THESE THREE HARD FACTS prove that WOR is the favorite station buy among the majority of advertisers and agencies in the United States

1. WOR regularly carries more accounts with a greater total dollar volume, than any station anywhere.

2. WOR frequently carries more accounts than the combined total carried by New York’s three other major stations.

3. For years, WOR has regularly carried more exclusive accounts than the combined total carried by New York’s three other major stations.

Any station would be proud to attain even one of these three achievements. WOR has consistently, year after year, been a leader in all.

There’s a reason for WOR’s unique standing: More than half of WOR’s billing is based, as far as its sponsors are concerned, on earned sales increases of merchandise sold. In other words, WOR’s got to pay through the cash register, or else.

Let’s show you how we do it.

Our address is: WOR— that power-full station at 1440 Broadway, in New York
When Mr. and Mrs. Leroy Collings celebrated their fifty-fifth wedding anniversary, it was only natural for them to visit WLS Dinner Bell Time, their favorite program for nearly half their married life.

Born on a 200-acre farm in La Porte County, Indiana, Leroy Collings farmed it till 1940 when Uncle Sam moved in with the Kingsbury Ordnance plant. Crops were corn, soybeans, wheat and oats; he marketed an average of 25 hogs a year and sold the milk from eight cows. News and Markets have been his chief listening, aside from Dinner Bell.

Mrs. Collings, with a collection of WLS Family Albums, knows most of the entertainers by name. The five Collings children are listeners in their own homes; there are now fourteen grandchildren and two great-grandchildren. The family has subscribed to Prairie Farmer 52 years.

It is on this family, and the thousands of families like it, that WLS has focussed its microphones for twenty-three years, giving them the service and entertainment they want. Our friendship with them is personal and real through their visits to our studios, our visits to their fairs and community events, and their million letters a year... powerful evidence of listener-loyalty and consequent advertising results.
Balanced diet

From robin's chirp to witching hour, Philadelphia's leading independent gives Philadelphians what they like to hear. News and weather (every hour on the hour) . . . . swing and superb symphony . . . seasonal sports and drama and special events at home and across the seas.

Call this programming a balanced diet. Call it a recipe for making friends. By any name, it's winning a steadily growing audience. And it's the reason a steadily growing army of advertisers find WPEN a prime selling force in the nation's third largest city.

WPEN gets results.

950 WPEN
PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York  Chicago  Detroit  Atlanta
San Francisco  Los Angeles

THE EVENING BULLETIN STATION
Upcoming


May 28: FMA Region 2 (Ohio, Ind., Ky., W. Va.), Gibson Hotel, Cincinnati.


June 1-2-3: NAB District 1, Somerset Hotel, Boston.

(Other Upcoming Pages 83)

Bulletins

NEGOTIATIONS for sale of WPEN Philadelphia by Philadelphia Bulletin to group headed by Albert Stylk, executive of Sun-Ray Drug Co., chain operators in Pennsylvania, reported under way Friday, Sale understood to be near $900,000 figure. Upon consummation, Bulletin will apply for transfer of license of WCAU, 50,000 watt, to its formal ownership, and sale of 5,000 independent WPEN to proposed purchasers. WCAU, CBS affiliate, acquired by Bulletin from J. David Stern, publisher of defunct Philadelphia Record and Camden newspapers, last February for about $1,000,000. Mr. Stern had acquired WCAU company from Levy brothers last fall for gross of $6,000,000, about half of which represented struck station price.


POSSIBILITY television may lose space in lower band foreseen Friday as FCC called engineering conference June 10-11 on problems involved in use of frequencies between 42-88 mc, which includes first six video channels. Any channel loss would reduce total U. S. channel availabilities, but FCC sources said careful selection could keep actual loss of availabilities low.

FCC authorities said interference has resulted from plan of assigning fixed and mobile services to share television frequencies, and from FM on adjacent channels, and that

FCC May Trim Low-Band Space for Video

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FCC authorities said interference has resulted from plan of assigning fixed and mobile services to share television frequencies, and from FM on adjacent channels, and that

Television Channel 2 (54-60 mc) has experienced interference from amateur service. Conference is to get industry suggestions for solutions.

It was felt television stands good chance of losing nothing—especially if space could be found elsewhere for fixed and mobile services—but that it's much more likely to lose than gain. Possibility of video gain virtually ruled out by other service's need for space and belief that gain would make present receivers obsolete while reduction of channels (from present 13 to 12, for example) would not.
There's no doubt about it—Mid-America is growing. You see it in the expanding industrial areas—and in the prosperous agricultural sections.

KCMO IS GROWING, TOO! With 50,000 Watts Day, 10,000 Watts Night, at 810 kc (now under construction), your sales messages will reach every corner of this rich and expanding market.

Represented by John E. Pearson Co.

Copyright 1946, KCMO Broadcasting Co., K. C., Mo.
Left to Right ... Sam M. Greenberg, Advertising Manager, Philips Department Store; Margaret Craghan, KOIL Account Executive; W. J. Newens, KOIL Station Manager.

Nine consecutive years on KOIL... starting the tenth ... and results "beyond expectations!" Here's proof that KOIL effectively delivers responsive listeners in the wealthy Omaha-Council Bluffs market! KOIL can make every penny of your time dollar profitable, too. Call Petry today!

Service-Performance-Results

CHARLES T. STUART
President & Exec. Director
Ex. Off. - Stuart Bldg., Lincoln, Nebr.

EDWARD PETRY & CO., INC.
National Representatives

W. J. NEWENS
Station Manager

1290 KC
5000 WATTS

KOIL
WHAT GOOD IS AN Award?

You can’t eat an award. And you can’t pay bills with it. And yet, when you think of it, an award is very much worthwhile, because it confirms the fact that a good job is being done. And it makes everyone concerned want to do an even better job in the future.

"Name Your Music", an NBC Western Network division program, which originated in Portland and featured KGW staff talent, has received the City College of New York national award “for the creation of the most effective direct selling, sponsored radio program”, regional and intrastate classification. The KGW staff is not unaccustomed to award winning.

Phil Irwin, announcer on "Name Your Music", won the 1945 national H. P. Davis Memorial Announcers’ Award. We believe that a radio station which maintains live talent of this caliber provides better service, both to the public and to the advertisers.
STORY OF MR. MALAPROP ★ "No, no, no! You guys don't get it. You just ain't Archie!" Ed Gardner, then a producer of big time radio shows, was speaking to a group of actors, each of whom had just auditioned unsuccessfully for the role of Archie, manager of Duffy's Tavern. One of the actors suggested that Gardner himself try out for the role of his own creation. Gardner stepped to the microphone and began talking.

The actors nodded in unison. Gardner was right—he was Archie. Thus Archie was born with a silver foot in Gardner's mouth. Gardner proved to be a master at putting a round adjective in a square phrase. The things Archie says, Noah Webster never said.

Other members of this Wednesday night cast include Clifton "Brains" Finnegan, a simple minded youth with an IQ that barely registers; Miss Duffy, "daughter of the
establishment"; and Eddie, the waiter, whose most difficult task is listening to Archie boast of his romantic coops with females of the opposite sex. Patrons include famous guest stars of radio and screen, who are invariably the objects of—(1) Archie's romantic attentions—or (2) Archie's mal mots. Canny Duffy, of course, has never been seen in the tavern since it opened in 1941.

How to operate a tavern? Locate it on the East Side of a gifted comedian's imagination. Swing wide its doors in millions of American homes via the powerful facilities of the NBC Network. Reserve its tables for the vast NBC audience. Give it a sponsor who is a pioneer radio advertiser—Bristol-Myers Company—and make it possible for listeners to step from Duffy's Tavern to the office of Mr. District Attorney. The result: a half hour when the elite meet to eat and a nation listens to laugh.

... the National Broadcasting Company
Feature of the Week

EXPLAINING features of the RCA 16mm television motion picture projector to the engineers assembled for the clinic is Frank M. Folsom (left of projector). Included in the group are (1 to r): George S. Johnson, KOB Albuquerque; J. Duncan, WLW Cincinnati; G. O. Milne, ABC New York; Mr. Folsom; Merrill A. Trainer, manager of RCA Television Equipment Sales Section; Dan Hunter, WMAL Washington; E. J. Mein-han Jr., RCA; Paul Wittig, CBS New York; John M. Sherman, WTCN Minneapolis.

FROM ALL PARTS of the U.S. the nation's top-ranking broadcasting engineers were in Camden, N.J., last week to attend for five days a television engineering training clinic conducted by RCA Engineering Products Dept.

The visiting engineers represented the major radio networks and leading independent stations which are operating or planning to operate television service. They were welcomed by Frank M. Folsom, executive vice-president of RCA in charge of the RCA Victor Division, and T. A. Smith, general sales manager of the Engineering Products Dept.

Those attending the course for the full five days were:

Sellers of Sales

MAIL PULL is sometimes the objective of a radio advertiser. Insuring mail pull can help keep a client happy, this young salesman thought.

So he advised friends to write letters in response to the first program. And even when that program was canceled by a special events broadcast, it was not possible to halt all of the responses. It was only necessary to learn his lesson once, Wayne Steffner, CBS western division sales director, avers.

As sales director for CBS western division, he is reportedly operating a $2,000,000 annual business in time alone, plus several hundred thousand dollars in program sales. All told this involves more than 150 accounts.

Son of a mining engineer, Wayne was born in Manhattan, Nev., on March 20, 1912. At four, his family moved to San Francisco where he was reared, finishing Alameda High School in 1930.

With the depression at hand, a job was his only consideration and he was lucky enough to tie up with the research department of McCann-Erickson Inc. In June 1933 he was named manager of the media department. This was his post until October 1938, when he resigned to join Newspaper Groups Inc., San Francisco, as account executive.

Radio has been his ambition but he had to wait until December 1939 for an opening with KSFO San Francisco (then a CBS affiliate) as an account executive. In January 1942 he joined CBS radio sales division as manager, becoming manager of network's San Francisco office 18 months later. In June 1946 he was in addition named sales manager of Columbia Pacific network. On February 1, 1947, he assumed his present duties, shifting his headquarters to Hollywood. 

Married since May 22, 1938, to Dorothy Meherin, he is father of Wayne Jr., 7.
FOLLOWING the recent destructive tornado in Woodward, Oklahoma, and the disastrous explosions in Texas City, Texas, many Southwestern radio stations and their courageous personnel performed great service in bringing prompt and accurate news to listeners, in mobilizing relief activities and, oftentimes, assisted in the actual alleviation of suffering among the victims. In conformance with the best traditions of American reporting, the humanitarian rather than the sensational view was broadcast.

Thus, unselfishly working together, the broadcasting industry once again demonstrated that, in a free America, private business is always eagerly and instantly converted to the public service when the need arises.

We salute all those stations in the Southwest who served so well during these recent tragic emergencies.

RADIO STATION KVOC

50,000 WATTS  NBC AFFILIATE  1170 KC

Oklahoma's Greatest Station Tulsa, Oklahoma

Edward Petry & Co., Inc., National Representatives
NO. 10—Intimate Glimpses into the Lives of the Great Spot Radio Sales Organization on Earth!

PERSONAL CONTACT!

Above you behold an air-shipment of F&P Service—Vice President Lloyd Griffin of the Chicago Office, off for a tour of personal contacts with advertisers, their agencies, and the stations we represent. Nor is Griff the only F&P Colonel who is forever forsaking his fireside to foray far afield. All of us travel thousands of miles every year in order to make the personal contacts that enable us to fully interpret your problems to “our” stations, and vice versa—to do it better, we think, than any other representatives in the industry.

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.  WCCG
CINCINNATI  WKCY
COLUMBIA, S. C.  WIS
CORPUS CHRISTI  KRIS
DAVENPORT  WOC
DES MOINES  WHO
DENVER  KVOD
DULUTH-SUPERIOR  WDSM
FARGO  WDAY
FT. WORTH-DALLAS  WBAP
HOUSTON  KXYZ
INDIANAPOULIS  WISH
KANSAS CITY  KMBC
LOUISVILLE  WAVE
MINNEAPOLIS-ST. PAUL  WTCN
NEW YORK  WMCA
OMAHA  KFAB
PEORIA-TUSCOLA  WMBD-WDJ
PORTLAND, ORE.  KEX
RALEIGH  WPTF
ROANOKE  WDOB
SAN DIEGO  KSDJ
ST. LOUIS  KSD
SEATTLE  KIRO
SYRACUSE  WFLB

NEW YORK: 120 MADISON AVE.
CHICAGO: 180 N. MICHIGAN AVE.
DETOIT: PENOBSCOT BLDG.
FORT WORTH: 406 W. SEVENTH ST.
ATLANTA: PALMER BLDG.
HOLLYWOOD: 6331 HOLLYWOOD BLVD.
SAN FRANCISCO: 58 SUTTER STREET

Page 12 - May 26, 1947
White Bill Alters Program-Fiscal Control

Splits Commission; Permits Same AM-FM-TV Owners

By SOL TAISHOFF

LEGISLATION TO CREATE a new national policy for American radio, said by its author to preclude the “Blue Book” type of regulation of programs or business aspects of broadcasting and entailing reorganization of the FCC itself, was introduced in the Senate last Friday by Majority Leader Wallace H. White Jr. of Maine, chairman of the Senate Interstate and Foreign Commerce Committee.

The identical bill was introduced in the House simultaneously by Rep. Charles A. Wolverton (R-N.J.), chairman of the House Interstate and Foreign Commerce Committee.

Action at this session, particularly in the Senate, will be sought, with prospects of public hearings before Sen. White’s committee within the next month.

In sweepingly revising the anti-

Salient sections from White Bill on page 90

quoted Communications Act of 1934, of which Sen. White was the principal architect, the measure would split the FCC into two autonomous divisions of three members each—one to handle broadcast matters as the answer to every question. The other, common carrier activities. Each division would have its own chairman with the FCC chairman to serve as executive officer.

Changes in Act Explained in Detail

Coincident with introduction of his bill, which was given the Senate number S. 1333 (in the House it is H.R. 3595), Sen. White released a section-by-section digest of the bill, explaining in detail precisely how he felt the law would be modified and the practical effect of the modifications. In a statement to the Senate, he explained that the bill is the result of more than seven years of Congressional investigations, studies and hearings by committees in both houses as well as conferences and discussions with all interested groups.

The measure, he said, should not be regarded as the answer to every question. “There may be much to be added and some to be subtracted,” he added.

While substantial portions of the measure were plucked bodily from the White-Wheeler Bill (S. 814) introduced by the present chairman and the former Montana Senator in 1943, Sen. White included a series of far-reaching proposals. The bill would:

Preclude the FCC from considering program factors on original applications, such as

S.1333 Section-By-Section Analysis

Chairman White Gives Digest of New Radio Law
Sections 1, 2 and 3 (Definitions)

Section 1 cites the title of the act as the “Communications Act Amendments, 1947.” Sections 2 and 3 amend section 3 of the present law to add a number of definitions and clarify the meaning of some existing definitions. These include the definitions of “broadcasting,” “network broadcasting,” “license,” “station license,” “radio station license,” “broadcasting station,” “broadcasting station,” “radio broadcast station,” “network organization,” “hours,” “broadcast hours,” “construction permit,” “single broadcast band.” Clarification of some of these terms, particularly the term “license,” is made necessary because of a tendency upon the part of the Commission to treat what are in fact licenses, as instruments of a different character and lesser import, thereby making possible avoidance of compliance with procedural and appellate provisions of the act intended as safeguards against arbitrary administrative action, provisions necessary to be respected if orderly procedure is to be had. These provisions tend to insure that result.

Sections 4 and 5 (Setup and Functions)

Sections 4 and 5 amend sections 4 and 5 of the present law and modify the administrative setup and functions of the Commission. Section 4 eliminates the provision giving the President authority to name the Chairman, thus conforming to the general practice in several other quasi-judicial agencies which annually elect their own President. Section 5 would require separation of the Commission of seven members into two statutory divisions of three members each and clarifies the functions of the Chairman and the Commission.

Under the legislation proposed the whole Commission would have power and authority to adopt and promulgate any rule or regulation of general application required or authorized by the Act, including procedural rules and regulations for the Commission and each division. The whole Commission would have plenary authority over amateur services, emergency services, maritime services, aircraft services, general safety services, the qualification and licensing of operators, the selection and control of personnel, the assignment of bands of frequencies to the various radio services and many other subjects and services, as at present. But the present judicial and quasi-judicial functions of the Commission would be vested in the proposed divisions as far as those functions relate to the most important and controversial subjects within the present jurisdiction of the Commission.

Jurisdiction to hear and determine all cases arising under the act or regulations relating to broadcast, television, facsimile and kindred communications intended for public reception is vested in the Broadcast Division. Similar jurisdiction with respect to common carrier and communications intended for a designated addressee is vested in the Common Carrier Division. This plan not only recognizes the basic and fundamental difference between the two types of communications involved and the nature of the questions presented by each, but it also provides a method for obtaining proper consideration of the whole matter (Continued on page 14)
White Bill Test—Let's Face It . . . . . . . . . . . . . An Editorial

AFTER MANY months of incubation, the White Bill (S. 1335) to amend the Communications Act of 1934 has emerged from the drafting pads. It is pending before both houses of Congress. It is almost all the work of Sen. Wallace H. White Jr., majority leader, chairman of the Senate Interstate & Foreign Commerce Committee, and the principal architect of every piece of radio legislation since radio's aborning days.

It is a comprehensive measure. It took months in the making; it will require days or weeks to ferret out its strong points and its weaknesses. At first blush, it appears to be a mixture of the bitter and the sweet. In its present form it admittedly is dangerous.

But there can be no doubt about the intent of its sponsors—Sen. White and Chairman Charles Wolvertom (D-N.J.) of the House Interstate & Foreign Commerce Committee, who introduced the measure at Sen. White's behest. They want to see a sound radio law, so crystal clear that it cannot be distorted or misapplied. They do not want to see radio regulated inexcusably to the point of intellectual and economic slavery.

In short, they want the American listener—and that means the American public—served by competitive, virile, free radio.

There will be hearings before Chairman White's committee. Rep. Wolvertom also may desire to hold hearings. Full opportunity will be accorded all to testify. Sen. White says he does not regard his bill as the "answer to every question that has been raised." He recognizes "there may be much to be added and some to be subtracted."

It is obvious Sen. White has made his bill a catch-all. He describes it as having "lightening rod" provisions, to arouse all shades of radio opinion. More than 90% of the bill is bodily incorporated into other Bills. Before Bill 1948, the so-called "controversial issues" provisions of which became so controversial that the bill died. This underscores the need for the most intensive and careful scrutiny to guard against cures more malignant than the disease.

This is no time to be quiescent. Radio's best minds at once should (and will) analyze the White Bill, paragraph by paragraph. They should see to it that nothing is left unsaid or undone. They should think through every passage, every thought, stated or implied. They should know where they have been, where they are, and where they are going.

It was 20 years ago that the present act came into being. Only a handful of folk were interested. In the intervening two decades, Congress tried several times to write a new radio law. Always the pressures were too great, the government too weak, the inertia or the conflict in radio ranks too marked.

It isn't important now whether there are bad aspects to the bill. Admittedly, there are. The intent of Sen. White is to achieve for radio its Magna Charta. If he forces right, logic and equity, new legislation can be enacted. The shortcomings can be overcome.

It takes work. Broadcasters should let their Congressional delegations know they are interested. The primary duty of advocacy devolves upon the NAB as the overall trade organization of radio.

If radio is found wanting, by virtue of lack of diligence, internal conflict, or fear of retribution from the licensing authority, it may be another generation before another opportunity arises. And then it may be too late.

White Bill
(Continued from page 12)

into two autonomous divisions, with a rotating1 chairman and with the chairman to serve as executive officer. Each division would elect its own chairman.

Permit no person to own or control in the same area more than one broadcast station in any single band (i.e., an AM station, a FM station, a television, etc.).

Allow no person to own stations in any single band which in the aggregate give a primary service to more than 25% of the total population—a provision that would affect the major networks through ownership of their stations in the aggregate.

Prohibit the FCC from discriminating against station ownership, such as newspaper licensees, which would outlaw also the so-called Arco procedure of open bidding in station transfers.

Incorporate in the law the so-called network monopoly regulations of the FCC with the important exceptions that affiliate contracts would run for 3 years rather than 2. Consider this one of the weak points of the bill.

Institute provisions which would "discourage a policy which grants licenses wholesale simply on command."

Spell out procedure on processing of applications and instruments of authorization with the right of full hearing, notice, and appeal clearly established.

Revise the revocation of license procedures to permit "middle ground" authority whereby a station could cease and desist orders which, if subsequently violated, could result in revocation.

Vastly broaden the political section to assure qualified candidates for public office and their spokesmen equal time and facilities.

Broaden the law whereby discussion of public or political questions would be guaranteed the same equality of opportunity provided under the political section.

Require identification of source of news items and "honest labeling" of editorial comment, interpretation or analysis.

Provide for issuance of "declaratory orders" by the FCC in cases of controversy arising under any provision of the Act. The hearing would not incur the risk of ultimate loss of license.

Broaden provisions for judicial review of Commission orders before the U. S. District Court for the District of Columbia and three-judge courts in the jurisdiction in which the licant is domiciled.

Provide for direct appeal to the Supreme Court in certain cases.

Require submission of a uniform type of report by the FCC in all hearing cases with mandatory oral argument.

It was evident after introduction of the bill Friday that independent broadcasters and networks alike would look with grave concern upon certain of the provisions and upon the general theme relating to broadening of the so-called political and related sections of the Act. These provisions are not in conflict with the terms of the White-Wheeler Bill, included largely upon insistence of.

Sen. White's Introduction Statement

MR. PRESIDENT. I have today introduced for appropriate reference a bill to amend the Communications Act of 1944. Because of the wide interest expressed in radio legislation, it seems appropriate to make a brief explanatory statement of the measure.

Mr. President. The bill is the result of more than seven years of congressional investigations, studies and hearings by committees in both houses of Congress, conferences and discussions with representatives of large and small broadcasters and members of the FCC as well as with experts and students of the problem. It has its immediate source in S. 1520, a bill introduced by Sen. Wheeler in the 76th Congress; in S. 1520, introduced by me in the 76th Congress; in S. 814, introduced by me for myself and Mr. Wheeler in the 78th Congress; in recommendations of the Federal Communications Bar Association; in recommendations in the Report of the Attorney General's Committee on Administrative Procedure; and in court decisions.

The purpose of the bill is largely to clarify the meaning and intent of the existing act and to rectify some of the defects which have become obvious during the past twelve years of administration of the law. Broadly, it deals with:

1. Changes in the organization of the Commission designed to make it function more expeditiously and expertly;
2. Modifications in functioning and procedure by the FCC to insure equal treatment of applicants and licensees;
3. Modifications in appeal procedure and provision for declaratory judgments;
4. Equality of right and opportunity to use radio facilities in political campaigns and in discussion of public questions and separation of fact from editorial opinion;
5. Further protection against censorship over programs or station operation by Government;
6. Protection against monopoly by limitations on ownership.

It should be emphasized that the bill should not be regarded as the answer to every question that has been raised. There may be much to be added to some parts. We shall have hearings and all who have suggestions to offer will be heard.

This much, however, I believe can be said. We are in great need of new radio legislation; the art is more than a quarter of a century old and has made gigantic strides technically but is operating under a law which for nearly 20 years old. Back in 1939, the late President Roosevelt commented publicly on the need for a reorganization of the Commission and new substantive law on the subject of communications. The nation's broadcasters have made clear that they want new legislation; but even more important, the public, the radio listeners are entitled to what I believe to be the benefits of this legislation.

Mr. President, I now ask unanimous consent to have printed in the Record, as a part of my remarks, a statement I have prepared which explains in a section by section analysis the provisions of the bill I have introduced.

(Continued on page 98)
Blue Book Blasted by NAB President

Radio's Weaknesses

WHAT ARE THE CAUSES of U. S. radio's greatest weaknesses? In his letter to Rep. Harris Ellsworth (R-Ore.) attacking FCC's Blue Book, NAB President Justin Miller outlined eight causes:

1. The greatest weaknesses of American broadcasting result from:
   a. Widely varying tastes of the American people.
   b. Habitual independence in the approaches of Americans to new situations and new problems.
   c. Assumption that free competition is proper, not only in business, but in ideas.
   d. Failure of many people to realize that radio broadcasting is a highly important medium of free speech, as well as of entertainment and advertising.
   e. Failure of some broadcasters to realize their responsibilities and to take active, continuing steps for improvement.
   f. Steady pressures—from people who want changes in broadcasting—upon the FCC.
   g. The too ready acceptance by FCC of responsibility for effecting such changes.
   h. The ever shifting of responsibility, by many broadcasters, to the FCC and acquiescence in its assertions of power.

(Continued on page 77)

Wakefield Reappointment Watched

Name Goes to Senate Six Weeks Before His Term Expires

REAPPOINTMENT of Ray C. Wakefield as a member of the FCC for another seven-year term beginning July 1 may evoke opposition in Republican Congressional quarters, it was indicated last week following transmission of the nomination on Wednesday to the Senate.

Some surprise was occasioned by the manner in which the nomination was transmitted—six weeks ahead of the June 30 expiration of Commissioner Wakefield's term and while the President himself was out of town at the bedside of his ailing mother in Missouri. A California Republican, Commissioner Wakefield's "Republicanism" has been questioned in national committee quarters despite the fact that he had the endorsement of Sen. John R. Knowland, California Republican, as well as the rest of the California delegation.

The nomination, following customary procedure, was referred to the Senate Interstate and Foreign Commerce Committee, of which Sen. Wallace H. White Jr. (R-Mo.), the majority leader, is chairman. There was no indication from Senator White last week as to when the nomination might be considered. It was pointed out, however, that since Mr. Wakefield's term has until June 30 to run, the committee probably would not be disposed to act before June 12, when its next executive session is scheduled.

If usual procedures are followed, Mr. Wakefield will be called before the committee, in closed session, for questioning, after which the nomination would be considered by the committee. Customarily, little difficulty arises and such nominations are promptly reported to the Senate for confirmation.

Ward too early to determine whether the opposition is organized or sporadic. Several party leaders, including the Republican Committee chairman, Carroll Reece, in the past have commented on the absence of such publications and urging critics to attack them.

He charged that "the philosophy which underlies this Report and the manner of its issuance is the philosophy of 'government of men' instead of 'government by law.'" He compared it with 18th-century England's "government by intimidation or by the lifted eyebrow," and said that effect in constitutes a bill of attainder—"a legislative act which inflicts punishment without a judicial trial."

He quoted the Supreme Court's declaration in the "Lovett Case" that legislative acts may come within the Constitutional prohibition against bills of attainder: "... no matter what their form [if they] apply either to named individuals or to easily ascertainable members of a group in such a way as to inflict punishment on them without a judicial trial."

Cites Tactics Involved

He insisted that the Blue Book did inflict punishment and that "nothing that resembled a judicial trial" preceded it. He said it inflicted punishment on specific licensees by naming their stations and condemning them for alleged improper performance, although no hearings were held and no opportunity given to challenge the evidence beforehand or the findings and new rules of procedure afterward. He added:

The Blue Book was seized upon avidly by congressmen, communicators and rival advertising media, who proceeded to heap ridicule upon broadcasters and broadcasting, generally. In fact, the FCC in its Blue Book provided the curious, not to say amazing, spectacle of a government agency inviting criticism of a large number of American citizens, presumably with the idea that such conduct constitutes proper regulation of interstate commerce. Thus it not only inflicted punishment itself, but urged Tom, Dick and Harry to join in inflicting punishment.

He said that by using the device of a "Report," FCC "attempted to evade the prohibition against interference with freedom of speech contained in the First Amendment and in Sec. 326 of the Communication Act." The method of a "Report," he said, was in keeping with FCC's "familiar ways.

(Continued on page 77)

Fading Blue

IN OCTOBER 1946, at the NAB Convention, FCC Chairman Charles B. Denny proclaimed that the Commission would not "bleach" the Blue Book. Last week NAB issued one of its strongest attacks on the Blue Book, re-issuing it in a new form. The booklet cover's color: a pale, washed-out blue.

(Continued on page 88)
Gibson Is Promoted By General Foods

Edwin T. Gibson, former vice president of General Foods Corp., New York, has been appointed executive vice president of the firm.

Advanced to the rank of vice president are B. C. Olney, former general manager of the Snider Packing Corp., a division of General Foods, as well as manager for Birds Eye Frozen Foods operations, who succeeds Mr. Gibson, and J. Nelson Williams, former director of purchasing, who in his new capacity will continue to direct all purchasing operations.

Mina Green, former assistant to the secretary of General Foods, has been named assistant secretary.

Mr. Gibson has been a vice president of General Foods since 1939 and as purchasing director of the chain since 1944. He has been a director of the corporation since 1946.

Mr. Olney joined the Medina Canning Co. in June 1913. In October 1922 he joined the Snider Packing Corp. where he became president in 1934. When Snider became a General Foods unit in 1943, Mr. Olney continued as general manager.

Mr. Williams joined General Foods in 1939 following his discharge from the U. S. Army. He has worked in various purchasing positions and was named director of purchasing in 1943.

Demille Plans Package Show on New Books

FORMATION of a radio repertory group to perform in a package show entitled The Book of the Week was announced by Ralph H. Demille, who has been prohibited from radio acting by an AFRA assessment dispute.

The program will be a half-hour dramatization of new books, and is currently being offered to advertising agencies by the William Morris agency.

Mr. DeMille plans to appear on the program himself, in a capacity similar to that which he held on the Lux Radio Theatre, if the Supreme Court grants him the right to return to the air. The AFRA dispute arose when Mr. DeMille refused to pay a union membership assessment. However, should the show be sold before any court decision is made, Mr. DeMille may produce the program by having dress rehearsals recorded and played back to him at his office where he can then confer prior to broadcast with the director.

Crosby Replacement

ABC starts Phil Silvers Show June 25 for 13 weeks as sustaining replacement for Philco Bing Crosby Show on 245 stations, Wed., 10-10:30 p.m. (EDT) and 9-9:30 p.m., all other time zones.

Block Net Show

ALTHOUGH Martin Block is already contractually tied to KPWB Hollywood and WNEW New York, Music Corp. of America has made $6,000 weekly offer to him for transcontinental record program, possibly on MBS. Deal is similar to Paul Whiteman Club on ABC stations starting June 30. Mr. Block would be starred on a five-weekly, one-hour recorded show. Meanwhile he is scheduled to start June 2 on KFWB, taking over 10 a.m.-1 p.m. shift. His WNEW recorded series continues.

PATT APPOINTED WDDO COMMERCIAL MANAGER

RALPH H. PATT, presently with the Chicago office of Paul H. Raymer Co., radio station representatives, becomes commercial manager of WDDO Chattanooga, effective June 15, it was announced last week by Earle Winger and Norman Thomas, the station's co-owners.

Mr. Patt will succeed Carter M. Parham, who announced his resignation last week after 18 years with WDDO, to become associated with the Radio Sales Co., Philco distributors in Chattanooga.

The new commercial manager's radio career began in 1923 with the Kansas City Nighthawks. From there, he spent 10 years at WJR Detroit in the program department and then became WAPN Portsmouth, Ohio, manager until he entered the Navy. After the war he joined Paul H. Raymer Co.

WABD New York Signs Four New Spot Sales

WABD New York, Du Mont video station, announced four new spot sales last week.

The Pepsi Cola Co., Long Island City, N. Y., will sponsor one-minute spots before the Yankee afternoon baseball games and six-minute spots before each Yankee evening game. These were placed through Newell - Emmett, New York.

The Austin Nichols Co., Brooklyn, N. Y. (Mouquin Wines), will sponsor four-minute spots before the Yankee afternoon games and eight-minute spots preceding evening games. Short quiz programs called Sport Names to Remember will be used. Agency is Alfred Lilly Co., New York.

One-minute weather forecasts, Mon.-Fri., will be sponsored by Sanka Coffee through Young & Rubicam, New York.

The Keystone Hatting Co., now sponsors five minutes of sports news each day immediately preceding the Small Fry Club program.

More Research, Fewer High-Priced Packages Urged at AAAA Convention

"RADIO must prove it can do the job more economically than any other medium," said Martin Work, production supervisor of Young and Rubicam, Hollywood, in an address before the sixth annual Southern California Chapter AAAA convention at Ambassador Hotel in Los Angeles, May 22.

Pointing out that radio must rid itself of the excess fat acquired during period of excess profits, Mr. Work stressed importance of research in achieving economy. More research must go into program development and buying, he asserted. Another symptom of the past to be overcome is "reclaiming the creative function" by agencies as well as networks interested in continuing with high-priced packages, according to Mr. Work. Low cost programs ranging between $2,500 and $6,000 must be built to accomplish the marketing needs of advertisers, he contended.

Terry Mann, account executive of Don Lee Broadcasting System, and formerly media director of Foote, Cone and Belding, Los Angeles, outlined the advantages of a media director today. Speaking as a representative of a post in today's advertising agency, he felt the responsibility called for a combination of librarian, accountant, salesman and public relations specialist.

Other key speakers included Jack Smock, vice president of Foote, Cone and Belding, Los Angeles, and chairman of the creative group of ANA-AAAA, who detailed a "program for better understanding of our economic system"; John Sayers, west coast director of Audit Research Institute, described role of research.

DAR Radio Action

DAUGHTERS of the American Revolution at their 56th Continental Congress in Washington, D. C., last week called on Congress to pass legislation assuring radio freedom from government censorship or control. "It is essential to the free and intelligent exercise of citizenship in a republic that radio broadcasting shall remain free from government censorship or control and be conducted in accordance with traditional American institutions of free speech and free enterprise."

Sponsors of Three NBC Nighttime Shows Renew

NBC last week announced the renewal of three nighttime periods.

Procter & Gamble Co., Cincinnati, renewed Life of Riley, Sat., 8-8:30 p. m. through Benton & Bowles, New York, for 42 weeks and has renewed Truth or Consequences, Sat., 8:30-9 p. m., through Compton Advt., also for 42 weeks.

