions of people who were considered outside the range of television.

Measured on the basis of picture quality the demonstration was something less than a complete success, with images clouded much of the time with the snowstorm effect that in television means strong interference. This was blamed on the fact that RCA's international communications operations headquarters are located at Rocky Point, L. I., directly in the path of the video transmissions from New York to Wading River.

It was pointed out that Wading River is set on low level ground and was selected for that reason to demonstrate the pulling power of the receiver more effectively than would have been the case if the demonstration had been staged in the hilly country an equal distance to the west of New York, where added receiver location height would have brought it more nearly into line-of-sight of the transmitted. The fact that WABD, the only New York station airing the night of the test, has the lowest antenna of the three New York video transmitters, was also mentioned.

As explained by Lou Asheroff, consulting engineer to the company, the new tuner is essentially a high gain amplifier that acts as a band-pass filter, rejecting unwanted signals and accepting and amplifying desired signals with the result that clearer images are secured. The new tuned circuit is especially valuable in rejecting interference from other radio services, notably the FM and amateur bands which have been assigned frequencies of such character that they fall into the television receiver channels, he said.

Principle Not New

No new principle is involved in the tuning device, Mr. Asheroff said, explaining that this is merely the first application to television of a principle that has been long used by radio amateurs to get greater distance in their conversations. The new tuning unit is interchangeable with the old one in the receiver and adds little to the cost of manufacture, it was said.

Irvig Kane, Viewtone president, said the unit will be incorporated into all new sets made by his company table models which will be sold at the former price of $225 plus a $45 installation charge. Preserving more interest in the present owners of Viewtone sets than in the future market, Mr. Kane announced a plan whereby the company will replace the old tuning circuit with a new one and completely overhaul the set for a $50 service charge if the set has been in use for more than three months or $25 if it has been installed for a shorter period.

Mississippi Radio Group
Names Tibbetts President

GENE TIBBETT, manager of WMOX Meridian, Miss., has been elected president of the Mississippi Broadcasters Assn. at its semi-annual meeting in Laurel, Miss. Granville Walters was named vice-president and Hugh M. Smith re-elected secretary-treasurer.

Group went on record as opposing the 2% cash discount and favoring uniform time. A resolution was adopted endorsing NAB President Justin Miller's program against juvenile delinquency. Next meeting of the MRA will be held in Meridian in October.

LABOR TO USE RADIO IN LEGISLATIVE FIGHT

LABOR will use radio to wage a $1,500,000 campaign against labor legislation now in Congress. AFL president William Green announced last Tuesday plans for "extensive" use of radio to tell the American people of the "attack being made on the freedom of individuals."

He was referring to a proposed sharp crackdown on labor union practices passed by the House of Representatives and a similar but less drastic draft approved by the Senate Labor Committee.

The announcement appeared to presage a tightening of labor ranks as AFL and CIO leaders prepared for a conference to discuss a possible merger of the two groups into a "united front." Mr. Green has invited CIO president Philip Murray to a merger meeting.

5000 WATTS
WORLD'S WIDER ARKET BETTER GUARANTEE

NBC IN RICHMOND, VA.

Page 82 • April 28, 1947
House Could Eliminate All Further Funds On Technicality

FATE OF FOREIGN broadcasting by the State Dept. appeared last week to hinge on a parliamentary technicality which left the way wide open for the House to eliminate completely all funds requested for cultural relations work.

The International Broadcasting Division of the State Dept. is currently broadcasting to 25 foreign countries without specific authorization by Congress. A proposed "enabling act" was submitted to the House Foreign Affairs Committee on March 24 but the proposal was buried under a burden of foreign relations matters which promise to overshadow problems of our cultural relations.

Meanwhile, an appropriations subcommittee headed by Rep. Karl Stefan (R-Ne.) has begun to write a report on the State Dept.'s request for $25,000,000 to continue the broadcasting program. The report will be submitted to the House on May 2, and Chairman Stefan admitted that "collateral" matters such as the lack of authorization for the broadcasting can influence the Committee's decisions as to whether the program will be allowed funds.

Appropriations Committee Chairman John Tuber (R-N. Y.) told Broadcasting that the full committee will consider the question of authorization "very carefully" with an eye to the possibility that "someone on the floor may raise a point of order." The State Dept. has never had specific authority to conduct its broadcasting, but in previous years such "points of order" have been waived.

Assistant Secretary of State William Benton, whose Division of Information and Cultural Affairs handles the "Voice of America" programs, has been devoting himself to trying to sell the importance of the international broadcasting. He told a House Executive Expenditure subcommittee Wednesday that a member of his staff had been informed by Broadcasting that the legislative funds cut was imminent. "I hope they're mistaken," commented Mr. Benton, "the broadcasting is the single, most essential, vital item in that program."

He was testifying before the group on the State Dept.'s overall cultural and information activities.

Radio Called Vital

Rep. J. Edgar Chenuweth (R-Colo.), chairman of the group, asked Mr. Benton "what advantages would we lose if the broadcasting were abolished?" Mr. Benton replied that broadcasting was the most important informational medium handled by the State Dept., because it was the only channel of information abroad which could be controlled by the U.S.

The Senate Appropriations Committee in the past has been more friendly to Mr. Benton's division than the House group. Last year the House Committee slashed broadcasting requests in half and they were fully restored in the Senate. Somewhat the same pattern is expected this year, except that even the most optimistic observers do not predict full restoration of the probable House cut.

Meanwhile, the State Dept. reported increasing foreign interest in its broadcasting programs. It issued a report last week showing requests for $324,850 overseas listeners for program schedules of the "Voice of America." The programs, now being issued for the month of June, are printed in French, German, Italian, Chinese, Spanish and Portuguese in addition to English.

Meanwhile, it was learned that State Dept. administrators are concerned with a technical possibility that additional broadcasting funds are not forthcoming, they may be forced to issue dismissal notices in two weeks to employees of the International Broadcasting Division. Liquidation of the IBD would entail an expenditure not provided for in 1948 budget requests. Liquidation, therefore, must be paid for from current operating funds.

Emergency Appeal Is Sent Out To Save Foreign Broadcasts

EMERGENCY APPEAL to international broadcasting licensees for a special meeting to discuss continuation of foreign broadcasting by private industry should Congress withhold funds from the State Dept. was mailed last Thursday by Acting Secretary of State Dean Acheson.

It was also learned that William Benton, Assistant Secretary of State in charge of the Office of International Information & Cultural Affairs (OIC), plans to take the fight for continuation of the "Voice of America" overseas broadcasting direct to the White House, if all other plans fail.

Mr. Acheson's invitation followed early discussion between former FCC Chairman James Lawrence Fly, Mr. Benton and FCC Chairman Charles R. Denny [Broadcasting, April 14] of a "cooperative approach" to international broadcasting.

Expected to be present at the meeting, scheduled for May 5, were Mr. Acheson, Mr. Benton, Deputy OIC Director G.D. Stover Brown, Chairman Denny, Mr. Fly, representing Wesley L. Dumm radio interests, and Walter Leimon for Worldwide Broadcasting Foundation. It was not known who would represent remaining licensees who include GE, Westinghouse, Crosley Corp., CBS and NBC.

