Here are some

**EXTRAS**

*that WOR hasn’t made any extra noise about*

While radio stations, newspapers, magazines and other media throughout the nation have consistently increased their rates during the past 10 years (we know one large advertising medium that jumped its base rate 4 times in the year 1946)...

1. **WOR has not raised its daytime rate one penny since Nov. 14, 1937!**

2. **WOR’s discounts to sponsors have shown no decrease during this same period. In fact, in many instances they have been liberalized 25 to 30%!**

3. **WOR’s nighttime rate has shown no change since Nov. 1, 1943. At that time it was upped to conform to twice the day rate!**

4. **WOR has maintained the second lowest cost-per-thousand rate of any station in the United States!**

Year after year for the past ten years, WOR has consistently waged war on the high cost of selling. WOR has always believed in the old American tradition of competitive volume sale. WOR knows that healthy economic rivalry cannot completely exist in the face of growing manufacturing, distributing and selling costs.

WOR is keeping rates down and sponsors’ sales up. It's another reason why WOR regularly carries more accounts with a greater total dollar volume than any station anywhere.

WOR—that power-full station at 1440 Broadway, in New York
The Ely family; Edward, Mrs. Ely, John Ely, and 85-year-old Grandpa Switzer. Older son Bob was absent when this picture was made.

This is the ELY HOME AND FAMILY of Springfield, Illinois

John W. Ely has driven a motorbus or streetcar for twenty-five years in Springfield, capital city of Illinois. During that time, he and Mrs. Ely have reared two fine boys: Bob, 22, printer and World War II veteran; and 17-year-old Edward, high school junior.

During the same years, the Ely family has depended on WLS for much of its information, inspiration and entertainment. News Editor Julian Bentley, singers Mac and Bob, staff pastor Dr. Holland, Dinner Bell Director Page...these are some of their longtime favorites. They saw the WLS National Barn Dance on the stage of the Eighth Street Theater on a 1946 visit to Chicago.

The Ellys are homefolks—proud of their comfortable big house at 808 South MacArthur and of their big boys. Mrs. Ely boasts a huge file of recipes from which she feeds her family well; Edward has already set his mind on buying a service station when he finishes school. Bob has a network of intercoms and buzzers throughout the house, as a hobby. Grandpa Switzer, active at 85, has won many local gardening awards.

It is on this home and this family, and the homes and families like them throughout Midwest America, that the microphones of WLS have been focussed for 23 years. It is our intimate interest in their problems, the service and entertainment we give them, that have made them such loyal listeners to WLS...and upon loyal listeners depend advertising results.

"Stop and Go" Buy

- The Semaphore, as a means of commercial communication, was first introduced in France under the authority of Napoleon in 1792. Its effective use, of course, was restricted by line of sight and weather conditions.

Semaphore today usually means a "stop-and-go" traffic system. As a means of swift and sure commercial communication it has been superseded by broadcasting. Time buyers know that WCBM's signal in metropolitan Baltimore is a sure means of making people "stop" and then "go" buy!
Closed Circuit

DECISION OF SEN. Wallace H. White Jr. to terminate his 31 years of Congressional service may have future radio regulatory implications. If Republicans win in '48, there's no question Sen. White's friends will urge his appointment as FCC chairman. Sen. White's appointment to FCC was advocated last year [BROADCASTING, March 11, 1946] and while he made no formal statement, it is known he seriously pondered it.

MO DIFIED transaction in final stages whereby CBS would acquire 45% interest in its affiliate, KQW San Francisco, with present Brinton ownership retaining 55%. Herb Akerberg, CBS station relations vice president, negotiated contract as substitute for previous transaction for acquisition of KQW outright at $900,000. Sequel to 45% acquisition would be sale by CBS of its 45% interest in WAPI Birmingham, for terms headed by Ed Norton and Thad Holt.

JOBS as FCC examiners (hearing officers), virtually lifetime since they'd be removable only by Civil Service, reportedly offered at least seven FCC legal staff members: Jack P. Blume, head of present Hearing Section; Hugh B. Hutchison, chief of AM Facilities Section; J. D. Cunningham, head of Renewals Section; Leo Resnick, J. D. Bond, Walter Emery, and Joseph Brenner (Brenner in common carriers; others, broadcast). Examiners, subject to requirements yet to be announced by Civil Service, will form FCC's new Hearing Division [BROADCASTING, June 2]; additional appointment possible.

BBDO, New York, reportedly looking for half-hour radio programs to submit to De Soto and B. F. Goodrich Co. Both advertisers interested in radio for fall.

REPORT CURRENT that Gulf Oil Co. looking at several programs presented by Young & Rubicam, New York, for possible sponsorship, in addition to its We the People program Sundays on CBS.

WITHOUT FANFARE, organizing committee of projected NBC affiliates association meets June 10 in Chicago at call of Chairman Harry Bannister, WWJ Detroit. Understood about 60 of NBC's 160 affiliates favor plan and that organizing meeting, possibly at Atlantic City just in advance of NAB convention which begins Sept. 15, will be discussed.

REORGANIZATION of staff in Young & Rubicam, New York, radio department expected when Sigurd Larson, agency president, returns from Europe in about two weeks. Staff reductions may be involved.

LATEST RUMOR has it that FCC has succeeded in averting deep slash in its upcoming appropriation. Reduction of around $1,000,000

Upcoming


June 9-12: Canadian Ass'n of Broadcasters Annual Meeting, Jasper, Alta.

June 10-12: RMA Annual Convention, Hotel Stevens, Chicago.

June 14-15: Ass'n of Women Broadcasters, First District Meeting, Bond Hotel, Hartford, Conn.

(Other Upcomings, page 76)

Business Briefly

WHITEHALL RETURNS Whitehall Pharmacal Co., New York (Kolyonos, Anacino), which renewed Ellery Queen on NBC 52 weeks, returns program to air Aug. 3, Sun., 8:30-7 p.m., after vacation starting June 15. Agency, Sullivan, Stauffer, Colwell & Bayles, N. Y.

QUAKER RENEWS Quaker Oats Co., Chicago, July 1 for 52 weeks renews five weekly first-15-minute segment of Ladies Be Seated on ABC, 3-3:30 p.m. Agency, LaRoche & Ellis, Chicago.

COAST RENEWAL General Mills, Minneapolis (Sperry products) June 2 renewed The Woman's Secret 52 weeks on 11 NBC Western stations, with M-Fri., 4:45-5:15 p.m. (PST). Agency, Knox Reeves, Minneapolis.


ABC CO-OPS SHOWED MARKED INCREASE IN MAY

WITH 56 new sales in May, ABC cooperative program sponsor list is 25% over same period year ago, according to Harold B. Day, co-op sales and promotion manager. One of largest individual sales during May was Dick Tracy program five times weekly to Fred W. Amend Co. (Chuckles candy) in Cleveland, Pittsburgh, Cincinnati and Indianapolis. Agency, Henri, Hurst & McDonald, Chicago.

ABC co-op programs leading in sales during May were Harry Wiamer's Sports Show and Dick Tracy each of which added nine new sponsors. Six new sales were reported for Martin Agronsky, with Elmer Davis, Nancy Craig and Headline Edition each adding five sponsors. Four sales were made for both Tennessee Jed and Baukhage.

ARMY STUDIES AGENCY BIDS

ARMY recruiting service considering bids from five agencies to handle advertising for fiscal 1948. Agencies were: N. W. Ayer & Son, J. Walter Thompson Co., BBDO, Grant Adv., Biow. N. W. Ayer handled Army account during current year when Army spent total of $5,000,000 on recruiting with $1,000,000 earmarked for radio. Budget requirement for next year is identical but uncertain as yet what Congress action will be. Proportion for radio will be same despite overall figure.

VESS COLA CB-49

VESS BEVERAGE Co., St. Louis, for new caffeine-free cola utilizing three-quarters of entire budget for spot campaign. Company conducted test in St. Louis area few months ago which proved so successful it was projected into 25 States. Forty-nine stations now carry campaign. Agency, Ollan Adv. Co., St. Louis.

BROADCASTING Telecasting
THE 6 STEINMAN STATIONS assure PROFITABLE RETURNS from your advertising dollars.. These six stations present your sales message economically in these sales-rich markets—all consistently prosperous because of industrial diversity and advantageous locations. For information—write:

SALES REPRESENTATIVE
RADIO ADVERTISING CO.
New York Chicago Los Angeles San Francisco
not just water over the dam

Yes—power is born here—electric power that not only serves one of the largest industrial plants in the Northwest, but also provides electricity for part of the Twin Cities, as well as for government navigation locks. The above dam—between Minneapolis and Saint Paul—impounds waters of the Mississippi.

Water—in proper harness—like advertising, can produce unlimited amounts of power. A smooth, steady selling program can make your time dollar invested on WDGY pay rich dividends in this billion dollar market. Make sure your advertising will not just be "water over the dam"—but be constant and ever-rolling—call Avery-Knodel today for availabilities on WDGY—the station that gives you Minnesota and then some.

...not just water over the dam

Service-Performance-Results

CHARLES T. STUART President & Exec. Director • Ex. Offices—Stuart Bldg., Lincoln

MINNEAPOLIS

5000 WATTS

1150 KC

MELVIN DRAKE

Vice President & Station Mgr.

SAINT PAUL

AVERY-KNODEL INC.

National Representatives

SUBSCRIPTION PRICE: $5.00 PER YEAR, 70¢ PER COPY

BROADCASTING • Telecasting

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At Washington Headquarters

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Editor and Publisher

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PROMOTION

WINFIELD R. LEVY, Manager
Betty Bockenstiehn.

NEW YORK BUREAU

350 Park Ave., Zone 17, PLaza 6-6335
EDITORIAL: Edwin H. James, New York Editor; Florence Small, Irving Rudnick. Patricia Ryden, Helen Stahn. Bruce Roberts, Senior Associate Editor.
ADVERTISING: B. J. Paul, Advertising Director; Martin Davidson.

CHICAGO BUREAU

350 N. Michigan Ave., Zone 1. CENtral 4118
Fred W. Bump, Manager; John Osborn.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, HERald 8-1831
David Ochman, Manager; Ralph G. Tuchman; Patricia Jane Lyon.

TORONTO BUREAU

417 Harbour Commission Bldg., ELgin 0770
James Montague, Manager.
Broadcasting * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: "Broadcasting"—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1933 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office
Copyright 1947 by Broadcasting Publications, Inc.
More power to all of us!

Starting June 15, it looks like a big week for Miami. On that day WGBS, Miami’s foremost station—the most powerful in Florida—joins CBS, adding its 10,000 watts to the total power of the network. On June 21—the summer solstice—Miami’s sun also reaches its highest power.

Sun power is vital to Florida. It produces its annual multi-million-dollar crop of citrus, vegetables and tourists.

But equally important to Florida is the combined power of a great station affiliated with a great network. For out of this vast sun-ripened market WGBS and CBS look to produce new and substantial revenues for America’s advertisers. And into the homes and living rooms of this market WGBS and CBS look to bring some of the most exciting news and entertainment on the air today.

Things are clearly reaching their zenith in Miami the week of June 15, and that can mean only one thing. It can only mean more power to all of us.

Columbia Broadcasting System
HOW
to be a Successful Advertiser*

with a budget that fits your bankroll

There’s one essential of the million-dollar or the hundred-dollar advertising budget—they both have to produce sales. That’s why the NBC Western Network has been the first choice of smart sponsors—large, small and in between—for twenty-one years. Firms like Sperry Flour, Tillamook Cheese, Standard Oil of California, Safeway Stores, Wesson Oil and Snowdrift and scores more have proven that the advertising penny becomes the sales dollar quicker, easier and surer when invested in NBC Western Network time.

Richfield Oil Corporation, for example, sponsors radio’s oldest network news program. Now in its 17th year on the air, Richfield Reporter has broadcast 5,000 quarter-hours of headlines and human interest stories. Carefully edited and specially written for radio, it is presented every evening at 10, except Saturday.

Rating-wise, Richfield Reporter tops all Pacific Coast news programs with a robust 10.4 (Hooper, Jan. ’47 Report), consistently holding 40-50% of sets-in-use for its period. Currently second among quarter-hour regional programs on the Coast, it has several times ranked along with national programs in the “top 15.” And listeners are buyers.

Starting on 5 stations in 1931, Richfield Reporter has sparked the steady expansion of Richfield sales territory to its present dimensions: the coverage areas of 14 NBC Western Network stations. It has been an important factor behind the Corporation’s 16-year record of increasing sales, profits and dividends. The program represents approximately one-third of the advertising appropriation—it is a potent selling tool.

There’s only one Richfield Reporter, but it is also only one of many low-cost NBC Western Network programs whose selling records entitle their sponsors to write “Successful Advertiser” after their names. Wouldn’t you like to join them?

*In the Far West

SAN FRANCISCO NBC WESTERN NETWORK
A Service of Radio Corporation of America
What station are you listening to?

WFLA! Is there any other?

IN CELEBRATION of 25 years of broadcasting, WDFD Flint, Mich., reached back through the years and gave its 1947 listeners a duplication of its first program presented July 10, 1922.

The station, operated by the Flint Broadcasting Co., was issued its broadcast license May 25, 1922 and broadcast on an experimental basis until July 10 of that year, when the first regular program was aired.

Participating in the 10:15-11 p.m. reconstruction broadcast, May 26 were: Clarence E. Eddy, musical director, First Presbyterian Church; Mrs. Eddy; Frances D. Fallain, founder and still technical manager, WDFD; Mrs. Emily Hixon, musical director, Court Street Methodist Church, and Eugene Everhart.

Others who appeared on the initial broadcast but were not present for the celebration, are the late Marion Lawrason Greenwald, soprano; Ruth McLean, contralto; Mrs. J. C. King, accompanist, and Ellen Marie MacLean pianist. The late George D. Perry, then managing editor of the Flint Journal, introduced the original show.

Sellers of Sales

"SHIPPING" is an important word in the life of William James McIlvain, radio timebuyer in the Chicago office of the Leo Burnett Co. It was that kind of a department in which Bill first got his start in December 1939 with that agency, and in Uncle Sam's Coast Guard Bill encountered for 51 months another and entirely different type of shipping.

In his position as radio timebuyer, Bill McIlvain has dealt with many radio accounts, including those of Pure Oil, Pillsbury, Club Aluminum, and Borlick's. He has assisted on some phases of the network operation of Pure Oil, American Meat Institute, Brown Shoe Co. and Minnesota Valley Canning, as well as in the production of spot announcements during numerous such campaigns.

Personable, black-haired Bill McIlvain was born May 2, 1918, on Chicago's north side, and attended high school at Loyola Academy. From there he continued to move around, putting in a year each at Lindbloom and Senn from where he was graduated. In 1936 he hooked up with the Teletype Corp. where he worked two years in a clerical capacity. In December 1939 Bill landed a job in the shipping department of Leo Burnett, thus enabling him to learn the business—and the agency—from the proverbial ground up. After he mastered that job, he was transferred to the traffic department where he remained until August 1941.

Then Bill, like many another fellow, had gotten the patriotic "itch", so he enlisted in the Coast Guard.

He spent two years as an enlisted man, some of that time in Chicago, then attended the Coast Guard Academy in New London, Conn. in May of '43 where he enrolled for a four-month course and came out with his coveted commission.

In September 1943, while Bill was waiting to ship (his ship was in the process of being fitted out) he met his wife-to-be, Pat Murray. She was making a career, at that time, of television, having held down positions on Printer's Ink as television editor and on Frequency (Continued on page 79)
IN PEACE AS IN WAR
The Public Interest Gets Public Service from WOAI

NATIONAL RADIO PULPIT
VETERANS ADMINISTRATION
ARMY-NAVY RECRUITING
HIGHWAY DEPT.
NATIONAL MARINE CORPS
BISHOPS' RELIEF
TEXAS HIGHWAY DEPT.

TRAFFIC ACCIDENTS
SOCIAL SECURITY
PALESTINE APPEAL
ARMY WEEK

JUNIOR YANK (DRIVE)
PRESBYTERIAN HOUR
DISABLED AMERICAN VETERANS
SOCIAL HYGIENE
GIFTS FOR YANKS
FEDERATION OF AMERICA

TEXAS WELFARE ASSN.
U. S. MARITIME
STATE HEALTH TALK
FIRE PREVENTION
CATHOLIC HOUR
SAVINGS BONDS

FEDERAL HOUSING
LIGHTHOUSE FOR BLIND
CIVIL SERVICE
MARCH OF DIMES
COMMUNITY CHEST

TEXAS FARM AND HOME PROGRAM
MARCH OF DIMES
WAR ASSETS
STATE HEALTH TALK

TEXAS SCHOOL OF THE AIR
SISTER KENNY
COAST GUARD
YOKE TOMORROW

CHRISTMAS SEALS
USO CAMPAIGN
FOREST FIRES
SAN JACINTO

USO CAMPAIGN
SCRAP DRIVE
AAF TRAINING
PEACE CORPS

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

WOAI San Antonio
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

50,000 WATTS CLEAR CHANNEL
The invisible part of any Blaw-Knox Radio Tower is the *accumulated experience* gained by this company in the installation of thousands of towers in many quarters of the globe. This experience counsels the use of better material instead of cheaper material, higher safety factors instead of lower, the best construction instead of "good enough" and, in a word, the best. The Blaw-Knox Tower you buy contains this priceless element without extra cost to you. Let us discuss your requirements without obligation.

**BLAW-KNOX DIVISION**
**OF BLAW-KNOX COMPANY**
2038 Farmers Bank Building, Pittsburgh 22, Pa.
We love you because you report KXOK’s total audience has increased 19.1%; Winter-Spring, December 1946 through April 1947, over your same report for the 1945-’46 season... because KXOK is the ONLY ST. LOUIS STATION to show an increase in this over-all classification.

We love you because your Winter-Spring (December 1946—April 1947) report shows a 12% audience increase in the Weekday Mornings Period, Monday through Friday, for KXOK over the corresponding period of last year.

We love you because this same report shows KXOK’s afternoon audience, Monday through Friday, has increased 30% over last year... because Evenings (Sunday through Saturday) show the KXOK audience is 25% larger than last year.

We love you because KXOK’s audience gains are most gratifying when the current Winter-Spring report is compared with the preceding Fall-Winter report. In this short period KXOK’s “share of audience” in Total Rated Time Periods gained 5% while all other St. Louis network stations lost in the Total Rated Time Periods.

Is it any wonder that sponsors and their agencies love KXOK... and the progressive programming policies that have made these spectacular audience gains possible?

630 kc  5000 Watts, full time
Owned and operated by the St. Louis Star-Times

* For complete details, contact your John Blair representative.
NO. 12—Intimate Glimpses into the Lives of the Great (est Spot Radio Sales Organization on Earth!)

ADAPTABLE!

This rip-snortin’ Texan, friends, is Joe Evans, lately of our Chicago shop, now Manager of our new office in Fort Worth. Though a brand new resident of the Lone Star State for only a few weeks as yet, Joe has an old-timer’s knowledge of radio stations and markets there, and in the 47 other states in the U.S.A. Which proves that F&P Colonels are like the spot-broadcasting they sell—versatile, adaptable and more effective.

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

EXCLUSIVE REPRESENTATIVES:

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

NEW YORK: 444 Madison Ave.
CHICAGO: 180 N. Michigan Ave.
DETROIT: Penobscot Bldg.
FORT WORTH: 406 W. Seventh St.
ATLANTA: Palmer Bldg.
HOLLYWOOD: 6331 Hollywood Blvd.
SAN FRANCISCO: 58 Sutter Street

Page 14 • June 9, 1947
Radio Races to Meet White Deadline

NAB Leads Fight for Revision After Postponement Denial

By PETER DENZER

AN ALL-OUT EFFORT to revise the White Bill (S-1333) to afford the kind of protection to radio that its author repeatedly has urged, will be undertaken under the aegis of the NAB at Senate subcommittee hearings to get under way June 17.

This course was decided upon by the NAB Legislative Committee at an all-day meeting in Washington last Thursday, after Chairman White (R-Me.) had advised President Justin Miller that his plea for a postponement until July 1, had been rejected. Postponement requests from a dozen other radio entities likewise were rejected. Judge Miller had sought postponement since the present date “provides such short notice that it is impossible to make necessary preparation and arrangements for being in Washington.”

Denny, Miller Witnesses

Key witnesses at the hearings, scheduled to run only six days with witnesses limited to about 20 minutes, will be FCC Chairman Charles R. Denny and Judge Miller. Mr. Denny lost no time in requesting first appearance before the subcommittee—now enlarged to seven members—and the request promptly was granted.

Following the Legislative Committee meeting Thursday, Judge Miller again expressed doubt that the industry would be “fully prepared” for the hearings. He said the demanding task of going through the proposed bill had taken up eight hours and that “we have plenty of issues still unresolved.” He said that the committee approached the task in the belief that any measure adopted should anticipate that radio must be “in fact as well as in spirit” as free as the press.

Most vigorous opposition to the White bill, as written, centered among the networks, although the industry-wide view was that the measure required major surgery before it could be regarded as remedial. There was general disappointment over the committee’s refusal to allow more time to prepare radio’s case. It was thought, therefore, that the request might be made to the committee to take further testimony next January—following the summer recess, tentatively planned for late in July.

Such a course was held desirable because the NAB by that time will have drafted its new self-regulation standards, and therefore will be in a better position to present its case against undue control by the licensing authority over normal business and programming operations, which many broadcasters feel are implicit in the White Bill as written.

Decide Against Postponement

Decision of the subcommittee to hold hearings promptly came last Tuesday at an executive session called by Chairman White. Postponement of hearings until the fall—even during the recess—was discussed, but the four members present are understood to have agreed unanimously on the earlier date on the ground that ample notice had been given of Senator White’s intention to introduce his bill. Particular point was made of the fact that Chairman Denny sought no postponement, even though he is preoccupied with the chairmanship of the summer-long International Telecommunications Conference in Atlantic City.

Hope for postponement, or possibly a recess after proceedings get under way June 17, was not departed of entirely. There is ample precedent for the latter course and—it is expected that this prospect will be explored with Chairman White by Judge Miller, Niles Trammell, NBC president, Mark Woods, ABC president, Robert D. Swezey, MBS vice president and general manager, and possibly others.

Principal witnesses for the NAB, in addition to Judge Miller, will include Executive Vice President A. D. Willard, General Counsel Don Petty and probably Robert K. Richards, public relations director. Another 15 to 20 witnesses—individual broadcasters as well as representatives of allied mass media—will be announced within a week, Judge Miller said. It is presumed each will seek the 20-minute allotment.

(Continued on page 78)

Testimony Invited

INDIVIDUALS and organizations interested in presenting testimony during hearings on the White Communications Bill are urged to wire or phone Ed Cooper at Senate Interstate & Foreign Commerce Committee at the Capitol, National 3120.

They are also reminded that under the Administrative Procedures Act they are required to submit testimony in writing 48 hours in advance of the hearing. Oral testimony should be kept within 20 minutes.

June 9, 1947 • Page 15
P&G Renews Six Daytime Dramatic Shows on NBC

PROCTOR & GAMBLE Co., Cincinnati, has renewed six daily daytime series on NBC for 52 weeks. Programs renewed are: Road of Life, Mondays through Fridays, 10:30-10:45 a.m., through Compton Advertising, New York; Joyce Jordan, M.D., Mondays through Fridays 10:45-11 a.m., through Dancer-Fitzgerald-Sample, New York; Life with Beautiful, Mondays through Fridays 3:30-3:45 p.m., through Dancer-Fitzgerald-Sample; Miss Perkins, Mondays through Fridays 3:15-3:30 p.m., through Dancer-Fitzgerald-Sample; Pepper Young's Family, Mondays through Fridays 3:30-3:45 p.m., through Pedlar & Ryan, New York, and Right to Happiness, Mondays through Fridays 3:45-4 p.m., through Compton Advertising.

C. Mortimer Named To New GF Duties

Appointed to Vice President in Charge of Marketing

CHARLES G. MORTIMER, vice president in charge of advertising for the General Foods Corp. since 1943, has been appointed vice president in charge of advertising, according to an announcement in New York last week.

In his new post, Mr. Mortimer will supervise General Foods marketing services, including sales, advertising, market research and consumer service, Austin S. Igleheart, the firm's president, said.

Mrs. E. B. Myers becomes director of advertising for the company. She joined the firm in 1930 as a publicity writer for the consumer department. In 1938 Mrs. Myers was named merchandising manager for Sanks and Kaffee Hag, Certo, Sure-Jell and Jello.

Army-NBC-MCA Show

THE U. S. ARMY in cooperation with NBC and Music Corporation of America will start a program on July 8 for 13 weeks in the Sunday 8:30-9 p.m. period on NBC during the Fred Allen summer hiatus. The show will feature Dorothy Lamour, an MCA client, with two or more guests. Henry Russell and his orchestra also will appear on the show. Glenn Hall Taylor, head of N. W. Ayer & Son, Hollywood office radio dept., will produce the program.

Kelley Sponsors

KEELEY Brewing Co., Chicago, will sponsor all home game telecasts of the Chicago Rockets football team over WBBB. It was announced last week. Under a previous arrangement, the company sponsors boxing and wrestling matches for WBBB three times a week. Agency, Malcolm-Howard Adv., Chicago.


Plymouth Gets Plans

N. W. AYER & SON, New York and Philadelphia, currently are submitting radio plans to the Plymouth Division of Chrysler Corp. in an attempt to convince the firm that it should use radio. One of the shows submitted is said to feature Garry Moore.

Chicago Store Finds Radio

Goldblatt's Delighted
With Reaction to 2

Programs

DEPARTMENT stores, notoriously shy in their use of radio, spent, oddly enough, over $307,000 for all advertising in 1946. They lead, in fact, the food, tobacco, drug and cosmetic industries in advertising lineages. Yet the number of department stores that make more than lip-service use of radio can almost be counted on the fingers of both hands.

A notable exception and one that is giving rival department store considerable concern, is Goldblatt Brothers, in Chicago. For many years Goldblatt's followed the line of least resistance and spent almost all their advertising on the familiar Meyer-Both illustrated newspaper ads. Then they discovered, through experiments in several types of broadcasts, that mayhem and a successful promotional and overall public relations job to increase the effectiveness of other media. Sales Messages

They found also that they could even "sell" specific items on the air, a factor that had been regarded with high suspicion on the part of competing department stores.

Goldblatt's formula for successes, use of a five-hour, five-day audience-participation program, Let's Have Fun, on WGN. Aside from the laughs and entertainment the program offers its daily audience, the sponsors say it has proven invaluable in supporting major promotions such as fashion shows, cooking schools, sports shows, etc. It has done something else: make the first-time newspaper ads fail to die; it has personalized the store to the buying public. Store employers from the owners down to the stock room employees are frequent guests on the program to tell the story of modern department store merchandising.

But most unusual about Goldblatt's use of radio is that it is a completely controlled store project. To supervise its two radio shows, Goldblatt's assigned B. A. Richman, sales and publicity director, to the task of making radio an important factor in its overall advertising campaign. With Goldblatt since 1934, Mr. Richman took over active direction of all advertising for the chain of 15 Goldblatt stores in 1938. But it was not until 1946 that Mr. Richman felt convinced radio could do a good job of "selling" Goldblatt service as well as merchandise. In October, Goldblatt's consented to let another sponsor—Jay's Potato Chips—originate a broadcast from their auditorium. By November the store was convinced it was missing out on a good thing and set up its own radio production department, including script writers, a publicity man, a producer (Bill Ballenger) and a cast consisting of Jimmie Costello and Hank Grant, both well known Chicago m.c.'s.

Let's Have Fun, the program selected, was a success from the start—and a success not measured in entertainment quality alone. The program drew crowds by the hundreds every day, so much so that the quarter hour program was extended to a half hour by July of 1946. At the same time Goldblatt's decided to install its own broadcast studios in the store and today is one of the few department stores with such an arrangement. The facilities include a control room, two dressing rooms, and seating capacity for over 800 people.

As a result of the success of Let's Have Fun Goldblatt's bought another show—aimed at teen-agers.

The program, Teens and Tunes, is aired each Saturday on WGN with Hank Grant as m.c. and draws capacity crowds of hobby-singers and high schoolers who, in addition to winning prizes, get the latest news of Goldblatt's junior miss and mister selections. Free coles and potato chips are also provided.

