A FIVE-FOOT SHELF IN 16 WORDS

More advertisers, local and national, buy more time on KLZ than on any other Denver station...

KLZ DENVER

CBS Affiliate — 560 Kc.
Affiliated in Management with WKY, Oklahoma City
Represented by The Katz Agency
Any way you slice it

Merchandisable Area

Bonus Listening Area

4 in 1

SERVING 2 1/2 MILLION PEOPLE

PACIFIC NORTHWEST

THE XL STATIONS

"HOME TOWN"

Box 1956—Butte, Montana
Symmes Building—Spokane, Wash.
Orpheum Bldg.—Portland, Oregon
6381 Hollywood Blvd.—Hollywood 28
79 Post St.—San Francisco 4
The Walker Co., 15 W. 10th St., Kansas City
The Walker Co., 360 N. Michigan, Chicago
The Walker Co., 351 5th Ave., New York

Write for our complete MARKETING.

PACIFIC NORTHWEST BROADCASTERS.
The following programs are typical of Yankee's "public interest" features, in which informative and controversial discussions are aired for an audience alert to issues and events.

**Special Programs of a Single Recent Day**

10:30 — 11:12 AM  Secy. of Interior, Krug (From Mutual)  WNAC — NTWK
8:15 — 8:30 PM  Progressive Citizens' of America (Mutual Commercial) Sen. Pepper; James Patton; Bartley Crum; F. A. Whitney
8:30 — 9:00 PM  Debate — "Should Communism Be Considered a Threat to American Democracy"
10:30 — 10:45 PM  Paul Griffiths, Amer. Legion Natl. Commander — "America Speaks Up"  WNAC — Yankee Network
11:15 — 11:30 PM  "Inside the Children's Hospital" — Lester Smith WNAC only
12:00 — 12:15 AM  Interviews by Lester Smith in Stratosphere United Airlines Plane

And while the day's programs were in performance on the air, The Yankee Network Institute completed arrangements with the —

**Wellesley College Summer Theatre and School**

On May 22nd (10:30 to 10:45 P.M.), Mrs. Mildred McAfee Horton, president of Wellesley College, and Linus Travers, executive vice-president of The Yankee Network, inaugurated a new series of programs by The Yankee Network Institute discussing the Wellesley College Summer Theatre and School.

This project, directed by Eldon Winkler, is the first of its kind in New England offering an integrated professional summer theatre and school. The Yankee Network Institute presents its series of dramatic, educational and public interest broadcasts, directly from the Wellesley campus, in co-operation with the new summer theatre and school.
SOME FCC authorities conclude White-Wolverten Radio Bill in present form would require them to set up standards dealing with financial returns of stations. Bill would permit existing stations to protest grants that would damage them "economically." Consequently, experts say, some economic yardstick would have to be devised to show what is prohibitive economic damage. They still disavow desire for such regulation.

COMPREHENSIVE economic survey of radio field, first such by FCC, due for private circulation among Commissioners in next few days. It's said to be most detailed economic analysis of its kind yet made in radio, sizing up industry trends and prospects. Contents and possible policy uses, if any, haven't yet been divulged. Work handled by Accounting Dept.'s Economics Branch, but whether it'll be published is for Commission itself to decide after study.

INDEPENDENT (non-network) stations will get some relief from rigors of Blue Book requirements in evaluating commercials versus sustaining. In computing participating programs, interspersed with spot announcements, those programs relating to public service announcements or short talks will be labeled sustaining—not commercial, according to reliable sources.

among efforts of ABC to improve recorded quality of Bing Crosby program for Philco is test of Rangertone's magnetic tape recorder, based on German Magnetofon used with excellent results by our expeditionary forces during war. Outcome of recording experiment conducted within last fortnight will be censure of all recording eyes.

AT&T will file its rates for use of coaxial cable for television with the FCC Monday. Television use of coaxial cable has been on experimental basis with no charges imposed.

ABBOTT & COSTELLO contract not expected to be renewed this fall by Camel cigarettes. Summer replacement for show, heard Thursdays 10-10:30 p.m. on NBC, will be announced this week. New fall plans not set. William Esty & Co. is agency.

QUIET INVESTIGATION under way to determine possible AFM backing of National Assn. of Performing Artists sponsored legislation to increase royalties from record sales to performers. House Labor subcommittee is watching for evidence of AFM-NAPA collusion.

JULY 7 now considered best bet for resumption of long-drawn clear-channel hearings. Date still officially set July 7; but Clear Channel Broadcasting Service, pleading

(Continued on page 90)
KVGB, smack-dab in the center of Kansas... in the heart of wheat-oil-cattle... in one of the country's richest sections... is programmed by Grass Rooters for Grass Rooters. That's why it's been a west-central Kansas by-word for 10 years... covering the western 2/3rds. of Kansas FROM THE INSIDE!

KVGB Covers the Rich Kansas Farm Market FROM THE INSIDE!

KVGB's magnificent soil conductivity of 20+, e.m.u., smacks Kansas markets from the inside with rifle accuracy, pouring out dirt-farmer instead of country gentlemen programming. You put your eggs in ONE basket and hatch 'em in the western 2/3rds. of Kansas.

KVGB reaches FROM THE INSIDE out to a really big audience... reaches them with WiRecorder, with sports shows, news, special events coverage... reaches one of the country's richest audiences with heavy money to spend from their wheat-oil-cattle millions.

KVGB GETS TO KANSAS FROM THE INSIDE WITH 5000 WATTS!
Fulton Lewis, jr.
available now* on
the DON LEE net

Cover the Pacific Coast—Inside and Outside—by sponsoring radio’s biggest cooperative on this great regional network.

Broadcast at 4:00-4:15 p.m. (P.S.T.) Mon. thru Fri., Lewis’ rating in the 6 Coast Hooper cities has averaged 5.3 for the past 6 months. (Average in Don Lee Outside market cities is 12.0!)

To cover the Coast, this is a combination that can’t be beat—FULTON LEWIS, jr. on the DON LEE NETWORK of 42 stations!

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale
F.O.B.
NASHVILLE

By rail, truck, air and water, goods move rapidly to and from the Nashville market area. Such fast and economical transportation helps to keep industry running at top pace; and to build a stable, well-balanced market. It's important to manufacturers here that 43% of the nation's people live within 500 miles of Nashville, so that plenty of buyers are in easy shipping distance. And you can cover the rich Nashville trade area—at reasonable listener cost—over WSIX.

5,000 WATTS  980 KC
AMERICAN  •  MUTUAL

WSIX gives you all three: Market, Coverage, Economy
When you have something to sell and you want action, Spot Radio is the way to get it — faster!

Surveys show this and experience proves it. You can prove it for yourself — in one market or a hundred — and with any amount of money you choose to invest.

If you want sales action, use Spot Radio. To make doubly sure of your quick success use the facilities of these great stations.

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
</tr>
<tr>
<td>WNAC</td>
<td>Boston</td>
<td>MBS</td>
</tr>
<tr>
<td>WICC</td>
<td>Bridgeport</td>
<td>MBS</td>
</tr>
<tr>
<td>WBEN</td>
<td>Buffalo</td>
<td>NBC</td>
</tr>
<tr>
<td>WGAR</td>
<td>Cleveland</td>
<td>CBS</td>
</tr>
<tr>
<td>WFAA</td>
<td>Dallas</td>
<td>NBC</td>
</tr>
<tr>
<td>WJF</td>
<td>Detroit</td>
<td>CBS</td>
</tr>
<tr>
<td>KARM</td>
<td>Fresno</td>
<td>CBS</td>
</tr>
<tr>
<td>WONS</td>
<td>Hartford</td>
<td>MBS</td>
</tr>
<tr>
<td>KPOA</td>
<td>Honolulu</td>
<td>T.H.</td>
</tr>
<tr>
<td>KPBC</td>
<td>Houston</td>
<td>NBC</td>
</tr>
<tr>
<td>WDAF</td>
<td>Kansas City</td>
<td>NBC</td>
</tr>
<tr>
<td>KFOR</td>
<td>Lincoln</td>
<td>ABC</td>
</tr>
<tr>
<td>KARK</td>
<td>Little Rock</td>
<td>NBC</td>
</tr>
<tr>
<td>KFI</td>
<td>Los Angeles</td>
<td>NBC</td>
</tr>
<tr>
<td>WHAS</td>
<td>Louisville</td>
<td>CBS</td>
</tr>
<tr>
<td>WLLH</td>
<td>Lowell-Lawrence</td>
<td>MBS</td>
</tr>
<tr>
<td>WTMJ</td>
<td>Milwaukee</td>
<td>NBC</td>
</tr>
<tr>
<td>KSTP</td>
<td>Mpls.-St. Paul</td>
<td>NBC</td>
</tr>
<tr>
<td>WSM</td>
<td>Nashville</td>
<td>NBC</td>
</tr>
<tr>
<td>WSMB</td>
<td>New Orleans</td>
<td>NBC</td>
</tr>
<tr>
<td>WYAR</td>
<td>Norfolk</td>
<td>NBC</td>
</tr>
<tr>
<td>KOIL</td>
<td>Omaha</td>
<td>ABC</td>
</tr>
<tr>
<td>WMTW</td>
<td>Portland, Me.</td>
<td>MBS</td>
</tr>
<tr>
<td>KGW</td>
<td>Portland, Ore.</td>
<td>NBC</td>
</tr>
<tr>
<td>WEAN</td>
<td>Providence</td>
<td>MBS</td>
</tr>
<tr>
<td>WRNL</td>
<td>Richmond</td>
<td>ABC</td>
</tr>
<tr>
<td>KSL</td>
<td>Salt Lake City</td>
<td>CBS</td>
</tr>
<tr>
<td>WOAI</td>
<td>San Antonio</td>
<td>NBC</td>
</tr>
<tr>
<td>KQW</td>
<td>San Francisco</td>
<td>CBS</td>
</tr>
<tr>
<td>KOMO</td>
<td>Seattle</td>
<td>NBC</td>
</tr>
<tr>
<td>KTBX</td>
<td>Shreveport</td>
<td>NBC</td>
</tr>
<tr>
<td>KGA</td>
<td>Spokane</td>
<td>ABC</td>
</tr>
<tr>
<td>WMAS</td>
<td>Springfield</td>
<td>CBS</td>
</tr>
<tr>
<td>WAGE</td>
<td>Syracuse</td>
<td>ABC</td>
</tr>
<tr>
<td>KVOO</td>
<td>Tulsa</td>
<td>NBC</td>
</tr>
<tr>
<td>WWCO</td>
<td>Waterbury, Conn.</td>
<td>MBS</td>
</tr>
<tr>
<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
</tr>
<tr>
<td>WAAB</td>
<td>Worcester</td>
<td>MBS</td>
</tr>
</tbody>
</table>

THE YANKEE AND TEXAS QUALITY NETWORKS
Feature of the Week

TELEVISION of surgical operations moved West when surgery was televised in the Creighton Memorial St. Joseph's Hospital by the technicians of WOW Omaha. The telecast was made from the surgical pavilion in the hospital to receivers in the auditorium of the Nursing School as the highlight of National Hospital Day, May 12. It was a closed circuit demonstration, with video and sound going by coaxial cable to the adjoining nurses' school.

Cameramen were dressed in white hospital garments like those worn by doctors performing the operation. "We had the advantage of reports of the two previous experiments of this kind," said Joe Herold, chief technical supervisor of WOW. "Our chief worry," he said, "was that the cameramen who had to be in the operating room might pass out. I understand a special nurse was assigned to keep an eye on them."

The cameramen did not pass out. One of the image-orthicon cameras was suspended from the ceiling in the St. Joseph operating pavilion. This was focused on the operating area. The other camera, on a tripod in the gallery, was shifted about on its flexible mounting for a view of the surgeons and their aids. A microphone suspended from the ceiling over the operating table picked up instructions and explanations of the chief surgeon.

First use of television as a teaching aid in surgery was at the Johns Hopkins U. Medical School in Baltimore, Feb. 27, 1947 [Broadcasting, March 31].

Sellers of Sales

STARTING as writer-actor-producer of a three-a-week kiddie show at the salary of $50 a week, Trevor Evans is now radio director of Pacific National Advertising Agency with headquarters in Seattle, placing more than $200,000 a year.

As account executive for Fisher Flouring Mills Co., he places a quarter-hour new commentary five days a week on 38 ABC stations in eleven western states, plus nineteen newscasts a week on KOMO Seattle, and other spot radio. Other accounts under his direction use spot radio throughout the country. For the past year, he has been chairman of the Board of Governors of the AAA, Washington State chapter.

From his experience in handling intensive, short-term promotion for the Oregon-Washington-California Pear Bureau, and other cooperatives marketing perishable fruit products, Trevor has learned the value of radio.

But, he warns, radio will lose its friendliest customers to other media unless the stations undertake smart merchandising to promote their sponsors' programs and products. He cites the New England stations as shining examples, noting that the stations support their broadcasts with newspaper advertising, store displays, also recommends greater initiative on the part of stations in promoting local tie-in advertising by retailers.

As a veteran radio performer himself, Mr. Evans knows that a commercial can look fine on paper and still be a tongue-twister on the air. Accordingly, he "creates" all his copy into two dictaphones, one at his elbow in the office, and one at home. "I get more blooming copy out of that thing," he says.

Born at Grafton, Neb., in 1909, Mr. Evans is a graduate of the U. of Washington, where he was active in dramatics. His experience has included continuity writing at KOMO and KJR Seattle, two years as local radio director of Erwin, Wasey, and a wartime stint as radio director of the Washington State Defense Council, where he helped organize an unofficial but highly effective Statewide Victory Network. He has been radio director at Pacific National since January 1944.

Married in 1938, he and Elsie now have a 4-year-old son, Brooke, and a 1-year-old daughter, Gwyneth.
WJMO
CLEVELAND'S ONLY INDEPENDENT
1540 KC 1000 WATTS (DAY)

NOW IN OPERATION

BUY DAYTIME SELLACTIVITY
IN CLEVELAND'S BILLIONAREA

DAVE BAYLOR
Vice President &
General Manager

2157 EUCLID AVE.
CLEVELAND, OHIO
CHERRY 3389
Six letters of introduction to 50,000 watts

Two Governors, a Mayor, a schoolteacher, a disabled veteran and a farmer introduced KMOX to thousands of new listeners on April 7th, when "The Voice of St. Louis" winged for the first time into more of Mid-America than ever before.

These six old friends served as "references" for KMOX during a special broadcast dedicating KMOX's new, 50,000-watt transmitter and new, far more strategically located tower.

Their "recommendations" help explain why KMOX commands the largest audience during more quarter-hour periods—day and night—than all other St. Louis stations combined. They also furnish eloquent evidence that the new "Voice of St. Louis" should be speaking for you.

For your letter of introduction to Mid-America, call us or Radio Sales.

KMOX

The Voice of St. Louis · 50,000 Watts · Columbia Owned

*KMOX-CBS Listener Diary Study, Spring 1946
THE HONORABLE DWIGHT H. GREEN, GOVERNOR OF ILLINOIS:

"Every day in the year KMOX renders a service to which we have become so accustomed it has become a regular part of our daily lives. But this does not mean that the service goes unnoticed. On the occasion of dedicating this bigger voice...the new KMOX transmitter...we think back over the years and acknowledge the many wonderful services which KMOX has given us. On behalf of the people of the State of Illinois, I want to thank you and tell you how much we appreciate your efforts. More power to you...KMOX."

THE HONORABLE PHIL M. DONNELLY, GOVERNOR OF MISSOURI:

"KMOX has won many national awards for its locally produced programs and I am confident the station will continue to extend these splendid efforts. The people of Missouri salute KMOX and the thousands of old and new listeners join me in best wishes to the new and greater voice of St. Louis."

THE HONORABLE ALOYS P. KAUFMANN, MAYOR OF ST. LOUIS:

"The people of St. Louis are proud of the new voice of St. Louis. Many people who never heard KMOX before are hearing it now, and many more will hear it with a new clarity and strength. With new strength comes new responsibility — and KMOX is well prepared to meet this new responsibility. We can expect the same public-spirited outlook, which has been a basis of KMOX programming in the past, to be an integral part of its future program structure. This new voice will be a bigger voice for all."

DOROTHY BLACKWELL, ST. LOUIS BOARD OF EDUCATION:

"Education is well served through the many special school programs on KMOX. But programs aren't the only way KMOX serves education. Special services such as 'The Teachers' Workshop,' which KMOX conducted last Spring, were of inestimable help in enabling us to institute courses in radio that are built on a solid foundation and really help the student. KMOX is a big voice in education."

JOHN KICKEY, FARMER, SPARTA, ILLINOIS:

"KMOX plays an important part in the lives of farmers. We listen with special interest to weather forecasts, market reports, and information on soil conservation and extension programs. KMOX is invaluable in helping the farmer and we appreciate what you have done and are doing for American agriculture in this area."

MASTER SERGEANT LAWRENCE OBERBERG, DISABLED VETERAN:

"I know just about every program KMOX carries. I listen to them all...but most of all I depend on the newscasts. Radio keeps us shut-ins in contact with the world and my dial is usually set at KMOX from morning to night. You fellows can't imagine just how much we enjoy your programs."
WORKING DIRECTORS!

Yes, sharp-eyed friends, you’re right—the harried wretch above could be none other than an advertising man! But what’s he doing in this campaign featuring our F & P Colonels? Well, he is a Colonel—Warwick Anderson, a Director of this company, and the one who, by handling our advertising, leaves the rest of us free to dream up ideas that will sell your merchandise.

We have a lot of ideas in our files, some of which are availabilities at this moment. Want some?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Opposition Looms for New White Bill

However, Measure Regarded as Start In Right Vein

By RUFUS CRATER

STRONG OPPOSITION to many parts of the White-Wolverton Radio Bill [S. 1333; HR. 3596] developed on several fronts last week in the wake of its introduction in the Senate and House [BROADCASTING, May 26].

But there was evident belief that the measure could serve as an excellent approach to more generally satisfactory legislation, by providing the industry with an opportunity to show what it thinks should and should not be contained in the laws dealing with radio.

Subcommittees were appointed by both the Senate and House Interstate & Foreign Commerce Committees, which must pass the bill. Both subcommittees anticipated early meetings—possibly this week—to discuss the measure and plan its handling.

Hopes for joint committee hearing appeared to wane, but they were not counted out altogether.

Text of White Bill, page 21; statement by NAB President Miller, page 39.

It was not considered likely, however, that any hearings would start before mid-June in view of the pressure of other congressional business and the need for time for both the Committee meetings and the industry to become familiar with the bill's details.

Sen. Wallace H. White Jr. (R-Me.), principal author of the bill and its sponsor in the Senate as well as chairman of the Senate Interstate & Foreign Commerce Committee, which introduced the measure in the House, set up an eight-man subcommittee to handle the measure. With himself as chairman, the group is composed of Sens. Charles W. Tobey (R-N.H.), Edward H. Moore (R-Okla.), Ernest W. McFarland (D-Ariz.), and E. C. Johnson (D-Colo.).


Republicans named to the House subcommittee were, in addition to Chairman Howell: Reps. Leonard W. Hall (N.Y.), Joseph P. O'Hara (Minn.), James I. Dolliver (Iowa), and Hugh D. Scott Jr. (Pa.). Democrats were Oren Harris (Ark.) and Richard Harless (Ariz.), with one other minority member to be added on recommendation of Representative Lea.

Mr. Lea indicated he might propose Rep. A. L. Bulwinkle (N.C.) and that, if Representative Bulwinkle's attendance at the forthcoming International Aviation Conference at Montreal makes it impossible for him to serve, he probably would recommend Rep. J. Percy Priest (Tenn.).

FCC, whose powers would be substantially limited and more clearly defined by the bill, gave no official reaction to the measure but was obviously not pleased by many of its proposals. Major networks similarly were displeased with some of the provisions. NAB postponed taking any official stand until its Legislative Committee meets and discusses the measure on Thursday. The FCC Bar Assn. likewise offered no official comment.

Commission sources contended that in many respects enactment of the bill as it now stands would cause additional delays and confusion in FCC's administrative procedures. This, they felt, is particularly true of the plan to split the Commission into two divisions, one for broadcast matters and the other for common carrier.

Object to Rotation

They objected strongly to the plan to restructure the chairman's job and make the chairman an "executive officer." They contended this would reduce the chairman's position to that of "social figurehead."

Another feature challenged by FCC authorities related to the proposal to make all non-hearing grants subject to protest for 30 days. Their questions were directed primarily to the definition of "party in interest"—persons who would be permitted to file protests—as including "any person whose status as a holder of a construction permit or license would be adversely affected economically or by electrical interference because of the authorization or action proposed."

They contended this would mean any licensee might protest any grant which would cause him to lose an account, and that virtually all applications and grants would consequently be subjected to long delays by reason of protests and the resultant hearings and perhaps litigation.

The networks, like FCC, made no formal comment on the bill. But some sections in particular were known to have aroused opposition. One is the plan to prohibit one person's ownership of stations in any single band which in the aggregate would render primary service to more than 25% of the total U.S. population. The other relates to regulations governing station-network relations, especially with respect to the amount of time which may be optioned by networks.

The present law provides that an affiliate may not give options to the network for more than three hours out of every five-hour segment of the broadcast day. The proposed revisions include a ban on affiliation agreements giving the network an option on a total of more than two hours in any consectutive three-hour period.

(Preliminary reactions of network executives in New York were unanimous:

(1) The prohibition against a network's optioning more than two

(Continued on page 16)
Bill Opposition

(Continued from page 15)

consecutive hours might seriously alter present programming practices.

(2) It might lead to a reduction of network revenue due to increased difficulty in selling network programs.

Network executives pointed out that under present practices networks may build strong blocks of programs which attract and keep audiences over three-hour periods which are guaranteed as network time under present option regulations.

The reduction of such blocks to two-hour periods which networks could guarantee to sponsors might diminish sales effectiveness, it was feared.

"Advertisers buy on the basis of what's ahead of them and behind them and not just what's opposing their programs," one network official said. "The maintenance of a steady flow of audience through breaks of shows is important."

It was believed that the White proposal would not prevent stations from accepting more than two hours of network programming consecutively, but only prevent the contractual optioning of more than two such successive hours. (Continued on page 76)

Sen. EDWARD H. MOORE
MEMBER, SENATE SUBCOMMITTEE

Sen. Edward H. Moore (R-Okla.), quiet, wealthy conservative, belongs to the "least government is the best government" school of thought. He's evinced considerable interest in broadcast and radio communications matters since election to Senate in 1942. Friends think he'll definitely favor legislation limiting FCC control over industry. From Tulsa, he is 75, has been engaged in business since 1919 as independent oil producer, farmer and cattle raiser.

Sen. E. W. McFARLAND
MEMBER, SENATE SUBCOMMITTEE

Sen. Ernest W. McFarland (D-Ariz.) has made substantial studies of communications and is regarded as one of Capitol Hill's best informed men on the subject, particular common carrier matters. Like Senator Johnson, he's considered liberal-conservative in his views. Now 52, he practiced law, was a county attorney and for six years Superior Court judge before election to Senate seven years ago in 1940.

Sen. EDWIN C. JOHNSON
MEMBER, SENATE SUBCOMMITTEE

Sen. Edwin Carl Johnson (D-Colo.) is ranking minority member of committee. He's shown deep interest in radio matters; in recent years has sponsored bills to prohibit liquor advertising on radio. Regarded as liberal-conservative, has gained reputation as anti-monopolist. Observers believe he'll favor curbs on FCC authority.

Twice Governor of Colorado, he's 63 and has been in the Senate since 1937.

Members Designated to Serve on House Subcommittee for HR 3595

Rep. Evan Howell (R-III.), chairman of the House group's subcommittee, is considered both able and aggressive. He's shown definite interest in broadcasting matters, to point of actively expressing desire to head radio committee. He's 41, started practicing law in Springfield in 1930, has been in Congress since 1940.

Rep. Leonard W. Hall (R-N.Y.), is regarded as one of sparkplugs of House Interstate Committee, has given considerable attention to radio. Practicing attorney and former Nassau County sheriff and State legislator, he is 46, was elected to Congress in 1938.

Rep. Joseph P. O'Hara (R-Minn.), another committee member who's displayed more than ordinary interest in radio legislation. Author of Uniform Time Bill introduced this session (H. R. 2740). He's 52, an attorney, former State Commander of American Legion. Elected to Congress in 1940.

Rep. James I. Dolliver (R-Iowa), has had wide experience on microphone side of radio, both in campaigning and as Iowa State Commander of American Legion. He's taken an active part in handling of communications legislation, but professes keen interest. In Congress since 1945, he's 52, nephew of late Jonathan P. Dolliver who distinguished himself in House and Senate from 1888 to 1919.

Rep. Hugh D. Scott Jr. (R-Pa.), has been particularly active in copyright legislation, is sponsor of two pending copyright bills (H. R. 1269, 1270). Was Philadelphia County's assistant district attorney 15 years. In Congress from 1941-44; Navy Commander in World War II. Was elected to present term last November.

Rep. Oren Harris (D-Ark.), is ranking minority member of subcommittee save for Rep. Clarence F. Lea (D-Calif.), former Interstate Committee chairman who's serving as ex-officio member. He's 43, was elected to Congress in November 1940.

Rep. Richard F. Harless (D-Ark.), another veteran on the Committee, is also one of youngest members of subcommittee. At 41 he's now in third term in Congress. Former Arizona assistant attorney general, he served in Phoenix and Maricopa County legal posts before election to House in 1942.

Rep. Charles A. Wolverton (R-N.J.), chairman of House Interstate & Foreign Commerce Committee, who introduced the bill in the House, and Rep. Clarence F. Lea (D-Calif.), ranking minority member, will be on the subcommittee in ex-officio capacities. One additional Democratic member is yet to be designated by Representative Lea, who indicated it might be Rep. A. L. Bulwinkle (D-N. C.) or Rep. J. Percy Priest (D-Tenn.), a member of the old Lea Committee.
Opposition Voiced to TV Relay Move

TELEVISION programming department, and the art itself, may be set back a year if FCC moves the present video pickup and experimental relay band around 1350 mc "upstairs" to the proposed 1600 mc area. That's the apparent opinion of television broadcasters who testified last week at the Commission's hearing on proposed allocation of the full band 960-1600 mc to aeronautical navigational services.

David B. Smith, vice president in charge of engineering for Philco Corp., licensee of WPTZ Philadelphia, said equipment for long-hp relaxing (46 miles) at 1350 mc was now developed and proven and that such facilities provide the "television broadcaster at this time with a service which could not be attained by any other means."

Mr. Smith pointed out that the potentials of this tool were inter-city linkages, extended local pick-ups, satellite stations and introduction of television to those small communities which otherwise might not receive the service for several years.

The aeronautical group, headed by the Radio Technical Board of Aeronautics, declared that to develop an all-weather flying system depends in part upon the availability of the full band 960-1600 mc for an integrated electronic aids system. Aids to navigation now have the band 960-1215 mc.

Says Shift Not Needed

Concerning this request for the full 640 mc to the exclusion of the present video relay at 1350 mc, Mr. Smith argued that it is "technically feasible to meet all the requirements, including the integration feature, of the aviation services without substantial shift of the 1320-1425 mc television relay band."

Particular objection to the proposed new allocation for relays at the band 1750-1880 mc were that tubes and components have not been developed to that band which will give performance now had at the present lower band. The Philco testimony held that it would be as easy for the aeronautical group to develop the higher area as it would for the present relay area.

A brief by NBC on this point stated "it does not appear that equipment for aeronautical navigational operation in the 1295-1455 mc band will be available for at least three years."

NBC requested that if video relay must move upstairs, it be permitted to utilize the present band for pickup purposes until needed by the aeronautical group. In the intervening time NBC said it hoped equipment can be developed for the upper proposed band. NBC further requested that the upper portion of the present experimental video band 500-890 mc be designated by FCC for pickup and relay use until needed for television broadcasting.

Support of the stand for retention of the present 1350 mc relay allocation was voiced by Television Broadcasters Assn. through its counsel, Thad Brown Jr., who said in a brief filed May 23, considering the "present and future operational plans of electronic manufacturers, and of television broadcasters...and applicants," believed that "the complete loss of research," the "equipment now and potentially available" and the attendant program plans would be of "critical consequence to the television industry at this time." TBA indicated that in moving up the band, at least a year would be required to match the progress at the present band.

The TBA brief anticipated that "the Commission is recognizing the extraordinary public service, as well as public interest, value of a nation-wide television broadcast service, even as it pertains to national safety. It is understood that government plans are now in the development stage for the fullest utilization of television in the event of a national crisis. Government by television is contemplated in the event of the sudden initiation of an atomic war."

Dr. T. T. Goldsmith Jr., research director of Allen B. Du Mont Labs, represented his firm in support of retaining the 1350 mc band for video relay. He cited short-hop relay work by Du Mont in connection with NBC. NBC further requested that the upper portion of the present experimental video band 500-890 mc be designated by FCC for pickup and relay use until needed for television broadcasting.

Regional Net Signs Dorsey Disc Show

Intemountain Network to Start Transcribed Series in Fall

(See other story, page 69)

FIRST contract to be signed by a regional network by Tommy Dorsey recorded transcription show was inked in Chicago last weekend by the Intermountain Network, Louis G. Cowan transcription head, and the network's 42 station and network representatives. Contract for 52 weeks was signed by George C. Hatch, president of IMN.

Stations will begin Sept. 29, just after country at large returns to standard time, and will be aired 3:30-4:30 p.m., MST, five days a week, over 17 stations of network. Effort will be made to air programs simultaneously on all stations through key station KALL Salt Lake City. Show affords sponsor opportunity of placing his markets on a spot basis.

Stations scheduled to carry hour-long show, in addition to KALL, include (Utah) KLQ Ogden, KVOO Provo, KOAL Pocatello, KVNU Logan; (Idaho) KFXD and KFXD-FM Boise-Nampa, KVMV Twin Falls, KEYK Pocatello, KID Idaho Falls; (Wyoming) KVRS Rock Springs, KDFN Casper, KYWO Sheridan, KPWD Powell, KODI Cody; (Montana) KBJM Billings and KRJF Miles City.

Oyster Shell Spots

OYSTER SHELL Products Corp., New York, June 9 will start a spot campaign on 52 stations, using one spot per week, for 52 weeks. Agency is Cecil & Presbyrey, New York.

Radio Skyrockets Rayve Sales 98%
B-M Answers FTC On Copy for Ipana

11-Year Old Differences Aired In N. Y. Hearing


The firm, together with Young & Rubicam Inc., which handles its radio advertising, and Pedlar & Ryan Inc., was summoned by the FTC to answer charges of having used false and misleading advertising on the air, in newspapers and magazines to promote the sale of Ipana. The current complaint by the FTC stems from one filed against Bristol-Myers in December, 1942, which was shelved because of the war.

The Commission attorney, William L. Fenske, said the FTC objected principally to advertisements of "Ipana for the smile of beauty" and "Daily use of Ipana and massage—to help guard against pink tooth brush," which are termed "deceptive and misleading." The Bristol-Myers 1940 survey of dentists was found to be sufficient basis for the claims made by the respondents.

Bristol-Myers, according to Mr. Fenske, is expected to buttress its defense with the contention that the FTC has no jurisdiction in the matter since interstate commerce is not involved. If the trial examiner finds against the respondent, the firm will be ordered to "cease and desist" from the advertising claims cited. Each violation of this order is punishable by a $500 fine.

Tuesday's testimony was highlighted by Bristol-Myers cross-examination of a dentist summoned as an expert witness for the Commission. Counsel for the firm sought corroboration of their claim that "Ipana and massage" is beneficial to the gums. Thursday's proceedings ended that part of the hearing to be held in New York.

STANDARD OIL TO USE RADIO FOR CAMPAIGN

Radio promotion will play a major part in Standard Oil's extensive summer advertising campaign designed to point up scenic wonders throughout 15 midwest states.

Radio campaign will include announcements on 28 newscasts and sports programs sponsored by the company over approximately 22 stations. Announcements will vary from one to three times a day and from one to six days a week.

Featured in announcements will be North Dakota's Needle, Colorado's Rocky Mountains, Wyoming's Yellowstone Falls, Montana's Glacier National Park and other scenic wonders including those throughout Illinois, Michigan, Minnesota and Iowa.

NETWORK BOXSCORE

<table>
<thead>
<tr>
<th>SPONSOR</th>
<th>PROGRAM</th>
<th>NETWORK</th>
<th>TIME</th>
<th>AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADF</td>
<td>Best Things in Life</td>
<td>ABC</td>
<td>M-F, 3:45-4 p.m.</td>
<td>Furman, Feiner &amp; Co.</td>
</tr>
<tr>
<td>ADF</td>
<td>Life</td>
<td>ABC</td>
<td>Mon., 6:30-7 p.m.</td>
<td>Furman, Feiner &amp; Co.</td>
</tr>
<tr>
<td>ADF</td>
<td>Life</td>
<td>MBS</td>
<td>Mon., 12:30-1 p.m.</td>
<td>Furman, Feiner &amp; Co.</td>
</tr>
<tr>
<td>ADF</td>
<td>Life</td>
<td>ABC</td>
<td>Tues., 8:15-9:30 p.m.</td>
<td>Furman, Feiner &amp; Co.</td>
</tr>
</tbody>
</table>

May Additions

- America's Future Sam Pettingill ABC Sun., 3-45 p.m. Scholz & Tullman Broadcasting
- Bible Inst. of Bible Inst. L. A. MBS Sun., 11-11:30 p.m. Advertising Co.
- Berry Morse Reed Garden Gate Co. CBS Sat., 10:15-10:30 p.m. Mahonan, John & Adams
- General Mills Jack Armstrong ABC Sun., 5:30-5:45 p.m. Knox Reeves
- Hastings, Mfg. of Indian Cr. A. MBS Sat., 8:30-9 p.m. Keeling & Co.
- Banjo Co., A. M. Co. ABC Sat., 10-10:15 p.m. St. George & Hayes
- Petri Wine Co. Gregory House ABC Mon., 8:30-9 p.m. Young & Rubicam

May Deletions


May One-Timers

- Musical Digest Spring Festival of Music replaced Sunday Evening Hour
- Magazine: Sunday Evening Program

(As announced in Broadcasting for the month of May)

Stay Order Against WCPS Obtained by WJR Detroit

A STAY ORDER to stop WCPS Tarboro, N. C.'s daytime operation on WJR Detroit's clear channel was issued by the U. S. Court of Appeals for the District of Columbia last week but its effectiveness was later postponed seven days to June 3.

It was the first stay order directed against an operating station in the clears fight against an FCC licensing of daytime outlets on their frequencies, but WCPS will not go off the air for at least 30 days.

With the Court's postponement of effectiveness of the order, WCPS sought and secured FCC permission to switch from 760 kc, on which WJR is dominant station, to 570 kc, under a 30-day special temporary authorization. WCPS operates with 1 kw.

(Continued on page 86)

LAVOR COMMITTEE MUST SUBPOENA FOR PROBE


Rep. Nixon voiced Congressional concern over Petullo's practices, claiming he is trying to learn if they are retarding progress of FM and television. He said radio and film witnesses will be called to Washington to testify at the hearings.

"Best indication of the power that Petullo holds is that people we have talked to in various fields have indicated they would run too great a risk if they spoke publicly," Rep. Nixon said. "They realize he would use the power he has to close them up and destroy or ruin their business. The same is true of some members of his union who do not agree with his practices. Therefore, it will be necessary for us to subpoena some of them to Washington for testimony and we have obtained information in confidence which will be used to question Petullo when he is called before the committee after his present Supreme Court appeal is decided."

"Petullo will be asked why he does not permit live music on television or FM programs. It is a question of whether he is delaying the progress of television and its use. Therefore, it will be necessary for us to subpoena some of them to Washington for testimony and we have obtained information in confidence which will be used to question Petullo when he is called before the committee after his present Supreme Court appeal is decided."

"Petullo will be asked why he does not permit live music on television or FM programs. It is a question of whether he is delaying the progress of television and its use. Therefore, it will be necessary for us to subpoena some of them to Washington for testimony and we have obtained information in confidence which will be used to question Petullo when he is called before the committee after his present Supreme Court appeal is decided."


Bailey Made Division Head by General Foods

G. O. BAILEY, formerly in charge of production of the Birdseye-Snider Division of the General Foods Corp., New York, has been appointed general manager of that division, succeeding R. C. Obeney, who has been promoted to vice president of the corporation. Mr. Bailey was with the New York Canners, Inc., Rochester, from 1920 to 1923, with the T. A. Snider Preserve Co., Rochester from 1923 to 1926 and thereafter with the Snider Packing Corp., becoming vice president in charge of production in 1934. When Snider became a unit of General Foods, Mr. Bailey continued as head of production.