The licensee group has discussed organizing informally to run stations on a minimum budget basis until some permanent plan can be worked out.

Meanwhile, in an address to the New School for Social Research in New York last week, Mr. Leimon proposed government subsidy of international broadcasting. Mr. Leimon is one of the most vocal critics of government radio and stands almost alone among international licensees in his opposition to a State Dept. proposal for a publically chartered "International Broadcasting Foundation" [Broadcasting, Feb. 24].
Help Wanted

Wanted—Time salesman, 15% commis- sion. College degree. East coast. Box 363, BROADCASTING.

Wanted—Chief engineer for AM day- time and nighttime. Must have experience. Must have been reared or educated within 100 miles of station. Studio and transmitter broadcast experience essential. Traveling position. Inquire at once to dependable, efficient station. Stations to go on air October 1st. Reply to address. Box 257, BROADCASTING.

Attention: First class engineers with first class voice. Fast growing 250 watt network affiliate in southeast needs two first class engineers with the know-how for announcing shows on the air. If you have first class radio-telephone license and first class voice and experience—please apply. Salary plus expenses up to $60 for 44 hours. If you can meet above requirements don’t waste a 3-hour break. Box 135, BROADCASTING.

Engineer-announcers wanted—Can use two at $13.50, after 3 months $20.00, 44 hour week. Box 253, BROADCASTING.

Immediate openings announcers, con-scientious, reliable for permanent position. 250 watt station in south central location. Send disc and details. Box 245, BROADCASTING.

SUCCESS-FULL RADIO STATION SEEKS SUCCESSFUL SALESMAN TO BECOME SALES MANAGER

Aggressive local, outstandingly pro- moted, $50,000 plus per year with splendiferous 250 watt station. Sales, Young, ambitious. 250 watt station in suburban location. Must produce and can manage sales intelligently. He will become SALES MANAGER of this station working with experienced, confident, capable men who know the radio business. Full details, first letter, please, or if you have absolute confidence that you’re the man, just wire and come ahead.

WSNY—Schenectady
1240 On Every Dial

STATION FOR SALE

1. Network affiliate in medium-sized wholesaling market.
2. 500 watts with 5 kw on horizon.
3. $150,000

Write: L. E. McGivern & Co., Inc., 444 Madison Avenue, NYC 22, N. Y.

CASH—No haggling if price right for central or minority interests. In going AM or FM stations or con- struction permits. Please give mar- ket data—demand, power and population. Box 187, BROADCASTING.

FOR SALE

Immediate delivery, new PRESTO 28-N RECORDER completely craeled.
BOX 294, BROADCASTING.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.

Help Wanted (Cont’d)

Engineer, Experience: wiring, installa- tion. Reply to Box 352, Charleston, W. Va., for permanent position.

Entrist for 250 watt fulltime station. Especially interested in good commu- nications men. Salary $300 plus. Box 254, Manager, KSBY, Yreka, California.

Wanted—Experienced announcer for permanent position. Reply to Box 257, BROADCASTING.

Complete staff except chief engineer. Write WMR, Moreh, City N.C.

New local station scheduled to open every day. Full time copy writer position. Apply by letter including recent photo or snapshot. KXIO, Lewistown, Montana.

If you are a topflight veteran an- nouncer with a first class phone license there is an opportunity immediately available. Topflight opportunity in a cold climate. Join the program and production team of one of the west’s most able station managers. If you think you can qualify and are seeking a challenge, please write immediately to Manager KKOJ, the Mutual Don Lee sta- tion, Fall River, Massachusetts.

Combination engineer-announcer want- ed by Mutual station. Must have first class telephone license. Experience desired, but not necessary. If interested contact by telephone by obtaining full details. Radio Station WLYM, Monrovia, Alabama.

Experienced, dependable announcer wanted for new 250 watt station. Must be skilled in use of microphone and key to handle good production. Salary open, dependent upon background and experience. We have experiments. Give complete details on your background and requirements. Albertson Broadcasting Company, Box 398, Hagerstown, Maryland.

Additional first class operator wanted for our 500 watt station in Clarion, N. H. Write giving full particulars.

Wanted—Operator-announcer first class on permanent position. KSN, Shreve, Arizona.

New 250 watt station on air in about 3 months. Wants application from experienced sta- fect chief engineer. Write WBYS, Chairman.

Combination writer who can剪出 quality copy in quantity and quantity. Send sample copy and let’s see what you can do. Expected salary. Frank McIntytre, KLX, Twin Falls, Idaho.

One all-round announcer, capable ad- dit, ready morning show, able alignItems to give good entertainment. Also operator, first or second class microphone. 250 watt station.

Send full details to Box 249, BROADCASTING.

Have your own station? Get connected and operate with good selling voice and experience in a radio-sales career. Write WPX, Royal Oak, Michigan.

Somewhere on some small station there must be a promotion manager who wants to get a little closer to the sun. To that man we will give a good salary, a full future with no hang-up. If you have a hospitalization for himseft and family and work without problem, because a year's send picture, full details, salary re- quirement first letter. Howard L. Cher- nid, WELK, Charleston, West Va.

TRANSMISSION PRODUCERS!

A successful transmission producer wants to represent a new program outside. We can make you a partner. He lives in the Midwest. North Michigan avenue Chicago office. Willing to head up own station for proper financial backing. Readily extendable by mail and personal contact. Reply to Box 257, BROADCASTING.

Help Wanted

If you’re a personable young veteran, with first class voice, a good commer- cial radio; if you’ve had some ex- perience and would like to add polish while trying your hand at every possible aspect of production; if you’re willing to start at the bottom of the pro- Gram, where your ability is the only limit on your future; if you’d like to work 250 - watt - moving radio station in the wild, west, and have every young man who know they are going to miss their college days and would like to see your hard work “pay off”—if you’re looking for the right man, write to Amateur, Box 301, BROADCASTING.

WANTED—Experienced engineer and salesmen for 250 watt western Penn- sylvania NBC affiliate. Excellent opportunity for the right man. Permanent position. Send letter and photo to Manager WJMR, West Philadelphia.

Production-program director—250 watt, NBC station west coast. We ex- perienced man who is creative and inquisitive to combine programming and production talents with announcing. Salary $650 per month, send audition tape and complete resume of your experience and qualifications to William Harris, Manager, Radio Station WHW, Portland, Oregon.

Technicians (male-female), sportscast- ers, announcer-technicians, copywriters. Experience required. Send resume to Personnel Bureau, Box 413, Philadelphia.

Wanted—First class transmitter operator, no announcements. Reply to Box 251, BROADCASTING.

TRANSMISSION salesmen wanted by nation-wide transmission company. Lib- eral compensation. Good radio and business experience other details to be made known. Write to Box 301, BROADCASTING.

Situations Wanted

Assistants sales men may know some valuable station relations. ET services, traffic, correspondence and other business details. Presently employed. Offers. Box 413, BROADCASTING.

Top-flight sportscaster available; play- by-play reviews all major sports—baseball, football, basketball, hockey. Send resume and snapshot on request. Box 11, BROADCASTING.