The program, which soon claimed the highest Hooper of any Saturday Chicago-originated show, was a smash success with the youngsters. It now travels the Chicago area, originating from various high schools and civic organizations and Mr. Richman likes to think of it as a junior USO unit spreading joy and sunshine in the lives of youngsters who might otherwise be lifting hot cars or playing scrounger in the corner pool room.

Part of Campaign

Radio as such does not command a special advertising budget, under Mr. Richman's consideration it as part of the stores' overall promotional campaign with an elastic budget that can be expanded on special occasions. Probably the outstanding such occasion arose only two months ago when Goldblatt's offered more than $2,000 worth of merchandise to the 250,000th guest to attend Let's Have Fun.

For three weeks in advance of the actual day Miss Quarter Million was selected, over 1,400 persons jammed the store's auditorium daily to witness the broadcast. On the day of days, it was necessary to call on the Chicago police to turn away the crowds—more than 10,000 being unable to find seats. The contest was claimed to be one of the largest give-away radio offers every made on a local program. It also made the three Goldblatt brothers highly radio conscious.

"The function of radio," Mr.

(Continued on page 77)
Damm Urges New NAB Meeting Plan

Proposes to Abandon District and Area Meetings

ABANDONMENT of the NAB area-distict meeting plan and adoption of a week or 10-day convention including separate subconventions are proposed by Walter J. Damm, vice president and general manager of radio, The Journal Co., Milwaukee. (WTMJ, WMJF.)

A former NAB president, Mr. Damm has submitted the plan to NAB board members as a means of easing the convention load of station executives, increasing the efficiency of industry gatherings, and cutting the travel burden of the association staff.

Since the board has decided to hold NAB conventions in the spring after this year, with area-district meetings in the autumn, Mr. Damm suggests that a definite two-week period be set aside in which the convention is to be held each year, using the same location.

The main convention would be surrounded by entirely separate satellite meetings such as sales managers, program managers and engineers subconventions, along with related sessions of network affiliate groups, BMI, BMB and others. Mr. Damm proposes that exhibits, with the social activity that they entail, be removed from the convention (see exhibit story page 32).

Exactly new procedure for election of district directors is proposed by Mr. Damm. (NAB's legal staff is rewriting the by-laws to revitalize election.) under the board will be directors-at-large and directors representing special groups elected by groups rather than by whole membership.

The idea of subconventions, which is followed on a limited basis by NAB, is based on procedure of the newspaper industry. Mr. Damm said it would save time and not require the simultaneous presence of three or four station executives at the convention. More intensive consideration could be given problems of specialized groups such as engineers, sales and program managers at subconventions.

Mr. Damm's position is that the annual convention should concern itself with top industry executives. Damm said the special meetings of the subcommittee of the Labor group, and will form the basis for one of the most thorough probes ever made of "union racketeering."

The report contains so much "dynamite" that parts of it will probably never be made public since some of the musicians who contributed to it are fearful of retaliation by the music unions.

Labor Committee sources said they expected the Supreme Court to hand down its decision on the Petrillo Case within the next two weeks, possibly today (June 9). Mr. Petrillo is to appear before the subcommittee on the Monday following the Supreme Court's decision.

Thorough Preparation

Chairman Carroll D. Kearns (R-Pa.) of the subcommittee has left no stone unturned in preparing for the grilling of the labor leader. He mailed a detailed questionnaire concerning employment of musicians by radio stations to a cross section of stations throughout the country last week, asking for speedy reply so that a compilation can be made by June 15. The questionnaire is aimed to determine: 1) to what extent stations are forced into featherbedding contracts; 2) unfair restrictions upon the use of musicians by stations; 3) whether stations have been prevented from broadcasting non-military or religious musical programs "because of rulings or requirements of the union;" 4) to what extent stands are employed, and the cost of such arrangements; 5) the strength of AFM in radio.

NAB President Justin Miller urged all broadcasters to cooperate with the subcommittee. He said he had ascertained from Chairman Kearns that the call letters of Pettrillo and the identity of station owners will not be used, if requested, during hearings or in the printing of evidence. Judge Miller said he had received a number of queries from owners.

At the same time he revealed that the Committee is grateful for the response of broadcasters.

Meanwhile, President Truman was guardian of a well-kept secret today—whether or not he will veto (Continued on page 78)
Proposed Coaxial Rates Draw Fire

Video Network Meeting Expected to Take Up Problem

PROPOSED rate schedule for use of coaxial cable for commercial television networks, filed last week with the FCC by American Telephone & Telegraph Co., will be protested as excessively high by present stage of development of commercial television, video spokesmen indicated last week. Discussion of proposed rates is expected to be a major feature of the video network conference opening today in Washington.

The video cable rates, which were $75,000 a month for eight-hour daily service, $45,000 a month for eight-hour daily service, $2,500 for a month for eight-hour daily service, $1,250 for a month for eight-hour daily service. Maximum charges for all occasional service within any one month will not exceed the charge for monthly service for the same consecutive hours, the company said.

AT&T pointed out that these rates are tentative and will be reviewed from time to time as experience is acquired with the use of coaxial channels for television program transmission. Until more facilities are available, company spokesmen indicated consistent service might be $400 a month for eight-hour daily service, $200 for a month for eight-hour daily service, $100 for a month for eight-hour daily service, $50 for a month for eight-hour daily service, $25 for a month for eight-hour daily service, $15 for a month for eight-hour daily service. Maximum charges for all occasional service within any one month will not exceed the charge for monthly service for the same consecutive hours, the company said.

Proposed Rates for Coaxial Cable

RATES proposed by AT&T for television use of its coaxial cable are shown in the tables below, along with a table comparing circuit mileage with airline mileage between points where the cable is now in use. Television rates, which with FCC consent would be effective Aug. 1, are based on circuit mileage; those for audio channels, on airline mileage.

For general comparison purposes, the table below, for Class A audio channels are shown in parentheses beneath those for coaxial circuit mileage. The tables also include one showing rates for television local channels—that is, the interexchange channel rate to the station—which have been in effect since early this year.

MONTHLY RATES

<table>
<thead>
<tr>
<th>Circuit Aerial</th>
<th>Per Circuit Mile Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. $60 for eight consecutive hours for fraction thereof</td>
<td>$1.25 for each additional consecutive hour (or fraction) per day</td>
</tr>
<tr>
<td>B. $2 for each additional consecutive hour (or fraction) per day</td>
<td></td>
</tr>
<tr>
<td>II. Each Circuit Connection, $50 for each 24-hour period for fraction thereof</td>
<td></td>
</tr>
</tbody>
</table>

LOCAL CHANNEL CHARGES

I. $50 per channel for installation.
II. $15 per quarter-mile of circuit, per month.
III. Terminal Amplifiers as Stations (if supplied by AT&T):
A. $250 for installation of transmitting amplifier and $60 per month for use.
B. $250 for installation of receiving amplifier and $60 per month for use.
C. $250 for installation of receiving amplifier and $60 per month for use.
D. $250 for installation of receiving amplifier and $60 per month for use.

MILEAGES

<table>
<thead>
<tr>
<th>Points</th>
<th>Circuit Aerial Mileage</th>
<th>Mileage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore to New York</td>
<td>194</td>
<td>179</td>
</tr>
<tr>
<td>Baltimore to Phila.</td>
<td>98</td>
<td>90</td>
</tr>
<tr>
<td>Baltimore to Wash.</td>
<td>43</td>
<td>41</td>
</tr>
<tr>
<td>New York to Wash.</td>
<td>96</td>
<td>83</td>
</tr>
<tr>
<td>New York to Phila.</td>
<td>237</td>
<td>208</td>
</tr>
<tr>
<td>Philadelphia to Wash.</td>
<td>141</td>
<td>123</td>
</tr>
</tbody>
</table>

OCCASIONAL SERVICE RATES

I. Interexchange Channel Per Circuit Mile:
A. $1.25 for first hour or fraction thereof. |
B. $0.3125 for each additional consecutive 15-minute period of fraction.

II. Each Circuit Connection:
A. $15 per month, plus |
B. $15 for each hour (or fraction) of use.

For occasional, or part-time service, an inter-exchange video channel (a transmission link between cities) will cost $1.25 per circuit mile for the first hour of use and one-quarter of that amount for each additional 15 minutes of use. In addition there is, for each city, a monthly station connection charge of $50, plus $15 for each hour of use. For monthly service the charge will be $40 a month per circuit mile for eight consecutive hours daily, plus $2 a month for each additional consecutive hour. For any other hour the charge will be $750 a month for eight consecutive hours daily, and $50 a month for each additional consecutive hour. For any other hour the charge will be $1,250 a month for eight consecutive hours daily, and $50 a month for each additional consecutive hour. For any other hour the charge will be $2,500 a month for eight consecutive hours daily, and $50 a month for each additional consecutive hour.

The rates for video transmission in one direction only, with an additional video channel facility and separate station connections required if in the opposite direction is shown below, in the same channels are available at regular rates, $6 a mile a month for eight hours consecutive daily service. Maximum charges for all occasional service within any one month will not exceed the charge for monthly service for the same consecutive hours, the company said.

Proposed Coaxial Cable Rates

<table>
<thead>
<tr>
<th>Coaxial Cable Rate</th>
<th>Per Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. $60 for eight consecutive hours for fraction thereof</td>
<td>$1.25 for each additional consecutive hour (or fraction) per day</td>
</tr>
<tr>
<td>B. $2 for each additional consecutive hour (or fraction) per day</td>
<td></td>
</tr>
<tr>
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<td>$50 for each 24-hour period for fraction thereof</td>
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</table>

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AT&T pointed out that these rates are tentative and will be reviewed from time to time as experience is acquired with the use of coaxial channels for television program transmission. Until more facilities are available, company spokesmen indicated consistent service might be $400 a month for eight-hour daily service, $200 for a month for eight-hour daily service, $100 for a month for eight-hour daily service, $50 for a month for eight-hour daily service, $25 for a month for eight-hour daily service, $15 for a month for eight-hour daily service. Maximum charges for all occasional service within any one month will not exceed the charge for monthly service for the same consecutive hours, the company said.
135,000 Wild Horses

That's a generator room at Bonneville Dam, out in Oregon. One flick of the wrist sends both giant generators into action.

We've used that caption—"135,000 Wild Horses"—because it's an equivalent in power.

Our point about W-I-T-H is duck soup from here on. It's the independent station, here in this sixth largest city that means real power when it comes to sales.

For this successful independent in Baltimore, is the station that delivers more listeners-per-dollar-spent than any other station in town.

And one flick of the wrist, as you jot down the call letters W-I-T-H, brings all this sales power to you. Smart time buyers have learned this... even in the most competitive fields. If you've got something to sell... W-I-T-H can sell it.
Plan for Postponement Of Survey on 10-Day Session Schedule

PROPOSAL of the NAB board that BMB postpone its second nationwide survey of station and network audience for 12% of first study subscribers is under study at six-month intervals, 47% thought study should be made annually and 27% favored biennial studies, with 2% voting for once every three years or no opinions were received from 9% and only 3% said that further studies should be made. A possibility was seen that the advertiser agency factions of the BMB board might overrule the NAB group, which presumably will follow its board’s recommendation, and reaffirm the earlier BMB board action for a study to be made next year. But such action was said to be unlikely, as it would be tantamount to asking individual broadcast stations and advertisers to foot the entire BMB’s entire financing, to repudiate the recommendations of their own elected representatives on the NAB board.

Schedule of Meetings

First BMB meeting, June 10-11, will be that of the Finance Committee, to be followed by the Advertising Industry Relations Committee, June 16; the Research Committee, June 17; the By-laws and Procedure Committee, June 18; the Executive Committee, June 19 and the board meeting, June 20.

The BMB Finance Committee will be aided in its deliberations by a special committee appointed by NAB President Justin Miller to assist BMB in providing long term financing for the NAB board recommendation for “establishment of a long-range plan whereby nationwide studies are made at regular intervals and the continuing services of BMB are assured.”


It is anticipated that these committees will give full consideration to the possibilities of revamping BMB’s present system of financing its operations by subscriptions for individual studies—called a “stop-and-go” plan by BMB President Hugh Felits—in a continuous subscription plan along the lines of that used by BBM, Canadian counterpart of BMB [Broadcasting, June 2].

The BMB board committee probably will be invited to sit in with other BMB committees due to consider the advisability of changing BMB’s decision of last fall to conduct a study in March 1948 to comply with the NAB request for a year’s postponement.

Sarnoff Salary Reported
At $132,703 as RCA Head

DAVID SARNOFF last year received $132,703 as president of Radio Corp. of America and director of National Broadcasting Co. and RCA Communications, according to an RCA report filed with Securities and Exchange Commission, Philadelphia.

Also reported by RCA were gross salaries of Niles Trammell, president of NBC and director of RCA, $90,460, and Frank M. Folson, executive vice president, in charge of RCA Victor Division, $75,460.

Clear Channel Hearings Now Sept. 17
With Further Postponement Expected

RESUMPTION of the clear-channel hearings was postponed by FCC last week from July 7 to Sept. 17 (Close Circuit, June 2). Further postponement appeared imminent.

The Sept. 17 date fails during NAB’s annual convention, to be held Sept. 15-18 at Atlantic City. A further postponement appeared imminent.

It was predicted that resumption of the clear-channel hearings would be delayed for a short time, probably starting the latter part of September or the first of October. A formal postponement order will be issued whenever the commission has been set. Meanwhile, officials held out little hope that time would permit issuance of a formal decision in the case before the start of the NABRA engineering conference in Havana, currently scheduled for Nov. 1.

But it was felt that the Commission would be able to formulate tentative plans for use of the various channels, if any, should be broken down; maximum permissible power, etc.—and that this should be sufficient for the purposes of the NABRA make a second and pending issuance of a final formal decision.

The resumption date had been set for June 2. On petition of the Clear Channel Protective Association, it was postponed first July 7 before last week’s action put the date at Sept. 17. CCBS had sought postponement to Oct. 15 if possible, to give its chief counsel, Louis G. Caldwell, additional time to recuperate from his recent illness.

HEARING ON NAB BILL HEARING COMPLETION

HOUSE JUDICIARY subcommittee is planning to wind up its hearings on two bills sponsored by the National Association of Performing Artists to increase royalties to performers who make recordings of any kind.

Two more hearings are planned for this week—today (June 11) the subcommittee is to hear a final panel of proponents, and Wednesday (June 12) to hear additional opposition.

The legislation in question, H. R. 1529 and S. 1248, was introduced by Rep. Hugh D. Scott Jr., (R-PA), at the request of NAPA. Identical legislation has been introduced 11 times in Congress but never until this year received a hearing before a committee.

The American Society of Composers, Authors and Publishers took the spotlight in hearings last Wednesday when its president, Deens Taylor, declared that copyrights should be completely in the control of the author.

If the NAPA-sponsored legislation is approved by the committee, composers might be sued for playing interpretations of their own work.

Isaiah Marks, of Decca Records, opposed the plan to give copy privileges to authors, suggesting that such rights be given recording companies as a protection against a flood of suits. Recorders and film companies could then set fees for broadcast performance. Kenneth Raine, of Columbia Records, supported the position taken by Miss Marks.

John Newman, general counsel of Songwriters Protective Assn., opposed the copyright bill but favored the plan to give composers a share of juke box fees. Sydney Wat SYNTHETIC voice, of the National Association of Recording Musicians, opposed the measures.

MBS Renewals
RONSON Art Metal Works, Newark, N.J., and American Safety Razor, Brooklyn, have renewed their programs on MBS for 52 weeks. July 1 Ronson renews Twenty Questions, Saturdays, 8-8:30 p.m. through Cecil & Presby, New York. American Safety Razor, July 5, renews Adventures of the Falcon, Tuesdays, 8:30-9 p.m., through Federal Advertising, New York.

NBC Tele Shift
GENERAL FOODS Corp., New York, on July 3 a video version of Author Meets the Critics, NBC Sunday afternoon program, which was introduced last week, 8-8:30 p.m. program. New program, scheduled to run for seven weeks, will advertise Maxwell House Coffee. It replaces Juvenile Jury, which for the first three months has occupied that WNBT spot for another GF product, Gaines Dog Food. Benton & Bowles, New York, as the agency on both accounts.
With the **POWER** of its programming, WKY masses produces the raw material of selling . . . Listeners.

WKY programs, enjoying top audience ratings 93.3% of the time, attract an average 41.8% share of audience in the 30 counties of the Oklahoma City area according to a diary study conducted by Audience Surveys, Inc.

Programs, audience, sales . . . they're inseparable and proportional. WKY, with an average share of audience three to four times that of any other station heard in this area, should and DOES out perform all stations in delivering the raw material of selling . . . LISTENERS.
Volunteer Broadcasting Co. Is Again Given Proposed Grant for Nashville

FCC PROPOSED ANEW last week to grant the application of Volunteer State Broadcasting Co. for a new 5-kw station on 1380 kc at Nashville, Tenn. (fulltime, directionized), and that of Newnan Broadcasting Co. for a new 250-w fulltime operation on 1400 kc at Newnan, Ga.

The proposal was identical with that which arose out of the earlier proposed decision [BROADCASTING, Jan. 20, Feb. 3]. It followed a hearing called to hear protests of WATL Atlanta and WJHO Opelika, Ala. The stations claimed they might receive objectionable daytime adjacent-channel and co-channel interference, respectively, from the proposed Newnan operation [BROADCASTING, March 10].

In its supplemental proposed decision, released last Monday, FCC said the interference would affect about 385 WATL listeners and 2,488 in the WJHO area. Other service is available to these listeners, the Commission pointed out.

Both Newnan Broadcasting and Volunteer State originally sought 1380 kc, the former with 1 kw and the latter with 5 kw. In its first proposed decision, FCC concluded that Newnan’s need for a station was greater than Nashville’s. But it left the way open for a grant of 1380 kc to Nashville if a local channel could be found for Newnan. Volunteer State suggested 1400 kc, which is being vacated in WATL’s switch to 1380 kc. Newnan Broadcasting agreed, and FCC made the grants on that basis, until the WATL and WJHO petitions were received.

The grant to Volunteer State, if made final, will culminate a warborn dream of Frank W. Mayborn, Texas broadcaster and publisher, and Edward M. Kirby, public relations counsel, two of the company’s principals. They served in the War Dept. together and wrote on General Eisenhower’s staff at SHAPE. Mr. Mayborn is president and half owner of the proposed grantee corporation; Mr. Kirby, former Nashville resident, owns 40% and is executive vice president and general manager. The remaining interest is owned by Earl C. Arnold, dean emeritus of Vanderbilt U. Law School.

Mayborn Interests

Mr. Mayborn owns and operates KTEM Temple, Tex., and publishes the Temple Telegram and Sherman News. During the war he was executive officer to the Chief of the News Division, War Dept. Bureau of Public Relations, and deputy public relations office of Supreme Headquarters, with rank of major. He won the Bronze Star for his work in establishing communications out of Paris for radio and press even before the Germans had completely evacuated the city.

Mr. Kirby, former public relations director of National Life & Accident Insurance Co. (WSM Nashville), joined NAB in 1938 as its first Director of Public Relations. He has a large part in developing EDF. In 1941 he was made civilian radio adviser to the Secretary of War, and after Pearl Harbor he received an Army commission, rising to the rank of Colonel. He was chief of the Radio Branch of the War Dept.’s Bureau of Public Relations and later was chosen to establish an Allied radio service for the troops under General Eisenhower. He was awarded the Legion of Merit and received the Peabody Award for “Yankee Ingenuity on a global scale.”

He is now national representative for C. P. MacGregor, Hollywood transcription organization.

Newnan Broadcasting Co. is owned by D. T. Manget, cotton merchant, who has one-third interest; Evan W. Thomason and his son, James, owner of the weekly Newnan Times, who have one-third and one-sixth, respectively, in the radio company; and Ida A. Thomason, wife of James, one-sixth interest. Newnan, a town of approximately 7,200 population, now has no stations; Nashville, with a population of about 107,- 500, has four.

Heads Nebraska Group

HARRY PECK, manager of KFOR Lincoln, has been elevated from vice president to president of the Nebraska Assn. of Broadcasters. Previous to becoming KFOR manager in April 1946 Mr. Peck, who has been in radio 14 years, served in various capacities at KFOR’s affiliated Charles T. Stu- art station in Omaha, KOIL.
Mr. RONALD COLMAN

YOUR HOST ON
RADIO'S MOST BRILLIANT DRAMATIC PROGRAM

NOW...TRANSCRIBED FOR LOCAL SPONSORSHIP
Never before! A TRANSCRIBED

Famous NAMES
THE FAVORITE STORY CHOICES OF:
- SPENCER TRACY • INGRID BERGMAN • ARCHIE GARDNER
- FRED ALLEN • SHIRLEY TEMPLE • IRVING BERLIN • ORSON WELLES
- SINCLAIR LEWIS • RAY MILLAND • CECIL B. DE MI LE
- TINGWORTH • GLADYS SWARTHOUT • DEMA STAYLOR
AND MANY MORE!

Unforgettable STORIES
THE BEST-KNOWN, BEST-LOVED STORIES OF THE WORLD'S MOST ILLUSTROUS WRITERS:
- CYRANO DE BERGERAC • JANE EYRE • LITTLE WOMEN
- HUCKLEBERRY FINN • LES MISERABLES • WUTHERING HEIGHTS • 20,000 LEAGUES UNDER THE SEA • A CONNECTICUT YANKEE IN KING ARTHUR'S COURT
AND MANY MORE MAGNIFICENTLY DRAMATIZED FOR RADIO

Superb ACTORS
IN ADDITION TO MR. RONALD COLMAN, “Favorite Story” features America’s finest radio actors. Among them are Janet Waldo, lovely young star of “Corliss Archer” and Orson Welwood. And many more who propel each story with vigor, imagination, and genuine artistry.

Magnificent MUSIC
A FIFTEEN-PIECE ORCHESTRA makes the musical background of “Favorite Story” one of unprecedented lavishness. The daring and original scores arranged for Favorite Story by Claude Sweeter and Robert Mitchell of the Rob’t Mitchell Boys make this series a musical delight.

52 HALF HOURS NOW AVAILABLE
A RARE COMBINATION OF PRESTIGE AND DYNAMIC ENTERTAINMENT . . . AN UNPARALLELED TRIUMPH OF TRANSCRIBED SHOWMANSHIP!
JULY 1 DEBUT PLANNED
BY KGON OREGON CITY

KGON expects to go on the air July 1 as a 250-w fulltime outlet on 1530 kc at Oregon City, Ore., according to Hale Byron, general manager. Station's modernistic studio-transmitter building is a mile north of Oregon City.

All of KGON's advertising contracts are on a full-year basis, Mr. Byron states, and the station has adopted a policy of accepting no advertising that will compete with advertising from its primary area.

Located 10 miles from metropolitan Portland, KGON has the cooperation of both Oregon City newspapers, which have agreed to run daily quarter-hour program listings, as well as spots, according to Mr. Byron.

The staff, in addition to Mr. Byron, who formerly was commercial manager of KNAK Salt Lake City, include: Cy Smith, program director; Ray Cummins, chief operator; John Ford, operator; Rod Cain, announcer; Doug Bates, news editor; Cathleen Dasch, traffic manager; Lawrence Reed, continuity editor; Temple V. Ehmsen, chief engineer, and H. I. Jackson, account executive.

AMONG program and production managers attending NBC Central Division's second annual meeting for station executives and managers were (to r) E. C. Ulrick, program director, WLOOK Lima, Ohio; Frank Bignell, program director, WIBA Madison, Wis.; Glenn Jackson, program director, WSPD Toledo; Hal Thompson, program supervisor, WFAA Dallas; Dick Watkins, assistant manager, KRGV Weslaco, Tex.; Chester Herman, program manager, WLW Cincinnati; Bob Drake, program director, KANS Wichita, Kan.

NAB Group to Meet

PROBLEMS of small market stations (under 5000 w in cities under 50,000) will be taken up by the NAB Small Market Stations Committee, which meets June 19-20 at NAB headquarters in Washington.

Scoop Shupe

THOUGH he's only 11, Richard Shupe is getting a good start for a journalist. His son of Everett Shupe, KVOR Colorado Springs, Col. station manager, the youngster saw the ambulance go past their home on Cheyenne Blvd. and called KVOR to alert him to the news staff for a story. He then went out to gather some of the details on the fall from the Pillars of Hercules in south Cheyenne Canyon of 16-year-old Donald Lee DeMark, of Colorado Springs. Donald was killed instantly in the 400-foot fall. KVOR, thanks to the younger Shupe, carried the first reports of the accident, the station reports.

Staff Named for KOCO,
New Salem, Ore. Station

AL SCHUSS, sportscaster and until recently associated with a Portland advertising agency, has been appointed commercial manager of KOCO, new 250-w Salem, Ore., station on 1490 kc, now under construction. Loring Schmidt, licensee, announced appointment.

RCA equipped throughout, station will start operation in mid-June, according to Mr. Schmidt.

Dave Hose, recently released from Coast Guard after 41 months service, and prior to that on staff of KORE Eugene and KSLM Salem, has been made production manager of KOCO. Dwight Loomis, consultant engineer and one-time technician of KGW and KEX Portland, has joined station as chief engineer.

Building of KFAM's New
FM Outlet to Begin Soon

CONSTRUCTION will commence soon on KFAM-FM St. Cloud, Minn., new $100,000, outlet of the Times Publishing Co., according to an announcement by the firm last week.

Station's new FM tower, to be erected just south of the city, will rise three times the height of its present AM tower, or 525 feet, the company said. Some equipment already has arrived, and the remainder is expected within the next few months.

To Represent WTNT

APPOINTMENT of Taylor-How Snowden Radio Sales Inc. as national representatives for WTNT Augusta, Ga., was announced last week by Walter J. Brown, chairman of the board. Arrangements were completed by Mr. Brown with Alex Keese, T-H-S general manager. WTNT, an NBC outlet, began operation last January. Edward W. Teasley, nephew of Mr. Brown, is vice president and general manager of the station.
You can't cover California's Bonanza Beeline without on-the-spot radio

If you wanted to address a crowd in the Yale Bowl, would you stand outside and shout? Well, the 2 Billion Dollar Beeline market—California's valleys plus Reno—is roughly bowl shaped. So in this mountain-circled market the only effective radio coverage comes from stations inside...on-the-spot radio.

The combination is simple: In the Beeline market, use the five BEELINE stations because no other group of stations can match their coverage.

Each Beeline station is the oldest in its area, each the local favorite. For example, figures based on BMB reports show station KFBK Sacramento with a 78% daytime-nighttime average rating for the home-county audience. Why not find out what any or all of these Beeline stations can do for you?
LET'S GO AMERICA

INDUSTRY
CHAMPION OF AMERICAN
LIBERTY AND FREEDOM

MICHIGAN'S GREATEST
ADVERTISING MEDIUM

WJR
50,000 WATTS

C.B.L.
THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

G. A. RICHARDS
Pres.

HARRY WISHER
Ass't to the Pres.

OWEN F. URIDGE
V. P. and Gen. Mgr.
NORMAN MacKAY, 47, commercial manager of WBAY Coral Gables, Fla., was killed May 30 in the Eastern Airlines Maryland crash. He was returning to Florida after having accompanied Capt. Eddie Rickenbacker's party on its record-breaking Constellation flight to New York May 28.

Mr. MacKay had been director of advertising and programs for WQAM Miami for 15 years prior to July 1946 when he resigned that post. He was in Hollywood briefly, but returned to Florida to help organize WIRA Fort Pierce. Last September he joined the new WBAY as commercial manager. He was past governor of the Florida Advertising Federation.

He was born in Wollaston, Mass. and was graduated from Brown U., Providence, where he played the drums in a dance band. He went to Miami in 1925, and his first job there was in the classified department of the Miami Herald. With Joseph Cotten, now a film star, Mr. Norton participated in several dramatic presentations of the Miami Civic Theatre.

Besides Mrs. MacKay, he is survived by two sons: Donald, a Navy veteran, and Douglas, honor graduate of Miami Senior High School.

WBAY dedicated a memorial period, 6:15-6:30 p.m. May 31 in honor of Mr. MacKay.

Baker New WARL Station Manager; Blair to WSCR

RAYMOND W. BAKER, whose radio experience dates back to 1934, has been appointed station manager and assistant general manager of WARL Arlington, Va., co-owners Frank U. Fletcher and Kilbourne Castell have announced. Mr. Baker succeeds Frank Blair, who resigned to become station manager of WSCR Scranton, Pa.

For the past six and a half years Mr. Baker has been with the Tom Tinsley stations, WITH Baltimore and WLEE Richmond, in various capacities. His first radio experience was as an announcer with New York local and network stations.