Whitehall Pharmacal Co. New York, renewed its rights for NBC Sunday 6:30-7 p. m. spot, with Ellery Queen going into that spot on June 1. Agency is Sullivan, Stauffer, Colwell and Bayles, N. Y.

Sponsors Video Hour

BRISTOL-MYERS Co., New York, will sponsor another television show in the 8:30-9 p. m. period on Sunday nights on WNBY New York, NBC video station, starting June 6, aside from its Jinx Falkenburg and Tex McCrary show in the 8-8:30 p. m. time on the same night. Agency for second period is Doherty, Clifford and Shenfield, New York.
NAB Asks BMB to Def er '48 Study to '49

Nets to Lose Active Status; Opinion Study Voted

By J. FRANK BEATTY

MACHINERY for continuing operation of BMB's audience reports was set in motion by NAB Board of Directors at its Wednesday-Thurs day meeting at the association's Washington headquarters.

The board said it "enthusiastically endorses and commends BMB for its outstanding work" in the first study but asked BMB's board to defer the second study from 1948 to 1949, heeding numerous suggestions from stations, with a long-range financing formula to be developed.

Other board actions included:

Change of networks from active to associate status, subject to industry referendum by-law revisions. ABC will join.

Grant of more authority to the president in directing association operations, subject to referendum.

Transfer of individual meetings from autumn to spring, starting next year, with area and district meetings in the autumn.

Approval of a second public opinion survey, with $15,000 appropriated for field work.

Reversal of previous position on AFRA-network contract action, with four members to be named on Joint AFRA committee.

Approval of extensive rewriting of by-laws, with new dues classifications, subject to referendum. The BMB action came after more than a day of heated argument. Opposition from directors except was based on the fact that 1948 is viewed as a bad coverage year because of the large number of stations being authorized by the FCC. Further, it was felt that more

FM, TV Directors

REVISED NAB by-laws to be submitted to referendum vote provide 10 directors-at-large—the two for large stations, two medium, two small, one FM (Class A), one FM (Class B), one television, one facsimile [CLOSED CIRCUIT, May 12]. Any group must have at least two members before it is entitled to a director-at-large. Each will elect its own directors-at-large. By-laws changes eliminate network directors except through M & M ownership. In case of group ownership, groups will not be able to be represented in NAB through any station except station having the highest income.

FIRST MEETING in new headquarters board room was held May 21-22 by NAB Board of Directors. Present were (seated, front row center): C. E. Arney Jr., secretary-treasurer; Harry Spence, KXRO Aberdeen, Wash.; George D. Coleman, WGBI Scranton, Pa.; Frank W. Russell, NBC.


McCarthy Bill Limiting Radio Ownership Stirs Opposition

PROPOSED BAN against the holding of radio station licenses by members of Congress and their wives raised such a storm of immediate opposition last week that the board did not expressly embrace the measure. It was in any way "political" it was recalled that Senator McCarthy had only recently defeated former Progressive Senator Robert La Follette by a narrow margin. The former Senator has an interest in two Wisconsin stations, WEMP Milwaukee and WIBA Madison.

Senator McCarthy told Broadcasting that his proposal was not "a shot out of the blue," but to the contrary he had promised such legislation during his campaign against Mr. La Follette. He maintained stoutly that possession of licenses by members of Congress might possibly influence such members in decisions they might have to make regarding the FCC. In addition, he said, "when a member of Congress applies for a license, no matter how pure his motives or honest his procedures, it might appear to the electorate that his office was paying off."

He conceded that his bill as now written may discriminate too heavily against the citizen radio station owner who might want to run for Congress. In an amendment to his motion, he added, which would exempt current station owners from having to divest themselves of radio properties after being elected to office.

It was doubtful, however, that the bill (S. 1309) would ever get beyond the discussion stage. There are already veteran legislators on both sides of the Congress who either hold or are applying for licenses.

One of the most dominating personalities in the Senate GOP hierarchy, Sen. Robert A. Taft (R-Ohio), has radio interests through his family which owns the Cincinnati Times-Star and its affiliate station WKRC. Sen. Arthur Capper (R-Kan.), holds part ownership in WIBW Topeka and KCKN Kansas City, Kan.

Sen. William F. Knowland (R-Calif.), whose family owns the Oakland (Calif.) Tribune and KLX Oakland, is also expected to oppose S. 1309.

Sen. John W. Bicker (R-Ohio), applicant for a station at Columub (Continued on page 78)

BROADCASTING • Telecasting

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Rear (1 to r): Campbell Arnoux, WTAG Norfolk; Martin Campbell, WFAA Dallas; Paul W. Morency, WTIC Hartford; William B. Smulinn, KIEM Eureka, Calif.; Frank Stanton, CBS; Willy P. Harris, WDJX Jackson, Miss.; D. Howard Jr., executive vice president; Clair R. McCollum, WGA Lancaster; Justin Miller, president; G. Richard Shafis, WIS Columbia, S. C.; John J. Gillin Jr., WOW Omaha; C. Bruce McConnell, WISH Indianapolis; T. A. M. Stations; James D. Shouse, WLB Cincinnati; Fred W. Borton, WQAM Miami; William B. Way, KYVO Tulsa.
Eighteen FCC broadcast application forms will be reduced to eight and the bulk trimmed from 379 pages to less than 95 in the large-scale revision which is now nearing completion (Broadcasting, May 17).

The reorganization plan is expected by informed sources to effect savings for the industry running into the hundreds of thousands of dollars annually by its simplification and elimination of questions regarded as nonessential.

FCC authorities said the new forms should be ready for announcement within a few weeks. They are due to go into use Sept. 1.

Several other broadcast forms, including those for annual reports, are slated for revision later.

The revisions have been made by FCC, Bureau staff officials, and a special industry committee.

FCC Maysoon Be Handling AM Pleas on 30-Day Basis

FCC authorities said last week that the Commission soon may be in a position to handle new AM applications on a 30-day basis—either granting or setting for hearing within that period of filing. This belief was predicated largely on confidence that remaining applications in Processing Line 1, for the most part left over from the expenditure of expediting procedure which ended May 1, could be cleared up "within two or three months at best."

This was said to have been understood, there has been no Commission directive instructing the staff to concentrate specifically on Line 1, which is composed of simpler applications. If and when such a concentration of effort is authorized, sources feel they can bring Line 1 cases up to date within a relatively short time.

Not counting daytime applications for U. S. 1-A and 1-B channels, which are being kept in the pending files until there is a decision on the diesel snowplow case, it was estimated around 100 applications remain in Line 1. All of the more complex (Line 2) cases filed by Feb. 7 were acted upon by May 1.

One factor which might delay the "go-ahead" signal for more concentrated attention on Line 1, at least momentarily, would be the filing of a large number of petitions for changes in applications set for hearing during the expediting period. This has been expected, and might "tie up" staff members temporarily. Several such petitions already have been received.

Informed Commission quarters there is belief confirming recently circulated reports that FCC would abandon its policy of handling applications in the order in which received (Continued on page 77)

WADC Denial Is Based Solely on Grounds Of Programs

The long-drawn fight between WJAG, Cleveland, and WADC Akron for 1220 kc with 50 kw (directional) moved through another round last Thursday when FCC issued its decision granting WJAG's application and denying WADC's.

It was another step, observers felt, toward a sure court test of FCC's right to decide applications on the basis of program plans and FCC cooperated by departing from its usual procedure and denying WADC's application—solely on program grounds—"independently of any consideration of the existence of the WJAG application."

The result was the same as it was in the proposed decision (Broadcasting, Oct. 14). But the conclusions were rephrased—more carefully, observers thought, as in anticipation of a court test—and this time Comr. Clifford J. Durr, while concurring in the denial to WADC, objected to the grant to WJAG because of the service overlap that would exist between the Cleveland station and its sister outlet, WJIR, for the network.

Chairman Charles R. Denney and Comr. E. K. Jet and Ray C. Wakefield, the only other participants, over-ruled Commissioner Durr's objections. They indicated, as the full Commission did in the proposed decision, that a waiver of the duopoly rule is justified in this case. Comr. Paul A. Walker, Webster, and Rosel H. Hyde did not participate.

Principal reason behind FCC's procedure of deciding the two applications separately, rather than comparatively, was a desire to circumvent WADC's argument that the Cleveland station should be disqualified on duopoly grounds and that its own application therefore should be preferred on a comparative basis. Before the Commission used the procedure knowing that a more clear-cut test of Blue Book would be provided.

WADC, which has been devoting about 60% of its broadcast time to network programs (CBS), proposed to carry all programs offered by the network, in event the Commission granted its application to move from 1350 to 1220 kc and increased power from 5 to 50 kw. It proposed to sell all the non-network time it could—from 5 to 8 a.m.—doubt that it would be able to sell more than 65%. "We feel that we will be serving a definite need, and the overall picture of CBS is such that we will take care of our territory with educational, religious and all other types of programs," the station declared.

FCC re-phrased and elaborated upon the proposed decision's rejection of this policy. It said it did not mean to imply that CBS and the other networks do not have "big, fat contracts." But it insisted that WADC's plan would be "an abdication" of licensee's program duties "to an organization which makes no pretense to scheduling its programs with the particular needs and desires of any one service area in mind."

LABOR REFORM BILL EXPECTED THIS YEAR

Confidence of Passage Mounts Despite Anticipated Veto

Confidence mounted last week that a labor reform bill will be added to the statute books this year, despite an expected Presidential veto.

Senate and House conferees completed their work of dissolving a committee aimed at bringing about a compromise between "tough" House legislation and comparatively "mild" Senate proposals (Broadcasting, May 19). Although the first sessions conferences did not produce a perfect "meeting of minds," leaders from both Houses predicted eventual agreement, not later than the end of next week.

Taft's Disclosure

Section-by-section voting is expected to begin next week. This will determine the precise areas of disagreement. To date, according to Senate Labor Committee chairman Robert A. Taft (R.-Ohio), there has been "no definite agreement" on any particular phase of the proposed legislation.

Senate conferees objected particularly to a House proposal for a ban against industry and nationwide bargaining. No such ban is included in the Senate version. Liberal GOP Senators, such as Sen. Irving M. Ives (R.-N.Y.), Sen. Arthur H. Vandenberg (R.-Mich.), and the late Robert C. Byrd (D.-W. Va.) expected to this type of legislation and predicted that if it were included in the final bill there would be less chance of mustering sufficient strength in the upper chamber to override a veto.
Look, Richard . . .

Maybe we ought to be ashamed of ourselves for riding that gag, too . . .

But it's such a natural we couldn't pass it up. Our point, as you know if you read these W-I-T-H ads, is: the way to open the door in Baltimore radio is W-I-T-H, the successful independent.

That's the way to get yourself sales at the lowest cost in this 6th largest city . . . because W-I-T-H delivers more-listeners-per-dollar-spent than any other station in this big 5-station town.

Smart advertising lists carry 4 important radio call letters in the Baltimore market, and remember there are four other stations in town.

The advertisers who make sales down here use the call letters of W-I-T-H.

WITH
AM and FM
Baltimore 3, Md.

Tom Tinsley, President
Represented Nationally by Headley-Reed
May 26, 1947 • Page 19
University on a broader base. Worldwide's WRUL Boston is the only American shortwave transmitter to retain to provide sponsorship since international stations were taken over at the start of the war.

Mr. Lemmon said plans for raising the $2,000,000 are only in outline form. Committees have been set up, he said, in New York, Boston and "other communities" to solicit public contributions. The fund is projected as a reservoir for a period of two or three years. Mr. Lemmon said stations interested in preserving free enterprise in radio are expected to contribute to the Foundation, as well as individuals and other organizations.

Meanwhile, the OIC enabling legislation left the Foreign Affairs Committee a number of important changes. Chief among them was a section providing "insofar as practicable (the Secretary of State) shall itself ofbabel of the Foundation's work over a period of two or three years. Mr. Lemmon said stations interested in preserving free enterprise in radio are expected to contribute to the Foundation, as well as individuals and other organizations.

Committee action on OIC climax almost two weeks of hearings during which top civilian and military personnel from a number of departments testified as to the essentiality of the "Voice" [BROADCASTING, May 19]. Shift in House sentiment also was reflected in nation-wide editorial support, and even brought the program's bitterest opponents Appropriations Committee Chairman John Taber (R-N.Y.), to the point of expressing partial approval.

Testifying before a Foreign Affairs subcommittee on May 17, Mr. Taber said he would not object to OIC broadcasting activities if they were strictly limited by law and on a temporary basis.

Drive for $2,000,000

As if in answer to Mr. Taber, Mr. Lemmon announced a drive by Worldwide Broadcasting Foundation for $2,000,000 to put its nonprofit, non-commercial World Radio

Television Caravan Has Successful Test in Pa.

The first important direct merchandising tieup with television was launched in Reading, Pa., last week when the Television Caravan sponsored by WRUL Boston and RCA Victor [BROADCASTING, April 21] appeared at Pomeroy's Department Store.

Telecasts were shown on 11 video receivers dispersed throughout the store. According to Samuel Cuff, former WABD New York general manager, who is supervising the Caravan, accent was on salesmanship and RCA television as an entertainment. The results have been gratifying, Mr. Cuff said. He added that the Reading show was merely a tryout. The Caravan officially begins its nationwide tour at Jamicae, N. Y., June 3.

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PUTTING IN DEPARTMENT PRO

John Q. Public's urge-to-buy is a mite less overwhelming, these days. Retailers report growing inventories in more and more classes of consumer goods.

But smart merchandisers, who want to keep stocks moving, know of one sales-tool that does the job.

That tool is radio!

Here's just one example. In Portland, Oregon, Lipman Wolfe & Co., a leading department store, has aired programs on Westinghouse Station KEX for five years... currently at the rate of 371 hours per year. For the most part, these programs are institutional in concept, symphonic in content. But through adroit and timely sales-messages, when needed, the Lipman Wolfe promotion people have proved, time and again, that radio really moves merchandise off the shelves.

This trick, of course, requires a large and loyal station audience... standard equipment, we might add, with Westinghouse stations in six great market areas: Boston and Springfield, Philadelphia and Pittsburgh, Portland and Fort Wayne. Each Westinghouse station, moreover, keeps increasing its following... through skillful promotion of both local programs and network shows, and through consistent service in the public interest.

If it's response you want, Westinghouse stations can deliver it!
Ozzie Nelson, Harriet Hilliard and their irrepressible youngsters are favorites in Eastern Iowa, too . . . which, of course, is another reason why WMT is the favorite station among the 1,131,782 persons covered within its 2.5 MV line. WMT is the only station that offers those good, good CBS programs in this whole, great area. That makes it a real advantage for you to tie up your sales message with assured popularity. Get the facts now—and get on WMT. Our story is a big one to tell—an important one to hear.

Contact Your Katz Agency Man at Once.

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NBC SYMPHONY "ROMEO AND JULIET" RATES TOP

THE performance by Arturo Toscanini and the NBC Symphony of Berlioz's "Roméo and Juliet" on Feb. 9 and 16, 1947, was honored as the outstanding musical event of the radio year by music editors of the daily newspapers of the U. S. and Canada in the Fourth Annual Poll of Music on the Air conducted by Musical America, international music news magazine.

Balloting among 600 men and women of the press in principal cities in the U. S. and Canada also brought forth winners in 20 other classifications. Below follows:

Outstanding Metropolitan Opera broadcast—"Tristan and Isolde," symphony orchestra—Boston Symphony (regular)—Arturo Toscanini; symphony conductor (guest)—Bruno Walter; concert and program conductor—Donald Voight; orchestra with featured soloist—Teléfono Hour (NBC); concert orchestra—Longines-Versailles Symphony (WOR) and Longines-Versailles variety program—Album of Familiar Music (NBC); symphony orchestra (regularly featured)—Eleanor Steber; woman singer (occasionally featured)—Annette Schardtveen; man singer (occasionally featured)—James Melton; instrumental ensemble—NBC String Quartet; vocal ensemble—Chicago Chorus; “Instrumental-nuet”—Pianist, Arthur Rubinstein; violinist, Yehudi Menuhin; organist, E. Power Biggs; program of educational charters as follows to Music (CBS); announcer-commentators—Milton Caniff, Hal Lifson, Frank McGee.

A special award went to NBC, which "consistently through the year served most faithfully the cause of serious music."

RADIO HELPS CHILDREN,
NEW YORK REC I S TOLD

RADIO programs help children by providing our little fans for their natural instincts for romance and fantasy, the New York Radio Executives Club was told at its meeting May 15 [Broadcasting, May 19].

Guest speaker at the meeting, Dr. S. Harcourt Peppard, acting director of the Bureau of Child Guidance of the New York Board of Education, said the influence of radio on children, said that he had never seen a case of neurosis in a child caused by listening to the radio. Defining "fear" as the conscious fear of real danger and "anxiety" as the largely unconscious reaction to fear when there is no real danger, he said, "to be sufficiently realistic to produce fear, but I have never seen a case of one causing anxiety. If it can't cause anxiety," he added, "it can't cause neuroses, which are based on anxiety."

He said that the critics of children's radio programs may be divided roughly into three groups: those who are "in protest"; those who "want society to bring up their children for them so they won't have to bother to see what books they read, what magazines they read, what radio programs they hear," and a group of people who honestly want to improve children's programs.

WRUN Awards

WRUN (FM) Vitea-Rome, N. Y., has instituted awards to the "Citizens of the Month" and "Organization of the Month" as a public service. Presentations are made by Bradley C. Barnard, president of Rome Sentinal Co., owner of WRUN, and Emllyn Griffith, WRUN assistant director. Nominations for the monthly awards may be made by anyone in WRUN's signal area. Citation for April went to J. Lyle Stillman, Rome city engineer.

AL RICHARDS (center) of Richards Radio Co., Kansas City, Kan., legalizes with his name for the Sports High Light show six times weekly over KOZY (FM) Kansas City, Mo. Firm also holds an option for all sports events covered by KOZY. Standing by are Jack Pearson, (1) KOZY news director, and O. R. Wright, KOZY sales manager.

Ratings and Sets-in-Use Down;
Daylight Saving Time Blamed

ADVENT of daylight saving time last month was blamed by the May 15 Radio editors reporting general drop in ratings and sets-in-use. The annual confusion of the listener again was reflected by the decrease in average evening sets-in-use from 30.7 in the April 30 report to 26.5 in the latest report, a drop of 13.7%.

Last year a 0.1 loss was experienced in average evening sets-in-use May 15 in comparison with April report. Last year's very slight loss, the report continued, was interpreted to be a direct result of the intensive listener-directed publicity on schedule changes.

In 1942-43-44, when the entire country was under uniform war-time conditions, May 15-April 30 evening sets-in-use showed an average loss of 4.5%.

The problem of the listener in locating his programs on the networks evidently has not been solved, the report added.

Bob Hope led the list of first 15 evening programs in the May 15 Hoopratings, followed by Fibber McGee & Molly and Red Skelton. The average evening sets-in-use of 26.5 was down 4.2 from last report and up 0.4 from a year ago. The average evening rating was 8.7, down 1.4 from last report and up 0.9 from a year ago.

Average available homes were 76.7, down 1.7 from last report, down 1.3 from a year ago. The current total sponsored hour index was 69% as compared with 70% last year, 75% a year ago.

Cleveland Area Group Refuses Popular Charges That Serials Harm Children

CLEVELAND PARENTS and educators last week took note of a survey of 1,000 school children that showed the average pupil spends about 14 hours a week, half the time he spends in classes, listening to the radio. It was not the amount of time, however, which worried most educators. Rather, it was the type of programs, which the children ranked as follows:

The Lone Ranger, Gunsmoke, Capt. Midnight, Tom Mix, Perry and the Pirates.

After discussing the pros and cons of the situation, the educators asserted: (1) Modern serials like Buck Rogers are just as "non-moral" as Little Orphant Annie was for Dad; (2) schools play a secondary role in developing children's radio tastes; (3) radio listening is robbing children of outdoor play and is harmful in this respect. Individual comments were varied, however. Paul Rehms, Lakewood school superintendent, said, "It may be deplorable, but it is a problem for each home to settle." He urged that parents take more interest so as to guide their youngsters' selections and gradually give them good taste.

Dr. W. B. Levenson, president of the nationwide Assn. for Education by Radio explained it thus: "Old and young through the ages have hungered for tales of adventure and escape. The stories might harm the borderline child, but not the normal boy and girl." Mark C. Schinnerer, assistant superintendent of Cleveland schools, also blamed the parents. "Our school radio station," he said, "demonstrates to pupils what is worth listening to is also good listening. After an hour's listening, they won't go home, parents must step in."

Admitting that even Treasure Island is pale stuff after a siege of radio crime stories and adventures, as a Cleveland Press editorial on May 15 cautioned parents that the proper solution, nevertheless, is not to smash the radio.

Dunlap's New Video Book

Charts Industry's Future

ORIN E. DUNLAP Jr.'s revised edition of The Future of Television was published last Wednesday by Harper & Bros., New York ($3.00). The book looks forward to the television industry's efforts to chart the future of video, and its effect upon the home, theatre, sports, business, etc. There are also sections on television techniques, some technical aspects, and a brief history of the medium.

Mr. Dunlap is the author of The Outlook for Television, (published in 1932), Radio's 100 Men of Science, Radar, and others. He was radio editor of The New York Times from 1922 to 1940, and since then has been on the executive staff of RCA.

Named to Philco Board

JOSEPH H. GILLIES, vice president in charge of radio production, and Robert F. Herr, vice-president in charge of service division, have been elected to the Philco Co.'s board of directors. Amendment to the by-laws, which was authorized by the board, will call in addition to 620,057 shares of B stock owned by the corporation.

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In the Nick

A DISASTER was averted May 18 when WAAB Worcester, Mass. broadcast a warning about a mistake that had been made in the sale of highly-explosive naphtha in place of range oil. A gasoline station proprietor phoned Police Chief Charles Maloch to explain that he had sold the naphtha thinking it was range oil. The buyer was unidentified. WAAB flashed the warning, and the broadcast was heard by Samuel Laffin who immediately identified and warned his next-door-neighbor, Eugene Siebbins. The man was getting ready to pour the explosive liquid into his kitchen range.

Mrs. Jean Rindlaub, vice president, BBDO New York.

District Court Dismisses Suit Against WIP's Ads

SUIT brought against Pennsylvania Broadcasting Co. (WIP Philadelphia) by Joseph N. Kane has been dismissed by Justice William Kirkpatrick in the District Court of the United States for the Eastern District of Pennsylvania. Mr. Kane charged that WIP, through its agency, Klein Advertising, had infringed on his copyright of his book, First Facts, in the WIP series of trade ads illustrating historical "firsts." According to Judge Kirkpatrick, "Even under the expanded doctrine of 'unfair use' relied on by the plaintiff, the defendant does not infringe. . . . The defendant is in no sense competing with the plaintiff and the appropriated materials by it cannot injure the plaintiff either by prejudicing the sale, diminishing the profits or superseding the objects of the original work . . . ."

KENYON IS RESEARCH FOUNDATION'S HEAD

OTIS A. KENYON, chairman of board of Kenyon & Eckhardt, New York, has been elected chairman of board of directors of Advertising Research Foundation in New York. Named as new members of board were: John F. Aspey Jr., advertising manager, Decker Mfg. Co.; Gordon E. Hyde, president, Federal Ad v., Mr. Kenyon; John F. Kurie, vice president, Lambert Co.; Paul B. West, president of ANA, and Frederic R. Gamble, president of AAAA, were re-elected secretary and treasurer, respectively. Mr. Kenyon, foundation director since 1943, succeeds Stuart Peabody, assistant vice president of Borden Co.

Dignitaries Help Launch Station at Roswell, N. M.

NEW MEXICO'S NEWEST station, KSWS Roswell, opened May 18 amidst a flood of good wishes and congratulations from national, state and local dignitaries. On hand for the occasion were New Mexico's Governor, Thomas J. Mabry, Mayor Thomas J. Hall Sr. of Roswell and Louise Massey, singer of American folk-songs and ballads. Secretary of Agriculture Clinton P. Anderson and the state's congressional delegation sent transcribed messages. The advertisers, too, participated in the opening with a 24-page congratulatory newspaper spread about the program schedule. Another eight-page section presented pictures and articles about the station and its plans.

Landon Asks Third

ALF. M. LANDON, ex-Governor of Kansas and Republican 1936 Presidential candidate, last week filed an application with the FCC for new local standard station KOC at 1230 kc, 250 w unlimited, at Englewood, Col. Mr. Landon now has interest in three such requests, previously having filed for AM facilities at Leavenworth, Kan., and holding 65% interest in Seward County Broadcasting Co., Liberal, Kan., AM applicant. The present request is filed under name of Englewood Broadcasting Co.
Our grant has been made! We're moving to the great capital of the "Heart of the Nation" where listeners already rate WREN "Best all day—Best every day"

For complete details and availabilities, call the nearest Geo. P. Hollingbery office

VERL BRATTON, General Manager
Coast Guard Recruiting Transcriptions Released

A SERIES of quarter-hour Coast Guard recruiting records entitled Jive Patrol featuring the Coast Guard Academy Band and swing units under direction of Bud Jenks, were released May 15 and offered to stations throughout the country as a public service program. Shows are produced by Newell-Emmett, New York, for the service and are aimed at high school seniors. They will be distributed weekly to stations until mid-June.

In addition, Coast Guard recruiting drive is emphasized on the Coast Guard Parade, sustaining half hour, Mondays on MBS and also produced by Newell-Emmett. Agency is planning to produce a special fifteen minute documentary platter for the Coast Guard as a tribute to its anniversary Aug. 4.

Private Ownership Trend

In Canada Moves Upward

A DEFINITE SWING in favor of private enterprise in Canadian broadcasting station ownership is seen in public attitude surveys in recent months. Walter Elliott of Elliott-Haynes Research Institute, Toronto, told the Toronto Radio Executives Club May 15.

Surveys made during the war, at VE-Day, and three post-war surveys show that more Canadians have favored private ownership of stations all along, that there was a drop during the VE-Day period, coinciding with a period of doubt on all industrial problems, and that since that time there has been a definite rise towards private ownership, Mr. Elliott said. The ratio in summer 1946 was 5-3 in favor of private ownership, today is about 2 1/2 to 1.

Overall national rating this spring showed 58% in favor of private operation of broadcasting stations as against 74% in favor of government operation.

WEAM Plans Pre-Sunrise Tests On Interference

TESTS looking toward pre-sunrise operation will be conducted May 22-23 by WEAM, Washington, Va., new 1-kw daytime outlet on 1390 kc, station officials announced last week. If the tests show no substantial interference to other stations in the early morning hours, spokesmen said, WEAM will maintain a year-around sign-on time of 6 a.m. FCC rules provide for operations starting as early as 4 a.m. If no interference results, it was pointed out. But Commission spokesmen said in most cases heretofore there has been sufficient interference to pre- vent such pre-sunrise operations. Station officials asked that reports of interference, if any, be sent to WEAM.

Frank Katzentine

WKAT.

SUMMERTIME

“Summertime, an’ the Livin’ is Easy” ... “Fish are Jumpin’” ... but not radio billings!

An hiatus in the summertime by the big mogul advertisers of radio presents us with some thought. It does no good to speculate, but from time to time I have pondered the question, and I always wind up asking myself: “What goes on around here?” “Don’t men still shave?” “Won’t women continue to use Sweetheart soap in the summer?” Isn’t Milan’s 1890 Recipe just as good, or better, on salads in the cool of a summer evening as in the winter?” Surely people smoke every now and then even though it’s hot. Some drink cokes, buy insurance, and make use of aperitifs. So what’s wrong with the good old summertime?

It has always come to pass that some of our frenetic artists desire a lay-off every now and then, usually in the summer. As a matter of fact, some people with cool, calculated judgment think that some of them could do with a permanent rest from their arduous duties in radio.

But that isn’t the point. The point is: Is the hiatus based right? Has someone with clever thinking dug up a survey that shows by its charts that people hole up at home more in the winter than in the summer? That may be. Perhaps the “if” survey shows that in the hot months most of the people in the United States enjoy other indoor sports better than radio listening. I don’t know about that.

Why, in truth, do so many firms go off the air during the summertime, destroying the continuity of their advertising programmes; or, if they do continue to broadcast, why do they send in their second teams called “replacements” and thereby for those months weaken their position?

How can we in radio lick this situation? I think our salesmen should solicit people who specialize in commodities that sell better in hot months. People drink more iced tea in the summertime; surely ice cream is consumed in larger quantities, and I believe that Mr. Jantzen does better; and there isn’t a survey needed to prove that our emphasis could well be placed on selling Skol or some kind of remedy that helps prevent the weekend burn of the beaches.

Why don’t we concentrate on this type of sponsor? What’s wrong with their money? As to shows and actors, perhaps our top coaches, Carlin, Mencer, et al., should emulate old Knute Rockne who had them three deep, all equally good. Perhaps we need to develop summer comedians, actors, who are just as good as our so-called “first teams”. I have often wondered about all this. I wonder why one has ever tried out Joe E. Lewis. He is one of the best comedians in the business, knows how to time gags, and with proper material ought to be a top flight man in the world of radio. What’s wrong with a lot of the other comedians around the country? Why don’t they get a try-out?

There isn’t any real point to this column. It’s simply a lot of speculation about the good old summertime. Over at WKAT we haven’t the answer. As a matter of fact, we don’t claim to be know-alls, but we have one tried and true remedy for Heatwave Radio. We try mightily every month in the year to produce the best programs possible. We likewise continue to sell, shifting our attack to those guys who need us most in the summertime.

Ah yes, indeed, “Summertime, and the Livin’ is Easy.” True, in the cotton patches of the Deep South, but in the world of radio, a cinch bet is, “It isn’t necessarily so.”

Frank Katzentine
WKAT.
Ronald Colman

Starring on the Most Brilliant Transcribed Dramatic Show Ever Offered for Local and Regional Sponsorship

**Favorite Story**

THE FAVORITE STORIES OF: SPENCER TRACY • INGRID BERGMAN • SHIRLEY TEMPLE • ODEON WELLES • SINCEREE LEWIS • FATHER E. J. PLASAGAN • CECIL B. DANIELE • FORD ALLEN • IRVING BERLIN • ANCHIE CARLSON • ALFRED HITCHCOCK AND MANY MORE!

In the spirit of perfection that distinguishes this matchless series we have chosen as star...the one and only Ronald Colman. Now...his incomparable artistry, his magnetic voice and faultless diction, are yours to sponsor, in a dramatic program of unprecedented lavishness.

Here are the greatest stories of all time, masterfully adapted by writers preeminent in their field, Robt. E. Lee and Jerome Lawrence, under the editorial guidance of Author-Publisher George Palmer Putnam; a superb company of radio's finest actors; a fifteen-piece orchestra interpreting the daring and original musical scores composed and arranged for Favorite Story by Claude Sweeteren and Robert Mitchell of the Rob't Mitchell Boy's Choir.

52 half hours are now available...every one a rare combination of prestige and dynamic entertainment, every one an unparalleled triumph of transcribed showmanship!

**MASTERFULLY TRANSCRIBED FOR YOUR SPONSORSHIP BY...**

FREDERICK W. ZIV COMPANY

BROADCASTING • Telecasting

NEW YORK • CHICAGO • HOLLYWOOD

May 26, 1947 • Page 27
Collins Radio Co. Names Two to Sales Positions

Mr. Aleks Mr. Dieus

APPOINTMENT of Edmund J. Aleks as Southeastern sales representative and Jerry P. Dieus as West Coast sales representative of the Broadcast Division of Collins Radio Co., Cedar Rapids, Iowa, has been announced by the firm.

Mr. Aleks will have an office in Orlando, Fla. Mr. Dieus, who formerly was with Raytheon, will be in the Los Angeles Division of the Collins Sales Dept.

KFNF Sales Boom

MANAGEMENT of KFNF Shenandoah, Iowa, believes the station has established a sales record among outlets on the air for five years or more. For the first quarter of 1947 KFNF’s net broadcast income was 58% above the same period last year. KFNF, which serves a farm market, has had no power increase and considers the gain a testimonial to its program policy.

Baker Reported Out

PHIL BAKER appears to be out as m.e. of CBS Take It Or Leave It (Eversharp), with replacement auditions being held in New York and Hollywood. Mr. Baker’s withdrawal is reportedly based upon his unwillingness to originate program from New York.

184.6% MORE

Now Nashville has natural gas—and industries are using 184.6% more than last year. . . . Such tremendous gain has created almost a new industry. . . . More workers were needed to lay extra lines and expand maintenance services. . . . Such new or increased business activity means more dollars added to the $800,477,000 buying income of the Nashville retail market. And it means more dollars to buy your products. . . . So, get your message to the Nashville market area by selling the large audience who listen regularly to WSIX.

WSIX gives you all three:
MARKET, COVERAGE, ECONOMY

5,000 WATTS 980 KC
AMERICAN MUTUAL

Represented Nationally By THE KATZ AGENCY, INC.

NAB Executive Clarifies Rate Card Numbering and Order of Popularity

EDITOR, BROADCASTING:

We have read with interest BROADCASTING TRENDS in the May 5th edition of BROADCASTING Magazine.

Some confusion may result in the nomenclature you have used to identify the five model rate cards prepared by the NAB Sales Managers Subcommittee on Standardization of Rate Cards.

The card which gives “discounts based on the number (i.e. frequency) of program periods or announcements used within a twelve-month period” was printed and distributed to all NAB member stations as card #2. This is the card preferred by the most timebuyers.

The card that has least preference by timebuyers is actually card #1 under the Subcommittee’s nomenclature.

The actual difference is this:

The NAB Subcommittee numbered the cards (No. 1 through No. 5) for identification purposes only, whereas BROADCASTING numbered the cards according to their popularity with timebuyers.