SINATA REPLACEMENT

SUMMER replacement for Frank Sinatra Show sponsored by F. Lorillard Co., (Old Golds), will be Bing Crosby and Johnny Mathis, during alternate weeks. Benny Goodman and June Christy will also be heard. June will be "Rhapsody in Blue" featuring Lucky Jackson and Clark Young. Another alternate week, Lenner and Mitchell, New York, is the agency.
Wilkinson Sees Quick Upsurge in FM

Cincinnati Session Hears Prospects For Medium

A "MINOR recession" should not unduly delay FM development, Vernon L. Wilkinson, Assistant General Counsel of the FCC in charge of broadcasting, told an organization meeting of midwestern FM broadcasters last Wednesday in Cincinnati.

Predicting a prompt upsurge in FM, Mr. Wilkinson, principal speaker at the Region 2 meeting of FM Assn. at the Gibson Hotel, said the FCC estimate of last January that 700 FM stations would be on the air by the end of the year is approaching fruition. Of 851 FM grants of various kinds, he said, 223 are actually on the air; 339 have construction permits which will be subject to forfeiture if construction has not been completed during the present calendar year or if extensions have not been obtained on a showing of satisfactory efforts to that end; and 229 have conditional grants.

Others to Join Ranks

Analyzing the FM statistics further, Mr. Wilkinson said that of the 851 authorized FM stations, 75% are AM licensees and the remaining 213 are newcomers. Thus, he explained, nearly 1,100 AM licensees or permittees have not applied for FM and can be expected to "swell the ranks." He cited as problems confronting FM applicants, receivers in the hands of the public; and the program situation occasioned by the Petrillo ban.

He predicted this situation could be solved whichever way the Supreme Court decides the pending

At Head Table as FM Assn. organization meeting for Region 2 (Ohio, Ind., Ky., W. Va.) got underway last Wednesday were (l to r): Roy Hofheinz, FMA president; Paul Wagner, manager, WCSI Columbus, Ind., co-chairman; Everett L. Dillard, president, KOZY Kansas City and WASH Washington, D. C.; Ted Leitzeil, Zenith Radio Corp.; E. J. Hodel, WCFC Beckley, W. Va.; C. M. Jansky Jr., consulting radio engineer; Bill Bailey, FMA executive director.

Lea Act litigation which decision he felt would be forthcoming next month. Solution could do much "toward improving FM programming and the development of FM networks," he said.

Barring an economic tarsips like 1929, Mr. Wilkinson said FM should suffer no serious injury if a "recession" occurs. Many of the strongest FM proponents, he pointed out, are AM broadcasters with daytime only or with local AM assignments. With uniform coverage day and night for FM to 40 or 50 miles, he said, such stations will cover greater areas than many regional and clear-channel stations in the upper part of the standard band.

If they are to weather the severe competition inevitable in the AM field in event of a depression, he said, "they must rely in part on their wider FM coverage and see that the public has FM sets." Manufacturers, he felt, would likewise plug FM with the AM market nearing saturation.

Mr. Wilkinson echoed FCC Chairman Denny in predicting FM will become the "more common type of radio broadcasting within the next decade," and praised FMA for its "energetic and intelligent cooperation."

With approximately 150 broadcasters present, plans for permanent organization of FMA Region 2 were set in motion at the Cincinnati meeting. States in the region are Indiana, Ohio, West Virginia and Kentucky.

Taft Elected

David G. Taft, manager of WCTS, FM affiliate of WKRC Cincinnati, was elected permanent chairman. Poster Fudge, of Crawford County, was re-elected as FM construction permit holder, was elected vice chairman for Indiana; Robert F. Wolfe, manager of WFRM-FM Fremont, O., vice chairman for Ohio; E. J. Hodel, WCFC Beckley, W. Va., vice chairman, West Virginia; and Paul E. Wayne, WCSI Columbus, Ind., secretary of the district. A Kentucky vice chairman was not named.

Roy Hofheinz, FMA president, urged production of low-cost receivers to hasten FM's emergence, and while enthusiastic about stepping up receiver production, declared that FM's greatest need is a "profusion" of low-cost receivers in all markets. He warned against glowing reports (Continued on page 87)

NAB District 3 Hears Proposals, Reelects Its Director

By J. FRANK BEATTY

INDUSTRYWIDE steps to strengthen the position of broadcasting in the media field were laid before NAB District 3 members (Pa., Md., Del.) at the district's annual meeting May 26-27 at the Lord Baltimore Hotel, Baltimore.

The district did not participate in the area meeting plan. Final meeting of the winter-spring series, last before the "fla circus" is shifted to an American Airlines open today (Monday) at the Somerset Hotel, Boston, where District 1 delegates (New England) are convening.

District 3 closed its meeting last Tuesday by unanimously reelecting George D. Coleman, WGBI Scranton, for a second two-year term as district director.

The district was the first to act on BMB since the NAB board went on record a few weeks before the second survey to 1949, and with a permanent operating basis to be set up for the audience measurement project. It approved the board's action, and passed a resolution directing that a copy of the district's stand be sent to the BMB board as well as to the association's own board.

Pending proposals to enhance the value of the first BMB study through new techniques in utilization of data were outlined at the Tuesday afternoon meeting by Kenneth H. Baker, NAB Director of Research. Dr. Baker said the new techniques will provide a

method of determining how often people listen to stations.

He also announced that the BMB Technical Committee was to consider revision of data for the second survey, with average daily audience as one of the improvements (Closed Circuits, May 19).

Director in explaining that 710 stations had participated in the first survey, said the board was unanimously in favor of another survey but desired deferment to 1949 to permit refinement of techniques.

Hugh Feltis, BMB president, said broadcasting now has the most complete set of facts boasted by any advertising medium.

Linnea Nelson, speaking at the final session as chief timebuyer of J. Walter Thompson Co. and member of the BMB board, told how timebuyers data are used in planning campaigns, in analyzing present radio schedules, and in showing the advertiser he is getting his money's worth.

New material gleaned from an analysis of the Joskes of Texas radio retail clinic soon will be ready. Frank E. Pellegrin, NAB Director of Broadcast Advertising, disclosed at the Tuesday morning session. Presiding was J. Robert Gillick, WGAL Lancaster, Pa., dis-
Plan Fast Vote on NAB

Referendum Machinery Speeded to Attain July 1 Count

NATIONAL networks will become associate members of NAB by midsummer, should the membership approve a by-laws change proposed by the board at its May 21-22 meeting [.Broadcasting, May 29]. Speedup procedure to bring about the change as soon as possible has been adopted by NAB headquarters, with hope expressed that final figures on the vote may be known by July 1.

Material to be used in conducting the referendum has been sent to Ernst & Ernst, auditing firm which will take complete charge of the balloting. Speed of the balloting will depend on the time needed by the auditing company to handle mechanics of mailing and tabulating ballots as well as the speed with which members return their ballots.

While no formal figure on the rate networks will pay has been set by the board, which has sole authority over rates, under terms of the original proposal they will be assessed $8,000 each per year. ABC will join when action has been completed on the network bylaw provision. Previously NBC and CBS have paid about $30,000 each to NAB, with MBS paying under $10,000, leaving a net loss to the association of less than $50,000.

Extensive revisions will be made in the by-laws as a result of action taken by the board but these will be submitted to referendum after the network matter has been handled. The NAB Legal Dept. is drafting the specific wording of the proposal which has eight votes in a considerable time because the department is also studying the White bill to revise the FCC statute along with copyright and other matters.

Composition of the NAB board may be materially altered under proposals to be submitted to referendum. The majority proposal would give FM, television and facsimile members a board of directors-at-large, with each electing its own directors instead of the entire membership.

Alternative proposals covering board membership have been drafted and will be included in referendum proposals when finally drafted.

NAB clamped tight censorship around proposals by-law drafts despite the fact that they are a matter of record, with details of drafting in the hands of the Legal Dept. All requests for information were parried with the promise that they would be made available when the lawyers have finished.

Confusion over board actions on the proposed movie Magic in the Air followed the board meeting. A broadcasters committee which had been studying plans of Jerold Brittain, owner of $1,500,000 Class A picture, was discharged at its own request. A new committee is to be named consisting of the same members plus the presidents of the four major networks.

On the first committee were W. B. Ryan, KFWB Los Angeles, chairman; Harry Maizlish, KFWB Hollywood; the four West Coast network vice presidents. They have been invited to sit on the enlarged committee.

Among other actions the board approved appointment of four members to the AFRA-Industry Committee but tied up the committee with strict instructions. These relate to NAB's need to follow all NAB labor policies, including unalterable opposition to the secondary boycott. They must operate within any code provisions adopted this year and no reports of committee studies shall be binding on NAB.

The board laid down general labor principles for broadcast industry labor negotiations. These provide means of providing labor negotiations information for NAB employ-employer officials; permit call of the Employer-Employer committee when significant developments pend; provide that the committee pass on to the board, through the president, facts of progress of negotiations which will be helpful to the industry.

Net Status

OIR Asks Acceptance Of Its Proposals At Sessions

POLITICAL SHORTWAVE contest was foreshadowed at Atlantic City last week when the Organization International Radio Diffusion (OIR) asked the International Radio Conference to accept its proposals for consideration.

Last year OIR on two previous occasions had sought acceptance of its proposals that it be made the international authority on all high frequency matters. But the United States Great Britain Russia and French opposition killed the suggestion in conferences at Moscow and Paris. The U. S. argument was that no regional organization should be expanded to a world-wide status. The British made it clear that they could not participate in an organization apparently dominated by Russia which has eight votes in the OIR assembly—more than any other country. The British, therefore, have not joined OIR.

The French opposition resulted in the decision to hold a World High Frequency Conference—the first of its kind—at Atlantic City later this summer. The HF Conference presumably will establish a world HF organization to take the place of the organization suggested by OIR.

Suggested Action

Although the OIR did not repeat its Moscow and Paris claims, its proposals suggested that it be held as a "preliminary" conference on matters pertaining to European broadcasting, and later be accepted as a sort of European adjunct to a proposed permanent International Telecommunication organization.

Other political complications were promised by the presence at Atlantic City of the Union International Radio-Diffusion—predecessor of OIR. OIR remained in existence after the war in spite of the fact that OIR was specifically created to take its place because the parent organization was thought to have been Nazial-controlled during the war, and this proviso is still usable as the regional broadcasting authority.

OIR continues to exist, however, and its members is Spain, to date denied a seat at the International Radio Conference. But as long as UIR has a seat, Spain is, in effect, represented.

Uniform Time Law

Hope Is Dimming

O'Hara Says Committee Too Busy at Present

HOPES DISAPPEARED last week for any consideration this year by Congress of proposals for a uniform time law.

Rep. Joseph P. O'Hara (R. Minn.) told Broadcasting that the Interstate & Foreign Commerce Committee to which his bill for uniform time has been referred is "too tied up with other things to get around to this problem now."

Mr. O'Hara's measure was introduced last March and brought what he called "a drizzle" of support from broadcasters and others adversely affected by changes to daylight saving time.

His measure provides that the standard time of each zone be continued in effect throughout the year if so desired by state commerce. The bill also provides a fine of $100 for any violations.

Mr. O'Hara said that in spite of the fact the Interstate Commerce Committee has finally been divided into subcommittees to expedite its work, there is such a tremendous backlog of urgent work that only high priority items can be assigned to it for the remainder of this session.

He held out hope, however, that Congress may be able to take up the problems of broadcasters and others whose business depends on close time schedules early next year. He pointed out that his bill (H.R. 2740) will still be on the books when the Congress reconvenes next winter.

Shortwave Difficulty Foreseen at IRC

3 of Army's Network Shows to Change Time

TRENDs in FM programming will be reviewed by FM Assn. at a meeting of the FMA-RMA Liaison Committee, scheduled to be held June 29 at the Statler Hotel, Washington. The meeting originally had been scheduled June 3. It will be the second gathering of the committee representing the two associations.

Some stations have requested permission to transmit certain shows at times other than their normal times, but the committee has not as yet as approved a proposal to be made by WGBH and WGBY.

Another proposed change is the scheduling of certain shows at times other than their normal times, but the committee has not as yet as approved a proposal to be made by WGBH and WGBY.

The committee is expected to consider other proposals at its meeting.

Shortwave Difficulty Foreseen at IRC

MBS has purchased "Scarlet Queen" as a summer serial scheduled to start last week in June from Hollywood. Owned by E. A. Poe and L. C. Rosenberg, adventure series will feature Elliott Lewis. Jim Burton will produce. Bob Baldwin and Bill Dowd are writers.
Section 3
Sec. 3. Section 3 of such Act is further amended by adding after paragraph (bb) the following paragraph: "(cc) The term 'license', for construction' means any Division authorized by this Act to grant licenses for construction and radio transmission of energy, or communications, or signals by radio, whether or not the holder thereof is a natural person.

Sec. 4. Sec. 4 of such Act is amended by adding after subsection (a) the following subsection: "(b) The term 'broadcast station', or 'radio broadcast station' means a radio station equipped for the purpose of broadcasting to the public, whether or not the holder thereof is a natural person.

Sec. 5. Sec. 5 of such Act, as amended, is amended to read as follows:

"Chairman and Division of the Commission" Sec. 5. (a) Within thirty days after the enactment of this Act, and annually thereafter, the Commission shall appoint an officer to be the Chairman of the Commission for the ensuing year, and (2) The Chairman shall divide the Commission into two divisions of three members each, said divisions to be designated as Chairman into the Common Carrier Division and the Broadcast Division. Except as otherwise provided by this Act, any person so designated shall be a member of a Division designated by the Commission.

"Division by the Commission" Sec. 5. (b) The Broadcast Division shall have jurisdiction over all questions of substance and procedure arising under the provisions of this Act and the rules and regulations of the Commission which relate to radio communications intended to be received by the public, or the use or operation of apparatus for transmission of energy, or communications, or signals by radio, and the rules and regulations of the Commission shall apply to all such questions.

"Common Carrier Division" Sec. 5. (c) The Common Carrier Division shall have jurisdiction over all questions of substance and procedure arising under the provisions of this Act and the rules and regulations of the Commission which relate to radio communications intended to be received by the public, or the use or operation of apparatus for transmission of energy, or communications, or signals by radio, and the rules and regulations of the Commission shall apply to all such questions.

"Commissioner's duties" Sec. 6. The Chairman shall have and shall exercise all duties and responsibilities of the Commission and the Divisions thereof; over the assignment of bands of frequencies to the various radio services; over all matters concerning emergency radiocommunications, including the assignment of frequencies to the various radio services; over all signals and communications by or between radio stations; over the licensing of all radio operators; over the selection of officers and employed personnel of the Commission and the Divisions thereof; and generally, over all matters relative to the performance of the duties and responsibilities of the Commission and the Divisions thereof, which authority is not otherwise specifically conferred by the other provisions of this Act. In any case where the Chairman or any Division thereof, such questions shall be determined in the discretion of the Chairman or any Division thereof.

"Chairman of the Commission" Sec. 6. The Chairman of the Commission shall be the chief executive officer of the Commission. It shall be his duty to preside at all meetings and proceedings involving the Commission in all matters relating to legislation and administration, to sign all orders and acts of the Commission and any Division thereof, to determine questions of law or fact, and to organize its membership and staff responsible for the execution of the purposes of this Act and the rules and regulations of the Commission as may be promulgated thereunder; to coordinate the work of the Commission and the Divisions thereof; and generally, to manage and conduct the affairs of the Commission and the Divisions thereof.

"Board of Commissioners" Sec. 6. The Board of Commissioners, or its officers, or any Division thereof shall be bound by all orders and acts of the Commission or any Division thereof, and such questions shall be determined in the discretion of the Chairman or any Division thereof.

"Duties of the Board" Sec. 6. The Board of Commissioners, or any Division thereof, shall have and shall exercise all duties and responsibilities of the Commission and the Divisions thereof; over the assignment of bands of frequencies to the various radio services; over all matters concerning emergency radiocommunications, including the assignment of frequencies to the various radio services; over all signals and communications by or between radio stations; over the licensing of all radio operators; over the selection of officers and employed personnel of the Commission and the Divisions thereof; and generally, over all matters relative to the performance of the duties and responsibilities of the Commission and the Divisions thereof, which authority is not otherwise specifically conferred by the other provisions of this Act. In any case where the Board of Commissioners, or any Division thereof, such questions shall be determined in the discretion of the Board of Commissioners, or any Division thereof.

"Chairman of the Division" Sec. 6. The Chairman of the Division shall be the chief executive officer of the Division. It shall be his duty to preside at all meetings and proceedings involving the Division in all matters relating to legislation and administration, to sign all orders and acts of the Division, and such questions shall be determined in the discretion of the Chairman or any Division thereof.

"Duties of the Division" Sec. 6. The Division shall have and shall exercise all duties and responsibilities of the Commission and the Divisions thereof; over the assignment of bands of frequencies to the various radio services; over all matters concerning emergency radiocommunications, including the assignment of frequencies to the various radio services; over all signals and communications by or between radio stations; over the licensing of all radio operators; over the selection of officers and employed personnel of the Division and any Division thereof; and generally, over all matters relative to the performance of the duties and responsibilities of the Division and any Division thereof, which authority is not otherwise specifically conferred by the other provisions of this Act. In any case where the Division, or any Division thereof, such questions shall be determined in the discretion of the Division, or any Division thereof.

"Chairman of the Division" Sec. 6. The Chairman of the Division shall be the chief executive officer of the Division. It shall be his duty to preside at all meetings and proceedings involving the Division in all matters relating to legislation and administration, to sign all orders and acts of the Division, and such questions shall be determined in the discretion of the Chairman of the Division.

"Duties of the Division" Sec. 6. The Division shall have and shall exercise all duties and responsibilities of the Division and any Division thereof; over the assignment of bands of frequencies to the various radio services; over all matters concerning emergency radiocommunications, including the assignment of frequencies to the various radio services; over all signals and communications by or between radio stations; over the licensing of all radio operators; over the selection of officers and employed personnel of the Division and any Division thereof; and generally, over all matters relative to the performance of the duties and responsibilities of the Division and any Division thereof, which authority is not otherwise specifically conferred by the other provisions of this Act. In any case where the Division, or any Division thereof, such questions shall be determined in the discretion of the Division, or any Division thereof.
Attendance at CAB Annual Meeting May Set a Record

By JAMES MONTAGNES

ADVANCE registrations indicate that the 13th annual convention of Canadian Assn. of Broadcasters June 9-12, at Jasper Park Lodge, Jasper, Alberta, may be the biggest on record. At the end of May close to 200 members of the broadcasting industry in Canada and the United States had registered. Many broadcasters and advertising agency executives planned to bring wives and families to the Rocky Mountain playground.

Program of the convention will feature panel sessions on postwar selling, press relations, public relations, Bureau of Broadcast Measurement, radio research, BMI and FM, as well as business meetings. On the entertainment side is the CAB's annual golf tournament, to be held Wednesday afternoon, June 11, with Bill Spears, manager of CKRM Regina, in charge.

Travel arrangements for the convention include special rail-way cars on Canadian National Railways trains leaving Montreal and Toronto on June 5, reaching Jasper June 6, and special Trans-Canada Airlines planes from Toronto, Montreal and New York on afternoon of June 7 to reach Edmonton June 8 in time to connect with trains from Toronto and Montreal for Jasper.

Business sessions of convention will feature report on CAB presentation to Parliamentary Radio, discussions on possibilities of establishment of a national network, regional meetings for later this year, possible increased assessments, report on agreements pending with Pacific and Dominion Canadian Authors and Publishers Assn. of Canada (CAPAC), decision on next annual meeting (understood to be planned for Ottawa in April 1949), election of new board of directors, relations with music unions, and standardization of rate structure.

Preceding over convention will be the honorary president, Col. Keith Rogers, CF CY Charlottetown. Guest speaker at annual dinner will be Judge Justin Miller, NAB president.

Advance Registration
Jasper, Alta., June 9-12

A

B
Backhouse, W. H. and Mrs., CRY; Baird, Dorwin, CJOR; Balfour, A. J. and Mrs., CFOP; Beardall, J. and Mrs., CFPO; Black, Jack and Mrs., CJOB; Booth, J., Canadian Radio Year Book; Boumas, Yves, Stewart-Lovick Ltd.; Boyling, S., CHAB; Browne, J. W. B. and Mrs., CGOV; Brown, Mars Magrath, "Marketing"; Brown, M. T., CFFP; Burgoyne, H. B. and Mrs., CKY; Burgoyne, W. C. and Mrs., CKTB; Burgoyne, M. M., CKTB; Burton, Bob, BMI; Busc, R. J. and Mrs., CHAT.

C
Cairns, A. M., CFAC; Carter, C. L. and Mrs., FGON; Carson, H. R., All-Canada Radio Facilities, Calgary; Cavanagh, J., All-Canada Radio Facilities; Chandler, C. C. and party, CJOR; Chesley, C. H., Federal Electric Co.; Chenut, M. V., CIVI; Churchhill, John K., Broadcast Measurement Bureau; Clarke, Ian, CJFC; Cooke, D. E. and Mrs., Donald Coggin, Inc.; Cooke, J. K. and Mrs., CKAT; Cottenden, R. and Mr., CGK; Crook, G. A., Chess; Crook, J. S., Dancer-Fitzgerald-Sample.

D
Dawson, H. CAB; Dale, W. A., Walter American Broadcasting; Davison, Y. and Mrs., CFAC; Davidson, J. M., Northern Broadcasting; Davies, J. B., Canadian General Electric; Donaldson, B. W., Canadian General Electric; Downs, W. D. and Mrs., Walter, F. Down Ltd.; Du-Covny, Allen, Empire Broadcasting Corp.; Dougall, H. F., CKQP; Dragy, M. J., Press News; Dunton, A. D., CRC; Dubpold, J. A., CJAD; Dunlevy, Miss Mary, Pedlar and Ryan Inc.

E

F
Fecht, H. and Mrs., Broadcast Measurement Bureau; Fiehler, W. C., RCA Victor Co., Flint, H. H. and Mrs., CKSF; Follett, F. S., Broadcast Measurement Bureau; Ford, J. S. and Mrs., C. N. Telephone Co.; Freeman, Pat, CFA.

G
Goetz, G., CGK; Garand, A. L., CJQ; Gaynor, H. J., All-Canada Radio Facilities; George, Victor W., Whitehall Broadcasting; Gilpin, John J. and Mr., CJQ; Gold, W., WOW; Gisler, Mr., Northern Electric Co.; Gottfried, C. N., Telegraphs; Greene, Lome, Miss Mary, Pedlar and Ryan Inc.

H
Hawkins, L. S., Canadian Marconi Co.; Head, Adrian P. J., Walter Thompson Co.; Headley, L. D., RCA Victor Co.; Henry, G. S. and Mrs., CJQ; Herbert, (Continued on page 71)
WHO GIVES AFTER-DARK SERVICE TO 814,670 FAMILIES IN 526 COUNTIES, IN ARKANSAS, COLORADO, ILLINOIS, IOWA, KANSAS, MICHIGAN, MINNESOTA, MISSOURI, MONTANA, NEBRASKA, NEW MEXICO, NORTH DAKOTA, OKLAHOMA, SOUTH DAKOTA, TEXAS, UTAH, WISCONSIN, WYOMING.

WHO + for Iowa PLUS

DES MOINES 50,000 WATTS
FREE & PETERS, INC., National Representatives

BROADCASTING * Telecasting

June 2, 1947 • Page 23
Text of White Bill
(Continued from page 21)
by the Commission involving danger to life or property or due to damage to equipment, or (2) when the radio broadcast station is engaged in any political campaign, or (3) if, in the opinion of the Commission, the use of such station or facilities is required in the national interest, convenience, and necessity.

Section 12
Sec. 12. Section 309 of such Act, as amended, is amended to read as follows:

"Section 309. No application for a license to engage in telecommunications by wire or radio by a person holding an existing license to engage in such telecommunications shall be acted upon unless such application shall be accompanied by evidence that:

(a) The applicant has shown the Commission that the proposed service is necessary and required to meet the public interest, convenience, and necessity;

(b) Such applicant shall have been granted a license by the Commission for the operation of such radio broadcast station and that such license is valid and in full force and effect and in compliance with all provisions of the Act and regulations and orders thereunder and the Commission shall have jurisdiction over such station; and

(c) That the proposed service shall be in the public interest, convenience, and necessity, in the manner in which the Commission determines the public interest, convenience, and necessity.

Section 13
Sec. 13. Section 310 of such Act is amended to read as follows:

"Section 310. (a) No application for a license to engage in telecommunications by wire or radio by a person holding an existing license to engage in such telecommunications shall be acted upon unless such application shall be accompanied by evidence that:

(1) Such application contains such allegations as the Commission, in its discretion, deems necessary to determine the public interest, convenience, and necessity of such application;

(2) Such application shall contain such allegations as the Commission, in its discretion, deems necessary to determine the public interest, convenience, and necessity of such application.

Section 14
Sec. 14. Section 312 of such Act, as amended, is amended to read as follows:

"Section 312. No application for a license to engage in telecommunications by wire or radio by a person holding an existing license to engage in such telecommunications shall be acted upon unless such application shall be accompanied by evidence that:

(a) Such application contains such allegations as the Commission, in its discretion, deems necessary to determine the public interest, convenience, and necessity of such application;

(b) Such application shall contain such allegations as the Commission, in its discretion, deems necessary to determine the public interest, convenience, and necessity of such application.

Section 15
Sec. 15. Section 315 of such Act is amended to read as follows:

"Section 315. No application for a license to engage in telecommunications by wire or radio by a person holding an existing license to engage in such telecommunications shall be acted upon unless such application shall be accompanied by evidence that:

(a) The applicant has shown the Commission that the proposed service is necessary and required to meet the public interest, convenience, and necessity;

(b) Such applicant shall have been granted a license by the Commission for the operation of such radio broadcast station and that such license is valid and in full force and effect and in compliance with all provisions of the Act and regulations and orders thereunder and the Commission shall have jurisdiction over such station; and

(c) That the proposed service shall be in the public interest, convenience, and necessity, in the manner in which the Commission determines the public interest, convenience, and necessity.

(Continued on page 32)
Now it's 100 miles up!

If you read these W-I-T-H ads regularly, you may remember the one captioned “65 Miles Up.”

Sometime ago, scientists, placed a camera in a V-2 Rocket. The picture was snapped when the rocket reached the top of its flight and started back to earth. We thought that was a honey.

Now they tell us of one taken later. The same way, this time at 100 miles up. That’s it up there.

We don’t know whether the same group of scientists took both pictures or not. But the fact is, no matter what you do—what heights you reach—if you don’t stay in there working, competition will get ahead and beyond you in no time.

It’s especially true in radio. And smart radio time buyers know that W-I-T-H, Baltimore’s successful independent station, is the way to keep ahead of the competition here in the 6th largest city.

Put W-I-T-H on that next list. It delivers more listeners-per-dollar-spent.

WITH
AM and FM
Baltimore 3, Md.

Tom Tinsley, President  Represented Nationally by Headley-Reed
June 2, 1947  Page 25
NAVY TO DISTRIBUT
NEW RECRUITING SPOTS
AIR STATION officers of Rear
Admiral E. C. Ewen's Naval Air
Reserve Command will soon call
on 400 U. S. radio stations to offer
them transcribed recruiting spots.
Aimed at recruiting enlisted re-
serve personnel for 21 naval sta-
tions located around the country,
the spots feature Chicago network
announcers Tom Casey and Bob
Venable, the Honeydreamers, ABC
vocal combination, and the Mel
Henke Trio.
Campaign was produced by
Lieut. Comdr. Walt Kimmel,
USNR, assistant Public Informa-
tion Officer for the Naval Air
Reserve Command at Glenview, Ill.

“GOLDEN” SPIKE—well, really steel—for the base of the tower for
WPMO (FM) Jersey City is driven in by Ramon Sieminski, chairman
of the board. Harold E. Wondel, vice president, holds the spike
in place. At left are: A. Lewis King, vice president and general manager,
and Eugene E. Ford, secretary. Far right is Edmund Sieminski, treas-
urer. Tower is at 26 Journal Square, Jersey City. The station expects
to be broadcasting in the near future.

ABC ADDS 4 STATIONS
FOR TOTAL OF 255
ABC last week announced the
addition of seven new affiliates, now
under construction, bringing the
total number of ABC stations to
255.

Effective Oct. 1 WARC Roches-
ter, N. Y., operating with 1 kw
on 950 kc joins ABC as a mem-
ber of the network's basic group
of stations. Owned by WARC Inc.,
the station will be managed by S. W.
Townsend.

WLAM Lewiston-Auburn, Me.,
joins ABC on Sept. 1 as a member
of the northeast group. The Lewis-
ton-Auburn Broadcasting Corp.
owns the station which will oper-
ate with 5 kw on 1470 kc and will
be managed by Frank Hoy.

WNKO Raleigh, N. C., affiliates
with ABC's southeast group on
Nov. 1. The station will operate
with 5 kw on 850 kc under the
ownership of The News and Ob-
servation Publishing Co., and will
be managed by Dudley Tichenor.

On Aug. 1 WARK Hagerstown,
Md., joins ABC as a member of
the northeast group, operating
with 250 kw on 1490 kc. The sta-
tion is owned by the Antietam
Broadcasting Corp. and will be
managed by Stewart W. Phillips.

NBC to Help to Promote
United Nations Theme

NBC and the American Assn.
for the United Nations will jointly
promote United Nations week
from Sept. 14-20, according to
an announcement last year in
New York. More than 50 organiza-
tions allied with the AAUN will
cooperate in a program designed
to make the U. S. more United
Nations-conscious through a series
of programs by radio networks,
and in schools, churches and clubs.

The entire issue of This is the
NBC for the latter part of July
will be devoted to the United Na-
tions project. The UN theme will
be developed on several NBC shows
beginning with the University
of the Air series on May 24. United
Nations Week will open officially
with ceremonies in New York's

M. C. Aids Police
AID TO THE POLICE of
Lawrence, Mass., in trying
to locate relatives of 71-
year-old Joseph Ouellette,
who lay near death in a hos-

ingar as a result of auto ac-
cident injuries, was given by
Bob Moore, m. c. on WLAB
Lawrence's midnight record
show. One of Mr. Moore's
listeners phoned to give him
names and addresses of Mr.
Ouellette's next of kin. The
information was relayed
to the police, who then rushed
the relatives to the hospital.
SPEAKING OF A SPHERE OF INFLUENCE

That's a diplomat's term for an area where you can pretty well control what folks are thinking and doing. It is also a brief description of the region where five million listeners have come to know that what they hear over WSM is gospel. For 21 years, this station has practiced unswerving and unquestionable integrity. That's why WSM is the solo medium that can—that does deliver this market.

HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.
Governor of Washington Increases His Interest in Queen City Broadcasting

MON. C. WALLSTEN, Governor of Washington, has increased his stock interest in Queen City Broadcasting Co., licensee of KIRO Seattle and permittee of KDSh Boise, Idaho, from 5.2 to 14.2 percent. The increase comes through acquisition of 8.75 percent interest held by Fort Industry Co. It was reported to FCC last week in a petition for approval, without hearings, of Fort Industry's proposed $275,000 sale of WJBK and WJBK-FM Detroit and $272,500 sale of WHIZ Zanesville, Ohio.

The KIRO-KDSh transaction does not require Commission approval since it involves only a majority interest, and the sales price was not reported. Chief owners of Queen City are Saul Haas (53.3%) and Louis K. Lear (10.14%).

Fort Industry also said it would sell its interest in CKLW Windsor Detroit for 60 days after FCC approval of the WJBK and WHIZ transfers. The company owns 11.9% of the CKLW licensee, Western Ontario Broadcasting Co., and of Miss Hurst's Blue Star subsidiary, Essex Broadcasting, Detroit.

In its first petition the Fort Industry said the CKLW interest had been sold to unspecified interests. In a supplemental petition filed Tuesday, reporting the transfer of KIRO-KDSh stock, the company said the CKLW transaction had not yet been consummated.

Avoid Multiple Rule

The KIRO-KDSh transaction and the projected sale of Fort Industry's shares in CKLW were designed to avoid difficulties with FCC's multiple ownership and policy rules. In view of the company's present ownership of seven AM stations, the Commission deferred consideration of the application to buy WJBK until 1946. The application to sell WHIZ had been filed [Broadcasting, Jan. 6].

The proposed purchase of WJBK is from James F. Hopkins (45%), president and general manager, and Richard A. Cotrell Jr. (55%) automobile dealer and real estate owner [Broadcasting, Aug. 26]. The sale of WHIZ is to Orvil B. Clay, and Arthur S. Littick, owners of the Zanesville Times-Signal, and Earnest B. and Clarence A. Graham, attorneys [Broadcasting, Jan 27]. Each of the WJBK purchasers would have a 20% interest.

The petition for grant of the application without hearings, filed on behalf of both buyers and sellers, pointed out that the WJBK application was filed last October 10 and that, under terms of the agreement, the contract might be terminated by either party if FCC hasn't acted by June 20. To speed action, Fort Industry and Messrs Connell and Hopkins agreed to waive hearing on the WJBK application.

The petition was handled by Paul A. O'Bryan of the Washington law firm of Dow, Lohnes & Albertson.

CBC FINANCES LOW

REPORTS DR. FRIGON

CBC WILL have to modify completely its fundamental operations next year if no increased money is received from license fee collections is forthcoming, Dr. A. Frigon, CBC general manager, told the Parliamentary Committee at Ottawa last week. If circumstances such as "with increased costs of almost everything, no material increase in license fees," our commercial revenue relatively stabilized and with no guarantee that the cost of collecting license fees would be taken care of by the government," the 1947-48 budget was reduced to a minimum, with an expenditure of $295,000 before depreciation.

Normal operations would have brought the deficit to $400,000. "But unless Parliament authorizes us to raise the cost of collecting license fees, we will have to modify our fundamental operations completely for 1948-49, by revamping downward our present organization ... We must, therefore, again request that the license fee ($2.50 annually) paid by listeners, be remitted to us," etc.

In the preliminary financial statement for 1946-47, Dr. Frigon showed license fee collections of $3,910,000, commercial broadcasting revenue of $1,712,000, and miscellaneous revenue of $112,000, for a total of $5,892,000. Expenses totalled $5,878,000, of which programs accounted for $2,966,000, employment $1,212,000, wire line $965,000, administration $391,000, and loan interest $193,000.

Some 200,000,000 of the $3,910,000 went to the Radio Corporation of Canada for the $965,000, administration $391,000, and loan interest $193,000.

The license fee was up $175,000 from 1945-46, and commercial revenue was up $100,000 over the previous year.

Winner Gets Tray

"THE YANKEE NETWORK plate," a sterling silver tray, was presented to the winner of the Yankee Handicap, feature race for three-year-olds at Suffolk Downs, East Boston, on Saturday by James S. Powers, representing John Shepard III, chairman of the board, Yankee Network. An additional $25,000 was awarded the winner by the Racing Assn. of Suffolk Downs. Mr. Powers' presentation was recorded and played back on the night of the 15th anniversary edition of WNAC Boston's Around the Town.

FRANK KATZENSTEIN

WATK

MY CLUB

I am the proud owner of a small white cat handed me by Reggie Shuler, which says that I am a distinguished (non-resident) member of the New York Radio Executives Club.

My elevation all came about in this way. One day last fall, Bob Sweaney called me and invited me to lunch. Upon my acceptance, he told me to meet him at the Hotel Biltmore where I would be the guest of NYREC. As is my usual wont, I presented myself at the appointed place promptly, and after waiting around in an anteroom for about an hour with three or four other more or less bewildered gentlemen guests, we finally were ushered into the main hall and seated at various tables.

After enjoying a pretty fair lunch, we all settled back to hear the eminent Paul Hurst. Mr. Hurst called to me to make the address of the day, and she did. Promptly started telling us all about the ill of radio and how to run our business; while guiding our future business destiny, she alternated between lathes and day by day of programs and taking the hide off commercials. The principal theme of her speech was my mind, was that radio was "of morons, for morons, and for morons, period." Now, as any fool can plainly see, a most pleasant time was had by all.

Sweaney and his Board looked a little flushed at times, but they settled back and rode out the storm. Miss Hurst maintained that she was almost constructive criticism. She probably was, in her own mind, doing just that. It is believed some awful remarks have been made while Samarians were, constructively.

I note in Broadcasting that Justin Miller, NAB President, recently spoke to MY CLUB. He made the astounding statement that radio needs so Char. As a matter of fact, his subject was: "Does Radio Need a Clarion?" and he took the negative. I didn't see in the report that anybody took the affirmative. He said what we need is "constructive collaborative thinking." "What's that?" He said, "It means a sure self-discipline." What have we done so bad that we need to do penance? He asked that all of us remain calm in the face of what he believed to be " hysterical criticism." Who's doing all the criticizing? He said we should "care our own ill's." Whoever convinced Mr. Justin Miller that he is a master at self-discipline and how does he know what he are so ill? Who has put the finger on the ill of radio that knows anything about radio? I haven't heard any station owners running around criticizing themselves to any great extent.