Bob Wilcox, announcer, also has left WARL to become station manager and program director of WTUX Wilmington, Del. Mr. Wilcox was in the Army just previous to joining WARL but before that he had been with WJBC Bloomington, Ill., WSPB Sarasota, Fla., and WINK Fort Myers, Fla.

KLX Installs

ON MAY 16, KLX Oakland, Calif., started preliminary installation of its new FM transmitter. The FM equipment was hoisted up the walls of the Tribune Tower to the twenty-first floor control room. Installation was supervised by Roswell Smith, KLX chief engineer.
With a baseball broadcast Sunday, May 18, WWSW held 57.5% of the radio audience for five hours*—this against NBC, CBS, MBS, ABC and other Independent outlets in Pittsburgh and a home game with 32,996 fans at the Pittsburgh ball park. Further proof and justification for our being. Pittsburgh's sports station with 15 years of baseball broadcasts, 13 years of football, 14 years of hockey plus comprehensive coverage of all other sports, collegiate, scholastic and professional.

Yet our programming has a wide, popular appeal around the clock. We think the best indication of this is in satisfied sponsors. WWSW has more big department store time than all other stations combined. WWSW has a major part of the beverage business—all airline radio promotion in the city for over a year and on and on—but ask Forjoe & Co.

Baseball Co-sponsored by The Atlantic Refining Co. and General Mills, Inc.

* Survey based on 1395 telephone calls (coincidental radio survey) conducted by Sullivan-Rayhawk. Reports of survey are available here and at Forjoe for the asking.
CAPELL BELIEVES RMAC WILL EXCEED '46 PEAK

Canadian radio manufacturers had biggest production year in 1946 and anticipate bigger production in 1947, S. L. Capell, president of Radio Manufacturers Assn. of Canada, and general manager of Philco Corp. of Canada, stated at 18th annual meeting at Niagara Falls, May 30. Wartime production of radio equipment which went to all parts of the world, gave Canadian manufacturers a reputation for superior equipment which has resulted in big postwar export orders for receivers, Mr. Capell reported.

A. D. Dunton, CBC chairman of board of governors, spoke to RMAC delegates on "Radio and Democracy" and pointed out that "a heavy responsibility rests on radio to ensure that it provides for the fair and free transmission of all main viewpoints."

Mr. Capell was re-elected president, with F. R. Deakin, president of RCA Victor Co., Montreal, re-elected vice president, and S. D. Brownlee re-appointed as executive secretary.

LECTURERS FOR SUMMER RADIO INSTITUTE LISTED

Names of 11 of the 12 speakers who will present a series of lectures in conjunction with the sixth annual NBC-Northwestern U. Summer Radio Institute opening June 23 have been announced by Judith Waller, public service director of NBC Central Division and co-director of the institute. Following are scheduled to appear:

C. E. Hooper, C. E. Hooper Inc.; Clifton Uley, NBC news commentator; Ken R. Dyke, NBC vice president in charge of broadcast standards and practice; Walter Simms, P. C. attorney; Thomas Compare, NBC Central Division manager, manager of WTMJ Milwaukee; Don Pedderson, assistant chairman of the radio department of N. U. School of Speech; Arno Ruth, of the New School of Social Research, N. Y., and former radio consultant to WGN in Chicago; E. N. Ford, of the Chicago school of broadcasting; Joe Friel, of the Chicago school of broadcasting; Norman Kersta, manager of NBC N. Y. Television Dept.

Course offers advanced professional radio training with lectures to be presented twice weekly in NBC Chicago studios.


IT'S RADIO vs. the press in Tulsa's battle of words, with radio getting in the last lick—so far.

The whole thing began when John Esau, vice president and general manager, KTUL, got his dancer up at the Tulsa World's frequent gibes at radio, and decided he would be radio's defender and give the press a "taste of its own medicine." On his program, "Seven Days Till News," Mr. Esau made an indiction of the "blood-curdling trend prevailing in the newspaper's comic section."

KTUL reports these ensuing exchanges:

The newspaper's managing editor demanded to hear a recording of Mr. Esau's statement, but made no further move until a short time later when Mr. Esau wrote to the city commission suggesting a "traffic improvement" involving a parking ban on three blocks across from the station and guarding the alley behind the station for employee parking. To this the World shot back on page one arguing that it would penalize park visitors and make them walk further. Mr. Esau's reply to this on KTUL's News Room charged the World with "giving its own views on the front page, rather than a factual account of the truth," and he said the story will not appear in the next issue.

Radio and Free Enterprise.

Harry Sedgwick will be chairman.

Wednesday Session

Wednesday morning will have first panel session on FM under chairmanship of George Chandler, CJOR Vancouver, with speakers Ralph Snegrove, CPOS Owen Sound; Malcolm Neil, CFNB Fredericton; and Henry Dawson, CAB Toronto. Second panel session on Radio Research will be under R. H. Elphieke, CFOS Vancouver, with Walter E. Elliott; W. Byles, Spitzer & Mills Ltd., Toronto; M. Rosenfeld, MacLaren adv., Windsor; and Ken Sebe, CHML Hamilton, as panel speakers.

Luncheon will be addressed by Bob Burton, BMI, New York. Golf tournament under chairmanship of William Spier, CKRM Regina, follows, with sightseeing tours for those not playing under direction of T. A. Evans, CAB secretary-treasurer, Toronto. Wednesday evening CAB is host to Canadian Mfrs. Assn. and dinner will be addressed by W. J. Sheridan, Canadian Chamber of Commerce, Montreal, on "The Price of Freedom."

Thursday morning session will be devoted to CAB business, election of officers, report on musicians union situation, electrical trans- mission network and other problems. Following a directors' luncheon and closed business meeting in afternoon, CAB convention adjourns.

KTUL AND PRESS SQUARE OFF

Irked by Jibes at Radio, Manager of Station Voices

Some Criticism Too—

Releases Carson


BROADCASTING • Telecasting

June 9, 1947 • Page 31
NAB Record Equipment Display Set

Three- Fourths of Acre Will Be Available For Exposition

By J. Frank Beatty

LARGEST display of broadcasting equipment in industry history will be staged at the Exposition to be held in connection with the NAB's 25th Convention at Atlantic City, Sept. 18-19.

Three-fourths of an acre of actual booth space will be available to manufacturers and other association members who wish to show their products during the convention. Thus for the first time delegates to an NAB convention will be able to examine all types of equipment without the handicap of cramped quarters.

Newest developments in electronics will be shown by manufacturers, including high-power FM transmitters and other equipment not in production at the time of the Chicago convention last October.

The display space on the arena floor of Convention Hall totals 30,000 square feet, divided into four blocks. These blocks will be separated by a 24-foot aisle lengthwise, and a cross aisle 14 feet wide. Since the convention meetings are to be held in an auditorium tucked away at the west end of the arena floor, all persons attending sessions must pass through the exhibit aisles. The auditorium, to be separated from the exposition by high partitions, will provide seats for 3,000.

Plans for the exposition are being prepared by Arthur C. Stringer, NAB director of special services, who was in Atlantic City last week looking after the details. Forms covering all aspects of exhibition will be mailed to associate members in the near future.

The main exposition will be silent, though equipment can be operated provided it does not create noise. Several audition rooms, each seating about 150, will be available in the balcony for use of exhibitors.

Increased Space

The arena ceiling is high enough to accommodate a 150-foot tower. Exhibit space is five times that available at Chicago last year, with wide aisles in addition. All types of electrical current will be available, up to 20,000 watts, including two types of direct current.

Between the exposition and the auditorium will be lobby space 200 feet wide and 70 feet deep, over twice the size of the entire display space last October. Exposition space will be available in units ranging from 10x10 feet up to two booths 42x20 feet.

This space will accommodate associates who had eighth floor space at the Palmer House last year. Transcription exhibits must be silent, though exhibitors may use the balcony audition rooms. NAB will provide private audition rooms at boardwalk hotels for exhibitors who desire them in addition.

Equipment to be exhibited will consist of heavy items such as transmitters and towers; light apparatus such as turntables and playbacks; and transcription and research displays.

Exhibits will be open from 9 to 5:30 p.m. during the four convention days, but will be closed for sales and demonstration purposes when the convention is in actual session. Only associate members in good standing as of July 15 are entitled to space.

NAB is taking complete charge of exposition and convention arrangements. Over 1,600 rooms are under option at boardwalk hotels and these can only be reserved through use of the special NAB forms which will be sent to members. Special forms are also to be used for exhibitors.

Meeting rooms are available on the arena floor and in the balcony. Luncheons will be served in meeting rooms for special Monday clinics and in the balcony auditorium for general luncheons and the annual banquet. The balcony auditorium is large enough to seat 5,000 or feed 3,500.

Adequate time will be provided for installation, with the auditorium permitting exhibitors to start work at 8 a.m., Sept. 10.

NAB Dinner Will Honor 11 New Club Members

NAB Central Division will induct 11 new members into its Ten and Twenty Year Clubs at the annual dinner, presided over by I. E. Showerman, division general manager, in Chicago June 11.

Of the 11, nine will draw membership in the Ten Year Club, bringing its total to 69. They include: Frank Gold, Fred Shidell, Hugh White and Minor Wilson, all of the engineering department; Dave Garroway and John Holtman, announcers; Jack Gilbreth, network salesmen; Rolland Rechert, night program traffic manager, and George Gilbert Jr., assistant guest relations manager. Two other NBC veterans — Robert Fitzpatrick, engineer of WMAG Chicago and Donald Maroote, network male library manager — bring membership in Twenty Year Club to five.

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

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX The Voice of Tennessee's Capital City

Dried Propaganda
NEW ENGLAND stations are receiving form cards, inspired by dry groups, objecting to beer advertising. Newspapers in the area are being subjected to the same pressure campaign.
County agents and farm youth organizations from the 47 agriculture-rich Ark-La-Tex counties and parishes discuss pertinent farm topics and problems.

Yes, and we’ll say it again: “The KWKH Farm Journal has a Hooprating of 7 in Shreveport for the first quarter-hour.” Coupled with a 5.2 for the second part, the show’s average is 6.1 in the city! Loaded with top “live” talent and a wealth of farm data, we knew it was a natural for our thousands of rural listeners. But imagine our surprise to find city-folks like it, too. Nine months a-building, we now offer Farm Journal for sale for the first time. Here’s a chance to cover all the $1,000,000,000 Ark-La-Tex with one show! It’s on five-a-week . . . available in quarter-hour segments, or complete.

Wire, Phone, Write: Commercial Department, KWKH, or call a Branham man.

Don’t delay.

Complete weather reports and forecasts broadcast daily, direct from the U. S. Weather Bureau Station in Shreveport.

Up-to-the-minute livestock reports from all important centers in the country, and complete market reports from the entire Southwest are Farm Journal “exclusives.”

BROADCASTING • Telecasting
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Kemble Named Manager
Of KDB Santa Barbara

EDWARD H. KEMBLE, sales service manager of Don Lee Broadcasting System, Hollywood, has been appointed general manager of KDB Santa Barbara, station owned and operated by the regional network. Appointment was made by Lewis Allen Weiss, vice-president and general manager of Don Lee.

Mr. Kemble succeeds Thomas Findlay (Fin) Hollinger, who resigned to join KIST Santa Barbara as manager, working under Harry Butcher, owner. Associated with the network for past ten years, Mr. Kemble has been promotion manager, sales traffic director and an account executive.

Mr. Hollinger was station director of CJLS Yarmouth, N. S., in 1938. He joined Don Lee in December 1941, becoming manager of KDB one year later.


WGAR Plans 50 kw
Start This Summer

Pierce Supervising Testing And
New Installation

MID-SUMMER operation by WGAR Cleveland on its new power of 50 kw was anticipated by John F. Patt, vice president and general manager, after receipt of the FCC decision authorizing the station to increase power from 5 kw to 50 kw on 1220 kc [BROADCASTING, May 26].

Work is nearing completion on the station's modern $350,000 two-story building, which will house a new RCA 50 kw transmitter being installed and tested under the supervision of R. Morris Pierce, WGAR vice president in charge of engineering, plus an auxiliary RCA 5 kw transmitter, and emergency Diesel power supply with provision for FM transmitter.

The new structure, located at the station's transmitter site in Broadview Heights, Ohio, will have an exterior of white painted brick stone and glass block. Inside there will be approximately 5,000 square feet of floor space and complete mechanical ventilation. Heating system will be oil, except for partial use of air to cool transmitter.

WGAR began broadcasting Dec. 16, 1930, with 500 w on 1480 kc, receiving a boost to 1 kw in 1932. Station was then with NBC Blue and retained that affiliation until 1938 when it joined CBS and received a power increase to 5 kw. In 1939, following the Havana Treaty, the station applied for 1220 kc with 50 kw, but withdrew the request for more power in light of the FCC war freeze order.

Long Controversy

FCC's grant of 50-kw power to WGAR is regarded as another step in a long fight with WADC Akron, which reportedly is now preparing an appeal to the courts.

The WGAR-WADC rivalry for 1220 kc dates to 1942. WGAR won the frequency with 5 kw in 1943, on condition that it improve its signal when materials became available. The Court of Appeals for the District of Columbia affirmed that grant in 1944. In July 1945 FCC called WGAR's attention to the condition attached to the grant, and the Cleveland station applied for 50 kw the following month.

WADC filed for the same facilities in October 1945. The two applications were set for hearing on Feb. 1, 1946, and on the same date FCC issued a conditional grant, pending hearing, to WGAR. The conditional grant was withdrawn on petition of WADC on May 10, 1946, after the hearing was held in April. FCC's proposed decision was issued Oct. 8, 1946.

It is estimated that the new power will increase WGAR's coverage area by 500,000 to 2,225,000 persons, according to station spokesmen.

WSBT Has Added
138,680 Radio Families*

to its Primary Coverage

NOW—WITH
5000 WATTS—

960 Kilocycles
Columbia Network

*Estimated by counties from BMB Report

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...and it's aired twice--for one price!

Cover
Fort Worth and Dallas
with KFJZ-WRR

Just get a picture of your client's sales message covering two different markets, either at simultaneous or separate hours—that's double coverage.

Then get a picture of your client's pleasure when you tell him this coverage will cost him only one price—that's diplomacy! When you and your client hold both of these pictures up to the light, you'll clearly see that the economical way to cover the billion-dollar Fort Worth-Dallas markets is to do it with KFJZ and WRR. Two markets—two stations—one price.
Iowa, Formerly Isolation Stronghold, Finds Strong Appeal in Foreign News

WORLD affairs hold a strong appeal for listeners to Iowa news-casts, through the Midwest once was a stronghold of isolationism, according to a study conducted by the U. of Iowa under a grant from WMT Cedar Rapids.

The analysis was based on a technique developed by Douglas Grant, WMT program manager, and Prof. Norman Meier of the university's Psychology Dept., with Prof. Wilbur Schramm aiding in a supervisory capacity. Dick Baxter, U. of Iowa graduate student, conducted the study.

Iowa listeners are most interested in news stories which directly affect them, and are least interested in routine obituaries and Hollywood gossip, it was found. Foreign news was in second place, outranked only by national news. State and local news followed. Individual stories in each category drew divergent reaction.

Mr. Baxter auditioned a group of 30 typical but fictional news stories for 1,300 persons. Care was taken in selection of stories, style of writing and delivery. Four separate transcribed newscasts were rotated, with different arrangement of types of news. Questionnaires accompanied rating charts. Typical cross-section of the Iowa audience was tested.

Listener's occupation is the main influence in selection of stories, it was found. Local news showed a marked popularity in the localities concerned but was rated low by outsiders. Top-ranking stories were found to contain elements close to everyday lives of most persons, such as housing, food, travel and weather.

Inside Story

JOHN GUNThER’S latest best seller, Inside USA, in his chapter on “Mormons and Utah,” gives Mutual Correspondent Arthur Gaeth credit for leading the fight to maintain “freedom of the air” while he was with the Intermountain Broadcasting Corp. in Salt Lake City. The book tells the inside story of Mr. Gaeth’s efforts in the fight that rocked Salt Lake City and the Mormon Church.

McGee Commercial Rates in San Diego

Crosby Named Top Male Singer

In Journal’s Annual Poll

BING CROSBY attained highest total of 1,052 ballots to become top male vocalist in first annual poll conducted by San Diego Daily Journal, according to Terry Nolan, radio editor. Poll was taken in 11 program categories with total of 1,872 ballots being cast.

In response to question of which program’s commercial did most to sell its product, respondents placed Fibber McGee & Molly (Johnson’s first) first. Following it were Henry Morgan (Schick razors) and Jack Benny (Lucky Strike cigarettes).

The balloting:

Comedy: Jack Benny, 298; Fibber McGee & Molly, 354; Red Skelton, 280. Commentators: Walter Winchell, 687; Drew Pearson, 293; Fulton Lewis Jr., 278; The Hanson Brothers, 248; Let’s Pretend, 428; Cisco Kid, 159. Mystery programs: Mr. District Attorney, 434; The Whistler, 397; Inner Sanctum, 251; Male voc. duet: Bing Crosby, 1,052; Perry Como, 171; Frank Sinatra, 161.

Girl vocalist: Dinah Shore, 817; Jo Stafford, 346; Dinah Minna, 220. Local programs: 110 Club aired on KSDJ.

Forum: Town Meeting of the Air, 633; University of Chicago Roundtable, 531; People’s Platform, 140. Program’s serials: Lorenzo Jones, 202; Ma Perkins, 106; Aunt Jenny, 137. Classical music: Telephone Hour, 647; Metropolitan Opera, 222; Boston Symphony, 188.

Significant result reflected by poll is seen in fact that quiz programs appear to be the most listened to, according to Mr. Nolan, since only 68 ballots failed to vote in that category. Limited appeal of daytime serials is reflected in absence of votes in 564 ballots, Mr. Nolan pointed out.

Ballet which was run in newspaper for seven publishing days contained five top Hooper programs in each category with space for write-in. Henry Morgan with a total of 124 ballots was most written-in.

WWJ-TV STARTS 5-DAY SCHEDULE OF TELECasts

WWJ-TV, television station of the Detroit News, went on the air with a regular program schedule June 8. Hours of operation are Tues.-Sat., 2-5:30 p.m. and 7-9:30 p.m.

Opening day schedule included a short program featuring the publishers of the News, W. E. Scripps and W. J. Scripps, in charge of the new radio operation. Telecasting of two Detroit Tigers baseball games each week also was launched on WWJ-TV’s opening day, with Ty Tyson, veteran WWJ sportscaster [BROADCASTING, May 26], doing the play-by-play of a game between the Tigers and New York Yankees. Telecasts of the games are sponsored by Goebel Brewing Co.

Opening night’s schedule on WWJ-TV included programs sponsored by Chevrolet, U. S. Rubber Co., and Bulova Watch Co. A program sponsored by J. L. Hudson Co. the following night (Wednesday) marked the consummation of a television contract signed two years ago.
Now
Station
WWNC
(CBS)
5000 watts
DAY and NIGHT

WWNC - ASHEVILLE
THE HUB of

WESTERN NORTH CAROLINA!

Represented By Headley-Reed Company
Sanford, Fla.'s First AM Station Now Operating
SANFORD, Fla.'s first station, WTRR, took the air May 20 with 250 w fulltime on 1400 kc, amidst the congratulations and good wishes of Sanford's mayor, city manager, county commission chairman and chamber of commerce.

The new staff, as announced by Manager James S. Rivers, consists of Joe Parris, commercial manager; Emerson Brown, chief engineer; Bruce Smith, chief announcer; Raymond Hobbs, program director; Peggie Duncan, receptionist-stenographer, and Betty Cullum, copywriter.

James E. Hardie

JAMES E. HARDIE, 23, announcer of KTRB Modesto, Calif., died May 31 from injuries received two days previously in a traffic accident.

JEWELL SPOTLIGHTS CHICAGO

City's Radio Facilities Are Presented With Showmanship

BY PRODUCTION FIRM

WITH A "SPOTLIGHT on Success," Jewell Radio Productions, Chicago, has sent out a brochure to "give advertising agencies everywhere a more complete picture of Chicago Radio; its broad experience of past success, its ability of the present, and its outlook for the future."

Printed and illustrated in sepia, the book presents Chicago as a "proving ground for successful radio advertisers." Among the first sections are those presenting the facilities and programs of the four networks' Chicago operations, showing personnel and studios.

Center spread shows coverage of Chicago radio stations and lists all the city's outlets. The Chicago Radio Director's Guild, Management Club, Writer's Guild are written up with illustrations, as is the television station WBKB, with a two-page spread.

"Chicago's Illustrous Alumni" list is followed by several pages of pictures of Chicago actors and actresses, singers, singing groups, and announcers and m.c.'s. The city's AFRA rates complete the brochure.

"We firmly believe," says James J. Jewell, president of Jewell Radio Productions, "that, dollar for dollar, no other city in the United States can match the value of a Chicago produced show. We invite cost comparisons."

VICTOR NORTON HEADS AMERICAN HOME FOODS

VICTOR T. NORTON has been named president of American Home Foods, according to an announcement last week by Walter Silbersack, chairman of the board.

An executive vice president of the firm since December 1946, Mr. Norton has had over 20 years experience in the food field, including procurement, manufacturing, research, sales and general administration. He was formerly assistant to the president of Jewell Tea Co., vice president of Cudahy Packing Co., and vice president and director of Kenyon & Eckhardt.

Guth F. Chambers, who recently resigned as vice president in charge of sales of Lever Bros, has been appointed vice president in charge of sales of American Home Foods.

It was also announced that Robert L. Benjamin, American Home Foods vice president and executive committee member, has resigned his 12-year affiliation with the corporation to head new organization in food field soon to be made public.

American Home Foods products include Clapp's Baby Foods, G. Washington coffees and broth, Duff's Baking Mixes, Chef Boy-Ar-Dee Foods and Burnett's Food Flavors.

Packaging Agency's Role In Video Brodsky's Topic

THE ROLE of the packaging agency in television never will be defined until the advertising agencies do it, Philip Brodsky, president of Video Assoc. Inc., New York television package program agency, said May 29 at a luncheon honoring firm's first anniversary.

"Actually," Mr. Brodsky stated, "the package is a specialist, and as such, offers a solution in the present tussle for program control between agencies and broadcasters. Working with the packager as an intermediary, the agency would retain this control, and, at the same time, the studio, perhaps more willing to deal with television technicians, would be more inclined to grant the greater laxity desired by the agencies."

Lesly to Do Manual

PHILIP LESLY, vice president of Harry Coleman & Co., Chicago public relations firm, has signed a contract with Prentice-Hall, New York publishers, for a Public Relations Manual to be published in the fall of 1948. The manual will have more than 40 sections on different aspects of public relations, each prepared by an authority in that particular field.
Raytheon's 250 Watt FM Transmitter

Incorporating the New Cascade Phase Shift Modulation

250 Watt FM Transmitter, also standard exciter unit for all higher power.

Above - Complete Cascade Phase Shift Modulator
Left - Front control panel of Transmitter.

Thorough tests in actual competition with all other systems of modulation have proved the superiority of the Cascade Phase Shift Circuit—in signal quality, simplicity and dependability.

Raytheon's Cascade Phase Shift Modulation is a basically direct circuit which adds the phase shift of six simple stages to produce the required phase shift needed for high fidelity modulation—at an inherently lower noise level. This extremely simple circuit eliminates the major faults of other systems and brings important advantages never before possible (See features).

Carefully compare and you will buy Raytheon. Place YOUR order now for Fall delivery.

You will want every one of these ten important features...only Raytheon can give them to you

1. Simplified circuit design thru the Cascade system gives stability and efficiency to Raytheon FM.
2. Direct Crystal Control, independent of modulation, gives positive and automatic control of the mean carrier frequency. No complicated electronic or mechanical frequency stabilizers are used. A single high quality crystal does the job.
3. An inherently lower noise level is achieved by Cascade Phase Shift Modulation which adds the phase shift of six simple stages.
4. Very low harmonic distortion—less than 1.0% from 50 to 15,000 CPS with 100 KC frequency deviation.
5. Conservatively operated circuits prolong tube life—prevent program interruptions.
6. No expensive special tubes. The modulator unit uses only inexpensive receiver type tubes of proven reliability.
7. Unit construction. There is no obsolescence to Raytheon FM Transmitters. Add an amplifier later to give the desired increase in power. All units are perfectly matched in size, styling and colors.
8. Simple, very fast tuning. Circuit can be completely tuned up in two or three minutes without external measuring instruments.
9. Lowest cost. Low first cost—low power cost—advanced engineering design—plus modern styling, guarantee years of satisfaction.
10. Easy to service. Excellent mechanical layout, vertical type chassis and full height front and rear doors make servicing fast and easy.

Raytheon Manufacturing Company
Broadcast Equipment Division
7517 No. Clark Street, Chicago 26, Illinois

Devoted to Research and Manufacture for the Broadcasting Industry
New WNAM Goes on Air

WNAM, new 1-kw daytime outlet in Neenah-Menasha, Wis., began operations May 23 on 1320 kc, according to an announcement by Don C. Wirth, vice president and general manager. Dedication ceremonies, however, were held May 25, with local civic and fraternal organizations taking part. Staff members announced by Mr. Wirth are Les Starmer, program director, and E. W. Fliegel, chief engineer.

Station is owned by the Neenah-Menasha Broadcasting Co., which holds a conditional grant for a 3 kw FM station.

Mr. Wirth

GEARED TO GIVE YOU QUICK, DEPENDABLE
PARA-FLUX REPRODUCER SERVICE

R-MC Authorized Jobbers know the importance of SERVICING their broadcasting station and other customers...to fulfill all customer needs promptly.

R-MC Authorized Jobbers always have available a sufficient quantity of new PARA-FLUX REPRODUCERS in stock...for your convenience in ordering and getting promptly.

Whenever you may inadvertently damage a PARA-FLUX REPRODUCER, Arm, or Equalizer, your R-MC Jobber will supply you with a brand new unit...immediately...at a special, low exchange price.

You will find R-MC Jobbers always ready to serve you quickly and efficiently. Write us for the name of Jobber in your territory, or see list below:

R-MC AUTHORIZED STOCKING JOBBERS:
Albany, N. Y.—E. E. Taylor Co.
Allentown, Penna.—Radio Electric Service Co.
Ashville, N. C.—Freek Radio, Refrigeration & Supply Co.
Atlanta, Ga.—Specialty Dist. Co.
Augusta, Ga.—Westwood Electronics Co.
Binghamton, N. Y.—Federal Radio Supply Co.
Boston, Mass.—DeMambro Radio Supply Co.
Boston, Mass.—Radio Wire Television Co.
Buffalo, N. Y.—Dwyer Inc.
Champlain, N. Y.—W. B. Taylor
Chicago, Ill.—Cordar Radio Corp.
Chicago, III.—Tri-Pan Sound Systems
Chicago, Ill.—Walker Jimerson, Inc.
Chicago, Ill.—Newark Electric Co.
Los Angeles, Calif.—Radio Products Supply Co.
Los Angeles, Calif.—Radio Specialties Co.
Madison, Wis.—Mantell Radio Supply Co.
Milwaukee, Wis.—Radio Parts Co., Inc.
Philadelphia, Penna.—Alloma Radio and Sound Co.
Portland, Ore.—United Radio Supply
Quincy, Ill.—Quivey Radio Co.
Roanoke, Va.—Leonard Electronics
Rochester, N. Y.—Rochester Radio Supply
San Diego, Calif.—Coast Electric
San Francisco, Calif.—San Francisco Radio Supply
Syracuse, N. Y.—Fred P. Purcell
Topeka, Kansas.—John A. Costello Co.
Tulsa, Okla.—Prestwood Electronics
Washington, D. C.—United States Recording Co.
Westport, Conn.—Brown's Electronics

View showing:
Arm; Universal, Lateral and Vertical Head and Equalizer

Bulletin F92 upon request

RAYTHEON MFG. FORMS NEW UNIT AT WALTHAM

RAYTHEON Mfg. Co., Waltham, Mass., has formed a commercial products division, consisting of the broadcast equipment division recently transferred from Chicago to Waltham.

Frank S. Hoving has been appointed sales manager of the division and William A. Gray is assistant sales manager. John H. Beedle has been appointed production manager for the division. David D. Coffin is chief engineer of the division and James N. Yergler, engineer in charge of broadcast transmitter equipment. Everett G. Frain has been appointed engineer in charge of speech input equipment, microwave applications and engineering service and installation supervision on broadcast and microwave equipment.