The final report on the NAB Sales Managers Subcommittee on Standardization of Rate Cards was submitted by Chairman Arthur Hull Hayes, WCBS New York, at the Convention in Chicago last October. The five model cards were approved, and following the convention were distributed to all NAB member stations with the report.

We have been sending the model cards to each new station joining NAB, informing them that timebuyers had approved the cards and used them they preferred card No. 2. We are glad to see that BROADCASTING TRENDS bears out this information officially.

J. Allen Brown Assistant Director, Broadcast Advertising, NAB

[Editor’s Note: The different forms of rate cards described in the Trends survey which was published May 5 are numbered in sequence of their popularity and were not intended to duplicate the numbers designated for the various forms by the NAB.]

WARK Hagerstown, Md.

250 w, ABC, Starts Soon

WARK, new 250-w fulltime ABC affiliate on 1490 kc at Hagerstown, Md., will begin operations within the next few weeks, according to Stewart W. Phillips, general manager of Antietam Broadcasting Corp., licensee. Mr. Phillips, formerly with AFN-Munich, was with WTBQ Cumberland, Md., before the war.

WARK studios, executive offices and living quarters for some of the staff will be in a large home at 128 S. Prospect St. News facilities of AP and transcription service of NBC-Thesaurus will be used.

Among the staff members, in addition to Mr. Phillips, will be G. Harold Brewer, chief engineer, and Jane Smith, continuity and traffic director. Mr. Brewer formerly was technical director of the Raleigh stations, and Miss Smith was with WCOS Pensacola, Fl., and WJPA Washington, Pa. Other staff members are to be announced soon, Mr. Phillips said.

KATL Starts

HOUSTON, TEX., has its fifth AM station with the opening of KATL on May 12. The station, owned by the Texas Broadcasting Co., operates with 1 kw fulltime on 1580 kc. King Robinson, as general manager, heads an all-veteran staff topped by Program Director Bill Newkirk.

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BROADCASTING • Televastry
Dr. Weglein, former Superintendent of Baltimore City Schools; and Associate Professor of Education, Johns Hopkins University, will direct all WBAL Public Service Activities, including:

- Junior Town Meeting
- WBAL Radio Forum
- Baltimore Church of the Air
- Md. Veterans Round Table
- Morning on the Farm
- Report to the People
- This Business of Farming
- Mount Vernon Place
- The Dinner Bell
- It’s Their Opinion
- Harbor House
- Clean City Program
- Voices of Tomorrow
- Program for Tomorrow
- Listen Motorists
Beaumont, Tex., Daytime Station, KPBX, Launched

KPBX, new 1-kw daytime station in Beaumont, Tex., took the air May 9 on 1380 kc. Beaumont's Mayor Otto Plummer participated in the opening ceremony. Paul Beville, KP BX president and general manager, offered a $500 U. S. Savings Bond to the person sending in the best slogan for the new station.

Station's newspaper and magazine advertising will be handled by Howell-Sparks-Cable Advertising Inc., Houston and Beaumont, Mr. Beville announced.

Martin to WRUN

APPOINTMENT of Thomas E. Martin as station manager of WRUN and WRUN-FM Utica, N. Y., has been announced by Fritz S. Updike, general manager of Rome Sentinel Co., publisher of The Rome Sentinel and CP holder for both stations.

Mr. Martin will assume his new post in July, coming from Watertown, N. Y., where he has been station manager of WWNY since it started in 1941.

WRUN-FM has been on the air since Dec. 22, 1946, under special temporary authorization and will be in permanent operation with 4.5 kw effective radiated power by late summer, Mr. Updike said, while the starting date for WRUN, which will operate with 5 kw days and 1 kw nights, directional, has not been announced.

Gleeson Protests

ANOTHER LETTER protesting the way the Army uses radio as a free medium has been written to the War Dept. by W. A. Gleeson, president of KPRO Riverside, Calif. (Broadcasting, April 28). The letter, addressed to General Eisenhower, says, in part: "... while asking radio to perform the service free, ask all other media to, in a like manner, perform their services free. If they won't do it, pay radio for a portion of its services in proportion to the amount of money spent in other media."

Bergen Contract

EDGAR BERGEN has reported $25,000 for his weekly package show in addition to transcribed West Coast repeat as result of new contract from Standard Brands Inc. NBC Charlie McCarthy Show resumes under new set up Sept. 7 with each western station taking program of line during eastern broadcast for repeat period as yet unsettled. Agency is J. Walter Thompson Co., New York.

TELEVISION PROJECT

Licensees of Indiana Station

SARKES AND MARY TARZIAN, who were granted a construction permit May 8 for a 1-kw television station in Bloomington, Ind., have operated WIBC, Indiana U., have announced plans to manufacture several thousand television sets to be sold "at the lowest possible figure" to residents of the Bloomington area. Purpose is to insure a large potential audience early to the station's operation, according to Mr. Tarzian, who heads a group of consulting engineers active in the field of television equipment development.

Mr. Tarzian cites two main reasons why he believes the new station will receive considerable notice. Extremely hilly terrain around Bloomington will make it a technical proving ground for television operation, he says. He points out also that the 121,000 people to be served will present a problem in whether or not such a market will support a television station. (Population of Bloomington itself is 43,000, including 10,000 university students.) Present plans call for launching of the new station by next October. Dale Phares is manager. Most of the audio equipment is on hand and is being used for the Tarzian experimental station, W0XHZ.

Heads WIBC

RICHARD M. FAIRBANKS has been elected president of Indiana Broadcasting Corp., which operates WIBC Indianapolis, it was announced following a meeting of the corporation's board of directors. Mr. Fairbanks has been a member of the board since acquisition of WIBC by the Indianapolis News Publishing Co. in 1944. He was employed for ten years in various departments of Indianapolis News before entering Navy service in May 1942. Since leaving the Navy he has been in the advertising department of the Miami Daily News.

To Manage KSON

C. F. RABELL, former vice president and general manager of WNCA Asheville, N. C., has been appointed general manager of KSON, new 700 kHz San Diego, Calif., station in 1240 kc now under construction. Licensed to Studebaker Broadcasting Co., station goes on air about July 1. Homer Griffith Co., Hollywood, has been appointed national sales representative for KSON.

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

COVERING

and holding

A RICH MARKET!

Primary and secondary coverage areas of WDBJ, the Pioneer Radio Station that serves Roanoke and most of Southwest Virginia, have a total population of more than 850,000—nearly 125,000 radio homes! Here is a region of diversified enterprises where heavy industry, farming, mining, and varied businesses frame a picture of ready year-round sales.

WDBJ alone adequately covers this region—at moderate rates—where 24.6 per cent of Virginia's total buying power is centered.

ASK FREE & PETERS!
THANKS, WLS FOR PROVING WHAT WE’VE ALWAYS SAID FOR KOH RENO

Don’t let all those call letters confuse you. We’re advertising for station KOH at Reno, Nevada. And this recent ad for WLS has given us a nice boost. Here’s the lowdown on what happened to Nevada

W E AGREE that WLS has something to crow about. When you can pull requests from 47 states with a one-time, single-station offer, you’re really good!

Quite naturally, the WLS ad asks: “What happened to Nevada?” We’re delighted they brought that up. It’s just like having a straight man set up your punch line for you.

You simply can’t cover Nevada without KOH.

Since 1928, KOH has been the station that most Nevadans listen to most. And in wealthy western Nevada, where population and buying power are concentrated, KOH practically monopolizes the audience day and night. Note these BMB audience figures on Reno’s county, Washoe: daytime, KOH rates 96%; nighttime, 94%! Storey county averages 94.5%!

So anytime you have a radio job to do in Nevada—or eastern California—don’t hesitate. Give the job to KOH, the first station in Nevada.

KOH RENO, NEVADA
1000 WATTS 630 KC.

ONE OF THE BEELINE STATIONS
McCLATCHY BROADCASTING COMPANY

PAUL H. RAYMER CO. National Representative
Lovejoy Again Is Elected
By New York Sales Club
FRANK W. LOVEJOY, sales executive of Socony-Vacuum Oil Co.,
was re-elected to the presidency of the
Sales Executives Club of New York at the annual election meet-
ing at the Hotel Roosevelt on May 20.

The following were also elected:
Vice presidents—Arthur R. Moeller, president, Parade Publications; Frank
M. Head, vice president and general
merchandise manager, United Cigar-
Wholesale Stores Corp.; Secretary—Philip
J. Kelly, vice president, Lenens &
Mitchell; Treasurer—Thordike Deland,
president, Thordike Deland & Assoc.;
Two directors elected for two-year terms
were Arthur J. Barlow, executive vice
president, Kingsport Press, Inc., and
Eugene S. Thomas, sales manager, Bar-
berger Broadcasting Service. Continuing
as directors of the club are Dr. Paul
H. Nystrom, president, Limited Price
Variety Stores Assn., and George F.
Johansen, Secretary-Treasurer, Affect-
ing Distributors of America Inc.
Harry R. White continues as executive
secretary of the organization for the
14th year.

WERC May Court-Test Grant
Under 'Expediting Procedure'

WHAT MAY BE its first step
in the court test of FCC's re-
cent “temporary expediting pro-
cedure” was taken last week by
WERC Erie, Pa., a 250-w outlet on
1230 kc.

WERC asked the Commission to
(1) set aside its grant to Com-
munity Service Broadcasting Co.
for a new Erie station on 1330 kc,
and (2) designate the application
for hearing with its own 1330-kc
application. Community Service is
owned equally by Keith Kiggins,
former ABC vice president, and
Donald W. Reynolds, licensee of
KPSA Pt. Smith, Ark.

Community Service's application
was filed Feb. 7, the last day for
submitting AM applications for con-
sideration during the expediting
period, which continued to May 1.
WERC's was filed April 10 and,
under the expediting plan, was put
into the pending files until May 1.
Community Service's application
was granted April 30 (BROADCAST-
ing, May 5).

WERC's petition cited FCC rules
providing for hearings on mutually
exclusive applications; con-
tended the expediting plan
would not prevent FCC's deferring
“on a particular matter having due
regard for the public interest,”
and argued that “the particular facts”
justify a waiver in WERC's case.

It was pointed out that WLEU
Erie petitioned FCC in December
1945 for a show-cause order look-
ing toward a shift of WERC from
1230 to 1450 kc. This petition was
granted Feb. 5, 1947. WERC in-
sisted that it therefore had insuf-
ficient time and opportunity to
apply for a frequency of its own choice
before Feb. 7, when the expediting
plan went into effect.

The station noted that it first
applied for 1330 kc in June 1942,
when it was operating on 1490 kc
and “experiencing cross modula-
tion from WLEU on 1450 kc.” The
1330-kc application was withdrawn
during the wartime construction
freeze. WERC said it then shifted
from 1490 to 1230 kc, its present
frequency, under an April 1945 au-
thorization which did not require
new construction.

Asserting it would not have ap-
piled anew for 1330 kc except for
the Feb. 5 show-cause order, the
station argued that it “should not
be penalized by the Commission's
delay of more than a year in act-
ing upon the WLEU petition for an
order to show cause, issued Feb.
5, 1947, and particularly where the
issuance of such order at said time
in conjunction with the temporary
expediting procedure effected two
days later . . . would foreclose
[WERC] from taking proper pro-
cedural steps otherwise normally
available to it.”

The petition said WERC's own-
ers are local residents who partici-
 cate actively in station operation,
while Community Service is con-
trolled by non-residents who have
interests outside of Erie and do not
plan direct participation in daily
operation of their station. These
facts, WERC insisted, should be
considered in a hearing on both
applications.

Community Service's grant and
WERC's application are for 1330
kc with 5 kw, directionally full-
time. WERC's petition was filed by
Arthur W. Scharfeld of Washing-
ton law firm of Loucks & Scharfeld.

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ONE COLUMBIA STATION SERVES THEM ALL!

Of the 837,000 families living in KGW's primary listening area,
96.8% are radio families—that's 6% above the national average.
And these same families total 72% of all Northern California's
radio families.

KGW serves these prosperous, radio-minded families exclusively
for Columbia—and delivers them at least cost.

740 on your dial
San Francisco stations
Palace Hotel

EXCLUSIVELY
Delivers the Columbia 14 County
San Francisco-Oakland Bay Market

N. C. Assn. to Meet
FOUR CONVENTION sessions but
no luncheon or dinner meetings are
planned for the North Carolina
Asso. of Broadcasters' convention
June 23 and 24 at the Ocean King
Hotel, Morehead City, N. C. The
agenda is not being prepared, ac-
cording to J. Frank Jarman, presi-
dent of the association and vice
president and manager of WDNC
Durham. N. C. Several panels are
planned and rules and bylaws will
be adopted. Registrations are to
be mailed to Harold Essex,
WSJS Winston-Salem, association
secretary.

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BROADCASTING • Telecasting
IN ATLANTA, TOO

Today's theme is vast home-building, rapid industrial development.

Timebuyers know about the Southeast's No. 1 market, but the important thing to remember is that, for example, of all new homes building in Georgia, Metropolitan Atlanta accounts for approximately 57%.

And Metropolitan Atlanta is but a portion of the rich market WAGA's fine facilities, popular programs and powerful promotion delivers to advertisers.

WAGA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.
NEW TYPE MAGNETIC RECORDER
Manufacturers Claim Wider Frequency Response,
Greater Dynamic Range for Device

RANGERTONE Inc., Newark, soon will place on the market a new magnetic tape recorder, which, the firm claims, will have a wider frequency response, greater dynamic range, and a lower noise to signal ratio than any present method of sound recording.

The new tape recorder, essentially an American adaptation of the German Magnetophone, is said to overcome some previous recording limitations. For broadcasters, probably one of the most important is the ability to cut and splice tape, thus allowing editing of recorded material, Rangertone, Inc., says. The erase and playback heads are contained in a plug-in assembly, thus facilitating replacement and maintenance. The erase head is always in operation in the recording stage, but may be used separately.

An unusual feature is the machine's ability to erase a signal already recorded on the tape and record another in one operation. As a safeguard against accidental erasing of recorded material, two push-button controls must be depressed before a new recording can be made. Push-button controls take care of record, rewind, playback and stop functions. A five-position speed control lever permits running tape in either direction at slow and fast speeds when the machine is in record position. This lever also permits location of a particular point on the tape for editing or dubbing. A timing time indicator or foot-counter helps in "cueing" recordings.

The new recorder boasts the following performance figures:

At a tape speed of 30 inches per second there is a minimum response of 40-10,000 for 30 minutes running time. At 36 inches per second it's 40-12,500. At 52 minutes and at 18 inches per second 50-7,000 for 50 minutes. The noise to signal ratio is approximately 70db ear weighted.

One of the units has not yet been delivered, but company estimates it will not go above $3,000 and the tape initially will be $10 for a 30-minute roll.

NEW RCA Victor Console, Table FM Radios Shipped

RCA VICTOR, Camden, is starting initial shipments of four new FM table model receivers and a new FM console receiver. The table models are of the 68R3 series and sell for $79.95 to $95. The console is the 610V2 and will sell for $325 to $340.

The table models, which have AM and a jack for phonograph attachment as well as FM, are advertised as giving "virtually static-free reception."

The console model has FM, AM and record player. It is advertised as "frequency modulation at its finest and as having "finest tone system in RCA history."

Film Pickup Described

STEREOPHONIC system of recording sound on film; developed in Germany during the war, is described in a report made available by Office of Technical Services, Dept. of Commerce. Operation of the system, which was described in detail in the Nov. 26, 1945 BROADCASTING, is based on use of three communication channels.

AM-FM Set Output Up 47% for April

Production Rate Is 18 Million Yearly for All Categories

PRODUCTION of receiving sets with FM circuits rose sharply in April, the total March-April output exceeding that for all of 1946, according to the monthly survey by Radio Manufacturers Assn., representing about 90% of the industry.

AM-FM output for the calendar month of April rose 47% from the March figure of 67,264 to 98,625 for the five-week April working period (March 31-May 2 inclusive).

The April upswing in FM represents a rise from an average monthly increase of 23% in the rate of production. It indicates that FM output has passed the 25,000 weekly mark, with further sharp increases foreseen as large manufacturers get their FM departments into full production.

Sets Production High

Production of all types of receiving sets for the calendar month was 1,548,540 compared to 1,377,269 in March. The five-week April total of 1,759,723 represents the highest monthly production in history, though the actual weekly rate is slightly below that attained in January.

Output of television sets for the five-week April period was 7,886 compared to 6,639 for the four-week period of March.

Total set production this year, up to May 3, is 6,081,129 units of which 284,452 sets are AM-FM and 26,205 are television models. The 6,081,129 figure represents an annual rate of about 18,000,000.

Of the television sets produced in April, 3,971 were table models, 2,242 direct-viewing consoles, 87 projection consoles, 686 direct-viewing radio-phonograph combinations, 59 projection radio-phonograph combinations and 860 converters.

TV Demonstration

RICHARD H. HUOOPER, promotion manager of RCA Victor Division, Camden, is demonstrating $100,000 worth of television equipment at the Mid-America Exposition in the Cleveland Public Auditorium, May 22-May 31. Demonstration is being sponsored by the Cleveland Electric Illuminating Co. It consists of a number of 1947 receivers set on the apron of the stage and on the edges of the balconies carrying programs made in the auditorium and transmitted by coaxial cable.

Engineers to Meet

The 62nd annual summer general meeting of The American Institute of Electrical Engineers will be held in Montreal, Canada, June 9-13, with meeting headquarters at the Mount Royal Hotel.

Page 34 • May 26, 1947
There's more to finding oil than putting up a derrick and drilling a hole. The glamorous "wildcatter" of the past has been replaced by scientific, practical oil men, who sink their money into the ground only after every source of information has been checked and double-checked, only after experts have given their appraisal of the well's location.

We run our radio station much the same way: we plan our programs to suit Texas' tastes, we use research and planning to find out what listeners want—before we dish it up.

And our policy of planning has paid off in a veritable "gusher" of public acceptance, throughout the width and breadth of Texas—throughout cities, towns and villages in those 105 "king sized" counties that make up our daytime service area (and embrace 594,011 radio families).

There's no use to "wild cat" your time buying in Texas. The guess work has been taken out of the business on Kabc. And if you doubt us, ask the local and regional advertisers who gave Kabc more state and city business than any other San Antonio station!
Read it twice .... you won't

TOMMY

It's the Cowan kind of showmanship!
believing it the first time!

**DORSEY DISC JOCKEY SHOW**

on transcription available now everywhere!

**TOMMY DORSEY**, most popular bandsman of them all, can be your disc jockey. Name the station... name the product — the TOMMY DORSEY disc jockey show is yours every week for five solid hours of solid selling!

**TOMMY DORSEY** on transcribed bands emcees the show, personally selects and introduces hit phonograph records. Not only that — top names appear as guest stars. We said top names, and that's just what we mean.

**HERE'S THE SHOW** that'll capture and hold the major share of the available audience for any station five full hours every week, regardless of broadcast time.

**NATIONAL, REGIONAL, LOCAL ADVERTISERS:**

Make Tommy Dorsey your star salesman and watch him sell and sell and sell! Here's your chance to dominate any market at an extremely low talent cost. Buy the whole five-hour strip, or any part of it on as many stations as you want.

Sells as full-, half-, or quarter-hour strips as well as spot announcements. Big as it is, the cost is small. Better wire or phone today to be sure of getting this outstanding show for your station or product. First come, first served.

(ASIDE TO STATION MANAGERS: Only one station in any market can own this valuable franchise. If you don’t book it, you’ll have to buck it... five full hours every week.)

**NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS**

**LOUIS G. COWAN, INC.**

**NEW YORK:** 250 West 57th Street, N. Y. 19
(After June 1st: 485 Madison Ave., N. Y. 22)
Circle 6-4863

**CHICAGO:** 8 S. Michigan Avenue
Chicago 3
RANdolph 2022
The more than 700 delegates from 72 countries attending the International Radio Conference, first of the three sections of the International Telecommunications Conference which will meet throughout the summer at Atlantic City [Broadcasting, May 12], last week settled down to their task of reallocating the full spectrum of usable radio frequencies in line with postwar needs.

The 10 committees of the conference held their initial sessions during the week. The meetings were devoted largely to matters of organization and procedure so that confusion could be avoided during future sessions. In accordance with the proposal of the United States delegation, adopted at the first IRC plenary session on May 16, all meetings are open to the press and public except at such times as the chairman of any committee may feel it expedient to call for an executive session.

Committee chairmen and vice chairmen were chosen by nations, with each national delegation selecting the individual, in accordance with another U. S. proposal also approved by the May 16 plenary session. Lineup is as follows:

Committee No. 1: Credentials—Chairman, T. C. Lou (China); vice chairmen, Jusef Barzan (Chile) and H. W. Curtis (New Zealand).

Committee No. 2: Steering—Chairman, Charles R. Denny (U. S.); vice chairman, Francisco Coit de Wolf (U. S.). They are also chairman and vice chairman of the conference [Broadcasting, May 12].

Committee No. 3: Organization (to consider provisions and proposals dealing with CCB, COH and other organizations, as well as service documents)—Chairman, Emilio Azcárraga (Mexico); (Actuary Member) in temporary acting as chairman pending Mr. Azcárraga's arrival; vice chairman, T. A. Stone, (Canada) and Gunnar Pedersen (Denmark).

Committee No. 4: Technical Coordinating (to coordinate work of committees 3, 5, 6 and 7)—Chairman, Alexandre Portet (Belgium), vice chairman, Janus Grozowsky (Poland) and one to be named from Peru.

Committee No. 5: Allocations of Frequencies—Chairman, Sir Stanley Ansell (United Kingdom); vice chairmen, Janus Grozowsky (Poland) and one to be named from Peru.

Committee No. 6: International Frequency List (to review existing frequency list and prepare new one, moving obsolete elements and conforming to new allocation tables)—Chairman, Dr. H. Van Der Toorn (Netherlands); vice chairmen, Arboleda (Columbia) and S. A. Geje (Sweden).

Committee No. 7: General Technical (to consider provisions on tolerance, emissions, harmonics, interference and definitions)—Chairman, J. A. Krakpa (Czechoslovakia); vice chairman to be named from the delegate of Czechoslovakia.

Committee No. 8: Operations—to be divided into four subcommittees to consider (A) general licenses, operators certificates, amateur stations, etc. (B) procedures, (C) distress, and (D) radio telegrams (routing accounting, additional relationships, etc.)—Chairman, Toennes (Norway); vice chairman, Romme van der Donk (Brussels), who relinquished the chairmanship to which he had been appointed in 1943, because of the pressure of work of his delegation which has only two members, and one to be named from Italy.

Committee No. 9: Drafting (to put regulations of other committees final form, to revise language and or- der). (to coordinate the several draft com- mittees)—Chairman, Pierre Laffay (France); vice chairman, Charles Blonski (Belgium); one to be named from India)

General goal of the complete IRC is to draft an entire revision of the radio regulations to replace the one drafted in Madrid in 1932 and accepted by the International Telecommunications Union. Meeting scheduled for Italy in 1943 was cancelled because of wartime conditions. New regulations, to be called the Atlantic City Conventions, will take effect on December 1, 1945, when all member countries attending the conference will have treaty status and will be submitted to the Senate for approval.

The Madrid Convention covered telegraph and telephone regulations as well as radio, but under the provision that a participating country need accept only one of the three codes, the U. S. has not participated in the telegraph or telephone conventions. These will be re-drafted next year in Paris.

As preliminaries to the IRC job of revising the international frequency list and allocations table, a number of countries, including the U. S., have submitted proposed reallocation plans. In the standard broadcast region, the U. S. proposes that the present assignment of 550-1600 kc be expanded to 550-1600 kc, permitting frequency assignments from 540 to 1600 kc with a 5-kw guard band at each end. Proposed states that the "care must be employed in the selection of transmitting sites, antenna directivity patterns and powers of broadcasting stations on 540 kc so as not to interfere with the safety and distress functions of the maritime service" (500 kc).

Other standard broadcasting band proposals are: Canada 525-1605 kc; China, 550-1600 kc; France, 525-1600 kc, with 520 kc to be shared with the maritime services and available for broadcasting only at interior points; Russia, 550-1590 kc; United Kingdom, 625-1590 kc; USSR, 550-1600 kc; Czechoslovakia, with the provision that 1560-1670 kc be available for use by low-power interior stations.

Spain, only major nation not participating in the conferences, will be considered for the future frequency assignments, but will not be bound to observe them. Whether it does or not depends on matters.

KDSH Assignment
CONSENT to assignment of call KDSH Boise, Idaho, from Queen City Broadcasting Co. to Boise Valley Broadcasters Inc., a subsidiary firm, is sought in an application tendered for filing last week at FCC. Boise Valley is to be owned not less than two-thirds by Queen City according to the request. The remaining one-third interest is to be offered to local residents, in accord with Queen City representations made at the original KDSH hearing. Queen City is owner of KIRO Seattle and one-third owner KICY Spokane, Wash. Boise Valley officers are: Saul Haas, president; Westerner Whillock, vice president, and Willis C. Moffatt, secretary.

KOZY Heard 65 Miles
KOZY Kansas City is received as far away as 65 miles from Kansas City, dealers from that area reported at a meeting held by Continental Electric Co., Westinghouse distributor. The dealers heard a talk by O. R. Wright, sales manager of KOZY (FM) Kansas City, and a sound effects demonstration.
One of a series. Facts on radio listening in the Intermountain West

SINCE BMB
Intermountain has really grown!

17 HOME TOWN MARKETS COMPRIS EDHE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KVOO, Provo
KDAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMA, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDFN, Casper
KWHO, Sheridan
KPOW, Powell
KODY, Cody

MONTANA
KBMY, Billings
KRJF, Miles City
XXXX, Great Falls
KALL of Salt Lake City
Key Station of the Intermountain Network and its MBS Affiliates

NOW AVAILABLE!
Intermountain Empire News
1:00 p.m. Edition
WINTER HOOPER 11.0

Three 5,000 Watt Stations
Eight 1,000 Watt Stations
Six 250 Watt Stations
One New FM Station

4 NEW STATIONS
KEYY Pocatello, Idaho - - - 250 watt 1240 KC
KVMV Twin Falls, Idaho - - - 250 watt 1450 KC
KBMY Billings, Montana - - - 250 watt 1240 KC
*XXXX Great Falls, Montana - - - 5,000 watt 560 KC

5 POWER INCREASES
*KOVO Provo, Utah - - - now 1,000 watt 960 KC
*KVNU Logan, Utah - - - now 1,000 watt 610 KC
*KFXD Boise-Nampa, Idaho - - - now 1,000 watt 580 KC
*KVRS Rock Springs, Wyoming - - - now 1,000 watt 1360 KC
*KPOW Powell, Wyoming - - - now 1,000 watt 1260 KC

*Under Construction

NEW HOOPER
The largest Hooper study ever made in the Rocky Mountain West covering 4 states and 14 markets has been completed and reflects the increased value of the Intermountain Network. You no longer need to guess — get the facts from Avery-Knodel.

THE New INTERMOUNTAIN NETWORK

Concentrated Coverage where the people live

AVERY-KNODEL — National Representatives
New York — Chicago — Los Angeles — San Francisco — Atlanta
WTMJ Finds Wisconsin Talent Pays Off

Series Using Local Stars Is Sponsored Public Service Program

By BRUCE WALLACE
WTMJ Assistant Manager

If you've heard it once, you've heard it a dozen times: "Radio does not pay enough attention to local talent!" "Local stations have done little or nothing to encourage or develop or use the talent they have in their own communities!"

The chorus has risen to new heights in the past two years. "Radio stations think of nothing but filling their schedules with commercial big name programs and ignore public service opportunities in their own communities!"

We know that it just isn't so. But the general public is not so sure, and radio critics are extremely doubtful.

For four years, WTMJ, The Milwaukee Journal Station, has devoted effort, money, time and programs to a public service project, designed and created to encourage community talent.

**Starling Young Wisconsin Artists** started on WTMJ in 1943, as a public service sustaining program. The idea behind the program was this:

**Starling Young Wisconsin Artists** were convinced that there were hundreds of young talented Wisconsin musicians who deserved the encouragement and help an appearance on radio auditions, recitals and broadcast programs could furnish.

**Music Clubs Aid**

To carry this idea through, WTMJ approached the Wisconsin Federation of Music Clubs, obtained the active cooperation of this organization; set aside a substantial fund to cover all expenses, and to provide a professional fee for all young musicians taking part.

The first two series of **Starling Young Wisconsin Artists** did not involve a contest. It was carried out as follows:

1. A publicity campaign to acquaint Wisconsin musicians and their friends with the opportunity offered by the project.
2. The choice of 200 musicians from the many thousand applicants to take part in state-wide auditions.
3. The three-day state-wide auditions, held at Radio City in Milwaukee to select 81 musicians to take part in the series of recitals and broadcast programs on WTMJ.
4. The appearance of the 81 young Wisconsin musicians in a total of 26 public recitals and 26 broadcast programs on WTMJ from the Radio City auditorium.

For the first two series the programs were broadcast every Sunday afternoon, starting in December and ending in June, with three musicians featured on each program.

The third **Starling Young Wisconsin Artists** series was conducted along the same lines as the previous two. It differs in that WTMJ offered a total of $1,000 in cash music scholarship awards.

The fourth **Starling Young Wisconsin Artists** series (1946-1947) was the largest and most comprehensive.

**Sponsored Public Service**

The first Wisconsin National Bank (largest in Wisconsin) became interested in the project more than a year ago. Starting with the current series, the bank assumed full sponsorship of the project, and the series became an institutional, sponsored public service program. The Wisconsin Federation of Music Clubs continued to cooperate.

Ten music scholarship awards were offered for a total of $5,000, and the series, under the sponsorship of the bank, was enlarged and more successful than ever before.

We feel that this is a very good example of the great benefit added to an established public service program through sponsorship by a public-minded commercial institution.

**Starling Young Wisconsin Artists** as a WTMJ sustaining public service project for three years encouraged and helped hundreds of young Wisconsin musicians, and was in every way successful.

The series as a commercially sponsored project this past year, rendered an even greater public service, offered wider opportunities, larger music scholarship awards, and attracted the attention of many more gifted young musicians.

Without **Starling Young Wisconsin Artists** on WTMJ, hundreds of young state musicians would still be "hiding their lights under a bushel." It has developed talent and provided the means for the continuance of study.

June Shielman is an outstanding example of this development of talent. She appeared on the series, gained recognition for her singing talent. Because of ability, The Milwaukee Journal gave her a two-year music scholarship, and June Shielman is now the featured soloist on the WBC morning music program, *Words and Music*.

The good things in radio are too often kept well hidden in radio stations. It is a good thing that one radio station has done that we sincerely think will serve a useful purpose if it is brought out in the open and shouted about.

**Veterans Groups Picket Communist Vets on WTTM**

PROTESTING the broadcast of a paid political program by war veterans of the Communist Party of New Jersey over WTTM Trenton, representatives of seven veterans' organisations picketed the station May 20. According to the veterans on the picket line, the demonstration was "to show the public that the vast majority of war veterans are not communists," and was not an action against use of communication facilities by the communists.

Joining in the demonstration were members of the Catholic War Veterans American Veterans Committee, AMVETS, Italian-American Veterans, Jewish War Veterans, Veterans of Foreign Wars and the American Disabled Veterans.
Main Attraction

Every field of entertainment has its Main Attraction. In radio—in Detroit—it’s WWJ, pioneer radio station of the nation. To what may this position of leadership be attributed? First, WWJ brings Detroiter's the world's greatest entertainers through its 20-year-old NBC affiliation. Then, it presents the best of the home-town talent with a widely-diversified, ever-interesting array of programs. Finally, through its continued presentation of public service features, WWJ has won its way permanently into the hearts and homes of the millions in its community. It is this combination of the three elements of good radio station management that attracts the largest radio audience in the Detroit market to WWJ... and results in most gratifying results for its advertisers, day in and day out.
Hoover Receives WJR's Goodwill Award

For San Francisco Americanism Speech

THE OUTSTANDING radio speech on Americanism last year was the one delivered by J. Edgar Hoover, Director of the FBI, at the American Legion convention in San Francisco last Sept. 30, according to G. A. Richards, president of WJR Detroit, WGAN Cleveland, and KMPC Los Angeles, who last week presented Mr. Hoover with the 1946 WJR Goodwill Award.

The award was originated by Mr. Richards to be given annually to the person making the best radio speech on Americanism and the preservation of our constitutional form of government, the principles to which his stations are dedicated.

The FBI chief, in his address, had urged "building the defenses of Americanism against the insidi-

WTAM Saves a Life

THE LIFE of a French war bride, giving birth to her first baby, was saved on May 7, when a 14-second blood donor appeal broadcast on WTAM Cleveland, NBC affiliate, flooded a hospital switchboard with approximately 200 calls. When blood banks in the area were able to produce only one pint of the rare B, RH negative type, the hospital called WTAM for aid. Appeal was aired during the break between the Fibber McGee and Molly and the Bob Hope programs.

Within a few minutes hospital officials requested no further announcements since nearly 200 calls had produced donors with the proper type.

Mr. Hoover, I, receives award from Mr. Richards

uous advances of Communism which have penetrated our shores." Upon receiving the award, he comment-
ed Mr. Richards "for his civic con-
sciousness and his desire to focus widespread public attention upon the theme of Americanism and the responsibilities of citizenship."

In future years, a board of judges to be announced later will select the top five speakers and they will receive plaques and cash prizes as follows: First, $2,500; second, $1,000, and $500 apiece for the remaining three.

Sen. Homer Ferguson (R-Mich.) last Wednesday on the floor of the Senate cited the presentation and commended Mr. Richards for the establishment of such an annual award.

CBS Seeking Free Lance Writers for New Program

FREE LANCE WRITERS are being sought by CBS for The Roof-
top of the City, a new evening half-hour program which begins on the network at an as yet unset date in June. Werner Michel, assistant to Davidson Taylor, CBS vice presi-
dent and director of programs, will be the program's supervisor.