I believe that the average station owner has his level best. Of course, he enjoys certain natural limitations of ability and intelligence. Presumably, the operators or owners of stations are of good character, at least the FCC thought they were when they granted them their licenses. Every station owner tries to improve his programs, keep his relations with the public up to snuff, does the amount of public service that's needed, and tries to make the station a part of the community.

There is only one part of Judge Miller's speech as reported that I agree with, and that is, that we don't need any radio Char. I, for one, will not delegate any authority to any Char to police my station; the FCC will do that. I see no such need as was the case with the R.F. Delahaye and the FCC will see me with that responsibility. I want to see the FCC give us any serious ill's, one of the main ones is that the stations owners are letting the so-called top brass of the radio world act and speak a little too much for us, especially in view of the fact that few of the so-called higher echelon powers know anything at all about running a commercial broadcast station.

We all recognize that the Fannie Hursts, the Justin Millers and the John Knights are eminent people who have achieved much in their own fields, but I have never felt that any of them having had the unique and brilliant experience of who was a radio puppy. Even the fellows who cut their eye teeth on this kind of teetling ring might know better what's wrong, if there be anything greatly out of kilter.

Perhaps MY CLUB would do well if they invited up as guest speakers one of the little folks of the radio world like the ones who are up the street in Koonoo, or Sylvania, or Birmingham or Cheyenne. Maybe they would be able to tell MY CLUB some of the good things about local broadcasting. Maybe MY CLUB should not confuse the so-called "huckster" part of radio with the radio that is an integral part of an area or community.

Maybe MY CLUB should confine itself to community singing and one grand project a year with their roast beef, green peas and mashed potatoes.

Over at WATK we don't think we have all the answers. We do believe, however, that the nearest answer can be found at the grass roots. We don't feel particularly ill over at WATK—unless growing pains can be said to be a disease. We don't need a Char. We're doing all right over at WATK. How's MY CLUB doing?
If you happen to be one of the 9,000 residents of Clearfield, Pa., chances are you know Bill Thomas, editor of the Clearfield Progress. Bill has made quite a name for himself in the field of "main street" journalism.

But you don't have to be in Clearfield to hear Bill's voice.

You can hear his radio program anywhere in the area reached by the 50,000 watt signal of KDKA, in Pittsburgh. And according to BMB, this area includes 194 counties at night, 116 counties while the sun shines.

"A Main Street Editor Looks at the News," Bill calls his program. It's on the air at 6:45 P.M. Saturdays and thousands listen. Dairymen, grocers, school teachers, doctors, coal miners, college presidents, architects, ministers... in Pittsburgh itself and the far-reaching, fast-growing areas that surround Pittsburgh... all have written in to say how much they enjoy Bill's impartial, stimulating news analysis.

A low-cost program with an established audience on one of America's great stations. Ask NBC Spot Sales.
Theatre Television Is Far Behind Home Video, Says Motion Picture Official

TELEVISION is far from here as a commercial entity in the theatre, according to John P. Livadary, chairman of Research Council television committee and Columbia Pictures Corp. technical sound director, in a confidential report to Motion Picture Assn.

Although Mr. Livadary did not formally release content of his report and formal release of motion picture group is two weeks off, a news leak resulted in disclosure of basic facts.

Basis for report included trips East by Mr. Livadary and informal conferences with high ranking engineers and executives of American Telephone and Telegraph Co., RCA, General Electric, representatives of the motion picture industry, members of Society of Motion Picture Engineers and various technicians of telecasting companies. He also witnessed RCA theatre television demonstration in Philadelphia May 1.

Among his conclusions “no definite market exists in theatre television as in home television because such a market must be developed on strength of the ability of theatre television to present entertainment in theatres in a profitable manner.” He further observes that “theatre equipment of a commercial quality for presentation of events of compelling interest may be available within two or three years.”

And finally, “no proof has yet been given that commercial theatre television could operate for profit or that it could adequately display types of entertainment requiring high technical perfection. By this I mean stage shows or motion picture films,” report states.

On color theatre television equipment, he says it is “fair on close-ups, mediocre on medium shots and poor to bad on long shots.” Continuing on, he reports “the light intensity of the projected picture is below par compared to motion picture films,” but he points out that black and white equipment is better by comparison.

At such time as commercial reality of theatre television, he prophesies “development of entertainment centers from which entertainment could be simultaneously telecast into theatres.”

In relation to sources of theatre television, he states possibility that its existence would “definitely introduce a new outlet for bringing into the theatre entertainment not originating from films normally displayed in the theatre.”

New GE Video Receiver With AM, FM Announced

PRODUCTION of a new General Electric video console receiver including AM and FM radio and a record changer, and priced at $750-$800 before installation, has been announced in New York. The television receiver has a ten-inch picture tube. Production began a fort-night ago, said Paul Chamberlain, sales manager of GE's Receiver Division, but the new receiver will not go on sale until late June.

Mr. Chamberlain said also that GE plans to produce in July a projection model receiver with a screen measuring 18 by 24 inches. It includes both AM and FM radio and a record changer.

Baker Replacement

SUMMER replacement for Kenny Baker Show on ABC, sponsored by Procter & Gamble (Ivory Snow, Crisco) through Compston Adv., New York, will be Welsummer Travelers, effective June 30 for 13-week program which will feature Tommy Bartlett as m.c. Format of show will bring visitors recruited from incoming trains.
They Are Shooting Cattle In Mexico!

The dread Foot and Mouth Disease recently broke out in Mexico. The Nation had good reason to be excited, the cowmen of the Southwest were greatly alarmed. Could the epidemic be stopped before it crossed the border? Were the exposed animals actually being slaughtered? That's the only known way to stop the spread.

Farmers and ranchers wanted the facts. They depended upon Layne Beaty, WBAP Farm Editor for them—just as they have for years.

Beaty and his engineer visited the mountains of Mexico, 260 miles from Mexico City, and returned with thrilling, dramatic, spool recordings, which told his thousands of listeners that they are shooting cattle in Mexico and burying them in lime.

Another scoop for WBAP and its Farm Editor.
TENNESSEE CONGRESSMAN, the Hon. Wirt Courtney, delivers weekly reports from Washington.

"OLD DIRT DOBBER", WLAC's gardening expert, broadcasts over CBS, Saturday mornings.

TENNESSEE'S GOVERNOR JIM McCORD receives first copy of WLAC's "...in the public interest..." brochure. Said the Governor... "To me, the significance of the story contained in this booklet is that your station is sufficiently alert to the welfare of our community to enable you to quickly comprehend the importance of those occurrences which are so closely related to our advancement."

STUDENT CHORAL GROUPS. City and county school children furnish entertaining and educational programs over WLAC. Regular singing programs have built a tremendous audience among students in the Nashville area.

YOUTH VIEWS THE NEWS. Each year WLAC holds "graduating exercises" for teenagers who complete a full 12-months' "course" of broadcasting on the station's "Youth Views the News Programs".
“IN THE PUBLIC INTEREST.” To record WLAC’s constant attention to those matters which are in the public interest, this station prepared a 24-page booklet which created a great deal of comment. Some of the stories and illustrations are shown on these two pages. Copy of this booklet will be sent on request.

THIS IS VOLUME 2, THE 1946 EDITION of “... in the public interest ...” In it are a score of public service features that have helped to build additional “editorial confidence” among WLAC listeners.

COMMUNITY CHEST “KICK OFF”. The opening meeting of the Community Chest Drive receives impetus from WLAC’S 50,000-watt coverage. Other civic drives and civic groups also receive cordial cooperation.

CONTROVERSIAL ISSUES ON OPEN FORUM. Teachers’ salaries, juvenile delinquency, labor-management relations and other timely topics have been subject of Thursday night’s “Let’s Think” forum over WLAC.

HELPS SETTLE TROUBLED WATERS. While some news agencies were “making the most” of Columbia, Tennessee’s so-called race riot, WLAC gave its listeners an unbiased report with a direct, exclusive broadcast by the mayor of Columbia.

ONE-MINUTE SPOT REUNITES FAMILY. “My little boy disappeared from home two hours ago! Will you please broadcast his description!” Fifteen minutes later the boy had been located, thanks to a WLAC one-minute announcement.

“MIDDLE TENNESSEE RADIO COUNCIL.” Each month, representatives of 25 or more leading Nashville women’s groups (religious, civic and educational) discuss programs and other broadcasting.
CLIPP NAMED DIRECTOR OF POOR RICHARD CLUB

POOR RICHARD CLUB, Philadelphia, one of the nation's foremost advertising clubs, this week announced the election of new officers, with Roger W. Clipp, general manager of WFIL Philadelphia, named a director.

The presidency went to Harry L. Hawkins of The Evening Bulletin. Mr. Hawkins, national advertising manager of the Bulletin, succeeds Benjamin F. James, president of the Franklin Printing Co.

Others elected were:

James J. D. Spillman, of the Benjamin Ephraim Co. agency; and Harold S. Lemo, Bell Telephone Co., vice president; A. C. Knuckles, Boyer Ice Cream Co., secretary; Robert P. Lukens, Ault and Wiborg Co., treasurer; and A. King Altkin, of Altkin and Kynett Co. agency. Roy J. McKee, of McKee and Albright Co. agency; and Charles H. Grakelow, city director of purchases and supplies, directors.

Paul White's 'News on The Air' Reviews

The Field for Newcomers and Beginners


PAUL WHITE'S new book, News on The Air, extolling the praises of radio news, citing its advantages over newspapers, and encouraging newcomers to the profession, is unique and pleasant reading, especially during the current epidemic of authors penning their professions.

Actually, according to the author, this is really two books in one. It's a textbook for beginners in what he terms "a young and dynamic profession" and it's a book for those who are already members of the trade. With his wealth of past experience, particularly as CBS director of public affairs, the author is in a position to write authoritatively from both aspects.

Comparing radio with press, Mr. White cites the advantages of each and explains the handicap under which radio must operate. First of all, says Mr. White, the printing of news is the primary function of a newspaper, but radio, "in the public interest, convenience and necessity," feels it must also put on drama, music, educational and religious programs.

Newspapers also have an advantage he says, when it comes to giving large groups of figures, such as stock tables, baseball box scores, detailed election results, racing charts, etc.

With a juicy sex or crime story, newspapers can go into more sor-

did detail, theoretically because they're consumed by an individual reader, while radio is a family pastime, according to Mr. White.

Strangely enough, the author predicts that television will be even more restrictive." Pointing to movies as an example, Mr. White says, "television faces a still more worrisome ogre than any industry-chosen 'ear.' The ogre is the FCC, which issues licenses and holds the threat of non-renewal over the head of every licensee. Let a television station become at all blatant in a sex drama or overly vigorous in its reconstruction of a crime, and letters of protest will flow to Washington in a tidal wave.

Radio's three principal advantages, on the other hand, are its honesty, immediacy and personalities, he says. The beliefs expressed in many newspapers' editorial columns, says the veteran newshound, are borne out by the news that, not too coincidentally, appears on Page One. Another practice, he notices, is writing news stories to justify headlines. In radio, on the other hand, nothing can be done to gain more circulation once a program is actually on the air. Since the program costs nothing for the listener, a good reputation rather than a flashy single product is apt to be radio's goal, according to Mr. White.

"Writing Down"

Advising newsmen how to write for radio, Mr. White says that radio critics who say there is too much "writing down" to the listener are wrong, for simplicity and clarity travel hand in hand. Of the time and work involved, the author claims a 10-minute news summary may need as much as four hours of work; a 15-minute program as much as six. In any case, he says, there is one truism worth remembering: "There never was a script that couldn't be improved by cutting."

In the matter of news judgment and good taste, the author says that in the main, an editor uses the stories he thinks will be the most interesting to the most people. Of course he is often influenced by his social conscience and by good taste, says Mr. White. As for commercial sponsors of news programs, he says, "Personally, I've never seen any valid reason for not permitting such sponsorship." A valid reason, he explains, would be (Continued on page 86)

Aids Cupid

THERE'S nothing in the radio law to prevent two licensed amateur stations being used to conduct a wedding ceremony between a couple separated by the Pacific, FCC last week informed an inquirer in Florida. The question concerned a soldier on Saipan and his financee in the U. S.

Kaltenborn-and-You

H.V. Kaltenborn is a name synonymous with authority in news interpretation. The veteran broadcaster's quarter-century on the air, his lectures, books and articles have brought him a devoted audience and high critical standing—have assured full recognition of his title, "Dean of American Commentators."

Seldom is any local advertiser able to identify his name...his product or service...with a personality of H.V. Kaltenborn's stature.

But Kaltenborn may be sponsored in many localities where NBC stations carry his program (Monday, Wednesday, Friday at 7:45 pm).

Kaltenborn Edits the News

— is an NBC Co-operative Program

America's No. 1 Network

the National Broadcasting Company

A service of Radio Corporation of America

When you want Kaltenborn to lend national prestige and impact to your local advertising, phone, write or wire NBC, New York, for details of how you can make an effective team.
IF IT'S BURIED TREASURE YOU WANT...
Use an old map on Cocos Island!

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

By every measurement, station WTIC, Hartford, dominates the prosperous Southern New England Market.
Text of White Bill
(Continued from page 24)

... to liability for damages or to penalty or forfeiture under this Act. In all cases arising under this section, the licensee shall have the right to demand and receive a complete statement of the facts upon which any penalty or forfeiture under this Act is based, and upon such demand the seeking of such statement of facts shall be made available, and the delinquency thereof from any material necessary to the determination thereof, and the said statement shall be filed with the Commission. If, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof, the delinquency thereof from any material necessary to the determination thereof is found to exist, the Commission shall make an order in that behalf, and the same shall be served upon the person or entity in default, and such order shall be subject to appeal; and (b) if, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found not to exist, the order shall be set aside, and such order may be set aside upon such order as is entered by the Commission. If, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found to exist, the Commission shall make an order in that behalf, and the same shall be served upon the person or entity in default, and such order shall be subject to appeal; and (b) if, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found not to exist, the order shall be set aside, and such order may be set aside upon such order as is entered by the Commission. If, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found to exist, the Commission shall make an order in that behalf, and the same shall be served upon the person or entity in default, and such order shall be subject to appeal; and (b) if, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found not to exist, the order shall be set aside, and such order may be set aside upon such order as is entered by the Commission. If, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found to exist, the Commission shall make an order in that behalf, and the same shall be served upon the person or entity in default, and such order shall be subject to appeal; and (b) if, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found not to exist, the order shall be set aside, and such order may be set aside upon such order as is entered by the Commission. If, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found to exist, the Commission shall make an order in that behalf, and the same shall be served upon the person or entity in default, and such order shall be subject to appeal; and (b) if, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found not to exist, the order shall be set aside, and such order may be set aside upon such order as is entered by the Commission. If, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found to exist, the Commission shall make an order in that behalf, and the same shall be served upon the person or entity in default, and such order shall be subject to appeal; and (b) if, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found not to exist, the order shall be set aside, and such order may be set aside upon such order as is entered by the Commission. If, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found to exist, the Commission shall make an order in that behalf, and the same shall be served upon the person or entity in default, and such order shall be subject to appeal; and (b) if, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found not to exist, the order shall be set aside, and such order may be set aside upon such order as is entered by the Commission. If, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found to exist, the Commission shall make an order in that behalf, and the same shall be served upon the person or entity in default, and such order shall be subject to appeal; and (b) if, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found not to exist, the order shall be set aside, and such order may be set aside upon such order as is entered by the Commission. If, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found to exist, the Commission shall make an order in that behalf, and the same shall be served upon the person or entity in default, and such order shall be subject to appeal; and (b) if, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found not to exist, the order shall be set aside, and such order may be set aside upon such order as is entered by the Commission. If, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found to exist, the Commission shall make an order in that behalf, and the same shall be served upon the person or entity in default, and such order shall be subject to appeal; and (b) if, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found not to exist, the order shall be set aside, and such order may be set aside upon such order as is entered by the Commission. If, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found to exist, the Commission shall make an order in that behalf, and the same shall be served upon the person or entity in default, and such order shall be subject to appeal; and (b) if, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found not to exist, the order shall be set aside, and such order may be set aside upon such order as is entered by the Commission. If, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found to exist, the Commission shall make an order in that behalf, and the same shall be served upon the person or entity in default, and such order shall be subject to appeal; and (b) if, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found not to exist, the order shall be set aside, and such order may be set aside upon such order as is entered by the Commission. If, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found to exist, the Commission shall make an order in that behalf, and the same shall be served upon the person or entity in default, and such order shall be subject to appeal; and (b) if, after a full and complete examination thereof the delinquency therefrom of any material necessary to the determination thereof is found not to exist, the order shall be set aside, and such order may be set aside upon such order as is entered by the Commission.
Want a bite, a slice, or a HUNK?

This is WDAY's 25th Anniversary Year, and we're passing out dividends! WDAY is the 6-to-1 favorite station in the famous Red River Valley (according to numerous listener-surveys) — so the dividends every advertiser gets are:

1. A bigger audience
2. That is more attentive
3. And more responsive.

You can take a bite, a slice, or a hunk, as you will. We've got a few choice availabilities in each category! Write us or ask Free & Peters.

FARGO, N.D. NBC . . 970 Kilocycles . . 5000 Watts

FREE & PETERS, INC.
Exclusive National Representatives
KMOX General Manager Wendell B. Campbell (second from l) shakes hands with Dr. Arthur H. Compton, chancellor of Washington U., St. Louis, and atomic research authority, upon completion of plans for two-year course in radio at the university. J. Soulard Johnson, KMOX public relations director (extreme r), will direct participation of station's Education Dept. in project, and Dean Willis H. Reals (second from r) will be in charge of instruction by KMOX personnel.

KMOX STAFFERS WILL BE COURSE INSTRUCTORS
KMOX STAFF MEMBERS will be the instructors in a two-year course in radio to be offered starting in fall at Washington U.'s University College, St. Louis. Classes will consist of one lecture and two laboratory periods each week, and the course will cover every phase of modern broadcasting except engineering, according to a joint announcement by Wendell B. Campbell, KMOX general manager, and Willis H. Reals, University College dean.

Juniors and seniors, particularly those with a foundation of freshman and sophomore courses in speech and journalism, will be eligible to take the course. A scholarship will be awarded annually by KMOX to the outstanding junior. It will cover tuition in the radio class for the senior year.

The laboratory phase of the instruction, to be conducted at KMOX, will include training in introductory and advanced radio writing designed to acquaint the student with markets and with the techniques of writing sustaining and commercial copy, dialogue, dramatic productions, and music programs. Lectures will cover the various operating departments of radio stations.

6 Station Transfers Get FCC Approval
Three of Six Authorized Involve Total of Nearly $100,000
THREE station transfers involving nearly $100,000 combined considerations have been approved by FCC. Three other no-money transfers also were granted.

WFIG Sunter, S. C., was given consent to transfer 80 shares (80%) from President J. Samuel Brody (55 of 59 shares), Vice President T. Douglass Youngblood (all five shares) and Ruth B. Brody (all 20 shares) for $57,062 to group of 18 local business and professional men. WFIG is assigned 1340 kc, 250 w.

FCC consented to acquisition of affirmative control by Sam E. Avey over Public Radio Corp., operator of KACK and KACK-FM Tulsa, Okla., through purchase of 125 shares (25%) for $12,500 from Ethel B. and Robert W. Kellough. KACK is assigned 1 kw day on 1570 kc; KACK-FM 94.9 me.

WFIG Medford, Wis., was authorized assignment from George F. Meyer to Dairyland's Broadcasting Service Inc. for $30,000. Mr. Meyer is secretary and 20% owner of Dairyland and other radio interests. Mr. Meyer will continue to manage WFIG, which operates on 1490 kc with 250 w.


KZIE Brainerd, Minn., from present partnership to new corporation owned by same parties.

WDRC and WDRC-FM Hartford, Conn., from WDRC Inc. to The Connecticut Broadcasting Co., parent corporation of WDRC Inc. No change in ownership.

UN Information Freedom Meet Set for Spring '48
THE UNITED NATIONS Sub-commission on Freedom of Information and of Press has voted to hold the World Conference on Freedom of Information in Europe during March or April of 1948. A final decision on the date was postponed pending approval of the secretariat. The conference site was not designated.

Work done at the conference will be summarized at a later session of the sub-commission, when recommendations will be made to the Human Rights Commission and Economic and Social Council in time for action by the General Assembly during its 1948 session. The 12-man sub-commission includes three members who have radio background as well as journalistic experience.

LOUISVILLE'S WAVE

5000 WATTS - 970 KC

NBC AFFILIATE
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

Page 38 • June 2, 1947

KMOX

WILD DOG (Ky.)!

Yes Sir, Wild Dog is a real Kentucky town, and so is Airedale, Biscuit and Quail. But WAVE ain't slathering to get its teeth into any of them, and we guess you know the reason why! WAVE has its powerful canines (and jaw teeth, too) sunk into the Louisville Trading Area — and that small area offers more sales than all the rest of Kentucky combined. ... In Kentucky, you can buy the productive area or you can buy "all outdoors". But, we don't hear The Call of the Wild (Dog)!
You bet your life KSFO is "ballyhoed!" Call it promotion or showmanship if you will, but by any name it's Paying Off in fine fat dividends of Extra listeners for KSFO advertisers.

Yes sir, there is hardly a person in this great twin metropolitan area of San Francisco-Oakland who doesn't know all about KSFO music and mood programming...because KSFO ballyhoo tells him through billboards, window displays, newspaper and magazine ads, movie trailers and direct mail. And these people tune to KSFO's 560 as naturally as they reach in their own pockets.

And how is all this ballyhoo paying off? Here are the figures: 3 out of 4 Bay Area families reported through an impartial survey of 4,000 Bay Area radio homes, they remember and prefer KSFO programs to any other Bay Area independent station.
Whenever you have a broadcast equipment problem

Ask GENERAL ELECTRIC

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

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

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

GENERAL ELECTRIC IS AS NEAR AS YOUR TELEPHONE

ATLANTA 3, GA. 187 Spring Street, N. W. Walnut 9767
BOSTON 1, MASS. 140 Federal Street Hubbard 1800
CHICAGO 34, ILL. 1122 Merchandise Mart Whitehall 2915
CINCINNATI 2, OHIO 215 West Third St. Parkway 3431
CLEVELAND 4, OHIO 4666 Woodland Avenue Euclid 4464
DALLAS 2, TEX. 1801 North Lamar Street Riverside 9121
DENVER 2, COLO. 610-37th Street Keystone 7171
KANSAS CITY 6, MO. 106 West 14th Street Victor 9745
LOS ANGELES 34, CAL. 212 No. Vignes Street Madron 7381
MINNEAPOLIS 2, MINN. 12 Sack Street Main 2341
NEW YORK 22, N. Y. 370 Lexington Avenue Wickersham 2-1311
PHILADELPHIA 3, PA. 1403 Locust Street Penncross 3-2000
SAN FRANCISCO 4, CAL. 1122 Merchandise Mort 1-8000
SCHENECTADY, N. Y. Building 207-Room 3-3213
SEATTLE 4, WASH. 710 Second Avenue Main 7100
SYRACUSE 1, N. Y. Syracuse 4-4411

Page 40 • June 2, 1947
TOPS in performance, trim in appearance and featuring instant accessibility, General Electric broadcast equipment is being specified by progressive broadcasters everywhere. More FM transmitters have been shipped by General Electric than by any other manufacturer.

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

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

Here is the 250-watt General Electric FM transmitter in operation—doing a job. It will do the same for you. When you plan to build or modernize, specify G.E.
Revise Canada Radio Law, CAB Asks

Subsidized Competition And Power of CBC Blasted

COMPLETE OVERHAUL of Canadian radio legislation, establishment of an independent regulatory body responsible directly to Parliament and correction of present "subsidized competition" will be among recommendations made by Canadian Assn. of Broadcasters to the Parliamentary Radio Committee at Ottawa June 3.

Joseph Sedgwick, Toronto, C A B counsel, will tell the committee that the CAB represents 89 independently-owned C a n a d i a n broadcasting stations (there are 103 privately-owned stations in Canada). He points out that not only do these stations pay taxes, but also an annual license fee, which goes to their competitor and administrator of the Canadian Radio Act, the Canadian Broadcasting Corp.

The private stations, the committee will be told, spend $5,000,000 annually on salaries of some 2,500 people. In addition, private stations spend another $2,000,000 annually on artists and talent, and volume of their programs is many times greater than that of the government's system and commands large audiences, Mr. Sedgwick points out. Revenue is obtained solely from advertisers.

A detailed analysis of present radio legislation as it affects stations and future developments, including FM, television and facsimile, will be presented to the committee. It is pointed out that the CBC board of governors and general manager are appointed by the governor-in-council, the executive branch of the government, and that CBC under present legislation has full control of every broadcasting activity and power of life and death over stations while at the same time it is a subsidized competitor, with subsidy coming from government-collected listener license fees.

"Undemocratic Situation"

"We have come to ask you to correct an undemocratic situation," the CAB brief states, "that is capable of working an injustice on the Canadian people as a whole, as well as on the entire radio business. When you see the facts, and get a chance to assess their possible consequences, you will see the necessity for overhaul of radio legislation in Canada to provide for: (1) an independent regula-

KMLB has more listeners than all other stations combined in Northeastern Louisiana

For the third straight year, authenticated listening surveys conclusively prove that KMLB has more listeners in Monroe and Northeastern Louisiana THAN ALL OTHER STATIONS COMBINED!

Reach this $103,629,000 annual buying power with KMLB—the only radio facility clearly heard in this area!

REPRESENTED BY

TAYLOR-HOWE-SNOWDEN Radio Sales

AFFILIATED WITH AMERICAN BROADCASTING CO., INC.

J. C. LINER, JR., Mgr.

5,277th Performance

K F N F SHENANDOAH, Iowa's Grab Bag Show was presented for the 5,277th time 11:30 p.m. on May 19.

KFNF, according to its manager, Frank Stubbs, believes the show is the oldest independently produced six-weekly live afternoon variety program on the air. Fourteen K F N F staff members participated in the 5,277th presentation. Show is sponsored on 52-week basis by Raven Sales Co., Council Bluffs, Iowa, manufacturers of Raven feeds.

Survey Cited

The Parliamentary Committee will be given facts on public attitude surveys made by Elliott-Haynes Research Institute, Toronto, which showed increasing public opinion in favor of private ownership of broadcasting in a steady swing to the right and away from government operation of business. Growing interest in civil rights and liberties also is shown.

A letter to the London Times by Sir F. W. Ogilvie director-general of the British Broadcasting Corp. 1938-42, emphasizing the disadvantages of monopoly control in broadcasting will be read to the committee. It points out that "freedom is choice, and monopoly of broadcasting is inevitably the negation of freedom, no matter how efficiently it is run, or how wise and kindly the boards or committees in charge of it."

The CAB brief states that at present "there is no legal right of freedom of speech on the air in Canada. Any government-of-the-day could constitutionally, legally and easily, prevent expression by radio of any opinion other than its own. The situation has arisen simply because such legislation was passed at various times, and frequently without awareness of what radio would grow into. No government has so far attempted

(Continued on page 58)
Facts on radio listening in the Intermountain West

### In the Intermountain West BMB does not mean listeners—as these statistics show

<table>
<thead>
<tr>
<th>CITY</th>
<th>BMB</th>
<th>Hooper*</th>
<th>CITY</th>
<th>IMN</th>
<th>Hooper*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Daytime</td>
<td>Nighttime</td>
<td></td>
<td>Daytime</td>
<td>Nighttime</td>
</tr>
<tr>
<td>Price, Utah</td>
<td>70%</td>
<td>8.5%</td>
<td>Billings, Montana</td>
<td>44%</td>
<td>Breakdown not available. All outside stations get 3.5%</td>
</tr>
<tr>
<td>Rock Springs, Wyoming</td>
<td>64%</td>
<td>5.4%</td>
<td>Casper, Wyoming</td>
<td>58%</td>
<td>Breakdown not available. All outside stations get 3.0%</td>
</tr>
<tr>
<td>Twin Falls, Idaho</td>
<td>69%</td>
<td>3.3%</td>
<td>Idaho Falls, Idaho</td>
<td>74%</td>
<td>8.2%</td>
</tr>
<tr>
<td>Idaho Falls, Idaho</td>
<td>65%</td>
<td>5.3%</td>
<td>Nampa-Caldwell, Idaho</td>
<td>70%</td>
<td>83%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>65%</td>
<td>15.5%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note that a high BMB does not necessarily indicate a high Hooper!

This is only part of the Intermountain story. Ask Avery-Knodel for details.

---

### The New Intermountain Network

Concentrated Coverage where the people live

**AVERY-KNODEL — National Representatives**

<table>
<thead>
<tr>
<th>New York</th>
<th>Chicago</th>
<th>Los Angeles</th>
<th>San Francisco</th>
<th>Atlanta</th>
</tr>
</thead>
</table>

**Broadcasting • Telecasting**

June 2, 1947 • Page 43
DRIVING PILES for foundation of new towers and transmitter building of KFXM San Bernardino recently are community officials and station executives. Gathered (1 to r): E. W. Lee, station co-owner; James E. Bonningham, mayor; Jack H. Morgan, chairman of city council; and Robert C. Johnson, treasurer board of supervisors; J. C. Lee, station co-owner; George W. Ewing, chief engineer of KFXM.

Honesty Key to Advertising Success, Says Sarazan; Golden Age Dawning


THE COVER of Bert Sarazan's new book "Debates in Advertising" depicts four undernourished Paul Webb mountaineers heaving tomatoes and taking pot shots with a rifle at a signboard shouting "Super-Colossal Sales!" The illustration hits the theme right on the nose.

The head of his own Washington public relations firm and for 10 years public relations head of Washington's Hecht Co. department store, Mr. Sarazan has written several well-aimed tomatoes at the "super-colossal" brand of advertising.

"There is only one conclusion," he says after discussing unfilled promises of most ads, "that the one great element in public relations ... and queerly enough, the one most frequently overlooked ... is complete honesty of statement." His premise is that "... confidence must be earned not by advertising—but by doing!"

Radio commercials are hit squarely in the chapter called "The Jackpot." "So far as cigarette advertising is concerned," he writes, "I strongly recommend more irritation, more cigarette and less in advertising."

After describing a human interest story told on a network program selling life insurance, Mr. Sarazan gets the following moral from the commercial: "If you want to make your family truly happy, buy yourself a $2,000 policy in Mutual Beneficial ... pay one premium ... and then drop dead."

Such ludicrous situations, overstatements, false claims, can be done away with, believes Mr. Sarazan, with the simple expedients of honesty and imagination, with which any good product can be sold.

Crowd Consciousness

"The ultimate objective of all advertising, of course, is to create crowd consciousness," he says. He cites the reality of such fictitious characters as Amos 'n' Andy and Fibber McGee and Molly, real millions of people. "And because these programs could create that living organism in people's minds, they've earned their phenomenal and well-deserved increases in sales volume and public prestige. ... Once established, these entities support the happy advertiser like a grown-up son."

In analyzing what makes a good ad click, the writer sets forth the odds the ad writer must overcome, and the way he can overcome them. He sees the golden age of advertising not passing, but "really just beginning to dawn."

Written with good humor and good sense, Bert Sarazan's Debates in Advertising can be read in an hour, should be remembered indefinitely by anyone sitting down to write an ad. It is illustrated with sepia drawings by Paul Webb. Sample: Three mountaineers behineth a tree, looking at "Super Sales Catalogue." The caption quips, "Good things we can't read... damn thing must be full of lies.

Dr. Dichter's Book

DR. ERNEST DICTHER, formerly psychological consultant to CBS and J. Sterling Getchell Co., has made use of the research studies he conducted for these and other companies in his book, The Psychology of Everyday Living. Volume deals "with everyday problems that confront us as individual consumers: advertising, economic average citizens," says the author in his introduction, which also points out that "true happiness depends largely on the little things of life—what we eat, the clothes we wear, our everyday activities."

WLF, New Florida 250-W Station, Starts June 14

WLFB Leesburg, Fla., new full-time 250-W outlet on 1430 kc, will open concurrently with the city's annual Watermelon Festival on June 14 and will give extensive coverage to the event, Edward B. Hay, recently appointed manager-program director of the station, announced last week.

The new station, operating as the Lake Broadcasting Co., lists the following officials: P. C. Gorman, president; W. G. Knowles, vice president, and W. E. Harkness, secretary-treasurer. Headed by Mr. Browning, the staff will consist of Carl B. DeLay, chief engineer; Marjorie Scarborough, announcer-operator, in charge of copy and music; Herbert C. Leach, announcer-operator in charge of talent; Richard Preece Jr., announcer-operator; James B. Smith, technician-trainee announcer; and Grace Girtman, secretary-receptionist.

Kobak Will Address AMA N. Y. Meeting

Prominent List of Speakers To Lead 3-Day Session EDGAR KOBAK, Mutual president, will speak on "Putting Market Research to Work" at the tenth anniversary convention of the American Marketing Assn., scheduled for June 11-13 at New York's Hotel. Mr. Kobak will talk at the Thursday afternoon session on "Selling the American Consumer," with Elmo Roper, conductor of the Fortune Public Opinion Polls, as chairman. At the same session Don Francis, president, J. L. H. Thompson Co., will talk on "Advertising: Key to Continuing Production and Employment," and Howard Chase, police relations director for Bloomingdale's, will speak on "Human Relations Necessary for Business Survival."

With an overall theme of "Marketing in Transition," this three-day session will open Wednesday noon with a talk on "Pricing the American Way" by Ernest Breech, executive vice president, Ford Motor Co. For Thursday afternoon, Earl Bunting, president, National Assn. of Manufacturers, will discuss "Marketing in Today's Economy"; Don Mitchell, president, Sylvania Electric Products, on "The Job Ahead of Us," and Harold W. Brightman, president, Lit Bros. of Philadelphia, on "The Price Situation in Merchandising."

Speaker at the Thursday morning session will be Victor Lebow, mail order authority, on "Our Changing Channels of Distribution." Robert Reynolds, president, Parade Publications, will talk on "Let's Get Back to Selling"; Raymond Rubicam, chairman, Research Committee of Committee for Economic Development, will talk on "Marketing Research for the Small Businessman." Edwin G. Nourse, chairman of President Truman's Council of Economic Advisers, will be the Thursday noon speaker.

Friday will be devoted to a series of discussion groups on various phases of marketing activity. Stephen Hall of Fuller & Smith & Ross will preside at the session on radio and television.

Mr. Kobak
AMERICA'S FIRST COMMERCIAL
10-KW FM TRANSMITTER

now operating in the new FM band at "WELD", Columbus, Ohio

Another Achievement for
FM BY FEDERAL!

Here's the new transmitter room at Station WELD, showing Federal's 10-KW FM transmitter. Full-length hinged doors give unhampered access from both front and rear—with minimum overall space requirements.

THE 10-KW Federal transmitter, now on the air at Station WELD, marks a new high in FM transmitter capacity—the first new-band commercial transmitter of its power to be installed in this country!

Station WELD wanted the utmost in power — the finest in FM quality. That meant FM by Federal! For the Frequeomatic* modulator — an exclusive Federal feature — assures the last word in fidelity and mean carrier stability. Simple all-electronic circuits with standard receiver tubes assure unsurpassed dependability and economy.

If you're considering a new FM station — or improving your present one — Federal's 38 years of research and experience are ready to serve you. For further information, write to Federal, Dept. B409, today.

*Trademark

Federal Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

Export Distributors: International Standard Electric Corp., 67 Broad St., N.Y.C.
KRNT in Des Moines now leads all Iowa Stations in total amount of time under contract to any one Retail Advertiser!
NEW UTICA — a big clothing store for men in a big, competitive, Iowa market — has just

signed for a full year’s sponsorship of all sports broadcasts on KRNT in Des Moines.

In addition to the New Utica’s 10 year sponsorship of the KRNT 10 p.m. news.

The new contract calls for one of the most comprehensive coverages of athletic events ever

handled by one advertiser, over one station — anytime, anyplace, anywhere.

College football will be broadcast during the summer; college basketball in the fall; a full schedule of

Iowa high school basketball during the winter. The terms of this blanket agreement also

include: track, ring, golf; everything sportswise.

These two contracts with KRNT — the 10 p.m. news and a full year of sports — make the

New Utica in Des Moines the largest retail user of radio time in Iowa.

Parallel significance — As a result of these contracts, KRNT is the Iowa station with the

lock of time under contract to any one retail advertiser.