Ben Farmer and Warren Coozens will represent Raytheon's broadcast equipment sales for the Midwest with offices located at 7475 N. Rogers Ave., Chicago.
Let's not kid ourselves about Television

There's been entirely too much blue-sky talk about television—too many small-time operators talking big—too many exaggerated statements—too many extravagant claims. BUT, television is really here. Four hundred thousand sets will be built and sold this year, and almost forty stations will be operating by January 1, 1948.

Today's studio programs leave much to be desired. This is especially true of dramatic programs because of the necessity of shooting in continuous operation. BUT, people are buying television sets as fast as they can be built and delivered.

Television stations are hard put to supply even a minimum number of hours of operation. BUT, eleven stations are now operating, fifty-four others are building, with more to come.

If advertising dollars get tighter, television's small audience and high cost of program production will slow its development. BUT, advertisers are courageously tackling the program and cost problems in order to secure time franchises on the best stations.

People who look at television drama programs expect motion picture quality. We are doing something about that, which is the reason for this announcement.

Here's what we are doing to help

We are devoting our fine Hollywood picture-making facilities to the job of producing low-cost, top-quality features for television.

This is not old movie film. It is brand new dramatic material shot expressly for television's small screen.

We are using the "open-end" technique which has proven so successful in transcribed radio programs. The films are designed so that the commercial message, on film or live, will fit naturally into the entertainment.

Our first series is now being shot in our Hollywood Studios and will be ready for delivery this fall.

We will make two series this year—a mystery melodrama and a family comedy series. We will make three additional features next year—a comedy series, another mystery, and a western.

These films will be shot on a mass production basis which will put the average per station cost lower than television studio production, yet will give the advertiser a class A motion picture job.

We have a plan for amortizing costs by repeat showings during television's development stage that has met with wide approval. We would like to send you a copy of the plan or have our representative call in person.

Signed

Jerry Fairbanks

P.S.: We can't make all the subject matter television needs to insure its steady growth and development. We hope other film producers will enter this field. There's a big need. But remember, gentlemen, it's got to be top-quality motion picture entertainment, filmed especially for television, and it's got to be produced and sold at extremely low cost.
New CBS-IBEW Contract Calls for 10% Increases

WAGE increases granted in the contract [Broadcasting, June 2] between CBS and the International Brotherhood of Electrical Workers (AFL) will cost the network an average of slightly more than 10% above the old scales, according to Howard Hausman, CBS personnel relations director.

The two-year pact was signed in New York May 28, to extend to May 27, 1949. Increases will be retroactive to April 1. The previous agreement between CBS and the IBEW contained a five-year "escalator" salary scale for technicians of from $60 to $110 weekly. New scale calls for from $62.50 to $125 weekly in the same five-year progression. According to Mr. Hausman contract calls for "no significant changes in working conditions."

AFRA Denies Sanctioning Anti-Communist Letter

DENIAL of official sanction to letter mailed AFRA Hollywood members scoring communist minority became known last week on eve of election of delegates to national convention. Investigation and possible trial may confront those responsible, it was said.

Letter of contention asked membership to guard against minority seeking to take stand in matters previously beyond the domain of trade union concern. Although letter was signed by 69 key members, approximately half made it known they agreed to use of their names "in the support of the candidate for President of the IBEW."

President Harry S. Truman will be heard on all four major networks on June 11, 12:30-1:30, and on June 14, 10:30-11:15, p.m. He will address the conference of trade union leaders in New York City. In addition, he will speak at a meeting of the IBEW in Philadelphia.

M.C. 'CAIN'T READ NOR WRITE'

WAYS Early Morning Man Blind Since Birth Handles Popular Disc Program

ALONZO SQUIRES, announcer and m.c. on WAYS Charlotte, N.C., likes to claim the distinction of being the "only college graduate in North Carolina can't neither read nor write."

Literally interpreted, he can't, being blind from birth. As m.c. of the WAYS daily breakfast program (5-7:45 a.m.), he translates his commercial copy into braille and memorizes his continuity and musical programs. Like any other m.c.—and better than a good many—he tears through the morning program with no trouble at all. Listeners' letters have proven his fondness for his sense of humor and vigorous philosophy.

He specializes in the folk-music of the section, and is an avid collector of such recordings. "Most people call it hillbilly music, so I don't argue the point, but that's not..."
new 1947 MICHELSON porto-playback FOR 16 INCH TRANSCRIPTION RECORDS

Brand New · Improved · Prompt Delivery From Stock

Here's Charles Michelson's 1947 version of the famous PORTO-PLAYBACK, for playing 16" transcription records at 33 1/3 r.p.m. and phonograph records...an entirely new conception of compactness, flexibility, tonal quality and ease of operation.

It has everything from good looks to the new permanent sapphire stylus and 16" transcription arm. Guaranteed to meet the exacting requirements of radio stations, advertising agencies, transcription companies and schools.

TO TELL AND SELL YOUR SALES STORY BETTER, ORDER YOUR PORTO-PLAYBACK NOW

CHARLES MICHELSON, inc.
PIONEERS IN RADIO TRANSCRIPTIONS SINCE 1934
67 West 44th St., New York 18
Phone: Murray Hill 2-3376

specifications and features

WEIGHT: 26 pounds complete.
CASE: Sturdy, lightweight, attractive maroon luggage, finished in fine grain water-repellent fabric. All brass fittings rustproof.
SIZE: 20" long, 12" high and 6 1/2" wide.
SPEAKER: Latest design 6 1/2 inch permanent magnet speaker with special oversized magnetic field.
AMPLIFIER: Powerful 4 tube matched amplifier.
PICK-UP: Latest type 16 inch transcription arm crystal pick-up with permanent sapphire stylus.
MOTOR: Dual speed, alternating AC current, 33 1/3 and 78 r.p.m., with improved heavy duty motor sealed in oil.
CONTROLS: Separate tone, equalizer, and volume controls.

GENNETT AND SPEEDY-Q SOUND EFFECT RECORD LIBRARY TRANSCRIBED PROGRAMS
at is your choice in Champagnes?

They look alike, they're packaged alike. But how vastly different they really are! The champagne to the left is the famous Pol Roger 1926, a light and exquisite blend of the finest grapes grown in the great vintage year. It is recognized by connoisseurs the world over. You who are discriminating appreciate the truly great difference.

Like champagnes, men and organizations may also look about alike. But what a striking difference there is.

Today, in our fifteenth year of station representation, we are proud of our persistent adherence to sound principles of operation and of the recognized character and quality of our sales personnel. Such qualities are more than alluring promises—they are positive proof of continued and satisfactory performance.
Make the Most of It

EVENTS incident to drafting of new radio legislation are developing swiftly. Chairman White (R-N.H.) has called hearings to begin June 17—less than a month after introduction of the complex S-1333. Just hours before the hearing call Sen. White disclosed he won't be a candidate to succeed himself in the elections next year, terminating more than 30 years in both House and Senate.

The White Bill thus is destined to become his last major legislative project. Sen. White has stated he does not regard his bill as the last word. He has called for prompt and brief hearings, presumably in the hope of Senate action before summer adjournment. In that event, voluminous testimony was heard in 1943 on the White-Wheeler Bill, which comprises about 90% of the current measure, there's no need to cover that ground again.

To look for perfect legislation is Utopian. To improve existing law is sound, particularly when that law has been distorted almost beyond recognition by bureaucratic fiat and judicial interpretation. That is the approach Sen. White feels he has taken. That is the, favored measure of the NAB and of the rank and file in radio.

Hall must set its best foot forward. All elements in radio, irrespective of the injury they feel they might suffer as a consequence of particular aspects of the proposed bill, should be prepared to present their cases resolutely, clearly, and objectively. Those provisions will fall short should be criticized. Nothing should be left to chance.

Over and over again it has been said that as long as there is a limitation of available frequency it is the propagation of the kind falling within the purview of the "public interest, convenience and necessity" clause—the most ineffectual and ambiguous regulatory doctrine extant. Our contention is that the "scarcity" factor, notably with regard to FM, has been artificially introduced.

Congress should be called upon to re appraisal this "scarcity" element. FM was unborn when the present Act was written in 1927 and revised in 1934. FCC can argue that the demand for FM facilities exceeds the supply of assignments in the congested eastern metropolis and that it is true that the scarcity and it is the FCC that is gauding all comers to get in on FM before assignments are exhausted.

A year or two, we feel, will tell a different story. We doubt then whether the demand will exceed the supply. Free competitive enterprise will be the leveler. It isn't in the cards for 2,000 AM stations and the predicted 3,000 FM stations to operate successfully.

We cite this as a vital point with which Congress should be acquainted. It is an essential first step in the long-range effort to eliminate the need for regulation beyond the electrical interference. Radio can and must achieve full freedom—freedom comparatively with that of the other media—until natural forces of competition prevail.

Sen. White, we think, acted hastily in delineating even the two-week hearing postponement to July 1 sought by NAB President Miller and others. It took several years for the senator to complete his draft; it seems untoward for him to expect testimony to be compiled as in sito on a legislative project so vital to the public and to radio.

Nevertheless opportunity for a new law exists now for the first time in years. Radio should make the most of it. The next Senate committee chairman, the late Charles Tompkins of New Hampshire is the ranking Republican; Ernest W. McFarland (the likely Democrat) might not be too interested nor so friendly.

(Continued on page 48)

Our Respects To——

HORACE NICHOLSON STOVIN

KEY EXECUTIVES of the Canadian government's broadcasting system have been most active in commercials in increasing numbers. First to go was Horace Nicholson Stovin, who in October 1940, left his post as station relations supervisor of Canadian Broadcast Corporation, to start his own radio station representation business.

He opened an office in Toronto as representative of two stations, CKY Winnipeg, and CKX Brandon. Today he operates offices at Toronto, Montreal and Winnipeg, is second largest station representation firm in Canada, with 27 stations on his list.

Horace Stovin is well-known to Canadian broadcasters, and a growing number of American broadcasters and advertising agency executives have become acquainted with him, for he is a director of the Bureau of Broadcast Measurement (BBM) and is chairman of its technical committee.

He spends an increasing amount of time in New York in consultation with officials of the Broadcast Measurement Bureau (BBM) on working out problems of correlating the studies of the two organizations. He assisted materially in working out problems of BBM when that organization started a year after BBM had been organized in Canada.

Mr. Stovin was born at Deloraine, Manitoba, April 17, 1885. Educated in western Canada, he was living with his parents in Moose Jaw, Sask., in 1912 when he became interested in radio. He started his radio career with a crystal detector and spark coil transmitted. The First World War intervened, but soon after it was over young Stovin was on the air again with an amateur station, this time from Unity, Sask., where he was operating a drug store. In the early 20's he turned his amateur transmitter into a broadcasting station, CMSC, which operated from 1924-27 at Unity.

He sold his drug store and moved to Regina, Sask., where from 1927 to 1929 he worked on broadcasting problems of the Saskatchewan Wheat Pool, a co-operative organization. Late in 1929 he became manager of CKC Regina.

When nationalized broadcasting became a reality in Canada in 1933 under the Canadian Radio Broadcasting Commission, Horace Stovin was asked to become program director for western Canada, allotted a weekly budget of $300 for programs. That started his travels west, for there were frequent national program planning conferences at Ottawa, where the CRBC headquartered. So it was not unexpected.

Editorial

Power of Radio

“IT JUST GOES to show the power of radio!”

Such was the sage observation of the program head of AFRA operations in Tokyo after the nation had thrown America's in the Japanese capital into a frenzy by phone reports about a “sea monster.”

It was more than a happenstance simulation of Operation Wallace: Invasion from Mars.

The program was staged by the WBBN with the Hh. theme of nine years ago in mind. A young Army captain, without radio experience, admitted responsibility. He just hadn't thought about the possibility.

The news flash technique used by Welles in his broadcast in 1938 was adapted in the Tokyo fakery. The “bullets” were broadcast between 8:30 and 8:45 p.m. Reporters rushed to the “scene.” At one point in the show by side themselves as husbands rushed from dinner tables to give battle to the “serpent” which had risen from Tokyo Bay, impervious to small arms and fire from same throwers.

It certainly shows the “power of radio.” We have seen it now not only in these fake dramatizations, but also in the all too real “kept” rumors of Hitler and Mussolini.

The quick lesson is that newspaper terminology, such as “flash” and “bulletin,” should not be used in dramatizations and that real places and names are to be avoided. This readily can be dealt with in the new standards of criticism to be offered by the NAB; indeed they are in the current standards.

The Tokyo incident proves another thing: Radio is a highly skilled profession, more sensitive than any other media. It cannot be entrusted to amateurs.

CBS Wind Sock

A SIGNIFICANT development which may prove to be a “wind sock” to point the direction for all radio was the presentation Saturday, May 31, (6:15-6:30 p.m.) over WCBS New York of CBS Views the Press. The program is a half-hour dramatization covering paper handling of current stories and praises or blames writers and papers by name.

Apparentlv unconcerned by any implied threat from FCC's Mayflower decision, Don Hollenbeck, capable CBS newsmen, discussed:

1. Press treatment of the story that families on New York's east side were being housed in hotels. He called it a "newspaper lynching party."
2. The city transportation dispute. "Where they get the story seems difficult to find out."
3. Winston Churchill's sale of his memoirs for a reported $500,000. Some newspapers figured reporters "turn in some fine work for a lot less money."
5. Cloth McCarthy's fumble when he announced the wrong winner of the Pennsly. Jack Gould in criticizing McCarthy dubbed one himself by saying the error occurred at the Kentucky Derby.
6. Edward R. Murrow, CBS vice president and director of public affairs, in introducing the show said freedom of press and radio are inseparable and mutual criticism will benefit both.

If CBS follows this New York debut by offering the program to the network every affiliate must decide whether it wants to join in "editorializing" about the press. From there it is only a step to editorializing on state and local situations. This is a task which is certain-ly radio's right but which should be done only by able and experienced heads whether it be in newspapers or on the air.

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BROADCASTING • Telecasting
TAKE THE GUESS OUT OF BUYING
WITH WOV’S 5 Audited Audiences

THERE IS NO GUESS-WORK WHEN YOU BUY A WOV AUDITED AUDIENCE. We lay the Specific Market facts before you.

We show you age, sex, telephone ownership, income, buying power and other dependable data on these listening groups to guide you in the selection of the program best suited to your needs.

We want you to be a WOV sponsor with the full knowledge of 5 AUDITED AUDIENCES, each a distinct group of purchasers, each at a different time of day or night, each the result of a penetrating, revealing listener survey.

Get the facts on these 5 AUDITED AUDIENCES. Have a WOV representative give you Specific Market Information that...

"TAKES THE GUESS OUT OF BUYING!"

Ralph N. Weil, General Manager - John E. Pearson Co., National Representative

* WAKE UP NEW YORK with Peggy Lloyd
* 1280 CLUB with Fred Robbins
* BAND PARADE with Bill Gordon
* PRAIRIE STARS with Rosalie Allen
* ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. More than the combined population of Baltimore and Washington.
Caarl Dunbar, former general adver-
sesement manager of CBS network,
has been appointed station manager of KSIL, Silver City, N. M.
Herman R. Gilreath, former pro-
gram director and chief announcer at WAGN, the Mutual
station in Philadelphia, Pa., has been
general manager of WBEJ, new sta-
tion under construction at Brevton, Ala.
Paul W. Collins, assistant to W. C.
Bard, former manager of the World
Broadcasting System, Chicago, has
resigned to accept an executive posi-
tion with WEAS Decatur, Ga., effec-
tive August 1.

Alexander W. Dannenbaum Sr.,
former president of WDBS Philadel-
phia, who sold his interest in station
to William Goldman Theaters (BROAD-
CASTING, March 31), is in his Phila-
delphia for a vacation in Maine. Future
plans are undecided. His son, ALEX-
ANDER W. DANNENBAUM, Jr.,
re-
ing on as station sales manager.

Earl R. Kelly, program director of
WWNT Scranton, Pa., has been
named station manager of WLOG Logan, W. Va.

Mr. Kelly and Mr. Higgins will assume the
new duties July 1. Mr. Kelly has been with
WWNT since 1941, with leave of absence
for Army service during war. Mr. Higgins
formerly was assistant manager of WWNT.

Edward R. Murrow, CBS vice presi-
dent and director of public affairs,
received an honorary degree of Doctor
of Laws at Muhlenberg College, Allen-
town, Pa., June 2. Mr. Murrow made
the principal address at the college's
graduating class of Smith College June 11.

Edward J. Noble, chairman of the
Board of ABC, has announced $200,000
toward the cost of a 40-bed 600-
000 hospital for the village of Canton,
New York, the Canton Hospital Assn.
anounced last week. The gift was the
third in recent weeks by Mr. Noble to
ward community hospitals in northern
New York.

E. R. (Curly) Vadeboncoeur, vice
president of WBRE Scranton, has
returned to his station after several
weeks' illness. He had suffered an eye
injury.

WBAL Baltimore is now located at its
new address, 3201 N. Charles St. The
new telephone number is 322-2000. Dede-
hical opening of WBAL's "new world of tomorrow" studio will
be announced later.

W. C. (Bud) Swartley, station man-
ger of WBNO Boston and WBAI Spring-
lake, N. Y., has been named
the father of a girl, Ariel Mc-
Knight.

G. E. Partridge, president of San
Bernardino Valley Broadcasting Co., licensee of KSIL new 1000 w.
Van Nuys, Calif, station on 1050 kc, now under con-
struction, is the father of a boy born
May 29.

C. L. Thomas, general manager of
KKKX and KXK-FM St. Louis, June 3
addressed the St. Louis Ad Club lun-
ncheon meeting. His subject was facili-
ties, "Tomorrow's News Today."

Richard Shafio, general manager of
KBS Columbia, S. C., has been ap-
pointed a member of Mayor's Housing
Committee, a voluntary organization
serving vet local housing situation.

John H. Norton Jr., ABC vice presi-
dent in charge of stations, is the father
of a boy, born May 28.

Moore Heads CRAC

Sam Moore, national president of Radio Writers Guild, has
elected chairman of the Council of

Thomas Freeborn Smith, presi-
dent of KWK, Guild, was
made vice chairman and James H.
Brown, vice president of NABET,
secretary-treasurer.
Commercial

RAYMOND BROWN Jr., account executive with WOL Washington for two years, has been appointed advertising manager of WEAM Arlington, Va. Before joining WOL, Mr. Brown was account executive with WGAN Portland, Maine.

ROBERT S. DETCHON, formerly with sales department of WHK Cleveland, has been appointed sales manager of WMJO, new Cleveland station which went on the air June 1 (BROADCASTING, June 21). Mr. Detchon was with WHK for four years and was previously sales manager for past year and a half.

ROBERT C. HUGHES, formerly with Texas Station (a division of the Detroit Automobile Club) as a sales manager, has been appointed general advertising manager for WSB, Atlanta, succeeding CARL DUNBAR, resigned (see Management).

UNIVERSAL PUBLISHERS REPRESENTATIVES Inc., Radio Div., New York, has been appointed as U. S. office for Radio Mid and its 80 stations affiliated with Radio Programas de Mexico S. A., Republic of Mexico.

JOHN L. PALMER, formerly with KGW and KEX Portland, Ore., has joined KOIN that city, as national advertising manager.

JAMES L. (Tommy) PEDERSON, formerly with the O. D. Smith Co., radio division of the Grocer, and previously special agent with the company, has joined New Mexico, as account executive.

GRADY MEEHAN, formerly with KCKY Cincinnati, has been named sales manager of WKBQ Charlotte, N. C.

KENNETH MORTON, account executive of KIST Santa Barbara, has resigned to accept the position of account executive at KCOCY Santa Maria, Calif.

JAMES FOWLER, account executive of KIBT Santa Barbara, has been transferred to KEKN, new 1000 w San Jose, Calif. station of KAQQ, now under construction.

JIM ANDERSON has joined sales staff of KABC Santa Monica, Calif.

EVELYN LAWSON has joined WABD New York as West Coast representative in that station, as a special sales representative.

ROBERT G. HUNTER, former announce- er with WOR, New York, has joined sales staff of KRUX Phoenix, Ariz.

HERBERT L. KRUGER, commercial manager of WTAQ Worcester, Mass., has been elected first lieutenant-governor of First District, Adv. Federation of America.

J. C. LYONS, who has been with Weed & Co. since 1926, has been named eastern representative, effective July 13, 1936, except for a period of Army service which has caused a delay. He has been named eastern sales manager of firm.

KYFD Fort Dodge, Iowa, has issued Rate Card No. 6, which went into effect June 1.

KETTEL-CARTER, Boston, has been appointed representative for Texas and Northern New York State representative for WLAM Lebanon, Me. ADAM J. YOUNG Jr., its station's national representative.

ANN PALENCHUCK, formerly of CJOC Lethbridge, Alta., has joined traffic department of CBR Vancouver.

SHIRLEY MILLS, formerly with Emerson Mfg. Co., San Francisco, has joined auditing staff of WLAC San Francisco, replacing RITA MEHAN, who transferred to KGO promotion department.

ED DEVNEY, New York manager of Howard H. Wilson Co., New York, and Lilian Ryk, his secretary, were married May 26 in Augusta, Ga.

John P. Soreson

John P. Soreson, the man who claimed he invented the wireless years before Marconi, died last week in Copenhagen, Denmark, at the age of 85. Mr. Soreson was said to have constructed the first system of wireless telephone and telegraphy back in 1891, and he later patented various electrical inventions.

WFBR MARKS SILVER ANNIVERSARY ON AIR

WEEK-Long celebration was held last week by WFBR Baltimore, in recognition of the station's 25th anniversary. WFBR took the air June 8, 1922, with a musical program and six days later added news. The station's managing editor, speaking at Fort McHenry, dedicated the national memorial to Francis Scott Key.

The celebration included special programs, with anniversary cakes on the Club 1500 program; special decorations and lobby displays; souvenir booklet with pictorial history of the station; the annual pro- gram in 1922 included arias from operas sung by Mille. Edith de Lys, duet by Lawrie and Guarnieri, and talk by Mayor William F. Broening.

Steward Kennard, director of sports and special events, has been with the station 24 years and is the oldest employee in point of service.

Ggets WLW Post

MATEH J. NOONAN, of Milton, Mass., has been appointed national sales manager of WLAW Lawrence, Mass., announcing the appointment Irving E. Broening, president of WLW.

In connection with the opening of the station's new Boston office, which opened June 1 in the Union Savings Bank Bldg. at 216 Tremont St. Mr. Noonan was with the Boston Post for 16 years and served as its national advertising manager for 13 years.

Philip Morris Reports Record Financial Year

PHILIP MORRIS & Co., achieved the strongest financial position in its history during the fiscal year ending March 31, 1947, according to A. E. Lyon, president. This disclosur- e was made in the annual report issued to stockholders June 2.

The company also enlarged its works in both its principal plants, adding a new mill at Keyport, N. J., and the third mill at Dunmore, Pa., to its four major factories. Philip Morris' net profit after taxes but before adjustments for the 1947 fiscal year was $5,409,985, as against $4,497,694 for the preceding period.

BROADCASTING • TeTcasting

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COUSIN KATEY

Dear Cousin:

The bacon in that pan is a-sizzle just like a sponsor's sales after he's started on a KTXA program... Um hump.

Spokin's of sizzle, I wanna tell you about the big party "The Old Trader". Perry Kallison, had down at his ranch last month... Cousin, ten thousand folks from all over South Texas turned Perry's place... It was on a Sunday and Cousin Ernie Pratt, KTCHA's Farm Reporter was out there with the wire recorder. Perry told Ernie they barbecued six thousand pounds of Texas beef, which is more beef than Lippy Dunrocher has to say about Happy Chandler. Y'know, we're kinda proud of that turn-out at Kallison's Ranch, cause as you know, Kallison's Trading Post is on KTCHA from 7 to 7:20 AM Mondays thru Saturdays and has been for ten years. Believe me, when you want the farmers or ranchers of South Texas, you can sure get 'em by putting a message somewhere's close to Radio Post because K(callison's Farm and Ranch Store has sold lots of merchant and because Kallison's Farm and Ranch Store has sold lots of merchant and because Kallison's Farm and Ranch Store has sold lots of merchant commercial public service show which they claim has sold or traded over six million dollars worth of goods for South Texas farmers free of charge... And I can't say "that ain't hay", cousin, because there's been lots of hay raised on it, too... Well, guess I gotta go now... See you later.

Love and kisses,

Your Favorite Cousin, Harry Easy

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BROADCASTING • Telecasting
FAIRBANKS LAUNCHING NEW VIDEO DIVISION

A NEW television division, with production already underway, was announced last week by Jerry Fairbanks, head of Jerry Fairbanks Inc, moving picture productions. Mr. Fairbanks is an Academy Award winner and producer of Paramount short subjects and commercial films.

Using his regular movie equipment and studio facilities, Mr. Fairbanks plans two regular releases, a detective-mystery series and a situation comedy series, with the first films scheduled for delivery to stations and advertisers in the fall.

Citing the CBS withdrawal from live studio production, Mr. Fairbanks had this comment: "Many station operators and television program directors are backing away from the high costs and unsatisfactory results of live dramatic shows. Television operators are convinced they will be serving their tele-viewers better if they invest in remote pick-ups and Hollywood-drama films produced exclusively for the new entertainment medium."

WARM WELCOME is extended Joe Raber, (second from l) just appointed general manager of WMMJ Peoria. Welcoming committee includes T. A. Giles (far l), chief engineer; W. J. Kutsch, president; and Berne Enterline, program director. Mr. Raber has been sales manager of WMBD Peoria for four years. He has also served as chairman of sales managers committee for NAB District 9.

ABC to Start Five New Sustainers This Month

SEVERAL new sustaining programs will have premieres on ABC this month. They are: The Eddie Albert Show, which begins June 25, Wednesdays, 9-10 p.m., featuring comedian portraying small town lawyer.

Mr. President, which starts June 26, Thursdays, 9:30-10 p.m., will feature Edward Arnold in a series based on interesting, human incidents that have happened in White House.

Using no actors or no scripts, but reactions of citizens, Candid Microphone begins June 28, Saturdays, 7:30-8 p.m.

The Challenge of the Yukon features life during Alaskan gold rush and begins June 12, Thursdays, 7:30-8 p.m.

The Adventures of Bill Lance, which premieres on June 14, Saturdays, 9-9:30 p.m., is a mystery program revolving around a wealthy expert on arts and sciences.

CKGB FM Grant

CKGB Timmins, Ont., has been granted an FM license, and will operate on channel 233 on 95.5 mc with 250 watts. RCA equipment is being installed and station is expected to be ready in July.

HYDE OF FCC PRAISES SYRACUSE FM PROJECT

WJIV, low-power FM non-commercial educational broadcasting project on the campus of Syracuse U., was lauded by FCC Comm. Rosel Hyde after a recent inspection of the station.

Heading a group of FCC officials who examined the small GE transmitter which the station uses, Commissioner Hyde declared, "Projects like this are in keeping with the slow-press legislation to provide more effective use of communication channels. I think this installation, enthusiastically carried on by everyone concerned, promises a high degree of success."

The GE transmitters have been made available to colleges at less than one-fourth the cost of previous equipment, according to GE, in order to help eliminate the cost barrier to non-commercial educational broadcasting.

FCC officials accompanying Commissioner Hyde were George E. Sterling, chief engineer; Cyril M. Braun, chief of the FM Division; and L. E. De La Fleur, basic allocation group.

Georgia Radio Paper

VOLUME I, Number I of The Georgia broadcaster appeared with the June issue. The tabloid-size, four-page newspaper is published for Georgia radio stations, their owners, and employees. Members of the Georgia Assn. of Broadcasters who appear on the masthead are: Allen M. Woodall, WDAK Columbus; John Fulton, WGST Atlanta; Edwin Mullins, WLAG LaGrange; Jim Woodruff Jr., WBL Columbus; Wilton E. Cobb, WMAZ Macon. Continuance of the publication depends upon reception by the stations.

NBC 31,127,940

ONE FIGURE in the story on the BMB network survey [Broadcasting, May 19] was incorrect. NBC was shown as having an audience of 33,127,940. Correct figure is 31,127,940.
More Interest in Past Year, Inman Tells N. Y. Meeting

AN INCREASED interest in Church of the Air broadcasts during the past year was reported by Elnor Inman, CBS director of religious broadcasts, at the annual meeting of the Board of Consultants for the Church of the Air, held at CBS headquarters, New York, on May 27.