The format is built around a narrator who takes the listener to an observation tower atop a sky-
scraper overlooking a city, where he speculates on the lives of the people under the rooftops.

McFadden Promotion

THOMAS B. McFADDEN, former WNBC New York news and special events director, has been appointed assistant manager of the station effective June 2 succeeding William Burke Miller who will assume the post of program editor in the NBC television department.

To Join ABC

WLCX La Crosse, Wis., now under construction, joins ABC effective July 1 as a member of the North Central Group, bringing the total number of ABC affiliates to 251. Owned by Bernac Radio Inc., the new station will operate full time with 250 w on 1490 kc and will be managed by E. W. Berg.
WGN has more listeners* in the Nielsen Radio Index Chicago station area between 12:00 noon and 6:00 p.m. than any other Chicago station.

*Families listening a minimum of six minutes per week.

A Clear Channel Station... Serving the Middle West

MBS
**Cousin Katey says:**

Dear Cousin:

Well, we sure have been full of weather and politics... And down here in San Antonio means that both of them are hot... Cousin, tho, we do have those nice cool nights that San Antonio is noted for. How you like my ridin' that buckin' cayuse I'm on? I call this one Inner Sanctum, cause he is just plain murder when I'm on him, and I creak like that creakin' door when I get off him... Know, Cousin, if sure is nice sittin' out in the patio in the evening listening to those good KTSA and CBS programs... Cause, may be we don't have fifty thousand watts, but that KTSA signal sure goes a long ways with five hundred at five-fifty. Umm! Humph!!

In the mornings farmers and ranchers for miles around are already listeners to folks like Ernie Pratt, KTSA's Farm Editor, and also Perry Kallison, The Old Trader. You know, cousin, those kind of programs never get out of model cause everybody likes them; Yep, just call Tom Petersen at THS in Chicago, or Roy Cowan at THS in New York. They'll tell you I'm right. Well, gonna go now. Come down and eat some barbecue with me real soon. George Johnson and Rex Frey said they'd cook it if you'll come.

Love and kisses,

Your Favorite Cousin
Katey Essay

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**BIG DAY FOR 'TY' AT WWJ-TV**

E. L. "TY" TYSON, (extreme r), celebrating his 25th year with WWJ, Detroit News station, this month, watches completion of negotiations which will bring him into a new phase of sports broadcasting, play-by-play television accounts of two Tiger baseball games each week over WWJ-TV starting in June. With him are (1 to r): Willard Webbre, sales manager of WWJ-TV; Billy Evans, vice president of the Tigers, and Edwin J. Anderson, president of Goebel Brewing Co., which will sponsor telecasts.

**CBC in Financial Straits, May Resort To More Commercializing, Dunton Says**

By JAMES MONTAGNES

MORE COMMERCIALIZATION and deterioration of sustaining program standards were listed as alternatives to an increase in revenue from listener license fees by A. D. Dunton, chairman of Canadian Broadcasting Corp. at first day's session of Parliamentary Radio Committee at Ottawa May 19. Dr. A. Frigon, CBC general manager supported Mr. Dunton with announcement that CBC deficit for last fiscal year, ending March 31, was $70,000 before depreciation and obsolescence amounts were added.

Mr. Dunton said all independent broadcasting station licenses had been renewed on April 1, and that all but one station had sent in "promise of performance" reports to CBC before March 31, as recommended by last year's Parliamentary Committee. Reports of most of the stations were adequate, he said, and stations whose data was not complete enough were warned. Mr. Dunton further reported that CBC is discussing with the Canadian Assn. of Broadcasters form for "proof of performance" reports and whether reports should cover sample weeks at different periods of the year or the entire 1947 license year.

Finances are the main reason CBC has not yet fulfilled another committee recommendation made last year—to establish a second French network, Mr. Dunton said. He reported on the progress being made on the new 30-kw transmitter for CBJ Chicoutimi and the 50-kw transmitters for CJBC Toronto and new stations at Winnipeg and Lacombe, Alberta.

Dealing with FM and television, Mr. Dunton said agreement had been reached with CAB on allocation of FM frequencies and power, and that CBC was encouraging private stations to operate FM stations. Same program on both FM and AM stations would be used at first so as to not give private stations a special privilege of operating two separate stations with separate business on each. After July 1 CBC will decide on policy of applicants for FM stations who do not now have AM stations.

Expense was given as main reason for no television station licenses having been issued in Canada, but CBC is still studying this, Mr. Dunton said.

Bulk of report was on CBC finances. Last year CBC had asked for full $2,500 annual listener license fee, and this year renewed its arguments for this, pointing to higher listener fees in both Britain and Australia. Currently Mr. Dunton pointed out, CBC receives $2.15 of the annual license fee, the remainder going to administration and collection of the Dept. of Transport.

Mr. Dunton explained that program costs have risen 60% since 1940. CBC revenues have leveled off during the last three years. No sizable salary increases have been given to CBC employees in recent years, he said, and many staff members, including key personalities, have left for jobs paying higher salaries. The efficiency of CBC was threatened, he said, if some adjustments were not made to meet higher living costs.

Commercials

On the subject of commercials, Mr. Dunton said: "We feel that at present need for revenue is pushing the CBC into accepting too many commercials in some parts of the schedule in the interests of good broadcasting. If we have the funds we should like to replace some commercials with good Canadian non-commercial programs."

CBC felt that it could not go into the remunerative spot announcement business as it would not be in the public interest and would seriously affect service.

Closing his presentation, after giving cost figures in Canada, Australia and Great Britain, he stated that CBC "is in an economic squeeze. Rising costs are pressing it inexorably against a wall of limited revenues. The pressure of financial necessity toward increasing commercial revenue is great. We do not feel, however, that increase in commercialism is in the interests of the national system or its listeners... Unless further revenues come there is bound to be a serious deterioration and reduction of service."

**Rock Island, Ill., Station Gives Augustana $5,000**

WHBF has contributed $5,000 for a music or speech studio in the year 1947. Fine arts building being planned for Augustana College, Rock Island, Ill.

Commenting on the gift, Leslie C. Johnson, vice president and general manager of the station, said: "WHBF has long enjoyed a close and warm relationship with Augustana College... We desire to continue to develop further this relationship in the years ahead."
SOME TRANSMITTER
SAME ANTENNA
but MORE POTENTIAL LISTENERS

How?

with the new
LIMITING AMPLIFIER

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

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

THESE ARE UNIQUE FEATURES:
- Fast attack reduces program distortion.
- Exclusive "anticipator" circuit.
- Higher compression ratio for higher average modulation.
- Automatic control of recovery time for smoother modulation.
- Limiting—greater listening pleasure.
- Less critical gain-rising necessary.
- Protects against overmodulation (backoff at transmitter).
- Instant accessibility, of course.

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

MANAGERS, ENGINEERS:
Write today for EBR-99, descriptive specification of this new Limiting Amplifier. Address your local General Electric broadcast equipment sales engineer, or write to General Electric Company, Electronic Department, Syracuse 1, N.Y.

GENERAL ELECTRIC
LEADER IN RADIO, TELEVISION AND ELECTRONICS

BROADCASTING • Telecasting

May 26, 1947 • Page 45
Here Is The Latest WCKY Story:

MAIL

17,079 in 12 Weeks for One ACCOUNT ON

THE WCKY JAMBOREE

Travis Products, maker of “Mr. Walker Toy” bought five 5-minute segments weekly of WCKY’s morning and evening Jamboree, starting Feb. 17, 1947. In the twelve weeks thru May 7th this account pulled 17,079 pieces of mail, containing orders.

This mail was received from 33 states. 95% of the mail was from the 12 Southern States in WCKY’s INTENSE LISTENING AREA.

Here Is A Combination Hard To Beat:

INVEST YOUR AD DOLLAR WCKY'S-LY
RATINGS

The latest 5 months' Hooper Study for Cincinnati (Oct.-Feb. 1947) shows WCKY is Cincinnati's SECOND STATION 8 AM to 8 PM. Here are the figures:

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Mail Plus Ratings

FIFTY THOUSAND WATTS OF SELLING POWER
Editorial

As Boston Goes

NEW ENGLAND traditionally is conservative, reserved and proper. The hub of that thriving area is Boston, always a cultural, art and social center.

In our last issue were reported the results of an audience poll conducted by Rudolph Elle Jr., radio editor of the Boston Herald. It showed, among other things, that sophisticated Bostonians rate Fred Allen as their favorite national program and Bob Hope as the “worst,” as well as most overrated.” That certainly doesn’t follow the national ratings.

But in one respect the poll did yield a result which, in our judgment, would be duplicated in every urban area and certainly in the rural and remote communities. The question was:

“Do newspapers give radio programs adequate coverage?”

A whopping 1,377 (the largest number of votes cast in any of the categories) responded “no.” Only 149 were satisfied with the listings and news coverage in Boston’s newspapers.

The balance—469—gave no answer. Many newspapers which do not list programs. Others are so archaic (or competitive) that they label news programs as “studio,” and network-sponsored shows with top talent as “music.” Yet these same newspapers devote columns and sections to commercialized sports, to the theatre and to movies.

Newspapers, like radio, have public service responsibility. They are under an unwritten mandate to give their readers what they want in news and features. Most of them do.

That’s the reason radio columns have been on the upgrade while the cross-word puzzle and lovelorn advice features are disappearing. We would like to see a revival of the Boston Herald type made in other cities. If greater program coverage will sell more papers, meaning higher advertising rates because of more circulation, publishers soon will find the way.

Our tip: radio columnists do it now, for we’re sure that, as Boston went, so will go the nation.

Sponsored Service

THOSE in the FCC and elsewhere who believe that radio in the public interest must necessarily be on a sustaining basis should look to the experience of WTMJ with its annual Star- ring Ring of Wisconsin Artists series. (See story page 40.)

For two years the series was conducted by selection of artists by those who applied. The third year WTMJ offered $1,000 in each music scholarship award. An even larger number of talented young people was attracted. All of this time the program was on a sustaining basis.

This year was different. The station obtained the sponsorship of a large Wisconsin bank for the contest. The music scholarship awards were multiplied and the total value of prizes provided by the bank was $3,000.

Is the public interest classification of this contest impaired by its commercial sponsorship? Quite the contrary. This year’s series was the most successful ever held. Hundreds of gifted Wisconsin citizens were given an opportunity to develop their talents and the most able were provided the means to continue.

Commercial sponsorship made practical a greater service than would ever have been possible through the unassisted efforts of a station. That is the rule, not the exception.

BMB, NAB and Sense

A COMMON SENSE solution of the current plight of BMB is projected by the NAB Board of Directors. Instead of baring headlong into the uncertainties of a 1948 survey, which is having rough going, the board has recommended that 1948 be a tide-over year, devoted to planning and solicitation for the permanent, long-range development of the new radio measurement standards.

As things appear now, a 1948 survey, already authorized by the BMB board, representing broadcasters, advertisers and agencies, would be doomed. A bad year might well kill BMB. Many subscribing stations haven’t yet learned how to use BMB. A successful 1948 survey isn’t in the cards.

We think the suggested long-range plan is the only feasible one to give BMB the stability, the support and dignity it must command to be successful.

McCarthy’s Whimsy

TOILETERS on the Washington scene have seen many an ill-conceived bill drop into the Congressional hopper, but we doubt whether they have seen any bill more illogical or undemocratic than that proposed last week by Representative Selepye Senator Joseph R. McCarthy (R.-Wis.) which would bar members of Congress or their wives from owning broadcasting stations.

Senator McCarthy may be motivated by the best intentions. He feels that since Congress passes on appropriations for the FCC, legislators would have “a tremendous advantage over John Q. Public in applying for a license from the FCC.” The records do not bear him out, since only about a dozen members are interested in stations. The fact that former Senator Bob LaFollette, who was narrowly defeated by Mr. McCarthy in last November’s elections, is part owner of WEMP Milwaukee, obviously had some bearing upon Mr. McCarthy’s attitude. He made a point of that in his campaigning.

Certainly radio is the prime electioneering medium. Certainly politicians recognize it. More and more, senators and congressmen, however, hold interests in newspapers which own stations. Their newspaper connections most assuredly didn’t hamper them in their campaigns for public office.

We are just as opposed to the banning of station ownership by legislators as we are to the discriminatory proposal of other years which ipso facto would force divestment of newspapers from station ownership.

Carried to its logical ends, the McCarthy proposal, in reverse, would preclude any station owner (or his spouse) from running for Congress unless he first divested himself of his station interest, or reduced it to 20% or less. Is that the McCarthy way?

We know of a number of members of Congress who achieved office by dint of their radio activities, both in ownership and as commentators. There will be others—unless some counterpart of the McCarthy proposal becomes law.

We doubt whether the McCarthy proposal will ever get out of committee, because of its obviously discriminatory foundation, which would deprive an important segment of the electorate from holding Federal elective office.

To ignore the measure, however, would be to trifle with another fundamental freedom guaranteed every American citizen.

Our Respects To—

EMERSON ANDERSON ALBURTY

F rom the cotton business to radio is quite a broadjump—running or running. But E. A. (Bob) Albury made it with conspicuous success in 1930 when he became manager of WHBQ Memphis. Since then he has seen his station grow from four to 35 employees and from a local to a network outlet.

Mr. Albury’s talent at figureative broadjumping overlapped into other branches of athletics as well. For he immediately took charge of all sports programs—the station’s specialty from the first. Until 1949 he continued to do WHBQ’s sports announcing, covering football games of the two Memphis colleges and eight local high schools, professional baseball, tennis matches, boxing and wrestling.

Of course, Mr. Albury didn’t go in color as a station manager. He entered radio in 1922 when he did amateur announcing for WDAF Kansas City and for WHB, then the station of the Sweeney Automotive and Electrical School there. He remembers the Commodians orchestra, the Kansas City Nighthawks, and other now-historic personalities of that era.

In 1925 he went to Memphis and continued part-time work in radio as a freelance announcer, writer and producer. At WREC, then in Whitehaven, Tenn., a Memphis suburb, he created Whoopsee Club and The Night Court and wrote a series called Who’s Who in Memphis. After WREC moved into the city he freelanced until his appointment at WHBQ, which had come under new ownership shortly before, although its founding dates back to 1925.

In addition to sports, Mr. Albury drove his new station hard on developing local programs and talent. One of his products was Helen Fulk, who became a singer on WHBQ in 1933, reached stardom as Helen Carroll with the Merry Molls on the Fred Allen network show, and continues in the spotlight as female member of “The Satisfiers” with Perry Como.

Bob Evans of Hi-Lo, Jack and the Dame, featured by Fred Allen and on other network shows, also started his career at WHBQ. He was an announcer.

Promotion-wise from the first, Mr. Albury now displays in his office certificates, plaques and loving cups awarded for the station’s energetic and all-embracing efforts in this field. While nearly every known type of promotion has been used by the station, some of the more novel have included book marks (Continued on page 50)

BROADCASTING • Telecasting
NOW A WHISPER SURPASSES A SHOUT

When the ancient Gauls transmitted important news it was shouted from tower to tower through a megaphone. By this crude means it required 15 hours to send news of the historic Roman massacre from Orleans to Auvergne—a distance of only 120 miles.

Today, important news and messages about your product travel fast and direct to the thousands of habitual listeners the moment they are announced over a WCBM microphone. That’s why time buyers choose this station. It’s a swift and sure means for delivering clients’ “commercials” to homes in metropolitan Baltimore.

Baltimore’s Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President

Free & Peters, Inc.

Exclusive National Representatives

George H. Roeder, General Manager
Richard O. Dunning
Named KHQ Head
Has Been Station's Vice President Since March 1946

RICHARD O. DUNNING is the new president and general manager of KHQ Spokane, succeeding the late Arthur L. Bright, who died March 8. Mr. Dunning has been a vice president of the station since March 1, 1946.

For the 12 years following his graduation from Washington State College in 1928, he was financial secretary and secretary of the retail trade bureau of the Spokane Chamber of Commerce, of which he is now a director.

In 1941, he started his radio career as director of public relations and sales for WRGM and XXLY Spokane. Then, 3½ years later he left the radio field to become manager of the Idaho Type writer Exchange, remaining in that capacity until last fall when he became vice president of KHQ.

No changes in personnel are contemplated, according to Mr. Dunning, with Vice President R. W. Brazeal remaining as program manager, and Milton Fritsch as treasurer and assistant secretary.

Costly Letter

PHIL LALONDE, CKAC Montreal manager, has received a letter from China on which the postal charge was $270 (Chinese). Sender was Bishop Gustave Prevost, Apostolic Prefect of the Lintung diocese in Manchuria, who was recommending C. to Man of the Day broadcast in French last December.

Respects

(Continued from page 48)

supplied to libraries and the over-printing of 100,000 paper sacks for use by housewives during the shortage in sacks that developed at grocery stores during the war. Though a top-flight announcer and nimble station manager, Mr. Albury is not really an athlete himself. His hobbies are bridge and dinner parties at home. Occasionally, until Dunning has been replaced, the dining is done al fresco, and Mr. Albury takes over at the barbecue pit in the yard at his home. Spécialité de la maison is barbecued pork chops.

In 1930 Mr. Albury married the former Emily Peale of Memphis. A five-year-old cocker spaniel has grown to be one of the important members of the family. His registered name is Emerson's Favorite Son, and he is called Rusty.

Mr. Albury was born at Pierce City, Mo., in 1909. He completed his education in Fayetteville, Ark., and went to Kansas City soon after. In Memphis his civic and other outside interests have extended widely. Active in the Evergreen Presbyterian Church, he is a member of the board of the Memphis Cotton Carnival Assn., the Symphony Society, the Memphis International Center's Round Table and the Gavel Club. Recently he was named chairman of the advisory board of the Salvation Army. He is vice president of the Tennessee State Exchange Club and a member of the Tennessee Club and the Town Club. He is also a member of the Public Relations Committee of the sixth district of NAB and serves as chairman of the Program Committee of the same industry group.

Although Mr. Albury has been at WHBQ for a long time, his abandons of ideas won't let him or the station rest on its oars. The current emphasis is on youth and youth programs. A few of the programs' names attest to the thoroughness with which WHBQ inked Albury to do this book. They include: Boys and Girls Inc., Citizens Junior, Juke Box Serenade and Quest for Talent. The station also holds an annual all-girls day during which operations are turned over to Memphis high school girls.

New WHBS Manager

M. C. (JIMMY) GREGORY took over today (May 26) as manager of WHBS, the Huntsville (Ala.) Times station, replacing A. L. Smith, who was appointed circulation director of the Times. Mr. Gregory, who until today was southeastern representative for Louis G. Cowan Inc., Atlanta, has held various radio positions during the past six years with WDSU New Orleans, WATL and WAGA Atlanta, and WGOV Valdosta, Ga.
Advice that will give a clear picture of the New Englander’s eagerness to buy quality goods on NERN’s say-so. The grouping of NERN stations is ideal for reaching every corner of New England’s thickly-populated markets. In New England, “Watch the birdy” means “Listen to NERN.”

<table>
<thead>
<tr>
<th>NERN STATIONS</th>
<th>Frequency</th>
<th>Watts</th>
<th>City</th>
</tr>
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<tbody>
<tr>
<td>WBZ</td>
<td>1030</td>
<td>50,000</td>
<td>Boston, Mass.</td>
</tr>
<tr>
<td>WCSS</td>
<td>970</td>
<td>5,000</td>
<td>Providence, R.I.</td>
</tr>
<tr>
<td>WJAR</td>
<td>920</td>
<td>5,000</td>
<td>Portland, Maine</td>
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<tr>
<td>WRIZ</td>
<td>620</td>
<td>5,000</td>
<td>Bangor, Maine</td>
</tr>
<tr>
<td>WRDO</td>
<td>1460</td>
<td>250</td>
<td>Augusta, Maine</td>
</tr>
<tr>
<td>WTIC</td>
<td>1010</td>
<td>50,000</td>
<td>Hartford, Conn.</td>
</tr>
</tbody>
</table>

These stations are NBC affiliates and carry the nation’s popular top-ranking shows. These stations represent over twice the power of any other combination in the area.
Philadelphia Video Audience Increased Six Times Over November, Survey Shows

TELEVISION in Philadelphia has increased its audience by about six times since last November, according to a rough survey of known distributors of receivers and a survey of other data reveals.

The survey lends credence to the opinion of Raymond E. Nelson, New York, that Philadelphia may be second only to New York as the top television market for 1947. A check of Philadelphia distributors indicates that at present, the number of receivers is between 4,500 and 5,000.

The check also revealed that most distributors are optimistic about the number of sales they could make immediately if shipments were received. Should their predictions be accurate, the number of receivers would double in a month here if shipments could be made. As it is, RCA, DuMont and GE sets are being sold; Emerson has sold as many as 250 sets so far. Crosley sets are expected soon and so are Philco receivers. Other big name receivers are yet to come.

WPTZ Mailing List WPTZ, only station televising here, had a close check on the number of receiver owners through its mailing list. The number on the list increased from 500 in November 1946, to 3,100 when the list was discontinued two and a half months ago. It was stopped when for the first time all local newspapers began printing television program schedules.

Rolland Tooko, WPTZ assistant general manager, believes the list was a fairly accurate count of set owners. WPTZ knew what kind of receiver virtually all the 3,100 set owners had.

The declining of the Philadelphia television audience at 30,000, says it is now possible for a sponsor to reach that many persons for a penny per person for 15 minutes. He hopes by the middle of the summer that the number of receivers and persons looking in will have brought the rate down to 1/3 of a cent per person.

WQXR New York 4-Month Sales Up 42% From 1946
AN INCREASE OF 42% in WQXR New York sales for the first four months of 1947 over the same period last year marked the biggest first four months in the history of the station, it was announced last week by Hugh Kendall Boice, vice president in charge of sales.

Analysis of the figures indicated a large increase for each month. March showed a sales increase of 55% over the previous year, while April was the biggest month in gross income with an increase over April 1946 of 46%.

More than 20 sponsors now on WQXR were not on the air at the beginning of last year.

Award to Singer
KATE SMITH, radio singer, and Dr. Florence Sabin, woman scientist, will be presented 1947 arts and sciences citations from the National Conference of Christians & Jews in Chicago June 10 in recognition of “contributions to better human relations and welfare.” Presentation will be at a luncheon of the Women’s Division of American Brotherhood, sponsored by NCCJ, in Stevens Hotel.

MAIN MORRIS (right), new head of national advertising for KLZ gets congratulations and best wishes on new post from Mort Bassett, radio timebuyer for National Broadcasting Co. KLZ Manager Hugh Terry looks on approvingly.
Guiding Light---Re-Lighted

There is a destiny that makes us brothers,
None goes his way alone;
All that we send into the lives of others
Comes back into our own.

Once again the philosophy of *The Guiding Light* shapes the lives and destinies of human beings. Once again a gentle philosophy of faith, hope and love—a straightforward message of brotherhood, understanding and tolerance emanates from the eternal beacon that is humanity’s Guiding Light.

We wish to express our grateful appreciation to the Procter and Gamble Company for relighting the Lamp of Friendship, and making it possible for us to join our hearts and minds in presenting a needed and significant message in the story of

The Guiding Light

*Each weekday, beginning June 2, 1947, over the facilities of the COLUMBIA BROADCASTING SYSTEM*

Produced by..................................................................................................................Compton Advertising, Inc.
Script Supervisor and Plottist..........................................................................................Irna Phillips
Writer ..................................................................................................................................Art Gladd
Organist .........................................................................................................................Bernice Yanacek
WILLIAM J. GREEN, Navy veteran and former production manager of W J. Walter Thompson, Va., has been appointed manager of newly formed radio department of Chilton Adv. San Francisco and Los Angeles. Mr. Green will supervise radio activities of both offices.

KENNETH GODFREY, formerly with Federal Adv., New York and prior to that with Montgomery Ward & Co., has joined B. SCHEIN of American Assn. of Adv. Agencies, as assistant to HERB BECKJORDEN, assistant executive secretary of association in area of media, research and research planning.

EDWARD S. KAVLIN, former copy chief of sales training department at Schenley Distillers, New York, has joined copy staff of William H. Weintraub & Co., New York.

EDWARD VOJAK, formerly with retail advertising department of Montgomery Ward & Co., Chicago, has joined Mid-Adv., Chicago, as account executive.

WALLACE J. EHRICH has joined contact department of Brooke, Smith, French & Dorrance, Detroit.

EDWARD J. FIELDEN, managing director of J. Walter Thompson Co. offices in India, is working in that city as account executive. He succeeds RALPH LOCKWOOD, who resigned to become executive managing director of Breakfast Club Coffee Inc., Los Angeles.

Mr. Laron, a member of the U. S. Associates WPA, comprises the American membership of the International Chamber, will be chairman at a special group meeting devoted to advertising on the second day of the Congress. Other U. S. Associates who left for the Congress last week include Winthrop W. Aldrich, chairman of the Chicago National Bank and a member of the International Chamber of Commerce; Philip D. Reed, chairman of General Electric Co. and chairman of U. S. Associates; Thomas J. Watson, president of International Business Machines Corp., and Earl O. Shreve, president of U. S. Chamber of Commerce.

Ad Club Elects Roberts As First Vice President

HARLOW F. ROBERTS, vice president and radio director of Goodkind, Josie and Morgan, Chicago, was elected first vice president of the Chicago Federated Advertising Club for 1948, following tabulation of a mail ballot. Mr. T. White, sales manager of WISBOLD'S Stores, succeeds Wesley I. Nunni, advertising director of Standard Oil of Indiana, as president.

Other CFAC officers for the new year include Blanche Martin, advertising manager of Child Development magazine; George A. Brandenburg, Chicago editor of Editor and Publisher; and Douglas M. Smith, executive art director of The Buechen Co., secretary, and C. Chester Carlson, Americold Colorype Co., treasurer.

Joseph W. Hicks, public relations counsel, and C. F. Southward, vice president, Smith, were elected representatives at large of the CFAC board of governors.

AL ADAMS, formerly with Warner Brothers and RKO Pictures, June 2 will join the Vornado Co., New York, as head of agency's eastern motion picture department. The agency is handling B. Genidc Bogeaux Productions and B. Bossaert Pictures, both of whom release through United Artists Corp. West coast office of agency will continue to handle all client-distributor operations in Hollywood.

FRANCIS A. HINES, formerly with Gimbel Brothers department stores, New York, has joined copy department of William Saty & Co., New York.

D. A. MONTEIRO, who has been manager of Red Bales Union's office in Sao Paulo, Brazil, since 1937, has been appointed manager of McCann-Erickson's Macau, Brazil office.

J. WILLIAM WHITE, formerly with McCann, Chicago business contacts, has joined Boche, Williams & Bühler, Colón, as radio timebuyer.

C. C. HAMMOND, manager of Cockfield Brown & Co., Montreal, has been elected president of the Advertising Club. Mr. Hald has been elected secretary-treasurer, and D. R. Morrie has been elected a director. All three are of Montreal office.

MORTIMER MEARS, former advertising manager of Eastern Canada, Los Angeles (chain department store), has been appointed as account executive. He succeeds RALPH LOCKWOOD, who resigned to become vice president and general merchandise manager of Breakfast Club Coffee Inc., Los Angeles.

Mr. Pettingell, president of Royal Canadian Navy, has been appointed as account executive of Colgate-Palmolive-Peet Co., is in Hollywood for two weeks formulating account's future radio plans.

RUTH REYNOLDS, commercial copy writer of Young & Rubicam, Hollywood, was married May 3 in a three months with assignment on CBS "Silver Theatre" (International Silver).

First Judith C. Walter award, honoring public service director of NBC Central Division and established by the Alpha chapter of the National Collegiate Radio News, was given to Ruth Bantin, Washington State College senior.
Avery-Knodel, Inc., leading exponents of aggressive activity in Radio Station Representation, opens an Atlanta office with Charles C. Coleman as Manager.

Charlie Coleman is a true “Southern Gentleman.” He was born in Atlanta, educated in the South, and has spent practically all of his business life in selling—in the South. After a successful selling experience in other fields, he sold newspaper space for three years. Then he served as Atlanta manager for two well-known radio station representatives over a period of years. He also found time to spend two years in the U.S. Navy where he was assigned to public relations work, which was a real selling job in itself.

Charlie believes, as do the others on the Avery-Knodel staff, that service to the client is always spelt with a capital “S”. Which means hard, aggressive selling, careful attention to details, and personal follow-up.
Mr. Miller is named program editor, NBC Video Dept.

William Burke Miller, former assistant manager of NBC New York, has been appointed program editor of the NBC Television Dept. Mr. Miller, who won the Pulitzer Prize in journalism in 1946 for his coverage of the trials of F. D. Collins in a sand cave near Cave City, Ky., of NBC's Press Dept. in 1927 and three years later organized NBC's Special Events Dept., Mr. Miller In 1935 he was named night program manager to direct the organization of the network's night and holiday program operations.

In 1941 Mr. Miller was appointed director of talks and a year later eastern program manager. His last position before joining the Office of Strategic Services in 1944 was as public service and war program manager.

RALPH De Salle, former writer for Benton & Bowles and Young & Rubicam, has joined WOR New York, and has been appointed program manager, replacing Bill Ervin, resigned.

GEORGE M. PERKINS, former account executive with BBDO New York, has been appointed program manager, WHDH Boston. Mr. Perkins, who has been in radio since 1925 with WBYR Syracuse, N. Y., later going to WOR and WWJ, where he became program director. In 1943 he joined Foote, Cone & Belding in Chicago, as radio contact and business manager for Lucky Strike account. Mr. Perkins joined BBDO in 1945, remaining there until WHDH appointment.

HOWARD KALLEN, freelance announcer and a former WOR New York, has been named chief announcer at WNYO New York, has been named continuity director of WHDH Cincinnati.

NATHAN BERLIN, staff writer at KALL Salt Lake City, has been named head of special events department in Detroit and Chicago. The course will be given at a university not yet selected for the benefit of employees who will serve on the stations. Network officials are to serve as teachers.

UAW locals, according to the CIO News, will sell membership certificates in the nonprofit corporation which will operate the Detroit station, said to be well advanced toward completion. The Chicago station is expected to be on the air by the end of the year, according to UAW.

The union plans an international project arranged through the BBC by which interviews with auto workers in England would be re-corded for the UAW stations. UAW has taken out memberships in both NAB and FMA.

BBC School Radio

BBC's Mary Somerville, former director of schools broadcasts and now assistant director of BBC Talks Division, spoke in New York last week on the British concept of education by radio. A pioneer in radio education, she supplemented her talk by playing recordings of typical BBC school broadcasts. She is scheduled to fill speaking engagements in Boston and Washington before leaving for a tour of Canada.

KMPC Hollywood, in addition to AP and UP, has contracted for International News Service.

PRODUCTION
More and More
250 Watt Stations
are being powered by Raytheon

Here’s the AM Transmitter that small-station owners are turning to... for its dependable, simpler circuits... its advanced design... its modern, “dress-up” beauty!

HERE'S WHAT THE SMALL STATION NEEDS!

...Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.

1. Simplified, More Efficient Circuits—A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifiers and minimizes harmonic distortion.
2. Increased Operating Efficiency—The use of the most modern improved components which are operated at well below their maximum capacity together with simplified circuit design greatly increases overall operating efficiency.
3. Greater Dependability—Due to the use of Triode type tubes, feedback failure will not cause a complete breakdown and the signal quality will still be good. Cooled by natural convective air currents, it is not subject to damage or fire caused by a blower failure.
4. Simple, Speedy and Accurate Tuning—All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. A clutch-equipped low-speed motor makes micrometer adjustment of the two tuned stages very easy.
5. No Buffer Stage Tuning—The use of a Video type amplifier in the buffer stage eliminates this complicated tuning.
6. Silent Operation—Natural air cooling means no blower noise, permits microphones in same room with transmitter.
7. Low Audio Distortion—Triode type tubes used in the audio stages have inherently lower distortion level. Specially designed audio transformers reduce audio distortion still further.
8. Easy Servicing—Vertical chassis, symmetrical mechanical layout and complete accessibility through double rear doors and hinged side panels make the RA-250 a favorite.
9. Easily Meets All F.C.C. Requirements—All electrical characteristics are well within the F.C.C. requirements. Noise level is -60 db below 100% modulation. Frequency response ±1 db from 30 to 10,000 cycles per second.

ANNOUNCED only a few short months ago, the Raytheon 250 Watt AM transmitter has already won its way into the forefront of small station broadcasting. Presented as a transmitter of unsurpassed design, unsurpassed styling and unsurpassed engineering excellence, it has proved its claims on all three points. Visitors exclaim over its striking, modern beauty... beauty that gives a "show-place" air to any station. Station owners are delighted with its dependable performance... its silent operation... and the high fidelity signal it puts on the air.

Before you select a 250 Watt transmitter, be sure you possess all the facts. Write or wire for our specification bulletin.

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division, 7475 Rogers Ave., Chicago 26, Illinois

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY
Forms (Continued from page 18)

Book(s) are insufficient for an accurate representation of his own program operation.

At present, separate application forms are used in seeking construction permits for new AM, FM, and TV stations. As an example of the consolidation that is being affected, in the future these three—Nos. 301 for AM, 319 for FM, and 330 for TV—will be represented by a single form. No. 301, which will be used in applying for either AM, FM, or television.

Similarly, a single application, No. 302, in the future will be used in applying for license to cover construction permit for any one of the three classes of station, replacing present Nos. 302 (AM), 320 (FM), and 318 (TV). New Form 303 will serve as the renewal application for any one of the three types, succeeding existing Nos. 303 (AM renewal) and 311 (FM or TV).

Other New Forms

In all of these, the engineering section will be made applicable to AM, FM, and television.

Other new forms as now scheduled include:

No. 304, application for modification of an existing broadcast station authorization.