Announcer seeks connection in southern California. Ten years national and local radio. Box 223, BROADCASTING.

Announcer with four years’ experience in TV and radio. Please write as program director-announcer. Also experienced in play-by-play sports. Box 218, BROADCASTING.

Writer with ten years’ experience in radio and stage production desires opportu- nity to get into television writing and producing. Prefer Chicago but will con- sider other offers. Salary not main con- cern. Write Box 419, BROADCASTING.

Staff announcer—Experience as second man at 250 watt station. Obtain salary $45, week $45. Box 223, BROADCASTING.

LINEбурш

BROADCASTING • Telecasting

FIFTEEN YEARS OF BROADCASTING

Over 10,000 hours on the air. Ten years executive positions. All phases program- ming. Complete knowledge of station management and management responsibilities. Experience be- fore in every phase of the business. Married—children. References from all stations. Salary right. Address inquiries. Box 252, BROADCASTING.

Situations Wanted (Cont’d)

Salaman-Topnotcher, seeks change, managerial position. Reply Box 226, BROADCASTING.

Station manager, presently 33 1/2 years, over last 20 years gross billings, young and progressive. Wants change at your station. Box 240, BROADCASTING.

Staff announcer—sportscaster. Two years experience in television. College degree. No state. No salary. No frills. What’s your offer? Box 249, BROADCASTING.

Radio engineer, 6 years experience, de- sires permanent position with broad- casting station. Any location acceptable. Excellent opportunity offered. For full in- formation write Box 250, BROADCASTING.

A-1 manager available—A shirt-sleeve executive, keenly competitive and highly skilled in sales, promotion, public relations, 15 years sales ex- perience. Outstanding idea man. Prac- tical merchant. Excellent sales contacts. Fine personality. Active in community affairs. Top references. For complete story, write or write Box 259, BROADCASTING.

Announcer, vet. 24, single. Experienced Disc and photo available. Box 260, BROADCASTING.

2 Combination men, announcers-cont- inuous work. Experience in sales and advertising. Both single, both independent, local stations. Box 251, BROADCASTING.

First assistant engineer. Experienced AM-FM transmitters. Studio equipment maintenance, construction, operation, or ma- key station major network. Married. De- sires permanent position. Box 262, BROADCASTING.

Manager—Showman with good solid radio back ground and sales experience. Excellent record. First reference. Top producer. Box 263, BROADCASTING.

STATION REP WANTS CHICAGO MAN

Position of responsibility with real opportunity open in Chicago for young man 26 to 35 with an established and growing network radio and television firm. The man we want must be industrious and adaptable. The same family principles that have made our firm a success is the key to all of our success—sharing in the profits of the company. For the right man we have a great career awaiting him. Write in confidence, be specific, be positive. Express your estimate of your worth and what you want in the way of responsibilities and salary. For the first interview write to Chicago April 28 through May 3. Address reply, giving background experience to Box 251, BROADCASTING, 350 N. Michigan Ave., Chicago.

DBC JOECKEY

This guy is a really, easy style, Not a student of Joe Miller joke techniques. He has the best material to be found. Excellent reputation. Former program director-announcer. Has been doing a lot of voice work. Reply in 30 days or no more. Box 418, BROADCASTING.


Wheelchair announcer. 4 years experience. College degree. Excellent radio character. Desires free status. Write Box 259, BROADCASTING.

Ten years experience. reasonably priced. Happy to hear from you. Box 253, BROADCASTING.
Situations Wanted (Cont'd)

Answerer—One year staff and music librarian, College graduate, Navy vet. Would prefer full-time position. Box 264, BROADCASTING.

I'm so tired of my job—I'm ready to quit. I make one- or two-minute written announcements, as well as script writer with top credits, with considerable experience in all types of public announcements, to put to work in a broadcasting capacity. I want to get out of the rut and find something where I can do good work. Salary secondary—I want an interesting job. Box 265, BROADCASTING.

Chief engineer basic network affiliate past four years desires change within short time. Has experience and will go to work with ambition. Interested only in.proposition in good station having thoroughly planned, 13 years broadcast engineering and station operation. Procedure. Family man, willing to stand the test of investigation into character, ability, past record. Write Box 266, BROADCASTING.

Program director-announcer; Now chief announcer, station veteran, 30, married, no children. Box 267, BROADCASTING.

Top notch sports announcer. Experienced major league play-play. Working in sports at present. Desires position with station active in professional sports. Box 268, BROADCASTING.

Sensational young announcer, Jockey, newscaster, sports, sales, advertising, etc., desires work tragedy. In network dramatic, 2 yrs. AFRS, desires staff assignment and management of a broadcasting station. Disc and photo upon request. Box 269, BROADCASTING.

Announcer—Graduate leading radio school. Handle all phases radio. Audition direction available. Box 272, BROADCASTING.

Young woman, Single. Eager to learn. Knowledge of, two years professional training, announcing and continuity. Information will be given upon request. Disc and reference on request. Box 273, BROADCASTING.

If you want combination Ken Carpen- ter, KDOR, Orange City, Iowa, don't bother, I'm good enough, and you can't afford me—but is a hard-working, competent, dependable young woman. Will graduate next June announcer school. Box 274, BROADCASTING.

If you want a dash instead of the usual cruel treatment—listen to this audition recording. Answered, experienced all types commercial, network, serialization and commercial work, shows, station routine, excellent narra-tor, good copy, above average on air reliability, desire only permanent continuous offering. Write Box 275, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation, writing and others. A half dozen or wire Hal Styles, Hal Styles' School of Radio, 5050 Wilshire Blvd., Beverly Hills, Calif.

Continuity writer available immediately. Single, 24, university graduate, personality and style, Hollywood, California, and Columbia Radio Drama and Commercial. Thorough knowledge of program production and direction, news and events, commercial and dramatic scripts. Write Riddle Irom, 4877 N. Paulina, Chi-cago, 40.

Need Television Know-How? Now available: Executing-engineer with 20 years' experience in every phase of radio and television. Has had experience with broadcasting's outstanding major stations. Has ability to co-ordinate executive ability who can meet your requirements and save you time and money. Des-serted by present affiliation, Box 299, BROADCASTING.

BROADCASTING • Telecasting

Situations Wanted (Cont'd)

Engineer, experienced, 1st phone. Vet. reliable, willing, industrious. Available immediately. Write Box 300, BROADCASTING.

Engineer—Announcer. Experienced. Work any time. Interested in new radio stations, sports and sports. Disc and snapshot on request. Box 301, BROADCASTING.

College trained veteran wants to get started in radio, anywhere. In college when I was announcer, programming, Experience. Write Box 302, BROADCASTING.

Minimum $15,000 annually. Established commentator, present, professional for four years. In all phases foreign-domestic news, available August. Box 303, BROADCASTING.

For Sale

For sale: 250 watt Mutual affiliate, lo-cated New England. Complete, in the U. S. B. price for quick sale, $350,000—00. Write Box 304, BROADCASTING.

Topnotch, tried script writer. For sale: New studio, 276, Spivey in news. In studio clearing at present, better than $25,000.00. Write Box 305, BROADCASTING.