It was also agreed at the meeting that in connection with Bible Sunday, the first Sunday in December, a series of broadcasts by clergymen and laymen should be given prior to Bible Sunday as a means of aroused interest.

Among those attending the meeting were: The Rev. Dr. Stanley B. Hazard, executive secretary, and Elinor Inman, CBS director of religious broadcasts.

IN AN EFFORT to reduce accidental loss of live stock coming into the Sioux City Stock Yards, WNAX Yankton, S. D., in cooperation with the National Safety Council and the Sioux City Stock Yards Corp., has prepared an educational plan to instruct stock handlers in safety measures.

From June 1 to Dec. 31 a contest is on for all live stock handlers in the states of North and South Dakota, Wyoming, Nebraska, Iowa, and Minnesota. The contest is to encourage a more careful handling of the animals, especially during feeding, loading, and unloading equipment, and the elimination of highway accidents.

Awards totaling $2,000 in merchandise, cash, trophies and certificates will be presented to the winners of the contest. The certificates will be mounted on the cab of each winner's truck. Presentation will be made during the annual Truckers' Day in Sioux City Dec. 31.

The Sioux City Stock Yards receives an average of 3,000 trucks of live stock a week, with an annual business of over $5,000,000.

"Every year," writes Robert Tinker, vice president and general manager of WNAX, "thousands upon thousands of dollars in live stock are lost because of accidents . . . on the highways . . . in mishandling stock in and out of the loading chutes, thereby causing bruises which result in the spoilage of meat, etc., and incidentally higher prices to the consumer."
DAVID FACTOR has been elected board chairman of Max Factor & Co., Hollywood, Calif., and other new officers named by directorate include MILTON LEVY, JACK MIER and LEONARD MATCHAN as vice presidents with LEON LEVY secretary, MAX FACTOR JR. was reappointed president.

MABLEY & CAREW DEPARTMENT STORE, Cincinnati, has signed for second full year of evening concert programs on WSBT that city. Program is 90 minutes, at 10:30 p.m. every week except Fri., of recorded symphonic albums.

STANDARD OIL of Indiana has contracted to show a scheduled football game of Chicago Bears vs. Cleveland Browns over WIND Chicago. Contract is for four years. Agency: McCann-Erickson, Chicago.

VOICE OF PROPHECY Inc., Washington, D.C., (religious), effective July 1, has appointed Western Ad. Dir., Los Angeles, to handle national advertising, George H. 6ocke & Assoc., Chicago and Hollywood agency, currently services accounts. Radio will continue to be used, with no change in current station list or campaign, which includes weekly half hour live “Voice of Prophecy” on more than 250 MBS stations with unassigned version of that program on 200 selected weeks.

EMMRICH COFFEE Co., Portland, Ore., has started “Why not advertising campaign (8环绕 sound).” EMM ORIN, Portland, and plans to expand to Portland “coast to coast.” Advertising will be used throughout the company’s products, the company has announced.

BUSINESS ASSOC. Inc., Richmond, Va., has completed a new bookkeeping and tax preparation service for small business, has appointed Piedmont Ad., Salisbury, N.C., to handle Eastern accounts. The company plans to be assigned for Carolinas and Virginia.

QUAKER OATS Co., Chicago, Ill., has announced a new daily newspaper, “Quaker Oats” which is distributed to people’s homes.

RESINOL CHEMICAL Co., Baltimore, has appointed Redfield-Johnstons, New York, for a special radio and newspaper campaign for its oatmeal and soap. Spot campaign is scheduled to begin in mid-June.

STANDARD OIL Co., New York, has signed for second year of “Pamouny Jury Trials” on ABC, Sat. 7:30-8 p.m., and has scheduled for second year of “The Green Hornet,” on CBS, Tues. 6:30-7 p.m. (CDFT). Agency: Dancer-Fitzgerald-Sample, Chicago.

NEW BUSINESS

NEW CONTRACT which has re-signed Unseen Advisor to air human relations problems over WIP Philadelphia under sponsorship of Dr. Shor, the dentist, contains an unusual clause reading, “If lightning strikes Dr. Shor and causes his demise there will be no short rate.” Reason for the clause, according to WIP’s Sam Elber, was a technical argument between Dr. Shor and Benedict Gimbel Jr., president and general manager of WIP.

SEALY MATTRESS Co., Los Angeles, June 3 renewed for 32 weeks, “Alvin Wilder, News” on 17 ABC Western stations, Tues. 7:45-8 p.m. (PST). Agency: Alvin Wilder Adv., Los Angeles.

INTERNATIONAL SILVER Co. of Canaan, Hamilton, Oreg. (silverware), June 8 replaced “Adventures of Capri and Harriet” with “Silver Theatre” on 36 Trans-Canada stations, Sun. 6-6:30 p.m. Agency: Young & Rubicam, Toronto.

ELECTRIC AUTO-LITE Co., Toronto (batteries, automotive equipment) June 12 replaced “Dick Haymes Show” for “Lawyer Tucker” on 25 Dominion network stations, Thurs. 9-9:30 p.m. Agency: Ruthrauff & Ryan, Toronto.

GREAT FOODS Corp., New York (ice cream, margarine), June 12 replaced “Adventures of Horatio Alger” with “Happy Days” on 6 WGN Chicago, the NBC network, for 12 weeks.

BOOK BY AGENCY V. P.

A NEW NOVEL, Justice Is a Woman, by Helen Haberman, executive vice president, William Douglas Mcdamms Inc., New York, will be published this week by Prentice-Hall, New York. The book concerns New York lawyers and law firms and New Deal “brain trusters” during the war. Mrs. Haberman, who has the Squibb and Upjohn accounts for the agency, wrote a previous novel about agencies titled How About Tomorrow Morning?

One World Awards

ONE WORLD awards for 1947 were presented on May 28 in New York’s Carnegie Hall to Fiorello LaGuardia, New York; Dr. Narayan Dutt, New Delhi; and Dr. Manuel Mendel, March by Norman Corwin, CBS writer-producer and 1946 winner. Arturo Toscanini’s award was accepted in the maestro’s absence by his fabic. Mr. LaGuardia now a consultant for Mutual, was honored for his work in radio and the press, Mr. March for stage and screen and Mr. Toscanini for music.

You Can’t Miss in Mississippi

Here’s a proposition down any time buyer’s alley: Place a schedule on all the ‘Miss Station stations and get complete coverage of Mississippi’s BILLION DOLLAR Market. You can’t afford to miss the fact that retail sales volume in Mississippi has increased 34 percent over last year. With all the Miss—Miss stations you can’t miss Mississippi and this growing retail market.

The Ole Miss Stations

MEMBERS MISSISSIPPI BROADCASTERS ASSOCIATION

Sponsors

You Can’t Miss in MISSISSIPPI

New Business

SWIFT & Co., Chicago, (meat products), August 9 begins sponsorship of “Archie Andrews” show, now heard sustaining on NBC Sat. 9:30-10 a.m. (CDST). Program will be aired over 360 NBC stations for 21 weeks. Agency: J. Walter Thompson Co., Chicago.

CONTI PRODUCTS Corp., New York, takes a second week of “Pamouny Jury Trials” on ABC, Sat. 7-8 p.m. (CDST). Agency: Dancer-Fitzgerald-Sample, Chicago.


GENERAL M.I.LS In., Minneapolis, June 3 started for 32 weeks “Pamouny Jury Trials” on ABC, Sat. 7-8 p.m. (CDST). Agency: Dancer-Fitzgerald-Sample, Chicago.

RADIO NETWORK ACCOUNTS

New Business

SWIFT & CO., CHICAGO, ILLINOIS (Meat Products), AUGUST 9 BEGINS SPONSORSHIP OF "ARCHIE ANDREWS" SHOW, NOW HEARD SUSTAINING ON NBC SAT. 9:30-10 A.M. (CDST). PROGRAM WILL BE AIRED OVER 360 NBC STATIONS FOR 21 WEEKS. AGENCY: J. WALTER THOMPSON CO., CHICAGO.

CONTI PRODUCTS CORP., NEW YORK, TAKES A SECOND WEEK OF "PAMOUNY JURY TRIALS" ON ABC, SAT. 7-8 P.M. (CDST). AGENCY: DANCER-FITZGERALD-SAMPLE, CHICAGO.

STANCO INC., NEW YORK (FLIT HOUSEHOLD INSECTICIDE), MAY 21 FOR 12 WEEKS BEGAN "FLIT FROLICS" ON YANKEE NETWORK, TUES. AND THURS. (TO VARY ON DIFFERENT STATIONS). AGENCY: MCCANN-ERICKSON, NEW YORK.

GENERAL MILLS INC., MINNEAPOLIS, JUNE 3 STARTED FOR 32 WEEKS "THE GREEN HORNET," ON ABC, TUES. 6:30-7 P.M. (CDST). AGENCY: DANCER-FITZGERALD-SAMPLE, CHICAGO.

RENEWAL ACCOUNTS

PRUDENTIAL INSURANCE CO. OF AMERICA, NEWARK, N.J. JUNE 1 FOR 32 WEEKS "THE FAMILY HOUR" ON CBS, SUN. 5:30-6 P.M. AGENCY: BENSON & BOWING, NEW YORK.

GENERAL FOODS CORP., NEW YORK, JULY 4 FOR 12 WEEKS "THE HOMESTYLE HOUSE COFFEE TIME" WITH BURNS AND ALLEN ON ABC, THUR. 6-7 P.M. AGENCY: SEXTON & BOWIE, NEW YORK.

QUAKER OATS CO., CHICAGO, (PUFFED WHEAT, K. R. SPARKLES), JUNE 1 RENEWED FOR 32 WEEKS (EIGHT WEEKS HALT) JULY 1-AUGUST 23 "TERRY AND THE PIRATES" ON ABC, SAT. 9-10 P.M. (CDST). AGENCY: SHERMAN & MARQUETTE, CHICAGO.

You Can’t Miss in MISSISSIPPI
FARM STATION?

Yes! For twenty years our entertainment and services have been planned for farmers in Kansas and adjoining states.

THE COMMUNIST PARTY, USA, has bought a quarter-hour, one time period Tuesday to Sunday, 10:00 p.m. on MBS. Program will carry talk by William Z. Foster, chairman of the Communist Party, opposing the Hartley-Taft labor legislation.

WERK MERMED, script writer, formerly with WLW Cincinnati for 5 years and previously with WLW Chicago, has been named continuity editor of WRFD Worthington, Ohio, effective June 15. WRFD expects to begin operations in July.

CHARLES AVEY, Army veteran and formerly with KMBC Kansas City for 5 years, has been appointed announcer and has been named continuity editor of KMBC, succeeding MYRON CORY, who has resigned to take his masters and doctor's degree at Columbia.

JUDITH LAWTON, formerly with WBBR Philadelphia, Pa., has joined WTM Toledo, Ohio, as program director.

ARMINE H. WOOD, former staff announcer and music director of WBSC Hartsville, S. C., has joined announcing staff of WBML Mason, Ga.

WILLIAM CANNADY, staff announcer at WFRP Savannah, Ga., has been named station production director. KAY MIDDLETON has been appointed music librarian of station and RAYMOND STEWART and TOM REIMERS have joined WFRP announcing staff, BETTY BULLERS has joined station's sales-continuity department.

JOHNNY GILL, formerly with WNG Henderson, N. C., has joined WQWQ Sanford, N. C., as commercial copywriter.

BOB McKEE, Chicago freelance announcer, has joined announcing staff of WBBM Chicago.

HENRY DICK, ABC associate staff director, is the father of a boy, William Eric, born May 28.

STEVE ROBERTSON, vacation relief announcer at KGO San Francisco, has been appointed full-time announcing staff, replacing HERB HALLE.

BOB RENHART, former assistant manager of WCIE Fargo, Nd., has joined CFPF London, Ont., as production manager. He formerly was with CKB Wellington, and CKOB Timmins as program director.

BOB MALEY, formerly with WLW Cincinnati as script writer, has joined WBBM Chicago, Ill., as continuity editor.

EDITH MILLER has joined continuity staff of KFAB Omaha, succeeding DON CHICHESTER. She was an announcer at WHAM Rochester, N. Y.

JANE BURROWS, formerly with continuity department of WRGB Chicago, has joined WXIX Lexington, Ky.

KAY WILKINS has joined continuity department of WQAM Miami, Fla.

BILL LINDSEY, formerly with KYUM Seattle, Ariz., and FRANCES WALTER, formerly with KMPC Hollywood, are to be married June 14. Following honey-

moon, they are to join KYBC, new Sun Country Broadcasting Co. station now under construction at Yuma. Mr. Lindsey will be program manager of KYBC and Mrs. Lindsey will be office manager.

GORDON BAIN has joined announcing staff of CJOC Lethbridge, Alta., replacing RON ANDERSON.

WINSON BROWN, formerly with WMBD Chicago, has joined announcing staff of WWST Pittsburgh.

LEE WOODDY and MAX PRIDDLE, formerly of KMBC Kansas City, are to begin announcing at WTTO Fort Worth.

GENE WEBSTER, formerly on station relations staff of CBS Hollywood, has joined network's program writing department as librarian, replacing HARISON NEGLEY, transferred to editing department.

DARYL HUTCHINS, announcer formerly of KPO San Francisco, has joined KDQ San Francisco.

TED HUNT has been appointed program director of KROD El Paso, Tex. CHICK LIND, announcer at WBN Youngstown, Ohio, is the father of a boy.

JEAN WILSON, formerly with WKPT Kingsport, Tenn., and WBOC Concord, N. C., and wife of DAVID E. BIGLEY, program director of WJIO Florence, Ala., has joined advertising and copy department of WJIO.

DEBORAH E. COTTON, former director of women's programs at WTVL Watervliet, N. Y., has previously been program director of WMPY Florence, Ala. She has announced her engagement to Bill Lighton.

DON McNEILL, m.c. of ABC "Breakfast Club" program, has been awarded a Certificate of Appreciation from Veterans of Foreign Wars for the entertainment furnished by the "Club." He also gave away announcements about O. I. Insurance.

FRED HYELEND, writer-producer, formerly of KPO San Francisco, has been awarded a Certificate of Appreciation from Veterans of Foreign Wars for the entertainment furnished by the "Club." He also gave away announcements about O. I. Insurance.

TOL AVERY, freelance announcer-actor, has joined KPO San Francisco.

BRENN STEWART, announcer of KQZ San Antonio, has resigned his position and has joined KQZ San Antonio.

JEAN WILSON, announcer of WBBM Chicago, has resigned to accept a position as program director with a New Orleans station.

THE COMMUNIST PARTY, USA, has bought a quarter-hour, one time period Tuesday to Sunday, 10:00 p.m. on MBS. Program will carry talk by William Z. Foster, chairman of the Communist Party, opposing the Hartley-Taft labor legislation.

THE TEACHERS' WORKSHOP
Radio and Schools Cooperate
In Des Moines Project

RADIO WORKSHOP for teachers in which 12 hours of instruction will be offered in radio writing and production is to be another step in a program of close cooperation between broadcasters and the Des Moines school. KSO Des Moines management announces. Workshop will start shortly after the next school term opens.

Movement of radio into the Iowa capital's schools began last summer with a proposal presented by Lou, director of youth activities for KSO, for a 14-week series of dramatic, musical and discussion programs to be presented in class-rooms by students and instructors was accepted by C. A. Schropp, di-rector of audio-visual education in Des Moines Public Schools. At end of first series another 14-week series was set up. Parochial schools, as well as public schools, participated.

KSO also reports that the school board of Des Moines has approved tentative construction of a broadcasting studio in one of the high schools, with permanent lines leading to all Des Moines stations.

WCBS-TV NEW MOBILE UNIT READY TO BE USED

WCBS-TV New York will put its second mobile unit into operation that it received from NBC. The newly-equipped unit will be manned by the camera crew formerly used on CBS studio video programs. This crew has been re- hearing for remote work since the new unit was delivered to CBS. Unit is said to be the first of a series of technical improvements at WCBS-TV, which will include changes in the station's antenna.

By mid-summer CBS expects delivery of a so-called television studio on wheels, a 1½-ton Chevrolet designed by RCA for remote opera-
tion.

Entire telecast can be handled from the truck with the exception of setting up the cameras at the scene of action. A reinforced platform construction atop the truck provides for mounting and operation of both cameras and relay an- tenna either from a fixed location or in motion, for covering parades, etc.

Station has purchased four new film projectors, two 16 mm and two 35 mm, and has made a second film channel available. It also has installed an optical device for handling titles, maps and other pictorial material. Built by CBS engineers, this mechanism permits fades, dissolves, superimpositions, etc., between multiple stages on which visual material can be mounted.

THE COMMUNIST PARTY, USA, has bought a quarter-hour, one time period Tuesday to Sunday, 10:00 p.m. on MBS. Program will carry talk by William Z. Foster, chairman of the Communist Party, opposing the Hartley-Taft labor legislation.
POSSIBLE EXCHANGE by CBS and BBC of educational programs of the "School of the Air" type was discussed by Leon Levine (seated), CBS assistant director of education, and Mary Summerville, visiting BBC director of school broadcasts, talks and educational programs, at meeting in New York. Others at meeting were (1 to r, standing): George Crothers, director of "Tell My Opinion" series; William B. Reed, North American director of BBC; Mildred Garne, script writer for "Gateways to Music." Frank Ernest Hill, script editor for "School of the Air." Donavan Rose, special assistant to Mr. Reed; Helen Kandel, CBS script writer for "Tales of Adventure."

been informed by the Austrian Ministry of Education that his dramatic prologue "Austria" was performed at official May Festival in Vienna's Konzerthaus.

FRED MOORE, announcer of KPFI Long Beach, Calif., is the father of a boy.

BILL SYMES, producer of Don Lee Broadcasting System, Hollywood, is the father of a boy born May 27.

KARL GRUENER, NBC Hollywood producer, is the father of a boy born May 26.

RANIL (Ross) ADAM, ABC Western division musical director, is the father of a boy born May 24. BILL BROWN, saxophonist in Mr. Adam's orchestra, is the father of a girl, also born May 24.

ROBERT ANDERSON, on production staff of ABC "Darte for Dough," is the father of a boy.

JOE KEARNS, WCAC Philadelphia band leader, and MARY LOU HOWARD, KYW Philadelphia vocalist, have announced their marriage.

JEN A. HUDSON, of Connecticut, to have announced their marriage.

RITA BAKER, assistant music librarian of KFAB Omaha, and Donald Frye have announced their marriage.

BILL HILLMAN, music director of KDIO Boise, Idaho, is the author of an article "Radio Has a Place in the Schools" which appeared in May issue of The Idaho Educational Review.

HARLAN JUDKINS, announcer at KTUL Tulsa, Okla., and Jo Dean Bruce are to be married June 21.

JOHN S. JACKSON, formerly with CKMO, Minneapolis, and CBS Radio, has been elected to membership of National Association of Broadcasters.

JOHN R. PIERCE, formerly with KDKA Pittsburgh, now with ABC, has rejoined announcing staff of WNEW New York.

BARRY RITTNER, formerly with WIV Pittsburgh, N. Y., has joined announcing staff of WBNZ, New York.

MIKE DEEGAN, WDAS Philadelphia program director, has returned to work after a six-weeks illness.

BARRY RITTNER, formerly with WIV Pittsburgh, N. Y., has joined announcing staff of WBNZ Baranace, N. Y.

BILL WELLS, formerly with WNEW New York, and WMPR Memphis, has joined KXKL Dallas, as record m. c.

MELVIN WINTERS, member of musical staff of WOAI San Antonio, is the father of a boy, May 20.

FRANK R. PIERCE, formerly with WQMC, Chicago, has rejoined announcing staff of WCBS Chicago.

BUD RAINY, program m. e. on WTCJ Hartford, has returned to station after an illness of several months.

BERNARD MULLINS, Jr., announcer at WDGY Watertown, Conn., and Barbara Branchere have announced their marriage.

BILL WENZEL has joined announcing staff of WHEM Rochester, N. Y.

Staff of New Pensacola Station is Announced

COLE CHRISTIAN, former chief engineer at WOAY Maryland, has joined WFXL Farmville, Va., in a similar capacity. N. J. CHADONAS has been named to succeed Mr. Christian as chief engineer at WGAY and WFXL.

C. R. HOFMEYER, formerly with Kodiak, Alaska, has joined WFLD Chicago, as senior engineer.

R. O. STONE, formerly with WOR New York, has joined WFXL Farmville, Va., as chief engineer.

J. C. ROBERTSON, formerly with WOR New York, has joined WFXL Farmville, Va., as chief engineer.

J. P. ALLEN, formerly with WOR New York, has joined WFXL Farmville, Va., as chief engineer.

J. L. REED, formerly with WOR New York, has joined WFXL Farmville, Va., as chief engineer.

R. L. BUCHANAN, formerly with WOR New York, has joined WFXL Farmville, Va., as chief engineer.

J. A. WYATT, formerly with WOR New York, has joined WFXL Farmville, Va., as chief engineer.

J. L. REED, formerly with WOR New York, has joined WFXL Farmville, Va., as chief engineer.

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J. L. REED, formerly with WOR New York, has joined WFXL Farmville, Va., as chief engineer.
NEW QUIZ program titled "Have You Got It?" shown on WBNF, Clinton, Ohio, Thurs. 7-08 p.m. Originating from Lobby of local movie theatre, show is conducted by Bob Clayton who introduces theatre-goers and asks the question: "Have You Got It?" He makes no guess, never a nickel, key ring, red pencil or any such item. If participant can produce the object, merchandise prices are awarded by Finney Drug Co., sponsor of series. During each show one such question is asked, which, if answered correctly, brings a $5.00 prize.

Ideal Mate Contest
BASED on the popular song titled "The Girl of My Marriage," new program of music, romantic stories and poetry has been started on KKLE, Co., Mont. Outstanding feature of show is contest inviting listeners to submit letters giving the qualifications of the ideal man or woman the listener thinks he or she would marry if possible. WOR or half married. Local merchants who sponsor the contest offering prizes, such as a diamond ring, fur necklace, clothing, free trip and vacation, etc., which will go to winner of contest at end of six weeks. Merchants now have their prizes on display in store windows.

Traffic Bulletins
TO KEEP motorists informed of weekend and holiday highway conditions, WOR New York is airing regular reports about traffic on main arteries to and from New York City, starting next week, Monday, June 3, 9-9:30 p.m., and continues through the week on Sundays for envelope summer. In addition, spot reports on local conditions and emergencies for cautious drivers will go out during the week on frequent intervals. To gather reporting, quite a few operators, WOR has lines in New York and New Jersey state police headquarters.

"One O'Clock Time"
WEEKLY half-hour program highlighting performances of Negro artists started on WBWW, New York, Monday, June 3, 9-9:30 p.m., and features Virgil Richardson of the American Negro Theatre with a weekly newsletter on activities of the community. Each summer the series will be transmitted, but will broadcast live in the fall. Titled "One Out of Ten," from statistical fact that one out of every ten persons in U.S. is Negro, show includes performances by unknown Negro performers as Marian Anderson and Louis Armstrong.

Video Series
A FOUR-and-one-half-month trip throughout the Pacific is the subject of new series which started June 1 on WTBW, New York. NBC television station. Aired Sun. 9-9:30 p.m., series consists of films taken by Mr. and Mrs. William Winter, with commentary provided by the couple, taken during trip early this year. Titled "This Is Your World," series includes shows taken in most all of the Pacific Islands. The Winter plan to leave the U.S. next fall for a similar trip throughout Europe.

Review Police Dept.
DRAMATIZATIONs of activities of local police departments are highlighted in new summer series titled "Your Rich- mond Police Department." Filed on WMBG Richmond, Va. Each week some selection or phase of the police department is discussed or dramatized on show. Material is obtained by Richmond observation of department's work. Various police officials appear on shows as guests.

Fishing Data
FISHING INFORMATION of Southern U.S. locations is being presented as a public service on morning newscasts of KGBK Arkansce City, Kan. In conjunction with local sponsor, Holt Motor Co., Bob Reel, morning news editor, is devoting one half and a morning program to this. He is given telephone in the fall of his morning program to give this information to the benefit of sportsmen in the area.

He Does It
WHEN a Boston listener wrote to the Yankee Network's "An- swer Man" series inquiring if a golf ball had ever been dropped in a phone box, Answer Man Sam Sned was delighted to inform the listener. Mr. Sned, a golfer of some repute, a distance of 10 feet, drove a golf ball through the Providence-Pawtucket telephone directory (about 500 pages) on the green of the Charles River Country Club. Boston listener now has his answer.

Wild Life Feature
DESIGNED to stimulate interest among young people in life found in woods, fields and waters of New England, new series titled "Let's Go Exploring" is to begin June 10 on WGBA Boston and WBZ Springfield, aired Tues. 1-1:30 p.m., show will continue through September. Series is summer replacement for "Listen and Learn" series, fifth edition of "Learn and Listen" series, sponsored by Massachusetts Dept. of Education and New England Bulletin Service of Radio Education, Format of "Let's Go Exploring" presents principal characters of Columbus, Ohio, and Stonehill, N. Y., who discuss interest-stories of wild life.

Program Analysis
ANALYSIS and discussion of past program of delicate, drug and alcohol rehabilitation. Broadcastingly, WOR, Trans-Canada network, Dan McCarthy, broadcast director, will talk about wild life hunting, with a camera, scene of cardboard of Canadian animals, habits of big and small game and other wild life topics, with broadcasts specialize produced for the children's audience.

YOUR TIME IS MONEY!
Accurate timing of shows and spots with LEMANIA stop watches and chronographs expedite program production for station, sponsor and client. There's no chance for controversy over allotted time when you clock with LEMANIA.

Specific deals are available for all types of timing. Some make it possible to time a spot within a program separately while still timing the whole show. For more than half a century LEMANIA instruments have been used for precision timing of all kinds. Write for illustrated catalog and price list on these world-famous times and chronographs. If you have need for a special type of gear we are glad to advise if it can be made available. Mail the coupon below now.

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VOICE OF WESTERN COLORADO
Others may pirate our slogan, but only
KFXJ
can claim the prestige of COMMUNITY and AREA LEADERSHIP!
Grand Junction —

Yankeo Scholarship
SCHOLARSHIP to Wellesley College will be given by Yankee Network to writer of the best letter on "Why I Like The Theatre," according to Linus Travers, Yankee executive vice president and general manager. Series of programs from the workshop will be presented by Yankee July 7 through Aug. 16.
THOM W. CORBY, for 25 years in advertising department of Warner Bros. American and Republican newspapers, Waterbury, Conn., has been appointed promotion director of WBZ that city, as well as the Waterbury American and Republican, which owns the station.

WILLIAM R. (BIL) SHAW, son of the late Harry Shaw, former WBZ president and former owner of WMT Waterloo, Iowa (now in Cedar Rapids), June 9 joins promotion staff of WLAC Nashville.

ALFRED R. BECKMAN, former time buyer at Cecill Publix, New York, and prior to that business manager and time buyer at Buchanan & Co., New York, has joined ABC's station relations department. Before his association with Buchanan, Mr. Beckman was with local TV stations and was well illustrated, according to detail about station's community programs, future plans, sales promotion and merchandising in area.

JACK HARDY, formerly on sales staff of WOL Washington, has been named WNSR Nashville, as station's sales promotion manager. He succeeds TOM MEANS, resigned.

GEORGE FLOWERS, director of sports for WGRS Shelby, N. C., has been appointed promotion manager, in addition to other duties.


WIRK Butler, Va., has appointed Robert S. Keller Inc., New York publicity and publicist handling WOHC Butler, Va., as the station's national sales promotion for station.

BARBARA PIERCE, member of publicity-promotion staff of WTAG Wor- cester, Mass., and Arthur J. Bousquet have announced their engagement.

Line-Up Contest
LISTENERS are invited to send in their choices of players who will be starting lineups of American and National League teams which will play at WPMO, New York, this Tuesday, June 18, in a contest being conducted by Taji Cummings, sports director of WMU Cedar Rapids, on his daily "Sports Digest." Entry that comes closest to starting teams will receive season tickets to Chicago Cubs doubleheader on July 4. Other winning entries will receive pictures of major league baseball stars and regulation baseballs.

Advance Promotion
DEMONSTRATIONS of FM receivers will be presented in theatre lounge in Jersey City, as well as at Westinghouse display in the WPMO, new FM station nearing completion in that city. Station has completed arrangements with Broward & Associates, Embassy Newsreel Theatres, with Zenith Radio to present display demonstrations. Booklets and signs telling the story of FM also will be available at theatre patrons.