No. 313, for auxiliary radio broadcast sta-

The existing application forms which are designed to replace as follows:

No. 301, for new AM station construction permit.
No. 319, for new FM station construction permit.
No. 320, for new TV station construction permit.
No. 302, for AM license.
No. 303, for AM renewal.
No. 304, application for license to cover conversion of CP, or modification of license for existing AM stations.
No. 305, for authority to install new equipment or make changes in equipment of an existing station.
No. 306, to determine operating power by direct measurement of antenna power.
No. 314, assignment of license.
No. 315, transfer of control.
No. 316, inventory of station property.
No. 318, supplemental application for new high-frequency broadcast station license.
No. 319, for new high-frequency broadcast station license.
No. 320, for high-frequency broadcast station license.
No. 322, for low-power station license.
No. 323, for construction permit, modification of permit, or modification of license for existing low-power broadcast station.
No. 330, for new television station CP, or modification of CP, or modification of license for existing television station.
No. 331, supplemental concerning channel broadcasting, relating to application for AM antenna power.

Leaders in the reorganization project have been, FCC, Chairman Charles C. E. Cohn; The American College of Radiology; and the American Bar Association.

Taylor of CBS Advocates Lessening Sound Effects

DAVIDSON TAYLOR, CBS vice president, recommended to a group of the network's program personnel meeting in New York last week the use of the minimum of sound effects which can be used without impairing clarity.

The conclaves was called by CBS to reassess the true value of sound effects and to lay down the background for broadcasts. Mr. Taylor declared that CBS staffers as well as listeners have noted overloud or insensitive sound effects and music on certain programs. Result, said Mr. Taylor, was that program quality and illusion were impaired rather than enhanced.

Theodore E. R. Taylor, assistant to Mr. Taylor, added that too many sound effects are hackneyed, and recommended that some be revised. He said that background music broadcasts often is obtrusive and contrary to the script's mood.

WLBB Incorporates

WLBB Carrollton, Ga., last week tendered formal notice at FCC an application for assignment of license from Carroll Broadcasting Co., a partnership, to Carroll Broadcast-

Page 58 • May 26, 1947

Represented Nationally by NBC Spot Sales

Schenectady, N. Y.

WLBB Carrollton, Ga., last week tendered formal notice at FCC an application for assignment of license from Carroll Broadcasting Co., a partnership, to Carroll Broadcast-

Page 58 • May 26, 1947

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Page 58 • May 26, 1947

WLBB Incorporates

WLBB Carrollton, Ga., last week tend
WACU POINTS TO CREDIT OMISSION ON SERIES ANNOUNCEMENT in Washington last week of a series of 13 quarter-hour dramatic productions by the Navy, *In the Highest Tradition* (BROADCASTING, May 19), aroused tempers of executives at WACU Philadelphia.

What piqued station officials was the failure of news stories to mention WACU as creator of the series.

Workers were written by Joseph C. Connolly, WACU program director, with the technical assistance of Capt. G. W. Campbell, Public Relations Officer of the Fourth Naval District. Each program was based on a wartime citation to an enlisted man.

The Navy distributed the series this week to 900 radio stations throughout the country in conjunction with "Operation Naval Reserve Week," which ended May 24.

WIZZ UNDAMAGED

Competing Stations Help Fight
Nearby Forest Fire

"SPLENDID cooperation" of competing stations when WIZZ, independent FM station in Wilkes-Barre, was threatened by forest fire last month has been hailed by Richard G. Evans, WIZZ president. When encroaching flames forced WIZZ off the air, WBSA WBRE WILK in Wilkes-Barre and WHWL Nanticoke, Pa., broke into news programs and network shows with calls for volunteer firefights. Fire was brought under control seven hours later and WIZZ was able to return to the air.

Mr. Evans reports that WIZZ's steel and concrete transmitter building was not damaged by the blaze, thanks to timely intervention of the neighborhood radio colleagues.

Electoral Returns

KROW OAKLAND, Calif., and the Oakland Post-Enquirer cooperated in presenting returns from the city election May 13. General Manager Wilt Gunzendorfer of KROW announced the returns as they came through and KROW program director, gave last-minute tabulations. The Pacific Coast League baseball broadcast was interrupted during the evening, through courtesy of sponsor, Signal Oil Co. The oil firm relinquished its commercial announcements in order that election results might be aired.

NENTS, RWG disagree over representation

NINETY-NINE percent of the free lance writers working on network programs will be represented by the Radio Writers Guild in forthcoming bargaining with the networks, a Guild official said.

A joint statement issued a week and a half ago by the networks and the Guild [BROADCASTING, May 19] said that the bargaining unit to be represented by the Guild would include "free lance employees" but not "independent contractors."

Although the exact difference between these two classifications has not yet been determined, the Guild spokesman said he was confident that only one per cent of the network free lance writers would be excluded from representation.

Negotiations looking toward a minimum basic agreement on behalf of free lance employees will begin May 27 in New York.

Complaint Dismissed

A COMPLAINT CHARGING Benson & Hedges, New York, with falsely representing that certain brands of cigarettes it sells are of English origin and manufacture was dismissed without prejudice last week by the Federal Trade Commission after the company agreed to restyle its packages and modify its advertising for the following brands of cigarettes: Parliament, Virginia Rounds, Virginia Ovals, Russian, Turkish and The "Greys."

KQV RINGS THE (SCHOOL) BELL!

We've known for a long time that Al Nobel's JUKE BOX show keeps ears glued to speakers in terrific, high-Hooper style. And now comes proof that this big KQV audience is a tremendously responsive one too. After sponsoring the JUKE BOX for 31 weeks, a radio and television school had to cancel because the results of 1,257 inquiries completely filled the school's enrollment. This 15-minute open strip on the JUKE BOX is a rare availabiliy!
A STRATEGIC SPOT

Play your radio shots so you won't miss. In this very important THREE KEY CITY MARKET... Beaumont, Port Arthur, and Orange... your sure shot is KFDM!

REPRESENTED BY FREE & PETERS, INC.
AFFILIATED WITH AMERICAN BROADCASTING CO., INC.

Orchid for Julie
JULIE BENED, director of WKY Oklahoma City's Woman's World, is credited in the May 17 issue of Saturday Evening Post with the original promotion of Oklahoma City's Veteran's Center. Miss Bened suggested the project during a broadcast of WKY's Saturday's Radio Chat. When the Center was finally built she was the only woman elected to its board of trustees.

Receiver Prices to Stay High, Sonora Head Says
NO POSSIBILITY of any significant decrease in radio prices unless raw material costs are cut seen by Joseph Gerl, president of Sonora Radio & Television Corp., Chicago, in a letter sent to distributors of Sonora radios.

Mr. Gerl called upon iron and steel, copper and paper companies to "police" their customers, some of whom, he said "divert raw materials into legitimate channels instead of "gray" marketed and intensifying the shortage and causing prohibitive finished goods prices.

In conversations with our suppliers all over the country," wrote Mr. Gerl, "we find that the existence of a gray market in steel and copper has just about doubled the prices of radio component parts."

Stewart-Warner Report
STEWART-WARNER Corp. has announced a net profit carried to surplus of $720,999, equal to 57 cents per share of 5 dollars par value common stock, for the first quarter of 1947, ending March 31. This was disclosed at the annual meeting of stockholders in Rich- mond, Va., May 14 by James S. Knowlson, chairman of the board and president of the firm. New director, Thomas H. Beacon, vice president in charge of trust department of the First National Bank of Chicago, was appointed to fill vaca- ncy caused by retirement of Robert J. Dunham. All other incumbent directors were re-elected.

Listener-Research Group Reorganized by 4 Cities

MEETING IN Davenport, Iowa, on May 12 in a representative group of listeners from four cities (Davenport, Iowa, and Rock Island, Moline, and East Moline, III.) organized the Quad-City Radio Council, listener-research group. Woody Woods, director of public relations, WHO Des Moines, acted as chairman, and there were speeches by Frank Pellegrin, director of broadcast advertising, NAB, and Beryl Lottridge, vice president of WOC Davenport, who sponsored the gathering.

The other three stations in the Quad-City area, WHBF Rock Island, WQUP Moline and KSTT Davenport, were invited to join in achieving the group's general objective, which is... "Greater listener participation in the evaluation and development of Qua-City radio fare."


Application Dismissed
APPLICATION OF WOKO Albany, N. Y., for power increase to 5 kw unlimited on 1490 ke was announced by FCC last week as dis- missed. Station faces deletion August 31 for concealment of ownership. Latest plea of WOKO 'for reorganization and continued operation was denied [Broadcasting, May 12].

DAVID J. MILLER, Jr., former chief staff engineer for WOAC and Television Corp., Philadelphia, has been named assistant chief engineer in charge of television for WPSI Philadelphia. Mr. Miller joined Philco Corp., in 1930 and has been a television engineer for firm for last eight years.

DAVE KEMPE, studio engineer with NBC Central Division, resigns June 1 to supervise construction of new 1,000-watt station, of which he is part owner, at Sault Ste. Marie.

GENERAL ELECTRIC Co., Transmitter Division, Syracuse, N. Y., has developed new 80-w transmitter-receiver com- bination for fixed antenna use by police, forestry, etc. Incorporating one or two receivers, new SG-6 combination is designed to permit operation over single- or multiple-channel. Succeeds single channel. Use in a remote control operation is plugged into a cabinet control panel.

T. B. PALMER, ABC western division technical operations head, and A. E. EVANS, engineer manager of KGO San Francisco, has in New York confer- ing with network officials.

WESTERN ELECTRICAL INSTRUMENT Co., New York, has developed a new, compact electronic analyzer, Model 769, providing facilities for accurate measurements of frequency range, voltage, current and resistance measurement, and permitted electronic analysis. Model 769 is completely line isolated and line insulating residual external radio frequency influence. Power supply is self-contained and no external ac supply is required when using the model as a standard analyzer.

WILLIAM PALMY, technical staff member at WTTN Hartford, Conn., has been named assistant transmitter super- visor.

HARRY B. BOKKAR, formerly with NBC Hollywood, has joined ABC Engi- neering as West Coast studio engineer.

SOUND APPARATUS Co., New York, has developed impedance vectograph which makes available, in conjunction with high- and low-frequency oscilloscope, direct graphical record of reactive and resistive components of impedance as function of frequency. Device enables separate or simultaneous measurement and record- ing of resistance and reactance, from 1 to 1,000 ohms, in 0.1 range with separate expansion of either scale of 1/2, 1/10 or 1/100 of the other scale.

CALVIN STEPHENSON, ex-station engineer, has joined WBTE Greensboro, N. C., as control operator.

MARGARET RICHARDS, of NBC television division department, has joined ABC's New York operations, was married May 2.

KPI Los Angeles has received Navy Certificate of Availability, station's aid in personnel procurement.
NBC, Church Group Plan Rehabilitation Interviews
FRANK PAPP, NBC producer-director of public service network programs, and Noel C. Warwick, NBC recording engineer, were to sail for Europe May 24 to tour 17 countries for a series of on-the-spot interviews illustrating the workings of the Church World Service Rehabilitation program.

Interviews will be recorded, later to become a series of 13 radio programs produced by the Joint Religious Radio Committee and broadcast on 500 U.S. stations. They will be designed to show people in the U.S. how Europeans are reconstructing their own war-devastated areas with funds supplied by Church World Service.

Countries to be visited include England, Holland, France, Belgium, Germany, Austria, Poland, Czechoslovakia, Hungary, Switzerland, Italy, Greece, Yugoslavia, Norway, Denmark, Sweden and Finland.

**Reductions Sought**

TO EFFECT a lower cost to the public for copies of transcripts of hearings before the FCC, the Commission will forego the usual bonus paid by stenographic reporting companies for contract privileges.

The new policy was announced last week by FCC in inviting bids from reporting firms for the fiscal year 1948. FCC will consider bids on the basis of prices charged the public in addition to other factors. A bonus of $15,000 was paid for the privilege of reporting Commission hearings in Washington during the current fiscal year, according to the FCC report. Contract is held by Ward & Paul, Washington.

**KYW Gets Award**

KYW Philadelphia received an award this week from the U. S. Junior Chamber of Commerce "in recognition of its excellent service rendered for the Better Youth Crusade." Willard W. Wright, Jr., president of the Philadelphia chapter, made the award.

**Milestones**

THE ABC FORUM program, America's Town Meeting of the Air, celebrates its twelfth anniversary on May 29 with a special broadcast. Program moderator, George V. Denny Jr., is president of The Town Hall Inc., which produces the forum in cooperation with ABC.

May 12 saw the opening of WJOX weekday series, When a Girl Marries, marking its eighth birthday. Most of original cast still is featured. Charley Stokey, flying farm editor of KKOK St. Louis, May 20 celebrated his 18th radio year.

Harry Broderick, control room supervisor at WDRQ Hartford, Conn., this month starts his seventh year with that station. The WHN New York Books Trial program May 19 began its second year of weekly broadcasts.

Frank Kennedy, chief engineer of Don Lee Broadcasting System, is marking his 16th anniversary with the regional network.

Felix Miller, who has been conducting Polish programs on WTEL Philadelphia, May 16 staged an anniversary party at Lithuanian Hall attended by more than 1,500 persons. Same day WBIG Greensboro, N. C., took note of its 21st birthday. Early morning man, Bob Jones, offered $25 savings bond to listener who could recall earliest event regarding station.

**TOTAL of $125 was awarded to 12 NBC employees during April for suggestions improving operations of the company. Highest award of $25 went to Howard L. Eitelbach, of engineering department, for suggestions of a television camera cable anchor in Studio 3-A.**

**WATCHING** movies in projection and radio audition room at new offices of Geare-Marston Adv., 21 S. 12th St., Philadelphia, this agency-client group was attending cocktail party celebrating agency move to new quarters and the firm's 19th birthday. L to r: Helen J. Staunton, and Austin J. Daily, advertising manager; Lester Labs Inc., division of Special can Cyanamid; Clyde Schuler, architect; Arthur Edrop, Geare-Marston art department, and L. D. Holland, sales department, E. F. Houghton & Co.
F. H. BIVINS, former vice president and general manager of the Bausch & Lomb Laboratories, Syracuse, subsidiary of Bristol-Myers Co., has been appointed special assistant to PHILIP C. SAYSER, executive vice president of Bristol-Myers, New York, effective June 1.

R. CRAIG CAMPBELL, formerly on supervisory staff of Boston division of Levie, Co., Chicago, has been appointed field supervisor in charge of Breathesafety, New York. Mr. Campbell joined Levie in 1952.

W. ARCHIE SUGG, former merchandising and advertising manager of Frank- lin Baker Division of General Foods Corp., New York, has been appointed associate advertising manager at Post Cereal Division of the firm, succeeding E. W. MURFET, who resigned. Mr. Sugg joined General Foods in 1946 after service in the Navy. He has worked with sales and advertising at department of Procter & Gamble.

Mr. Sugg.

J. H. FILBERT Inc., Baltimore, (salad spreads), has appointed Sullivan, Staffer, Colwell & Baries, New York, to handle advertising. Plans for an expanded program will include local.

GRiffin MFG Co., Brooklyn, N. Y. (shoe polish), has renewed for 52 weeks "Newson the News" on WNBC New York and WBZ Boston, starting May 30. This marks the sixth year that Griffin has sponsored this program. Agency: Ber- mingham, Casto and Pierce, New York.

GENERAL FOODS Corp., New York (La France and Satina), May 28 for six weeks series began "Allen Prescott, the Wife Saver" on WNAC New York, NBC television station, 8:30-9 p.m. Agency: Young & Rubicam, New York.

FOURTH STREET AREA MERCHANTS, Assn., Cincinnati, May 18 started "The Fourth Street Area Symposium" over WLWA Cincinnati, Sun. 8-9:30 p.m. Contract is for 21 years and is preceded disk." These programs will be aired daily on WBYN New York, NBC radio.

CAMEO Corp., Chicago (cleaners), has appointed Fresa, Felsen & Fresa, that city's first radio advertising firm. Radio spots are tested in the area, with plans for expansion to additional markets.

GILLETTE SAFETY RAZOR Co., Boston, will sponsor the CBS broadcast of Belmont Stakes from Belmont Park, L. I., N. Y., May 31, 4:30-5 p.m., with Cleo MeNulty and Bill Corum giving the descriptions.

C. O. MASON & Co., San Juan, P. R. (distributors of Camel cigarettes in the island), has appointed Michael Eick- son's Puerto Rico office to handle its advertising. Quarter-hour twice a week radio program will start shortly.

MUELLERS MACARONI PRODUCTS, Jersey City, N. J., has scheduled a half-hour dramatic show on WABD New York, DuMont television station. Directed, adapted and acted by grad- uates of American Theatre Wing's Pro- fessionals-in-Training program, it will be under the guidance and supervision of Harvey Mower. Agency: Duane Jones Co., New York.

HALL AND RUCKEL, New York (Basting Corking), has appointed Reifeld-Johnstone Inc., New York, to handle advertising. Radio will be used.

KOSINOW, FLATBUSH and ATLANTIC Savings and Loan Assns., Brooklyn, N. Y., have appointed Woody Co., New York, to handle $300,000 cooperative advertising campaign. Radio campaign, which began May 19 for 52 weeks, consists of 125 word spot announcements twice daily and is being handled by WRK the first station.

MURPHY AUTO SALES, Hollywood (used cars), has appointed Pat Patrick Co., Glendale, Calif., to handle local ad- vertising. Radio is being used.

LYON VAN & STORAGE Co., Los Ange- les (used cars), has appointed Smalley, Levitt & Smith, Los Angeles, to handle radio and television advertising. Radio will continue to be used.

VOLCAN CAMP STOVES, Los Ange- les (stoves), has appointed Associated Advertising Co., Los Angeles, to handle national advertising. Market research is being conducted, with merchandising campaign being handled by O'Brien Cour- lay Ltd., Vancouver.


R. C. ELECTRIC RAILWAY Co., Van- couver (public utility), is broadcasting a weekly show on West Coast Inter- City League on Vancouver and New West- minter stations. Agency: W. Earl Bothwell Inc., New York.

ABC CANVASSING RADIO EDITORS ON PUBLICITY

SURVEY to determine the publicity needs of approximately 150 radio editors was launched last week by the publicity department of ABC Central Division. Ell Henry, network publicity chief, is visiting various cities for discus- sions with editors as ABC salaried manage- paige, which also included use of direct mail.

Personal letters, along with ques- tionnaires, will be mailed request- ing tissue criticisms of ABC networks. ABC will scrutinize closely for adaptation to individual needs in its future news reports.

ABC said it was undertaking the survey because it has been aware that many newspapers are adding or reinstating radio columns, and that some columns recently have changed format, content and style. Major classifications covered by the survey include: (1) Humor, based on belief that there is a trend among metropolitan dailies toward laugh-getting material in weekend columns; (2) news angles of the "Inquiring Reporter" type, stating opinions of radio personal- ities on current events; (3) technical features, with behind-the- scene notes on producers, announcers, sound effects and sound effects; and (4) human interest features, with com- ments on hobbies, incidents and activities of radio personalities.

Radio editors are asked to state preferred length of copy, number of offers to offer suggestions for over-all im- provement of ABC news reports.

New City Stations Plan Pool of Talent

A TALENT pool system under which New York stations would informally exchange information about new and publishing radio personal- ities may be developed as a result of a meeting of program and managerial representatives of most of the city's stations.

At a meeting of the city's stations it is intended to become a regular series of luncheon meetings, the station execu- tives discussed the possibility of an arrangement under which station personal- ities publish new talent for which it has naturally had no use, would advise others of its find, give them a chance to audition the performers.

A steering committee composed of James M. Glines, manager of WNBC, Ted Cott, program director of WNEW, John S. Hayes, manager of WQXK, and Seymour Siegel, program director of WNYC, will be appointed to propose subjects for discussion at future meetings.

**Network Accounts**

**New Business**


LUDEN'S Inc., Reading, Pa. (cough drops), June 21 begins sponsorship of "New York's Hit Parade" on CBS, Sat. and Sun. 8:30-9 p.m., which is be- fore dropped at June 15 broadcast by Parker Pen Co. Agency for Luden's is J. M. Mathieson, New York, while J. Walter Thompson Co., New York, handles the Parker Pen radio account.

CORN PRODUCTS REFINING Co., New York (Maizena salad and cooking oil), May 6 for 13 weeks started one-minute participations in "News Service Programs" on Yankee Network, Mon.-Fri. 11:00 a.m. and Sun., Mon.-Tues., Sat.-8:15 a.m. Agency: C. L. Miller Co., New York.

**Renewal Accounts**


MINNEAPOLIS (contract is actually for 52 weeks with 13 week summer hiatus dropped). Agency: Brown, Inc., Chicago.


STUDEBAKER PACIFIC Corp., Los Angeles (Studebaker), June 10 for 52 weeks "Bob Garrett News" on 15 CBS Pacific stations, Mon.-Wed.-Fri. 6:00-6:30 p.m. Agency: Roche, Williams & Cleary, Chicago.

42 PRODUCTS Ltd., Los Angeles (hair tonic), June 16 for 52 weeks "Bob Garrett News" on 15 CBS Pacific stations, Tues. 6:00-6:30 p.m. (PST). Agency: Brown, Van Noord & Stief, Los Angeles.

LEVER BROS., Co., Toronto (Rinso), Sept. 30 for one year "Amsom's Andy" daily half hour Network Network stations, Mon.-Fri. 5:30-6:00 p.m. Agency: J. Walter Thompson Co., New York.

**Net Changes**


To serve properly a large segment of the American ra- dio audience for a quarter-century has been a stimu- lating, challenging responsibility of The Nation's Station.
SPORTS RESULTS and their meaning | In the course of a new program which will be announced on May 21, KWBX Chica-
gogo, Mid. Wed., Fri. Sat. 6:30-6:45 p.m. (CBS) takes down Sports Jockey
John Harrington, who each day presents ten stories concerning some out-
sider's sports figure or account of some unusual sports event. Baseball
results will be given additional color and emotion with Mr. Harrington's "behind-the-
rule-book"-type play-by-play accounts. Series is sponsored by Cognit-
dated Cigar Corp., New York (Har-
vester cigars).

Music Quiz NEW MUSIC QUIZ show, titled "Some-
thing to Rayve About," has been started on WPEN Philadelphia, Sat. 2:30-3:30 p.m., as audience participation show. Con-
ducted by John J. McMahon, show features music and sponsored by Rayve Shampoo. Show's format is competition between contestants who try to answer questions, relating to band leaders and singers. Prizes are given out at random to those who can recall "Rayve Fact Sheets" which are distributed to audi-
ence prior to air time. Prizes include combination record players, albums of records, and tubes of Rayve Shampoo.

Song-on-the-Street NEW twist on the "hit-on-the-street" pro-
grams is "Quiz-A-Tune" show heard on WLO Gelb, Va. Conducted by Dick Gould from a program which feeds pas-
seyers are first interviewed and then asked to identify songs from WLO studios and picked up on portable tape recorders. CANDIDATEs are given participants who correctly name tunes.

"Chapter-A-Day" UNIQUE in literature programs is "Chapter-A-Day," WPEN, Washington, every week day from 1:45 to 2 p.m. Each day, host, writer, or the pro-
ductor of the program, reads from a current best seller or a book which he believes will be of interest to his listeners. Numbers of programs devoted to one book varies from two to three to two weeks, depending upon how much interest Mr. Gould's listeners will have in the selection. Before start-
ing each book, Mrs. Katie H. Horst gives facts on the author's life and various re-
views which have been printed about the book to be read.

News for Children ANNOUNCEMENTS of children's ac-
tivities are being heard on the "Little Youth Program" over KFBC Cheyenne, Wyo. Mon. 5-6 a.m. and Thurs. 9-11 a.m., as spon-
sored by Ideal Plants Dairy, program features news of Boy and Girl Scout activities, school functions, and safety announcements of National Safety Council especially prepared for chil-
dren.

Memorial Day Shows THREE special nationwide broadcasts will bring American Legion memorial ceremonies to listeners on Memorial Day, May 30. "Croses in the Wind," to be heard on NBC 8:30 p.m., will present adaptation of book of same name written by Joseph James Shon-
mon. "Memorial Day," to be broad-
cast over ABC 9:30 p.m., will feature a report on Army and Marines, Chief of Chaplains and National Chap-
lain of American Legion, also a special drama. "Declaration Now," an American Legion transmitted series featuring Memorial Day stories, will be heard on Mutual May 24 through May 30. All programs are produced by radio branch of American Legion.

"Youth Takes A Stand" DESIGNED to attack juvenile delin-
quency in the most effective manner, "Youth Takes A Stand" program is being pre-
ounced on KIWAR, Chicago. C. Program is in form of forum discussion where participants center around school boy and girl, a Boy Scout, a Y-
Teen, boy and girl in church work, and farm boy and girl. They discuss youth's
place in community, home, school, church and business. The series has been endorsed by J. Edgar Hoover, director of FBI.

Safety Feature SAFETY for young and old is subject discussed on "Safety Party" program heard on KVOO Tulsa, Sat. 10-10:30 a.m. Features of show include safety community, a special dedication for children from 11-year-old Milton Eugene Rayve, who composed the songs, and comedy by Announcer Johnny Ryan.

7,771 Winners WHEN the WOR New York "Guess Who?" program, spon-
orted by Shepley, Stuart & Coolidge, P.C., New York, offered a contest to listeners not to expect to receive the 7,771 cor-
rect answers. True to promise, sponsors took part in Madison Square Garden for the May 17 broadcast to accommodate the winners. "Mystery Voice" on Record for contest was Arthur Godfrey.

Yet's Hospital Dedicated SERIES of broadcasts from fifteen veteran-
aters' hospitals, covering National Hospital Day May 12, was highlighted by special dedication May 12 of Tomah, Wis., Veterans Hospital, one of the first to be started by listening audience to the war. A broadcast was carried over nine sta-
tions of the Wisconsin Network and two additional Wisconsin stations, WEMP Milwaukee and WDBX La Crosse.

Illegal Medicine BASED on authentic reports, and as a pub-
clic service, CBS on Pacific Coast sta-
tions has started new documentary series on illegal medicine, titled "Menace in White." Series is written and produced by Stuart Momina, assist-
ant director of network's western divi-
sion department of public affairs, who has been in tracking down several of the charlatans.

Civic Report REPORTS to the people on city govern-
ment affairs are being presented on new program, "City Hall," which started on WBBM Chicago. B. C. Aired Fri. 5-8:30 p.m., program features Mayer Mayor Moore who discusses mat-
ers of interest relating to city govern-
ments, accuses public with problems of city officials and offers solutions to problems. Other city officials are sched-
uled to appear with Mayor Moore dur-
ing the series.

Orchid to Radio "MORE PEOPLE cited radio as their reason for volun-
teering their service (to the Red Cross) than any other mediums we used," Robert W. Galligan, public informa-
tion director of the Boston Metropolitan Chapter, Amer-
ican Red Cross, wrote. James T. Mahoney, program direc-
tor of WLAW Lawrence, fol-
lowing completion of the chapter's recent hospital re-
cruitment and reenlistment activity. Mr. Galligan ex-
pressed the thanks of the Saint Red Cross for radio's aid.

MBS 'Opinion-Aire' Due To Resume on May 21 MBS's Opinion-Aire program, which had its first and only airing on April 9, 9:30-9:45 p.m., and was halt ed after that date because of the nationwide telephone strike, re-
turns May 21 at a new time, 10-
to 10:30 p.m. Sen. Joseph R. Ball (R-Minn.), and Robert E. Watts, legislative representative and a vice president of the AFL, will be heard in the first program of the new series. KQV Pittsburgh began test last fall, [BROADCASTING, Nov. 18, 1946].

The two main guests appear either as prosecution or defense witnesses on the question, with a 12-man jury selected from the stu-
dio. Aigue McMillan said radio is free of smut and vulgarity, much more so than its critics are willing to concede. He added that it has, for the most part, lived up to its responsibility on the ques-
ton, it would have long since been rejected as a trusted friend in the family circle.

Labor Discs Available RECORDS of the programs broad-
cast by the Entertainment Unions Committee in cooperation with the AFL in the campaign against the Har-ley-Taft labor bills are now-
broadcast being made available to labor unions all over the country. The broadcasts are heard live and transcribed, Thursdays, 9:30 p. m. on ABC. Programs use the records at private meetings or over independent stations, other than those of the ABC network, must be applied for in writing to the publicity department AFL, in Washington, D. C.

Transcription Agency HARRY JACOBS, owner of Harry Jacobs Productions, Hollywood, and Bernard Tahakha, head of Paragon Productions, New York, have formed a national transcription sales organization under name of Criterion Productions. Offices will be at 6000 Sunset Blvd., Hol-
lywood, and 131 W. 52nd St., New York.
**MAY 16 TO MAY 22**

**ATTENDANTS**

- D-day
- B-day
- N-night
- Aural
- V/s
- Con'd
- Cond.
- Condition(s)
- LS
- Local
- Sunset
- Mod.
- Modification
- Trans.
- Transmitter
- Sen.
- Unlim.
- Unlimited
- Hours

**WFGN** Mattieville, Miss.—Granted mod.

**WTVN** Johnson City, Tenn.—Granted mod.

**WETB** Johnson City, Tenn.—Granted mod.

**WBNY** New York—Granted mod.

**WTBN-TV** Minneapolis—Granted mod.

**WYBC** New Orleans—Granted mod.

**WGCA** New Orleans—Granted mod.

**WFYI** Knoxville, Tenn.—Granted mod.

**WNRN** Lexington, Ky.—Granted mod.

**WBBC** Anderson, S.C.—Granted license for new station 1250 kc 250 w.

**WGRG** Rochester, N.Y.—Granted license for new station 1250 kc 150 w.

**WABC** New York—Granted mod.

**WFTS-FM** New Orleans—Granted mod.

**WNXO** Lima, Ohio—Granted mod.

**WBX** Belgrade, Mont.—Granted license for new station 1250 kc 250 w.

**KXRN** San Antonio, Texas—Granted mod.

**WFJF** Jacksonville, Fla.—Granted license for new station 1250 kc 250 w.

**WKNX** New Orleans—Granted mod.

**WJHP** Jacksonville, Fla.—Granted license for new station 1250 kc 250 w.

**WKIR** Knoxvlle, Tenn.—Granted license for new station 1490 kc 100 w.

**WALL** Rome, Ga.—Granted license for new station 670 kc 1 k w and to specify studio location.

**KOSF** Nacogdoches, Texas—Granted license for new station 1250 kc 250 w.

**WKBW** Rochester, N.Y.—Granted license for new station 1250 kc 250 w.

**WBW** Topkea, Kan.—Granted license covering CP to mount FM ant. on top of AM tower.

**WGRG** Rochester, N.Y.—Granted license for new station 1250 kc 150 w.

**WJHP** Jacksonville, Fla.—Granted license covering CP to mount FM ant. on top of AM tower.

**WBB** Belgrade, Mont.—Granted license for new station 1250 kc 250 w.

**WJKP** Jackson, Miss.—Granted license covering CP to mount FM ant. on top of AM tower.

**WBB** Belgrade, Mont.—Granted license for new station 1250 kc 250 w.

**WCRN** Roanoke, Va.—Granted license for new station 670 kc 1 k w.

**WIPF-FM** Pittsburgh, Pa.—Granted mod.

**WPAW Chester, Pa.—Granted mod.

for approval of trans. to change type trans. and for approval of trans. and studio locations.

**WHC** Rochelle, N.Y.—Licensed license to use old male voice, as aux. with power of 500 w-1 k w. 1 kw.

**WFRB-FM** Wausau, Wis.—Granted mod.

**WFBK** New York—Granted license for extension of commencement and completion dates of new station to 4-28-47 and 4-28-47, respectively.

**WOLN-FM** Washington, D.C.—Granted mod.

for extension of completion date to 4-26-47.

**WKFWM** W. Memphis, Ark.—Licensed license in part to mount FM ant. on top of AM tower.

**KXMO** St. Louis—Licensed license covering installation of new trans. and ant. and change trans. and ant. locations.

**KMYI** Waukegan, Ill.—Licensed license for new station 1510 kc 250 w.

**KOLE** Port Arthur, Texas—Licensed license for new station 950 kc 250 w. 1 kw.

**WEBC** Greenfield, S. C.—Licensed license for new station 1510 kc 250 w.

**WPAG** Ann Arbor, Mich.—Licensed license for new station 1340 kc 250 w.

**WBRY** Waterbury, Conn.—Licensed license to use old male voice, as aux. with power of 1 kw.

**WDLG** Jacksonville, Ill.—Licensed license for new station 1510 kc 250 w.

**WHEC** Greenfield, S. C.—Licensed license to use old male voice, as aux.

**KPOV** Powell, Wyo.—Licensed license for extension of completion date to 9-20-47.

**KARL** San Antonio, Texas—Granted mod.

**WFIA** New Orleans—Licensed license for extension of completion and completion dates to 4-28-47, 4-28-47, respectively.

**WFUT** Philadelphia—Granted mod.

**KPKW** Kansas City, Mo.—Licensed license for new station 670 kc.

**WGEN** Jerseyville, Ill.—Licensed license for extension of completion date to 4-28-47.

**WREC** Memphis, Tenn.—Licensed license for extension of completion date to 4-28-47.

**WDMS** Chicago, Ill.—Licensed license for new station 1510 kc.

**WMAD** Davenport, Iowa—Licensed license for new station 1510 kc.

**WJAI** Glendale, Wis.—Granted license for new station 1510 kc.

**KSDS** San Antonio, Texas—Licensed license for new station 1510 kc.

**KDKD** Des Moines, Iowa—Licensed license covering installation of new trans. and ant. and to specify studio location.

**KERK** Kaukauna, Wis.—Licensed license for new station 670 kc.

**KUOM** Kevin, N. D.—Licensed license for new station 1510 kc.

**KNOX** Belgrade, Mont.—Licensed license for new station 1510 kc.

**KSEG** Seattle, Wash.—Licensed license for new station 660 kc.

**KWMR** Minot, N. D.—Licensed license for new station 1510 kc.

**KWKY** Louisville, Ky.—Licensed license for new station 1510 kc.

**KXKZ** York, S. D.—Licensed license for new station 1510 kc.

**KXJZ** Kansas City, Mo.—Licensed license for new station 1510 kc.

**KXNQ** Quincy, Ill.—Licensed license for new station 1510 kc.

**KXRT** Klamath Falls, Ore.—Licensed license for new station 1510 kc.

**KXRS** Racine, Wis.—Licensed license for new station 1510 kc.

**KXSE** Walla Walla, Wash.—Licensed license for new station 1510 kc.

**KXWI** West Islip, N. Y.—Licensed license for new station 1510 kc.

**KXUL** Utica, N. Y.—Licensed license for new station 1510 kc.

**KXKZ** Kansas City, Mo.—Licensed license for new station 1510 kc.

**KXSE** Walla Walla, Wash.—Licensed license for new station 1510 kc.

**KXUL** Utica, N. Y.—Licensed license for new station 1510 kc.

**KXKZ** Kansas City, Mo.—Licensed license for new station 1510 kc.
Pittsburgh's new 5,000-watt KQV station will shortly offer greatly improved reception to its expanding radio audience.