For the New Utica, you, too, can increase the rate of climb of your sales curve. You, too,

some mighty profitable time on this station . . . initially or additionally. For partic-

ipation, please contact a Katz man about OPERATION BIG — KRNT, Des Moines.
Legislation Crossroads

ANGUISHED tumult over certain provisions of the White Bill (S-1338 and HR-5956) surprises no one, least of all its author. Drafting of legislation affecting so complex and sensitive a field as radio is trouble per se.

It is inconceivable that the White Bill, as written, will become law. All difficult legislation results from compromise. That is why the legislative crossroad is untangle public hearings; why Senate and House conference meet to reconcile differences; why the President has the veto power, why Congress can override a veto.

We feel Senator White could have achieved his ends by writing a three or four section bill, amending the existing law so the FCC forever would be precluded from regulating the programs or the business aspects of station operation. Tightening up of other sections to eliminate ambiguities might have been sufficient.

But Senator White thought otherwise. He had fathered all of the radio legislation written since radio became of age. He laboriously wrote a detailed bill. He explained what he thought the shortcomings of wording of his section-by-section analysis shows clearly what he means to accomplish—and most of it must be regarded as aimed toward a freer and an uninhibited radio, less susceptible to FCC caprice. But the going of the bill itself, published in full text in this issue, leads to the plain that he has gone too far, not because he has absorbed bodily the old White-Wheeler Bill provisions as to political broadcasting, discussion of public questions, and news liberties. There is no question about the severity of the proposed 25% of the population coverage limitation upon owned or operated facilities as it applies to networks. There's too much public interest language interlarded with renewal of licenses in the bill, from where we sit.

There are contents that the bill is shot-through with “sleepers.” The networks attack the modified option-time provisions, which they argue would wreck them. The FCC (not for public discussion) would make the messenger of its chairman, and would let radio go scot-free.

With all sides unhappy, it is evident that compromise will be fraught. It is equally evident that Senator White didn't for a moment feel that his bill could become law as written. He isn't wedded to it. Nor can he commit his committee or the Senate, or the House committee or the House. Bills have been thrown into the hopper only to have all except the enacting clause lopped off, with the balance completely rewritten. Admittedly, there are good points to the White Bill. It needs overhauling, rewriting, pointing up.

This is not intended as a critique of the White Bill section-by-section. That is because we regard the measure simply a vehicle toward legislation. Senator White himself so regards it. Certain Representative Wotravel, House spokesmen, and those of the Interstate Commerce Committee express little concern over its provisions. They consider it merely a framework into which legislation can be fitted.

Chairman White himself will head his five-man subcommittee. It is a strong committee. All of its members served on the 1943 subcommittee which considered the White-Wheeler Bill. That bill died when Chairman Wheeler and Senator White despaired of any agreement from the FCC, headed then by Chairman James Lawrence Fly, or from radio ranks.

It is a tough, tedious task to enact legislation correcting a law, however archaic, particularly when that law has been implemented by two decades of court opinions by which the FCC has been able to prove almost anything on either side of any.

It is a very simple thing to kill such legislation. The usual method is to force an impasse and let it die without action. That would delight the FCC, which then could move in on radio without further generation.

Which road fork will radio take?

Will it tackle the job courageously, logically, wisely? It means hard work, team work, incessant work until a new law, protecting radio's right to freedom begins. If a doubt has run the legislative gauntlet and has been signed by the President.

The other fork—the one with the legislative road-block—leads to the slow death that must come to a bound-and-gagged art that will have missed its chance to strike out for freedom.

Rubles for Radio

MOSCOW radio goes commercial!

This is the headline, in sturdotype, appeared on the front page of Izvestia. Yet that startling news is tucked away in a short dispatch from Russia.

Or is it startling? Since the war's ended a large number of Soviet journalists and commentators, who incidentally, are minions of the Foreign Office, have visited this country. They have heard American radio. They know how our public accepts radio by the American Plan. They have "adapted" many of our methods, so let radio?

We're not sanguine enough to believe that the Soviet radio now will go into private hands. That flies in the face of the communist concept. That's why the party lines in this country, working with opposite numbers in officialdom (FCC not excluded), have consistently plumped for Government ownership here.

But to grab "private" dollars to help pay the freight, and perhaps buy or imitate those American-type programs, seems to be another matter. The United Press dispatch says that the Moscow radio has advised Russian business enterprises and educational institutions that their advertising would "accede" for broadcast on the Moscow City Radio Network (whatever that is) at rates "in accordance with an established tariff." Presumably they're going in only for institutional copy now, since the commercial war is for another line to economic and theatre enterprises, scientific and educational institutions, and "other organizations."

Now that the Moscow radio has gone commercial, we imagine there'll be a change in the pay line. Perhaps the "accede" for "nationalization" along the lines of the Canadian system, where government competes with private industry, using the pick of the American network programs, and obviously the best of the physical assignments.

APROPOS the Mucovicut capitalization, it's interesting to note that the CBC which is both the Canadian-owned broadcasting organization and the regulator of radio (like the FCC) is having financial troubles again and must sell more time to downgrade its sustainer. Inefficiency of Government in business must be the same everywhere. That incidentally, is the crux of the budgetary problem. Private enterprise could do it twice as well for half as much. No one should know that lesson better than Assistant Secretary of State William Benton, a former ad agency head turned bureaute.

Our Respect To

JEFF GEOFFREY WADE II

J

EFF WADE was the bright young man who surprised a lot of people, including his father, by making his belief in a group of intellectual moppets pay off. The moppets were, of course, the Quiz Kids. But Wade, now radio director of Wade Advertising Agency, Chicago, had to do some fast talking to convince his father of the prospective program's merit.

At that time, Jeff Wade was on the payroll as a copy-writer without much authority, and his father, Walter, was, and still is, executive vice president and active head of the agency. Jeff Wade's grandfather and namesake, Albert G., started the agency, and was directly responsible for the firm's first use of radio as early as 1930.

The first radio account at Wade was for a farm equipment company and Walter Wade himself wrote the commercials which were included on an early Barn Dance program on WLS Chicago.

But it was with the Quiz Kids that the third generation Wade really started his agency career. In 1940 Jimmy Parks and Lou Cowan, two other bright young men of the industry, approached Jeff Wade with an idea Mr. Cowan had conceived. Young Wade was sold, but it took him a little time to prevail upon his father to take the program to Charles S. Beardley, then president and now chairman of the board of Miles Laboratories, and one of radio's best customers.

Mr. Beardley, who had gambled earlier on the talent of an unknown blind pianist from England, Alee Templeton, listened gravely, made one suggestion (that the program title be changed to Quiz Kids) and told the three men to go ahead. The Quiz Kids moved into NBC as the summer replacement for the Templeton show and the War Bond earnings of Joel Kupperman, Robert Williams, Harve Fischman and a host of other junior braintrusters began.

While 29-year-old Jeff Wade has had the rare opportunity of being able to have as an instructor on the art of advertising a man who is also his father, the relationship has meant no special favors. From the time he left Beloit College in 1937, he has had to prove himself for every job the agency has assigned to him. He broke into radio as a continuity writer for WLS where he learned the technique of serving the great American farm audiences.

In 1938, when he joined the copy department at Wade he knew what kind of copy would appeal to farm listeners. And since Wade is
OUR RESPECTS TO

the Paul H. Raymer Co.

for the highest four months national spot billing (January-
April) in the history of WTAG.

for consistently capable, intelligent and dignified representa-
tion of our station.

for providing an adequate staff of trained personnel, cen-
tered in all important markets, to properly present our sales
story to users of radio time.

for their uniform representation fee for all stations, which
shows no preference for one station over another and which
enables them to provide a character of service in keeping
with our own high standards of operation.
HOLLYWOOD'S AD CLUB NAMES NINE DIRECTORS

NINE DIRECTORS were elected by Hollywood Advertising Club this past week for terms varying from one to three years. Chosen for three-year terms were Robert J. McAndrews, Young and Rubicam Inc.; John Kemp, Hollywood Shopping News; David Glickman, Broadcasting, Hollywood bureau manager.

Elected to two-year terms were Jack O'Mara, ABC; Harry W. Witt, CBS; Homer Griffith, radio station representative.

The club named the following to one-year terms: Helen Murray Hall, NBC; Henry Gerschenborn, Mutual-Don Lee; Homer Boelter, lithographer.

Walter Van De Kamp, retiring club president and head of California Advertising Agency, automatically becomes a director.

Comr. Walker Back

FCC COMR. Paul A. Walker returned to his office May 20 for the first time since he suffered a broken blood vessel in the leg while attending the Oklahoma Radio Conference in Oklahoma City last March. He is reported recuperating satisfactorily but plans to be at his office intermittently at first, spending only a few hours at a time.

MAJOR OMER CLARK (center), representing General Omar Bradley, presents VA Certificates of Appreciation to network shows which devoted series to G.I. Insurance, at Washington's Press Club last Wednesday. Shown from left to right are Capt. Gerald Tate, Army Band; Albert L. Warner, MBS; William McAndrew, for NBC's Chesterfield Supper Club; Major Clark; Lt. Commdr. Charles Brendler, Navy Band; William Neal, for ABC's Walter Kiernan, and Richard Harkness, NBC.

Respects

(Continued from page 48)

probably the nation's largest farm advertising agency, his background has paid off in his role of radio director for such accounts as Miles, Murphy Products and the Quarrie Corp., a book publishing firm with a large rural circulation.

Because he has defective vision, he was rejected for military service but managed, by the simple expedient of joining the Office of War Information in 1943, to see much overseas service.

As chief of the radio section of OWI at Cairo, Egypt, Jeff Wade worked closely with the British in beaming Allied propaganda to the Balkans and the Middle East. His greatest thrill of the war, if not in a lifetime, was doing a Christmas Eve broadcast with NBC's Grant Parr from Palestine.

While serving in Cairo Mr. Wade met an attractive young nurse in the South African Air Force, Marie Luke, born at Durban, South Africa, became Mrs. Albert G. (Jeff) Wade II. The couple reside in Oak Park, where Jeff is teaching her golf.

As the third generation of the advertising Wades, he believes radio will play an even bigger role in modern advertising than it does today. Public service, employer-employee relations, education, all will become increasingly popular through the use of intelligently planned radio programs, he believes. Even the Quiz Kids, he points out, have done much to make school work popular with millions of children, not to mention their effect on adding to the knowledge of mummy and papa.

Jeff's social and fraternal associations are confined to TKE fraternity, the Oak Park Country Club and the Chicago Radio Management Club.

Prasse—Quinn

BERTHA PRASSE, secretary to Carleton D. Smith, general manager, WRC Washington, was married in Chicago May 24 to William Quinn, Washington restaurateur. Her matron of honor was Gladys Murphy Borras, executive secretary to F. M. (Scoop) Russell, NBC vice president in charge of Washington activities. Prior to coming to WRC in 1941, Miss Prasse was secretary to John J. Gillin Jr., president and general manager of WOW Omaha. The Quinns will reside in Washington.

TBA Accepts CBS

DIRECTORS of Television Broadcasters Assn., May 23 accepted CBS as active member with Lawrence W. Lowman, vice president in charge of television, and Leonard H. Holz, director of Plans Division, Television, as official CBS representatives to TBA.

Radio for Judge

BIT OF BANTER at a winter meeting of the NBA-RMA Liaison Committee bore fruit May 20 when Frederic J. Ball, representing Crosley Corp. in Washington, installed a new Crosley console in the office of NAB President Justin Miller, a gift from RMA. At the liaison meeting Ray C. Costgrove, RMA president and Crosley manufacturing vice president, overheard a statement that NAB headquarters didn't have a good radio, and made a mental note of the deficiency. The new console includes FM, shortwave and record changer. It was installed in time for the NAB housewarming May 20, RMA, meanwhile, has two radios at its headquarters—both of late '20 vintage.

NBC Will Honor Its 20 And 30-Year Employees

INDUCTION of more than 70 NBC employees into the network's 10 and 20 Year Clubs will take place June 2 at a dinner at New York's Waldorf Astoria Hotel.

Niles Trammell, president of NBC, will make the principal address at the function. Dr. James Rowland Angell, NBC public relations counsel, will serve as toastmaster.

Frank Mullen, NBC executive vice president, will preside at the inductions into the club.

Employees of 20 years or more service are: Steere Mathew, traffic; William D. Blochman, manager of purchasing; William B. Prasse, television program editor; Joseph Kent, Hugh McCarthey, Ella Shell and Helen Walker, all of the controller's office; Gussie Bostick, James Gordon Strong, Granville Peers, Alfred Christopher, Andrew Waddell, Jess Wise, Alice Brown, Helen Gabrielson and Charles Grey, all of the accounting division; Trammell, assistant advertising manager, and Paul Dumont, public relations department.

Fifty employees will become members of the 10-Year Club.

"But, Pop—WFDF Flint said the Supreme Court decided against Child Labor."

Page 50 • June 2, 1947
Democrats Too Get Philadelphia Invite

Video Is Lure as City Attempts To Get Two Party Conventions

PHILADELPHIA is now angling for the Democratic National Convention [C10820 CIRCUIT, May 4] and using its radio and television facilities as a major sales point. Television is understood to have been one of the factors which tipped the scale in GOP choice of the City of Brotherly Love for its convention site.

The formal bid for the Democratic Convention came May 16 when a delegation from Pennsylvania visited Gael Sullivan, executive director of the Democratic National Committee. The delegation assured Mr. Sullivan that Philadelphia would match all inducements held out to the GOP. One of the arguments set forth in favor of Philadelphia was its strategic position astride the coaxial television cable.

Another convincer, it is understood, will be an offer of a $200,000 check, identical sum preferred the GOP.

Philadelphia's location in the heart of the East's communication network could bring an estimated 38% of the national population to the ring-side of both conventions —unequaled publicity for both the city and the two parties, it was pointed out.

Conferences with Mr. Sullivan included Sen. Francis J. Myers (D-Pa.), Democratic National Committeeman from Pennsylvania; Mayor David L. Lawrence of Pittsburgh; Democratic City Chairman of Philadelphia Michael J. Bradley, and Albert M. Greenfield, chairman of the Tourist and Convention Bureau of the Philadelphia Chamber of Commerce.

To Manage KNOE

ROBERT W. DUMM, who has been program director at KXOA Sacramento, Calif., since his discharge as a lieutenant from the Navy in 1945, has been appointed general manager of KNOE, NBC affiliate in Monroe, La. Appointment was announced by James A. Nee, president and owner of KNOE, who also owns WNOE, Mutual outlet in New Orleans. Just before entering the Navy Mr. Dumm was program director for KWID, international shortwave station in San Francisco, and prior to that had been with KSFO San Francisco.

Frank Orsatti

FRANK ORSATTI, 58, veteran Hollywood talent agent, following a heart attack, died at his Santa Monica, Calif., home on May 19. Surviving are his father, Morris Orsatti; two sisters, Mrs. Estella Burress and Mrs. Carmen Cosgriff; and three brothers, Victor, Ernest and Alfred, all associated in the Orsatti Agency.
Electros and engravings for magazines and newspapers are "hurry up" merchandise. So engravers, printers, and publishers make time with Air Express. Speed pays.

Speed pays in your business, too!

No U. S. point is more than hours away when you specify Air Express. Service is better than ever today, because planes are bigger and faster—with more flights available. The cost of this speedy, door-to-door service is low. Shipments of most any size and weight are inexpensive. For example: 13 lbs. goes 1000 miles for only $4.11. The speed of Air Express pays—so use it regularly.

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

Write today for Schedule of Domestic and Foreign Air Express Divisions, Air Express Office, Air Express Divisions, Railway Express Agency, 502 Park Ave., New York 17, N. Y. Or ask at any Airl ine or Railway Express office.
WHISKERS are cheaper than fines when Nevada celebrates its annual Helldorado in May, and these four disc m.c.'s of KINE, Boulder City have taken precautions to avoid the penalties imposed for underhandedness—confinement in the Kangaroo jail and a $5 fine. L. to r: Roy Rockstorm, Kenny Taylor and Freddie Young, and (seated) Gail Jones.

CAB Asks
(Continued from page 42)
to interfere on a very large scale with freedom of speech on the air, and the full implications of existing laws have thus passed without notice. The important point is that freedom of speech does exist on the air in Canada as a matter of established right or law. That it may be permitted in some measure by the tolerance of existing regulatory bodies is a dangerous situation. It should be established as a matter of right and statute; not as a matter of "grace."

Details of CBC Power
Details of arbitrary power over stations in Canada by the government are given, including international negotiations at which CBC is an advisor but private stations are not represented or consulted beforehand. "It is the opinion of many independent broadcasters that the 'give' by Canadian authorities (at these international negotiations) has been on channels which are not primarily interesting to the CBC, while the 'take' has been on channels which are deeply concerned. Many of our members feel that their position in any negotiations for power increases or frequency changes are not pushed with the same effort that the FCC authorities give to similar requests from American citizens."

Development of television and facsimile has lagged in Canada, the brief states, because the CBC is not yet operating such stations and is unwilling to license independent stations to do so. For some time a few independent stations have been ready to proceed with experimental television and facsimile stations, the brief continues.

The CAB says further that CBC is "becoming increasingly commercial, increasingly and more aggressively competitive. In addition to competition for advertising revenue, which is the only source of revenue, the lifeblood of independent stations, the government's CBC and the independent stations compete for audience."

In reviewing the various radio acts, CAB points out that independent station licenses can be cancelled without cause, hearing or right of appeal by the cabinet minister in charge of CBC, without compensation for loss of license and livelihood, and only with compensation for depreciated value of equipment; that the government can take over any independent station at any time and that its staff must then work for the government; that any government department can ask any station to carry any messages without compensation; that CBC dictates payments to independent stations on networks which it alone can operate; that CBC has power of arbitrary limitation of, and control over, advertising to be carried by stations, thus controlling revenue of stations; that CBC has authority to designate programs to be broadcast and controls character of all programs; that CBC general manager has final authority to decide what and when programming will be broadcast without public input of time or place or matters to be dealt with, and from which public and press are excluded. The CBC renders decisions without findings of fact or statement of reasons so that its decisions on occasions appear to be purely arbitrary, the CAB brief says.

As a solution the CAB recommends (1) overhaul of broadcasting legislation to establish a public commission under which public-owned and independent commercial stations can expand, prosper and serve; (2) appointment of an independent licensing and regulatory body appointed by and directly responsible to Parliament with power to license and regulate all radio in Canada; (3) continuation of CBC as a national broadcasting system without power to regulate its competitors; (4) equality of independent commercial stations and CBC under a independent licensing and regulatory body; (5) establishment of freedom of speech on the air as a matter of right.

L. A. Agency Builds

LOCKWOOD - SHACKELFORD ADO, the last week announced plans for a new $100,000 building to house its Los Angeles office. The building, expected to be completed by June 1947, will be located at the northwest corner of Beverly Blvd. and Westlake St. Radio offices, however, will remain in Hollywood.

BROADCAST MUSIC INC.
580 FIFTH AVENUE - NEW YORK 19, N. Y.
NEW YORK - CHICAGO - HOLLYWOOD
TO PROMOTE continued listening to station and to provide interesting quiz show, new audience participation program titled "Were You Listening佐 have been started by WQA of San Antonio. Members of studio audience are asked questions concerning programs, sponsors, spots, etc., heard during the week on WQA. For correct answers, merchandise prizes of all types are awarded. All questions tie in with products given away and are based on local and network shows heard over station.Making it necessary to have listened to WQA for answers. Also there is a weekly grand prize given to listening audience for letters to station answering similar questions.

Children's Stories
DESIGNED for children between the ages of 7 and 12, new series titled "Elle, Tell a Story", started on WGGW Washington, Air earl 5:30-5:35 p.m., show is conducted by Eleanor Livingston who presents stories adapted from books taken old legends and stories of general interest to children. Appropriated American folk music is used as background for stories.

WWD Contest
STUDENTS from all high schools in metropolitan Washington are eligible to compete in contest being conducted by WWD. That city, to pick amateur rec- orded encores to appear on new series titled "Teen Disc Jockeys". Three students from different schools appear on show each week at 11:15 a.m. They each pick their own set and do their own writing for introductions for each song. Listeners are requested to vote for their choice of best "Disc Jockey". The students selected each week from the Saturday program, makes a return appearance at WWD on Thursday at 7 p.m. when he acts as m.c. for a half-hour program.

Based on true criminal investigation and detection, new series titled "Detect-Hunter Roundtable" started May 28 on WBN New York. Bill Slater is moderator of program which features group of outstanding police officers in roundtable discussions. Series will present such well-known persons as Burton Tur- kus, former King County assistant attor- ney, George Foster, former federal and county police officer, and Anthony Marano, lawyer and former associate of Governor Dewey. Series is aired Thurs. 8-8:30 p.m.

Spring Feature
SPRING HIGHLIGHT of "Top of the Morning" show, heard daily on WTMJ Milwaukee, is the giving away of packets of scarce and rare kind seeds to listeners on request. Gordon Thomas, m.c. of show, has been giving away packets to WTMJ listeners for five years. In the fall, he holds a contest at WTMJ, in which listeners enter their prize goods. Mr. Thomas reports nearly 10,000 re- quests for seeds so far this year.

"Hullub Club"
AUBAUDIENCE participation show with absolute no applause is unique feature of "Hullub Club" program heard on NBC Pacific Madison. To replace applause, small mallets are provided to each person in the audience to clap as long and hard as he desires. Half-hour variety show is composed of questions, prizes, interviews and game performances for participants, and is composed by Jack Gregorian, as the "Big Hub."

Farm Problems
PROBLEMS of farmers and possible solutions are discussed on "The Farm Forum" program heard Mon., Sat. on WOHS Shelby, N. C. Hugh Dover, WOHS farm editor, visits with farmers in area.问题 are aired on the program by farmers from other areas who have the same problems. After Mr. Dover also presents interviews with county farm agents, and others in agricultural field.

"Train of Tomorrow"
TO INFORM listeners of newest advance in science and construction skill, special program "Train of Tomorrow" will be aired on WJR. The program will be broadcast will be heard next Mon. 9-10 p.m. with Bud Over, WJR special events director, will handle broadcast, describing unique features of new train as well as interesting the various conditions aboard for the special test run.

Junior Fashion News
FASHION news especially for teen-agers, career information and how to start a teen club are features to be discussed on new "Junior's World" program to begin June 4. On KYDO Tulsa, and WKY Oklahoma City, is an educational program of the National Association of Women. Each week at 11:30 a.m., shows "Junior's World" will host a featured commentator on "Women's World" program during summer months, ending with contest for best letters from listeners describing their favorite feature on "Woman's World." Program is under the direction of John S. Smith of the New York office of the program.

Explains Insurance
TO INFORM listeners of profits to be derived from Old Age Insurance, new program titled "Interest Series" titled "Old Age Security" will be aired on WBBM Chicago. Under contract with Federal Government, series will be broadcast each Saturday in June, June 3-4-5 p.m. (CDT). Formal calls for descriptions of actual case histories taken from files of Social Security Board's regional offices in Chicago. Official of Social Security Administration, with the series, will conduct the series and will an- swer questions from listeners concerning security and connection with Old Age Insurance.

Education Problems Aired
CLASHROOM and a special series of activities in schools in Montgomery County, Pa., are presented on WJAX's "School Room of the Air," a new program aimed to "National Rifle Association," and the community in given is a week's program so that public can understand how schools operate and teachers, parents and students can better understand how they are met. Both students and teachers participate in the program. Program are arranged under supervision of Ed Tucker, WJAX's program director.

Local News
DESIGNED to give Houston's citizens a better understanding of the city's past present and future, 12-minute program titled "Houston Speaks" is presented over WBH that city. Sat. p.m. Features of show include Hous- ton's news headline of the week, color- ful and significant bits of city's past and present, outline of Houston's tomor- row, mingled with musical entertain- ment.

State Senate Reports
DISCUSSIONS of personalities involved in controversial issues which develop during the week, are heard on new series "State Sen- ate and House of Representatives", presented on new series on WAFI. The program of the House and "In the State House, over WALW Law- rence, Mass. Airal Sat. 7-7:30 p.m. The program features state political personages prominent in field of weekly subject to be discussed.

Press Analysis
CRITICAL analysis of newspapers, magazines, radio and mass audiences is presented on new series, "CBS News Speaks, the "Winfred von Kinsky," which is presented on CBS New York, May 15, 7:30 p.m. Series is aired the same day on NBC New York, New York, "CBS News Speaks," which is heard on CBS New York, May 15, 7:30 p.m. and features Don Bolleshek as com-
AM-FM-Television Battle for Listeners
To Decide Radio's Fate, McCluer Says

AN NBC CENTRAL Division executive went on record Thursday that AM broadcasting had reached its peak in earnings and, he said, the future of broadcasting will be decided by the struggle for listeners among AM, FM, and television.

Paul McCluer, NBC Central Division sales manager, speaking before the student body of Indiana University College Radio Workshop as a member of a panel on "The Future of Radio," said that of the three media, television held an advantage in the coming battle. "It has potentially the most to offer in the public interest," he said.

Regarding radio in general, Mr. McCluer declared the medium must be ever cognizant of its responsibility to operate in the public interest and that both its "strength and weakness lie in that responsibility."

Reinhard Werrenrath, publicity director of WBKB, Chicago's lone video station, pointed out that television leaders still had to circumvent the problem of getting and maintaining listenership during the daytime hours, and that "television still requires 100% attention" to be effectively enjoyed. Mr. Werrenrath declared that a receiver, by means of coaxial cable, between Chicago and the East Coast was forecast by the end of the year, and that AT&T had prophesied a coast-to-coast video network within five years.

Greatest Medium
George Jennings, director of Radio Council, Chicago Board of Education, emphasized that "radio is the greatest medium and means of communication in the world," and that it was essential that it be used for educational purposes. He pointed out that 55% of American adults never got beyond the eighth grade in school.

Panel of guest speakers included Harlow P. Roberts, newly-elected vice president of Chicago Federated Advertising Club, who is associated with Goodkind, Joice and Morgan, advertising agency, as well as Mr. McCluer, Mr. Werrenrath, Mr. Jennings, and Judith Waller, public service director of NBC Central Division, who presided as chairman.

Audience Computer
HAL PHILLIPS, KTKO Oklahoma City employs general reports that he has developed an electronic device called "Radio Set Use Computer" for measuring the size of radio audiences. He says it can be "installed" in a receiver when the unit passes a point where a receiver is operating the station to which the radio is tuned and the time and location can be recorded. Application for letters patent on the invention has been filed, Mr. Phillips says.

"IBCing you"...in INDIANAPOLIS

"P.M. Party" Rates a Hearty Ovation in Hoosierland

After eleven solid months of five fun-fests a week, WIBC's post-noon participating show—"P.M. Party"—is still making good use of the studio S.R.O. shingle and pyramiding in popularity with the ever-growing WIBC stay-at-home audience. Heard Monday through Friday from 2:15 to 2:55 p.m., "P.M. Party" features such high-octane talent as Tenor Dave Hamilton, Organist Joe Clauer and the studio orchestra, with Emcee Gene Kelly handling the quick quips and awarding prizes to participants. For full details on how "P.M. Party" can best be used to elevate your Indiana sales standing, see your John Blair Man.

BUILDING SAFETY
KPO Gives Time to Help
Reduce Accident Toll

JOHN W. ELWOOD, KPO San Francisco general manager, has announced a month-long campaign by his station to reduce the toll of household, highway and industrial accidents.

In addition to giving safety tips, KPO's programs are vying with each other in raising funds for the National Safety Council, which is currently seeking to expand its membership. All of KPO's public service spot announcements during May are being devoted to the safety campaign, Mr. Elwood said.

New Subscribers to NBC Syndicated Shows Listed
MARKETING of several NBC syndicated programs and sale of network's Thesaurus Library service to seven more subscribers have been announced by Frank Chizinski, manager of NBC Chicago Radio Recording Division.

New Thesaurus subscribers are WLIB Muncie, Ind., KDIS Deadwood, S. D., KRON Fremont, Neb., WBBZ Ponca City, Okla., KIJU Haron, S. D., KNOO Carthage, Mo., and WCSI Columbus, Ind.

Also ordered were: an NBC package of 15 syndicated programs by WCSI, 117 quarter-hour programs featuring Art Van Damme quartet by WJDB Hammond, and 260 five-minute mystery programs by KELO Sioux Falls, S. D.
**Actions of the FCC**

**MAY 23 TO MAY 28**

**CP-construction permit**
- Directional antenna
- ERP-effective radiated power
- ST-studio-transmitter
- Synch. amp.-synchronous amplifier

**May 23 Decisions...**

**BY THE COMMISSION**

Announced that engineering conference to consider technical problems inherent in utilization of frequencies between 32 and 88 mc will be held June 10 and 11. Discussion includes assignment of frequencies to non-Government services.

**BY A BOARD**

**License Renewal**

KFWB Los Angeles—Granted renewal of license for period ending May 1, 1950.

WESH and WSRP, Jacksonville, Fla.—Same.

Harvey Radio Labs., Inc., Cambridge, Mass.—Granted renewal of license WIXXR for period ending May 1, 1948.

Courier-Journal and Louisville Times Co., Louisville, Ky.—Same WIXXR.

Gate Post, Inc., Galveston, Tex.—Same WIXL.

WABC New York—Granted renewal of license for period ending June 1, 1948.

WBBM-FM Chicago—Same.

WBLS-FM New York—Same.

WINS-FM, Chicago—Same.

WQFM Schenectady, N. Y.—Same.

WBTM-FM Miami—Same.

WBZ-FM Boston—Same.

WBZ-FM Springfield, Mass.—Same.

WTMY-FM Minneapolis, Minn.—Granted renewal of license for regular period.

**Modification of License**

WHBF Rock Island, Ill.—Granted mod. listed above to change from directional to non-directional operation during D hours.

**BY COMMISSIONER HYDE**

Walter L. Reed, Petaluma, Calif.—Granted petition for waiver of rules and accepted petitioner's appearance in re application.

Tri-City Broadcasting Co., Bellevue, Ohio—Granted petition for leave to amend its application to specify 1250 kw instead of 1500 kw, and for removal from hearing docket.

Amendment was accepted and application as amended removed from docket.

**Arthur-Painton Broadcasting Co., Inc., Arlington, Va.—Granted petition for leave to add to its application to supply engineering information.**

KWKV Shreveport, La.—Granted petition for waiver of rules and accepted petitioner's written appearance in re oral argument upon application of Syndicate Theatres Inc. and Universal Broadcasting Co. Inc. for license.

For Free, Minn.—Commission, on its own motion, continued hearing on application from May 26 to July 13.

John R. Quinn, et al., Lincoln, Neb.—Denied petition for leave to intervene in hearing upon application of Capital Bests. Co.

KOIN Portland, Ore.—Granted petition for leave to intervene in hearing on application of KACK.

Ardenel Broadcasting Co., Inc., Ardenel, P. R.—Granted petition for leave to amend its application to specify 1420 kw 1 kw unl., instead of 1100 kw 250 w unl. Amendment was accepted and application as amended removed from hearing docket.

Southeastern Bests, System, East Point, Ga.—Granted leave to amend its application to specify 1250 kw with 250 w D. Instead of 1400 kw 250 w unl.

WHP Harrisburg, Pa.—Granted petition for leave to intervene in hearing upon applications of Western Reserve Bests. Co. and Civic Breaths, Inc.

WDEL Inc., Tri-State Bests, Co., Inc., et al., Wilmington, Del.—Granted petition for leave to intervene in hearing upon applications of Western Reserve Bests. Co. and Civic Breaths, Inc.

WDEL Inc., Tri-State Bests, Co., Inc., et al., Wilmington, Del.—Granted leave to intervene in hearing upon application of Foundation Co. of Washington.

**WLU Erie, Pa.—Granted petition for leave to intervene in hearing upon application of Foundation Co. of Washington.**

**KIFI et al., Idaho Falls, Idaho—Granted petition for continuance of consolidated hearing presently scheduled for June 2 and continued same to June 9.**

KZAN San Francisco—Granted petition for extension of time for filing exceptions to proposed decision and to extend to and including June 11.

**May 23 Applications...**

**ACCEPTED FOR FILING**

FM 95.5 mc WDEL, Inc., Wilmington, Del.—CP new FM station on 44,600 kc.—AMENDED: to change frequency to channel 255, 95.5 mc, change type trans., trans. site, specify ERP 14,000 w and make changes in ant. system.

**Modification of CP**

WPQO Jacksonville, Fla.—CP mod. which authorized change in frequency.

WPQO Jacksonville, Fla.—Granted leave to intervene in hearing upon application of WDEL, Inc., Wilmington, Del.—CP new FM station on 44,600 kc.—AMENDED: to change frequency to channel 255, 95.5 mc, change type trans., trans. site, specify ERP 14,000 w and make changes in ant. system.

**License for CP**

KGGM Albuquerque, N. M.—License to cover CP as mod., which authorized change in frequency, increase power, install new trans., and D and AN change, location and authority to determine power by direct measurement of operating power.

**Modification of CP**

WFSS Long Island, N. Y.—CP as mod., which authorized new FM station, to change type station from Class A to Class B; frequency to plus or minus 98 mc, type trans.: ERP to 3 kw; ant. height above average terrain to 513 ft; make changes in ant. and change commencement and completion dates.

**AM—1400 kc**

WLSB Ogdensburg, N. Y.—CP install new vertical ant. and mount FM ant. on AM tower.

**Modification of CP**

WDNC-FM Durham, N. C.—CP as mod., which authorized new FM station, to change type station from Class A to Class B; frequency to plus or minus 98 mc, type trans.: ERP to 3 kw; ant. height above average terrain to 513 ft; make changes in ant. and change commencement and completion dates.

**AM—1400 kc**

WROD Monroe, N. Y.—CP as mod., which authorized new FM station, for extension of completion date.

**WSTF New Castle, Pa.—CP as mod., which authorized new FM station, for extension of completion date.**

**MONKEYS IN ELECTRICITY**

MONKEYS are again in evidence at North Airport, Iola, Kan., thanks to WBW Topka. All was gloom at the airport a few weeks ago when "Socko", pet monkey belonging to the manager, disappeared one day. WBW's Elmer Curtin broadcast a "Come home, Socko, all is forgiven" appeal at morning. The wandering simian was picked up by a truck driver on the highway a short time later and returned to the bereaved owner at the airport.

**CHANCELLOR**

4000 Letters a Month

Schenectady, N. Y.

**GENERAL ELECTRIC**

BROADCASTING • Televangeling
authorized changes in vertical ant. and to
mount FM ant. on AM tower, for exten-
sion of completion date.

WEST-FM Watertown, Pa.—Mod. CP which
authorized new FM station, for ex-
tension of completion date.

FM—94.5 mc
Reading Best, Co., Reading, Pa.—CP new
FM station on 488 kc—AMENDED to
change frequency to channel 265, 46.5 mc.
change type of trans. site, ERP from 630 w to 16.2 kw and make changes in ant. system.

FM—Unassigned
The Saure Printing Co., Saure, Pa.—CP
new FM station (Class A) on frequency to be assigned by FCC and ERP 270 w.

FM—100.5 mc
York Best, Co., York, Pa.—CP new FM
station on 46,100 kc—AMENDED to
change frequency to channel 265, 100.5 mc,
change type of trans. site, specify ERP as 15 kw and make changes in ant. system.

Modification of CP
WNAX Funkston, S. D.—Mod. CP which
authorized installation of new trans., for extension of completion date.

Remote Pickup
Billy Averitt Laurie, area of Jackson- ville, Tex.—CP new remote pickup station on 1622, 2068, 2310, 2790 kc, 15 w, emis-
sion A3 and hours in accordance with Sec. 4.408.

AM—1590 kc
WLWO Norfolk, Va.—Authority to de-
terminate operating power by direct measure-
ment of ant. power.

Tendered for Filing
KFKA Great Falls, Col.—CP change fre-
quency from 910 kc to 1310 kc, change hours from 7 to 7 p.m., assign license to the VPSF to unlit. install new trans. and D/N and change trans. location.

Assignment of License, CP
WLAK Lakeland, Fla.—To consent to assign-
ment of license and CP to Lakeland Best, Corp.

AM—1520 kc
The Helm Coal Co., York, Pa.—CP stand-
ard station 1520 kc 1 kw D.

New FCC Hours
OFFICE HOURS OF FCC
today, June 2, change to 8:30 a. m. to 5 p.m. (EDT) from
former 9:15 a. m. to 5:45 p. m. Commission is open Monday through Friday ex-
cepting legal holidays.

AM—1170 kc
Pensylvania Best, Corp., Hampton, Va.—
CP new standard station 1170 kc 250 w D.

Modification of CP
KFPM Concordia, Kan.—CP to specify main studio location, using 5 kw DA.