Anniversary Booklet
BOOKLET on station's history and services in conjunction with its 21st birthday has been issued by CFXW Wingham, Ont. Booklet points out that: "This independent station owns modern studios, equipment and transmit- ting plant valued at over $600,000, and has paid its own way... Brings to listeners a quality program in segmented sets for women, men and children, to them, a full service of entertainment, music, news and information." Booklet is well illustrated, according to detail about station's community programs, future plans, sales promotion and merchandising in area.

Diamond Award
LISTENERS are being invited to participate in a June Diamond Award promotion conducted by WHRM on Monday 11:45 a.m. show on KNAB sponsored by Westinghouse Elec- tric Corp. Winner will receive a $500 diamond ring for best letter describing the happiness brought by a diamond. Contest begins June 9 and ends June 30. During contest period, Mr. Malone will relate story of a diamond from time it was loose on rock until it reaches the retail jeweler. Agency producing show is McCann-Erickson, New York.

WOR Contest
LATEST promotion of WOR New York was contest conducted week of June 13 for best letter on subject "Why I Listen to WOR." To enter competition, listener had to piece together six photographs broadcast on WOR nightly. When tied together the phrases made a complete sentence, listener then had to prove ability of station and entry was accepted. Judge base his letter on station's daily performance. Daily prize awarded was a Carrier Home Air Conditioner.

Cigars for Fathers
PATTERNS of babies born in Richmond, Va., on Fathers Day, June 15, will receive box of cigars from Ben Bannister, 90-year-old Confederate veteran of that city. Mr. Bannister will distribute cigars to the babies through the facilities of WRNL Rich- mond.

"Whistler" Brochure
REVIEW of Cooperating firm's earned by "The Whistler" program is presented in brochure released by Columbia Pac- ific Network. It contains a feature on "How to Make a Whistle," which describes high qualityreproduction of "The Whistler" and states that although that show is sponsored, the Columbia Pa- cific Network has other proved program ideas that are available to advertisers, "... and rate a whistle too." "The Whistler," originally designed for Pa- cific Coast radio network, now heard coast- to-coast on CBS.

Announce More
ANNOUNCING the change in location of its offices, O'Brien & Dorrance, New York, an advertising firm, has released a colorful folder titled "Our Globe." Firm moved located at 160 E. 55th St. Folder states: "We have the whole eighth floor— which means lots more room for every- one and more facilities to do a better promotion job than ever for our clients... Call us, Faxes 2-3842. There'll be a Keebler representative at your site before you can hang up the 'phone."

Dance for Teen-Agers
CLIMAXING this season's broadcasts of the "14th Club" afternoon feature devoted to scholastic news and activi- ties of the CINC Chapter, Ohio, program was scheduled to an afternoon tea dance for teen-age listeners June 7. Dance was to be held at local amusment park with all rides reduced to 25 cents for the day. Entrance fees were raised in all schools in WHEC coverage, "The 14th Club" Mon., Fri., 4-5:30 p.m. and will resume broadcasts in fall conferences with re- opening of schools in area.

Mevo to Dealers
REPRODUCTION of memo sent to dealers and distributors by Westinghouse Lighting Co. is presented on latest promotion sheet of WFPS White Plains, N. Y. Memo is review of company's programs on WFPS and urges dealers to listen to these shows..."or have one or more of your display radio sets tuned to WFPS continuously because coverage by this Westchester station is becoming more and more outstanding."

Promotion Maps
FARM PROMOTION maps produced by Dept. of Agriculture are used in latest promotion piece of KVFD Fort Dodge, Iowa, to emphasize rich terri- tory covered by station. Promotion sheet is headed: "People Like KVFD Have More." Statistical data regarding the maps and relation to location of KVFD are given in copy supplementing the illustrations.

Sports Folder
COLORFULLY illustrated with cartoon drawings, latest promotion piece of KMYR Denver, emphasizes sports features offered by station. Titled "All Your Listening In One Bucket," folder presents review of sporting events covered by station. Pictures of KMYR's sportscasters are included along with season's schedule of Denver Bears football games.

O'Malley Brochure
PICTORIAL brochure featuring Happy Jack O'Malley, who is celebrating his 30th anniversary on the air with WHFM, May 25. Has been issued to the trade by that sta- tion. Title of brochure reads: "How to Promote a Club." Brochure states that Mr. O'Malley has had 20 years in radio—20 years on one station—and 20 years with the same sponsor. Program sponsor is Qurrey Seed and Nursery Co., a Washington firm, which at time of promo- tion will conduct major and local consumer affairs promotion.

Harper Correction
Harper & Bros., New York and London publishers, announces that it erroneously named Hoyland Bet- tinger as general manager of WRGB, General Electric's television station at Schenectady, as his biographical sketch on the back flap of Mr. Bettinger's new book, Television Techniques, [BROADCAST- ing, May 19]. The author's correct title is program manager.

KPAC, PORT ARTHUR, TEXAS offers
... Fulton Lewis, Jr., one of the best known and highest rated commentators in the business. Now available for your exclusive sponsorship over KPAC, located in the very heart of Texas' rich industrial area, where 1946 BMB reports an increase in radio homes of over 95,000! We sincerely believe that Mr. Lewis, who has been called "The Greatest Reporter alive today," is one of the best radio buys on the market.

Dairy Contest
RURAL and city listeners are invited to submit statements on 50 words or less concerning value of dairy products in Ameri- can diet, in contest being con- ducted by Paul Visscher, farm di- rector of WBZ Boston, on "Farm Hour" program over that sta- tion. Titled "June is Dairy Month Contest," event features prizes grouped into two classifications—rural and city. Top prize for rural listeners is a De- Laval-Surge-Conde Electric milking machine, while second prize will be automatic home milk pasteurizer. First prize for city section will be week's vacation on a New England farm with all expenses paid. Second prize winner will receive a "Dairy- aid," an automatically - controlled electric cooling unit to keep dairy products at proper tem- peratures.

WHFM Brochure
THREE-FOLD, three-color brochure combining station facts with market data has been released to the trade by WHFM Rochester, N. Y. Theme of re- lease is "In Rochester... If it's PM... It's WHFM."

BPAC, PORT ARTHUR, TEXAS
Newspapers, Advertisers Protest Canadian System

NEWSPAPERS and advertisers are understood to be preparing briefs to the Parliamentary Radio Committee at Ottawa this week pointing to necessity of setting up an independent regulatory and licensing body. Canadian Daily Newspaper Assn. will show rapid development of facsimile transmission, bringing newspapers under present radio legislation. It will also deal with free speech and newspaper ownership of radio stations and facsimile radio transmission needs.

Canadian Assn. of Advertising Agencies and Assn. of Canadian Advertisers are expected to present a joint brief stressing the importance of advertising in promoting the distribution of goods and lowering their cost to the consumer. The brief will propose that advertisers should not be limited in the choice of radio stations for their advertising material to particular set-ups or networks controlled by CBC, but that they should be able to establish regional or other networks using stations of their own choice which will best suit the needs of the advertisers.

AN OUTSTANDING radio success story was told last week by the Frank Sawdon Co., New York, agency for the Robert Hall Clothing Chain.

The chain is owned and operated by the huge United Merchants & Manufacturers Corp., which maintains nine outlets throughout the U.S. retailing clothes to the entire family. Although the firm has used radio in other areas for several years, it invaded the metropolitan New York district for the first time in September with the opening of four new stores in New York City.

Utilizing six stations—NEW WHN WMCA WHOM New York, WATL Newark and WPAT Paterson—merchandisers for Robert Hall Clothes are aired from 100 to 150 times each day. Transcriptions are used almost exclusively, programming varying from one-minute spots to 15-minute newscasts and longer record music shows, including the Ted Husing and Bea Wain-Andre Baruch programs.

Results, according to Mr. Sawdon, have been phenomenal. "Radio has done a great job for us," he said. To avoid undue repetition, new commercials are transcribed every 60 days. Singing commercials are used extensively, with top talent. All of the chain's radio contracts are for 52 weeks. "We don't believe in just getting our feet wet then pulling out," Mr. Sawdon explained.

So pleased are the Robert Hall executives with radio's selling job that they are planning even wider coverage in the fall, according to the firm.

"Radio has helped Robert Hall carry out its policy of keeping overhead down and prices at a minimum," Mr. Sawdon declared.

KMOX, Two Universities Sponsor Radio Workshop

KMOX St. Louis will sponsor a radio workshop in cooperation with the University of Missouri, Columbia, Lincoln U. and St. Louis Board of Education.

Course will be held June 16-27 at the KMOX studios. Two hours of college credit will be given to those who complete the course.

U. of Missouri and Lincoln U. are accepting enrollment of graduate students and undergraduates with senior status.

Morning sessions will be open to registered students and others interested. Lectures and demonstrations on programming, script writing, radio production and production will be given by KMOX staff members. Afternoon session, consisting of training in production, script writing, utilization and research, will be open to registered students, only.

N. Y. AREA SETS-IN-USE AVERAGE REMAINS 24.8

THE AVERAGE quarter-hour set-in-use for May 1947 in the New York area remained at 24.8, the same figure reported for April 1947 and May 1946. The Pulse Inc., New York, has reported.

The top 10 evening shows listed in the report for May were:

1. Jack Benny
2. Lucille Ball
3. Bob Hope
4. Fred Allen
5. Fibber McGee & Molly
6. Chase-Scanhorn Program
7. Red Skelton
8. Tex Williams
9. Robert Hall Co.
10. Martha Stewart

The first 10 daytime programs listed were:

1. Kate Smith Speaks
2. Helen Trent
3. Aunt Jenny
4. Our Gal Sunday
5. Big Sister
6. News-Harry Clark
7. True Story
8. Rosemary
9. Ma Perkins
10. Breakfast Club

Saturday and Sunday daytime programs listed were:


Radio high on the program will be featured upon Paul A. Porter, former chairman of the FCC, June 9 by Allegheny College, Meadville, Pa.

WHPE HIGH POINT, N. C.

TAKE ON 1070 kc

WHPE began operation June 3 as a 1-kw daytime station on 1070 kc at High Point, N. C. Station is owned and operated by the High Point Enterprise, a daily newspaper published by R. B. Terry, president, and D. A. Rawley, secretary-treasurer.

Personnel includes John M. Rose, program director; Walter F. Hester, commercial manager; Harold Spengler, chief engineer, and Bill Alspaugh, chief announcer.

Air-conditioned studios, constructed by Johns-Manville Co., are located on the third floor of the Enterprise Bldg., while the transmitter and tower are two miles away. Tower is a self-supported Truscon, and the tower mounted atop it brings the total height to 377 ft. FM antenna is of 6-bay General Electric design.

The Enterprise has announced plans for an optimum transmission on 1070 kc, and WHPE-FM soon on 95.5 mc with power of 3 kw and radiated power of 13 kw.

 Shut-In Assn. President Praises Radio Publicity

RADIO STATIONS have given international cooperation of "Shut-In's Day" (first Monday in June) more publicity this year than ever before, according to Mrs. William Francklyn Paris, president and executive director of the Shut-In's Day Assn., of the U. S. A., which has national offices in Philadelphia.

More than 600 radio stations have cooperated in publicizing the day, she said, with major networks especially helping the cause.

Shut-In Arm Club Elects

S. M. PHILPOTT, sales manager, Northgrave Ltd., Toronto, has been elected president of Advertising and Sales Club of Toronto. Among other officers elected are: J. W. Lawrence, advertising manager; Borden Co., as treasurer; Adrian Head, J. Walter Thompson Co., director; J. A. McTaggart, J. J. Gibbons Ltd., director; Horace Stovin, Horace N. Stovin Co., director.
Menser Addresses NBC Conference in Hollywood

NBC's RIGHT to reject minority-interest programming was defended by C. L. Menser, vice president in charge of programs, in the keynote address to 27 program representatives of 15 western network stations meeting in Hollywood May 27-29.

He recognized the right of minority groups to be heard, but said the "right to listen" was a constant factor in reducing program decisions.

Thomas McCray, national program manager, advised the group against pressing programs in the face of general public disinterest in such a format even though they themselves might like the programs. He recognized the need for constant talent search, and suggested that a talent pool might some day be created from which stations could draw performers as needed.

**National Open Tourney On KSD-TV's Schedule**

TELECASTS of the National Open Golf Tournament opening Thursday (June 12) at the St. Louis Country Club will be presented by KSD-TV, operated by the St. Louis Post-Dispatch. First presentation will be 2-4 p.m. Thursday, and another two-hour telecast will be aired Saturday 3-5 p.m. Both will include on-the-spot interviews with famous golfers participating in the tournament.

KSD-TV has announced that it plans to set up its television equipment, including two RCA Image Orthicon cameras, at the 18th fairway. Electronic record of events there will be carried by shortwave transmitter 11 1/2 miles to the Post-Dispatch sending equipment.

Commercial television service was inaugurated by KSD-TV last February coincidental with the celebration of Edison Centennial Week [BROADCASTING, Feb. 10].

**SEALING DEAL for broadcast of 16 home and road games of Los Angeles Rams on KMPC Hollywood is Tom Lane (seated), director of sales promotion and advertising for Reckitt Drug Co. Witnesses are (1 to r): Bob Kelley, KMPC sports director, who has described games for 10 years; Herbert H. Wixson, station assistant manager in charge of sales and programs; A. W. Nealy, vice president and resident manager of BBDO Los Angeles; Bill McDaniel, station account executive; Len Carey, agency account executive; Robert O. Reynolds, vice president and general manager of KMPC.**

**REMEmBER . . .**

ABC "David Harding—Counte"ry" has been awarded a citation for "outstand- ing contributions to interfaith understand- ing and brotherhood" by Cinema Lodge of B'nai B'rith, Beverly Hills, Calif.

**WTOB TAKES STAND ON COMMUNISM SHOW**

RECENT stories in Winston-Salem papers stating that striking unions at the Reynolds Tobacco Co. were communist-dominated have been followed up by WTOB in the form of a special round table program titled, "Communism In Action."

"Reaction and general comment here have been more than we had hoped for," said WTOB President James W. Coan. Listeners were especially interested in the tag line, which reversed usual procedure and said, "The opinions expressed on this program have been those of the speakers and in THIS CASE are the opinions of the station to which you are listening." Two of the three participants, all former FBI agents and all anti-communists, were representing the management of the station. Newspapers, too, took note and the Winston-Salem Journal carried entire text of the show.

A request from Sam Hall, chairman of the Carolina District of the Communist Party, U.S.A., for time to answer the charges, was turned down by Mr. Coan, who said, "The management of this station states that it shall consistently refuse its facilities to persons, speaking either as individuals or as representatives of organizations, who advocate over- throw of the U. S. Government."

**Westinghouse Electric's Production at New Peak**

PRODUCTION record of Westinghouse Electric Corp. hit a new peacetime high of $88,485,244 in April, which was $8,000,000 greater than the previous peacetime peak in March 1947, Gwilym A. Price, president, said, in a report to the company's board of directors. Greatest production increase was made by the Electrical Appliance and Transformer Divisions, Mr. Price said.

April billings of the Home Radio Division in Sunbury, Pa., were up 10% over March. Mr. Price said research and engineering on a new line of radios has been completed and that the new models will go into production soon.

**GAB July Meet**

GEORGIA Assn. of Broadcasters will hold its "hot weather" meeting sometime in July, in Carrollton, Ga., according to the first issue of The Georgia Broadcaster newspaper. Tom Carr, manager of WLB and Carrollton will be host. "Fall and winter" session will probably be held in Augusta.

**ABC “David Harding—Counte”ry” has been awarded a citation for “outstanding contributions to interfaith understanding and brotherhood” by Cinema Lodge of B’nai B’rith, Beverly Hills, Calif.**
GERRY MARTIN, former account executive in NBC sales department, New York, has been joined by radio department of William Eby & Co., New York. He has been with NBC for 12 years and previously was a salesman in NBC spot sales department.

HOWARD NEUMANN, formerly with Robert Kahn & Assocs., Chicago, has joined copy staff of H. M. Gross Co., Chicago.

GLASSER-GAILEY & Co., Los Angeles, has been elected to membership in American Assn. of Ad Agencies.

WILLIAM E. EYNON, vice president in charge of radio for H. B. Rumpfner Co., Boston, has moved his headquarters to company's New York offices at 55 Macklin Ave., WALTON BLEFIELD, remains production assistant operating with Mr. Eynon in New York.

EDWARD ALESHIRE, formerly with Buchanan & Co., Chicago, as radio director and creative head, has been appointed to similar position with Harry B. Cohen Co., New York. He previously was with Geyer, Cornell & New York.

ARTHUR B. LEVINE, formerly on copy staff of J. Walter Thompson Co., New York, has joined Fashion Adv., that city, in same capacity.

SMITH PARK, formerly with Standard Oil Co. of Calif., has joined Allen, Coggeshall & Smith Adv., Portland, Ore., as production manager. He replaced MARVIN KNUDSEN, who resigned to join education department of government service in Tokyo.

JEAN L. MALCHIN, formerly with The Avenir Publicite, Paris advertising agency, has been appointed account executive at Sadel Adv., New York.

WILLIAM DOUGLAS TAYLOR, Jr., New York, and J. D. TARCHE & Co., that city, have been elected to membership in American Assn. of Ad Agencies.

RAY O. SMITH, former account executive at Hudson Adv., New York, has joined the New York office of Robert E. Davis, New York, in the same capacity.

CHARLES SCHROEDER, formerly with MacCann-Erickson, New York, has joined foreign department of McCann-Erickson, New York, as account executive.

GERTRUDE BLAIR, formerly with General Foods Corp., and prior to that with U. S. Steel, has joined Young & Rubicam, New York, as director of women's activities in public relations and publicity department, succeeding RUTH MILLER, resigned.

JIMMY FRIEZ, formerly vice president of Boyd Co., Los Angeles, has been joined by Pardee, Cash & Assocs., Hollywood, as account executive.

JACK B. DONAHUE, former promotion manager of KOKI Palm Springs, has joined Pat Jackie Co., Glendale, Calif., as account executive.

FRANK BULL, executive of Smith, Bull & McCready Adv., Hollywood, and BILL HENRY, newspaper columnist and CBS Washington newscaster, are enroute to Sweden with Los Angeles delegation to compete with other cities in bringing 1952 Olympic Games to California.

STANLEY P. SEWARD, vice president of D'Arcy Adv., Cleveland, is in Los Angeles on 10-day business conference.

RAY CORMIER, account executive of Allied Adv. Agencies, Los Angeles, has been elected president of Los Angeles Junior Ad Club.

ALBERTA HACKETT, former administrative assistant to NBC New York production manager, has joined Comp. Ad Agency, New York, as assistant to Los Angeles Junior Ad Club.

CHARLES H. CARMICHAEL, former space buyer at Hanly, Hicks & Montgomery, New York, has joined Rose-Martin, New York, as account executive.

GORDON BEST Co., Chicago, formerly McCann Adv. (BROADCASTING, March 17), has opened New York office at 30 Rockefeller Plaza. ARTHUR W. WENDER has joined staff.

ROBERT S. COX, art director of Baker & Hokinson, New York, has been elected vice-president of company.

JACK BRENNAN, former account executive, has joined E. W. Johnson Co., New York, has joined Gunn & Moore Adv., New York, in same capacity.

GEORGE H. LURIE, has been named manager of Wale Long Adv. Service. He joined firm last May.

JACK SPRINGER, formerly with UP in Portland, Ore., has joined Don Steele Adv. Service, Portland, Ore.

A. L. ADKINS Adv., San Francisco, has moved to larger quarters at 693 Mission St., San Francisco.

EMMA STATES, formerly of Spokesman Advertising, Chicago, has been named director of "Pacific Kitchen," home economics workshop established by Pacific National Agency, Seattle.


DOUGLAS G. BOWERS, formerly with Young & Rubicam Ltd., Toronto, and BEA BOWERS, formerly of Canadian Ad Agency, Toronto, have been elected directors of Women's Ad Club of Toronto.

S. A. RUTLAND & Co., Toronto, has opened new office at 26 Queen St. East.

B. T. KELLEY Ltd., Hamilton, Ont., has opened an office at 1 St. Catharines, Ont., at 70 King St.

OTIS BEEMAN, formerly with Wallace-Ferry-Haney Co., and McCann-Erickson, Chicago, has joined Chicago Office of Young & Rubicam, as account executive.

HARRY INGRAM, director of Fox, Coles & Selig, New York, and GALI ANSTIRIAN, writer at same agency, are to be married July 20.

CORNELL J. JACKSON, vice president of J. Walter Thompson Co., New York, and Sally Patrick, office executive, have announced their engagement, with no date set yet.

RUTH E. HUDSON, for two years radio copywriter with Malcolm Smith Adv., Chicago, has been appointed radio copy chief.

CHARLES BRENNING, account executive at Justin Funkhouses Adv., Baltimore, has been named associate director and member of agency's plans board.

EDWARD J. LUSH, formerly with Rich & Greer, New York, and Graham Assoc., Great Britain, Canada, has joined Linsay Adv., New Haven, Conn., as account executive.

ED BRANDT, formerly of Los Angeles Times, has joined Smalley, Levitt & Smith Adv., Los Angeles, as assistant account executive on Evan Van & Storage Co. account.

ANSON C. LOWTHER, vice president of J. Walter Thompson Co., New York, has joined Smalley, Levitt & Smith Adv., New York, as assistant director of market research.

MARIE F. WELCH, former chief copywriter for Granat Bros., San Francisco (now Jones & Laughlin), has joined Frank & Ryan, New York, as copy writer.

JAMES KENNEDY, formerly with W. E. Young & Rubicam, New York, has joined Smith & Co., New York, also has joined R&R as copy writer.

BEN BRATZ, producer of Young & Rubicam Inc. on CBS radio Slim Sumner Show, leaves June 29 after 16 years, and east following termination of contract on June 13. He will spend next month in New York and returns to Hollywood radio in late July.

KGO April Billings Largest in History

GAYLE V. GRUBB, general manager of KGO San Francisco, stated May 21 that the station had the largest billing for the month of April than at any time in the station's history.

Mr. Grubb stated that local and national spot business in Northern California is now improving, having undergone a transitional period of comparative inactivity during the first quarter of 1947 and the closing months of 1946. He emphasized the continued importance of more creative selling techniques if radio is to maintain its gains of recent years.

KGO revenue for April was up 8% over April of 1946, previously the largest April in KGO's history.

New WPEN Card Features 20% Weekly Strip Rate

WPEN Philadelphia has issued a new rate card featuring the 20% discount rate in effective immediately, conforms with recommendations of the NAB Sales Managers Subcommittee on Standardization of Rate Cards, including new and traditional 52% and 24% discount on time charges for programs in Class A and B time broadcast five or more times weekly.

A personal letter to agencies and advertisers, signed by Milton F. Allison, WPEN commercial manager, accompanied the rate card.

Advertisers' Rate & Data Guide Is Now Available

THE 22nd ANNUAL EDITION OF Advertiser's Rate & Data Guide, including radio time rates and the wattages of larger stations and major networks, has been published by H. T. Brown Advertising Agency, North Wacker Drive, Chicago.

The 32-page Guide is available to advertisers without charge. In addition to rate tables, it lists rates, distribution, closing and issuance dates for general, farm, mail order, and direct selling magazines, and newspaper display in cities of 500,000 population or more.

Market Data, SMB Maps Issued by Blair Company

NEW STANDARD availability form listing market data and reproductions of SMB maps is in process of being published for all John Blair & Co., represented stations, under which a total of 15 maps.

Mr. Blair said the first in the series has already been released for WFBR Baltimore. The brochures, prepared and designed by Y. B. Barnes, manager of the Blair sales development department, show SMB daytime and nighttime coverage, latest available market statistics, and total retail sales, general merchandise sales, and drug and food sales.

Page 60 • June 9, 1947
KPRC LEADS IN LISTENERS
THROUGHOUT THIS AREA

DAILY MAP
Summary by Levels

Based on BMB Study No. 1—March, 1946. Showing all counties in which 10% or more of the radio families listen to the station at least once a week at night.

<table>
<thead>
<tr>
<th>Counties with 50% to 100% BMB</th>
<th>Number of Counties</th>
<th>1946 Radio Families</th>
<th>BMB Radio Families</th>
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<tr>
<td></td>
<td>36</td>
<td>394,330</td>
<td>304,670</td>
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<tr>
<td>Counties with 30% to 49% BMB</td>
<td>14</td>
<td>31,100</td>
<td>21,810</td>
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<td>Counties with 10% to 29% BMB</td>
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<td>119,380</td>
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<td>Measured city with over 10% BMB. Totals</td>
<td>76</td>
<td>564,810</td>
<td>346,540</td>
</tr>
</tbody>
</table>

Measured city with over 10% BMB. Totals

KPRC in BMB
KPRC in HOOPER

IN THE NUMBER ONE MARKET IN THE SOUTH

Station audience reprint containing complete BMB (Broadcast Measurement Bureau) audience information by counties and measured cities is available upon request.

HOUSTON, TEXAS

KPRC
950 KILOCYCLES
5,000 WATTS

NATIONAL REPRESENTATIVES
Edward Petry and Company

AFFILIATED WITH NBC & TQN • JACK HARRIS, General Manager
Dr. Frigon Questioned on CBC Plans; CKLW U.S. Audience Cited at Ottawa

CFRB Toronto, and CFCN Calgary, both 10 kw stations occupying Class I-A channels, were given to July 1 to notify Department of Transport, Ottawa, which frequencies, they will use when CBC takes over their channels for its new 50 kw stations at or near these cities. This was revealed before Parliamentary Radio Committee at Ottawa on May 29. CFCN has been offered 1060 kc instead of its present 1010 kc frequency, and CFRB was given choice of four frequencies, with CBC recommending move to 1010 kc from present 860 kc, when CJBC Toronto, Dominion network key station now on 1010 kc, increases power to 50 kw and moves to 860 kc.

Parliamentary Radio Committee members questioned A. D. Dunton, CBC chairman, Dr. A. Frigon, CBC general manager, and W. Caton, Department of Transport radio branch official, on the frequency situation as well as on progress made on building three new 50 kw and 16 kw stations for CBC Total of $1,651,786 of $2,000,000 loan has been spent to date. Licenses of CFRB and CFCN were renewed for only three months on present frequencies, while license for CKY Winnipe, 15 kw station, whose 990 kc frequency CBC is also taking over for new 50 kw station, was renewed for year. CBC is negotiating for purchase of CKY with Manitoba government, which owns station. CFCN terms were too high for station to be bought by CBC, committee was told.

Committee was told that 162 applications for new broadcasting stations and changes in existing licenses had been heard by CBC board of governors, from Jan. 1, 1946, to March 31, 1947. Of these 68 had been approved, 57 were denied and 5 deferred. There had been four applicants for a station at Ottawa, with license being issued to Frank Ryan who recently opened CFRA, Ottawa.

FM Grants to Seven

Seven AM stations had been granted FM station licenses to date, namely, CFRB Toronto, CFCF Montreal, CKWS Kingston, CKGB Timmins, CHSJ St. John, CKSO Sudbury, and CKCR Kitchener. Committee delved into Petullo ruling of not permitting musicians to play same program over AM and FM stations, and how this conflicted with CBC ruling that in Canada AM stations with FM affiliated must use same program on both stations. Mr. Dunton reported conferences are being held with Canadian affiliate of Petullo’s AFM. FM would be restricted and decision if ruling were also to apply in Canada, Dr. Frigon stated.

CBC officials were questioned on $22,000 advertising expenditures of CJBC Toronto, to build up its listening audience, with billboards, streetcar, newspaper and other advertising means. Committee members asked why CJBC appeared so unpopular, and Mr. Dunton stated “I think it has been swamped in the publicity given programs of other stations.”

Liquor advertising policy of CBC also came in for review, with Socialist party members attacking policy of allowing indirect beer and liquor advertising in Quebec province, by just mentioning company name.

Possibility of CBC controlling newspapers when facsimile transmission becomes a reality in Canada, was brought up by committee members, and Mr. Dunton stated he did not think CBC powers under the Canadian Broadcasting Act, would cover facsimile newspapers. Discussion on ownership of radio stations by newspapers, 35 now made by newspapers or are affiliated with newspapers, was terminated by chairman Ralph Maybank, when policy on monopoly of state control of dissemination of information developed.

CBC officials told committee CBC wanted a station at Windsor, Ont., opposite Detroit, but lack of frequencies and finances stopped present development. Committee members claimed CKLW Windsor, was using a Canadian frequency to address itself mainly to United States audiences.