Facilitating their transmission to selected areas is this directional array of five 350 ft. vertical radiators, designed and erected by Blaw-Knox.

**BLAW-KNOX DIVISION**
**OF BLAW-KNOX COMPANY**
2038 Farmers Bank Building, Pittsburgh 22, Pa.
FCC Actions
(Continued from page 44)

Decisions Cont.: ...tion, primary target is 

AM-1500 kc Universal Radio Features Syndicate, La-
guna Beach, Calif.—CP new standard sta-
tion 1500 kc 250 w unl. AMENDED to change frequency from 1500 to 1520 kc, change hours from unl. to D and change trans. location.

AM-1400 kc Montebello Bstg. Co., Montebello, Calif.—CP new standard station 1400 kc 250 w D.
Modification of CP KXFJ San Bernardino, Calif.—Mod. CP which authorized change in frequency, increase power, install new area, and DA-
DN and change in trans. location, for ex-
tension of completion date.

AM-1010 kc Radio Twins Bstg. Co., Salisbury, Calif.—CP new standard station 1010 kc 250 w D.

AM-1550 kc Norwalk Bstg. Co., Norwalk, Conn.—CP new standard station 1550 kc 500 w D. 

AM-480 kc Christian Catholic Church—Chicago—CP new standard station 820 kc 5 kw specified hours (limited time, 11 a.m. to 1 p.m. and 2 p.m. to 6 p.m.) (abolished upon WBT leaving being granted change in hours.)

WAIT Chicago—Mod. license to change hours from limited time LS-SBS (DET) to limited time LS-SBS (CST) except for hours between 11 a.m. to 1 p.m. and 2 p.m. to 5 p.m. Sunday.

Haukaye Bstg. Co., Fort Madison, Iowa—CP new standard station 1560 kc 250 w D.

AM-1830 kc James R. Wilhamsa, Salisbury, Conn.—CP new standard station 1260 kc 100 w unl.

AM-460 kc WCAO Baltimore—CP makes change in DA, install new north tower and mount FM ant. on top.

Modification of CP Ashbrook Radio Corp., area of Wash-
gon, Mich.—Mod. CP which authorized new remote pickup station WQHR, for exten-
sion of completion date.


AM-1350 kc Kociusko Bstg. Co., Kociusko, Miss.—

CP new standard station 1350 kc 250 w unl.

FM—Unassigned Empire Newspapers-Inc., Endicott, N. Y.—CP new (Class A) FM station on frequency to be assigned by FCC and ERF of 825 w.


Modification of CP WCAC Anderson, Ind.—CP which authorised, new FM station for extension of commencement and completion dates.

AM-1400 kc Oral J. Wilkinson, Murphysboro, Ill.—CP new standard station 1400 kc 250 w unl.


AM-1350 kc Clarence J. McCready & Bernie M. McCrea-
dy, Woonsocket, R. I.—CP new standard

station 1230 kc 250 w unl.

FM—Unassigned Alvin E. O'Kowak, Merrill, Wis.—CP new (Class A) FM station on frequency to be assigned by FCC and ERF of 827.
License Renewal The Yankee Network Inc., Boston—License renewal remote pickup station WSDU.

WGQ Boston—License renewal FM sta-
tion.

WMNE Boston—Same.

WSBF South Bend, Ind.—Same.

TENDERED FOR FILING

Surety Bstg. Co., Charlotte, N. C.—

CP new standard station 800 kc 1 kw-N
5 kw-D unl. D-A-N.

May 16 Applications . . .

ACCEPTED FOR FILING

FM—Unassigned

Donald Lee Bstg. Co., Berkeley, Calif.—CP new high frequency station on 48,500 kc. AMENDED to change frequency from 48,500 kc to "be same as CP." Also authorization for change in frequency to channel 250, 97.9 mc, trans. site, tower, ERP to 104 kw; ant. height above average terrain to 2746.7 ft. changes in ant. system.

Modification of CP

KOMR Los Angeles—Mod. CP which authorized new FM station, to changed frequency to channel 250, 97.9 mc, trans. site, tower, ERP to 104 kw; ant. height above average terrain to 2746.7 ft. and make changes in ant. system.

WTIC Hartford, Conn.—Mod. CP which authorized installation of new trans., for extension of completion date.

License for CP

KULA Honolulu, T. H.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WJBK-FM Detroit—Mod. CP which au-
thorized new FM station, for extension of commencement and completion dates.

The Ludington Bstg. Co., area of Lud-
ington, Mich.—Mod. CP which authorized new remote pickup station WJHU, for extension of commencement and completion dates.

AM-1400 kc WINR Binghamton, N. Y.—CP makes changes in trans. equipment.

WJWC Waynesville, N. C.—Mod. CP which authorised a new FM station, to change type trans., for approval of ant. and trans. location, and to change studio loc-
ation.

WCOL Columbus, Ohio—Mod. CP which authorized FM station, an AM tower, for extension of commencement and completion dates.

WFCM Columbus, Ohio—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

Licenses for A.M.,

AM-670 kc

WJWON Woonsocket, R. I.—License to use old main tower, 2960 kw, for sale, purposes with power of 250 w. Also li-

ence to cover CP which authorised in-

stallation of new trans.

May 19 Applications . . .

ACCEPTED FOR FILING

FM—Unassigned

Don Lee Bstg. Co., Berkeley, Calif.—CP new high frequency station on 48,500 kc.

AMENDED to change frequency from 48,500 kc to "be same as CP." Also authorization for change in frequency to channel 250, 97.9 mc, trans. site, tower, ERP to 104 kw; ant. height above average terrain to 2746.7 ft. changes in ant. system.

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License for CP

KULA Honolulu, T. H.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

APPLICATION Returned

AM-470 kc

Sheehat Chevrolet Co., Moderna, Calif.—

CP new standard station 579 kc 250 w unl.

RETURNED May 15. Conflict with 325 (a).

APPLICATION DISMISSED

Joseph M. Viana, Woonsocket, R. I.—

CP new FM station (community) on fre-

quency to be assigned by FCC, who is chief

engineer of FCC. DISMISSED May 15, 1947

TENDERED FOR FILING

Home Appliance Stores, Swansville, Cal-

CP new standard station 1240 kc 250 w unl.

AM-1850 kc


—CP new standard station 1850 kc 1 kw

D.

(Continued on page 68)
NOW! a new standard of performance in cutting heads

THE PRESTO 1-D

The new Presto 1-D Cutting Head offers: wide range, low distortion, high sensitivity and stability through a temperature range of 60°-95° F. The Presto 1-D Cutting Head is a precision instrument made entirely of precisely machined parts, expertly assembled and carefully calibrated. These factors, plus its sound basic engineering design, produce a cutter unequalled in performance by any other mechanically damped magnetic device.

Note from the light pattern below: The correct location of the cross-over point at 500 cycles, the 6 db per octave slope below this point, and flat response above 500 cycles, which is free from resonant peaks. The range of the cutter is 50-10,000 cycles. The Presto 1-D is damped with "Prestoflex" which is impervious to temperature changes between 60 and 95 degrees Fahrenheit.

Unretouched photograph showing the light pattern. Notice correct location of the cross-over point at 500 cycles.

PRESTO

RECORDING CORPORATION
242 WEST 55TH STREET, NEW YORK 19, N. Y.
Walter P. Downs, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT & DISCS
FCC Actions

May 20 Decisions...

DOCKET CASE ACTIONS
(By the Commission)

East-West Rest., Co., Fort Worth, Tex.,—1540 kc 5 kw 1 kw N unl. Not recommended in this proceeding that petition filed by J. P. Maxfield, as licensee XEL, Waterboro, Mass., be dismissed as unnecessary.

BY COMMISSION EN BANC

AM—1540 kc
WOKO Albany, N. Y.—Dismissed application for CP to increase power of 500 w 1 kw N unl. for extension of license.

BY THE SECRETARY

WSPA Spartanburg, S. C.—Granted CP to extend completion date to 12-24-47.

WWHG—Horrell, N. Y.—Same to 7-17-47.

WRCM New Orleans—Same to 10-2-47.

Wrega-FM Roma, Ga.—Same to 8-16-47.

WOD Richmond, Va.—Same to 10-4-47.

WAGE Inc. Area of Syracuse, N. Y.—Grant petition for license for extension of license date to 8-29-47.

WEWT.

The Electric Co., Ogden County, N. Y.—Granted CP for new developmental station.


WIOD Miami, Fla.—Same to 12-2-47.

WSTV Steubenville, Ohio—Grant petition for change of frequency.

WWGH Jacksonville, Fla.—Same to 11-20-47.

WJKY Fort Myers, Fla.—Same to 7-15-47.

WVBC Charleston, W. Va.—Same to 10-10-47.

WFOY Des Moines, Ia.—Same to 8-1-47.

WGFM No. Adams, Mass.—Same to 1-8-47.

KENO-FM Las Vegas, Nev.—Same to 8-1-47.

KRCM Richmond, Cal.—Same to 7-17-47.

KTIN Wichita Falls, Tex.—Same to 7-3-47.

WHAF-AM Roanoke, Va.—Same to 7-21-47.

WSCA-FM, Jr., New York, N. Y.—Same to 8-1-47.

WBGO Newark, N. J.—Granted CP for extension of completion date of non-commercial educational station to 6-14-47.

NKX Norman, Okla.—Granted CP to 7-10-47.

WXUM Columbus, Ohio—Granted CP for building.

WEHorton, Ga.—Granted CP install new trans.

WGJY Des Moines, Ia.—Same to 8-1-47.

WFUMFM No. Adams, Mass.—Same to 8-1-47.

KFOM Los Angeles, Calif.—Same to 7-17-47.

KLTV Tyler, Tex.—Same to 7-14-47.

KYYA Poughkeepsie, N. Y.—Same to 7-16-47.

WBSA-FM ‘NY York, Pa.—Same to 8-1-47.

WGBK Newport, N. J.—Granted CP for extension of completion date of non-commercial radio station to 1-22-47.

KHKU Norman, Okla.—Same to 8-16-47.

WXUM Columbus, Ohio—Granted CP for installation of FM trans.

KMKM Youngstown, Ohio—Same to 8-2-47.

WJDKJ Cleveland, Ohio—Same to 8-1-47.

WJUR Scranton, Pa.—Same to 8-17-47.

WZBA-BF Opelousas, La.—Same to 7-17-47.

WGBK New York, N. Y.—Same to 8-29-47.

WFDX St. Louis, Mo.—Same to 8-30-47.

WJUR Grantsville, Md.—Same to 8-31-47.

WYAFM-AM Pittsburgh, Pa.—Same to 8-14-47.

WJSB Topsham, Me.—Same to 8-9-47.

WSFA Montgomery, Ala.—Same to 8-15-47.

WITF FM Harrisburg, Pa.—Same to 8-15-47.

WJRM-FM Middletown, Conn.—Same to 8-12-47.

WFM-FM Pittsburg, Pa.—Same to 8-10-47.

WJLY Canton, Ohio.—Granted CP for extension of completion date of FM station to 3-9-47.

WXFM-FM Salem, Mass.—Same to 8-17-47.

WFWM-FM Fisherburg, Mass.—Same to 10-27-47.

JAM—Gary, Mobile, area of Hutchinson, Kan.—Granted CP for new FM station.

WENE Recipient, N. C.—Granted CP for extension of completion date of FM station.

WFCT Waco, Tex.—Same to 7-17-47.

WFMT Fort Wayne, Ind.—Same to 8-18-47.

WLOS Asheville, N. C.—Granted CP

to mount FM ant. on top of AM tower and specify studio location.

WJML Medford, Fla.—Granted, mod. CP for approval of sale and approval of studio location.

WBYR Falls Church, Va.—Granted CP for approval of station and studio locations.

WHAW Pittsburgh, Pa.—Granted CP for approval of license to cover for extension of completion date and studio locations.

WPHT Pittsburgh—Granted CP for extension of completion date and studio locations.

WPHR New York—Granted CP for extension of completion date and studio locations.

WTPR Pittsburgh—Granted CP for extension of completion date and studio locations.

WQMC Atlanta—Granted CP for extension of completion date and for approval of studio, license.

WVIGN Casper, Wyo.—Same to 8-19-47.

WVIT Charleston, W. Va.—Same to 8-12-47.

WNYC New York—Granted CP for extension of completion date and for approval of studio.

WWMF Santa Monica—Granted CP for extension of completion date and for approval of studio.

WZMY Pittsburgh—Granted CP for extension of completion date and studio locations.

WZMV Pittsburgh—Granted CP for extension of completion date and studio locations.

WZNY New York—Granted CP for extension of completion date and for approval of studio.

WZWT-AM Pittsburgh—Same to 9-8-47.

WZMX Pittsburgh—Same to 9-8-47.

WZND Pittsburgh—Same to 9-8-47.

WZRH Pittsburgh—Same to 9-8-47.

WZTJ New York—Same to 9-8-47.

WZTV-AM New York—Same to 9-8-47.

WFTN Pittsburgh—Same to 9-8-47.

WGAV Atlanta—Same to 9-8-47.

WGCW Atlanta—Same to 9-8-47.

WGUI Pittsburgh—Same to 9-8-47.
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<tr>
<th>Name</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>1339 Wisconsin Ave., N. W. Washington, D. C. Adams 2414</td>
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<tr>
<td>RING &amp; CLARK</td>
<td>222 National Press Bldg. Di. 1208 Washington, D. C.</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>1469 Church St., N.W. DE 1334 Washington, D. C.</td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1000 Briarcliff Pl., N.E. Atlanta, Ga. Atwood 3328</td>
</tr>
<tr>
<td>JOHNSON B. ROTHROCK</td>
<td>1901 Eyn St., N.W. National 0196 Washington, D. C.</td>
</tr>
<tr>
<td>GARO W. RAY</td>
<td>991 Broad Street Phone 9-2995 Bridgeport, Connecticut</td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>Washington, D. C. 1605 Connecticut Ave. Mt. 4151 Dallas, Texas</td>
</tr>
<tr>
<td>A. EARL CULUM, JR.</td>
<td>830 Gregg Street Columbia, South Carolina Phone 7342</td>
</tr>
<tr>
<td>ANDERSON &amp; MERRYMAN</td>
<td>New York City 53 W. 42nd St. New Orleans American Bank Bldg. Raymond 0111</td>
</tr>
<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>830 Eighth St., N.W. Republic 3883 Washington, D. C.</td>
</tr>
<tr>
<td>JAMES &amp; BISER</td>
<td>308 National Press Bldg. Di. 1208 Washington, D. C.</td>
</tr>
<tr>
<td>JOHN BARRON</td>
<td>710 14th St., N.W.-Metropolitan 447 Washington, D. C.</td>
</tr>
<tr>
<td>FRANK H. McINTOSH</td>
<td>1730 Connecticut Ave., N.W. Washington, D. C. ADAMS 3711</td>
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<tr>
<td>RAYMOND A. MARSH</td>
<td>1469 Church St., N.W. DE 1334 Washington, D. C.</td>
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ALL the father tried, who resigned to (cleanser).

RITA MEEHAN, jfeaturing "The Rhythm will 70
MOORE, Division as Christina of a girl.
of KGO -in Promotion WPEN's plans to
Saturday afternoon audience participation
FULL-PAGE booklet presents map of Texas area and location of KPRC.

"Tonight at 850": FULL-PAGE article on new news appeal by WLOW Norfolk, Va. Book was compiled from recipes sent by listeners to Bob Grepper's "Cooking Quiz" program heard on WLOW. The book turns into sections, with each section fronted by a cartoon which characterizes the foods covered in it.

Sports Promotion STRESSING station's sports predominates, new billboards featuring sports theme are being used by KALL Salt Lake City, Utah. The billboards are for football, tennis ball, basketball and baseball events.

"Pulling Power" of WOWO has been televised in Fort Wayne, Ind. A popular radio program originating from WOWO and decided to change their course and all along Fort Wayne to visit broadcast. Cartoon showing music emanating all along Fort Wayne skyline and an auto speeding toward that skyline adds to effectiveness of story.

WLOG Testing WLOG, FM STATION in Claremont, N. H., began operations on a test basis last Monday in preparation for commercial operation which will start in about three weeks. Manager, station manager and publisher of the Claremont Daily Eagle, announces.

Knife Tells Story NEWEST direct mail promotion piece of WPTF Raleigh, N. C., uses a pocket knife to draw attention to station's market story. Cover of the piece, printed on heavy white stock, carries picture of a man with a hand cutting off a liberal slice. The heading urges "Cut yourself a big slice," and the inside of the cover reads: "The business of WPTF's billion dollar market. A pocket knife is fitted into the folder, which contains latest information on station's primary market.

KNX. Drawings on cover and inside page illustrate destructiveness of "Smokes." Copy of folder emphasizes that "KNX polishes 27 shows for cross-country delivery. But sponsors of local KNX shows are getting more than reflected glory." Data on various available local shows are presented.

SKY-BLUE folder picturing station's new 470-foot tower is being distributed by KMOX St. Louis. "New Horizons..." the folder announces KMOX's new 50,000-watt transmitter and states that, "Now when 'The Voice of St. Louis' speaks ... . New Thousands Listen." New coverage area is emphasized.

Promotion Tie-in Promotion URUGU Grocers to build product dis- plays to tie in with radio broadcasts, large promotion postcard, has been sent to all grocers in Greater Boston area by Oakite Products Inc., New York (cleaner). Headed "Oakite is On the Air," sheet gives information on promo- tion's sponsors' postcard on WNAQ Boston, Mon., June 1.

"The Official" was being distributed, featuring Louis Morgan, and Wed., Fri. 11-11 P.M., featuring "The Rhythm Caravan." Sheet gives history and schedule of promotions that will remind customers to buy "Oakite" and to listen to WNAQ programs.

All-Day Outing ALL-DAY OUTING at local amusement park was sponsored by WPEN Philip- delphia, May 17 for teenage listeners in connection with "800 Club," daily record show on WPEN. Membership cards, waffle size in two colors featuring phonograph record labels, were distributed to listeners, who were to bring to park's amusement half price. Posters announcing the outing were circu- lated to schools and posted in downtown area. Special lines were set up at WPEN's Saturday after- noon audience participation show dis-

getting ready to give 'em BOTH BARRELS!

Yes, powerful don's are going 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 annual retail sales!

5,000 Watts Daytime
First 5,000 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.

KPAC
MBS
Mutual Broadcasting System

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Accent on 'Hoopers' EMPHASIZING sales effectiveness of WCAE Pittsburgh, the following sheet, showing comparison of Hooperings on WCAE with net purchases on network programs, has been prepared for stations. Headed: "More listeners—More Sales over WCAE," sheet presents chart of comparative Hoopings of 22 network shows.

Cook Book COOK BOOK: "Favorite Foods" is being distributed by WLOW Norfolk, Va. Book was compiled from recipes sent by listeners to Bob Grepper's "Cooking Quiz" program heard on WLOW. The book turns into sections, with each section fronted by a cartoon which characterizes the foods covered in it.

Sports Promotion STRESSING station's sports predominates, new billboards featuring sports theme are being used by KALL Salt Lake City, Utah. The billboards are for football, tennis ball, basketball and baseball events.

Video Exhibits TELEVISION demonstrations are being conducted by WPEN Milwaukee, Wisconsin, department stores and special events, including shows at department stores and other shows at special events where, set-up cost, are in effect. In addition, the local television, will be between shows, camera scan the crowds so they can see themselves on the video receivers.

FRC QUESTIONS and answers regarding FM broadcasting have been compiled in booklet being distributed by WATQ Ashland, Ohio. Titled "FM Means Far More Listening Pleasure For You," booklet presents detailed information on FM broadcasting in general, and WATQ broadcasting specifically, in a simplified easy to understand form.

Musical Scholarship contest among high school seniors has been sponsored by WEDO Ketchikan, Alaska. Each of the 18 competing schools in WEDO listeners had two entrants—one, one vocal and one instrumental. Two winners of the contest were each received a $1,000 music scholarship from WEDO.

Free Holiday TWO ROUND-TRIP tickets for summer cruise to Ketchikan, Alaska, are being offered as prizes in contest being conducted on "Spotlight on a Star" program on CHW, New Westminster, B. C., sponsored by Gilley Bros., that city. Entries were "the fastest" and the winner, who received $1,000 several chances to correctly receive all expenses—free holiday.

Radio Poll RADIO poll is being conducted daily by Tex-Midland editor of the "Tex-Midland" newsletter, in The Journal, in connection with its column "A Fair," and is printed each week in the "The Journal for listeners to fill in circles of their favorite shows and personalities. Five San Diego stations, KSDB KFSD KFMB KOB and KYOR, are promote Poll with announcements on air.

Chaos and Sales chaotic pressures in local sales is the general theme of latest promotion folder issued by KNX Los Angeles. Titled "Pandemonium in a Pinafore," two-color folder points out that: "Baby Snooks," child of chaos, who gains at

Nationals by J. Young, Inc. in New York by Joseph Lain, 31 W. 47th Street.
From actual records of the Federal Communications Commission... of 873 applications on file during a 6-weeks period early this year, 761 applications specified some make of tower. Of these 761, more than half specified Wincharger towers.

In other words... more than all the others combined.

We say no more......
and the other leading stars of stage, screen, radio

THE CRITIC SAYS*

With a roster of guest stars taken right off the top of the Hooper listings, this series of platterted variety shows put out by the U. S. Treasury to plug savings bonds is due to garner wide and appreciative listening. Smart programming by the local indies handling this series would be to spot these shows at cream times where they can do the most good both for the bonds and the station’s rep.

WHAT’S COOKING

During June and July, the biggest, ultra-super-duper Savings Bond campaign will step to the mike. RADIO has always done a terrific job. Spotlight GUEST STAR—in advertising and publicity. Tear off a nice hunk of your cream time, and we'll send you, absolutely free, our special package of wow’d listeners. Remember, cream public service is whipped up in cream time. Spelled: C-R-E-A-M!

*BUT Natch! Enrich Your Cream Time with the Big Time!

The Treasury Department acknowledges with appreciation this public service contribution by

BROADCASTING
The Weekly Newsmagazine of Radio

TELECASTING
FCC Actions

(Continued from page 68)

Applications Cont.

Modification of CP
WNL, Space, Mo.—Mod. CP, as mod., which authorised change in frequency and increased antenna height for extension of completion date.

AM-14100
WSBA York, Pa.—CP change frequency from 900 to 14100 kc. Increase 1 kw to 2 kw, change hours from D to unl. inst. new trans., and AM-14100

Modification of CP
WOPJ-Jackson, Miss.—Mod. CP which authorized new FM station, for extension of completion date.

AM-14100

Modification of CP
WNNR Buckley, Wyo.—CP mount FM ant. on A/M tower.

AM-14100

TENDERED FOR FILING

Assignment of License
WBBM Chicago, Ill.—Consent to assignment of license to National Broadcasting Co., Inc.

AM-14100

 Modification of CP
KJEL Longview, Tex.—Mod. CP which authorized new FM station, to change studio location and trans, and change commencement and completion dates.

APPLICATIONS RETURNED

AM-14100

WLEX Lexington, Ky.—Authority to determine order of priority, and for new measurement and ant. power. 366 forms returned letter dated May 14, signed by chief engi neer.

License Renewal
WFMN Alpine, N. J.—License renewal FM station.

TENDERED FOR FILING

Assignment of License
WLLB Carrollton, Ga.—Consent to assignment of license to Carrollton Broadcast, Co. Inc.

Assignment of CP
KDSF Boise, Idaho.—New assignment of CP to Boise Valley Broadcasting, Inc.

AM-14100

Radio Coater Inc., East Liverpool, Ohio —CP new standard at 1400 kc and standard uninstalled. Contingent on WWSU utilizing 970 kc as granted.

AM-14100

Contend Broadcast, Co., Inc., Cortland, N. Y.—CP new standard at 1450 kc and 1 kw D.

Modification of CP
WBAT Marion, Ind.—Mod. CP to specify 500 kw D and approval of trans. location and ant. system.

AM-14100


May 21 Decisions . . .

BY THE COMMISSION

Ordered that time be extended to and including June 1 for submission of comments, statements or briefs with respect to proposed amendments to the rules and regulations concerning trans. emission measurements, changes in equipment, keeping of station records, channel width and modulation, frequency stability, inspection of tower lights and associated control equipment, and other control by the Federal Communications Commission.

AM-14100


May 21 Applications . . .

ACCEPTED FOR FILING

License for CP
WGNN Gadadan, Ala.—License to cover CP, as mod., which authorised new standard and station and authority to determine operating power by direct measurement of ant. power.

AM-14100

KPMQ Pomona, Calif.—License to cover CP, as mod., which authorized new standard and station to specify location studio and authority to determine operating power by direct measurement of ant. power.

AM-14100

Modification of CP
WQQV Valdosta, Ga.—Mod. CP which authorised change in frequency, increase power, install new trans. and DA-NDN and change location and trans., and for extension of completion date.

AM-14100

WPTC-FM Toledo, Ohio.—License to cover CP, as mod., which authorized new FM station, for extension of completion date.

AM-14100

Modification of CP
KHBC filings, Hiawatha.—Mod. CP which authorised change in frequency, increase power, install new trans., change location and trans., and for extension of completion date.

AM-14100

KUSI Iowa City, Iowa.—License to cover CP, as mod., which authorised new noncommercial educational station, for extension of completion date.

AM-14100

WBBM Chicago.—Mod. CP which authorised installation of antenna extension for completion of completion date.

AM-14100

Assignment of License
KXAK Atchison, Kan.—Voluntary assign ment of CP and license to Albert Alvin Amada.

BROADCASTING • Telecasting

May 26, 1947 • Page 75
FM Assn. Region 2
To Meet May 28

PROMOTION of FM and plans for development of an FM network in the Midwest will be discussed at the organizational meeting of FM Assn. Region 2 (Ind., Ohio, W. Va., Ky.) to be held May 28 at Hotel Gibson, Cincinnati.

Experience gained in setting up the Continental Network in the East will be explained by Everett L. Dillard, WASH Washington and KOZY Kansas City.

Promotional and advertising phases of FM will be discussed at the afternoon session by E. Z. Jones, WBBM-FM Burlington, N. C.; Norman Heyne, Ruthrauff & Ryan, Chicago, and Bill Bailey, FMA executive director. A panel on FM as an advertising medium will include E. J. Hodel, WCFC.

Mr. Taft Mr. Wagner

Beckley, W. Va.; J. Waddell Kerr, WPRO Fremont, Ohio; Paul Reed, WFAH-FM, Alliance, Ohio; Ed Wheeler, WEAW Evanston, Ill.

Luncheon speakers will be Vernon L. Wilkinson, FCC assistant general counsel in charge of broadcasting, who will talk on "The FM Outlook"; Leonard Marks, FMA general counsel, who will discuss "What FMA Is Doing"; Roy Hofheinz, KOPY Houston, FMA president, "Your Part in the FM Situation."

Morning session will be opened by Paul Wagner, WCSI Columbus, Ind., co-chairman with David G. Taft, WCTS Cincinnati. Mr. Hofheinz will discuss FMA objectives, and the GE Technicolor film, "Naturally It's FM," will be shown. Ted Leitzell, Zenith Radio Corp., will review FM set production. C. M. Jansky Jr., Jansky & Bailey, will tell why he believes the FM signal is superior.

Advance registration list:
Ayers, Marion T., WSBK; Bailey, J. N. (Bill), FMA; Bartow, William L., PMA; Baughn, Edward F., WPAG-FM; Bascom, Jane, WPAG-FM; Caldwell, John, Cincinnati Enquirer; Campbell, Douglass, WGOO; Clark, Sue, WKTW; Draughon, Jack, WBIX; Hardig, Kathryn M., Ralston R. Jones Co.; Harris, Charles L., WBBM; Heyne, Norman, Ruthrauff & Ryan; Hodel, E. J., WCTC; Hofheinz, Roy, KOPY; Jansky, C. M. Jr., Jansky & Bailey; Kerr, J. Waddell, WPRO-FM; Kolling, Joe, KOLR; Lahrer & Toy; Leitzell, Ted, Zenith Radio Corp.; Look, Donald, Trucson Steel Co.; McGehee, Allan D., Pilot Radio Corp.; Moore, Robert E., Transadio Radio Press; Osborne, E. D., WCTW; Parson, Dr. D. J., WGOO; Reed, Fred, WPAF; Sagues, Samuel R., WSRB-FM; Sanford, F. Eugene, WKTV; Smith, Robert L., Dally Gazette Co., Inc.; Charleston, W. Va.; Taft, David O., WCTB; Talbot, Bob, BROADCASTING; Tatman, George S., WCNB; Tuffy, James E. Jr., Washington, D. C.; Wagner, Paul E., WCSI; Wheeler, Edward, WEAH; Wilkins, Vernon L., FCC; Winter, Karl J., INB; Wolfe, Robert F., WPRO-FM; Yazzell, George W., WORC.

Lure in Numerals

PROSPECTIVE CUSTOMERS OF WIBW-FM Topeka will have an easier time locating both their homes and their advertising if they follow the station's latest promotion stunt. Enclosed in a folder listing the station's selling advantages is a sample house numeral which can be seen day or night and an offer of extra ones with the compliments of WIBW-FM.

Col. Robert R. McCormick
Heads Board of WGN

COL. ROBERT P. MCCORMICK, publisher of The Chicago Tribune, was reelected president and two new directors were elected at the annual board meeting of WGN Inc., Chicago, May 19.

Henry D. Lloyd Jr., a stockholder, replaces his father, Henry D. Lloyd Sr., who recently retired from the board after a long period of service. Other new director is Frank P. Schreiber, station's general manager, named to succeed the late Capt. Joseph Medill Patterson.

Others reelected were Chesser M. Campbell as vice president, Elbert M. Antrim as secretary, Mr. Schreiber as treasurer and J. Howard Wood as auditor and comptroller.

2 New Department Heads Appointed by RCA Victor

ROBERT M. RYAN, former assistant director of accounts and finance in charge of finance, and assistant treasurer of RCA, has been appointed director of the Finance Dept. of the RCA Victor Division, Camden, N. J., and Noel D. Stafford, former assistant director of accounts and finance in charge of accounts, has been appointed director of the Accounting Dept. of RCA Victor.

Mr. Ryan has been associated with RCA for 27 years. He started with the company in 1920 as collection correspondent and in 1928 was named manager of the Credit and Agency Division. He later became credit manager of the RCA Manufacturing Co.'s Tube Dept. at Harrison, N. J., and in 1936 was brought to the organization's home office at Camden as general credit manager.

Miller Addresses DAR

BROADCASTERS are repeating the fight for rights of speech fought a century-and-a-half ago, Judge Justin Miller, NAB president, told the 50th Continental Congress of the DAR in Washington Friday morning. He said the same gavelike arguments designed to divide radio and establish Government controls of media of free communications are being heard once again.
Seven New Standard Stations Authorized by Commission

GRANTS for seven new AM stations, including a 1-kw fulltime outlet on 1110 kc at Hilo, Hawaii, were authorized by an FCC Board last Thursday.

U. S. authorizations were for 1-kw daytime stations at Niagara Falls, N. Y., and Hartwell, Ga., and 250-w fulltime operations at South Boston, Va.; Carson City, Nev.; Nogales, Ariz., and Opelousas, La.

The Opelousas grant went to owners of WGCM Gulfport, Miss.

At the same time the Commission approved the request of Odessa Broadcasting Co. (K.OB.), one of four 1946 grantees for Odessa, Tex. (pre-war population: 2,000), to delete its daytime grant for 1380 kc with 5 kw. FCC said the company, a partnership including J. S. McBeath, secretary-treasurer of KXOX Sweetwater, Tex., "had made an investigation and found it impossible to proceed with the construction."

The grant was issued last summer by FCC [Broadcasting, Aug. 19].

Last week's grants:

Niagara Falls, N. Y.—John J. Laux, president of WPXO Atlantic Radio Co., Inc., 6465 Military Road, Buffalo 27, N. Y., granted a standard nonduplex 250-w fulltime outlet on 1340 kc, 1 kw, day.

Hartwell, Ga.—Louie L. Morris, associate with Hartwell Railway Agency, newspaper publisher of weekly Hartwell Sun, 500 kc, 1 kw, day.

Nogales, Ariz.—Border Broadcasting Co. 1240 kc, 250 w, fulltime, providing a new service for residents of Nogales, Sonora, Mexico. Principal owner: Robert Marcus, in retail furniture business, president; Doris J. Marcus, in retail furniture business, first vice; his son, Samuel Marcus, 16%.

Opelousas, La.—Kela Broadcasting Co. 1230 kc, 250 w, fulltime. The company is principally owned by Hugh Tenn, and members of his family, owners of WGCM Gulfport, Miss.

Camon City, Nev.—Voice of Nevada's Capital. 1450 kc, 250 w, fulltime. Company is owned by Ralph Margin, attorney.

South Boston, Va.—Halifax Broadcast Co. 1400 kc, 250, w, fulltime. Company is owned by Miss Virginia Law, in retail apparel business.