Daven 692 attenuator network. Weston 269 power level meter, Weston 794 mag-ehm meter, 2 Weston 662 DB meters, RCA MT-375 universal pick-up. Box 316, BROADCASTING.

Radiophone type R-16 recording machine. Eighty percent not worth a nickel. Write me for complete recording, cost new. $650.00. Contact Chief Engineer, WJW, Cleveland, Ohio.

Jockey's comedy script collection. $5.00. Kleinman, 25-31 T 30th Road, Astoria 2, New York.

For sale: One Harold steel-tubular type antenna now in use, complete with new drive for 150', $500. Available. Call in RUTA, Salt Lake City, Utah.

For sale: one Whirler 78 tower, 150 feet high, complete with guys and lights. Subject to FCC approval our application. Wire offer basis knocked down F.O.B. to Ben Sanders, Manager, KICD, Spencer, Iowa.

RCA 76-A console recently reconditioned and repainted.时钟. $650.00. Write Box 317, KRDU, Dinuba, California.


Industrial wired music system. Large large size station, 12,500 watts. Total expense $2,500. Principle only. Box 319, BROADCASTING.

For sale: RCA OP5 battery 4 channel remote amplifier, 250 ohm input with cansons plugs. Complete with tubes plus 3 capacitors. Carry cover with sipper. Amplifier is available for sale and appearance. Only one set of battery been used. Call Chief Engineer KGLO. Mason City, Iowa.

Wanted to Buy

Microphones, 44-BX, 88-A. Box 302, Danlon, O.

Miscellaneous

Frequency monitor service: We service all standard makes of station monitors including the all steel models of the crystal. High quality quartz crystals, broadcast and other services. FCC accepted station frequency measurements. Over a decade of satisfaction in the service of Electron Company, Temple, Texas.

Engineer with shop and equipment de-sired. Will take contract lease of telegraphy and telephony service. Will go anywhere where there is a job. Contact Peter J. Napoleon, 3114 W. 68th St., Chicago 30, Ill. 1954, 6 a.m.—Noon.

Announcer, Vet., 26, married. Handle all phases of broadcasting. Experienced in all phases. Can write and sell. Go anywhere. Box 280, BROADCASTING.

Station manager—Excellent record, long range experience in station management, all phases of broadcast operations. Would be especially interested in station and community service. Thoroughly competent assumes full responsibility and duties. Write Box 281, BROADCASTING.

Station manager wants to make change to New England area. Presently employed 1 kw regional transmitter. Desires to man control room or transmitter man contact Manager WJN, Mt. Pleasant, Iowa, N. J. P. above 1954, 6 a.m.—Noon.

Announcer, Vet., 26, married. Handle all phases of broadcasting. Experienced in all phases. Can write and sell. Go anywhere. Box 280, BROADCASTING.

Engineer—Announcer. Experienced. Work any time. Interested in new radio stations, sports and sports. Disc and snapshot on request. Box 301, BROADCASTING.

Chief engineer basic network affiliate past four years desires change within short time. Has experience and will go to work with ambition. Interested only in proposition in good station having thoroughly planned, 13 years broadcast engineering and station operation. Procedure. Family man, willing to stand the test of investigation into character, ability, past record. Write Box 266, BROADCASTING.
in revenue of about 7% as against the 25% increases shown by newspapers and magazines over the preceding year, he said other media, particularly the magazines, are spending more money in promotional efforts. Buyers of time and space are not the same people with whom radio dealt ten years ago, he argued.

You find very few emotional buyers of radio any more—people who bought time merely because they liked a program and wanted to try out radio because of its attractive novelty. Time and space merchants are now buying by the slice rule and time has given them both practical experience and new scientific data to test the relative merits of the media. No advertiser is wedded to radio and he will obviously drop it like a hot penny as soon as it can be proved to his satisfaction that some other media is a more effective purchase for his dollar.

Dealing that radio cannot ignore the wave of criticism against programs, even though much of it is insincere and actuated by ulterior motives, Mr. Sweasy said, it calls for an “energetic and courageous response from the entire industry.”

In a sense, he said, the criticism is “very complimentary to radio because it shows what a relatively important position our medium occupies in the public eye.” Expressing no sympathy with the manner in which the Blue Book was issued by the FCC, nor the “questionable objectivity” with which some criticized it, Mr. Sweasy said he felt it had the wholesome effect of “making a lot of us do a bit of thinking we might otherwise have not done. There are problems in the radio business which can’t be answered merely by arguing that the Commission has no authority to require the public to “accept some pretty obvious defects.”

Stresses Public Relations

Judge Miller stressed the importance of public relations for radio—his main theme at the current series of district meetings—and again espoused an “editorial policy” for broadcasters. He urged stations to use their own facilities to sell radio itself.

Alluding to the NBC-Fred Allen incident which made headlines last week, Judge Miller said he felt the broadcasters were wise to “call a spade a spade” and that they were now old enough “to take some ribbing and kidding” about their medium. One who can’t do this, he said, can’t be considered an “inferiority complex,” he said.

Radio’s participation in the Texas City disaster was cited by Judge Miller as an outstanding example of “public relations.” As each domestic crisis arises radio will step into the breach, he said. A. D. Willard Jr., NAB executive vice president, outlined the functions of the reorganized NAB, which was newly elected last night. He called the NAB a “great team.”

Answering the Blue Book allegation that radio makes fabulous profits in the Federal Communications Commission, Mr. Willard said this figure-juggling was as unreasonable as would be the computation of a lawyer’s income based on his investment in law books.

Since the frontal attack on the Blue Book, Mr. Willard pointed out, there has been “not a single further encroachment by the FCC” in this field of programs. Indeed, he said, Commissioner Durr, ardent proponent of program control, “upbraided the FCC for failure to carry through.”

Music Discussion

Sweetness and light in the music discussion was marked by the “music situation” discussion at Tuesday’s session, marked by the appearance of Carl Haverlin, newly elected chairman of.exeutive committee, and other speakers from representatives of ASCAP, SESAC and other music and transcription firms. After Mr. Haverlin had admonished broadcasters to remember the chaos of World Series baseball games was to break the royalty to 15% of the station revenue, but it finally was settled at 7% by virtue of BMI’s advent. Broadcasters won a slight victory, however, he said, which should stand for all time to come “as a monument of what you can make up your mind to do.”

Urges Support for BMI

Kolin Hager, former manager of WGY Schenectady, and now assistant to the president of SESAC, urged BMI support also, and urged stations likewise to use SESAC. When he mentioned the availability of SESAC’s transcription library service, Director Campbell invited all other transcription firms represented to have their word. They did. Pierre Weis, Lang-Worth Consulting Engineer, presented, however, a new note in admonishing new stations and particularly FM outlets, not to attempt to follow rigidly the WGY-AM-BM formula of classical music. New York is unique because of its vast population, he said. In most other areas,

NATIONAL REPRESENTATIVE: THE GEORGE P. HOLингEY CO.

BROADCASTING • Telecasting

FATHER AND SON at NAB district meeting in Houston last week, were Eugene J. Roth, owner of KONO-San Antonio and son Bob, KONO salesman.
popular music is desired by the public.