AM—1000 kc
The Lancaster Radio Co., Lancaster, Ohio—CP new standard station 1080 kc 250 w D.

May 26 Decisions . . .

Extended to and including June 16 final
date for submitting of comments re pro-
posed changes in rules and regulations gov-
erning operation of certain licensed sta-
tions by unlicensed persons.

May 27 Decisions . . .

BY THE COMMISSION
Commission on its own motion continued
hearing on promulgation of rules and regu-
lations and standards of good engineering prac-
tice concerning daytime shorewire trans-
missions of standard stations from June 2 to June 4.

May 27 Applications . . .

ACCEPTED FOR FILING
Modification of CP
KLOX-FM San Jose, Calif.—Mod. CP which authorized new FM station for ex-
tension of commencement and completion dates.

License for CP
WTTR Sanford, Fla.—License to cover
CP, as mod., which authorized new stand-
ard station and authority to determine operating power by direct measurement of ant. power.

FM—Unassigned
Earth Diodeics Rivers Edge, Decatur, Ga.—
CP new FM station (Class A) on frequency to be assigned by FCC and ERP 460 w and ant. height above average terrain 309.6 ft.

Modification of CP
WFLC-FM Coralville, Ia.—CP, as mod.,
which authorized new FM station, for exten-
sion of commencement and completion dates.

License for CP
KAYX Watertown, Ia.—License to cover
CP, as mod., which authorized new stand-
ard station and authority to determine operating power by direct measurement of ant. power.

AM—1540 kc
WLXX Lexington, Ky.—Authority to de-
terminate operating power by direct meas-
urement of ant. power.

FM—Unassigned
Louise C. Carlson, New Orleans—CP new
FM station (Class B) on frequency to be
assigned by FCC, ERP 4.96 kw and ant.
height above average terrain 227 ft.

Modification of CP
KWWO-FM Winona, Minn.—Mod. CP, as mod., which authorized new FM station, for ex-
tension of completion date.

FM—Unassigned
Board of Education of the City of St.
Louis—CP new noncommercial educational
station on 42,250 kc 3 kw ERP 20 kw, with special and un. AMENDED to change type trans. frequency to any frequency between 108 and 108 mc, trans. location and make changes in ant. system.

FM—88.5 mc
Cortland Broadcasting Co., Inc., Cortland, N. Y.—CP new FM station (Class B) on Channel 288, 88.5 mc ERP 28.24 kw and ant.
height above average terrain 723 ft.

Modification of CP
WFCR Bristol, Conn.—Mod. CP, as mod.,
which authorized new standard station to change type of trans.

WOYI Harrisburg, Pa.—CP, as mod., which authorized new FM station for exten-
sion of commencement and completion dates.

WFAY—FM Portmouth, Ohio—Mod. CP, as mod., which authorized new FM station for extension of completion date.

License for CP
WTTR Parton, Tex.—License to cover
CP, as mod., which authorized new stand-
ard station and authority to determine operating power by direct measurement of ant. power.

AM—1416 kc
Alvin E. O'Connor, Merrick, Wis.—CP new
FM station 1230 kc 250 w unlim. extended to change trans. and studio locations.

SEA—1590 kc
KJJQ San Jose, Calif.—Special service
authorization to operate on 1590 kc unlim. 1 kw D and 250 w N for period ending in no event later than Aug. 31.

AM—1416 kc
Bay Cities Radio Corp., Santa Monica, Calif.—CP new standard station 1416 kc 1 kw D. AMENDED to change frequency to 1540 kc 2 kw D, AMENDED to change power to 1 kw D.

Assignment of License
WNOC Norwich, Conn.—Voluntary as-
signment of License to Robert W. Perkins tract/As Norwich Bnk, Co.

AM—1416 kc
Dale S. Creppel, Washington, D. C.—
CP new standard station 1450 kc 1 kw D. AMEND to change trans. location dated 4-
29-47 withdrawn 5-15-47.

AM—720 kc
Robert W. Evansville, Buckhead, Ga.—
CP new standard station 1120 kc 1 kw D.
AMEND to change frequency to 1790 kc.

AM—1290 kc
State Best, Co., Mazon, Ia.—CP new
standard station 1290 kc 1 kw D. AMEND-
ed to change frequency from 1130 to 1290 kc.

Modification of CP
Collins-Winnetka Best, Co., Topocka, Kan.—Mod. CP which authorized new standard station, for approval of ant., to

CONTINUED ON PAGE 58

get listentship UP... noise level DOWN with the *DYNAMIC NOISE SUPPRESSOR

Needle scratch, bass rumble and all other surface noises are almost com-
pletely eliminated in broadcast musical recordings by the *Dynamic Noise Suppres-
sor... and without noticeably altering musical quality. The result is a
new kind of realistic reproduction that is building greater audiences for
stations with this device.

The controlling factor is an electronic "gates" circuit that automatically,
instantaneously and continuously adapts the amplifier band width of the
record player to the musical range being reproduced... eliminating both
the low and high frequency noises.

The *Dynamic Noise Suppressor is the product of more than 15 years of
research and testing by its inventor, Herman Hosmer Scott. It is gaining wide
use in both AM and FM broadcast stations.... and in radio-phonographs.

Send for descriptive folder and prices today.

* Licensed under Herman Hosmer Scott patents pending.

S TECHNOLOGY INSTRUMENT CORP.
BROADCASTING • TELCasting
WALTHAM 54, MASS.

Top off your FM station with a
Western Electric Clover-Leaf Antenna

To give your listeners all the advan-
tages of FM, you'll want to put your
programs on the air with Western
Electric's high efficiency 54A Clover-
Leaf antenna.

Rugged and dependable, the 54A is
easy to install and maintain, and pro-
vides a full 50 kw capacity. More and
more FM broadcasters are picking
this efficient antenna for their new
stations.

Your nearest Graybar Broadcast
Equipment Representative will be glad
to give you more details—or, if you
prefer, write to Graybar Electric
Company, 420 Lexington Avenue,
New York 17, N. Y.
Survey Shows Standard Stations Doubled Since War's End; FM Proportion Higher

SURVEY of station grants last week showed that almost as many standard outlets have been authorized by FCC since the end of the war as there were in existence during the wartime freeze. The proportion is vastly greater for FM, while television, although expanded, still lags momentum sufficient to meet the pace of the other services.

There are 1,223 AM stations licensed, 499 holding construction permits and 706 applications pending (of which 415 are in hearing). On Jan. 1, 1942, there were 923 stations authorized. This was boosted to 951 licensed and 24 with CPs as of June 30, 1946, just before the end of the war.

On Aug. 7, 1945, when the freeze ended, the AM figure was 951 licensed and 25 with CPs. The upswing is noted during the next year with a June 30, 1946, report showing 961 licensed and 254 holding CPs.

On Feb. 7, 1947, at the start of the expediting procedure, the AM count was up to 1099 licensed and 461 with CPs. During the three month period ending May 1 FCC issued 158 new CPs, most of which came in the very last portion of the time.

At present there are 48 licensed FM stations and 782 initial authorizations. Of the latter, 544 constitute CPs while the rest are conditional grants. However, there are some 200 FM outlets now on the air. On Jan. 1, 1942, only four FM stations were licensed. At this time 25 held CPs, including 14 which held CPs but were operating commercially under special temporary authorizations to use former experimental facilities.

At termination of the war freeze, Aug. 7, 1945, there were some 600 FM applications pending. By June 30, 1946, the count was 55 operating, 556 initial CPs or conditional grants and 250 applications pending. Some 48 FM stations operated during the war.

Six Video Outlets

On Jan. 1, 1942, there was but one television station licensed. Three commercial CPs were outstanding at this time and the count also included 34 experimental video outlets. FCC states six TV stations operated during the war. On Aug. 7, 1945, 158 TV applications were recorded pending but of these 80 subsequently withdrew, many stating desire to await Commission policy regarding the CBS color system. There presently are six licensed commercial video outlets, 69 holding CPs and nine applications pending. Three of the requests are in hearing.

The tally last week for noncommercial educational CPs or outlets was six licensed; 29 with CPs and 14 applications pending.

A 25 WEEK course in technique of broadcasting is being offered employees of WOR New York by station Wed. 7. Instructors will include study covering FM, television, problems and techniques of programming, script writing, engineering, recording, research, etc. is offered to WBNJ Stagers in its studio.

FCC Actions

(Continued from page 57)

Applications Cont.: change tower, tower, tower of trans. and to change studio location. Modification of License KSTP St. Paul, Minn.—License to change main studio location from Minnesota (point location of six studios).

Modification of CP WINS New York City. New location and to change studio location.

AM-700 Aiken-Augusta Broadcasting Co., Aiken, S. C.—CP new standard station 920 kc 1 kw N 1 kw D

AM-640 NWAD Norman, Okla.—CP install new vertical ast and mount FM antenna on No. 1 tower, install new trans., and change trans. location.

AM-670 Aiken-Augusta Broadcasting Co., Aiken, S. C.—CP new standard station 920 kc 1 kw D

AM-910 Panda Broadcasting Co., Campion, Texas.—CP new standard station 870 kc 250 w D

AM-1200 Eastland County Broadcasting Co., Eastland, Texas—CP new standard station 1450 kc 500 w D

AM-790 Samuel L. Stephens Sr., Brigham City, Utah.—CP new standard station 1100 kc 250 w D

APPLICATION DISMISSED

WWDJ Superior, Wis.—CP to change trans. and freeze. The CP was dismissed.

License Renewal

Applications for license renewal following AM stations: KUJP KREO KJVR KBXJ KMVX WBBY WHS WPHS WMJW.

APPLICATION DISMISSED

WWDJ Superior, Wis.—CP to change trans. and freeze. The CP was dismissed.

License Renewal

Applications for license renewal following AM stations: WBBY WHS WMJW WPHS WHEW WRRK WSAU.

THE NEXT INNING ...

but whose?

Here's the pitch—WSL is giving a play-by-play report of the hometown team. Stade's going to be there. That's your inning. Play ball with the station that's phoning it.
DAYTON HOST TO ABC'S CENTRAL UNIT MEETING

ABC EXECUTIVES, headed by Mark Woods, president of the network, met in Dayton, Ohio, with affiliated stations in ABC's central group on May 27. Meeting was called by J. P. Williams of WING Dayton, who represents the ABC stations in that area on the network's Stations Planning and Advisory Committee.

ABC officials who attended were: John H. Norton Jr., ABC vice president in charge of stations; Ivor Kenway, director of advertising and promotion for the network; Ernest L. Jahncke, manager of station relations for ABC's Eastern Division, and Otto Brandt of ABC's Stations Dept. Also attending were representatives of ABC's affiliated stations in Michigan, Ohio, Indiana, West Virginia and Kentucky.

The series of meetings which ABC executives are holding with affiliated stations across the country are designed to give network officials first-hand knowledge of the problems of the individual affiliate and acquaint the stations more fully with network plans and developments.

Dr. Ayres Is Judge

DR. HARRY MORGAN AYRES, Dean of the School of General Studies and director of the summer session at Columbia U., New York, will head the board of judges for the H. P. Davis National Memorial announcers awards, it was announced last week as the 1947 competition opened for the 16th consecutive year. Notice of the competition, which is open to regular staff announcers of all independent stations affiliated with NBC, went out last week. The 1947 winner will be announced this fall.

Radio Copy Lecture

A LECTURE on the technique of writing effective radio advertising copy was featured on second day's sessions of the Allied Stores advertising clinic held in New York May 26-27. The speaker was Wall Glickman, vice president of radio and television for Allied, which operates a chain of 72 department stores throughout the U. S. Most of the firm's advertising executives and copy writers attended the clinic.

Trains Announcers

WAZL HAZLETON, Pa., announcers have completed a 26-week course in English, microphone technique, cosmopolitan English, speech delivery, dramatics and the science of phonetics, compliments of the station management. The course was directed by George Winterstein, dramatic, voice and diction instructor at Marywood College, Scranton, Pa., who has been engaged by several eastern stations to train their personnel.

Indian Broadcasts

SATURDAY afternoon news broadcasts in the Navajo language have been launched by KGAK Gallup, N. M., for the area's large Indian population. Gallup is the trade center of vast Indian reservations, of which the Navajo is the largest. News items of special interest to Indians are supplied to KGAK by the Indian agency at Window Rock and by other sources close to Indian affairs. Following each newscast KGAK airs a talk, also in the Navajo tongue by a Navajo active in tribal affairs.

Sports Elect

TED HUSING, WHN New York record m. c. and former CBS sports director, was elected president of the Sports Broadcasting Assn., New York Chapter, at a meeting in New York May 26. Marty Glickman, WHN sports director, was elected vice president, Guy Lebow, WHN sportscaster, was elected second vice president, Andy Lang of Press Asso., was voted treasurer and Joe Hasel, ABC sportscaster, was named secretary.

Why does Quaker Oats depend on spot radio programs?

Your best results are lasting results.

Use WRNL in Richmond...

Here ... in a market of continual growth, WRNL offers the enterprising advertiser a lasting return on each advertising dollar.

WGBS Honored

BECAUSE of the outstanding promotion efforts of WGBS Miami in behalf of the Naval Reserve Recruiting Campaign, the Navy has awarded the station the Victory Medal, the first awarded in Florida. WGBS Sports Editor Bob Lyle received the Medal in recognition of his work for the campaign.

NBC has secured exclusive video rights to the 35th Davis Cup Challenge Round, first to be played in this country since 1939, at Forest Hills, N. Y., Aug. 30-Sept. 1.

Indian Broadcasts

SATURDAY afternoon news broadcasts in the Navajo language have been launched by KGAK Gallup, N. M., for the area's large Indian population. Gallup is the trade center of vast Indian reservations, of which the Navajo is the largest. News items of special interest to Indians are supplied to KGAK by the Indian agency at Window Rock and by other sources close to Indian affairs. Following each newscast KGAK airs a talk, also in the Navajo tongue by a Navajo active in tribal affairs.

Sports Elect

TED HUSING, WHN New York record m. c. and former CBS sports director, was elected president of the Sports Broadcasting Assn., New York Chapter, at a meeting in New York May 26. Marty Glickman, WHN sports director, was elected vice president, Guy Lebow, WHN sportscaster, was elected second vice president, Andy Lang of Press Asso., was voted treasurer and Joe Hasel, ABC sportscaster, was named secretary.
WHO Entertains in N. Y. For Agency Radio Group

WHO DES MOINES was host to about 100 agency radio executives last Tuesday at a luncheon at New York's Waldorf-Astoria. Herb Plambeck, WHO farm service director, described the station's soil conservation campaign and introduced a color sound film of the

WHO Fourth Annual Corn Belt Plowing Match and Soil Conservation Day for which station received the duPont award for 1946. Event will be repeated this fall, Mr. Plambeck said.

Jones Scovern of Free & Peters, national sales representative for WHO, was toastmaster at the luncheon, at which Paul A. Loyet, WHO vice president, also spoke briefly.

MARY SULLIVAN (second from r.), gets congratulations and best wishes from her sponsor Carter Products Inc., as she starts her second year as ABC's Policewoman. A party in her honor at New York's Tough Club drew the above well-wishers (l to r): Robert E. Kintner, executive vice president, ABC; Edward F. Hudson, vice president, Ted Bates Inc.; Mrs. Grace Lagay, daughter of Mrs. Sullivan and only woman hotel detective in New York; Mary Woods, president, ABC; Mrs. Sullivan, and John B. Erickson, representing Carter Products Inc.

The School of Radio Technique

New York • Chicago
America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for Free Booklet B.
Approved for G.I. Training

Chicago 4, Ill.: 728 S. Wabash Ave.

Broadcasting • Telecasting
### Consulting Radio Engineers

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Bldg.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1329 Wisconsin Ave., N.W.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Adams 2414</td>
<td></td>
</tr>
<tr>
<td>McNARY &amp; WRATHALL</td>
<td>983 National Press Bldg., D. 1205</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td>PAUL GODLEY CO.</td>
<td>Labs, Great Neck, N. J.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Little Falls 4-1000</td>
<td></td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>501-503 Munsey Bldg. — District 8456</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Porter Bldg., 100, 8821, Kansas City, MO.</td>
<td></td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1469 Church St., N.W. DE, 1234</td>
<td></td>
</tr>
<tr>
<td>AND ASSOCIATE PAUL A.</td>
<td>1469 Church St., N.W. DE, 1234</td>
<td></td>
</tr>
<tr>
<td>deMARS</td>
<td>Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td>HAROLD B. ROTHROCK</td>
<td>1909 Eye St., N.W. National 018</td>
<td></td>
</tr>
<tr>
<td>AND ASSOCIATE GEORGE B.</td>
<td>1909 Eye St., N.W. National 018</td>
<td></td>
</tr>
<tr>
<td>BAIREY</td>
<td>Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td>LOMNIES &amp; CULVER</td>
<td>Munsey Building, District 8215</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td>J. KEEL</td>
<td>A Complete Consulting Service</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Earle Bldg., Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>National 6513-6515</td>
<td></td>
</tr>
<tr>
<td>RING &amp; CLARK</td>
<td>85 Years Experience in Radio Engineering</td>
<td></td>
</tr>
<tr>
<td>MUNSEY BLDG., REPUBLIC</td>
<td>2347</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>1416 Briarcliff Pl., N.E.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Atlanta, Atwood 3328</td>
<td></td>
</tr>
<tr>
<td>E. C. PAGE</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bond Bldg., Executive 8670</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td>ANDREW CO.</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>263 E. 77th St., Triangle 4400</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chicago 18, Illinois</td>
<td></td>
</tr>
<tr>
<td>M. Holey &amp; Hillegas</td>
<td>1116 Briarcliff Pl., N.E.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Atlanta, GA. Atwood 3128</td>
<td></td>
</tr>
<tr>
<td>A. E. EARL CULLUM, JR.</td>
<td>Highland Park Village</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dallas 5, Texas JUSTIN 8-6108</td>
<td></td>
</tr>
<tr>
<td>E. C. PAGE</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bond Bldg., Executive 8670</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer</td>
<td></td>
</tr>
<tr>
<td></td>
<td>830 Gregg Street, Columbia, South Carolina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Phone 7342</td>
<td></td>
</tr>
<tr>
<td>NATHAN WILLIAMS</td>
<td>Allocation &amp; Field Engineering</td>
<td></td>
</tr>
<tr>
<td></td>
<td>20 Algoma Blvd., Ph. Blackhawk 22</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oshkosh, Wisc.</td>
<td></td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 N. Abram St., Phone 1218, ARLINGTON,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Texas</td>
<td></td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1709 K St., N.W. Republic 1803</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td>JOHN CREUTZ</td>
<td>319 Bond Bldg., Republic 2151</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td>G. H. BISER</td>
<td>1100 Lillian Way, Gladstone 6178</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hollywood, California</td>
<td></td>
</tr>
<tr>
<td>ANDERSON &amp; MERRYMAN</td>
<td>New York City</td>
<td></td>
</tr>
<tr>
<td></td>
<td>38 W. 42nd St., N.W.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>New Orleans</td>
<td></td>
</tr>
<tr>
<td></td>
<td>American Bank</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Raymond 1111, Bldg.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Laboratories: Baton Rouge, La.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Roosevelt Road</td>
<td></td>
</tr>
<tr>
<td>A. R. Bitter</td>
<td>Consulting Radio Engineer</td>
<td></td>
</tr>
<tr>
<td></td>
<td>622 Madison Ave.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Toledo 4, Ohio</td>
<td></td>
</tr>
<tr>
<td>PREISSMAN &amp; BISER</td>
<td>AM, FM, Television</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Allocation, Station Design</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Management Training Associates</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3308 14th St., N. W.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Adams 7299</td>
<td></td>
</tr>
</tbody>
</table>
LEGION OPPOSES L. A. APPLICANT FOR GRANT

A RESOLUTION opposing any broadcast station grant to Hollywood Community Radio Group on grounds of alleged Communist leanings of several of its members, has been adopted by the Executive Committee of California Dept. of American Legion.

The Group is one of four AM applicants involved in a competitive proceeding for 1540-1620 kc in Los Angeles area, and is one of two applicants for one available Class B FM channel. Charges that some of the Group’s members had Communist sympathies were also made in the FCC consolidated proceeding on the applications last winter [Broadcasting, Dec. 23].

The Legion committee expressed feeling that “if any permit to operate a broadcasting station were issued to [The Group], it is reasonably certain that the station would be used to spread the philosophy of Communism among the interests of Soviet Russia to the detriment of the United States of America and its form of government and would do incalculable harm to our government and our American institutions.”

Copies of the resolution, signed by Donald A. Clarke, department adjutant, were to be sent to FCC and members of California’s Congressional delegation. The Group is owned by 75 stockholders headed by Alvin Wilder, commentator.

AN OPPORTUNITY for veterans reestablishing themselves in medical practice is offered in pamphlets on the WEAN Providence, R. I. program, Doctor’s Orders, leaflets, distributed at the recent convention of the Rhode Island Medical Society, explain the purpose of the series, a public service forum of the R. I. Medical Society, and contain a reply for a doctor to fill out expressing interest in appearing on the program.

Pamphlet tells of the series through which “members of the medical profession can talk direct to the public, in layman’s language, on problems of health and disease.” There is also a weekly dramatization of a health problem. The series has been on the air since the spring of 1944, Wednesday, 8 p.m., sponsored by Blanding & Blanding, retail druggists. Sponsor identification takes only two minutes—including opening and closing of the 15 minute program.

Blanding & Blanding has built up prescription business approximately 300% since going on the air with Doctor’s Orders, Album of Courageous Women and For People Only. Radio Productions, Providence, handles the series.

Canadian Board

CANADIAN Radio Technical Planning Board has made recommendations to the Department of Transport, Ottawa, in connection with frequencies to be assigned broadcasting stations, radio communications and other services using high frequencies in Canada. Allocation recommendations covered A.M., F.M., television, point-to-point communication services, industrial, scientific and medical use of radio frequencies, aids to navigation, and other services. The CRTF recommendations were made in time for use by the Canadian delegates to the International Radio communications Conference at Atlantic City.
NEW 5-kw transmitter of WSLI Jackson, Miss., will be housed in this modern structure. Station, which has been operating with 250 w on 1450 kc, plans to move soon to its new frequency, 550 kc, with 5 kw both day and night. When this new operation begins WSLI, an ABC affiliate, will be the only station in Mississippi with 5 kw at night, according to L. M. Sepaugh, manager.

Seven Conditional, Three Full CPs Are Granted in FM by Commission

SEVEN new conditional FM grants were announced by FCC May 22. Three are for Class A facilities while the rest specify Class B assignments. Two of the latter were issued in lieu of previously authorized Class A grants.

Class A grantees: Camden, N. J.—American Quarts Labs, Inc.

WDAY Contests
CASH and merchandise prizes will go to winners of WDAY Fargo’s Mr. WDAY and Mrs. WDAY contests. In the Mr. half of the contest an unknown man is traveling through WDAY’s listening area and the person who finds and properly identifies him will receive a $100 bill. Then the winner will be brought to Fargo to receive prizes valued at $4,000 donated by merchants of Fargo and its neighboring city in Minnesota, Moorhead. WDAY has coined a name for an imaginary Mrs. WDAY and each day is broadcasting one letter of the name. Writer of the first letter to WDAY correctly identifying the mythical Mrs. WDAY will receive prizes similar to those awarded the winner of the Mr. WDAY contest.

They Say...

"PRIVATE ENTERPRISE is in the public interest. It was only in the minds of the fearful that the two were arrayed as though hostile to one another. . . . The only public interest worthy of the citizens' devotion is that which commands, and in turn is commanded by, respect for the rights of individuals and adherence to orderly conduct of their affairs under uniform laws impartially administered. Private enterprise serves that public interest."


"NOR SHOULD we minimize the value to everyone—farmers, businessmen, and housewives—of the information received through the sometime annoying commercial announcement. Commercial advertising is the keystone of the large part of the American radio industry. . . . But there is one outstanding service that radio can offer all of us. It can provide all the people of the state of the news at one time to men who are particularly well qualified to discuss public issues. . . . I am sincerely convinced that radio can be and must become a great instrument in the promotion of good government."

Gov. George T. Mickelson, of South Dakota, in address aired by KUSD, non-commercial educational station of the U. of South Dakota, on occasion of KUSD's 25th anniversary.

"RADIO ADVERTISERS do not decide what show to sponsor by throwing darts at a list or by using a ouija board . . . . the selection of radio shows is a hit or miss. It is a very complicated and well-thought-out process. And the result is usually a show that will please a great number of Americans. . . . I have come to the conclusion that if . . . people would do a little more looking around and a little less criticizing they might find out that their criticisms are largely unfounded. . . . If one will only investigate the radio dial one can find almost any kind of show is offered at least a dozen times a week."

Dale Drum, whose letter in reply to sharp criticism of radio by persons he termed “intellectuals” appeared in the Opinion pages of the People column in the Los Angeles Times.

"PRIVATE ENTERPRISE is in the public interest. It was only in the minds of the fearful that the two were arrayed as though hostile to one another. . . . The only public interest worthy of the citizens' devotion is that which commands, and in turn is commanded by, respect for the rights of individuals and adherence to orderly conduct of their affairs under uniform laws impartially administered. Private enterprise serves that public interest."

James F. Hope, of the New York Bar Assn., at annual meeting of Proprietors of Stations of America, Atlantic City, N. J., May 21.

"NOR SHOULD we minimize the value to everyone—farmers, businessmen, and housewives—of the information received through the sometime annoying commercial announcement. Commercial advertising is the keystone of the large part of the American radio industry. . . . But there is one outstanding service that radio can offer all of us. It can provide all the people of the state of the news at one time to men who are particularly well qualified to discuss public issues. . . . I am sincerely convinced that radio can be and must become a great instrument in the promotion of good government."

Gov. George T. Mickelson, of South Dakota, in address aired by KUSD, non-commercial educational station of the U. of South Dakota, on occasion of KUSD's 25th anniversary.

"RADIO ADVERTISERS do not decide what show to sponsor by throwing darts at a list or by using a ouija board . . . . the selection of radio shows is a hit or miss. It is a very complicated and well-thought-out process. And the result is usually a show that will please a great number of Americans. . . . I have come to the conclusion that if . . . people would do a little more looking around and a little less criticizing they might find out that their criticisms are largely unfounded. . . . If one will only investigate the radio dial one can find almost any kind of show is offered at least a dozen times a week."

Dale Drum, whose letter in reply to sharp criticism of radio by persons he termed “intellectuals” appeared in the Opinion pages of the People column in the Los Angeles Times.
MARVIN YOUNG, pre-war assistant program manager of NBC Western Division and recently with Theatrical Productions, has joined Ruth- erry & Ryan, Hollywood, as office manager.

VAJDF MAHMOOD, managing director of Advocis Ltd., Bombay Inc., an Indian associate agency of McCann-Erickson, New York, has arrived in New York for an extended visit. He will use McCann-Erickson's New York office as he head- quarters during his stay.

HOWARD K. JONES, acting head of plans board of Brooke, Smith, French & Dorrance, Detroit and New York, has been appointed director of re- search and chairman of agency's plans board. Mr. Jones was with Young & Rubi- dien, New York, before joining BBF in 1944.

WILLARD G. SAUNDERS has joined Beaumont & Homan Inc., Omaha, as an ac- count executive.

Mr. Jones

JAMES G. BEARDSLEY will be trans- ferred from Chicago office to Detroit office of Beaumont & Homan Inc., effective July 1.

ALLAN MCKEE, radio production di- rector, and JACK STAFFORD, production and public relations director, respectively, of Smith, Bull & McCready Adv., Hollywood, have resigned, with their former assignments being taken over by MAYFIELD KAY, agency production manager. Mr. McKee has joined KWW-Paris Adv., New York, and Mr. Stafford will freelance in radio production and advertising.

JIM LUNTZEL has resigned from Holly- wood Publicity Assoc. to form own agency in that city under name of Jim Luntzel Assoc.

BETTY BARRETT, formerly with Don- nous & Co., New York, has joined Ceci & Freney, New York, as timebuyer.

ED BRYANT, formerly with CJCA Ed- monton, Alta., has joined Stewart-Lovitch & MacPherson, Edmonton, as radio director.

BROOKLYN ADDITIONS

HAROLD GRAINGER, formerly with adv., board of Wine Institute, San Francisco, has joined Biscuit. Van Norden, St., that city, as field repre- sentative and merchandising counsel. DEAN WEINBERG, Army discharged, has joined agency's production staff.

C. D. CALVERLY, former account ex- ecutive of D'Arcy Adv., Cleveland, has joined L. C. Cote Adv., San Francisco, in similar capacity. EARL HAWLEY, for- merly on copy staff of Pittsburgh Publ. Adv., New York, also has joined Cole agency.

HAL MOORE, who recently operated on public relations for Allied Artists, has established Acme Adv Agency at 925 SW 135th St., Portland, Ore.

DAVE GRIFFITHS, with WBO Scar- ton, Pa., for past 10 years as sports commentary, continuity editor, public- ity director and production manager, has resigned to open own agency un- der name of Dave Griffiths, Radio Adv. Consult. Offices will be located in Brooks Bldg., Scranton.


HENRIETTA BARNES, formerly with St. George's & Kees Inc. New York, has joined St. George's & Kees Inc. New York, as assistant to NANCY HUGHES, di- rector of specialized and fashion advertising.

CHARLES NEWTON, former copywriter at Doherty, Clifford & Shenfield, New York, and prior to that group head at Geyer, Cortell & Newell, New York, has joined copy staff of Duane Jones Co., New York.

PORTER D. BIBB Jr., former head of new business at Lambert & Marshall, New York, has joined Compton Adv., that city, to head new business activities.

H. V. PETERSON has rejoined James Fisher Co., Toronto advertising agency, as account executive. He started with Fisher agency 25 years ago, and was a time manager of the Montreal office.

AUSTIN H. PETERSON, vice president in charge of Hollywood operations for Ted Bates Inc., is the father of twin boys, John and Christopher.

HUNTER ADV., recently formed by BILLY HUNTER and TOM MILLI- ORN, has opened offices at 460 Hill St., Los Angeles. Telephone: Mutual 6234.


SYDNEY BERMAN has joined Seidel Adv., New York, as an account executive.

PETER SCHAEFFER, former account executive with J. Walter Thompson Co., New York, and prior to that in advertising department of New York Herald Tribune, has joined Mohr, W. C. & Assoc., New York, as an account executive.

RALPH BENNETT, has resigned as copy chief of Reiss Adv., New York. Future plans not announced, and no re- placement has been named.

CANADIAN ASSN. OF BROADCASTERS has franchised the following advertising agencies: Grant Adv. of Canada, W. B. LEWIS (seated), vice president and radio director of Kenyon & Eckhardt Inc., talks over expansion plans with Clare Olmstead (1) and Jesse Butcher (r), newly appointed manager and business manager, respectively, of K & E's Hollywood office [Broad- casting, May 20].
TESTS ON 2-CHANNEL FM SEPARATION STARTED

TESTS of two-channel separation for Class A and B FM stations in adjacent cities were started May 25 in the Washington, D.C., area. WGAY-FM Silver Spring, operating since April 27 on 104.3 mc., moved to 93.3 mc., separated by only one "blank" channel from WINX-FM Washington on 92.9 mc.

Because of mutual interference arising from Class B stations operating only two channels apart in the same city, FCC has proposed and is preparing to effectuate an allocation plan providing for a minimum four-channel separation for such stations [BROADCASTING, April 14]. But it was pointed out that in some cases, particularly in larger cities, it would be necessary to put Class A outlets in one community only two channels away from Class B stations in an adjacent city.

The WGAY-WINC FM tests, conducted with the cooperation of FCC and consulting engineers, are expected to aid the Commission in future allocation and assignment problems. WGAY-FM, which announced the tests, said it was operating with 440 w effective radiated power and that its signal and station had been received clearly in Winchester, Va., 75 miles away, where the receiver was at a 400-foot elevation and separated by a 2,000-foot mountain from the line-of-sight radiation of WGAY-FM's tower.

HABING ACQUIRED Eddie Chase and his popular Make Believe Ballroom, CKLW Windsor-Detroit took full advantage of the situation with an extensive promotion campaign designed to publicize the m.c.'s move.

Newspaper advertising in dailies, weeklies and throwaways, plus billboards, mailing pieces, special stunts and trade paper ads were used to tell about the shift.

One of the stunters Dick Jones, CKLW sales manager and promotion director, used was a two week series of transmitted announcements by name band leaders and vocalists telling Detroit listeners that Eddie Chase was moving.

For several days before the shift, several large moving vans cruised around displaying banners which announced the change. In addition, the station made a tie-up with the Borden Creamery and distributed to 100,000 homes facsimiles of phonograph records imprinted with the phrase, "Eddie Chase Is Moving to CKLW."

Mr. Chase formerly had the program on WXZY Detroit.

PIONEERING IN KANSAS CITY

1942

NOW AN ESTABLISHED CLAIM ON THE KANSAS CITY MARKET

O. R. WRIGHT SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

“FULL GROWN”

WDOD
21st YEAR CBS
5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER NATIONAL REPRESENTATIVES

FIRST IN CHATTANOOGA

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

June 2, 1947 • Page 65
As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

National Representative
JOHN BLAIR & CO.

TWIN SHOVELS are handled by J. Frank Jarman (left), manager, WDCN Durham, N.C., and Carl C. Council, president of the Durham Radio Corp., at ground breaking ceremonies for the station's new building which will house the new 5 kw AM and 10 kw FM transmitters. F. G. Wallace (behind the two men), of the Herald Sun Newspapers, and Mrs. E. T. Rollins, vice president and secretary-treasurer of the company, watch the ceremonies.

White Book
(Continued from page 54)
be if the sponsor tried to choose the news.
"Stations and networks have retained the right of editing," he says, "and as far as I know, there has been no actual sponsor interference in news content." He goes on to say that if such a situation did arise, the FCC would "consider it a grave offense and pursue the matter vigorously."

Self-Censorship
Another question involving self-censorship, says Mr. White, involves the latitude to be given news commentators. "Should they," he asks, "be permitted to harangue, to plead, to urge courses of action, to set themselves up as authorities on every conceivable subject?"

Limiting commentators, he claims, does not violate the First Amendment on freedom of speech, for "the authors of that amendment had in mind freedom of responsible speech. They didn't intend that anyone should have the right to cry 'fire' in a crowded theatre." Urging caution, Mr. White says, "I think American radio should be careful lest a small group of men indulge in bias to a point where they exert a dominant power over public opinion. Such power in the hands of a few would destroy all fairness in the air—and in democracy there's no freedom without fairness."

Discussing job opportunities, Mr. White asserts that those who go to schools of journalism, especially those schools that operate radio stations, have a big advantage. But with more and more colleges and even high schools adding radio courses, it's easy to see that the supply of people with some training is outracing the demand. There are things happening behind the scenes, he says, which may change the situation, but the forecast for the late 1949's is "jobs for only the best."

Elaborating on the behind the scenes aspect, he claims that opportunities for more jobs depend on two things—new inventions and stiffer competition.

Considering the unrest in the world today and the strict censorship practiced by many countries, the closing thought in Mr. White's book seems fitting and appropriate. "I firmly believe that a free and democratic radio, presenting the news as clearly and accurately as possible, is one of the greatest exports we can give the world."

High Power Answer
A PHONE-quizzer in Nashville with a slightly red face is being more careful this week about which number she calls. Last week a number and asked theusual, "This is a radio survey; what is your favorite morning radio program?"
A man answered, "The only show that could ever be my favorite this time of the morning would be one I didn't have to listen to." In answer to her question about the radio's on, he told her it better be, then explained: "This is Bill Montgomery at the WSM transmitter. I'll let you draw your own conclusion on the station I'm listening to."

Fire at WBT-FM
FIRE swept WBT Charlotte's 157-acre Spencer Mountain fortnight ago, seriously threatening WBT's FM transmitter located on the mountain, 12 miles west of Charlotte. WBT broadcast an appeal for volunteer fire fighters, who responded to fight the fire with regular firemen for 17 hours.

Business of Ziv Co. Up
24% in 1947 1st Quarter
THE FREDERICK W. ZIV Co.'s business for the first four months of 1947 is 24% better than during the corresponding period of 1946, John L. Sinn, executive vice president of the company reported last week.
Mr. Sinn explained that the organization now has 21 different programs broadcast on 177 radio stations throughout the United States. Mr. Sinn also announced that the organization is expanding its sales force and has added two new division managers and three salesmen.

The two new divisional managers are Barney Cragston, formerly with ABC, and E. J. Broman, formerly commercial manager of KSL Salt Lake City. The three new salesmen are William Schnaudt, Ray Linton and Guy Zwahlen.