Other Exceptions

Radio Projects Inc., other New York applicants, filed exceptions containing the Commission should have made an investigation of Donald Flamm, WPAT half owner, and Edward Noble, board chairman of ABC (which also was favored in proposed decision), "since charges reflecting upon them, were voiced at the hearing."

The exception of North Jersey Radio referred to in an unnamed half owner of WPAT who in a 1939 FCC decision "was characterized as having managed to create a question as to his possessing 'any substantial sense of responsibility to the public or the ability to recognize even roughly the public interest properly involved in the operation of a radio station.'"

A number of other exceptions were filed last week by five other applicants: Delaware Memorial Radio Fund Inc., licensee, WEVD New York; WLIB Inc., licensee, WLIR New York; Metropolitan Broadcasting Service, New York; Frequency Broadcasting Corp., Brooklyn, and Radio Corp. of the Board of Missions and Church Extension of the Methodist Church.

McCarthy Bill

(Continued from page 17)

bus, Ohio, declared a ban on members of Congress holding station licenses would be just as "unreason- able" as preventing legislators from engaging in any other kind of business.

But Senator McCarthy holds that radio is unique in that it is one of the few businesses which is operated as "a public trust." Thus he concluded that it is "wholly wrong" for the lawmakers who have absolute control over FCC to obtain or seek to obtain radio station licenses.

Rep. Alvin E. O'Konski (R.-Wis.), also applicant for both standard and FM stations at Meril, Wis., objected strenuously to the McCarthy proposal. He declared that it was "honorable and legal" for members of Congress and their families to conduct private businesses, including radio. Senator McCarthy denied that his bill was directed against Mr. O'Konski or any other individual, adding that at the time it was introduced Tuesday he had no knowledge of Mr. O'Konski's application.

Rep. Harris Ellsworth (R.-Ore.), owner of KKNR, Roseburg, commented that the McCarthy bill implied that members of Congress "could lead the commissioners around by the nose." In the ten years he has dealt with the Commission, he added, there had not been the slightest indication that "members were subject to political pressure."

Another Congressman who would be affected by S. 1309 is Rep. Lyndon B. Johnson (D.-Tex.), whose wife, Claudia T. Johnson, is president of KTBC Austin.

Following is the text of the bill, as it would amend the Communications Act of 1934:

LIMITATION ON HOLDING OF LICENSERS BY MEMBERS OF CONGRESS AND THEIR WIVES

SEC. 311A. The station license required hereby for commercial broadcasting station shall not be granted or held by:

(1) any Member of the Congress of the United States or the wife of any such Member;

(2) any partnership of which any active or silent partner is a Member of Congress or the wife of any such Member;

(3) any corporation of which any officer or director is a Member of Congress or the wife of any such Member, or whose policies are actually determined by any Member of Congress or the wife of any such Member;

(4) any association of which any officer or director is a Member of Congress or the wife of any such Member, or whose policies are actually determined by any Member of Congress or the wife of any such Member.

New Montana Outlet

THE INTER-MOUNTAIN network, which serves Utah, Idaho, Montana and Wyoming, will soon add a 5 kw Great Falls, Mont., station, it was announced last week by Arch Madsen, network vice president. The new station, now being constructed by the Montana Farmers Broadcasting Corp., has not yet been assigned call letters, will operate on 560 kc.

Kendrick Promoted

A. J. KENDRICK, vice president of World Broadcasting Systems today (May 26), becomes general manager, succeeding Jack Myerson who resigned last Friday. Walter Seiffert, assistant treasurer of the firm, has been named director of new general manager. Mr. Myerson has not announced his future plans.
FCC Actions
(Continued from page 78)

Applications Cont.: 

Licensing for CP

KLOU, Lab., Calif., Jr.; to license to cover CP which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

WQFG, Rockford, Mich.; Mod. CP which authorized new standard station, to change type trans. and for extension of completion date.

AM-1490 1947


AM-1490 1947

Cedar Valley Bestg. Co., Austin, Minn. CP new standard station 1400 kw 1 k w as CP amended to change trans. location and make change in DA.

APPLICATIONS DISMISSED

AM-1490 1947


FM-23.5 1947

Central Nebraska Bestg. Corp., Kearney, Neb.-CP new FM station on 225. 798 mc as assigned by FCC. Dismissed May 20 by request attorney letter April 30.

TENDERED FOR PILING

Assignment of License

WFAL, Falls Church, Va.-Consent to assignment of license and CP to John H. Pipes.

AM-1890 1947

KGJF Los Angeles-CP increase 100 kw to 250 kw and approval of trans. location and ant. system unil.

AM-990 1947

Redlands Bestg. Co., Redlands, Calif. CP new standard station 990 kw 250 w D.

AM-1490 1947

Shakelton Chev. Corp., Madera, Calif.-CP new standard station 670 kw 250 w D.

Hearings Before FCC .

MAY 11

Hearing and Oral Argument

Docket 6851, hearing and oral argument before Commission in case in matter of proposal to change various classes of non-Governmental services in radio spectrum from 10 kw to 30,000,000 kw (proposed changes to radio station facilities and service allocations to make available entire entire band 960-1800 meters for intercontinental navigational service).

FM-HEARING

WDEL Inc., Wilmington, Del.-For FM facilities.

Wilmington Tri-State Bestg. Co., Inc., Wilmington, Del.-Same.


Reading Bestg. Co., Reading, Pa.-Same.

Further Hearing

WILS Port Huron, Mich.-License renewal on complaint.

MAY 17

Further Hearing

Wire Music Inc., Rockford, Ill.-CP 1400 kw 250 w un. AMENDED to change trans. and studio locations.

Respondent: WRJN Racine, Wis.

Further Hearing

KGKB Tyler, Tex.-CP 600 kw 1 k w N 5 12 kw-D unil. DA.

KGPP Clovisville, Kan.-CP 600 kw 5 kw 12 kw-D unil. DA.

KELD El Dorado, Ark.-CP 600 kw 1 k w unil. (Applications pending [109 in hearing]; television six licensed, 59 CPs, 9 applications pending (3 in hearing); non-commercial educational FM six licensed, 29 CPs, 14 applications pending.

R. E. BALUTA QUITS FCC FOR ENGINEERING FIRM

ROBERT E. BALUTA, FCC engi- neer attached to the Broadcast Division since 1945, has resigned to become associated with the consulting engineering firm of Frank H. McIntosh. Since V-J day, he served in processing Line II applications, then was assigned to the Hearing Section where he participated in many standard and FM broadcast proceedings.

Mr. Baluta joined Westinghouse in 1934 after graduation from Rensselaer Polytechnic Institute. He installed all types of electronic equipment in the U.S. and foreign countries. In 1940 he entered the Navy and after training was sent to the Pacific as officer-in-charge of radio, radar, and small installations on a destroyer tender. He installed radio facilities in New Zealand, New Hebrides and other island bases.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations 5,123 licensed, 499 construction permits, 659 applications pending (of which 420 are in hearing); FM 48 licensed, 782 initial authorizations (344 CPs and rest conditional grants), 205 applications pending (109 in hearing); television six licensed, 59 CPs, 9 applications pending (3 in hearing); non-commercial educational FM six licensed, 29 CPs, 14 applications pending.

CHNS

HALIFAX newscast Program Facilities

+5000 Watt Transmitter

RESULTS

Jos. Weed & Co.
Can Answer Your Queries.

Just Address Them To:

350 Madison Ave., New York
BROADCASTING

(Continued from page 15)

Miller

(Continued from page 18)

are anxious to establish a false doctrine that the First Amendment has no application to radio broadcasting. He added:

These people have talked much about "a factor of scarcity"; they have announced that "people own the air" and other similar cliches, which cannot be found in the Constitution or in any decision interpreting the Commission's jurisdiction over the First Amendment. They are, in fact, dishonestly made not to support the rights of the people—but to break down the guarantees of the First Amendment by re-establishing governmental censorship over free speech.

Contending that the necessity for engineering regulation "does not by any stretch of the imagination warrant interference with freedom of speech by supervising broadcasting programs," he declared:

The same argument would justify the Postmaster General in determining publication rates in magazines and newspapers, or the FCC in establishing regulations for the broadcasting of such programs. It would justify the setting up of a commission to distribute papers among newspapers, or to provide the second class mail privilege, if it were a second step, the destruction, by such a commission, of those magazines and newspapers because of "properly selected and balanced" news, entertainment, or controversy advertising—should be entitled to use the scarce paper.

In this, he said, FCC officials designed to refute claims that a few advertisers control and principally support U.S. radio, and contended "the important statistics about radio listened to cannot be found anywhere in the Blue Book."

He said the industry grossed about $400,000,000 last year and netted about 10% of that amount, or a little more than $42,000,000 spent on "to provide the American people with the finest and most elaborate schedule of radio entertainment and information in all the land." He said another $42,000,000 went into Federal taxes, and declared:

As a matter of fact, it is not yet generally recognised that many broadcasters are operating close to the margin; that too many people have been over-perused to enter broadcasting by these rosy estimates; that a considerable number of failures is inevitable.

Suggestions that the Blue Book's aim is primarily to curb "over-commercialism" were answered by the NAB chief with direct Blue Book references indicating Commission concern with such subjects as "jurisdiction with respect to program service"; "cooperation between networks, stations and non-profit organizations"; "economic aspects of broadcasting"; "program experimentation"; "religious programs"; "transcribed programs," and "proposals for future Commission policy."

Judge Miller conceded that American broadcasting has "serious weaknesses—as do all other human institutions"—but insisted that it should be subjected to a minimum of governmental regulation. He said:

Such additional regulation as is necessary should come from the broadcasters and from the people, acting outside of governmental procedures, as is true of the press, the motion pictures, and the professions. He asserted that "the large majority of Americans like American broadcasting "in spite of its weaknesses," and that most Americans do not want government-operated or government-controlled broadcasting.

He told Representative Ellsworth that "within the proper scope of [FCC's] authority there is a tremendous task to be done which is now being well done." But, he said that the Commission's Blue Book stand made it necessary "(1) to insist that the Commission's proper duties could be better performed at less expense— if it were believed of responsibility for performance of duties improperly assumed, and (2) to define the issues and present the case of the broadcasters, in opposition to those assertions of power."

30-Days

(Continued from page 18)

they are filed and, instead, give priority to those from communities most able to support additional applications.

While it appears probable that the two processing lines may soon be merged (BROADCASTING, May 5), a number of high-ranking authorities said that the " orderly processing" plan had worked "too successfully" for any other change. Some predicted it would "never be abandoned."

"Accomplishment of a 30-day status on new applications ... or even a close approach to it... would make the Commission the more nearly current in this respect than at any time since normal processing procedures were resumed after the war. Even so, it was pointed out, FCC would still be "far behind" on hearing cases, so that applicants who had to go into hearing would still face the prospect of many months of delay before getting a decision."

ASCAP General Manager Post Is Discontinued

THE OFFICE of general manager of ASCAP, a position held by the late John G. Palme, has been discontinued, the ASCAP board of directors announced last week following a meeting May 19. The affairs of the society will be conducted pursuant to the following appointments:

Herman Greenberg, sales manager, in charge of all licensing activities; George A. Hoffman, comptroller, in charge of accounts, finance and general personnel; Richard F. Murray, manager of foreign relations, in charge of foreign matters, all internal statistical departments and Publicity Dept.; Herman Kinkelstein, resident counsel, in charge of all legal activities carried on by the society at its head quarters. Schenck & Frohlich, general counsel, will be in charge of litigation as heretofore.

"Isn't it wonderful, dear. WFDF Flint advertised these dresses were cut to almost nothing."

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for low-cost advertising in BEAUMONT

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BEAUMONT RETAIL $ GAIN

+30% Dallas + 28% Houston + 32% Ft. Worth + 24% San Antonio + 25% Waco + 19% :1946 over 1945

Ret. Sales, Independent Stores

(Dept. of Commerce, Bureau of Census)

KRIC

BEAUMONT, TEX. 250W, 1450 Ke.

Established 1938

REPRESENTED BY THE IRWIN COMPANY

WWTG

WORCESTER

Delivers

Central New England

May 26, 1947 • Page 77
The Spartan Women
and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scourred off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA
Spartanburg,
South Carolina

Congressional Group at NAB housewarming included (1 to r): Representative Kenneth B. Keating (R-N.Y.); Homer R. Jones (R-Wash.); Thor C. Tollefsen (R-Wash.); Virgil Chapman (D-Ky.); Harris Ellsworth (R-Ore.), owner of KINR Roseburg; John W. Gwynne (R-Ia.), Messrs. Ellsworth and Chapman are members of the Interstate & Foreign Commerce Committee.

NAB
(Continued from page 17)

WORKS. Total annual payments of NBC, CBS and MBS have been nearly $70,000, with NBC and CBS paying about $30,000 each and Mutual the remainder.

Networks will be represented at board meetings only when specifically requested to take part in discussion of special problems.

Under the new formula, the networks will pay $5,000 each per year, it was stated after the board meeting. They will continue as active members at present rate of dues until official notice of ratification is given, should the membership approve the by-laws changes. Mark Woods, ABC president, wired that the network would join as an associate.

The referendum, provided under a by-laws revision adopted at the Chicago convention last year, will be put in operation as soon as the legal staff can redraft the by-laws from beginning to end and handle the necessary mechanics. By-laws can no longer be amended at industry conventions because maximum participation in the voting was desired.

Other by-laws changes cover a new dues classification designed to remove inequities; broaden the discretion of the president in directing association operations; provide that AM-FM station operations pay dues based on the combined income of the stations.

Secretary-Treasurer C. E. Arney Jr. was instructed to arrange the transfer of future conventions from autumn to spring, with area meetings moved from winter to spring. Among reasons given was the press of association work during the busy Washington spring when Congress is in session and headquarters' officials are at their busiest. The area plan reduced the 1947 travel burden from 17 to 10 meetings, but this still is a difficult schedule for the administrative staff to meet.

The board did not discuss the NAB's own "Blue Book," a reply by President Miller to a request from Rep. Harris Ellsworth (R-Ore.), member of the Interstate & Foreign Committee. Rep. Ellsworth sought Judge Miller's views on the FCC Blue Book (see story page 15).

The action authorizing a new public opinion survey did not specify the firm to conduct the study. National Opinion Research Center, U. of Denver, did field work on the first study.

A general legislative report was submitted to the board, with status of pending measures and anticipated introduction by Sen. Wallace White (R-Me.) of proposed changes in the Communications Act.

Negotiations of the Music, Advisory Committee with ASGAP
Hearing Date Set for WJR, WCKY Clear Channel Cases

RE-ARGUMENT on the WJR Detroit and WCKY Cincinnati appeals from FCC daytime grants on their respective clear channels was called by the U.S. Court of Appeals for the District of Columbia last week.

The re-argument was scheduled for June 11, to be heard by five judges. It will be concerned principally with the clear channel stations claim that the daytime grants would cause interference, which in effect modifies their licenses, and that therefore FCC should have held hearings.

WCKY on the 1550-ke 1-B channel with 50-kw is appealing from a 10-ke daytime grant to Patrick Joseph Stanton, Philadelphia. It already has won from the court a stay order pending completion of litigation [BROADCASTING, April 29]. WJR, a 50-kw 1-A station on 760 ke, is appealing from a 1-ke daytime grant to Coastal Plains Broadcasting Co., Tarboro, N. C. The WJR appeal was first heard in March [BROADCASTING, March 17]. WJR has since petitioned the court for a stay order stopping effectiveness of the Tarboro grant.

On the day of the re-argument, the court will also hear arguments on WJR's appeal from another daytime grant on its 140-ke channel to Oklahoma A. M. College, Stillwater, Okla. At the same time WHAS asked FCC to "maintain the status quo" until the appeal is decided, pointing out that since the grant FCC has called the skywave hearing and is now withholding action on all remaining applications for daytime use of U. S. 1-A and 1-B channels.

K and E Shifts Personnel In Several High Posts

CLARE OLMSTEAD, formerly Hollywood manager of McCann Erickson, effective May 26 succeeds John Swallow as Kenyon & Eckhardt Hollywood operated, while Jesse Butcher, formerly publicity director of the USO, joins K and E as business manager.

Alfred Norcott, formerly associated with General Motors, has been appointed business manager of the K and E publicity department in New York.

John Swallow becomes vice president and advisor to the Ojal Broadcasting Co. (KVYV Ventura County, Calif.). He will also maintain his own firm, Televison Enterprises, and his position as radio consultant to KYOR San Diego.

At Heritage Meeting

BROADCAST industry figures took part in a conference held at the White House Thursday under auspices of the American Heritage Foundation and Attorney General Tom Clark. The foundation is underwriting a Freedom Train tour of the nation this autumn to let the public see early American documents. Among the 150 participating were Nile Trammel, NBC president; Earl Gammon, CBS Washington vice president; William B. Ryan, general manager, KFI Los Angeles; Edgar Kobak, MBS president; James D. Shouse, president WLW Cincinnati; Paul W. Morency, vice president and general manager, WTIC Hartford; George Cranston, station manager, and Mr. WBAP Fort Worth, and Hugh Terry, KLZ Denver.

NAB ALUMNI at housewarming for new quarters were (seated, 1 to r): Andrew W. Bennett, former counsel; Neville Miller, ex-president; Edward M. Kirby, ex-public relations director; Paul Peter, ex-research director; Staubert, Lynne C, Smokey, ex-engineering director; Joe Miller, ex-labor relations director; Howard S. Frazier, ex-engineering director.
An went to i previous gut for that Broadcasting at FCC. The grant; 10 kw unlimited at Albany, N. Y., to Patroon Broadcasting Co.; 250 w unlimited at Durant, Okla., to Texhoma Broadcasting Co., and 5 kw day and 1 kw night, at Pt. Worth, Tex., to East-West Broadcasting Co.

The Albany grant is the third for that city since issuance by FCC of its order for deletion on August 31 of WOKO Albany on grounds of hidden ownership. Previous grants had been announced by the Commission at the end of its temporary expediting procedure and went to Champlain Valley Broadcasting Co., 10 kw on 850 kc, and Hudson Valley Broadcasting Co., 500 kc, 5 kw day and 1 kw night [Broadcasting, May 5]. In addition to WOKO (1 kw local sunset, 500 w night on 1460 kc), Albany presently is served locally by WABY, 250 w on 1400 kc. Applications presently are being accepted by FCC for the WOKO facilities. Request of Van Curler Broadcasting Co. has been pending.

The last week's 1540 kc authorizations resulted from adoption by the Commission of an order granting the petitions of Patroon, Texhoma and East-West Broadcasting Cos. for severance of their respective applications from consolidated proceeding and grant.

In considering the proposed findings offered by applicants the Commission indicated that none of the parties interposed objection to these grants, with exception of a petition by Josh Higgins Broadcasting Co., concerning certain protection its station KXEL Waterloo, Ia. (50 kw on 1540 kc). FCC stated that this protection had been assured through voluntary cooperation of the parties involved so that the relative portions of the petition became moot. Having no objections, the Commission therefore ordered dismissal of the Higgins petition insofar as it requested protection to KXEL from the proposed operations granted.

Still in Proceedings

Still in the consolidated proceeding and seeking facilities on 1540 kc are; Louisiana Broadcasting Co., New Orleans, 50 kw unlimited directional; Bayou Broadcasting Co., Baton Rouge, La., 250 w unlimited; The Galveston Broadcasting Co., Galveston, Tex., 1 kw day and 250 w night, directional night. KXEL petition asks continuance of its exclusive nighttime assignment or other appropriate relief. Bayou Broadcasting has pending a petition for leave to amend its application to request 50 kw-day and 10 kw night, with directional night.

Casey Leaves WOL; Returns to St. Louis

Roy Passman, WTOP Program Operations Head, Is Successor

ARTHUR J. CASEY, since 1944 executive assistant to Merle S. Jones, until recently general manager of WOL Washington, D.C., has resigned and is returning to St. Louis, where he was with KMOX for 11 years before accepting the Washington appointment and where he has maintained a residence during his absence. Mr. Casey said last week that he expects to announce his future plans soon.

Joining the staff of KMOX as a producer in 1933 following several years in the theatre, Mr. Casey soon became production manager. When Merle S. Jones was named general manager of the St. Louis CBS outlet in 1936, Mr. Casey became his executive assistant in charge of public relations. He also did public relations work in St. Louis for the Union Electric Light and Power Co., Southwestern Bell Telephone Co. and the Pet Milk Co.

Recognized as one of radio's outstanding producers, Mr. Casey has originated many network feeds. He was equally successful in the theatre, and from 1921-1933 operated repertory companies under the firm names of Arthur Casey Productions Inc. at the following theatres: Orpheum, St. Louis; Palace, Houston; Orpheum, St. Paul, and Cox, Cincinnati.

Passman to WOL

Roy Passman, WTOP Washington director of program operations, succeeds Mr. Casey at WOL on June 9. Mr. Passman will be responsible for the complete program operation of the station.

Mr. Passman joined the CBS Washington station in 1935. He has been on the staff continuously since the granting of a concession to WTOP.

They Crowned a salesman of KRTN Des Moines a few weeks ago. Crowned him in the regal sense, that is. And he deserved it. Paul Elliott, the lucky man, sold a contract to the New Utica, local clothing store, for sponsorship of all sporting events broadcast over KRTN for the next 52 weeks. KRTN believes it to be the largest retail store radio billing in Iowa. The firm also sponsors a nightly newscast by Russ Van Dyke.

Mr. Elliott was ushered to the improved throne and crowned with a crepe-paper crown, while Phil Hoffman, KRTN manager—and a Cowles vice president!—and Bob Dillon, station's commercial manager, knelt before him in front of a gathering of the staff.

Present at the big signing were B. L. Hempleman, manager of the New Utica; Messrs. Swartz, firm's advertising manager; Mike Cornelison, New Utica merchandising manager; and Messrs. Hoffman, Elliott and Dillon of KRTN.

A planning board of KRTN and New Utica executives, headed by Jon Hackett, KRTN sports director, will be set up to map the sports coverage throughout the year.

then with the exception of a year's overseas war service with OWI. From January 1944 to the following year he was traffic manager of the OWI's ASHIE station in London. He returned to WTOP as production manager in 1945.

Sales of shoes, clothes, and shoes to good customers. We offer the best in the business. We have the best in the business. We have the best in the business.
those cases by persons who will be able to devote their time and attention to the questions committed to them without undue interruption or interference occasioned by the demands of basically different problems.

Under the plan proposed, the status of the Chairman would be that of an executive officer and coordinator participating fully in all matters within the jurisdiction of the Commission except the determination and decision of contested matters which are made by the exclusive business of the divisions. Experience has amply demonstrated that the Chairman cannot be expected to devote the time and attention necessary to the proper handling and disposition of these matters and also efficiently to discharge the many other duties which are unavoidable his under the Act. As to these other duties, an attempt also has been made to clarify the status of the Chairman and to make him, and only, the official spokesperson and representative of the Commission in certain important respects.

When the present act was before the Congress in 1934, the bill passed by the Senate provided for a mandatory separation of the Commission into divisions as is now proposed by this bill but this plan was later abandoned and the present Commission has been operating under a law which permitted but did not require it to organize itself into divisions. In recent years, the division plan has been entirely abandoned by the Commission and it seems obvious that such abandonment has operated to the detriment of orderly procedure and to wise administration and regulation. Students of this legislative problem are thoroughly convinced of the wisdom of the mandatory division plan for at least two important reasons. They recognize that there are fundamental differences in the two classes of communications; that rate making and public utility concepts are the very essence of private communication but have little, if any, application to communications with the public directly; that there has been a tendency upon the part of the Commission to confuse the two and to apply the same concepts and philosophies in the regulation of the two. This tendency would be avoided. Secondly, it is apparent that the subject of public or mass communications and the problems incident to the regulation thereof are so interesting and practice that they draw public attention; that on the other hand, there is very little of news value or opportunity for publicity in the regulation of common carriers and this has had the result of centering the attention of the Commission and its personnel almost exclusively on broadcasting and related problems and of preventing sufficient attention to equally important problems relating to private communications.

The changes proposed in these two sections would bring about a much needed and desired separation of the judicial and regulatory functions of the Commission; would contribute to avoid. Secondy knowledge of the part of the commissioners of the communication problems committed to them; would make for orderly procedure and harmony of decision; and draw up the disposition of cases before the Commission and the divisions thereof.

Definite authority is given to the Commission or to either division to assign or refer to an individual commissioner or to a body composed of an employee or employees, any portion of its work, business, or function but with an assent right of review by the Commission or the appropriate division. This obviates the necessity for full commission or division action in cases where this is not relieved necessary. It should result in speedier consideration and decision.

Section 6
(Annual Report)

This section amends section 4 of the present Act and is intended to make more clear and definite what shall be contained in the annual report filed by the Commission. Briefly, the Commission is to furnish annually (1) information and data bearing on the problems of regulation of interstate and foreign wire and radio communication; (2) information on the general administrative operation of the Commission so that Congress may understand what the Commission has done or failed to do; (3) information concerning personnel employed during the year and their experience, etc.; and those resigned or discharged; (4) information in detail of all sums expended by the Commission, for what purpose and under what authority; and (5) specific recommendations on necessary additional legislation and the reasons therefor.

Section 7
(Chain Broadcasting)

This section amends subsection (i) of section 303 of the present act and is designed to expressly limit the Commission's rule-making power with respect to stations engaged in chain broadcasting only to the physical and technical phases of regulation. It would limit the effect of the opinion of the Supreme Court handed down May 10, 1943, in the case of National Broadcasting Company Inc. v. United States, 319 U.S. 190, which generally has been considered as an example of judicial "law-making" of authority not granted in the act. It should be noted here that the Commission's chain-broadcasting regulations involved in this section are, in substance, made a part of this bill in section 19.

Section 8
(Records of Programs)

This section amends subsection (j) of section 303 of the present act which gives the Commission authority to make rules and regulations requiring stations to maintain records of programs of similar technical details. The proposed new language is designed and intended to accomplish two purposes: (1) To enlarge in specific terms the requirements. The requirement of information not originally provided for; and (2) to limit the authority of the Commission, now apparently exercised under the authority of section 308 (b), to require reports and information from licensees which are not necessary to carry out its regulatory function.

Section 9
(License Allocation)

This section amends subsection (b) of section 307 of the present act to make more definite the existing language regarding allocation of licenses, frequencies, and hours of operation by the Commission. It is designed to bring about a fairer distribution of radio broadcast facilities in the country and at the same time discourage a policy which grants licenses wholesale simply on "demand."

Section 10
(License Renewals)

This section amends subsection (Continued on page 89)
White Bill Analysis
(Continued from page 81)

(d) of section 307 of the law which now provides that Commission action on renewals of licenses is limited to and governed by the same considerations and practices which affect the granting of an original license. The proposed new language would make the procedure to be heard case-by-case in every particular to the procedure set out for original applications proposed in section 12 of this bill. It is designed to bring about orderly procedure under law.

Sections 11 and 12
(Licensing Procedure)

These sections amend sections 308 and 309 of the present act. They are designed to make more definite and certain the procedure to be employed by the Commission in the exercise of its functions. These amendments are made necessary by the restrictive character of the language in the present act and by the disposition of the Commission to give to that language an extremely literal rather than a broad interpretation. The result has been to deprive applicants in many cases of the right to notice and hearing in the case of applications denied and also to deprive persons adversely affected by such actions of the Commission an opportunity to be heard before the Commission.

Section 11 would make clear that all instruments of authorization granted by the Commission entitling the holders to construct or operate radio apparatus should, in general, be the subject of a written application. Provision is made, however, for authorizations in emergency, or in times of war, without the filing of a formal application. It is also proposed that the Commission may, not except as specifically provided in section 14 of this bill, modify or revoke an existing license and that no transfer proceedings may be utilized by the Commission for the purpose of disciplinary action designed to punish a licensee for his actions as such.

The amendments to section 309 contained in section 12 of this bill make clear that any person filing an application is entitled as a matter of right to have that application handled in a definite procedure. This is not assured under present practice of the Commission. The procedure to be followed in the handling of applications is that of a case-by-case basis followed by the Commission for a considerable period of time pursuant to rules and regulations prescribed by it but the method was abandoned on the apparent theory that the Commission was according to applicants and others in interest greater rights than those specified by the act. Since the right to notice and hearing is the very essence of orderly procedure, amendments which leave no doubt that such rights are secured are absolutely imperative. Specifically, the amendments proposed to section 309 will make it possible, as at present, for the Commission to grant any application without hearing if convicted that the statement of law which will be served thereon. But it will provide a method whereby any person who has the right to challenge the legality or propriety of the action of the Commission from the decision of the Commission’s decision can make his complaint first before the Commission—a guaranty which the present law does not contain. The proposed language makes clear who have rights, what their rights are, and exact procedural steps in accordance with recommendations of the Attorney General prepared for the Administrative Procedure.

Section 13
(Transfer of License)

This section amends section 310 (b) of the present act to make certain that no station license granted by the Commission may be transferred without Commission approval and makes the procedure to be employed by the Commission in passing upon the merits of such applications. The necessity for provisions of such character arises out of the failure of the present transfer section to refer to construction permits as well as licenses, and its failure to specify either the procedure to be employed or, with sufficient certainty, the standard to be accepted which controls the ultimate decision.

Section 14
(Revocation of Licenses)

This section proposes extensive revision of section 312 of the present act which deals with revocation of licenses. The present law permits revocation by the Commission only in the case of failure to file an application or in the statement of fact which may be required under the licensing provisions; or because conditions prescribed by such statements of fact as may be required from time to time which would warrant the Commission to refuse to grant a license on an original application; for failure to operate substantially as set forth in the license; or for failure to observe any of the restrictions or conditions of the act or of regulations of the Commission based on the act or a treaty ratified by the United States. Thus, revocation is the sole administrative penalty in cases ranging from the most serious to those who may innocently violate regulations of the Commission on technical matters.

It is believed that some method short of absolute revocation should be provided for lesser violations and at the same time make the section effective to deal with violations of all kinds. Accordingly, the proposed law provides that any violation of the General Commission may undertake cease and desist procedures, carefully spelled out, and subsequent violation of such a cease and desist order may be cause for revocation. Revocation is also authorized for conditions coming to the attention of the Commission which would warrant the Commission to deny a license originally. An additional provision is included dealing with modifications of licenses. The proposed change involves the Commission under a definite procedure which allows the holder a hearing, if he requests it.

Section 15
(Political Broadcasts)

This section amends section 326 of the present act which deals with the general subject of censorship. It is designed to make manifest and to provide specific statutory declaration principles which should have been sufficiently clear from an examination of the present law in its entirety. Subsection (a) specifically states that the Commission is no longer required to regulate the broadcasting of the type of any radio broadcast station, except where that power is specifically granted by statute. It is designed to prevent the elastic stretching of the words of the statute into tortured constructions that go beyond congressional intent. It provides a more comprehensive prohibition against censorship than is now in the act.
and also makes clear that the Commission has the authority in any case where application for renewal of the license is made to intervene in the over-all operation of the licensee to determine whether or not the operation has satisfied the statutory standard.

It should be noted here that this section involves a most troublesome question. It is an axiom of administrative government, such as the quasi-judicial agencies, that some discretion must vest in the good judgment and common sense of the administrators. It is impossible for a statute to spell out every detail in such a manner that it will be more difficult in the case of regulation of non-common-carriers. It is virtually impossible to spell out specifically in a statute just what "the public interest, convenience, and necessity" means or does not mean.

Therefore, regardless of what many well-intentioned and conscientious people may believe, the regulation of such an agency as the Communications Act is, given some degree of authority to determine, case by case, whether there has been operation in the public interest, convenience, and necessity, subject to occasional complaints against the Commission that it has interpreted the public interest in such manner as to discriminate between licensees.

It is often complained of the Commission that it can, modify, or change program content or methods of doing business by withholding renewals, or by other means within its discretion, and making specific charges or complaints. The Commission has no such power now, it was not intended to have such power and this bill would not grant it such power. But as the regulatory agency, the Commission should have and does have the authority to grant or deny renewals of applications based on whether the public interest has been served or not, and it may be has operated in the public interest. So long as the licensee or applicant has a clear, definite and orderly procedure to seek a final determination of such issues as licensing, and courts, there can be no criticism of the regulatory function granted by the Congress.

The proposed language of this section does not take away the Commission's authority to make a finding whether or not a licensee has operated in the public interest; it is, in fact, affirmed. But it also makes clear that the Commission does not have the authority to tell a licensee, directly or indirectly, what he can broadcast or cannot broadcast, or how he should run his day by day business.

Section 17 (Discussion of Public Questions) This section adds two new sections to the Communications Act dealing with the discussion of public questions. The first, section 330 and 331. It will be remembered that section 15 of this bill dealt with political broadcasting in a political campaign. Section 330 proposes forth conditions governing broadcasting of public or political questions which do not fall within the purview of the political campaign broadcast section. It is proposed that the use of his facilities for the discussion of any public question or issue, he must afford equal opportunities for the presentation of different views or the question or issue. Equal opportunities is defined as in section 15 so that all will have the same treatment, as to time on the air, the number of stations controlled by a one, and any pertinent factors. It is obvious that some provision is necessary to meet the sharp criticism regarding lack of fairness and equality on the air that frequently has been expressed in recent years. This proposed language is intended to accomplish that result. It provides, of course, that neither the Commission, nor the licensee need have any authority to censor or alter what is being said, except that material advocating overthrow of the Government by any means, or any other misconduct may be rejected by the licensee, and he shall have the right to have a copy of the material to be broadcast in sufficient time to examine its fairness.

The other proposed new section, section 331, provides that certain specific identification data be made known to the listening public in all cases of news reports. This section includes discussions of public questions coming under sections 315 and 330. These identification data include not only the name of the speaker or persons and the subject under discussion, but likewise the capacity in which the speaker appears, that is, whether on his own account as an individual, candidate, or public or private officer; or as an advocate or employee of another; how the time for the broadcast was made available, and if paid for, by whom. However, in the case of a public officer, speaking as such, only the name of the speaker, the office held by him, whether elective or appointive, and by whom the power of election or appointment is exercised is required as identifying data.