Ernest Bushnell, CBC program director-general, reported that Canadian radio talent, and especially that of CBC, was moving to United States where positions were offered by networks to actors, producers and writers, and Mr. Dunton stated the United States papers were beginning to write about the invasion of Canadian radio talent.

Canadian Chamber of Commerce sent a letter to the Parliamentary Radio Committee calling for “a thorough public and non-partisan inquiry into the whole problem of radio broadcasting in Canada... in particular we believe that consideration should be given to placing broadcasting under jurisdiction of a body independent of both CBC and private stations and responsible directly to Parliament.”

KBS Adds Five

KEYSTONE Broadcasting System, New York, has announced addition of five affiliates bringing number of KBS outlets to 258. New affiliates are, WWB Jaspar, Ala., KXJJ Texhoma, Ark., WMBN Petoskey, Mich., KDJS Carthage, Mo., and KDKJ Deadwood, S. D.

Air Proceedings

CANADIAN LISTENERS are being kept posted on proceedings of Parliamentary Radio Committee during its hearings now in progress by Canadian Assn. of Broadcasters. Eighty-nine CAB member stations daily are giving full newscasts on the proceedings, using a series of transcribed one-minute features drawing attention to the newscasts and the part independent community stations play in the broadcasting industry in Canada.
K. Excel Says:

MAYBE WE ARE SLIGHTLY "MAP HAPPY"

BUT, GET THIS . . . .

We are serving an area as large as Germany, Italy and Japan combined . . . . an area embracing nearly half the nations potential hydro-electric power, the nations richest timber lands, a population earning the highest per family income in the world (for its size) and an industrial "future unlimited". Is it any wonder our listeners buy more "radio advertised" items per capita? More denticifies, more cereals, more shampoos, more of all the better-things-for-better-living items. THEY CAN AFFORD THEM. And incidentally, you can cover this MAJOR MARKET with a single contract by broadcasting your message over

THE XL "HOMETOWN" STATIONS

PACIFIC NORTHWEST BROADCASTERS

Write for our complete MARKETIPS

Box 1956—Butte, Montana
Symons Building—Spokane, Wash.
Orpheum Bldg.—Portland, Oregon
6381 Hollywood Blvd.—Hollywood 28
79 Post St.—San Francisco 4
The Walker Co., 551 5th Ave., New York
The Walker Co., 360 N. Mich., Chicago
actions of the FCC
MAY 29 TO JUNE 5

May 29 Decisions

BY THE COMMISSION

AM-750 k.

Southeastern Best, Co., Clinton, Ala.—Granted motion to change CP of station from 760 k.

June 8, 1947

BROADCASTING PROGRAM DISPATCHING SYSTEM

This new Relay Type Program Dispatching System reduces your most complicated radio broadcast switching operations to the movement of one key. It speeds up switching in serving several destinations with rapidly inter-

changed studio, line and trans-

cribbed programs, auditions and

announcements. For full details

on its many operating advan-
tages, write Graybar Electric Co.,

129 Lexington Ave., New York

17, N. Y., or

ASK YOUR LOCAL

Graybar

BROADCAST REPRESENTATIVE
FCC Actions
(Continued from page 68)

Effective July 1, 1947
NEW SUBSCRIPTION RATES

Effective July 1, 1947, the following schedule of subscription rates will apply for all new or renewal BROADCASTING subscriptions. Until July 15, subscribers are invited to renew or extend present subscriptions at the current rate of $5 a year or $8 for two years.

- One-Year Subscription $7
- Two-Year Subscription $12
- Three-Year Subscription $16
- Schools and Public Libraries $5

- YEARBOOK Number Included -
which authorized installation of new trans.  

KFAZ Best, Co., Portable-Mobile, Area of Omaha—Granted CP for extended type trans. and tower construction.  

The Lubbock Best Co., Portable-Mobile, Area of Muskegon, Mich.—Granted mod. CP for extension of commencement and completion dates to 9-14-47 and 12-11-47, respectively, for WHUH.  

WGDR Ashland Radio Corp., Portable, Area of Muskegon—Granted mod. CP for extension of completion date to 11-14-47, of WQGR.  

KFWC Pacifica, Wa.—Granted mod. CP change type trans.; new tower, and tower construction engineer, as tower is complete for the 5-kw operation scheduled to be on the air in July.  

“WELL DONE,” says Charles Britt (r), president of WLOS and WLOM-AM Asheville, N.C., to Herbert Koeppe, tower construction engineer, as tower is complete for the 5-kw operation scheduled to be on the air in July.

Remote Pickup  

Eugene P. Ostrander, Engr., Area of Deser. Col.—CP new remote pickup station on frequencies to be assigned in 24-30 m. band, power of 2 w. emission AS (FM) and hours in accordance with Sec. 4.408.  

Modification of CP  

KDEA Pueblo, Colo.—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify studio location.  

License for  

The Evening Star Best Co., Area of Washington, D. C.—License to cover CP for new experimental television relay station Assignment of CP  

WTAL Palatka, Fla.—Voluntary assignment of CP of Alaska.  

License for CP  

WLBQ Muskegon, Mich.—Mod. CP which authorized changes in vertical ant. and to mount and change station location for extension of commencement and completion dates.  

AM—1550 kc  

AM—1550 kc Tri-City Best Co., Bela, Ohio—CP new standard station 1100 kc w. unit. MODIFIED to change frequency from 1050 to 1250 kc.  

Modification of CP  

WKJF Pittsburgh, Pa.—CP which authorized new FM station to change commencement and completion dates.  

AM—1550 kc  

AM—1550 kc Tri-City Best Co., Bela, Ohio—CP new standard station 1100 kc w. unit. MODIFIED to change frequency from 1050 to 1250 kc.  

Modification of CP  

WPNF Providence, R. I.—Mod. CP which authorized new standard station for approval of ant. and trans. location.  

KEGP Gainesville, Tex.—Mod. CP which authorized new standard station, to change type trans., for approval of ant. and trans. location and to specify studio location.  

License for CP  

AGIS Hermitage, Pa.—License to cover CP as mod. which authorized installation new vertical ant. with FM ant. mounted on top and authority to determine operational power by direct measurement of ant. power.  

AM—1710 kc  

AM—1710 kc  

AM—1550 kc  

KFY-AM Neville, Woodco., Pa.—License to cover CP as mod. which authorized installation new vertical ant. with FM ant. mounted on top and authority to determine operational power by direct measurement of ant. power.  

AM—1550 kc  

KGYJ Los Angeles, Calif.—CP increase power from 100 w. to 250 w. and make changes in trans. equipment.  

AM—1550 kc  

KFJ Newlands, Calif.—CP new standard station 990 kc w. unit.  

Modification of CP  

San Fernando Valley Best, Co., San Francisco (Continued on page 70)
WINS

MEANS EVERY EFFORT IS BEING EXERTED TO MAKE IT A BETTER VEHICLE FOR LISTENERS AND AN HONEST, RESPECTFUL MEDIUM FOR ADVERTISERS.

CROSLEY RADIO CORPORATION

CBS STATIONS

COVER ALL OF OKLAHOMA

KTUL

5,000 WATTS

KOMA

50,000 WATTS

No "Spotted Coverage" when you use spots on these Sooner Twin stations

Avery-Knalow—National Representative

Page 70  June 9, 1947

BROADCASTING  Telecasting

Benton Analyzes Russian Advertising

Act Is Motivated by Necessity

Not Free Enterprise

ASSISTANT SECRETARY OF STATE William Benton declared Friday that any hope that Russian radio may be adopting a free enterprise pattern of the acceptance of radio advertising was entirely premature and based on a false premise.

In the first place, he told BROADCASTING, the Russians are not putting "commercial"s on the air. In a country where one of the biggest problems is shortages in everything, it is a real public service to tell the public where goods, such as soap, can be purchased. The motive is not to sell soap, because there isn't a surplus which requires salesmanship, but to tell listeners when and where they can get soap.

Thus, he concluded, the Russian resort to "advertising" is by no means motivated by the free enterprise spirit that results from American advertising. It is a question of necessity to distribute short supply goods.

His parting comment was: "Further, this may be an attempt by the Russians to prove to their people how truthful the Russian radio is. When Radio Moscow says there is soap at a certain store, the Russian listener can rush out and find for himself that the radio has spoken the truth!"

AM-1290


AM-640

The Advance Inc., Elizabeth City, N. C.—Granted CP new station 590 kw 600 w D; engineering cond.

AM-970

Roos-Kayman Bestg. Co., Inc., Abbe-

AM-450

North Alabama Bestg., Decatur, Ala.—

As mod., which authorised new AM station. to make changes in vertical ant. and to specify studio location.

June 5 Applications

APPLICATIONS... ACCEPTED FOR FILING

AM-1290


AM-640

The Advance Inc., Elizabeth City, N. C.—Granted CP new station 590 kw 600 w D; engineering cond.

AM-970

Roos-Kayman Bestg. Co., Inc., Abbe-

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June 5 Applications

APPLICATIONS... ACCEPTED FOR FILING

AM-1290


AM-640

The Advance Inc., Elizabeth City, N. C.—Granted CP new station 590 kw 600 w D; engineering cond.
FCC Petition Asking Rehearing on Newark Case

FCC MADE CLEAR last week that it interprets the Communications Act's "equitable distribution" clause as requiring to transmission as well as reception.

The interpretation was contained in the Commission's reply to petitions filed by two New York applicants who sought rehearing of a case in which an applicant from Newark, N. J. On the basis of Sec. 307(b), the equitable distribution provision FCC had granted relocation of Newark Broadcasting Co. for 820 kw with 5 kw, denying those of Donald Flamm and Metropolitan Broadcasting Service for the same assignment in New York [BROADCASTING, March 3].

Denying the rehearing petitions of Metropolitan and Mr. Flamm, the Commission declared last week in a unanimous opinion:

"The argument apparently is that Sec. 307(b) requires the Commission to make distribution of the several states and communities so as to make an equitable and equitable distribution of radio service, that radio service refers to radio reception only and does not include transmission, and that since the Newark area receives reception from nearly all of the New York stations, some of which actually have their transmitter sites in New Jersey, no basis for the preference of the Newark application over the New York applications can be grounded on Sec. 307(b).

The history of the Communications Act, however, makes clear that the petitioners' interpretation of the section is improper. Radio stations are licensed to serve the public, and includes consideration of the sources from which the programs are received as well as number and quality of those which can be heard.

The 1928 Davis Amendment to the Radio Act, FCC pointed out, defined "service" as including both transmission and reception. This language, the Commission contended, "serves equally" to clarify the present provision, even though the Davis Amendment itself was repealed in 1938. FCC argued that the repeal was intended only to "eliminate the impractical device" of the quota system of allocations which the amendment had established.

FCC continued, noting that New York has 18 stations and Newark three:

"Except in the case of communities with population between 50,000 and 100,000 or an insufficient number of such signals, the mere quantity of stations which serve a particular area given area is irrelevant to the question of the community interests of that area being better served than those of some other community.

Cities Present Situation

The Commission pointed out that Metropolitan and Mr. Flamm had argued that all but five of the New York outlets either render specialized service to one or more particular groups or are network key stations, and therefore should be eliminated from consideration as stations serving New York. But FCC reasoned that all 16 stations are licensed to serve the New York population or some segment of it. The opinion added:

"If, in fact, one or more of such stations are not serving the needs of the New York area, that might appropriately be the subject of inquiry in other proceedings before the Commission, but it is not, itself, a reason for changing the arrangement between the New York City in preference to another community where the facilities may be used.

Newark Broadcasting, whose grant was reaffirmed, is owned by six business and professional men and women, headed by Arthur Walsh, Edison Co. vice president and former U. S. Senator. Mr. Flamm, one of the unsuccessful applicants, is former owner-operator of WMCA New York and now half owner of WPAT Paterson.

ROPER SURVEY SHOWS FREE RADIO IS DESIRED

AMERICANS think even less of government ownership or regulation when it affects professional men and women, who do not divide electrical utilities, according to a survey by Elmo Roper in The New York Herald Tribune May 22.

He tabulated the results of two surveys in 1938 and 1946 to show the growing suspicion with which the great majority of Americans look upon government involvement in the traditional capitalist management of private businesses.

Following is the tabulation of the two surveys as they applied to electric utilities:

<table>
<thead>
<tr>
<th>Year</th>
<th>In favor of gov't owning &amp; operating</th>
<th>In favor of more regulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1938</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>1946</td>
<td>11.2%</td>
<td>23.8%</td>
</tr>
</tbody>
</table>

In favor of government ownership and operating, 1938 was: 19.4%.

In favor of more government regulation, 1938 was: 19.4%.

In favor of more government regulation, 1946 was: 25.7%.

In favor of government ownership, 1946 was: 20.2%.

In favor of more government regulation, 1946 was: 25.7%.

In favor of more government regulation, 1946 was: 25.7%.

In favor of more government regulation, 1946 was: 25.7%.

In favor of more government regulation, 1946 was: 25.7%.

In favor of more government regulation, 1946 was: 25.7%.
White Bill
(Continued from page 15)
lotment. Each will deal with a particular phase of the bill.

Members of the legislative committee who met at Judge Miller's
home were Joe B. Carrigan, KFVT Wichita Falls, Tex.; Wayne Coy,
WINX Washington; Herbert Hollister, KBOI Boulder, Colo.;
Joseph H. Ream, CBS executive vice president; Frank M. Russell,
NBC vice president; Robert D. Swesty, MBS vice president and
general manager, and Joseph A. McDonald, ABC vice president and
general counsel, who sat as an observer.

Ulland, to be present were commit-
tee members J. Harold Ryan, chair-
man, vice president Fort Industry Co.;
Don S. Elias, WWNC Asheville;
Clair R. McCollough, Mason-
Dixon stations; G. Richard Shafio,
WIS Columbia, S. C., and Louis
Wasmer, KGA Spokane. O. L. Ted
Taylor, KGNC Amarillo, arrived
in Washington for the meeting but
was stricken with a respiratory
ailment. His condition was consid-
erably improved Friday. He had
been confined to his Carleton Hotel
quarters virtually the entire week.

The identical notice of hearing
sent to 21 individuals and organi-
sations over the signature of Ed-
ward Cooper, communications ex-
pert of the Interstate & Foreign
Commerce Committee, said the sub-
committee desired that the hear-
ings be concluded “as expeditiously
as possible.” The notice cited that
the legislative Reorganization
Act, adopted at the last session,
provides for submission in advance
of written statements of witnesses
at hearings.

Advance Testimony

“Accordingly,” said the letter,
“the subcommittee desires that
each witness submit at least
48 hours in advance of his testi-
mony 15 copies of his formal state-
ment which will be made a part of
the hearing record.”

The notice continued that the
witness upon his appearance, will
be expected to “limit himself to a
brief oral supplementary state-
ment, not to exceed 20 minutes,
and the answering of such ques-
tions as may be asked.”

The letter concluded that the
hearings are not expected to con-
tinue for more than six days (prob-
ably four beginning Tuesday,
June 17, and the remaining three,
or four beginning on Tuesday, June
24). Respondents were requested
to notify the committee promptly
whether they desire to be heard,
so that the witness schedule can
be arranged and time be allotted.

Judge Miller was scheduled to
speak before the annual conven-
tion of Canadian Association of
Broadcasters at Jasper Park, Alta.
When he learned that the decision
was “final” he cancelled his own
appearance and designated Mr.
William to take his place so that
he might personally direct preparation
of material for the hearing.

Notice of the hearing went out
last Wednesday to 21 key organiza-
tions and individuals identified with
radio. Included among the invitees
besides the FCC and NAB were:
the four major networks; J. Leon-
ard Reinsch, radio adviser to the
President and managing director,
Cox Radio Stations; Major E. H.
Armstrong, FM inventor; Com-
mander E. F. McDonald Jr., presi-
dent of Zenith Radio; Dr. Lee De-
Forest, radio inventor; FMA; Tele-
vision Broadcasters Association;
Clear Channel Broadcasting Ser-
vicce; Radio Correspondents’ Asso-
ciation; Federal Communications
Bar Association, and Radio Manu-
facturers Association.

The Committee’s invitation re-
mined prospective witnesses that
nearly two months of hearings
were held in November and De-
cember of 1943 on the former
White-Wheeler bill (S-814) and
that a substantial number of sec-
tions of the present bill, S-1333
were taken unchanged from the
earlier measure.”

The letter, the subcommittee
believes repetition of the earlier tes-
timony to be unnecessary.

White’s Retirement Factor

Some observers saw Senator
White’s action on the radio bill as
related to his announcement ear-
lier in the week that he will re-
tire on the expiration of his term
in the Senate. His present term is
up at the end of 1948. Senator
White wrote the Lewiston Sun,
Lewiston, Me., that he would “seek
no further service in the Senate.”

FCC sources interpreted Sena-
tor White’s desire for an early and
short hearing as indication that he
is pushing hard for enactment of
a new radio law before the end of
the 80th Congress.

FCC Chief Counsel Harry M.
Plotkin is directing preparation of
the Commission “case” which is
expected to resemble that presented
in 1949 when the White-Wheeler
bill was “emasculated” the Commis-
sion. FCC spokes-
men feel that the new bill will
be considerably weakened by most
of the substantive provisions.

They object particularly to
those portions which would split the
Commission into two parts and take
away much of the Chairman’s pow-
ervy making his post rotat-
ing and dividing his responsibilities
between the two branches.

Under the proposed White Bill
of 1947 one part of the Commis-
ion—each part would consist of three
members, with the Chairman sit-
ting on each section but without
a vote—would deal with common

KELO Sioux Falls Opens New Studios

As Utah celebrates
its century of historic
progress, KDYL is
proud to occupy a
firm place in its cul-
tural and business life,
earned in twenty-five
years of service.

K D Y L
SALT LAKE CITY
UP HILL NBC STATION
National Representative
JOHN BLAIR & CO.

Page 72 • June 9, 1947

HOUR-LONG BROADCAST May 31 marked opening of new studios
of KELO Sioux Falls, S. D., and the climax of a week of special
activities designed to acquaint the station’s listeners and its business
contacts with the new facilities.

Among those taking an active part in the festivities were four
KELO executives—Sam Fantle Jr. (seated, center), president of Mid-
Continent Broadcasting Co. Inc., KELO licensee, and (standing, 1 to r)
Tony Moe, sales promotion manager, Ted Matthews, commercial
manager, and Evans Nord, program department head—and two visitors,
John Meagher, KYSM Mankato, Minn., and Bill Wallace, of John
Pearson Co. Chicago office (seated, 1 to r, respectively).

Dedicated broadcast included transcription greetings sent from Wash-
ington, D. C., by South Dakota’s senators, Cham Gurney and Harlan
Bushfield. A special greeting over entire NBC network was extended
by Ty Krum from NBC studios in Washington.
carrier matters, and the other with broadcasting.

Mr. Denny is expected to claim also that the bill will inevitably force the Commission to hold hearings on practically all applications for licenses.

It was not known who besides Chairman Denny would testify for the Commission, although the door was open for other commissioners and some of the staff executives. The Commission is expected to ask for not more than a day to make its presentation.

One reason Senator White pushed for a short hearing was the over 1,000 pages of hearings on the former White-Wheeler bill, about three-fourths of which has been incorporated into the present bill. Those sections of the current proposal dealing with procedural and appellate matters were lifted almost completely from the predecessor bill.

These sections are expected to be dealt with in a more perfunctory manner, since previous testimony covers them so thoroughly.

There were also some FCC personnel who objected to the White procedural proposals as burdening both the Commission and the Courts with excessive appeal routine since the bill generally gives broadcasters and other appellants from FCC action a greater recourse to the courts.

FCC Investigation Talked

In the House, members talked of activating a resolution introduced by Interstate Commerce Committee Chairman Charles A. Wolverton (R-N.J.) to investigate the FCC.

The resolution has been buried in the House Rules Committee since its introduction. Committee Chairman Leo Allen (R-III.) told BROADCASTING that he would push the resolution only if there were "pressure for it," but he added that to date there has been no demand for its approval.

If the House Committee had the benefit of the resolution it would be able to subpoena witnesses and in general enlarge the scope of its hearings to include a thorough investigation of the present operation of the FCC.

An indication of the importance of this investigation was the fact that the resolution has been sponsored by 59 members, 34 of whom are Republicans.

New AWB Head to Attend First District Meeting

FRANCES FARMER WILDER, CBS consultant on daytime programs, will make her first public appearance as new president of the Assn. of Women Broadcasters (BROADCASTING, June 2) at the AWB's First District conference in Hartford, Conn., June 14-15, according to an announcement by Neil Daugherty, First District chairman.

Attending from Boston, Miss Daugherty said, will be: Phyllis Doherty, publicity director, WNAC; Kay Harrison, publicity director, WOP; Connie Stover, sales representative, WEEI; Mildred Bailey, director of Food Is Fun program on WCP; Nancy Dixon, WCP; Priscilla Fortescue, director of Listen Ladies program on WEEI; Marie Houlahan, publicity director, WEEI. Also planning to attend is A. N. Armstrong Jr., WCP's sales manager, who is First District counselor.

Collier's Congressional Award Won by LaFollette

FOR HIS OUTSTANDING work in the U.S. Senate in 1946 (79th Congress), Robert M. LaFollette Jr., chairman of the board of directors and president of the Milwaukee Broadcasting Co., operators of WEMP, has received Collier's (magazine's) annual Congressional Award.

The award is presented to the legislator who, in the opinion of a board of judges, has contributed most to the improvement of national government. Former Senator LaFollette was honored for his work on the Congressional reorganization measure. He announced that he planned to turn over the award, a check for $10,000, to the U. of Wisconsin "to promote the study of government reorganization, to the end that the instrumentalities of government on all levels may function more efficiently and be more responsive to the will of the people."

Bonduant to WJBC

HALE BONDURANT, for the past 10 years sales manager, WHO Des Moines, has been appointed manager of WJBC Bloomington, Ill., it was announced last week by Loring C. Merwin, president of the Bloomington Broadcasting Corp. and publisher of the Daily Pantagraph, which acquired the station earlier this year. Mr. Bondurant succeeds A. M. McGregor, who is resigning to devote full time to the management of KSTT Davenport, Iowa, of which he is part owner.

Don't Just Advertise... SELL with REPRESENTED BY GEO. P. HOLLINGBERY CO.

NEW OPEKA

BROADCASTING • Telecasting

June 9, 1947 • Page 73
WBZ Announces Plans for Radio-Video Center as TV Caravan Visits Boston

Television and Fm activities of the Westinghouse Boston stations, WBZ and WBZA, will be housed in this $1,000,000 building under construction adjacent to Harvard stadium.

RCA-VICTOR-ALLIED STORES
Television Caravan [Broadcasting, April 21] moves into Boston's Jordan Marsh Co. department store tomorrow (June 10), for a week-long display of equipment and a video demonstration. Special opening day broadcast will be carried at 1:45 p.m. by WBZ and WBZA, with "Chick" Morris, director of special events, describing Boston's first sizable television exhibit.

Coincident with the Caravan's visit, detailed plans for the new $1,000,000 WBZ radio and television center now under construction in suburban Allston were announced by Station Manager W. C. Swartley. The center will be located on a 10-acre tract adjoining Harvard stadium and will house all offices, studios and transmitting equipment, as well as WBZ's Fm operations and the International shortwave station, WBOS.

The new two-story structure will provide more than 36,000 square feet of space, including a 40x45-ft. ultra-modern television studio, complete with a mezzanine operations room for technicians and producers; an auditorium-type studio equipped for video; makeup rooms for television performers; facilities for broadcasting film by television, and a film vault.

Foundations Completed

Foundations of the radio-television center have been completed, Mr. Swartley said, and work on the superstructure is slated to begin within the next few days. "We plan to have television test programs on the air before the end of the year and to inaugurate a regular television program service early next year," Mr. Swartley added. Under present plans, station will have the call letters WBZ-TV.

Meantime, Bostonians will focus their attention this week on the Television Caravan. Video recorders have been strategically located around the Jordan Marsh store for the public's entertainment.

Massachusetts' governor, Robert F. Bradford, and other notables have been invited to appear on the opening program tomorrow. On Wednesday the regular Marjorie Mills program will be televised starting at 12:30 p.m., and on Thursday a special 15-minute news program from the WBZ newsroom will be televised at 1:45 p.m.

Friday's video show will bring to the cameras the WBZ batteiro,
WNCA, WFOY Authorized Station Transfers by FCC

CONSENT to transfers of control of WNCA St. Augustine, Fla., and WFOY Asheville, N. C., was given last week by FCC. WNCA consideration is $100,000; that of WFOY, $80,100, before adjustments.

The WFOY sale resulted from the duopoly condition in earlier grants of increased power and assignment changes to WMBR Jacksonville, Fla. In that decision FCC ruled that the WMBR stockholders had to divest themselves of WFOY. Purchaser of the St. Augustine outlet is J. C. Bell, former part owner of WBRC Birmingham, Ala., and supervising engineer in charge of technical operations and expansion of WMBR and WFOY.

The owners of WNCA sold their interests to Jacksonville Broadcasting Co., WPQ Jacksonville, Fla., because of their other business interests and inability to concur readily on operating policy.

Marshall Relinquishing

The St. Augustine transaction involved sale of all outstanding stock in Fountain of Youth Broadcasting Co., WFOY licensee, to Mr. Bell by Glenn Marshall Jr., general manager, president and 54% owner; Ed Norton, assistant treasurer (25%), and Frank King secretary-treasurer (18%). The three together own WBRC, while Mr. King and Mr. Marshall are general manager and commercial manager respectively of that station. WMBR in January was granted change from 250 w on 1400 kc to 5 kw, directional night, on 1460 kc.

According to the sales application, Mr. Bell has offered three year options for purchase of up to 15% interest each in WFOY to John E. Bernhard Jr., technical director, and Frankie Colyer Walker, program director. The stock would be acquired at cost and Mr. Bell reserves the right to repurchase it if the parties decide to sell. Mr. Bell indicated that it would be desirable from a community service standpoint to have key executives of the station participate in its ownership.

The application further said that Mr. Bernhard would be elected president and Mr. Walker secretary-treasurer of the license corporation following approval of the transfer. Mr. Bernhard also would become general manager with Mr. Walker as assistant manager.

The WNCA transfer approval resulted from grant by the Commission of a petition seeking removal of the sales application from a hearing called in April to inquire about the transaction, its price and related potential effect upon over-commercialization and program plans and policies. The petition reviewed the WNCA organization history, the contract details, reasons for the sale and cited the eligibility of the transferee as the established operator of WPQ.

The six WNCA transfees, each holder of 40 shares, are: Richard M. Arnold, partner in S & H K. F., L. A.; Jack H. Marten, operator of Dr. Pepper Bottling Co.; James M. Ernest, Washington, D. C.; attorney; Alfonso K. Knight, patent counsel for Konic Oka Corp.; J. Alfred Miller, treasurer and manager of The Miller Printing Co.; and C. Frederick Ralbell, who resigned April 1 as general manager to assume that post and ownership interest, at KVISION San Diego, Calif., under construction.

Program for WCBS-TV Handled by WMAL-TV

A SPECIAL television pickup from Washington featuring Rep. Fred A. Hartley Jr. (R-N.J.), co-sponsor of the Taft-Hartley Labor Bill, was presented by WCBS-TV New York, Wednesday, June 4 at 6 p.m. on the Gulf Oil News Show.

The pickup, which originated at WMAL Washington, was arranged by Kenneth Berkeley, general manager, WMAL; Dan Hunter, chief engineer; Frank Harvey, television engineer; and Don Silbert, James R. Harter and Stan Egbert, WMAL-TV technicians.

YANKEE AGAIN SEeks BOSTON TV STATION

YANKEE NETWORK applied to FCC last Thursday for a new television station at Boston. It requested Channel 7.

Yankee had previously filed for a video affiliate of its WNNC Boston, but withdrew with the intention of entering the color television field if FCC approved commercial color operations [BROADCASTING, March 25, 1946] It withdrew applications for Hartford and Providence at the same time.

Five video channels have been allocated to the Boston area. Two of these have been assigned: One to Westinghouse Radio Stations Inc. for WB2-TV Boston and one to Raytheon Mfg. Co. for WRTB Waltham. In addition to the Yankee Network application, which was filed by Thomas N. Dowd of the Washington law firm of Peterson & Ball, New England Theaters Inc., is seeking a television station at Boston.

BAR GROUP DISCUSSES TREATMENT OF CRIME

BARADIO, motion pictures and comic strips and their treatment of crime were discussed last week by the Criminal Law Section of the American Bar Assn.