Emerson Guarantee
EXISTING prices on Emerson radios are guaranteed for rest of year, Benjamin Abrams, president of Emerson Radio and Phonograph Corp., has told distributors. Should any downward revisions in price occur, the trade is guaranteed rebate, he stated.
SECOND ANNUAL Georgia Radio Institute, held May 18-19 at the U. of Georgia under joint sponsorship of the Georgia Assn. of Broadcasters and the Henry W. Grady School of Journalism, attracted some of the top names in broadcasting. The above group of featured speakers includes: (top row) Irving G. Abeloff, WLEE Richmond; Robert Richards, public relations director, NAB; Robert Foreman, director of radio writing, BBDO, New York; (bottom row) Charles Smithgall, WGGG Gainesville, Ga.; president, Georgia Assn. of Broadcasters; Dwight Bruce, WTOL Savannah, Radio Institute chairman; Clarence Menser, vice president in charge of programs, NBC, and John M. Otter Jr., WSB Atlanta.

SPEAKERS AND LEADERS at Second Annual Georgia Radio Institute included: Standing (1 to r): Richard C. Hottelet, CBS correspondent; Dwight Bruce, WTOL Savannah, Ga., Institute chairman; Arthur C. Stringer, NAB; Robert Hudson, CBS director of education, New York; seated (1 to r): John E. Drewry, dean of U. of Georgia's Henry W. Grady School of Journalism; Merriman Smith, UP White House correspondent and author of Thank You, Mr. President; Mrs. Charles Smithgall, wife of Georgia Assn. of Broadcasters president; Lewis Doster, WGAU Athens, Ga.; Charles Smithgall, president, Georgia Assn. of Broadcasters.

Ohio Firm Designs a New Type Video Control Room

A NEW TYPE of television control room has been designed by Richard W. Hubbell and Assoc., Cincinnati, for the studios being constructed in that city by Crossley Broadcasting Corp., operator of WLW. "This new design should cut production costs," Mr. Hubbell stated. "Mechanical details of producing a show are simplified. Factors making for nervous strain are minimized."

In order to keep down construction expenses, the design has been arranged so standard units of equipment offered for sale by television manufacturers can be used with slight modification. The new control room design and the improved production system made possible by it are available on a non-exclusive license basis not only to Crosley but also to other clients of the Hubbell firm.

THE "Zane Grey" show, featuring the famous Zane Grey character, Tex Thorne, will begin on Mutual in September, Sat., 3:30-9 p.m. Program will be produced on West Coast through Hawley Publications, publishers of the monthly Zane Grey Magazine and subsidiary of Stephen Stringer Inc., who will contribute more than half of the show's production costs. Program will be available for sponsorship at reported cost of $2500 per show.

WLB's AIDS FUND
Station Goes 'All Out' to Help Cancer Society Drive

THE AMERICAN Cancer Society found a real friend and supporter in WLB's Lebanon, Pa., which recently wound up a big "all out" campaign for the Society, according to Julian F. Skinnell, the station's operation manager.

Mr. Skinnell appointed Chet Hagan, WLB's promotion manager, and Phillip Reilly, local sales manager, to direct the drive. That their efforts paid off is evidenced by the fact that Lebanon County raised its quota of $13,000.

Highlighting the station's promotion was the production of WLB Radio Varieties, depicting a typical WLB broadcasting day, and participated in by virtually every on-the-air talent. The show was given in the high school auditorium with all proceeds going to the cancer fund.

Two programs, one featuring prominent doctors and citizens of Lebanon and the other using name bands on transcription, were aired daily. In addition, the station played every ET package show by the American Cancer Society and spot announcement produced and run aside a day known as "C" day when every sustaining show and several commercial programs plugged the drive.

A jingle contest drew hundreds of entries, and station advertisers awarded the winners prizes ranging from wrist watches to a puppy. A mystery tune contest brought 80 listeners a total of $800 in cash prizes, with most of the winners in cities outside of Lebanon.
Fielding is Promoted
By RCA Record Dept.
RICHARD M. FIELDING, former assistant advertising and promotion manager of the RCA Victor Record Dept., Camden, N. J., has been appointed advertising and promotion manager of the department, succeeding J. M. Williams who was named advertising manager of RCA’s Home Instruments Dept.

Prior to joining RCA Victor in 1946, Mr. Fielding served for more than three years as a lieutenant commander in the U. S. Naval Reserve, and before that was with the real estate firm of Mears and Brown in a sales and promotion capacity. He began his career in advertising with the Philadelphia Electric Co., and in 1930 formed the advertising agency of Wood and Fielding, Philadelphia.

Further Details on the Des Moines Tribune radio column poll are included in a promotion campaign by WHO, Des Moines NBC outlet, is distributing. The piece presents reproductions of Mary Little’s radio column in the Tribune reporting on the survey, with additional information pointing out how many of the top honors went to WHO and NBC.

WHO is credited with 11 first places, 12 seconds and nine thirds, while the station with the next best record is given seven first places, three seconds and eight thirds. Among local announcers, for example, the promotion sheet points out, WHO’s Ernie Sanders emerged in first place four votes ahead of Bobby Griffin, also of WHO.

WHO also rated first and second in the local news men classification, with Jack Shelly taking top honors and M. L. Nelson runner-up. The network newsmen voted in second place, though that same paper, in the Des Moines poll—H. V. Kaltborn and Alex Drier—also are heard over WHO.

In the quiz show classification WHO and NBC likewise were heavy favorites. First place went to the quiz Kids program.

Favorite network sportswoman was Bill Stern of NBC while the most popular daytime show also was an NBC-WHO program, the Fred Waring Show.

Most impressive record in a single classification went to WHO in the comedian and comedy team group, where the station topped the first nine places. NBC’s Fibber McGee and Molly and Amos ‘n Andy ranked first and second, respectively.

The champion vote getter, however, was Bing Crosby [Broadcasting, May 5], heard over the Des Moines ABC outlet, KNRT.

Mr. Crosby polled 523 more votes than his nearest competitors, Fibber McGee and Amos ‘n Andy, 401.

Total response in poll was 3500, according to reliable sources, with 1900 votes outside Des Moines and 1600 in that city. Ten to 12 counties were involved in polling, it was further said.

Chak Opens
MOST NORTHERLY North American Station, a new Canadian broadcasting station has been opened at Aklavik, Northwest Territories, 200 miles north of Arctic Circle, at mouth of Mackenzie River. Station call letters are CHAK, and it operates under Canadian Army auspices. It was built by five members of the Canadian Army signals section at Aklavik from amateur station parts, is powered at 30 watts, and gives service to the 150 people at Aklavik and as many more in the nearby trading posts and trappings. Army men who built the station and operate it, are Sgt.-Major R. A. MacLeod, Sgt. J. W. Willis, Cpl. K. N. Murley, Cpl. M. J. Benoit and Pvt. G. E. Stonier.

Tubes In Demand
A STEADY high-level demand for radio tubes is anticipated during the rest of 1947 by manufacturers, according to a statement last week by M. F. Balcom, chairman of the radio engineering dept. of the Assn. tube committee and vice president and treasurer of Sylvania Electric Products, Inc. He said that high tube production rates will be sustained by the increased demand for FM and video sets and an active export trade.

Nbc on May 24 began a summer series of 20 broadcasts devoted to the cultural contributions of other nations to the American way of life entitled “Home Is Where You Make It” aired on the network, except WNBC New York, Sat. 11-30-12 noon and on WNBC only. 4:30-5 p.m.
PEOPLE of Rochester look up to WHAM, or at least its advertising. Latest stunt in the station’s “WHAM Tops Them All” campaign is the above billboard, 50 feet long and 15 feet high, and located on the city’s busiest corners. Copy is changed daily and pertains to both local and network programs.

day over WMLO that city. The names of local merchants who responded to this appeal to broadcast on WMLO’s Salute to Milwaukee Merchants aired daily at 3 p.m. William Travis, general manager of WMLO, declares: “We encourage every merchant to follow our example by giving air credit to those merchants supporting the campaign to put ten cents back into every dollar.”

Good Deed WHEN the Good Deed Radio Club, program heard on CKOC Hamilton, Ont., Sat. 9:45-10:14 a.m., presented the “Good Deed” wrist watch of the week to a nine- year-old boy in Hamilton General Hospital, the presentation was recorded for future broadcast. During the ceremony, the boy suggested that the hospital needed a radio and record player, with auxiliary speakers, for the wards. The interview was re-broadcast the following day and an appeal for funds was made on the Good Deed show. Over $600 was contributed by listeners.

Book Donations PLEA for books to be donated to Pryor, Okla. orphanage, to meet a reading material shortage, was broadcast for three days on newscasts over KVVO Tulsa. As a result, the books began to pile up until the newsroom staff was pressed for space. Encyclopedias, comic rooks, children’s classics and more serious books for teenagers were sent in by the hundreds. Ken Miller, KVVO news editor, delivered the 8,000 book library to the orphanage, where it was welcomed by local people and the orphanage staff. Gov. Roy J. Turner officially received the books for the state of Oklahoma.

* * *

Provides Serum MORE than $2,000 was contributed the day following Ralph Collier’s appeal on WNBC New York’s Metropolitan News Roundup for money to buy a costly serum albumin for an eight year old youngster afflicted with nephrosis. The show, heard daily at 12:15 p.m., features reporters from five metropolitan newspaper offices. Mr. Collier represents the Long Island Daily Press.

BROADCASTING • June 2, 1947 • Page 69
WWSW SURVEY SHOWS SUNDAY PREFERENCES
BASEBALL is tops with 57.5% of Sunday radio listeners in Pittsburgh, according to Frank R. Smith, general manager, WWSW, who last week announced the results of what he termed the "most complete telephone coincidental radio survey to be taken in Pittsburgh."

The Sullivan-Rayhew research advertising agency, which conducted the test for WWSW, made 1,506 home calls to households of the city between 2-7 p.m. on Sunday, May 18. Ratings varied from 23.3 to 15.8, but the final conclusion was that 57.5% were listening to the ball game. Low period was 4:30-5 p.m. when the station carried "I Am An American Day" ceremonies between the doubleheader.

The survey was made on a warm sunny day, the station pointed out, and 33,000 potential listeners were at the ball park watching. Pittsburgh baseball broadcasts are co-sponsored by General Mills and the Atlantic Refining Co.

KFI-AMF Agreement
KFI Los Angeles and Musicians Mutual Protective Assn. Local 47, AFM, have agreed on new wage scale for 14 musicians, director and arranger. Agreement calls for raises under 16% which up pay to $75 weekly, with 15% for casuals.

A STRATEGIC SPOT

Maybe you're not sure sometimes how to play your radio shots so you won't miss. Down here in this important ONE BIG MARKET . . . THREE KEY CITIES . . . Beaumont, Port Arthur, and Orange . . . your sure shot is KFDM! Has the audience, day and night . . . gets results!

AD: PENFIELD, news, sports and special events director of WNR and WNR-FM Rochester, N. Y., has been a new program director of the two stations.
JOE ANTHONY has joined announcing staff of WCCO, St. Paul, Minn.
LORETTA BAKER has joined KALD Salt Lake City as member of continuity department, and ELIZABETH CALDON has joined station's production staff.
SAM J. SLAYE, acting head of BBC's New York program department, has been appointed program director. He succeeds STEPHEN FRY who last November, Mr. Slate will supervise all engineers programs about British for American listeners and all west-bound shows about Britain for Americans.
TONY WHEELER, formerly with WPIL, Philadelphia, has joined announcing staff of WBNX-Singapore, N. Y.
BILL LINDSEY, formerly with KYUM Yuma, Ariz., has been named program manager of KROT Sun Country Broadcasting Co. station now under construction at Yuma, FRANCIS WAITZ, wife of Mr. Lindsey and former with KMPG Hollywood, has also joined KYSC as office manager.
ANDY BENEDICT, after radio work with the Army, has joined announcing staff of WNAR Norristown, Pa.
ROBERT EWING BROWN, Army veteran, has joined announcing staff of KTHS Hot Springs, Ark.
BUD RICK, formerly of WBAL Baltimore and WNYN New York, has joined announcing staff of WINX and WINX-FM Washington.
BILL DEMARSE, formerly of WROM Rome, Ga., and WHEC Rochester, N. Y., has joined WNYT Rochester, as announcer.
JOHN G. VROTOS, former chief librarian of American Forces Network, has been appointed chief announcer at KTN Frankfurt, Germany. He is a civilian employee of AFN and has been in radio for five years, working as announcer at KQJO Mason City, Iowa, WKBW and KDTH Dubuque, Iowa.
ROBERT RAWSON, announcer at WINO Chicago, is the father of a girl, Judith Ann.
JERRY FIELDS, Merchant Marine veteran and formerly with KOJU Hollywood, has joined announcing staff of KROG Long Beach, Calif., as record m.c.
ART LINKLETTER, m.c. of NBC "People are Fighting" and chief of NBC's "House Party," is doing dramatic lead in transcribed "Hollywood Agent" for Skippy Theatre of the Air.
TOM PALMER Jr., formerly with WMVQ Millwood, W. Va., has joined WMOC Covington, Ga., as program director.
VERNE WILLIAMS, announcer at WNWAC Boston, is the father of a boy, Scott.
WALTER SMITH, music librarian at KYW Philadelphia, is the father of a girl.
HELEN SUGG, freelance script writer, joins WROX Clarkdale, Mlsa., as continuity and promotion director, effective June 15.
BILL RYAN, veteran of AFRS, has joined announcing staff of WLLB Lebanon, Pa.
KEN CARSON has been signed to do singing commercials on five weekly of the ABC "Breakfast In Hollywood."
SID BLOFFMAN and GARY BERNSTEIN, on writing staff of CBS "Joan Davis Show," have signed, in writing capacity for NBC "Jack Paar Show," summer replacement for Jack Benny.
AL J. PERCY, manager of the Hollywood music library, is the father of a boy, born May 26.
BILL GOODWIN, announcer-comedian, has been signed for major role in Enterprise Slim, "Wild Calendar," starring Ginger Rogers.
GEORGE A. GRAHAM Jr., writer-announcer of KOL Phoenix, and Jean Smith, were married in Wickenburg, Ariz., May 17.
EVERETT FREEMAN, chief writer on CBS "Baby Snooks," and Rose Ann Murray, New York actress, have announced their engagement.
JOHN BISHOPRIC, formerly of CPGA Edmonton, has joined CBM Montreal, as announcer.

THIS IS CHEETA, KFH Wichita's assistant engineer, has announced her engagement to a former CBS technical employee.
MARTHA WERNER, known as "G. I. Linda," producer of AFRS programs, is the mother of a girl, born May 20.
GENE BAKER, has replaced PAUL RICKENBACHER as announcer on MBS "Heart's Desire."
FRANK WHISON has joined CBM Montreal, as production assistant.
AL MAIFIELD, veteran of Royal Canadian Navy, has joined announcing staff of CBO Ottawa.
HUNTER GALLOWAY, producer of AFRS Los Angeles, and Kay Swift, song writer, were married in Beverly Hills, Calif., May 17.
JOHN MURRAY, writer on NBC "Red Skelton Show," has written novel "Front Boy," to be published by Lip- pincott for winter release. BEN FREE- MAN, also writer on that show, is co-author of best-seller, "Mrs. Mills.
AL D'EVON, veteran of RCAF and former with CJLS Yarmouth, N. S., has joined K-FOX Long Beach, Calif., as Chief of Staff.
ELAINE HOWARD, known professionally as Joanne Taylor of "Fashion Flashes" program on KMOG Kansas City (BROADCASTING, May 26), has been re-elected president of Kansas City Women's Chamber of Commerce.
Jack Gregson has been signed to conduct a three-hour "Disc Jockey Review" daily show on KSF0 San Francisco.
BUD HULICK, of radio pioneering team of Stoopnagle and Budd, has joined WCAP Ashbury Park, N. J., doing one hour nightly show at 11 p.m.
DR. DAVID E. WEGLEIN has been appointed public service counselor of WBAI, Baltimore.
ELAINE GERHART, member of program department at WKBW Philadelphia, and PBOO Cleveland, are to be married June 8.
DEMMING has joined WHBC Canton, Ohio, as secretary to RICHARD NEHER, program director.
TOM CAPPERTY, staff announcer at WGN Chicago, has resigned to join WMEM Salt Lake City, as program director.
NEW SERIES of "Congress Report" programming, featuring members of Congress, aired by WWDG Washington last year during Congressional sessions, has returned to the air on same station, Thur. 10 p.m.
Jasper Registration
(Continued from page 22)

O. F., All-Canada Radio Facilities; Hoppes, Mr. and Mrs., CFBN; Houde, Dr. C. CHNG; Hunt, J. N., CKMO; Hutton, L. A. B., C. N. Telegraph.

I

Irvine, C. L., Northern Broadcasting.

J

Jeffrey, G. D., CKPR.

K


L


M

Malone, T. P., Adam J. Young Inc.; MacNeil, L., Canadian Marconi Co.; Makepeace, F. O., Commonwealth Mercury, London; Empire Broadcasting Co.; Miller, Judge Justice, KAB, Litigation, Jams, and Miss Broadcasting; Moore, L. A., and Mrs., CFBN; Molloy, P. and Mrs., Winnipeg; Murphy, J. C., G. A. and Mrs., CFPC; Murphy, W. A. and Mrs., CFPC; Murphy, W. F., Canadian Broadcasting Corporation; Scott, P. T., RCA Victor Co.; Murphy, H. O., CFQC; Moore, W., CFCT.

Mac

MacKenzie, A. R., All-Canada Radio
Facilities; MacKinnon, L., CFBN.

Me


N

Neill, D., Malcolm, and party, CFNB; Neill, W. D. C., P. Communications; Nelson, O. B. and Mrs., CFQC;

P

Parsons, W. B., NBC Radio Recording
Division; Pammore, C. M., McLaren Advertising Co.; Patterson, S. O., Rogers Majestic Ltd.; Pearson, H. E., All-Canada Radio; Peel, G. E. and Mrs., CJBR; Pescud, G. H., C. P., Communications, Phoenix, N. E. and Mrs.,Can-

adian Celulco Products, BBM; Pollet, Benholm, C. M., Compton Adv.; Pollack, C. A. and Mrs., Dominion Electrolene Co.

Q

Quinney, G. B., CFAR.

R

Rea, W. and Mrs., CKNW; Rea, Misses, CJAV; Rice, G. R. A. and Mrs., CFBN; Rogers, K. B. and Mrs., CFCT; Rogers,

The DOUBLE-DUTY STATION

MINNEAPOLIS

WCCO

NOW-WTCN-FM!

ABC...plus High-listener locals!

FREE and PETERS
National Representatives

BROADCASTING • Telecasting

Baltimore’s Listening Habit

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.

McCLELLAND & STUART

617-6660

1947 RECOGNITION AWARD

JUNE 14, 1947

WASHINGTON

THE NATIONALs

IN A SERIES OF ads appearing in newspapers throughout Canada where there are member stations of the Canadian Assn. of Broadcasters, the independent commercial stations of Canada are telling their story to the public. Supplementing the story being told on radio stations, the advertisements are timed to appear before, during and immediately after the presentation of the CAB brief to the Parliamentary Committee on June 13 at Ottawa (see story, page 42). First advertisement appeared in newspapers May 28, and was headed “Are Crystal Set Radio Laws Good Enough For Canadians?”

Copy deals in general with the “Jumble of hand-down legislation” from the early days of radio, and specifically with freedom of speech on the air. Copy reads: There is no legal right to freedom of speech on the air in Canada. As matters stand, any ‘government of the day’ could prevent expression by radio of any opinion other than its own. . . . The situation has arisen simply because the laws were made from time to time like a patchwork quilt. “The independent commercial radio stations of Canada believe the Canadian radio listener will take lively interest in the suggestion that Canada’s radio laws should be overhauled.” Other advertisements in the series will deal with freedom of choice, monopoly, control by government of-the-day, and the CAB solution of a Parliament-appointed regulatory and licensing body. Box on each advertisement states that the advertisement is one of series published by the 89 member stations of CAB, and names local member stations.

C.B.C. Airs Politics

A SUMMER AND AUTUMN series of free political broadcasts has been announced by the Canadian Broadcasting Corp. for the western stations of Trans-Canada network. There are 30 quarter-hour broadcasts in the series, from May 21 to Dec. 10, with 12 broadcasts for the Liberals, 9 for the Progressive-Conservatives, 6 for the Co-operative Commonwealth Federation (socialist), and 3 for the Social Credit party. The series is entitled The Nation’s Business.

AT & T Dividends

QUARTERLY DIVIDEND of $2.25 per share has been declared by American Telephone & Telegraph Co. Dividend is payable July 15, 1947, to stockholders of record at the close of business on June 16, 1947.

They, too, are MEN WHO KNOW HOW FROM EXPERIENCE... the associates of JOHN BLAIR, who already had an enviable background in radio and advertising when he founded John Blair & Co. 14 years ago. With complete confidence, we invite national advertisers and agencies to ASK A JOHN BLAIR MAN

June 2, 1947 • Page 71
WFMR Offering Atomic Disc Programs at Cost

WFMR (FM) New Bedford, Mass., has scheduled the series of four 15-minute programs on atomic energy to begin in the near future, based on a group of articles written for the Christian Science Monitor by William H. Stringer. Radio adaptation of the articles is made possible by special permission of the Monitor. Series covers the possible future of atomic energy, a nuclear utility system, Atomic Energy Commission, and how atom power may be an aid to weather conditions, etc.

The station is offering the transcribed series or the scripts to any other station requesting them, on a cost plus shipping charge basis. Orders will be accepted until Monday, June 16. Cost is estimated to be $25 for transcriptions, plus express: $1.50 for the scripts complete. However, to make the material available at the lowest possible figure, the station will pro-rate cost on the basis of the total orders received by noon, June 16, and bill accordingly. Only credit required will be to the Christian Science Monitor, and it is understood that the series will be public service, non-commercial, as stipulated by the newspaper.

NEW BUSINESS


ROBIN HOOD FLOUR MILLS, Toronto (flour), has been named "The S. A. & O. Flour" on Toronto’s Onlay-Forbes. 7:30-8 p.m., daily, special permission of the station.

RENEWAL ACCOUNTS


GROUP ACCOUNTS

10TH YEAR with same sponsor and his 20th anniversary as an entertainer at WNAX Yankton, S. D., bring the broad smile from Happy Jack O’Malley. Cake is incidental. May 10, anniversary day, Happy Jack appeared on other programs, entertained George W. Gurney of Gurney Seed and Nursery Co., long time sponsor, and enjoyed 1½-hour special broadcast party with WNAX gang.

Excess Insurance Covering

LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details on both stations.

EMPLOYERS

REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG. KANSAS CITY, MISSOURI
FCC Actions
(Continued from page 58)
May 28 Decisions...

DOCKET CASE ACTIONS
(By the Commission)
Paul F. Braden, Middletown, and I and
E Besti Co., Dayton—Announced adoption
of proposed decision looking towards
grant of application of Paul F. Braden
for new station at Middletown 199 kc 1 kw.
S a again and denial of application of
I and E Besti Co. for same facilities
at Dayton.

Hearings Before FCC...

JUNE 1
Further Hearing in EAMAC 8 Case—License
renewal. Also CP 680 kc 5 kw unm. DA-2.
JUNE 4
AM—Hearing

Additional

Harry Maizlish Honored
By UN at N. Y. Luncheon

LUNCHEON honoring Harry Maiz-
lish, general manager, KFWB Hol-
lywood, was given Wednesday in
New York by Benjamin Cohen, As-
nistant Secretary General of the
United Nations, in charge of pub-
lic information.

Mr. Cohen pointed out that
KFWB had actively supported UN
by special programming and said
that the station had set an ex-
ample for U. S. broadcasters in
broadcasting information about the
UN as it pertained to local U. S.
communities.

Members of the UN informa-
tion staff, including Christopher
Cross, U. S. radio liaison officer,
and trade press editors attended
the luncheon.

Cites TV Role

"TELEVISION will impose abso-
lute honesty upon its advertising," Paul
Mowrey, ABC national direc-
tor of television, said May 27 at
a luncheon at Town Hall Club,
New York. This is so, he explained,"because misleading words and
overstatements cannot survive the
acid test of actual demonstration of the product."

The Mighty Scoville

BY HEROIC effort of Ed
Scoville, CBS Washington
director of special events,
the softball game between
WTOP and NAB May 24
was won by the CBS station.
In making the winning play,
Mr. Scoville slid into first base
with such force that he
fractured his arm. Up to
this point, it's a good story.

Opening pitch was that at
the time of Mr. Scoville's
masterful play, the score
was 33-4, favor WTOP, at
the end of the seventh inning.
No wonder else but Mr. S
seemed worried that NAB
might take the lead. He will
be out of play but not out of
office the rest of the season.

DEALERS WANT CHEAPER
TELEVISION RECEIVERS

Better programs and
lower-priced sets are television's
 granted needs at the moment, accord-
 ing to some 800 television dealer
 receivers who answered question-
 naires distributed at this spring's
Television Magazine at New York's
Hotel Commodore.

Prices on table models, the best
sellers today, should run from $200
to $300, the dealers said, instead of
the current price range of $250 to
$400. For a combination video, AM,
FM and phonograph set, now priced
at $800 to $2,500, they thought
$500 would be about right,
with video consoles perhaps run-
ning as high as $750 for an all-
purpose set.

Lack of daytime programs was
cited as a major handicap to video
set sales by the dealers, 26.1%
of whom suggested continuous pro-
gamming from 10 a. m. to 10 p.
39.6% asked for programs from
10 a. m. to noon and 2-5 p.
while 33.6% said they'd be
satisfied with programs from 1-6 p.
Television's sports offerings
seem to be the major attraction
for receiver purchasers, the retailers said.

Other hurdles in selling video
sets today in the New York area
were listed as: Refusal of apart-
ment houses to permit antennas
to be installed on their roofs; high
cost of antenna installations; poor
quality of programs; lack of sets
for early delivery; small size of
screens. Present practice of manu-
facturers installing and servicing
television sets was favored by 44%
of the dealers, with 55% opposed
and 21% undecided.

TV Film on Safety

AUTOMOTIVE Safety Foundation
will sponsor a television film which
ABC will start preparing soon.
Film will depict safety programs
under way in various parts of the
country. It will be released late in
the summer.

Skywave Hearing Postponed
To Allow Full Preparation

REPORTEDLY to give some of
the 37 participants additional time
to prepare their cases, FCC last
week ordered postponement of the
daylight skywave hearing from to-
day, June 2, to Wednesday.
An engineering battle over the
existence and effect of daytime
skywave emissions is expected.
The battle will be between clear
channel stations, which claim day-
time skywave should be recognized
and that they should be protected
from it, and grantees and appli-
cants for daytime or limited-time
use of clear channels. Hearing
will be held at Conference Room B,
Departmental Auditorium, 13th
and Constitution Ave., N. W.,
Washington, beginning at 10 a. m.

It is not expected that the full
Commission will attend the hear-
ing since Chairman Charles R.
Denny and certain other Commis-
sioners may be in Atlantic City at
the International Radio Confer-
ence. In Mr. Denny's absence Act-
ing Chairman Ray C. Wakefield
would preside.

Clear Channel Broadcasting
Service, which first petitioned for
an investigation of daylight sky-
wave, was made a party to the pro-
ceeding when the hearing was or-
dered [Broadcasting, May 12].
CCBS will represent its following
members, all clear channel stas-
kfi WFAA WSM WHAS
WHAM WJR WOAI WBAQ
WCAU WWL WHO WSB WGN
WLW WLS KDCA

The others which have indicated
formally they would participate:

NBC (WNBC New York); CBS
(WCBS New York); WQXR New York;
WPMT Philadelphia; WBIV Crieve, Va.;
WCKY Cincinnati; KFÈQ St. Joseph,
Mo.; WCNY Centralia, Ill.; WZAR
Louisville; KFBI Wichita; KKBY Dal-
las; WAHL Arlington, Va.; KEI Salt
Lake City; WQTA Tarboro, N. C.; WQFL
Chicago; KEFC St. Paul; WLAG Nash-
ville; WLLD Jacksonville, III.; WSH
Pekin, Ill.

Gate City Broadcasting Co., Kero-
kia; Scene City Broadcasting Co.,
Middletown, N. J.; Vincent Lukas, Ham-
Co., New Britain, N. J.; Family Broad-
casting Co., Minneapolis; Kewane
Broadcasting Co., Kewane, III.; Minne-
sapolis Broadcasting Co., Starke,
Miss.; Four States Broadcasting Co.,
Hagerstown, Md.; Lorraine-Journal Co.,
Lorraine, Ohio; Mansfield Journal Co.,
Mansfield, Ohio; Hillsdale Broadcasting
Co., Hillsdale, Mich.; Community Bro-
dcasting Service, Alcoa, Pa.; Fred
H. Whitley, Kannapolis, N. C.; Goodland
Broadcasting Co., Goodland, Kan.;
Southeastern Broadcasting Co., Clanton,
Ala.; Southwestern Broadcasting Co.,
North Little Rock, Ark.; Oklahoma A.
and M. College, Oklahoma City.

MBS has indicated that it will
attend as an observer.
Unique radio program uncovers facts, figures, fictions and people in world’s biggest, busiest city.

"THIS IS NEW YORK"

A three-alamer breaks out in Brooklyn...The curtain goes up on a Broadway first night...A police siren pierces the Manhattan dawn...A celebrity sweeps through the town.

The following morning, New Yorkers who are tuned to "THIS IS NEW YORK, Bill Leonard Reporting" (9:15-10:00 A.M.) get a first-hand account of the incident, and frequently meet the people involved!

Leonard and his staff of newswise reporters have been providing this unique, personalized radio service for more than a year now. Equipped with tape recorders for on-the-spot interviews, they cover New York 24 hours a day, 7 days a week.

Daily, Bill brings before the mike a popular personality; reviews the news; passes judgment on a current book, play, or movie; tosses table tips to gourmets; proffers a platter or two of delightful music. To his legion of fans, he’s a one-man Chamber of Commerce...an indispputable authority on their home town!

And for the participating sponsors on his program, he's a skillful, effective salesman. A few participations are still available. If you’re interested, WCBS or Radio Sales will gladly supply full details on “THIS IS NEW YORK”.

8:30 A.M. Early-morning work-session plans day’s assignments. In addition to Leonard, program employs four reporter-writers, two secretaries.

11:00 A.M. “This is New York" staff visits firehouses and police stations throughout city, finds them prolific source of human interest material.

12:30 P.M. Recipes submitted by listeners are selected for broadcast on “This is New York" only after bona fide test in the Leonards’ kitchen.

3:00 P.M. Doormen, like cab drivers, are always full of news. “This is New York" jeep, Leonard at the wheel, is familiar sight on city’s streets.
4:30 P.M. Portable tape recorder, used frequently for “outside” interviews and coverage, catches screen star Eddie Albert singing ditty from Alice in Wonderland. Program’s guests are drawn from every sphere of activity, reflect the multitude of events in entertainment, culture, education, science, sports, industry and public affairs which occur in New York City daily.

(Top) 7:00 P.M. Daily research into city’s restaurants reveals features like “Pierre’s” Wine Room.

(Bottom) 11:00 P.M. A well-known figure at all Broadway openings, Leonard has won reputation as radio’s keenest, most objective critic.

9:15 A.M. THE FOLLOWING MORNING. YESTERDAY’S ACTIVITIES ARE PORTRAYED VIVIDLY ON “THIS IS NEW YORK, BILL LEONARD REPORTING”.
Bill Opposition
(Continued from page 18)

One network's official pointed out that in practice networks which built strong blocks of programs might encourage affiliates to accept them for longer than the two-hour periods. But the uncertainties inherent in such an arrangement would inhibit sales of time, it was feared, since without options networks could not guarantee the precise number of stations which would carry the network programs beyond the two-hour limit.

Another official expressed the view that a day-time kind of arrangement, small stations would be likely to accept more than two consecutive hours of network programming, but that large ones, willing and eager to sell local shows, would be apt to reject network programs broadcast at times which were not under option.

A general feeling of dissatisfaction with sections of the proposed legislation was evident at network headquarters, and it seemed doubtful that the major companies would voice active opposition to these sections in the hearings which are scheduled before Congressional action is taken.

One network executive regarded the bill as "something of a catch-all," and he indicated that he thought it hardly seemed capable of clarifying radio regulations, as the industry had hoped it would.

While it was generally conceded that the bill in its present form presents many sources of controversy, it was felt in many quarters that despite its controversial points it does provide a "starting point" from which needed and improved legislation may be fashioned if the industry will approach the task constructively.

NAB withheld comment, but it is expected to take a stand on the measure after the Legislative Committee meets Thursday at NAB headquarters in Washington. President Justin Miller, Executive Vice President A. D. Willard Jr. and General Counsel Don Petty are studying the bill and will have an analysis ready for the committee.

First informal reactions at NAB were that while the bill to some extent trims FCC control over programming and business, it needs streamlining at many points to insure protection of the right of free speech. Members of the NAB committee are:


The Radio Correspondents Assoc., meanwhile, in a meeting last Wednesday directed its executive board to make a study of the bill's provisions requiring that in newscasts and commentaries the source

Loser in Allentown-Easton Decision Cites Service Need

FCC WAS told last week that it should consider the amount of FM service available in competition with AM applications in given areas.

Easton (Pa.) Publishing Co., new AM applicant which lost a proposed decision to Allentown (Pa.) Broadcasting Corp., filed exceptions and asked for oral argument, declaring:

Sec. 307 (b) of the Communications Act admonishes the Commission to "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 states and communities. Therefore, "radio service" is not restricted to that furnished by standard broadcast stations and it must, therefore, be held also to comprehend radio service furnished by frequency modulation stations.

The Commission has, to date, apparently ignored FM stations in attempting to achieve an "equitable distribution of radio service," but that is beside the point in the light of the express instructions contained in the Act. Furthermore, the similarity of the bill of radio service rendered by AM and FM stations is such as to require their joint consideration, it appears.

The petition asserted that the Easton-Philipsburg area has one AM station (250 w, fulltime) and one Class A FM outlet, while the Allentown-Easton-Bethlehem area has three AMs (5 km fulltime, 1 kw of the material must be identified, and that editorial and interpretive comments shall be identified as such. Members of the board include: Bill Henry, CBS; Albert Warner, MBB; Elmer Davis, ABC; William R. McAndrew, NBC; Francis W. Tully, WFIL, Times Network; George Murcer, UP Radio; G. W. Kingsbury, WLW Cincinnat; and VINS Wins New York; Rex Good, Transradio.

Ad Club Elects

The applications were for 1230 kc with 250 w fulltime. In addition to proposing to grant the Allentown Broadcasting application and deny Easton Publishing Co.'s, the Commission anticipated denials of the two other mutually exclusive applications in the proceeding: (1) that of Steel City Broadcasting Co. of Bethlehem, seeking a new station at Allentown, and (2) WEST, requesting a shift from its present 1400 kc with 250 w fulltime.

Allentown Broadcasting, winner of the proposed grant, is headed by Lewis Windmueller of Washington, D.C., who with his wife owns 74%. Minority stockholders include Lynne C. Smehy, consulting radio engineer (5.7%), and Carl H. Butman, radio consultant (5.7%), both of Washington.
Radio Is Defended
In Ratner Article
"McCall's" Feature Explains Crime Show Problems

"THE PROBLEM of the mystery-crime radio shows is a problem which must be shared, so solved, both by broadcasters and parents," says Victor M. Ratner in his article "Crime Wave on the Air Waves," scheduled for appearance in the July McCall's.

Mr. Ratner, former CBS promotion manager, delves into the whole problem of crime shows, citing the increasing number, the reasons for the upturn, the inherent faults in many of the shows, and possible solutions.

As evidence of his article's title, Mr. Ratner points out that "in the past two years, the number of mystery-crime programs on the four major networks has almost doubled. And they are more likely to increase than diminish." The reasons, according to the author: (1) sponsors find them less expensive to put on the air than more elaborate radio features; (2) lots of listeners like these programs.

What's more, it's no longer a case of "children's programs" vs. "adult programs," he says, "for research shows that virtually as many children under 18 years of age listen to the radio after 9 p.m. as before; and that holds true even when only children under 12 years of age are counted."

Radio Columns

More Violent

Radio crime stories are far more violent than books or movies, says the author, largely because they are squeezed into such tight little pieces of time and there seems to be no time for anything but action, with almost no details of character or incident to spread the violence thinner. A half hour program, says Mr. Ratner, may contain as many as eight murders. This makes murder seem very casual, he says, and almost always, it is murder with no sense of pity indicated anywhere.

The broadasters, according to Mr. Ratner, have a definite area of responsibility toward correcting these faults. The self-imposed code being talked about goes part of the way, but questions of taste or art cannot be solved by codes.

"And," he adds, "any code takes a long time to develop, so it will solve no parent's radio problem today."