FM held away at a Tuesday afternoon session, with W. W. Robertson, manager of KTRN, Wichita Falls FM station, presiding. Mr. Willard explained the functions of the FM Dept. of NAB. The chief handicap to FM development is the refusal, thus far, of AFM President James C. Petrillo to permit FM stations to duplicate programs of AM affiliates, he said.

Willard's Advice

Radio's best bet, Mr. Willard said, is to support strong labor legislation, of the character passed by the House, which would eliminate featherbedding, the secondary boycott and industry-wide bargaining. Mr. Petrillo then would find himself in "an uncomfortable position" in his persistent refusal to answer radio's plea for relief, he said.

"The main hope of FM to succeed," he said, "is to present programs of a type that people enjoy on AM stations."

When Jan King, manager of KECK Odessa, which also has an FM grant, inquired whether FM stations should join the new FM Association, since it is competitive with NAB," Mr. Willard pointed out that FM Assn. was set up as a promotion organization, rather than as a trade association. "NAB offers far more than a promotion organization, and in a sensible way," said ring, "but if you are interested in promotion of FM to the exclusion of other existing services I suppose you should support it."

Public Service Programs

Public service programming was the principal topic of the opening day. David Russell, KFDM, chairman of the panel, deprecated what he described as the "stinker," the public interest program that anecdotes "lousy but hard to refute statements." He condemned these did not satisfy the public, and that they should be ruled off the air. He urged improved programming to attract new listeners and entice more sets into use.

Louise Breault, KRKC, said many stations regard public interest programs as a necessary evil. "They polish up their halos and say, "look what we're doing."

He warned against the return of the "radio lobbyist" who was dormant during the war, when government programs were heavy. The free-time grabbers are back, he said, and should be nipped now.

Richard P. Doherty, Employers' Relations Director of NAB, pointed out that Texas is unique in that labor unions have not yet organized stations in the state. He urged stations to take cognizance of the problems of their employees and work with them. Much of his talk was off the record.

Frank E. Pellegrin, director of the NAB's Dept. of Broadcast Advertising, and Kenneth Baker, NAB Director of Research, conducted their customary lectures at district and area meetings. Dr. Baker presented graphically the NORC Survey of Public Opinion of Radio completed last year, which depicted overwhelming public support of radio.

When Mr. Pellegrin commented that most stations had adopted the standard contract form approved by the NAB and NABA, A. W. Burke, general manager of Taylor-Howe-Snowden Radio Sales, observed it was his understanding that many stations did not use the form. On a showing of hands, half of the delegates indicated they did not use it.

Hugh Feltis, president of BMB, in continuing his reorganization swing to urged continued BMB support, outlined to the district the status of the Bureau's operation, its finances, and the road ahead looking toward another national survey in 1948. BMB has received $1,400,000 in subscriptions since its formation two years ago, and now has a balance of $66,000. He cited increasing use being made of BMB data by stations, and mentioned particularly the recent survey for Broadcasting conducted by

ANNOUNCED at NAB 13th District meeting was appointment of Kenyon Brown (1) as director of operations of KWFT Wichita Falls, Tex., by Joe B. Carrigan, (r) owner of Carrigan enterprises. In center is O. L. Ted Taylor, executive director of Taylor-Howe-Snowden operations.

KENYON BROWN HEADS OPERATIONS AT KWFT

APPOINTMENT of Kenyon Brown, who resigned last month (Broadcasting, March 31) as vice president and general manager of KOMA Oklahoma City, to the post of director of operations of KWFT Wichita Falls, Tex., was announced last week by J. B. Carri- gan, of Joe B. Carrigan & Associates.

Mr. Brown's new duties will include supervision of KWFT, which is managed by Charles E. Clough, and of the Wichita Agency, a merchandising organization, and the oil and livestock interests of the Carrigan organization.

Mr. Carrigan, a practicing attorney, is owner of KWFT and of the associated enterprises. Mr. Brown is a member of the CBS advisory board of directors and has been in radio since 1933. His first full-time job was as engineer and announcer at KXBY Kansas City, and he served as radio chairman for Oklahoma during the Fifth and Sixth War Loan drives.

BROADCASTER BRASS at brunch Monday's induction meeting in Huston (1 to r): Martin Campbell, WFFA Dallas, District Director; A. D. Willard Jr., NAB executive vice president, and Carl Hav- erlin, BMI president.

Audience Surveys Inc., indicating stalwart station support.

Closing the Tuesday session was the Small Markets Section, presided over by DeWitt Landis, KFYO Lubbock, District Chairman. Mr. Pellegrin made the main presentation, restricted largely to stations in secondary markets, and in the lower power brackets.

The meeting closed Wednesday with the NAB news clinic, presided over by Jim Byron, news editor of WBAP Fort Worth.

Terms Antenna Bill Dangerous Move

"DANGEROUS PRECEDENT" is inherent in a proposal to regulate erection of radio or television antennas in the District of Columbia, according to testimony of William A. Roberts, counsel for Television broadcasters Assn., before a House district subcommittee last Wednesday.

The subcommittee, headed by Rep. Joseph P. O'Hara (R-Minn.) has been conducting a series of hearings on a bill (HR-2984) sponsored by capital citizens groups which would virtually prohibit erection of television and other transmitting towers in residential sections.

Mr. Roberts declared "the introduction of this new art (television), which has met with such immense popular approval and serves such high and national purposes, requires adaptation of existing opinion toward the essential structures in the same manner that industrial smoke stacks, transmission wires and similar facilities have been erected under public regulation for many years."

Chairman O'Hara commented that he hoped citizens would not always run to Congress for the satisfaction of every local grievance. He declared, however, that it was "unfortunate" that towers in the capital seem to have been authorized in so many cases near schools and homes where they might be a menace to public safety.

Insecticide Campaign

MICHIGAN Chemical Corp., St. Louis, Mich., has started a spot campaign for a month on 40 stations for its Pestmaster line of insecticides. Agency is Alley & Richards, New York.

Program Policies Group Holds 'Off-Record' Meet

THE NAB STANDARDS of Practice subcommittee on general program policies convened Thursday at the Edgewater Beach Hotel, Chicago, to determine what revisions should be recommended in the present NAB code of broadcasting ethics.

C. E. (Bee) Arney Jr., secretary treasurer of NAB, said the two-day session was "entirely off the record" but that the purpose of the meeting was to re-examine the question of whether or not broadcasters could live by the "golden rule."

Subcommittee members attending were Mr. Arney, Edgar Bill, president WMBD Peoria; Walter Damm, president WTMJ Milwaukee; C. Biggar, general manager WIBC Indianapolis; Gibson Gray, CBS, and Harold Fair, program director, NAB.

Mikesell Appointed

LEE MIKESSELL has been appointed general manager of KSAN San Francisco, succeeding Jerry Akers who died April 5. This was announced last week by S. H. Patterson, president of the Golden Gate Broadcasting Corp. Mr. Mikesell has been in the sales and management end of radio for 18 years, Mr. Patterson said.