It must be obvious that the public has the right to know certain pertinent facts regarding a person who is seeking to have his views about matters of particular questions on important questions. Too often, advocates of a particular policy or issue have appeared under false colors; sometimes they have been politically beholden to the one for whom they spoke; other times they have been employees of those espousing a particular course of conduct. But the listening public none too often knew the facts. This section is designed to bring these facts out in the open; it does not stop use of radio broadcasting; it merely provides for honest labeling.

Section 18 (Source of News) This section also proposes a new section to the act relating to identification of source in news items and discussions of public events over the radio. It provides that in the broadcasting of news items and in any analysis of or comment on current events, the source of the material shall be identified, and that editorial and interpretive comment on news shall be identified as such. It is designed to make clear to the listener, the identification of a so-called news broadcast is, in fact, news and what is its source, i.e., a news agency, the news staff or the radio station, or a special correspondent; to separate the news from the editorial comment or interpretation or analysis. While there is no requirement in this section that those who broadcast news reports and commentaries shall be identified in the detail required in political broadcasts, this section is intended to give the listening public what an opportunity to know what is fact and what is the editorial opinion or interpretation by a speaker.

One of the largest radio networks already has undertaken to follow this policy and is worthy of commendation for it. It is common knowledge that in many so-called news broadcasts, not even the political or network interpretation is able to separate fact from opinion. The factual news is so interlaced with comment, personal viewpoint, and interpretation that the listener has to hold the different facts, and the hearing subject to what is heard and what is heard opinion. There is no desire to prevent the broadcast-pring of opinion or comment; many listeners appreciate and even value the particular individual viewpoint of a particular commentator and they would not be deprived of that interpretation. It should be emphasized that the proposed section is not a limitation on free speech and cannot be so construed or interpreted. It does not limit or modify in the slightest degree what he may say. It does require honest labeling. It is designed to bring into general operation in the industry a policy which will avoid distortion of the news, to separate fact from fancy, and make the radio as factual as possible without at the same time interfering with the right of free speech.

Section 19 (Station Ownership) This section proposes a new section, section 335, to the Communications Act, and makes access to stations and broadcasting and station ownership.

It proposes positive and unequivocal statutory prohibitions against any certain contract relationships between the licensees of broadcast stations and network organizations and on ownership of radio stations. It should be emphasized that no unreasonable or impractical law is present in effect as but rules and regulations of the Commission and have been confirmed by all licensees. But there is a serious question whether or not the regulatory agency had the statutory authority to make such rules. This section would make clear that the Commission has no power either over the subject of the contractual relationship between stations and networks or over limiting ownership of stations.

More specifically, the so-called "network regulations" promulgated by the Commission would be rendered ineffectual and the decision of the Supreme Court of the United States in the case of National Broadcasting Co., Inc., et al., v. U. S., et al., decided May 10, 1943, would be made inapplicable to sec-

(Continued on page 86)
Classified Advertisements

Help Wanted

Topnotch program director needed. 5 kW network station now 250 watts is expanding and stepping up its program department. Prefer man who can write Topnotch program director copy and has a record of success. Must be a man who can handle a lot of detail work but also be out in the studio. Send in your best ideas and qualifications. Box 453, BROADCASTING.

Local network station in southwest Ohio is looking for a program director, sale, and advertising manager. Two years of experience in all fields, including network work and sales, is desired. Must be a quick learner. Call or write Senator, Box 254, BROADCASTING.

Topnotch announcer needed by fast growing network station. New ideas and plenty of room for growth. Experience a must. Get your ideas in. Box 454, BROADCASTING.

FOR SALE OUTRIGHT

Two quiz shows. One five minute quiz, the other one hour. Additional ideas, additional scripts. Musical background desired. Box 455, BROADCASTING.

FOR SALE:

1000 watt daytime AM station. Located on the coast of Southern California. Excellent market. Primary coverage 750-800. Priced for quick sale. Box 456, BROADCASTING.

CASH—No haggling if price right for control or minority interests in AM or FM. Excellent market and location. Includes adjacent land and local sales representation. Program, management, advertising and station. Box 457, BROADCASTING.

Help Wanted (Cont’d)

Think you can fill early morning hockey anacondas, or write and read a sickly sun on the 7:00 show? Send in your ideas and qualifications. Box 458, BROADCASTING.

Situations Wanted

Time salesman—Ten years radio. Exceptional sales record. Box 459, BROADCASTING.

Station manager—Proven ability in building sales, programming and station. Job open in new established station.快来 "know-what," initiative, proven ability to assume full responsibility and produce results. Three years experience. Box 460, BROADCASTING.

Engineer—First class telephone license. Graduated RCA Institute. Veteran, reliable, single. Box 461, BROADCASTING.

Engineer—Wanted. See listing under "Radio engineer". Box 462, BROADCASTING.

Manager—Topnotch program director. Excellent opportunity for copywriter, gaining a lot of experience. Send your ideas and qualifications. Box 463, BROADCASTING.

Assistant program director—Young, energetic, quick learner. Send your letter and qualifications. Box 464, BROADCASTING.

FOR SALE OUTRIGHT

Topnotch announcer needed now as West Virginia's premier station. Experience in radio's "Finest Medium." No exceptions. Send in your ideas, experience, and qualifications. Box 465, BROADCASTING.

Wanted: Experienced assistant program director for 1500 watt station. Send in your ideas, experience, and qualifications. Box 466, BROADCASTING.

Wanted: Experience in program sales. Send in your ideas and qualifications. Box 467, BROADCASTING.

Announcer—Topnotch personality required now as West Virginia's premier station. Experience in radio's "Finest Medium." Excellent voice, excellent personality. Send in your ideas and qualifications. Box 468, BROADCASTING.

Announcer—Topnotch personality required now as West Virginia's premier station. Excellent voice, excellent personality. Send in your ideas and qualifications. Box 469, BROADCASTING.

FOR SALE OUTRIGHT

WANTED: Topnotch program director. Send in your ideas, experience, and qualifications. Box 470, BROADCASTING.

FOR SALE:

WANTED: Experienced program manager. Send in your ideas, experience, and qualifications. Box 471, BROADCASTING.

WANTED: Experienced program director. Send in your ideas, experience, and qualifications. Box 472, BROADCASTING.

WANTED: Experienced program manager. Send in your ideas, experience, and qualifications. Box 473, BROADCASTING.

WANTED: Experienced program manager. Send in your ideas, experience, and qualifications. Box 474, BROADCASTING.

FOR SALE OUTRIGHT

Station manager available July 15. Nine years background in local and network stations. Experience includes national and local sales, programming, management, and station. Box 475, BROADCASTING.
Situations Wanted (Cont'd)

Topnotch announcer, versatile, reliable, experienced major markets, desires long- term change. Minimum $75.00 weekly. Will consider temporary job in unusual city. Box 503, BROADCASTING.

Take a look at this job. Make an eye for those qualifications: Married vet, considerable experience, mature, trained Radio City school all phases announcing,能力强 and APRS background. Go anywhere. Salary no problem. Want opportunity to join progressive outlet. Disc, photo, references on request. Box 503, BROADCASTING.

Announcer. Topnotch announcer, versatile, reliable, experienced major markets, desires topnotch announcer, experienced work. Salary secondary. Travel, consider Can- ada, England area. Box 504, BROADCASTING.

Box 474, BROADCASTING.

Engineer, four years radio, one year broadcasting, first phone second tele- graph, College grad presently employed, Frer New England or eastern states. Box 479, BROADCASTING.

News editor and writer—Exceptional network experience. Long time back- ground newspaper, editorial executive, also editorial writing, 3 years to now editor-writer of a Washington newsletter. Familiar with Government. Salary ideas modest. Box 469, BROADCASTING.

For Sale

For sale, complete with equipment for one kilowatt station operation, all new. Includes antenna, transmitter, and min- cilaneous equipment. Reply Box 473, BROADCASTING.

Jockey's comedy script collection, $5.00. Box 475.

Price

Disc Jockey

Astoria 2, New York.

For sale—One 350 foot antenna, new, well-constructed, available July 4th. Box 459, BROADCASTING.

FOR

MARK SHEELE is looking for a position with some large metropolitan station who can use a disc jockey, who has been one before the name was invented. "Disc Jockey" that is!

VERSATILE is the word for Sheeler. From comedy to drama, all on one disc show. Can sell anything you want, provided the product is lawful.

More information can be obtained about Mark by referring to the 26th issue of Radio Vision Magazine for a complete write-up on page ten.

This man has done everything in broadcasting, including one standing on his head. So help me.

Here's what Mr. Sheeeler is willing to do if you're interested: You pay his passage and expenses both ways, and he will put on one air show on your station without any other obligation what-so-ever and let your customers and listeners do the rest... Remember, all this expected by Mr. Sheeler in just ONE show!

FOR SALE

REGIONAL STATION

One of the best equipped and most attractive operations in the Southwest located in a large and a market. A profit- able station with an excellent potential. Price $160,000.

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.  SAN FRANCISCO

James W. Blackburn Ray V. Hamilton

1011 New Hampshire 235 Montgomery

Ave., N. W. Ave., NW

National 7405 6572

FOR

WANTED TO BUY

Used 1 kw FM transmitter. Box 475, BROADCASTING.

WILL BUY 210 feet tower capable of supporting FM antenna. Box 476, BROADCASTING.

WANTED—Used equipment for new station, 250 watts. Replying give make, year model, and original and present price. Box 449, BROADCASTING.

WANTED—New or used 5 to 1 kw AM transmitters, also associated equipment. Daily Record, Wooster, Ohio.

Miscellaneous

Selling radio advertising—new book of improved selling techniques. 200 pages of advice for salesmen, Box 533, Mem- phis, Tenn.

Frequency monitor service: We service all standard makes of station monitors including replacement of the crystal. High quality quartz crystals for broadcast and other services. FCC accepted station frequency measurements. Over a decade of satisfaction and fast service! Edison Electronic Company, Temple, Texas.
White Bill Analysis

(Continued from page 88)

303 (i) of the act as proposed to be amended by section 7 of this bill. These limitations on contractual relationships between licensees and network organizations are aimed at preventing the continuance of certain practices which, in the opinion both of the regulatory agency and most independent radio station operators, have proved harmful to the individual licensee and to broadcasting generally. They are designed to free the individual licensee from contractual restrictions imposed by networks because of the latter's superior bargaining position. They are not intended to be and should not be construed as a condemnation of networks or of normal station-network relationship which has been beneficial in many respects. These limitations are phrased in such a manner as to be well understood by the industry and are in substance such that they will tend themselves to speed and convenient compliance.

Of the several prohibitions, it is being designed to prevent a network from requiring a station to carry only the programs of that network. Nor may any station to carry the programs of any network on time which is not contracted for, and in the case of retransmission option provisions, to carry such programs in event the option has not been exercised. The effect is simply to permit a station to sell that portion of its unused option time to a second network, but subject to the initial option.

The restrictions contain in paragraph 4 relate only to option time and would not prevent any station from carrying as many network programs as it deems necessary in the service of its listening public. The restrictions would, however, operate as a limitation both upon the time which any one station may option from any one station, and upon the time which any station may option to all networks.

Subsection (b) prohibits the ownership or operation of more than one network by any person or corporation. This prohibition has been in force for several years by Commission rule and regulation and it is merely proposed that Congress and the law shall make this prohibition rather than the Commission through broad interpretation of the statute.

Subsection (e) proposes that one year after the enactment of the bill, the Commission shall not permit any person to own or control in the same area more than one broadcast station in any single band nor may any person own stations in any single band which in the aggregate give a primary service to more than 22% of the total population of the United States. It is important to note two sets of facts in connection with the proposed limitations on ownership:

First, the Commission by rule and regulation already has banned the ownership by one person of more than one station serving substantially the same area or the ownership of more than six frequency modulations or five television stations. Moreover, it has indicated in a recent hearing that it does not look with favor on the ownership of more than six amplitude modulations by one person. While the Commission has apparently issued such rules under its own broad interpretation of "public interest, convenience and necessity," it is proposed by this bill that Congress itself, through the statute lay down the policy rather than permit so important a matter to be made by administrative edict.

Secondly, it should be emphasized that Congress is here dealing with a field which has a natural restriction of its own; the frequency bands are not limitless and will accommodate only a limited number of users. It is obviously poor public policy to permit a field already limited by natural law to be monopolized by a relatively few users. It is axiomatic in a free democratic society that competition not be restricted by statute and that monopoly by agreement be avoided. This policy is doubly important in an art so heavily invested with public interest as is radio broadcasting.

It should be pointed out that these proposed limitations on ownership are not burdensome and will work no great hardship on existing and the new stations in any one station. Each licensee would be permitted to own in each field—amplitude modulation, frequency modulation, television, and facsimile, plus several stations which serve up to one-fourth of the 140,000,000 people of the United States. While the right to the "eyes" and "ears" of 25 per cent of the total population may be criticized as a step in the direction of monopoly, actually no one licensee will have or can have the exclusive privilege of the eyes and ears of that number of people in view of the multiplicity of stations in the major population centers of the nation.

Section 20

(False Accusations)

This section proposes a new section 334 to the act and prohibits the uttering of indecent language or the making of false accusations or charges by means of radio communications. The prohibition against indecent language is present in the law (section 326) but has been shifted to a new section as a matter of clarification. The only new language is the prohibition against false accusations or charges.

Section 21

(Declaratory Orders)

This section adds a new subsection to section 401 of the present act to provide for the issuance of declaratory orders. A recommendation advocating declaratory orders by administrative quasi-judicial agencies was made in the Report of the Attorney General's Committee on Administrative Procedure in Government Agencies in 1941 but the policy has not been adopted by many agencies and specifically not by the Federal Communications Commission. Furthermore, the adoption of governmental procedure, particularly that of the regulatory agencies, is that in order to test the legality, or the propriety of a regulation or rule, it is necessary to violate it and incur penalties. This results in a particularly difficult situation in the case of radio broadcasting, involving as it does highly technical and specialized rules applicable to engineering and other specialized equipment, and may, in many cases, actually jeopardize the license itself by declaring the licensee out of business. It is proposed, therefore, that the Commission issue declaratory orders in cases of actual controversy arising under any provision of law. This policy, upon petition, and after notice and opportunity for hearing. This would make unnecessary incurring the risk of violating the law in order to secure an authoritative ruling. Such orders would, of course, be subject to judicial review.

Section 22

(Judicial Review)

This section deals with the subject of judicial review of the Commission's decisions and orders and amends the present section 402 of the act to read as follows:

The provisions of this bill only affect the procedure with respect to the Commission entered in the exercise of its radio licensing function. Since the changes in existing law which would be effected by the enactment of this bill have been considered in detail in several and substantial, detailed consideration follows.

Subsection (b) attempts a more precise and comprehensive definition of "broadcasting," as distinct from "transmission," under the United States Court of Appeals for the District of Columbia in cases appealed from the Commission. The language of this subsection, however, adds nothing to that of subsection (a), also made clear that judicial review of all cases involving the exercise of the power to license radio broadcasting is limited to that court. Under present law confusion and controversy has arisen concerning what decisions and orders of the Commission are reviewable in the Supreme Court of the United States and what should be the subject of judicial review and in what court. This has been carried to the point where the time and effort of both litigants and courts have been spent with jurisdictional problems rather than the merits of particular cases. This subsection is designed to obviate this difficulty.

Subsection (c) deals with the time for and the manner of taking an appeal from the Commission to the United States Court of Appeals for the District of Columbia, and the duty of the Commission with respect to the filing and certification of the record in the event that such an appeal is taken. The appeal period is made 30 rather than 20 days as at present and provision is made that the appellate period will run from date of entry of the order appealed from rather than its effective date. This subsection is deliberately vague in order to define the nature and extent of the jurisdiction of the appellate court after a notice of appeal has been filed and to allow it to be determined by specific language rather than by inference, authority to grant temporary relief, which may be either affirmative.
Subsection (d) would continue in effect, substantially, the provisions of section 402 (c) of existing law. It does, however, propose to settle certain ambiguities. The Commission would be required to file with the court both the record and its written decision within a period of 30 days after the filing of an appeal. Present provisions of law are susceptible of one interpretation which would require the filing of the Commission’s decision 30 days after the filing of the record.

Subsection (e) is a redraft of section 402 (c) containing it with minor clarifying amendments.

Subsection (f) specifically confers upon the appellate court the right to fix by rule the material to be included in any record upon which an appeal is to be heard and determined. While this is now the practice of the United States Court of Appeals for the District of Columbia, questions have arisen concerning that court’s power to take such action due to the peculiar language of the statute. This appeal has to be uniform which obviously should be clarified.

Subsection (g) restates existing law found in section 402 (e) of the act in so far as that section deals with the duty and functions of the appellate court in arriving at its decision. It should be observed that the jurisdiction of the appellate court is limited to questions of law and that findings of fact by the Commission, if supported by substantial evidence, are conclusive, unless it appears that such findings are arbitrary or capricious.

Subsection (h) contains provisions which are intended to confer upon the appellate court a measure of control commensurate with the dignity and responsibility of that tribunal, requiring that the Commission be required to give effect to the judgment of the court in the absence of proceedings to review.

Subsection (i) carries forward without change the provisions of section 402 (f) of existing law relating to the assessment of costs on appeal.

Subsection (j) provides that in all limited liability cases appeals may be taken directly and as a matter of right to the United States Supreme Court. Under present law review by the Supreme Court of decisions of the United States Court of Appeals for the District of Columbia is limited to certiorari proceedings and to certification by the Court of Appeals. Experience has clearly demonstrated that it is extremely difficult for private litigants to secure an ultimate Supreme Court review of Commission action on the certiorari proceed- ing. Since 1927 only one such petition has been granted upon request of a private litigant whereas only one such petition has been denied when filed by the Government. The result has been that many cases involving Commission action on applications for renewal and modification of license have during this period of 20 years been reviewed by the Supreme Court upon request of the Government. In one case an appeal has been dismissed. In view of these circumstances, it is believed that adequate opportunity should be given the parties involved in such cases to litigate their claims; and that in this limited class of cases, opportunity should extend to include review by the highest judicial tribunal. Such appeals, as a matter of right, are given in practically all cases involving decisions and orders of the Interstate Commerce Commission and are given under section 402 (a) of the Telecommunications Act of 1934. The right is also enjoyed by the Commission of its legislative, as distinguished from its judicial, powers.

Section 23 (Rehearing Procedure)

This section amends section 205 of the present law dealing generally with hearings before the Commission. It is designed to make definite and certain the procedure to be em-

ployed by the Commission in all cases where a public hearing is required by the Act or other applicable provisions of law.

It would appear clear in any adversary proceeding where a public hearing is required, an opportunity will exist for interested parties in interest to appear before and present evidence to the persons charged with the responsibility of making an initial determination. Should any interpretation of proper administration but to confidence in the agency itself. Under present Commission practice such an opportunity may or may not be given. For example, it is clear that before any final decision is rendered, all parties whose rights are to be affected should be given an opportunity to present their views concerning the point at issue to the authority charged with the final or ultimate decision. Again, under present practice by the Commission, such an opportu-

nity may or may not be given.

Thus, the procedure employed by the Commission has led to a great deal of controversy and there has been a decided lack of uniformity both in the handling of such matters and the character of reports submitted by the hearing officer. The language here proposed would require not only the submission of a uniform type of report setting out in detail and with particularity all basic or evidentiary facts developed as a result of the evidence taken but also conclusions of fact and law upon each issue submitted for hearing. It also would make mandatory the hearing of oral argument by the Commission or the division in connection with any case upon request of any party before the entry of a final order. The Commission or division also would be required to accompany any final order with a full statement in writing of all the relevant facts as well as conclusions of law upon those facts. The adoption of this section would give the statutory procedure whereby the parties in interest in adversary

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White Bill Analysis
(Continued from page 87)

proceedings before the Commission may secure a "full and fair hear-
ing" as that term has been defined by the Supreme Court in the Mor-
gan cases. That is the minimum which parties having business be-
fore the Commission have the right to expect.

In this connection, an attempt has again been made to conform to the recommendations of the Report of the Attorney General's Committee on Administrative Procedure. The proposed rule is wholly consistent with those recommenda-
tions and the legislation that has resulted from them.

Section 25
(Discrimination)

This section proposes a new sec-
tion to Title IV of the act, sec-
tion 418, dealing with discrimina-
tion. It would prohibit the Commis-
sion from taking any action which may result in discrimination be-
 tween persons based upon race, or religious or political affiliation, or kind of occupation, or business as-
sociation. Among other things this section would prevent the Commiss-
ion from adopting any rule, regu-
lotion or policy which, for example, denies a radio station licenses to
newspapers. It also would prevent the Commission from holding cer-
tain applications, or classes of ap-
 plications, open more than a
number of days, and, in general, prevent the denial, in whole or in part, of any right, privilege, benefit or license where adequate right or entitlement is shown.

Wakefield
(Continued from page 15)
January 1937 to March 1941.

Prior to appointment to the Com-
 mission he was vice president and
 chairman of the executive com-
misions or the Interstate Com-
 mission of Railroads and Utility
 Commissioners. In 1937-1938 he sat with the Interstate Commerce Commission in the freight rate increase case.
His first official contact with the FCC occurred in 1938 when he was called in to assist in an inquiry into
the Pacific Telephone and Tele-
graph Company rate schedule.

Colonel Wakefield was born at
Waco, Aug. 12, 1895, received his B.A. and Doctor of Jurisprudence degrees from Stanford U. in 1916
and 1918. He was admitted to the California bar in 1918 and engaged in general practice as a member of the firm of Wakefield & Hansen and later, Wakefield & Staniford.

His political coloration derives from activities on behalf of the Re-
publican Central Committee of his
home county, of which he was sec-
 retary from 1920-1921. He subse-
 quently became a member of the
State Republican Central Com-
mitee and was a delegate to the Re-
 publican National Convention at
Chicago in 1932.

Menser Hits Radio Critics at Athens
U. of Georgia Is Scene
Of Second Institute
Last Weekend

MANY so-called "institutes" are loaded with "subversive elements," Clarence L. Menser, NBC vice president, chairman of the new committee, told the Second Annual Georgia Radio Institute held May 18-19 by the U. of Georgia at Athens.

He made it clear, however, that he saw no indications of such elements at the Georgia institute, which was staged by the university's Henry W. Grady School of Journalism.

By subversive elements, Mr. Menser said, he meant "persons or groups whose only aim is to de-
 stroy or undermine the American System of Broadcasting."

Mr. Menser was a member of the Georgia Assn. of Broadcasters Monday afternoon Allen Woodall, general manager, WDAK Columbus, was elected president of the GAB for the coming year.

John Fulton, Jr., WGSt Atlanta, was named vice-
president, and Ed Mullinax, WLAC
LaGrange, was elected secretary-
treasurer.

Mr. Woodall

Mr. Woodall served on the commit-
tee with the above officers were Jim Woodruff, WRLB Columbus and Wilton Cobb, WMAS Macon.

Election of Horace R. Ritchie, assistant professor in the U. of Georgia College of Education as president of the Georgia Association for Education by Radio was announced.

Robert K. Richards, NAB Direc-
tor of Public Relations, at a Mon-
day luncheon session said broad-
casters themselves are among the
most vigorous critics of radio programs.

Explaining that outside views are welcomed, he asked only that critics listen before they criticize.

"Not Pussy-footing"

Mr. Richards said the new NAB committee working on standards of practice is "not pussy-footing," but taking a "very, very stern view of the situation."

Philip Loucks, of the Washing-
ton radio law firm, Loucks & Scharfnel, told the Institute at the an-
nual dinner Monday his reasons why the Commerce Act of 1934 "should be completely re-
written."

"What is in the public interest is what the Commission finds to be in the public interest. The Com-
 mission cannot escape the duty of making such findings . . . I think the broadcasters would perform a more constructive service to the fu-
ture of their course of program-
 direct their criticism to the statute
which has now been construed to
give the Commission such ex-
 pensive powers.

Highlights of other panels were: Arthur Storing, NAB Director of Special Services, said sta-
tion-originated news made its greatest strides in 1946 in number of originated programs, listener im-
portance and addition of qualified radio newsmen. He noted further improvements this year. He con-
ducted a panel on the subject of news. Local news discussion in-
cuded Dale Clark, WAGA At-
lanta; Dick Charlton, WTOR Sa-
vannah; Walter Paschal, WSAT
Atlanta and Ben Chatfield, WMJM
Macon.

Irvin G. Aboloff, manager of WLEE Richmond, Va., reviewed problems of programming an in-
dependent station, offering record-
ing as an example. Panel discussion on the same topic was led by Russ Holt, WGGA Gainesville, and
Ab-
ner Israel, WALB Albany, N. Y.

The three-day session concluded
Tuesday.

White Bill
(Continued from page 14)

Tossed into the bill at various
points is the word "economic," which was an active element at the
hearings.

Senator White, who is chairman of the
committee, has expressed the hope that
the legislation would provide new powers for the FCC, and which, if not clari-
fied, might increase administrative
domination of radio. It was in-
cluded, however, in the bill, that
these aspects are largely viatled by the rigid hearing, pro-
cedural and appellate provisions of the measure.

Another provision which caused chagrin was that which would au-
 thorize the Commission to pre-
scribe "uniform systems of finan-
cial reports" from stations.

This was regarded as possibly too
far toward the common carrier type of
regulation, even though Sen. White
insisted in his statement accompanying his measure that one of the prime objectives of the bill was to eliminate any vestige of such control.

Generally, the bill was regarded as
by the opponents, as incorpo-
rating both the good and the bad, with a view of drawing all possible evidence from all interested
sources. Sen. White stated em-
 phatically that he did not regard
it as a finished product and that it was a "lightning rod."

Passage This Session
Race Against Time

Whether the White Bill can be-
come law at this session is a race against time. The Senate com-
 plemates recessing in late July or August appears to be in the race.

President Roosevelt is understood to feel that hearings can be held within a few weeks before his committee and that since many aspects of the bill were cov-
ered in the hearings in 1945, the new proceedings should not entail
too much time. It is expected the hearings will be before a subcom-
mitee, headed by the Chairman.

"We shall have hearings and all who have suggestions to offer will be heard and their views carefully considered," Sen. White said in in-
troducing his bill. He emphasized that regarding White, however, and pointed out that in 1939 President Roosevelt said publicly there was need for reorganization of the Commission and for "new substantive law."

Obviously alluding to the BROADCASTING trends poll of station
managers, indicating that 80% favored a new radio law (BROAD-
CASTING, May 19), Sen. White said the nation's broadcasters "have made clear that they want legisla-
tion" and that the American peo-
pie and radio listeners are entitled to what he believes to be the benefits of this legislation.****

Mr. Wakefield's committee also would be called to hearing, following Senate consideration. It was doubt-
ed, however, whether both houses of Congress would act prior to the summer recess, but if the Senate completed its consideration, it was felt the House could act with reason-
able promptness upon reconven-
ing next January.

Mr. Wolverten, himself the author of House Res. 165 to investi-
gate the FCC, said that as soon
as the way is cleared by House Rules Committee and House appro-
val, he intended to pursue that
improvement.

Chairman Denny expects to be
one of the major sessions of the
summer, possibly until September, except for brief intervals. It was thought on Capitol Hill no important legislation was
expected during one of those intervals. Com-
misions are and Webster also
are at the Atlantic City sessions, having been selected primarily be-
cause of their vast engineering
backgrounds.

Original Act Intended
Two Separate Divisions

Sen. White pulled no punches in
claiming reasons for separation of the FCC into two autonomous divisions. Pointing out that the original 1934 Act provided for separate divisions, he said this later was abandoned and thus had obviously operated "to the detriment of orderly pro-
cedure and wise administration." He cited particularly the funda-
mental differences in the two proposed divisions, emphasizing that the rate-making and
governmental public utility concepts have "little, if any, application to the broadcast
services."

"There has been a tendency upon
the part of the Commission to con-
fuse the two and to apply the same

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concepts and philosophies in the regulation of the two," he said. "This tendency would be anticipated from the present FCC.

One of the most significant provisions of the bill relates to the so-called "duppy" regulation of the FCC. It provided that the FCC was designated to terminate dual ownership of standard broadcast stations in the same area or overlapping areas. There has been active discussion on the FCC regarding the applicability of this rule to the newer mass communications fields, such as FM and television. Exposed in certain quarters has been a proposal that the Commission will establish a definite "cut off" date at which the licensee would be forced to elect whether he would continue to operate the AM or his FM station but not both. Sen. White's proposal definitely would permit any licensee to operate each class of station in his market but not more than one of each.

The second phase of this section, which would disallow operation by a single entity of any class of station having in their primary service area a station that has the actual or legal right to the direction, supervision, and control of a broadcast station or its license or permittee, whether resulting from ownership of a controlling percentage of, or issued shares of stock or other evidences of ownership of the entity holding the license or permit, or from other cogent proof of the actual or legal right to the direction, supervision, or control.

Sen. White said he did not feel these proposed limitations would affect the group ownership of regional stations in combination with one or two 50,000 watters. Nor would such groups as Fort Industry Co., possibly Westinghouse, the Mason Dixie Group Yankee Network and Don Lee be affected.

One of the most significant provisions is subsection (b) of Section 307 of the present act, which Sen. White said would make more definite the existing language regarding allocations. The section, Sen. White declared, is "designed to bring about a fairer distribution of radio broadcasting facilities in the country and at the same time to discourage a policy which grants licenses wholesale simply on demand.

While there was no elaboration, it appeared evident the Senator had in mind the licensing in the Commission in the standard field alone, of upwards of 700 new stations since the war's end. This is presently under consideration of the foreign broad interpretation of the present law which it feels impels it to make authorizations where demand exists if its rules are complied with and the applicants are qualified.

This may be one of Sen. White's so-called "lightning rod" provisions, designed to draw testimony on the desirability of having the FCC take into account local market factors, and the ability of the existing licensees to accommodate additional outlets requested, as against the needs of other communities. The precise language used in Section 9, on this point, is: "In considering applications for licenses, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same, giving effect in each such instance to the needs and requirements there.

Section 7 is designated to erase from the statute books the famed Frankfurter opinion of the Supreme Court handed down on May 10, 1943, in which it delegated to the Commission control over "the composition of that traffic" on the air. This was interpreted as program control, and was another forerunner of the Blue Book.

In Section 16 of his bill, which tightens up Section 326, the anticensorship provision of the present law, Sen. White literally throws the book at the "Blue Book." Section (a), he said, specifically states that the Commission "is to have no power to regulate the business of the licensee of any radio broadcast station, except where that power is specifically conferred by law." It is designed to prevent the elastic stretching of the words of the statute into tortured constructions that go beyond Congressional intent. The new subsection, he said, provides a more comprehensive prohibition against censorship than is now in the act and also makes clear that the Commission has the authority in any case where application for renewal of license is made to "examine the over-all operation of the licensee to determine whether or not the operation has satisfied the statutory standards.

Despite Sen. White's disclaimer great misgivings were expressed over the modified censorship clause. The present section specifies that if in the act shall not have a meaning, but shall be construed to limit the authority of the Commission in considering renewal applications "to determine whether or not the licensee has operated in the public interest," that might well offset whatever good that would result from the proviso ostensibly tightened up, it was pointed out.

Provisions relating to the discussion of public or political questions were viewed as impracticable, and unworkable, if not unconstitutional. One of the main complaints against the FCC, he said, has been that it has interpreted the public interest in such manner "as to discriminate between the licensees."
The Commission, he said, "has compelled the licensee to violate, modify, or change program content or methods of doing business by withholding renewals, or by other methods without granting hearings and making specific charges of complaints. The Commission has no such power now, it was not intended to have such power and this bill would not grant it such power. In Senator White's view the FCC would become a network monopoly regulations as a definite section of the proposed new Act, just one significant change is proposed. That would permit networks to contract with affiliates for a term of three years (similar to the present maximum license) instead of the two-year limitation now invoked by the FCC.

Other substantive and procedural sections of the bill, necessarily the most detailed, are viewed as the touchstone of the proposed new legislation, because they affect most directly the relationship of the licensees with the FCC and the right to equality of treatment and full hearing and review.

Legislative

S. 1390—To prohibit members of Congress from requesting radio- or television station licenses. Introduced May 19 by Sen. Joseph McCarthy (R-Wis.) and referred to the Interstate and Foreign Commerce Committees.


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Salient Sections of White Radio Bill* *(Full text of Bill to be published in issue of June 2)*

Sep. 8. Subsection (j) of section 303 of such Act is hereby amended to read as follows: "Sec. 303. (j) No radio broadcast station shall enter into any contract, arrangement, or understanding with any person to make any radio broadcast station appear as a radio broadcast station unless such contract, arrangement, or understanding provides that such person shall not be permitted to rebroadcast the programs of such radio broadcast station in any manner that will interfere with the right and duty of the licensee of such radio broadcast station to make such broadcast station appear as a radio broadcast station for the purposes of the Act, nor shall such person be permitted to interfere with the right and duty of such radio broadcast station to make such broadcast station appear as a radio broadcast station for the purposes of the Act.

Sec. 3. (a) In any proceeding before the Commission pursuant to section 303 of such Act, no person shall be entitled to present evidence in any proceeding before the Commission of any practice which shall have been shown by the evidence adduced, or by any other circumstances shown to the satisfaction of the Commission, to be injurious to the public interest, convenience, or necessity.

Sec. 25. Title IV of such Act is amended by adding at the end thereof a new section as follows: "Sec. 418. The Commission shall make or promulgate such rules and regulations as it deems necessary to carry into effect the provisions of this Act, and in the promulgation of such rules and regulations the Commission shall consider whether or not the licensee has operated in the public interest, convenience, or necessity."

*These sections, and others in the White Bill, are explained in Senator White's section-by-section analysis on Page 13.
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