The majority of children are not harmed by these shows, says the author, the much more serious problem is not "what" they listen to but how much. Radio, according to the author, should not be allowed to cut into the development of the child's other skills, but should take its proper, limited place in their life. This part of the problem, says Mr. Ratner, is the parents' responsibility.
House Concedes to Senate Labor Bill

Politics Influencing Pending Decision, GOP Admits

HOUSE MEMBERS of a Joint Labor Committee made major concessions last week in the interests of a bill which, at the least, can be passed over a Presidential veto. After disclosures that the House members would be willing to make the Senate "mild" labor bill the basis for final compromise, the conference group retired into almost complete secrecy. Reports that concessions to "expediency"—that is, the White House—were being made netted the conference and drew talk of a deadlock which may delay final decision for another week.

To date the House members, led by Rep. Fred A. Hartley, Jr. (R-N.J.), have agreed to drop three major curbs—against industry-wide bargaining, a provision permitting the issuance of injunctions against strikers, and a ban on mass picketing.

Political considerations were tacitly admitted to be influencing the pending compromise. Republicans close to Sen. Robert A. Taft (R-Ohio), chairman of the Senate Labor Committee, admitted that his treatment of the labor bill is conditioned by 1948 considerations. At the same time, however, they claim that the unions do not control a critical quorum of votes, so that any White House action looking toward capturing a labor vote can be discounted in the construction of legislation.

The willingness of House conference to compromise has stirred some resentment among advocates of the House "tough" labor bill, but concessions already made by House members have indicated a possibility of success which conference feel cannot be overlooked if there is to be a labor law this year.

There has been a persistent increase of reports from the direction of the White House pointing to a Presidential inclination to look more favorably upon a labor bill such as was approved by the Senate. Some GOP quarters have interpreted these reports as a hint that the President would be willing to sign a measure which incorporates some suggestions President Truman himself has made. In addition, some of the President's advisors feel that union vote control is exaggerated. Their argument is not whether the unions can swing a large bloc of votes on the strength of the kind of labor legislation the President is willing to accept, but whether the final bill is tough enough to provide real restraint in the rank and file of labor.

The White House also appears anxious to avoid making labor a campaign issue, which it would be if the fight over legislation is not resolved before Congress recesses this summer.

Dignitaries Aboard British Liner, GM 'Train of Tomorrow'—Join in WGN-MBS Broadcast

HISTORIC BROADCAST, in which two-way conversations took place between a General Motors executive on General Motors' "Train of Tomorrow" and dignitaries aboard the Queen Elizabeth, was presented May 28 over WGN Chicago and MBS.

Special feature actually was transmitted May 27 for broadcast the following afternoon, and originated from the train as it made its press run between French Lick, Ind., and Chicago. Luxury liner at that time was approximately 1,150 miles out of New York to England.

Cyrus R. Osborn, General Motors vice president, talked with personalities aboard the Queen Elizabeth including Sir Alexander Cadogan, permanent British UN delegate; Leo Carroll, stage and screen actor; (Babe) Didriksen Zaharias, prominent sports figure, and others.

In establishing contact with the ship WGN-MBS used an extensive relay system. Signal from the train was picked up at a relay point in Calumet City, Ind., on a central station receiver then relayed to WGN via telephone lines. It was sent, in turn, via the network's land wires to New York where it was re-transmitted to the Queen Elizabeth at sea. With use of the duplex system, by which receivers on both train and ship were simultaneously kept on the air, and two WGN experimental high frequencies, 156 and 161 mc, speakers were able to exchange greetings and interrupt each other.

Robert F. Hurleigh, WGN news director, who conducted program, and Jack Paige, special events director of MBS, also described the train's many innovations, including the "astradome" which gives passengers a combined view of sky and countryside. Mr. Hurleigh interviewed Mr. Osborn, who told listeners of the research, over a four-year period, that went into the development of the "Train of Tomorrow." The GM official supervised the construction of the new four-car train.

LEHIGH 414 FOOT AM-FM TOWER WSFA SPARTANBURG, S. C.

LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PL.
NEW YORK 4, N.Y.
PLANT AT ALLENTOWN, PENNA.
OFFICES IN PRINCIPAL CITIES

Luigi Q. Cowan Inc., New York, has moved to larger quarters and is now located at 485 Madison Ave. New telephone number is Plaza 9-3700.

Atlanta's Most Modern Station
WBGE
Atlanta's Only 24 Hour Station

Studios and General Offices
Georgian Terrace Hotel


General Broadcasting Company
Philco Introduces $395 Television Set; Training Servicing Personnel

PHILCO has just introduced its first television receiver, incorporating electronic control, a 10-inch picture and automatic tuning. The set will sell for $395 plus $45 for installation charge.

Although no public announcement of the new Philco model will be made for the present the company is inaugurating a sales and service training campaign in the Philadelphia area with the idea of using the trainees there to introduce the sets in other parts of the country when it is introduced generally.

Company officials said that there was no production problem on the sets and that they would be ready to go into large scale production as soon as sufficient servicing and sales personnel were trained.

Local Concentration

The model, No. 1000, was announced last week by James H. Carmine, vice president in charge of merchandising.

“In presenting the first Philco television receiver ever offered to the public we are concentrating our sales and installation program in the Philadelphia television area for the present,” Mr. Carmine declared. “To outline our television sales and installation program we held two meetings at the end of last week,” he continued. “These meetings were attended by Philco dealers from the Philadelphia television areas.” Speakers included: Larry E. Gubb, chairman of the board; John Ballantyne, president; Thomas A. Kennally, vice president; John M. Otter, general sales manager; Sol Schiff and John Moran, the general manager and sales manager, respectively, of Philco Distributors Inc., of Philadelphia.

At these meetings Mr. Carmine explained the policy of limiting sales and installations of television receivers in the Philadelphia area for the present. He said the company intends to utilize the area as a training ground.

This training program, already under way for several weeks in Philadelphia is two-fold. One phase of it is training all dealers with qualified service organizations in the installation and maintenance of the new receivers. The second part is a sales training plan to prepare Philco dealers and their salesmen to sell the new receivers.

“To help dealers in demonstrating and selling the new receivers we are holding a continuing series of sales training meetings to run in conjunction with the service schooling and field training,” Mr. Carmine said. “In addition Philco television station WPTZ, Philadelphia, already broadcasting regular afternoon and evening programs will further increase its schedule of telecasts.”

He emphasized that no public announcement of the new Philco model will be made until the local dealer sales and service organizations are thoroughly trained.

Set Features

Features of the set include the Philco electronic control, a development that the company says brings the user a clear picture in sharp focus, the moment he switches the tuning control to the channel he wants. They claim the electronic circuit brings in each channel precisely tuned with pictures automatically focused and the television picture stays synchronized and in focus without attention from the user. They boast the development of simplified tuning of which there are only five manual controls. An automatic level control keeps the pictures sharp and brilliant and the sound clear and strong despite signal variation.

The set is incorporated in a mahogany table and is 20 ¼ inches high, 22 ½ inches wide and 19 9/16 inches deep.

Gifts Showered as Tyson Marks 25 Years at WWJ

DETROIT CITIZENS, from Mayor Edward J. Jeffries on down, paid tribute to and showered gifts on Ty Tyson, WWJ Detroit sports editor, in honor of his 25th anniversary with the Detroit News station last Monday [Broadcasting, May 26].

The mayor started things off with an official proclamation designating May 26 as “Ty Tyson Day.” After a full day of broadcasts and interviews, Mr. Tyson attended a banquet given by 125 of his old friends and received a variety of gifts, which included an RCA television receiver from WWJ, a gold lifetime pass from the Detroit Tigers, a silver cigarette box from the Detroit Lions, a lifetime pass from Olympia Stadium and a plaque made of 25 silver dollars coined in 1922 from Fred Matthei, a local sports enthusiast.

HONEY BEE SHOW
KSIB Sunday Afternoon Series
Beamed to Rural Listeners

IMPORTANCE of the honey bee as a producer of nutritious food and as leader in the insect pollination group is stressed in a semi-light classical music program, "Honey Time," heard Sundays 1:45-2 p.m. over KSIB Creston, Iowa, on a 52-week basis under sponsorship of C. R. Corey Bee Co., Creston.

Brief sponsor identification is presented at beginning and end of program, and there is one two-minute middle announcement. Listeners are given information as to the care and habits of the honey bee and are invited to write to KSIB for more information.

Teacher Wins Prize

A FOURTH grade Jackson, Miss., public school teacher, Miss Alne Neal, was selected as the outstanding teacher of 1947 in a nation-wide contest conducted by the Quiz Kids and announced on their June 1 NBC program. Miss Neal will be flown to Chicago for a guest appearance with the Quiz Kids where Charles Beardsley, president of Miles Laboratories, program sponsor, will present her with the $2500 first prize.

25TH YEAR

QUARTER CENTURY OF COMMUNITY SERVICE

BROADCASTING • Telecasting

June 2, 1947 • Page 79
NAB Mapping Annual

New Method of Clinics Included on Agenda For September

NEW TYPE of specialized clinics to provide broadcasters with latest information on scientific management and business trends will be staged at NAB's 25th annual convention to be held Sept. 16-18 at Convention Hall, Atlantic City.

Arrangements for the convention are going forward rapidly, with C. E. Arney Jr., NAB secretary-treasurer, already having negotiations for the meeting well under control.

The clinic idea is an elaboration of the specialized broadcast advertising and small market sessions held at Chicago last October. These sessions were separate segments of the convention agenda.

Under the new plan, four clinics will be held Monday Sept. 16. Ordinarily Monday is devoted to committee meetings. At Chicago special FM and facsimile meetings were held Monday afternoon, followed by the board meeting in the evening.

Meeting on Sunday

Tentative plans for the 1947 convention call for a meeting of the old board Sunday, with the new board gathering at the close of the four-day proceedings. Small market meeting occupied Wednesday morning at Chicago, with retail advertising and sales managers sessions filling most of the Thursday schedule. Thus far these segments of the agenda have not been definitely placed.

At the Monday engineering clinic, Royal V. Howard, Director of Engineering, is to present lectures on important engineering problems, with emphasis on care and maintenance of directional antennas, FM and television.

The program clinic will be featured by a leading speaker, with ample time allowed for no-punches-pulled exchanges on programming practices. Harold E. Fair, Director of Programs, will conduct.

Similar arrangements will be made by Frank E. Pelegrin, Director of Broadcast Advertising, and Richard P. Doherty, Director of Employee-Employer Relations. The idea of merging the program and advertising clinics after separate sessions is being considered.

Under the registration plan, special $5 fee will be charged for participation in a Monday clinic. This will include lunch, since the clinics will be continuous.

Registration fee for the regular convention proceedings will be $27.50 if made on the prescribed registration form between mid-June and Aug. 15. It will be $30 after Aug. 15. Standard forms will be mailed to all members and only room requests made on these forms will be processed. No requests will be honored by NAB unless they are submitted on the regular forms.

Mr. Arney said these would be available about June 15.

NAB is contracting with seven or eight hotels near Convention Hall to set aside blocks of rooms for those attending the convention. These hotels will not honor reservation requests unless they are reserved through regular NAB channels.

The general registration fee covers attendance at the convention, three luncheons and the annual banquet.

First Choice

Early registrants will get preferred consideration in hotel assignments.

Several industry groups plan to hold separate meetings in advance of the convention. These include the four networks, since ABC will be an associate member by midsummer should the proposed NAB bylaws changes be approved by referendum.

Space for exhibits will be provided on the arena floor, with meetings to be held in the auditorium on the second floor. Smaller meeting rooms are available. The auditorium can be broken into two sections to provide separate space for meetings and luncheons.

Arrangements are being made with caterers to handle the Monday clinic luncheons, regular luncheons the next three days, and the banquet.

OFFER TO BUY WPEN MADE BY KLEIN, SYLK

OFFER to purchase the 5 kw WPEN Philadelphia from the Philadelphia Bulletin has been made by Philip Klein, head of Philip Klein Advertising, Philadelphia, and Albert Syk, executive of Sun Ray Drug Co. The offer is understood to be approximately $50,000.

Mr. Klein and Mr. Syk made the offer on a roughly 50-50 basis, it is understood, to Albert M. Greenfield & Co., exclusive agents for the Bulletin. Details of the sale remain to be worked out, according to a spokesman for the Greenfield company, and may require anywhere from 48 hours to a fortnight. At the Bulletin it was indicated the deal was virtually complete except for actual signing.

The Klein agency, of which Mr. Klein is active head, is owned jointly by Mr. and Mrs. Klein as partners. Mr. Klein is secretary of Junto, charitable corporation holding a CP for an FM noncommercial educational station in Philadelphia. Junto operates an adult school.

The Bulletin put WPEN on the market when it acquired the 60-kw WCAU with purchase of the Philadelphia Record.

WPTZ Films Parade

WPTZ. Philo television station, May 26, filmed a pre-Memorial Day parade and ceremony at Woodlawn Cemetery, Philadelphia, in which the national commander of the American Legion, Paul F. Griffin, had a prominent part. Seven hours later station went on the air with the show. The film was made by Carl Volker, WPTZ's chief cameraman, and was rushed through development by New England Laboratories. It was edited and cut and commentary made under supervision of John Franklin, staff announcer and producer. Ernest Walling, program manager, who handled all the preliminary details said the technical quality of the film was excellent.

Conference


June 9-12: Canadian AMB of Broadcasters Annual Meeting, Jasper, Alta.

June 10-12: RMA Annual Convention, Hotel Stevens, Chicago.

June 23-24: North Carolina Association of Broadcasters Convention, Dan River City Hotel, Morehead City, N. C.

June 27: FMA-RMA Liaison Committee, Statler Hotel, Washington.

Current Upnings on Page 4

Frances F. Wilder
New Head of AWB

CBS Daytime Shows Consultant Succeeds Alma Kitchell

FRANCES FARMER WILDER, CBS consultant on daytime programs, was elected president of the Assn. of Women Broadcasters last week for a two-year term, succeeding Alma Kitchell, WJZ woman commentator and star of her own television show on WNBT New York.

Also elected were: Ruth Crane, WMAL Washington, D. C., first vice president; Ellenor Hanson, WHK Cleveland, third vice president; Ann Holden, KGO San Francisco, fourth vice president; Nell Daugherty, WSTC Stamford, Conn., secretary; N. M. Richards, WSPD Toledo, treasurer. Mrs. Dorothy Lewis, in charge of listener activity of the NAB, serves as permanent vice president of the AWB and liaison of NAB.

Others Retiring

The retiring officers besides Miss Kitchell, are: Jane Dalton, WSPA Spartanburg, S. C., secretary; Mildred Bailey, WCOP Boston, first vice president; Elizabeth Hart, WMAQ Chicago, third vice president; and Nancy Richards, KNX Hollywood, fourth vice president. Mrs. Norma Richards, WSPD, who took over the office of treasurer for a half term, has been re-elected.


WILLIAM BENTON (right), Assistant Secretary of State, disagreed with Journalist Forrest Davis about government handling of "The Voice of America" on the May 18 broadcast of CBS "People's Platform," but at this point jovially seemed to be the theme. Middle Man Dwight Cook looks on.
NATION'S RETAILERS TO BACK RADIO WEEK

RETAILERS of the nation have been enlisted in early promotion activities in connection with National Radio Merchants Week Oct. 12 to 19. Department stores, furniture stores, music merchants and others last week informed the joint NAB-RMA Radio Week committee that they plan to join the drive to build up the week into a major national event.

Taking part will be the National Assn. of Music Merchants, National Retail Furniture Assn., and National Retail Dry Goods Assn. The three associations will furnish their 30,000 or more member stores with promotion kits including posters, streamers and suggestions for local observation in cooperation with broadcasters.

FM Assn. will take part in the week's events and is planning to promote a special FM day, according to Roy Hofheinz, KOPY Houston, FMA president. He proposed full participation in the celebration. All broadcast services, including facsimile and television, will be represented in the overall campaign.

Acting on behalf of other groups are William A. Mills, executive secretary of the music association; James P. Oliver, manager of Merchandising Assn. of Furniture Assn.; and Howard P. Abrahams, NRDGA sales promotion manager.

Plans Studied

Plans were gone over at a meeting of the joint committee last Tuesday at NAB headquarters. Participation of agencies and advertisers will be arranged at a meeting tentatively scheduled June 19 in New York at the offices of Fred Eldean Org., agency in charge of the week and RMA's set-selling campaign.

Attending the Tuesday meeting were: For NAB—Robert K. Richards, Hugh Higgins; Arthur C. Stringer, Robert T. Bartley, For RMA-W. B. McGill, Westinghouse Radio Stations, Radio Week sub-committee chairman, and James D. Secret. For FMA—Mr. Hofheinz; Ben Strouse, WWDC Washington. For Fred Eldean Org.—Melva Chesron, W. B. Christ.

U. S. Steel Plans

U. S. Steel Co's Theatre Guild on the Air Sundays, 10-11 p.m., on ABC will be heard on its last broadcast this season June 29. A summer series has not been set. Last summer company sponsored a mystery series. Fall plans are currently being considered by U. S. Steel with a definite decision scheduled to be made early part of this week. It is reported that company is considering the possibility of transferring the Theatre Guild to another network.

LIBERAL EXPLAINS HIS UNLIBERAL ATTITUDE IN BARRING RADIO AT PRESS CONFERENCE

HENRY A. WALLACE, former Vice President, explained his objections to a wire recorder being used at his press conferences when he was in San Francisco late in May.

His wire-recorded exclusive statement was obtained by Grant Holcomb Jr., KQW reporter, and was released on a KQW news cast the same evening.

Recently in Chicago and previously in Washington, Mr. Wallace refused to allow radio newsmen to cover his press conferences with anything other than pencil and paper. He stood on an MBS microphone during the Washington conference.

Mr. Holcomb obtained the wire recorded Wallace statement when he pointed out to the ex-Vice President during the course of a press conference at the San Francisco Press Club that to that time Mr. Wallace had failed to explain his objections to using a wire recorder at his press meetings. Mr. Holcomb said: "The radio public would be interested in knowing why the former Vice President had so severely clamped down on such an accurate means of news reporting."

The full text of Mr. Wallace's recorded statement follows: "In the first place I have found that when I first faced a wire recorder in a news conference, the press men themselves were rather irritated; they felt that it destroyed the informality of the meeting—that there was a tendency on the part of the gentleman being interviewed to talk to the radio audience which would amount to many hundreds of thousands and perhaps to millions, rather than to that little group of press men amounting to twelve or fifteen.

"And I found in that one experience (which was in my home state of Iowa, by the way) that there were certain technological difficulties; the questions, due to the way in which the boys were placed around the room, the boys were placed around the room, the questions were not coming in clearly.

"I'm of course strong for the maximum reporting of events over the radio. I've advocated, in fact, that we follow the system employed in New Zealand and have our congressional debates broadcast over the air. But I do feel that it is much better to separate the two arts for news purposes (that is, the wire recording art and the press art) and not try to do them both at the same time. It's just too much to meet the requirements of the newspaper reporters at the same time that you're broadcasting to people all over the United States by means of the wire recorder.

"If you could do a first class technical job, it might not be so bad. But in my observation the job technically is often times so poor that it is necessary to delete rather large segments, and that results of course in considerable choice of just what was said, and sometimes misapprehension as to exactly what was said.

"Well, that's the exact experience that caused me to feel that it would be better to have the news conference first and then have the wire recording second, and that is what I did in Chicago. I had a wire recording immediately afterward, and the gentleman from the radio who was there heard the press conference and I was able to answer questions much as I did in the press conference—shaping it up in mind of the particular audience with which I was talking. In other words, I hate to talk to two audiences at the same time—the one audience before me and the other audience a long way off."

Crisis on Route 5

THE COMMUNITY certainly takes an interest in the MFA Neighbors program down at KFRE Columbia, Mo. Proving that just about everybody listens to the program, KFRE got a letter the other day from one of its neighbors, a farmer on Route 5, Columbia. Mr. Chaney wrote: "I want to thank you again for helping me find the parts to my truck which I lost between Columbia and home. I advertised for them in the paper without result. Then I decided to try radio. While I was still talking to Harold Douglas, on MFA Neighbors, the party who found the missing parts phoned in and I have my truck running again."

Agency Reorganizes

BUTLER, PARKER & NEWLIN Adv. Agency, Portland, Ore., has announced a reorganization and has changed its name to Butler Emmett, Advertising Consultants. A former partner, Don Parker has resigned to become associated with Nutritional Products Company, Portland. James Emmett, formerly with public relations of Kaiser Co., is now associated with Ben Butler, firm president.

PUT YOUR MONEY ON THE WINR

When in Rome, Do as the Romans Do . . .

Binghamton's Largest Department Store

Fowler, Dick & Walker

has sponsored WINR's 6 P.M. News with Charles Hobart ever since WINR went on the air last August.

June 2, 1947 • Page 81

In the first place I have found that when I first faced a wire recorder in a news conference, the press men themselves were rather irritated; they felt that it destroyed the informality of the meeting—that there was a tendency on the part of the gentleman being interviewed to talk to the radio audience which would amount to many hundreds of thousands and perhaps to millions, rather than to that little group of press men amounting to twelve or fifteen.
saw the danger of “a lot of junky programs” in the next year as the number of stations doubles. “The broadcaster who does a sound programming job will survive,” he said. Mr. Fair reviewed juvenile delinquency and other program activities. A joint program-sales session is planned at the Atlantic City NAB convention, he added.

Royal V. Howard, NAB Director of Engineering, was hopeful that the American delegation would be granted a request to open 540 kc. He said NAB plans to issue regular bulletins with technical information to meet the need of broadcast engineers. He reviewed progress of international recording standards. NAB will interpret FCC rules and give engineers help in avoiding citations and handling daily technical problems.

‘Voice’ Worthwhile

At the luncheon Richard C. Hottelet, CBS correspondent, told of difficulty of getting news out of Russia. Answering a question by Edward L. Anzmann, WCAO Baltimore, he said the “Voice of America” broadcasts are worthwhile even if only an insignificant number of the “elite” are contacted, since the “spark of doubt” will be kept alive.

Other luncheon speakers were Carl Haverlin, BMI president, who told how industry resistance to ASCAP some years ago had prevented the society from increasing rates to as much as 15%. Kolin Hager, assistant to the president, SESAC, suggested that stations use the best possible material to improve their musical programming.

Monday afternoon was devoted to a session on small market stations. George E. Joy, WRAK Williamsport, Pa., district small market chairman, introduced J. Allen Brown, NAB Assistant Director of Broadcast Advertising, who presided. Mr. Brown pointed to sales opportunities in the local field, where newspapers outsell radio 6 to 1.
and to the fact that the average small market station gets only $12,000 out of an $87,000 gross from national advertising.

J. Robert Gulick, WGAL Lancaster, Pa., advised planned program selling, with the entire sales staff concentrating on the project for several days. He urged sale of programs as against spots and suggested advantage of getting prospective into the studio for auditions.

Program success stories were explained by David M. Baltimore, WBRE Wilkes-Barre, Pa.; H. S. Caldwell, WBPP Lock Haven, Homer Smith, WKOK Sunbury, Pa.; Phillip J. Reilly, WLBR Lebanon, Pa., and C. B. Keller, WJPA Washington, Pa. They cited benefits obtained from using the station itself to promote radio selling.

David Rosenblum WISR Butler, Pa., said he had been successful in selling department stores by holding transcribed auditions in store executive’s offices. He said local department stores began using the station after Pittsburgh stores had bought time. WISR has a regional rate for stores outside Butler. Tom Carr, WANN Annapolis, Vic tor C. Diehm, WAZL Hazleton, discussed the problem. Mr. Diehm described WAZL participation in community activities.

Robert S. Keller, head of the consultant firm by that name, told of the effect of sales promotion on national advertisers and agencies. Mr. Joy led a discussion of rate structures, with Messrs. Brown and Baltimore participating. Richard P. Doherty, NAB Director of Employe - Employer Relations, joined a roundtable on announcers’ fees. A. K. Redman, WHF Harrisburg, and Morris H. Blum, WANN Annapolis, took part.

Arthur W. Graham, WKST New Castle, Mr. Rosenblum and Mr. Reilly discussed newspaper lists.

In a discussion of religious programming G. Bennett Larson, WPEN Philadelphia, said the station threw off over $150,000 in religious commercials to obtain balanced programming. Religion is now limited to 10% of program content. Arthur MacPerland, WPGA Bethlehem, opposed religious programming. Objection by stations to religious commercials centered around the fact that sponsors soliciting funds in the name of the Dietz turn back much of the money to the stations for more time, opening the stations to criticism in many cases.

Baltimore stations were hosts Monday evening at a cocktail party and supper.

CAMERAMAN CAUGHT this cluster of delegates at District 3 meeting (seated, 1 to r): Arthur McCracken, WGPA Bethlehem, Pa.; Lee Keller, UP; A. K. Redmond, WHF Harrisburg, Pa.; C. G. Moss, WKBO Harrisburg, Standing (1 to r): J. Gorman Walsh, WDEL Wilmington, Del.; J. Robert Gulick, WGAL Lancaster, Pa.; Francis Brinkley, WILM Wilmington; Julian Skinnell, WLBR Lebanon, Pa.; L. J. Moore, Radio Advertising Inc.
Classified Advertisements—

**PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.**

**Help Wanted (Cont'd)**

**Help Wanted (Cont'd)**

Local network station in southwest needs part-time announcer. $350.00 per month or better for 45-hour week. Good verbal and facility in handling musical programs, news, interviews, and other talent. Reply to Box 552, BROADCASTING.

Program director. Established 250 watt station in network in need of program director. Good opportunity for right party seeking advancement. Give details including salary, experience and references. Write Box 597, BROADCASTING.

Announcer—$72.00-$75.00 per week. First class ticket. Reply to Box 556, BROADCASTING.

Want—Announcer with ticket to Florida Gulf Coast Station. Send disc and write or wire WDHL, Bradenton, Florida. Help wanted—Our continuity writer with experience commercial spots, programs, annoucers, sales, programming, station management, construction. Prefer western market. Box 685, BROADCASTING.

Chief Engineer—Announcer-technicians, NMR, Personnel Service, Box 413, Philadelphia.


Announcer—Announcer-operator with ticket for Florida Gulf Coast Station. Send disc and write or wire WDHL, Bradenton, Florida.

Station manager available July 15. Nine months with engineering, sales, and network operation. Excellent engineering and selling ability. Prefer large urban stations. Write Box 687, BROADCASTING.

Wanted—Engineer with 4 years experience in network station. Prefer combination job in network and engineering. Asks $350.00 per month, all utilities furnished. Trout fishing practically at back door. Write Box 687, BROADCASTING.

Wanted: Well-qualified continuity writer. Salary $350.00 per month. Box 688, BROADCASTING.

Local network station in southwest needs full-time announcer. $350.00 per month or better for 45-hour week. Good verbal and facility in handling musical programs, news, interviews, and other talent. Reply to Box 552, BROADCASTING.

Program director. Established 250 watt station in network in need of program director. Good opportunity for right party seeking advancement. Give details including salary, experience and references. Write Box 597, BROADCASTING.

Wanted—Announcer with ticket to Florida Gulf Coast Station. Send disc and write or wire WDHL, Bradenton, Florida.


Announcer—Announcer-operator with ticket for Florida Gulf Coast Station. Send disc and write or wire WDHL, Bradenton, Florida.

Station manager available July 15. Nine months with engineering, sales, and network operation. Excellent engineering and selling ability. Prefer large urban stations. Write Box 687, BROADCASTING.

Wanted: Well-qualified continuity writer. Salary $350.00 per month. Box 688, BROADCASTING.

Local network station in southwest needs full-time announcer. $350.00 per month or better for 45-hour week. Good verbal and facility in handling musical programs, news, interviews, and other talent. Reply to Box 552, BROADCASTING.

Program director. Established 250 watt station in network in need of program director. Good opportunity for right party seeking advancement. Give details including salary, experience and references. Write Box 597, BROADCASTING.

Wanted—Announcer with ticket to Florida Gulf Coast Station. Send disc and write or wire WDHL, Bradenton, Florida.


Announcer—Announcer-operator with ticket for Florida Gulf Coast Station. Send disc and write or wire WDHL, Bradenton, Florida.

Station manager available July 15. Nine months with engineering, sales, and network operation. Excellent engineering and selling ability. Prefer large urban stations. Write Box 687, BROADCASTING.

Wanted: Well-qualified continuity writer. Salary $350.00 per month. Box 688, BROADCASTING.

Local network station in southwest needs full-time announcer. $350.00 per month or better for 45-hour week. Good verbal and facility in handling musical programs, news, interviews, and other talent. Reply to Box 552, BROADCASTING.

Program director. Established 250 watt station in network in need of program director. Good opportunity for right party seeking advancement. Give details including salary, experience and references. Write Box 597, BROADCASTING.

Wanted—Announcer with ticket to Florida Gulf Coast Station. Send disc and write or wire WDHL, Bradenton, Florida.


Announcer—Announcer-operator with ticket for Florida Gulf Coast Station. Send disc and write or wire WDHL, Bradenton, Florida.

Station manager available July 15. Nine months with engineering, sales, and network operation. Excellent engineering and selling ability. Prefer large urban stations. Write Box 687, BROADCASTING.

Wanted: Well-qualified continuity writer. Salary $350.00 per month. Box 688, BROADCASTING.

Local network station in southwest needs full-time announcer. $350.00 per month or better for 45-hour week. Good verbal and facility in handling musical programs, news, interviews, and other talent. Reply to Box 552, BROADCASTING.

Program director. Established 250 watt station in network in need of program director. Good opportunity for right party seeking advancement. Give details including salary, experience and references. Write Box 597, BROADCASTING.

Wanted—Announcer with ticket to Florida Gulf Coast Station. Send disc and write or wire WDHL, Bradenton, Florida.


Announcer—Announcer-operator with ticket for Florida Gulf Coast Station. Send disc and write or wire WDHL, Bradenton, Florida.

Station manager available July 15. Nine months with engineering, sales, and network operation. Excellent engineering and selling ability. Prefer large urban stations. Write Box 687, BROADCASTING.

Wanted: Well-qualified continuity writer. Salary $350.00 per month. Box 688, BROADCASTING.

Local network station in southwest needs full-time announcer. $350.00 per month or better for 45-hour week. Good verbal and facility in handling musical programs, news, interviews, and other talent. Reply to Box 552, BROADCASTING.

Program director. Established 250 watt station in network in need of program director. Good opportunity for right party seeking advancement. Give details including salary, experience and references. Write Box 597, BROADCASTING.

Wanted—Announcer with ticket to Florida Gulf Coast Station. Send disc and write or wire WDHL, Bradenton, Florida.


Announcer—Announcer-operator with ticket for Florida Gulf Coast Station. Send disc and write or wire WDHL, Bradenton, Florida.

Station manager available July 15. Nine months with engineering, sales, and network operation. Excellent engineering and selling ability. Prefer large urban stations. Write Box 687, BROADCASTING.

Wanted: Well-qualified continuity writer. Salary $350.00 per month. Box 688, BROADCASTING.

Local network station in southwest needs full-time announcer. $350.00 per month or better for 45-hour week. Good verbal and facility in handling musical programs, news, interviews, and other talent. Reply to Box 552, BROADCASTING.

Program director. Established 250 watt station in network in need of program director. Good opportunity for right party seeking advancement. Give details including salary, experience and references. Write Box 597, BROADCASTING.

Wanted—Announcer with ticket to Florida Gulf Coast Station. Send disc and write or wire WDHL, Bradenton, Florida.


Announcer—Announcer-operator with ticket for Florida Gulf Coast Station. Send disc and write or wire WDHL, Bradenton, Florida.

Station manager available July 15. Nine months with engineering, sales, and network operation. Excellent engineering and selling ability. Prefer large urban stations. Write Box 687, BROADCASTING.

Wanted: Well-qualified continuity writer. Salary $350.00 per month. Box 688, BROADCASTING.

Local network station in southwest needs full-time announcer. $350.00 per month or better for 45-hour week. Good verbal and facility in handling musical programs, news, interviews, and other talent. Reply to Box 552, BROADCASTING.

Program director. Established 250 watt station in network in need of program director. Good opportunity for right party seeking advancement. Give details including salary, experience and references. Write Box 597, BROADCASTING.

Wanted—Announcer with ticket to Florida Gulf Coast Station. Send disc and write or wire WDHL, Bradenton, Florida.


Announcer—Announcer-operator with ticket for Florida Gulf Coast Station. Send disc and write or wire WDHL, Bradenton, Florida.

Station manager available July 15. Nine months with engineering, sales, and network operation. Excellent engineering and selling ability. Prefer large urban stations. Write Box 687, BROADCASTING.

Wanted: Well-qualified continuity writer. Salary $350.00 per month. Box 688, BROADCASTING.

Local network station in southwest needs full-time announcer. $350.00 per month or better for 45-hour week. Good verbal and facility in handling musical programs, news, interviews, and other talent. Reply to Box 552, BROADCASTING.

Program director. Established 250 watt station in network in need of program director. Good opportunity for right party seeking advancement. Give details including salary, experience and references. Write Box 597, BROADCASTING.

Wanted—Announcer with ticket to Florida Gulf Coast Station. Send disc and write or wire WDHL, Bradenton, Florida.


Announcer—Announcer-operator with ticket for Florida Gulf Coast Station. Send disc and write or wire WDHL, Bradenton, Florida.

Station manager available July 15. Nine months with engineering, sales, and network operation. Excellent engineering and selling ability. Prefer large urban stations. Write Box 687, BROADCASTING.

Wanted: Well-qualified continuity writer. Salary $350.00 per month. Box 688, BROADCASTING.
Situations Wanted (Cont'd)

Engineer—20 years experience testing, installing and operating broadcast equipment. Seasonal management—3 years experience, play-by-play all sports. Interested in progressive station. Available August 1, Box 534, BROADCASTING.

Program director desires permanency and opportunity rather than excessive assignments. Box 535, BROADCASTING.

Do you need an all-round announcer specializing in sports, play-by-play and special events? Boy is married, and a hard worker. Presently employed but 18 years of age. Will travel. Box 538, BROADCASTING.

Announcer—First class phone, capable, energetic. Can announce. Graduate both vocal and automatic. Will travel. Box 539, BROADCASTING.

Operative—Young vet with two years military experience in operating. Graduated from large military radio school. First class ticket. Desires position in western states. Box 541, BROADCASTING.

Announcer—Experienced, dependable. Excls in news, special events, music. Would like to work with progressive organization. Box 542, BROADCASTING.

Manager, PD, production, special events, announcing, writing, salesmen, announcers. Jointly or separately—I can qualify under any of your titles. Present position of staff announcer in large corporation. Correspondent and college grad and ever since. Have been drawing $800. Let's talk it over during my vacation this summer. Box 543, BROADCASTING.

Manager—Two stations which I have opened have made money from the first day. Will take responsible position in western states. Box 545, BROADCASTING.

Radio-advertising, Scriptwriter with ideas and production experience, seeking broader opportunities. Employed as writer-assistant producer by large agency. Former comedy-variety writer—Special for Station X, Philadelphia. Dramatic writing experience on national network radio shows. APFS station manager while in service. College grad. Single, with newspaper, radio, and advertising sales experience. Background involves fields which permits interest in varied openings with future opportunities. Interested parties please reply promptly. Box 546, BROADCASTING.

Station manager with long record of successful pre-war management in connection with progressive station. Can meet and operate station. If your proposition is sound. Let me give you the satisfaction of World War I can do. Box 554, BROADCASTING.

Script—continuity writer, veteran, 24, single, with considerable production work with major networks at age 19. Desires position anywhere. Box 556, BROADCASTING.

Two announcers—Seek station preferably in California. Both letter desires position. North central states or west coast preferred. No experience in advertising, time sales, program and station management. Box 559, BROADCASTING.

Radio-advertising, Scriptwriter with ideas and production experience, seeking broader opportunities. Employed as writer-assistant producer by large agency. Former comedy-variety writer—Special for Station X, Philadelphia. Dramatic writing experience on national network radio shows. APFS station manager while in service. College grad. Single, with newspaper, radio, and advertising sales experience. Background involves fields which permits interest in varied openings with future opportunities. Interested parties please reply promptly. Box 546, BROADCASTING.

4CA graduate, 1st class phone, veteran. Good references. Midwest preferred. Box 560, BROADCASTING.

Experienced operator with first class ticket desires position. North central states or west coast preferred. No experience in advertising, time sales, program and station management. Better. Box 563, BROADCASTING.

Attention New England stations. Want a versatile man, seven years experience in radio and newspaper work. Play-by-play all sports desirable. Will produce-program. Top references. Needle, 711 N. 4th, Mpls., Minn. Box 567, BROADCASTING.