A NEW STATION For a Greater SYRACUSE

Syracuse is growing industrially, commercially and culturally. WNDR has been organized to serve these needs once and to provide complete coverage of Greater Syracuse for advertisers. A staff with lifelong experience planned its program schedule to fit the needs of the one million active bidders in its market — buyers with incomes well above state and national averages.

Owned and Operated by the SYRACUSE BROADCASTING CORPORATION


Video Channels Sought by Movies

MOTION PICTURE industry will officially ask the FCC for 75 television allocations as the initial step in establishing a nationwide system of television for 1,000 delegates at the 61st semiannual meeting of the Society of Motion Picture Engineers, Chicago, were told Tuesday.

The allocations, in the 1000 and 1300 mc. band, have been held in abeyance by the FCC since February 4 as part of the inter-city relay project of the BROADCASTING (Feb. 10). At that time the motion picture industry opposed the proposed allocation on the grounds that the band should be retained for experimental purposes until such time as current television research is perfected to bring television into motion picture theaters.

Paul J. Larsen, chairman of the SMPE committee on theater television, who instituted the industry's objections before the Feb. 4 hearing, told the delegates attending the Chicago meeting that "for the first time" the film companies are joined in support of theater television and consider television as an adjunct of the motion picture industry. He said that if permission is received from the FCC for the desired frequencies, a nationwide system of inter-city relays for the projection of films to theater houses would be ready within two years, or "by 1950 at the latest."

TV-Film Program

He warned delegates that the industry's decision to press for the allocations was prompted by the fear that the commission would grant all desirable frequencies to radio-owned or controlled television applicants. Larsen said a committee composed of newsmen representatives, theater owners, distributors and producers will be announced in time to formulate a program before the May 8 meeting of the Motion Picture Association of America, in New York.

CCNY (Continued from page 18) said, stating that what the broadcasters want is criticism from people who do listen and who know what the programs were good or bad about what they hear.

Speaking of news and news interpretation on the air, Mr. Woods said that his network tries to maintain a balance of liberal, middle-of-the-road and conservative commentators, permitting all points of view to be presented without allowing the network to balance to lean fear in any direction.

Mr. Woods expressed the belief that criticism of advertising, such as that dashed out by Henry Morgenthau and the various New York newspaper series, is a healthy thing. Asked if he felt the same way about Fred Allen's attempt to debunk radio, Mr. Woods said that he did.

At the final session Wednesday evening, plaques symbolizing the highest CCNY honors were presented to ABC, WLS, WLW, Cincinnati, WIPIL Philadelphia, KGFI Los Angeles, and Kenyon & Eckhardt presentations were made by Harry Noble Wright, CCNY president, Thomas L. Norton, dean of the School of Journalism, and John G. Peatman, associate dean of the College. As chairman of the national awards committee, Dr. Peatman also read the awards of merit citations, one by J. M. Mathes Inc., WIPIL, WGN, NBC Western Division, ABC, Rich's Inc., WDG, KGFI, WEEI, Harry S. Goodman, Kenyon & Eckhardt, Banner & Greif, WNHC, KMBC, WLW, KHTT, KLZ, WFFA, KECA, and the honorable mentions for entries of RSD, KUOM, KHEW, WTMJ, CBS, WMT, WING, WNNK, KXOK, J. M. Mathes, Young & Rubicam, WMCA and KYUM. (Details of the awards and the winning entries, BROADCASTING, May 8.)

In making the presentations President Wright pointed out that since "broadcasting serves an important function in our society, it is the practical educator's duty to take account of the significance of broadcasting."

The opening session of the conference, held Tuesday night, featured more than 20 radio executives and artists answering some of the most-frequently asked questions about radio.

Grace Johnsen, head of continuity acceptance at ABC, discussed the question of common objections to commercials.

William B. Lewis, vice president in charge of radio for Kenyon & Eckhardt, New York, speaking to the same question, referred to an article which Charles Hull Wolfe, of BBDO, recently wrote for BROADCASTING, pointing out that "what frustrates listeners' irritation at radio commercials. Mr. Lewis also quoted from the National Opinion Research Center's poll of the nation's reaction to radio.

Speaking on the comparison of free radio with government-controlled radio, Robert K. Richards, public relations director of the NAR, pointed out that the American listener is "neither an intellectual relaxing in his oak-paneled library nor a hobo at a campfire."

"He is part of this and part of many others," said Mr. Richards. "Radio must think of the total American listener if, in this nation and this nation alone, over 90% of the populace is to benefit by it."

The government, Mr. Richards thought, could not compete with free radio, "even if such was the government's desire."

A. A. Schechter, vice president of news, special events and publicity for MBS, discussed trends in news comment.


Assistant Professor of Speech at the University of Chicago, Mr. Towle, said: "As radio stations expand their sales departments, the radio salesman is assuming the importance of the TV salesman."

Mr. Towle cited the case of a Chicago radio station which reached the point of not being satisfied with the purchases of only 20% of its station audience. The station had to find better ways to serve the new needs of the salesman, he said.

Also in line with Allied's expansion program was the appointment of James E. O'Hagan as executive vice president [BROADCASTING, April 14], according to a statement by D. K. Broadhead, president of the firm.

Mr. O'Hagan was associated with the Grayson Heat Control Co., Los Angeles, for more than 20 years before joining Allied, and has an extensive background in sales, distribution and industrial management.

CBS Juggles Time For Campbell Show

REPORTED desire of the Campbell Soup Co. to buy an across-the-board quarter-hour evening strip on CBS last week had the network's sales and program executives caught in a jig-saw puzzle of program realignment.

The 8:30 p.m. period on Thursday now occupied by the FBI in Peace and War sponsored by Proctor & Gamble, was said to be the stumbling block at least temporarily in the way of the sale of the five 7:30-7:45 p.m. periods to Campbell.

The soup company wants to buy that period across the board but is stymied by the program, Mr. Keen sponsored by American Home Products Co. in that period Thursdays and The American Melody Hour at the same time Tuesdays. However, American Home Products Co. was said to be willing to move Mr. Keen into the 8:30-9 p.m. period Thursdays allowing Campbell Co. to take over the 7:30-7:45 p.m. period with Bob Hope. Proctor & Gamble has been offered, it was understood, the 6:45-7 p.m. period for its Lowell Thomas Show if it will relinquish the 8:30-9 p.m. FBI in Peace and War time and move that show to a later period. P. G. & Co.'s FBI is handled by the Biow Co. and the Lowell Thomas Show by Compton Adv.

American Home Products is handled by Dancer-Fitzgerald-Sample, New York. The American Melody Hour, now sponsored by Bayer Agent through Dancer-Fitzgerald-Sample in the Tuesday 7:30-8 p.m. period, may take over the Jack Carson slot on Wednesdays 8:30-9 p.m., making the time available to the Campbell Co.

ALLIED RECORD MFG. CO. HAS EXPANSION PLANS

PLANT facilities of the Allied Record Mfg. Co., Hollywood, are being increased and new equipment added in a move aimed at national expansion, a company spokesman announced last week.

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Paul - Porter Enters Law Firm in Capital
Mission to Greece Completed, He Starts Private Practice
PAUL A. PORTER announced today (April 28) that he will join the law firm of Arnold & Fortas beginning May 15 when the firm will become Arnold, Fortas & Porter.

Mr. Porter has completed his as- signment as Chief of the First Economic Mission to Greece with the personal rank of Ambassador [蔡司 Concur, April 21].

Although the firm he is joining is in general practice, it is expected that the ex-FCC Chairman will specialize in radio and telecommu- nications. His partners are Thern, Arnold, former trust-busting As- sistant Attorney General, and Abe Fortas, former Undersecretary of Interior.

Mr. Porter’s absence from private practice dates from 1942 when he left CBS after five years as Washington counsel. Prior to his trip to Greece for the President, he had served as OPA Administrator and earlier as FCC chairman. Dur- ing the 1944 Presidential Cam- paign, Mr. Porter served as public policy director of the Democratic National Committee, leaving that post in late 1944.

MANUFACTURER CENSUS MEASURE MOVES AHEAD

SENATE CIVIL SERVICE Committee last Thursday gave its unani- mous approval to a bill which would re-establish a manufacturing census discontinued in 1939.

Sen. Albert W. Hawkes (R-N.J.), author of the measure (S. 1108, Feb. 17), declared that existing basic data affecting business, manufac- turers and mining “are now virtually useless, since there has been no complete census of manufac- turers, mining, distribution or the service trades since 1939.”

He called attention to the fact that the measure has been fully supported by the Secretary of Com- mercial, William W. Harriman. He declared he had little doubt that the matter would receive early and favorable action in the Senate.

Price Changes

WESTINGHOUSE Electric Corp. announced last week that “no price advance on home appliance models con- trolled at this time,” although some Westinghouse lines may be advanced in price due to recent wage increases. The company’s pay boost totals 15 cents an hour for all employee members of the United Electrical Radio and Machine Workers (CIO).

Five Class B, Two Class A FM
Conditional Grants Approved

CONDITIONAL FM grants were made to each of five Class B and two Class A ap- plicants. Two present conditional grantees were awarded construc- tion permits while 15 permit hold- ers receive new assignments from those previously designated.

Siskiyou Broadcasting Co., Inc., Yreka, Calif., an Oregon corpora- tion, was granted a construction permit for a Class A outlet authorized January 23. Because of the similarity of its name to that of Siskiyou Broad- casting Corp., a California corpo- rate of an earlier grant, was per- mission to do business in that state.

Wrathall Interests

Of the five new Class B condi- tional grants, two were awarded in lieu of previous Class A grants. All but one of the seven condi- tional grants were on standard stations. The exception, Monterey Bay Broadcasting Co., Santa Cruz, Calif., includes as partner Grant W. Wrathall, Washington consulting radio engineer.

Channel 261 was allocated by the Commission to Rome, N. Y., area.

The Class A conditional grants:


Class B conditional grants:

Warren, Ohio—Wied & Stevens Inc. (licensee WRBN) [Class B authorized in lieu of previous Class A grant], Olean, N. Y.—WIEVL, Inc. (licensee WKLL), Rome, N. Y.—Copper City Broad- casting Corp. (licensee WKAL), Rome, N. Y., area.

Four New AM Stations Authorized

By FCC, 3 of Them on 1600 kc

FOUR new standard stations, one of which involved reissuance of a license, were authorized last week by FCC.

Three of the grants, for 500-w. daytime operation on 1600 kc, top- side of the present A.M. band, were made to McKinney, Tex., and Marion, Ind. Construction permit for 250-w. full-time operation on 1240 kc went to a Weiser, Ida., applicant.

The new grants:

WIA in Ogden, Idaho—Radio Corp., Marion, W.Va., and Champion City Broad- casting Co., Springfield, III., both had requested 1 kw. and had been set for consolidated hearing after an original Jan. 30 author- ization for Marion Radio was set aside [Broadcasting, April 7, 14]. This proceeding arose from a peti- tion by Champion City asking that the Marion authorization be con- tinued; the presence of whatever interference might have resulted from the proposed Springfield op- eration. Fortnight ago Champion City won a conditional Class A FM assignment for Springfield [Broad- casting, April 21].

With the new 1600 kc authorizations, a total of 13 assignments have been made for that regional facility in the U. S.

Ownership Interests

The new stations:

WIA—Idaho Radio Corp., Ogden, 1600 kc, 250 w., unlimited. Principals: H. W. Willingham, mayor of Weiser; Geo. Leeman, owner, Stanford Variety Store; Carl L. Moss, manager; Al C. Logan, local- ity and Idaho First National Bank; Roberton W. Smith, associate editor, Weiser (area); Kissimmee, Florida, and Marion, Ind. Construction permit for 250-w. full-time operation on 1240 kc went to a Weiser, Ida., applicant.

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At Deadline

NO INTENT TO DECEIVE IN PIXLEY CASE, FCC FINDS

REPORTING on its investigation of Lloyd A. Pixley and family's acquisition of WCOL Columbus, Ohio, FCC said Friday it found "no intent to misrepresent or deceive by concealment of any facts..." Report was in supplemental proposed decision on applications for new stations at Sandusky, Ohio, on 1450 kc with 250 w. It renewed original proposal to (1) grant Lake Erie Broadcasting, of which Mr. Pixley is president and 51.2% owner, and (2) deny Sandusky Broadcasting and Bay Broadcasting companies [BROADCASTING, July 8, 1946].

Investigation was ordered on petition of Sandusky Broadcasting, which, without alleging attempted deception, said "impelling reasons" existed for FCC's refusal to consider application of National Bank of Columbus before station could exercise certain "discretionary rights of a radio licensee." But, FCC concluded, "it does not appear that this failure...was a deliberate non-disclosure or concealment..." Old note and chattel mortgage were discharged and replaced July 31, 1946, by $75,000 note and mortgage not restricting licensee's discretionary rights.

FM SET BOOM IS SEEN BY WISCONSIN CONFEREES

ACTIVE FM receiver market seen by Southern Wisconsin FM Radio Conference meeting in Madison. Day's activities included visit and demonstration at WHA-FM studios, at Wisconsin M. University, directed by Harold A. Engel, of WHA-FM. Speakers included Wayne Clay, WCLO Janesville; Prof. Glenn Kohler, WHA-FM Madison; Kenneth Schmitt, WIBA Madison; William VIBU Oshkosh; Paul Lapeer, WTMJ-FM Milwaukee; Don Dibson, Beloit Daily News; Allan Cumnright, WOSA Oshkosh; Tom Moers, WFJS Freeport, Ill.

Ted Leitzell, Zenith Radio Corp., reported on receiver industry trends. FM demonstration by John Steinh, WHA-FM chief engineer, and Eustice Taylor of Graybar Electric, rounded out morning session. Afternoon speakers included Kenneth Schmitt, WIBA; Norman Hehn, WIBA-FM. Ralph O'Connor of WIBU was moderator of FM discussion panel.

KEVR SALE APPROVED

APPROVAL given $190,000 sale of KEVR Seattle from A. W. Talbot, sole owner, to Western Waves Inc., FCC announced Friday. Mr. Talbot retains for Class B FM outlet there. Western Waves, also holder Class B FM permit and previous applicant for 50 kw on 1540 kc in Seattle, is headed by Dorothy S. Bull, a socially prominent daughter of late C. D. Stimson, Seattle businessman and civic leader.