Announcer, 22, short on experience, long on ambition and talent. Operate commercial radio station. Desires associate. First class voice with good enunciation. Anywhere shows. $40.00. Send disc, photo on request. Box 568, BROADCASTING.

General manager available July 1st. Have just organized, built and put new station on the air. Now seek permanent managerial position with progressive BROADCASTING. Sound background in administration and operation. Experienced both network and affiliate. Will travel. Box 569, BROADCASTING.

Program director experienced in planning, contacting, supervising well-known announcers. College graduate, radio and television, earning in radio work. Box 568, BROADCASTING.

Announcer—Veteran, limited experience, but plenty of ambition. Position with progressive 220 watt station. Desires opportunity to be associated with all phases of announcing. Will go anywhere. Box 570, BROADCASTING.

Write or wire Arthur W. Krebs, 4613 Vista, St. Louis, Mo., for audition.

Program director—Solid background, RRL Personnel Service Box 413, Philadelphia.

Announcers—Experienced—from $60.00 to $125.00 per service. Personnel Service Box 413, Philadelphia.

Manager-engineer, experienced, seek advertising position with progressive station. Box 413, Philadelphia.

Announcer—Graduate nationally recognized radio school. Single. Any local, national or network jobs with opportunity for voice over. Will work on request. Write or wire Arthur W. Krebs, 4613 Vista, St. Louis, Mo., for audition.

Announcer—Style and personality easily identified with voice. Trained in all phases of radio work. Graduated 2½ years college. Disc and photo on request. Contact Bud Gelfond, 600 West Delaware Avenue, Philadelphia.

Minor league baseball player, football and basketball coach desires radio station position. Has had major league exhibition experience. Desires outlet in professional sport, good voice and delivery. Maryland state, any desert, or anywhere, accept any salary to start. Box 572, BROADCASTING.

Snyder, 8440 4th St., N., St. Pete, Fla.

Engineers, first class, with extensive modern training for commercial broadcast, FM and television. Contact R. E. House, Commercial Engineer, Orleans Radio & Television, Calais, Maine.

Engineer, first class, with extensive modern training for commercial broadcast. FM and television. Contact R. E. House, Commercial Engineer, Orleans Radio & Television, Calais, Maine.

Desire to work in all phases of the radio business. Desires position in western states. Box 555, BROADCASTING.

Two announcers—Seek station preferably in California. Both letter desires position. North central states or west coast preferred. No experience in advertising, time sales, program and station management. Better. Box 563, BROADCASTING.

For Sale

Engineer—20 years experience testing, installing and operating broadcast equipment. Seasonal management—3 years experience, play-by-play all sports. Interested in progressive station. Available August 1, Box 534, BROADCASTING.

Program director desires permanency and opportunity rather than excessive assignments. Box 535, BROADCASTING.

Do you need an all-round announcer specializing in sports, play-by-play and special events? Boy is married, and a hard worker. Presently employed but 18 years of age. Will travel. Box 538, BROADCASTING.

Announcer—First class phone, capable, energetic. Can announce. Graduate both vocal and automatic. Will travel. Box 539, BROADCASTING.

Operative—Young vet with two years military experience in operating. Graduated from large military radio school. First class ticket. Desires position in western states. Box 541, BROADCASTING.
GOOD CONDUCTOR
FM Set Rides on Streetcar
In Minneapolis

John S. Sherman (I), WTIC technical director, tunes in an FM program while Jimmie Fidler, ABC Hollywood commentator, listens intently.

FM WAS TAKEN for a ride May 14, but it emerged with more presence than it had before the trip. An FM set from WTIC-FM Minneapolis was placed aboard a standard streetcar, with members of the Minnesota Assn. of Professional Engineers as passengers, and taken through the Minneapolis loop with excellent reception, despite streetcar noises, tunnels, tall buildings, etc.

Also demonstrated was the difference in reception between AM and FM under the same circumstances. Power for the standard Philco console combination AM-FM receiver was obtained from a DC-AC (110 volt) special inverter built for the occasion by the American Television and Radio Co. of St. Paul.

All-out promotion for the movie, “The Miracle on Thirty-Fourth Street,” which opens at the Roxy Theatre, New York, on June 4, has been set by 20th Century-Fox Pictures, The 34th Street_Alley, New York and WOR New York. On June 3 WOR will conduct essay contests to listeners on subject... “The Most Miraculous Thing That Ever Happened To Me” with department stores on 34th St. distributing more than a million leaflets, inserted in parcels, plugging the contest.

It’s FACT!
THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO’S 3rd MARKET
ASK HEADLEY REED
WFMJ YOUNGSTOWN, OHIO
COMING SOON 5000 WATTS

WFIL Buys 5-kw Video Transmitter, Plans To Have It Operating by Early Autumn

PURCHASE by WFIL Philadelphia of a 5-kw television transmitter and field television equipment from RCA was announced this week by Kenneth W. Stowman, station television director.

Delivery is expected during the summer and the new video station is expected to be in operation this fall. It will be the second television station in the Quaker City, WPTZ (Philco) already is in operation.

Even before announcement of the purchase, WFIL in a promotional stunt revealed publicly for the first time the call letters for its television station. They are WFL-TV.

The station removed the wraps from the call letters May 23 at a television demonstration at the University Club, Philadelphia before old grads of the U. of Pennsylvania. The 13th floor of the handsomest club building and into a model television studio, and a fashion show was produced in cooperation with Bonwit Teller of Philadelphia. A Frank and Eliza Malone marionette show also was presented. Penn alumni could watch the studio production and then walk into neighboring rooms and see the fidelity of reproduction in three receivers.

Construction Started

Mr. Stowman announced at the University Club that the station already has started construction preparatory to installation of the television transmitter.

The construction permit for a television station to be operated on Philadelphia Channel No. 6 was granted to the Philadelphia Inquirer Division of Triangle Publications Inc., owners of WFIL.

The WFIL video equipment includes one RCA transmitter, model TT-5, complete with a three-day superturnstile antenna and a supervisory control console. Studio equipment includes two Type TK-30A image orthicon camera chains, one iconoscope film camera chain, and two film projectors.

Field equipment includes an RCA mobile television unit with two image-orthicon cameras for remote telecasts. WFIL also bought microwave link equipment (Transmitter Model TTR-1A, and Receiver Model TRR-1A) for the relay of television pictures from remote pickup points to the studio. The relay apparatus also will link the mobile unit with the studio.

Installation of the equipment and construction is under supervision of WFIL’s chief engineer, Louis E. Littlejohn, a former member of the RCA Television Dept. Aiding him will be David J. Miller, Jr., assistant chief engineer in charge of television for the station.

WFIL Philadelphia executives, under guidance of representatives of RCA’s Engineering Products Dept., study operation of new 5-kw television transmitter purchased by station. Seated at supervisory control console is Louis E. Littlejohn, WFIL’s chief engineer, and grouped around him (l to r) are: Kenneth W. Stowman, station’s video director; T. A. Smith, general sales manager, RCA Engineering Products Dept.; M. A. Trainer, manager of RCA’s television equipment sales.

WCPS (Continued from page 18)
Both FCC and WCPS had fought WJR’s request for a stay order, which once before had been denied. The station asked that WJR be required to post $26,000 bond to cover WCPS’ operating losses while off the air, if it were required to stop operating, but this request was not granted.

A petition asking the Court to dissolve the stay order was prepared by Frank U. Fletcher, Washington counsel for the daytime outlet, immediately after the court granted the petition to postpone effectiveness of the order. The postponement was announced late Tuesday, just as FCC was preparing to issue an order telling the station to leave the air.

WCPS expected to shift from 760 to 570 kc over the weekend.

John C. Hanner, WCPS manager, said that the owner and his immediate-treasurer of its permittee company, Coastal Plains Broadcasting Co., told the Court in an affidavit that the station has been on the air since Jan. 28, for 3,000 dollars for costs in the 400,000 worth of business with 149 business firms within a 50-mile radius of Tarboro.

Other Stay Orders

The stay order against WCPS, issued pending a decision in WJR’s appeal from the FCC grant under which WCPS operates, was one of three issued by the Court. One was against Southeastern Broadcasting Co., permittee for a 500-w daytime station at WJR’s Charlotte channel at Clanton, Ala., and another was against Radio Virginia Inc., permittee for WFFV Richmond, which is authorized to use WGN Chicago’s 720-kc clear channel with 1 kw., daytime-only. Neither the Clanton nor the Richmond operation is yet on the air.

Earlier, the Court had ordered FCC to stop the effectiveness of a grant to Patrick Joseph Stanton, Philadelphia, for 16-kw daytime operation on 1550 kc, a Class B channel used by WCKY Cincinnati [Broadcasting, April 28].

All the stay orders were issued pending pending completion of pending litigation.

Bowers Joins WESC

Cliff W. Bowers, formerly head of the sales dept., WAGC Chattanooga, became sales manager of WESC Greenville, S. C. last week. Mr. Bowers was with WODD Chattanooga for six years before entering the naval service in World War II as communications officer. Upon being discharged, he joined WAGC where he remained until his affiliation with WESC.
McNeil Is WABD Manager; Outlines Primary Objectives

JOHN H. McNEIL, former general manager of WZJ New York, has been appointed general manager of WABD New York, video station of Allen B. Du Mont Laboratories, which operates the Du Mont Television Network. His appointment was hailed by Leonard F. Cramer, Du Mont vice president, of the station management duties he assumed several months ago following the resignation of Samuel H. Cuff from the station manager's post.

Mr. McNeil resigned as head of WZJ operations early in January following a disagreement with ABC executives over station policies. He had advocated a plan to introduce WZJ’s autonomous activities, but the network embarked on a program of closer union between station and network operations. He had been station manager of WZJ since its operations were separated from those of the network early in 1942 when ABC’s predecessor, the Columbia Broadcasting System, began operating as an independent network and not as one of two NBC networks.

Mr. McNeil said, he announced a new series of FM regional programs which will be inaugurated with 17 stations aligned—most of them by radio relay. Since the initial experiment another 24 stations have asked to participate.

The network was formed, not as a nationwide venture, Mr. Dillard said, but to demonstrate the potential and flexibility of FM. He answered the complaint that there are no good live FM programs. The radio relays, he said, provide better quality than wire lines, and are made possible by the clarity of the FM signals which can be rebroadcast with little loss in quality. These signals, he said, are bounced from city to city, mountain to mountaintop and state to state and can be extended as far as the station can transmit its signal. He predicted extensive development of regional relays in 1948, when there will be 700 stations on the air, calling it a challenge to all AM broadcasters.

Leonard Marks, partner of Cohn & Marks, Washington law firm, and FMA general counsel, cited the strides made by FMA in the “100 days” since its organization. He commended highly the work of J. M. (Bill) Bailey, executive director, who, he said, had accomplished since last January what it took years for other trade groups to achieve.

He alluded to FMA collaboration and programming designed for sale as its primary objective. Mr. McNeil states that for the next three or four months he will act as sales manager as well as general manager of WABD. The station’s present sales staff is to be augmented by four new salesmen, with Ken Farnsworth continuing as local sales manager.

One of Mr. McNeil’s first objectives, he says, is to set up a variety of programs that will offer usable opportunities to advertisers of all classifications and with small as well as large advertising budgets. For the small advertiser who has felt that television is too expensive for him, WABD will create participating programs—good shows that are not too expensive when the cost is shared by several advertisers. The FMA has worked well in sound broadcasting and there is no reason that it should not prove equally feasible in television, Mr. McNeil points out.

For the large budget advertisers who want their own programs exclusively, WABD will try also to solicit paper video vehicle. Mr. McNeil cites the new Show Case series as an example. These programs are half-hour package television shows supplied by various production companies and are broadcast 7:30–8 p.m. each Monday as one-shots.

Vallee in New Role

TWISTING usual disc m. c. format, Rudy Vallee is currently being offered to advertising agencies as five-weekly half-hour, featuring nostalgic music and secondary themes recorded “discoveries,” technique popularized by crooner in past. John Guedel Radio Productions, Hollywood, is handling deal.

WMID ATLANTIC CITY ON AIR LAST FRIDAY

ATLANTIC CITY had its newest station and Mutual’s 400th affiliate when WMID commenced operations last Friday with 250 w on 1340 kc.

Members of the executive board, Earl M. Johnson, president; Paul M. Hancock, vice-president and treasurer, and Charles H. Singer, vice-president and secretary, met last week and made last minute plans for going on the air and for the public presentation which was to take place on June 1.

April Tube Output

PRODUCTION of radio tubes in April totaled 16,181,672, slightly below earlier figures due to normal adjustment to demand. Production for the first four months of 1947 totaled 73,730,086. April’s output consisted of 10,510,254 for new sets, 5,301,296 for replacement; 2,036,171 for export; 43,651 for U. S. agencies.

Chicago, told of the rich opportunities ahead for FM if broadcasters supply the vehicles.

How FM can best perform its function as an advertising medium was discussed in a panel discussion participated in by Mr. Hodel; J. Weddell Kerr, WFRO Fremont, O.; Paul Reed, WPAG-PM Alliance, O., and Ed Wheeler, WEAW Evanston, Ill.

The LARGEST station in the LARGEST city in WEST VIRGINIA

WSPZ

HUNTINGTON, W. VA.  5000W. DAY  1000W. NIGHT
930 KC.  ABC AFFILIATE

represented by THE BRANHAM COMPANY

June 2, 1947  •  Page 67
Advertising to Push Public Relations

Radio Is to Continue Its Participation, AFA Convention Told

The Advertising business will again operate a public relations program, with radio slated to continue its participation, 1,000 advertising executives were told at the 43rd convention of the Advertising Federation of America, held May 25-28 at the Hotel Statler, Boston.

Slogan of the drive to sell advertising to the public is, "Advertising, by selling more goods to more people, makes your job more secure." Radio's part in the campaign, started last year, was outlined in the AFA's annual report.

Material offered by the Federation was requested by 602 stations. "Millions upon millions of people have heard these radio messages," according to Ralph Smith, executive vice president of Duane Jones Co., New York, and chairman of the Convention Committee in Advertising. He said the same theme should be continued, and suggested advertisements be presented in a new "party dress." The kits will be similar to those used last year, when each station received 55 pieces of copy and a recording of nine announcements.

At the broadcast advertising conference Dr. Kenneth H. Baker, NAB Director of Research, gave his slide presentation on the NOBC public opinion survey. Hugh Feltis, BMB president, outlined the bureau's program and explained its operations. Frank P. Pellegri, NAB Director of Broadcast Advertising, discussed radio as a medium for retailers, with emphasis on findings of the Joske clinic.

Campaign Cost $6,000

Elon G. Borton, AFA president and general manager, said actual cost of the promotional campaign was $6,000, with about $5,000 worth of staff time. "Many thousands of dollars worth of space and time were given to spread this strategic story," he said. "The outlay was small in proportion to results."

Mr. Borton asked more cooperation from ad clubs with Advertising Council campaigns. "I told you last year that the council had asked our clubs through us to handle the local end of their campaigns," he recalled. "Twenty-six clubs formed public service committees and we hope to see three of their campaign guides of the council. Some of the clubs adopted and promoted some of these campaigns. But somewhere along the line the formal effort was not as successful as it should have been. Once again, we find material ours in lack of proper presentation and interpretation. It is a problem which we must solve better this coming year and particularly so in connection with the coming council campaign to promote better understanding of our economic system."

Allen T. Preyer, chairman of Morse International, was reelected chairman of AFA. Other officers reelected were Mrs. B. J. Kidd, of Lewis & Gilman, Philadelphia, secretary, and Robert S. Peare, vice president of General Electric Co., treasurer. Mr. Borton continues as president and general manager.

Louis D. Young, advertising director of the Indianapolis Times, was reelected chairman of the Council on Advertising Clubs. Kari T. Finee, Cincinnati Times-Star, and Paul C. Smith, Caterpillar Tractor Co., Peoria, were elected vice chairmen.

Curtis Heads Employee Group

Asking Facilities of WOKO

A NEW APPLICATION for WOKO Albany's facilities was filed last week by a corporation controlled by Raymond M. Curtis, one of the present principals, and a group of 25 employees of the station.

The new firm, Joseph Henry Broadcasting Co., is headed by Dewel Richardson, WOKO assistant manager. He is treasurer as well as president of the new company and owns 4.5% of the maximum hold by any employee. Mr. Curtis has 50% of voting stock; employees, 50%.

Employee-stakeholders also include John S. Herrick Jr., sports announcer, who is vice president and owns 2%, and Kathleen Felley, traffic supervisor, who is secretary and has 5%. With two exceptions, the 22 other employee-stockholders have worked at WOKO for at least five years.

The stock plan requires employees, upon leaving the station, to sell back any shares they own for redistribution to remaining employees.

WOKO, facing deletion Aug. 31 for concealment of stock ownership in reports to FCC, operates with 1 kw day and 500 kw night on 1460 kc. The new company requests 1460 kc with 6 kw fulltime, and also seeks a license to operate WOKO present facilities until the 5-kw operation could be set up.

In denying renewal to WOKO, FCC deferred action on a pending application of Van Curler Broadcasting Corp. for the station's assignment [BROADCASTING, April 14]. The Commission said it would accept other applications, for comparison consideration with Van Curler's, until June 1. The Joseph Henry Broadcasting Co. application was filed last Wednesday.

AM Grant Proposed

For Middletown, O.

Dayton Application for Same Facilities Would Be Denied

PAUL F. BRADEN, consulting radio engineer, last week received a proposed grant by FCC for a new standard station in Middletown, Ohio, on same frequency with 1 kw daytime.

Proposed deal of same facilities at Dayton, Ohio, was given to I and E Broadcasting Co.

The Commission's conclusions of the FCC's "Distribution" portion of the Communications Act of 1934, Sec. 307 (b), as basis for its favoring of the Middletown grant. The section calls for a "fair, efficient and equitable distribution of radio service" between communities.

FCC said that two stations are operating fulltime in Dayton and Middletown has none. In authorizing a daytime station for the latter community the "opportunity for local radio expression" would be given that area, FCC said.

Serve 1½ Million people

Both of the proposed stations would serve substantially the same number of persons—a million and a half. Both Dayton and Middletown receive service from a number of stations located elsewhere, the Commission report cited, and the areas and populations which the proposed outlets would serve receive substantially the same number of services.

Mr. Braden formerly had been an engineer at WING Dayton, and he was in charge of the installation of WIZE Springfield, Ohio. During the war Mr. Braden was an instructor in radio at the U. of Dayton. He presently lives in Dayton and will move to Middletown as general manager of the proposed outlet.

Principals in I and E Broadcasting are: Frank Murphy, Pittsburgh theatre manager for Loew's Inc., president; Jack Ramen, general manager of New York drama program publishing firm, vice president; Lawrence Wosfon, Chicopee Falls, Mass., attorney, secretary-treasurer; Howard L. Cole, Akron photo studio manager, assistant secretary-treasurer. Each has one-quarter interest.

Books for Looks

WMT Cedar Rapids thinks Iowa girls should have beauty and brains, so the station is giving a $1,000 College Scholarship to the winner of the "Miss Eastern Iowa" beauty contest, which will be held in conjunction with the Cedar Rapids Iowa Barn Dance Festival on June 7. Event is sponsored by the Young Men's Bureau of the Chamber of Commerce.
**Floor Action Soon On OIC Proposals**

**Rules Committee of House Gives Green Light**

GREEN LIGHT was given by the House Rules Committee last Wednesday for OIC legislation to “legitimize” the “Voice of America” and other State Dept. cultural activities.

Chairman Leo Allen (R-Ill.) of the Rules Committee sent the bill, introduced by Karl E. Mundt (R-S. D.), to the floor with a rule permitting two hours of debate. The bill had been reported out of the House Foreign Affairs Committee by a unanimous voice vote.

Rules Committee sources, however, told BROADCASTING that the rule giving House time to the bill “was by no means unanimously accepted.” These sources interpreted opposition to the committee as a possible sign that there would be heavy opposition to legalization of the “Voice of America.”

The “Voice of America” has gained considerably greater support within the past month [BROADCASTING, May 28] as indicated by the Foreign Affairs Committee treatment of the Mundt bill. But it still faces many enemies in Congress, among whom is powerful Rep. John Tauber (R-N. Y.) chairman of the Appropriations Committee which earlier [BROADCASTING, May 12] eliminated the OIC budget of $51,000,000 in a clean sweep.

Meanwhile, Sen. Carl A. Hatch (D-N. Mex.) introduced a Concurrent Resolution to establish a Joint Committee on Government Information Programs to “make a full and complete study and investigation of all government information programs.” The Joint Committee would be empowered to subpoena any persons or documents required in such an investigation.

---

**Evening Hoopratings for May 30**

<table>
<thead>
<tr>
<th>First 15 Programs</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Present Rating</th>
<th>One-Year Ago Loss or Gain Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fibber McGee &amp; Molly</td>
<td>144</td>
<td>S. C. Johnson &amp; Son, Inc.</td>
<td>Inc.</td>
<td>23.5</td>
<td>4.28 3</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>130</td>
<td>Pepsodent Div.-Lever Bros. Co.</td>
<td>Inc.</td>
<td>27.5</td>
<td>2.8 1</td>
</tr>
<tr>
<td>Red Skelton (CH)</td>
<td>157</td>
<td>B. &amp; W. Tobacco Corp.</td>
<td>Inc.</td>
<td>24.2</td>
<td>4.7 2</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>159</td>
<td>American Tobacco Co.</td>
<td>Inc.</td>
<td>19.5</td>
<td>1.0 1</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly</td>
<td>142</td>
<td>Golden Arrow Brands Inc.</td>
<td>Inc.</td>
<td>24.5</td>
<td>4.7 2</td>
</tr>
<tr>
<td>Amos 'n Andy</td>
<td>150</td>
<td>Lever Bros. Co.</td>
<td>Inc.</td>
<td>14.5</td>
<td>3.7 5</td>
</tr>
<tr>
<td>Screen Guild Players</td>
<td>152</td>
<td>Lady Esther Sales Co. Inc.</td>
<td>Inc.</td>
<td>19.7</td>
<td>2.5 5</td>
</tr>
<tr>
<td>Mr. District Attorney</td>
<td>184</td>
<td>Bristol-Myers Co.</td>
<td>Inc.</td>
<td>16.8</td>
<td>1.6 8</td>
</tr>
<tr>
<td>Charlie McCarthy Show</td>
<td>146</td>
<td>Standard Brands, Inc.</td>
<td>Inc.</td>
<td>18.8</td>
<td>2.3 7</td>
</tr>
<tr>
<td>Walter Winchell</td>
<td>216</td>
<td>Andrew Jergens Co.</td>
<td>Inc.</td>
<td>15.9</td>
<td>1.5 10</td>
</tr>
<tr>
<td>Bing Crosby</td>
<td>228</td>
<td>Philco Corp.</td>
<td>Inc.</td>
<td>10.4</td>
<td>1.0 11</td>
</tr>
<tr>
<td>Bandwagon</td>
<td>159</td>
<td>F. W. Fitch Co.</td>
<td>Inc.</td>
<td>12.7</td>
<td>1.4 3</td>
</tr>
<tr>
<td>Your Hit Parade</td>
<td>160</td>
<td>American Tobacco Co.</td>
<td>Inc.</td>
<td>12.9</td>
<td>1.4 11</td>
</tr>
<tr>
<td>Truth or Consequences</td>
<td>135</td>
<td>Froster &amp; Gamble Co.</td>
<td>Inc.</td>
<td>12.3</td>
<td>1.0 6</td>
</tr>
</tbody>
</table>

*Includes first and second broadcasts.*

---

**Networking to Aid TV, Mooney Says**

ABC Television Director Speaks at WMAL-American U. Meeting

PAUL MOOREY, director of television for ABC, addressed the WMAL-Washington-American U. television meeting Wednesday evening in the auditorium of the U. S. Chamber of Commerce, Washington. The meeting was held primarily for the purpose of exchanging and demonstrating session for radio students of the university.

Mr. Mooney, reviewing the history of television, told the group there was a lot to learn about the art. He said video broadcasters still "don't know how to put commercials on" and that it is fortunate the agencies are working with television to help solve problems in that field. "As networking increases the need for film will lessen," Mr. Mooney said, continuing that the development of more live shows would evolve with this growth. He stressed his belief that television is not competitive with the movies as some industry leaders believe. "Television is not a formal entertainment medium. It is an informal entertainment medium," Mr. Mooney emphasized.

**Job Potentials**

Job potentialities in the next few years are tremendous, he told the audience. "Broadcasting salaries are low because the industry does not yet enjoy an image. He said women have excellent chances of employment and noted the high percentsages of those already in various phases of the art.

Mr. Mooney was introduced by Paul F. Douglass, president of American U.

In addition to Mr. Mooney's address, a demonstration of the image orthicon camera and video receivers was presented under supervision of Dan Hunter, WMAL chief engineer.

**White Bill**

(Continued from page 86)

be invoked, for the purpose of reviewing any decision or order entered by the Commission in proceedings instituted by the Commission which are as their object and purpose the revocation of an existing license or any decision or order entered by the Commission or proceedings involving the failure or refusal of the Commission to renew an existing license. Such appeal shall be taken by the filing of an application therefor or notice thereof within thirty days from the entry of the judgment sought to be reviewed, and in the event such an appeal is taken the record shall be made up and the proceeding decided in the Supreme Court of the United States within sixty days from the time said appeal is filed, unless the Court shall apportion the rules may be prescribed.

In all other cases, review by the Supreme Court of the United States shall be upon writ of certiorari, provided such section 340 of the Judicial Code, as amended, by the applicant, by the Commission, or any party intervening in the appeal or by certification by the court pursuant to the provision of section 239 of the Judicial Code, as amended.

Section 23

Sec. 23. Section 405 of such Act is amended to read as follows:

Sec. 405. After a decision, order, or requirement has been made by order, commission or any Division thereof in any proceeding, any party thereto or any other person whom interests are adversely affected thereby may petition for rehearing. When the decision, order, or requirement has been made by the whole Commission the petition for rehearing shall be directed to the whole Commission; when the decision, order, or requirement is made by a Division of the Commission, the petition for rehearing shall be directed to the Division. Any decisions, orders, or requirements of a Division thereof shall not be permitted or considered. Petitions for rehearing must be filed within thirty days from the entry of the decision, order, or requirement complained of and except for those cases in which the decision, order, or requirement is challenged as necessary for the maintenance or conduct of an existing service, the filing of such a petition shall automatically stay the effective date thereof until after the decision on said petition. The filing of a petition for rehearing shall not be a condition precedent to initial review of any such decision, order, or requirement, except where the party seeking review filed a rehearing request not later than the time allowed for the proceedings before the Commission resulting in such decision, order, or requirement, or where the party seeking such review relies on questions of fact or law upon which the Commission has had inadequate opportunity to pass. Rehearings shall be governed by general rules which the Commission may establish.

The time within which an appeal must be taken under section 402 (b) hereof shall be computed from the date upon which the Commission issues its order disposing of all petitions for rehearing made in any case, but no appeal or requirement made after such rehearing, reversing, changing, or modifying the original decision, order, or requirement shall be subject to the same provisions as an original order.

Section 24

Sec. 24. Subsection (a) of section 409 of such Act is amended to read as follows:

(a) In all cases where a hearing is required by the provisions of this Act or by the applicable provisions of law, such hearing shall be a full and fair hearing. Rehearings may be conducted by the Commission or a Division thereof having jurisdiction of the subject matter or by any member or any qualified employee of the Commission when duly designated for such purpose. The person or persons conducting any such hearing may issue and sign subpoenas in lieu of or as substitutes for any subpoena designated by the Commission. In all cases, whether heard by the Commission or a Division thereof, or by any member or qualified employee of the Commission, the person or persons conducting such hearing shall prepare and file an intermediate report setting out in detail and with particularity all facts or evidence received, as well as conclusions of fact and of law upon each issue submitted for hearing. In all cases the Commission, or the Division hearing jurisdiction thereof, shall, upon request of any party to the proceeding, hear oral argument on said intermediate report or upon such other and further issues as may be specified by the Commission or the Division hearing jurisdiction thereof, and such oral argument shall precede the entry of any final decision, order, or requirement. Any final decision, order, or requirement shall be accompanied by a full statement of facts upon each issue submitted for hearing as well as conclusions of law upon those facts.

Section 25

Sec. 25. Title IV of said Act is amended by adding at the end thereof of a new section as follows:

Sec. 415. The Commission shall make or promulgate rules, regulations, or order of substance in any of the areas of procedure, the purpose or effect of which shall be to effect a discrimination between persons based upon race, religion or political affiliation, or any kind of unlawful, unpopular, or discreditable action, and no rights, privileges, benefits, or licenses authorized by law shall be denied or withheld in whole or in part where adequate right or entitlement thereto is shown.

---

**TELEVISION**

Conference to be held May 28 in Washington, D. C., under joint sponsorship of WMAL and American U. promises to be highly successful, judging from broad smiles of three men who got together to complete plans. L to r: K. H. Berkeley, WMAL general manager; Dr. Paul Douglass, president of American U.; Gordon Hubbel, WMAL director of program operations.
At Deadline...

**BMB TO STUDY DAILY DATA, CONTINUOUS FINANCING**

BMB sent letter Thursday to all subscribers quoting NAB board resolution urging long-range BMB plan for periodic station audience studies and continuing activities and asking BMB to postpone next study from 1948 to 1949. Special NAB committee to work with BMB on long-term financing will meet with BMB Finance Committee June 10 and likely attend BMB board meeting June 20.

Technical Research Committee of BMB decided to test inclusion of questions on listening 1-2 days, 3-5 days, 6-7 days and less than once weekly on second ballot.

C. E. Hooper presented new economical method to get station listening audience data whereby limitations to telephone homes, large cities and hours between 8 a.m. and 10 p.m. could be eliminated.

In addition to general acceptance, he said the plan would produce results, county by county, more economically than ballot used in first BMB study and provide base for reporting total listening hours in station's area for any stations.

Kenneth Baker, NAB research director and chairman of BMB committee, reported group “alightly afraid” plan might be too much influenced by program popularity. They asked Mr. Hooper to present further data. He said he had “stumbled into this new method” which he now thinks is better than diary for BMB purposes. Tests now underway. BMB Finance Committee will study Canadian BBM plan of continuous financing with studies made as desired.

**N. Y. AREA SETS-IN-USE AVERAGE REMAINS 24.8**

**FEDERAL DISMISSES 6,000**

**CBS, IBEW SIGN CONTRACT**

**FEDERAL TELEPHONE & RADIO CORP.,**

**CBS and IBEW sign two-year contract Thursday night, with raises retroactive to April 1.**

No major working changes in contract.

**CBS, IBEW SIGN CONTRACT**

CBS and IBEW signed a two-year contract Thursday night, with raises retroactive to April 1. No major working changes in contract.

**HOUSEHOLD FINANCE CORP., Chicago, renewed for another year, Thurs. 10:30-11:00 p.m.**

CBS, for 52 weeks June 25. Agency, Shaw-Levally, Chicago.

**At Deadline...**

**Mutual, Martin Block**

**Sign Record Show Contract**

**Contract between Martin Block, WNEW New York and KFWB Hollywood disc jockey, and BMB, for network recording June 16 and guaranteeing Mr. Block reported $1,500 per week even if show is unsponsored was signed Friday.**

Show will be broadcast Mondays through Fridays 2:30-3:00 p.m., originating from KFWB by special arrangement between that independent and Mutual. Mutual's Los Angeles outlet, KJH, undecided whether to take show while it remains sustaining, but will broadcast transcription of it at 2:30-3:00 Pacific time if it is sold.

Mr. Block's present transmitted programs on WNEW New York, daily at 10-11:30 a.m. and 5:35-7:30 p.m., continue. Mutual's New York station, WOR, will not broadcast show until it is sold. WNEW contract with Mr. Block represents his broadcasting on other New York station under sponsorship of advertisers conflicting or competing with those sponsoring his WNEW programs.

Mutual's Block program will be sold in 15-minute segments.

**FM SERVICE SURVEY**

**Report of FCC Thursday showed 600 different communities in 47 States, D. C. and Puerto Rico would be served by nearly 1,000 authorized or projected FM stations. Of near 800 conditional grants, some 215 are on air, report said. Two hundred applications pend. California leads States in number of places for projected service as well as total grants and requests. Ohio, New York, Pennsylvania and Texas follow. Montana lacks single FM application.**

**Walter Compton,**

**Commentator, June 10 starts Tues.-Fri. 6:45 p.m. television quarter-hour on WTTG Washington. Extension to New York possible. Series will include interviews and on-spot film pickups within eight hours.**

**Closed Circuit (Continued from Page 4)**

illness of Chief Counsel Louis G. Caldwell, is again petitioning for continuance to Sept. 15 and preferably Oct. 15. FCC reportedly disposed to approve delay to about Sept. 15 but no longer, in view of need for at least tentative decision on U. S. channel uses by time of NAB engineering conference in Havana, now slated Nov. 1.

**THOUGH set makers are stepping up FM output rapidly, number of large producers still have "show me" attitude and won't loose full production force until satisfied that FM programming will be of caliber to insure wide demand for receivers with upper band.**

**Summer Replacement for Kraft Music Hall, NBC, Thurs., 9-9:30 p.m., sponsored by Kraft Foods Co., Chicago, through J. Walter Thompson Co., reportedly will feature Nelson Eddy.**

**Refusal of a leading firm to take part in spot radio promotion organization among station representatives [Closed Circuit, May 28] still stymies organization. Contrary to some speculation this firm is not Edward Petry & Co. Mr. Petry says he has not been approached on such an organization in past ten years.**

**Broadcasting • Telecasting**
The word "rock" means many things to many people—a diamond, Gibraltar, Alcatraz, or ordinary stone. But to 500-odd WLW employees it means only one thing: "Rock" is the familiar nickname for R. J. Rockwell, Vice-President in Charge of Engineering for the Crosley Broadcasting Corporation.

A remarkable gentleman, this Rockwell. Lurking behind that huge Sherlock Holmes pipe is, we're convinced, one of the smartest engineers in the radio profession. But that pipe also conceals a frustrated musician who's never been wholly convinced that he should stick to his slip-stick and laboratory and forget his violins and the concert halls.

The combination of these two talents—one remarkable and the other questionable—has produced a very likeable, human individual . . . certainly not the double-dome which his engineering accomplishments indicate.

He owned the first radio station west of the Mississippi, WNAL. He designed the square type RCA condenser mike widely used by networks for years. He holds more than a dozen patents on important radio devices—has several more coming up.

As a consulting engineer, "Rock" designed and installed KTHS, Hot Springs, and KLRA, Little Rock. He joined the Crosley factory in 1929 and transferred to the broadcasting division in 1936. In 1940 he designed and constructed WLWO, the first of this country’s high-power international broadcast stations. In 1944 he completed the design and installation of the famous "Voice of America" plant at Bethany, Ohio, containing three 200,000-watt transmitters—the largest international broadcast installation.

His present duties involve the supervision of the Mason plant—WLW, WLWK, WLWO and W8XAL; the Bethany plant—WLWL, WLWR and WLWS; WLWA (FM) and W8XCT, experimental television; 14 auxiliary stations; the design and construction of all equipment used by these stations, as well as WINS, New York, and the direction of the Broadcast Engineering Laboratory. In other words, he has the considerable responsibility of achieving and maintaining the technical perfection which has always been the goal of Crosley stations.

Naturally, even though "Rock" is a remarkable gent, he doesn't handle it all by himself. He has scores of capable assistants—98 in all—including J. M. McDonald, Phil Konkle, Floyd Lantzer, Bill Alberts, J. R. Duncan, etc. Even so, you'd think "Rock" would have enough to keep him busy. He does, but still finds time to torture his violin.
This April, Kate Smith celebrated her Sixteenth Radio Anniversary. Through the years, Kate has become not only a radio star, but the "first lady of radio"—a great personality whose listeners are numbered in the tens of millions. More than that, Kate is a friend and an influence in countless lives—she is an "institution".

On June 23, Kate Smith starts a new phase of her brilliant career. On that day, Kate's daytime commentary "KATE SMITH SPEAKS" begins its five-year engagement on Mutual. And Mutual raises more than 400 voices in welcome.

"KATE SMITH SPEAKS" first went on the air in 1938—and almost immediately became the sensation of daytime programs. The show's popularity increased steadily and today "KATE SMITH SPEAKS" is one of the top daytime shows. It is frequently in first place.

"KATE SMITH SPEAKS"—with Kate and Ted Collins, in their daily discussion—will be heard Monday through Friday at 12:00 noon to 12:15 p.m. EDT—the time which has been Kate's for nearly ten years.

The program is a Mutual Co-op. For full information concerning rates and markets in which the program is still available for local sponsorship, write, wire or telephone your local Mutual affiliate or Mutual's Cooperative Program Department.