FRED OGlBY appointed sales manager of Radio Division of Philco Corp., to succeed John M. Otter, named general sales manager (earlier story page 42).

TWO AM OUTLETS GRANTED; FOUR NEW ASSIGNMENTS

TWO NEW AM outlets granted by FCC Friday: 1,000 kc. 250 w. allotted to northwest broadcast trio, Yakima Broadcasting Corp., Yakima, Wash.; 600 kc 1 kw night, 5 kw local sunset, to Texas radio group, San Angelo Broadcasters, San Angelo.

Same time Commission granted power increases from 1 kw 5 kw to 630 kc to KOH Reno, Nev., and authorized changes: WJMS Ironwood, Mich., from 1450 kc 250 w to 630 kc 1 kw directional; WMFD Wilmington, N. C., from 1400 kc 250 w to 630 kc 1 kw directional, and KVCR Redding, Calif., from 1250 kc 250 w to 600 kc 1 kw directional. Commissioner Durr was hearing on WJMS.

Ownership new grants:

William E. Conklin, Corp.—Robert F. McCall, sales department KBRB Seattle, president and general manager; applicant KBRB KOMO, Seattle.

LaFer, WTMJ-FM Milwaukee; Joseph B. McLean, vice president; B. L. M. Corp., Class A. Class B.

Otter, named general sales manager of Tier Radio Co.—Robert H. Otter, named general manager of Tier Radio Co.

Three FM outlets

AUTHORIZED BY FCC

THREE CLASS A FM conditional grants in Illinois to The Copley Press Inc., publisher of dailies, announced by FCC Friday along with Class A grant to Berkeley, Calif., and three Class B authorizations to existing AM operations.

The grants and ownership:

Aurora, Elgin and Joliet, Ill.—The Copley Press Inc., publisher of daily newspapers, Class A and Class B FM applications.

C. Copley, board chairman and 56.4% common stock owner, will be trustee for family controlling 100% preferred. Firm publishes dailies: "Aurora Beacon Herald," "Elgin Daily News," "Joliet Herald News." "Illinois State Journal." Mr. Copley 46% owner WCVS Springfield (also holder FM Class B permit) and licensed after which he will hold 15 kw and 2000 hours in GOO Chicago, Mohawk, Redonda, Alhambra, San Pedro, Glendale and San Diego, Calif. FM requests pending for three others. Berkeley, Calif.—E. Ogden Driggs, Class A radio engineer; lid Army Signal Corps service. Binghamton, N. Y.—Southern Tier Radio Service Inc., Class B Licensee WNL. Washington, Pa.—Washington Broadcasting Co., Class B Licensee WFA, Eau Claire, Wis.—Central Broadcasting Co., Class B Licensee WACD.

WAIT FM RUINING

WAIT Chicago, only Chicago FM applicant given go ahead by FCC [Broadcasting, March 17], granted permission to amend application and apply for one of Chicago's three "reserved" FM channels, Commission said Friday. Action may make oral argument on proposed grants unnecessary. WSBC Chicago objected to channel it was assigned but reportedly would withdraw exceptions if it gets satisfactory assignment as result of nationwide channel reallocation plan issued since Chicago decision.

LICENSE RENEWALS granted Friday by FCC to WWJ Detroit, to May 1, 1950, and WIL Wing Chemical Co., Baltimore, shifts CBS Majority of the Town to ABC in Wednesday slot preceding Bing Crosby about Oct. 1. Agency, Sullivan, Stauffer, Colwell & Bayes. N. Y.

NEW SUN SPOT FORMULA

NEW METHOD of predicting sunspots developed by National Bureau of Standards scientists in connection with "radio weather" forecasting program, called most accurate yet devised. Extremely high sunspot incidence (115) seen for 1947. As developed by Dr. A. G. McNish and Virginia Lincoln, predictions based on previous 11-year sunspot cycles, from which average cycle is estimated. Radio engineers thus able to select best frequencies.

AMENDMENT RULE EASED

RELAXATION of FCC rule governing petitions to amend applications which have been designated for hearing was announced by Commission Friday. Change, affecting Sec. 1355(a) and (e) and effective immediately, eliminates requirement for accompanying affidavit (on whether or not consideration has been promised in connection with filing amendment petition), except when petition requests change in frequency or power.

NETWORK MooHoopings to be issued April 30 for period April 15-20 will be comparable with previous ratings despite phone cauldle, E. F. Hooper Inc. announced Friday. More than 75% of total systems in major cities are dial, hence 75% representation in all samples.

W. W. BLAIR, formerly of NBC Chicago engineering department and ABC station relations, appointed manager of WABX-FM Harrisburg.

Networks to consider program, commercial policy

NBC executive reported Friday that details of proposed changes in program and commercial policy presented at recent meetings with stations would be explored with other networks, the sense being that network-wide program is sought.

Suggestions include reduction of station-break announcements to one an hour, no mysteries before 8:30 p.m., elimination of hitchhikers, limit of three daytime serials in row, and reduction of daytime commercial to nighttime limits.

Nearly all affiliates are reported against plan by Midwest group headed by Harry Bannister, WWJ Detroit, planning to organize opposition.

Broadcasting

(Continued from Page 34)

Closed Circuit

Closed Circuit

Closed Circuit

Chief Appropriations Subcommittee on 1947-48 budget requests hearings now to start about May 5, specific date not set.

BMM (Canada) Ltd., understood planning expansion of facilities and hiring fulltime staff to handle Canadian musical compositions under new agreement with Canadian broadcasters [BROADCASTING, April 7]. Bob Burton, BMI counsel, again in Toronto conferring with Arthur Evans, BMI (Canada) secretary-treasurer, who holds same position with Canadian Assn. of Broadcasters.

Broadcasting swung its way to recognition through the sensationalism of sports coverage. Championship fights—World Series baseball—a Kentucky Derby and an Indianapolis Speedway—these and many more contributed much to gluing the listener's ears to his headphones. No less important today in a well-rounded station operation is expert sports coverage wherever and whenever action is the thickest. KMBC does just that. In its corner is Sam Molen, that Voice of Authority in Sports, who was voted by "The Sporting News" in 1946 as the middlewest's top sports commentator.

—KMBC of Kansas City
POWER to sell more

... more profitably!

WKY OKLAHOMA CITY

41.8% Share of Audience

WKY's power to sell more, more profitably, stems from the fact that it attracts, on the average, a Share of audience more than three times that of any other station serving the 30-county Oklahoma area, a fact revealed by a study conducted by Audience Surveys, Inc.

WKY reaches more people, is listened to regularly by more people, delivers the seen of selling messages into more homes where they can germinate and grow into profitable sales than does any other Oklahoma City station. WKY proves its power in practice and in profits.

DIARY STUDY AREA

A WKY study covering the 30-county area immediately surrounding Oklahoma City was conducted by Audience Surveys, Inc. A Listener Diary is a record, entered by hand, of a family's complete radio listening by station and program cover ing one full week.