Meeting at Washington's Hotel Mayflower, some 20 members of the section from all parts of the country took up: (1) Portrayal of lawyers, judges and the police by the above media; (2) emphasis placed upon depictions of crimes.

The portrayal of courts and the police, some of the delegates contended, is creating the feeling that the administration of justice is proceeding irregularly. The second topic was felt to be even more important by many delegates who said that the manner in which crimes were being emphasized was not only encouraging them but resulting in juvenile delinquency.

The criminal law group members now will report back to their local organizations. Section's next meeting possibly will take place in the fall.
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-Memphis
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Black
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management
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RCA "in
W. L.
4.6%
D.
Balthrope
Frank
in-

18 More Standard Stations Granted
San Antonio, Hartford
Daytimers Among Recipients
EIGHTEEN new standard stations, including eight daytime and the rest fulltime outlets, were au-
thorized last week by FCC. This brings to 255 the total number of construction permits issued to date this year by the Commission. AM CPs outstanding now total 515.
All of the fulltime grants are for 250 w. local operations. Of the daytime assignments, four are for 1 kw power, two for 500 w. and the rest for 250 w.
A majority of the new grantees include persons who have, or previously had, other radio interests or associations.
The daytime grants:

**Olely, Ill.-**Olely Broadcasting Co., 740 w. 256 w. principals: Marshall H. Poole, president and general manager, and owner 62 shares or 57.70%; to get 60 more shares for $100: John L. Schafer, Texas Oil Co. county agent, 4.25%; Winst-}
Reduced Personnel Now Handling OIC  

Uncertainty of Budget Fate Puts 273 on Leave  

UNCERTAINTY as to the fate of its $31,000,000 appropriation has forced the Office of International Cultural and Information Affairs to put 273 of its 1,000 personnel on "enforced leave," BROADCASTING learned last week.  

OIC spokesmen said this "temporary" layoff had seriously crippled the operation of the 26-language "Voice of America" which has lost some of its top personnel, some of whom have been forced to accept permanent employment elsewhere. All employees of OIC have received 30-day notice which will not be withdrawn until the Congress takes final action on the appropriation, which to date has been completely stricken from the State Dept. Appropriation Bill. In spite of this operational difficulty however, OIC officials were optimistic for at least a partial restoration of their funds by the Senate, where an Appropriations subcommittee headed by Sen. Joseph A. Ball (R-Minn.) is examining the proposed budget.  

Sen. Ball told BROADCASTING that if enabling legislation now pending before the House is passed, his Committee will be able to re-instate OIC funds without a two-thirds vote. The House was expected to vote on the enabling bill, introduced by Karl E. Mundt (R. S. D.), last Friday. Signs of a tough fight were indicated by lack of unanimity on the House Rules Committee.

To Sponsor Heatter  

NOXZEMA Chemical Co., Baltimore (Noxema medicated shave cream and medicated skin cream), effective July 4 begins sponsorship of Gabriel Heatter, news commentator, on MBS, Fri., 9:15 p.m. Agency is Sullivan, Stauffer, Colwell & Bayles, New York.

KRGV, WBLK Given Class FM Grants; CP's for 10 Others, 11 New Permits  

FCC last week issued conditional Class B FM grants to KRGV Wes- laco, Tex., and WBLK Clarksburg, W. Va.; authorized construction permits for 10 other Class B operations, and issued new permits to 11 others in lieu of previous conditions.  

The Commission also deleted, at the grantees' request, previous con- ditional Class B FM grants to CBS' KMXX St. Louis and to KFBI Wichita.  

CBS explained that it was giving up its St. Louis authorization without prejudice to resubmitting later—so that it can prosecute its Wash- ington application without involving conflict with FCC's FM multiple-ownership rule. The network is licensee of FM stations in New York and Chicago, has construc- tion permits for St. Louis and Los Angeles and a proposed grant for Boston, and is held by FCC to be operator of WAPI-FM Birming- ham because of a 45% non-voting interest. FCC rules limit one li- cense to six FM stations.  

KFBI gave up its conditional grant because of "numerous unfor- seen obstacles" including inability to secure a satisfactory site. KFBI is licensed to Farmers and Bank- ers Broadcasting Co., Wichita.  

The conditional grants to KRGV and WBLK were subject to further review and approval of engineering details.  

Applicants receiving initial construc- tion permits were as follows (all for Class B and subject to cer- tain conditions; power is effective radiated power and antenna height is height above average terrain; AM affiliation, if any, is indicated in parentheses or in the call letters of the FM station):  

Arkansas - Oklahoma Bost Corp. (ARKEJ) Ft. Smith, Ark.—32 kw; 140 feet; Studebaker Bost. Co. (KSOSN) San Diego, Calif.—16 kw; 500 feet; FM Radio and Television Corp. San Jose, Calif.—60 kw; 2,410 feet.

Chicago Store  

(Continued from page 16)  

Richman believes, "is to win friends and influence shopping habits. While we check delivery of radio, we do not expect them to be as large as direct returns from newspaper advertising. The object of our radio promotion is to create a neighborhood feeling between such an institutional organization as a de- partment store and the customer."  

"Many new charge accounts are directly traceable to radio. General word of mouth is ex- tremely valuable in a city like Chicago where competition is keen. Radio has helped immeasurably to keep Goldblatt's name in our cus- tomers' minds. We have also reached a new market—people who never before had bought in our store—by arousing their inter- est and curiosity.  

"For this reason our radio pro- grams have been extremely valu- able as an advertising medium."  

Goldblatt's successful use of radio is all the more impressive since "Let's Have Fun" is aired 18-12:30 p.m. daily (CDST), a time when most listeners are accustomed to hear the news. It is also a slack period for store traffic yet the pro- gram has and is playing to ex- ceptionally high ratings. Mr. Rich- man is convinced that department stores are losing a bet in neglect- ing radio. All you need—he says— is a program like Let's Have Fun. But, he warns, don't expect to get results from radio overnight or by spending a few hours a day in preparing a program. It's a full-time assignment and fully as important as your advertising department.

Wickett Will Leave Soon  

For New Post in Seattle  

MARTIN DEANE WICKETT, former program director of WTOP Washington, who has been confined to Doctor's Hospital in the capital, expects to be released shortly and to leave later this week for Seattle, where he will take up a new assign- ment June 16 as director of pro- gram policy at KSTK and its FM affiliate, KING-FM.  

On July 15 KERV will change its call letters to KING, the station management has announced.

for low-cost advertising in BEAUMONT

S * TEXAS *

it's KRIC

DRUG*$

+99.8% over 1940 Census figures.


May Kohler Is St. Louis Women's Ad Club's Head  

WOMEN'S ADVERTISING Club of St. Louis elected May Koh- ler of Gardiner Advertising Co. president at its annual meeting June 2. Miss Kohler, who is assis- tant to Gardner's vice president, Charles E. Claggett, has been with the agency for nine years and for the last two years has served as secretary of the club. Mrs. Norrie Passino, art director of Famous Barr Co., is the club's retiring president.  

Mrs. Chester J. Bohn, home serv- ice director of Laclede Gas Light Co., was elected vice president, Bea Carey of Ruthrauff & Ryan Inc., secretary and Ruth Thomp- son of Public Loan Corp. treasur- er.

June 9, 1947 • Page 77
the compromise labor bill overwhelmingly passed by the House and Senate late last week.

As BROADCASTING went to press last Friday the Senate was expected to pass by at least a two-to-one majority the labor bill voted through the House on Wednesday by a record vote of 320-79.

At the last minute observers were watching Senate action closely, for upon the exact count of the Senate vote will depend the final question of whether the labor bill is to be enacted into law this year.

Chairman Robert A. Taft (R-Ohio) of the Senate Labor Committee expressed confidence at the beginning of the Senate debate that there would be enough votes in the upper chamber to override any possible veto. The vote on the original Senate bill, however, was short by ten votes of the power necessary to override.

Meanwhile, there was no clear indication from the White House as to what action President Truman will take. A party of three Democratic members of the House called on him on Thursday to feel him out, but he was completely on guard and did not divulge his plans. Reps. Ray J. Madden (D-Ind.), John Lesinski (D-Mich.) and Arthur J. Klein (D-N.Y.) declared the president said he would study the bill very carefully, but made no comment as to his opinion.

**THREE LONG-STANDING friends of WOV New York call to say hello to station executives during open house party celebrating WOV's 20th year in radio. L to r: Ralph H. Nardella, WOV commercial manager; George Mauri, vice president of Miramar Trading Corp.; Dominicino Gigli, president, New Century Advertising Co.; John Sirignano, owner, Esperia Shipping Co.; Ralph N. Weil, WOV station manager.**

**CCBS (Continued from page 18)**

(KPO and KGO San Francisco, KOA Denver, and WBBZ Boston).

That "in parts of their service areas" certain other (unidentified) 1-A's and 1-B's be protected from skywave and groundwave interference to their 25-microvolt contours calculated at an operating power of 750 kw "to permit them to provide daytime service" to listeners in areas now receiving substandard service.

That all remaining Class 1-B stations be protected to their 100-microvolt per meter groundwave contour, calculated at operating power of 50 kw, from daytime skywave or groundwave interference.

Col. John H. DeWitt Jr., CBBS engineering director, who presented the CBBS evidence and recommendations, proposed that "daytime skywave transmission during the entire period starting with the morning transition period (from two hours before to two hours after sunrise), to the evening transition period (two hours before to two hours after sunset), and including the midday period (two hours between the morning and evening transition periods), be excluded." Col. DeWitt, who prepared the CBBS evidence with the aid of a committee of chief engineers of member stations, presented maps designed to show how, with 20 stations operating with 750 kw, service of Type C quality (100 microvolts, the minimum recognized by FCC standards) could be extended to most U.S. areas now receiving less than Type C service. With 20 clear channel stations operating with 750 kw [BROADCASTING, Oct. 28, 1948], Col. DeWitt said, usable daytime skywave service could be provided even to those areas not receiving 100-microvolt signals.

He also presented maps to illustrate that existing daytime clear channel stations may be reassigned so that they would be at least 1,200 miles from the dominant stations.

Col. DeWitt was cross-examined at length, particularly by representatives of clear-channel listeners who questioned the extent of interference shown in his charts or who felt that the duration of interference was so negligible as to make unnecessary the protection he requested.

Several participants sought to show, through cross-examination, that daytime skywave on higher frequencies is greater than on lower channels. Col. DeWitt agreed that around sunrise and sunset the skywave signal on high frequencies is stronger than on low frequencies, "with the greatest difference occurring about one hour after sunrise and one hour before sunset." He insisted, however, that during the midday period—from two hours after sunset to two hours before sunset—the skywave signal on lower frequencies (which includes the 1-A channels) is stronger than on high frequencies.

**FCC Analysis**

FCC evidence was presented by E.F. Vandiver Jr., chief of the Commission's Information & Analysis Section, Technical Information Division. It consisted of tabulations of data from recordings made by FCC engineers; an analysis; and representations of the results in the form of curves designed to estimate the intensity of interference, and its growth or duration.

Only other witness to complete his presentation during the first two days of the session was John V.L. Hoghan, president of WQXR New York. He asserted that daytime skywave exists in sufficient intensity to justify its consideration in FCC rules and standards, and submitted personally made reception logs charting pre-sunset interference encountered by WQXR from WTOD Toledo, 1-kw daytime station on WQXR's 1560-ke channel.

Over the protests of some of the other participants, he also submitted a file of letters which he said came unsolicited from listeners reporting interference to WQXR from WTOD.

William F. Dutera, NBC staff allocations engineer, took the witness stand Thursday to present transmission curves and maps showing extent of interference from co-channel daytime operations to NBC's KOA Denver, WNBC New York, WTAM Cleveland, WMAQ Chicago, and KPO San Francisco. It was thought the hearing might be completed late Friday afternoon.

Almost 40 station grantees and applicants were represented, but many chose to develop their points through cross-examination and were planning to waive affirmative presentations to avoid duplication of evidence presented by earlier witnesses.

The hearing was before Comrs. Rosel H. Hyde, Ray C. Wakefield, and Clifford J. Durr, with Commissioner Hyde presiding. Both of the engineer-Commissioners, E.K. Jett and E.M. Webster, were absent; they are attending the International Telecommunications Conference at Atlantic City, along with Chairman Charles R. Denny. Harry M. Plotkin, assistant general counsel, was Commission counsel for the proceedings.

A decision in the case has been promised at the earliest possible date, since FCC in the meantime is refusing to act on pending applications for daytime limited-time use of U.S. 1-A and 1-B channels.

The decision will involve proposed rules relating to the recognition, if any, which will be accorded daytime skywave.

Just when the decision will come, however, was not predicted. One probable delaying factor is that some of the Commission staff executives will be engaged in preparation of FCC's "case" for the Senate Subcommittee hearing on the White Bill amending the Communications Act, now scheduled to start June 17. The hearing is that the counsel of Commissioners Jett and Webster, since they are engineers, and also of Chairman Denny will be desired by the other Commissioners.
Intercity Television Relays Conference Opens at FCC

INFORMAL conference on intercity television relays will be held today, June 9, at FCC to be followed Tuesday and Wednesday by the engineering conference on non-Government service allocations in the band 42 to 88 mc. No appearances were formally indicated for today's video relay meeting but it is expected that there will be present many of the more than a dozen parties who have requested participation in the June 10-11 session. Today's meeting will be concerned primarily with determining the dates when television broadcasters will need relay facilities and whether or not common carrier service will be available at that time, a Commission spokesman said. It is expected that some of the video group will continue their discussion of independent relay facilities.

RICHMOND, VA. Telecasting equipment, AT&T last week filed with the Commission its proposed rates for use of coaxial cable service in television network operations (see story page 18 this issue). Television service to 35 cities in 25 states is proposed in current grants and applications, FCC reported last week in a summary of the U.S. television situation. Service will be reported city-by-city service. The June 10-11 conference will include consideration of possible addition of one of the lower commercial television channels in order to lessen interference to certain other services [BROADCASTING, May 26]. Among those who will be present at the conference are:


FCC Chief Engineer George E. Strong is to preside at both meetings.

Coaxial Rates

(Continued from page 18)
time on an occasional use basis, the charge would be $1.25 times 96 (the number of circuit miles), or $120, plus $500, the charge for two station connections, or a total of $690. Each additional hour during the month would cost $15—$15 for each station plus $120 for the inter-exchange channel; monthly service for eight-hour daily service would be $6,360; an intercity channel would cost $3,840 plus $1,500 for the two station connections. These charges do not include the terminal charges.

One television broadcaster stated that he had figured that monthly service between New York and Washington (379 circuit miles) under the proposed rates would cost $12,560 for both video and audio channels. On an occasional use basis, he said, the first hour would cost $900.80 and $390.48 for each additional hour up to 33, when the maximum charge would have been reached.

If a four-city network could be programmed exclusively from New York, such network line charges might be less expensive than individual programming from each city, it was pointed out. But it is not likely that the FCC would favor the elimination of local programming in television any more than it has in sound broadcasting, and the proposed cable costs become a major item when they are added to the costs of maintaining local studios and local studio crews in each city.

Highly Complex Job

There appeared to be no argument, however, with the telephone company's statement that providing transmission channels for television is a highly complex job. It was pointed out that the company is probably not to be blamed for trying to set rates high enough to get back some of its large capital investment in coaxial cable and in the terminal and repeater equipment necessary to transmit the picture signals from city to city in usable form, equipment that is not needed for telephone service.

To compensate for the loss in video signal strength, repeater must be installed at intervals of 5% to 8 miles all along the route. Each repeater has a double set of vacuum tubes to insure continuous service. Other apparatus is needed to keep the signals in line, as frequencies at the outer edge of the band tend to move more slowly than those at the center and unless the terminals are close the others to affect picture quality. Special wires in the cables also transmit automatically to attendants at widely-separated points continuous information as to the operation of this auxiliary equipment, so potentially weak apparatus may be replaced before a failure occurs.

Looking into the future, AT&T reported that it now has 4,000 miles of coaxial cable placed for use in furnishing telephone service, expects this mileage to total 5,000 by the end of 1947 and more than 9,000 miles by the end of 1948. These channels can be adapted for video use by adding the proper repeater and terminal equipment. As broadcasters' plans become better crystallized, the company stated, 'television equipment can be added within a reasonable period for such cities as Atlanta, Miami, New Orleans, Dallas, Fort Worth, El Paso, Los Angeles, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis. In addition, radio relay facilities will be available both ways between New York and Boston by the latter part of this year and another such system between New York and Chicago is projected to supplement the coaxial service which by then will be in service between those cities.'

Your Gospel Singer

(Continued from page 10)

Modulation Business as associate editor, as well as acting frequently before the television cameras. Shortly thereafter Bill set sail on the 83-foot cutter which was to take him to such spots as Brazil, where the crew spent most of its land time, and Trinidad.

Came November 1945 and his release from the Coast Guard as lieutenant (j.g.). He returned to Leo Burnett, this time in the capacity of radio time-buyer. On June 24, last year he took a trip to Nanuet, N. Y., where he married Pat Murray. Together they returned to Chicago where they have since made their home.
Help Wanted

Womans's editor for established New England 5000 watt. Prerequisites: good voice, personality and ability. Handle some continuity, broad casting and general news. base salary. Box 561, BROADCASTING.

Want-Woman's editor for NBC affiliate, California. Send audition record and full personal and professional background material. Box 561, BROADCASTING.

Announcer-Woman's editor for NBC affiliate, California. Send audition record and full personal and professional background material. Box 561, BROADCASTING.

Help Wanted (Cont'd)

Program directors-announcers, openings, R.R., Employment Bureau, Box 415, Broadcasting, Philadelphia, Pa., 19101.

North Carolina regional in one of the best towns in state wants good, sober announcer and copywriter. Must be able to handle news, regional station, and going live in December. You must be able to write, give personal and professional references, and be willing to work with the organization. Write, giving details and references, Box 558, BROADCASTING.

Announcer-Expert on NBC affiliate, California. Send audition record and full personal and professional background material. Box 561, BROADCASTING.

WANTED-Radio salesman able to sell local accounts. The man who qualifies is one with enough experience to know what he is doing! Good salary and good commissions. Opportunity for $3000+ on $26,000 or better. Local network station in city of 50,000. Write, giving details and references. Box 558, BROADCASTING.

Wanted-Experienced announcer able to add to your working conditions, forty hour week. Good opportunity for growth with complete information. Box 557, BROAD CASTING.

Wanted-Announcer, 275 monthly, 40 hour week or $210, 40 hour week with full personal and professional references. Send photo and personal history. Box 557, BROADCASTING.

Wanted-An engineer with first class experience in metropolitan area station in east. Box 562, BROADCASTING.

Copywriter-NBC affiliate, California needs experienced copywriter. Must have ability to sell copy and take responsibility for work. Announcing desirable, not essential. Write, giving full personal and professional background. Box 552, BROADCASTING.

Program director, experienced, midwest station. To start in late Fall. Box 599, Broadcasting.

Program director, experienced, midwest station. To start in late Fall. Box 599, Broadcasting.

Where are all the good men? Chances are good you can find one that needs an announcer. Needed. Must be experienced and able to work with new station. Send complete information to Box 808, Broadcasting.

Chief engineer. Advertisement. 350 watt Indiana network affiliated station. Must have experience and maintenance experience. Seventy five dollars per week. Reply to 1st class, education, references, and availability. Box 809, BROADCASTING.

PROGRAM DIRECTOR WANTED . . .

WHO has proved his ability to program a station to build audience reflected in ratings?

WHO has done that job in a large, competitive market?

WHO can inspire every one in his department through his own ideas and enthusiasm.

This kind of Program Director is being sought by one of the largest and most progressive stations in the country. Location is in one of the biggest markets. If you apply you be sure to send your complete personal and professional background.

Box 607, BROADCASTING.

Help Wanted (Cont'd)

Account executive—Opportunity for seasoned time salesman, must have initiative and ability to develop and maintain local accounts. Must be willing to do face to face selling. Current sales experience essential. Position open in the South. Salary $75.00. Available immediately. Box 562, BROADCASTING.

Wanted—Announcer for WPNF, Fay etteville, North Carolina. Must have had several years experience at network station and be good news and record reporter. Must have a good credit with his control board. Personal interview necessary. Must be able to work with Carolinians or adjacent states. Good salary. Box 558, BROADCASTING.

Combination operation. Announcer and engineer. Position open at CBS affiliate. $75.00 for 40 hour week. Send disc and full information. KOLO, Reno, Nevada.

Copywriter—Agency offers opportunity for experienced writer. Position open on WBAO, Boston. Box 630, BROADCASTING.

Sales manager—New 5 kw station in major metropolitan area. Needs experienced sales manager. Box 558, BROADCASTING.

WANTED—Announcer wanted for NBC affiliated station. Send photo and personal history. Box 558, BROADCASTING.

ANNOUNCER—WANTED—Announcer wanted for NBC affiliated station. Send photo and personal history. Box 558, BROADCASTING.

Situations Wanted

Experience continued writer. Accurate, fast, experienced. Willing to work odd hours. Excellent references. Box 524, BROADCASTING.

WANTED—Announcer specializing in sports, play-by-play and commercial spots. Must be expert with mic and able to滋生 sports news on mic. Send references. Box 558, BROADCASTING.

WANTED—Announcer with 3-5 years experience, able to work with computer and changes, $25,000. Box 558, BROADCASTING.

Wanted—Announcer with 4-6 years experience, able to work with computer and changes, $15,000. Box 558, BROADCASTING.

WANTED—Announcer with 2-3 years experience, able to work with computer and changes, $10,000. Box 558, BROADCASTING.

Situations Wanted

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Situations Wanted (Cont'd)

Station manager, 17 years experience, production, programming. Want to de-
velop small community station that can make most of what you've
seen done at the biggest. WKGY, El Paso, Tex., Announcer, 17 years
W.S.X.C., Los Angeles. Station is in small city, but all programming
case anywhere. Top references, Veteran, management, and new
of community radio.

Announcer, First class, with extensive modern training for commercial broad-
casting. W.O.T.W., 5 years AM and FM. W.B.S.R., 5 years AM.

Engineer, first class, with extensive modern training for commercial broad-
casting. W.O.T.W., 5 years AM and FM. W.B.S.R., 5 years AM.
Announcer, W.O.T.W., 5 years AM and FM. W.B.S.R., 5 years AM.

Announcer, 25-50,000 watt experience, station engineer, Employment Service, Box
413, Philadelphia.

Programming—Have just left NY's largest station, AM FM, seek a job in
its program department for five years. AM FM, that wants program department
development, entertainment, educational, and new in format. New to
personalities, plays well with others, and an executive. First class right
person. Anita deMars, 465 East 51 St., New York 22, FLAMA 5-1544.

For Sale
250 watt RCA 100-B transmitter
available.

BROADCASTING

Raytheon 250 watt transmitter $3,000. Immediate delivery. J. H. Mitchell, Mark Bullock, Chief Engineer, KFAB
Broadcasting Company, Lincoln, Nebras-
ka.

For sale—250 watt transmitter, Compo-

dite 600 horizontal linear amplifier, two
transmitters, one 3100-B, one 10-A.

Immediate delivery 1 kw 304-A WE
transmitter with spare tubes, plus tube
repair equipment.

BROADCASTING

Towers, one 300 and one 350 self-sup-
ported, complete. 11 kw, 11,000 ft. high,
lighting; also two Presto 60-A turn-
tables, two Mounting units. 10-A vertical-lateral pickup sets; 350 WR
transmitter, 10,000 ft. high, complete with
plugs; Scott dynamic noise suppressor,
new $600.00; two Gates CD-10 pickup
transmitters, one Reiner Electronic Square
console, C.S. Armstrong, 601 Washington
Ave., Seattle 2, Wash.

For sale—19-A turntable. Good condition.
$300 for the three.

BROADCASTING

Winston-Salem, N. C., 300 kw.

For sale—Presto 151-A pickup, compo-
nite 600 horizontal linear amplifier. Manufacturer's line.

BROADCASTING

One National 1-10 receiver & power
supply (good as new) $50.00; one Du-
mont 240-500 receiver $65; one 16-X,
new $80.00; one Industrial Instru-
cement Co. receiver $75; one Wheaton
Model RN-1, new $75.00; one Reiner Electronic Square console 10-A, new
530, new $60.00; one Esterline Angus
graphic anemometer, 5 Ma. full scale, new $50.00; one Electronic Miller
vacuum-tube voltmeter-ohm-meter, new $25.00; one Electronic Miller
electrostatic meter, new $25.00; one square-wave generator, new $85.00;
500 watts, $20.00; one Temco trans-
mitter, Model GMC 250-250 tubes, lacking parts for final; with
exception of final chassis, meter, dials,
and panel. All units mounted in Temco
rack, requires 230 volts, 60 cycles, primar-
y power source; $200.00; two Hall-
crafters CN-1 converters $15.00; two
Western Electric Type 218-D relays $100.00;$10.00; five 257-B tubes $20.00; one RCA
triode $35.00; one RCA 2X SFPT $50.00; two Radio-Music Tradelines
acoustical tube, new $15.00; one Esterline
Corporation, 512 Madison Avenue, To-
lon, N. Y.

250 watt transmitter, complete with
1400 kw crystals, approved by FCC and
in operation, $7,000.00. Also good power transformer and rheostat control with
30 kw output. Excellent chance for an ideal
for quick inexpensive installation. Available immediately, WSBG, Erikson,
Georgia.

Jockey's comedy script collection. $5.00. Heinie, 23-31-3 Tenth St., Astoria 1, New York.

For quick disposal: $1,000 takes 165 foot
stock and equipment with house lights and flasher, guy wires and insula-
tors, available July 1st. F.O.B. WASH,
La Fayette, Ind., 634-311.

Wanted to Buy
Wanted—Good used 1 or 5 kw AM transmitter FCC approved. Box 564,
BROADCASTING.

Lacoina, N. H., Sale Approval is Asked

Transferee Company is Headed by Warren H. Brewster

SALE OF WLH Lacoina, N. H.

Lacoina, N. H., for a combined consideration of $45,000 was reported to FCC last week for approval. Transaction involves assignment of license of the 1130 kw station to Northern Broadcasting Co., to Northern Broadcasting Corp., a new firm composed of Warren H. Brewster, owner of WOTW, WMUR and WFEA Manchester, N. H., president (5), and owners of Nashua Broadcasting Co., per-
mittee of WOTW Nashua, N. H., for sale.

For Sale

Radio Station XEF, La Jolla.

KWKH 1130 KC PLEA IS DENIED BY FCC

ORDERS were adopted by FCC last week denying petition of KWKH Shreveport, La., directed against previous Commission action to grant to WDGY Minneapolis for 1130 kc, and call-

ing for a hearing at which WDGY may show cause why its license should not be modified to protect KWKH.

The KWKH petition sought re-
consideration of the FCC's decision of Aug. 29, 1946, granting WDGY a renewal of license for operation on 1130 kc, after a period of 500 w night. KWKH is assigned 50 kw fulltime on 1130 kc.

The show cause order prevails a proposed modification of the WDGY license so as to authorize operation on 1130 kc with power of 5 kw either daytime only or with directional antenna or other means to avoid causing interference to normally protected primary service and the secondary nighttime serv-
ience of KWKH. The Shreveport out-
let is made party to this proceeding.

The order further directs that the show cause hearing be consolida-
ed with the presently consolidated hearing on the WDGY and WCAR Pontiac, Mich., applications which seek 50 kw operation on 1130 kc. Both proposed opera-
tions would be directional. The WDGY-WCAR consolidated hearing
has been ordered by Commission action on May 1 and WNEW New York, 10 kw on 1130 kc, was made party to the proceeding.

WCAR presently is assigned 1 kw on day 1130 kc. Two other 250 w-daytime outlets are assigned to share the facility: KRDU Dubu and KYOR San Diego, Calif.

Farnsworth Elections

ELECTION of Edwin M. Martin and Franklin L. E. Bobb of Fort Worth, Texas, as the Farnsworth Televi-

sion & Radio Corp. was announced by Board Chairman Jesse B. Mc-
cargar last week following a board meeting. Mr. Martin is vice presi-
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U.S. Control 'Dangerous' -Gov. Bradford

Lauds Radio Public Service Function

At Boston

"RADIO IS such a powerful medium that to shuffle and fester it by Government control is dangerous and disastrous to democracy," Gov. Robert F. Bradford, of Massachusetts, told 150 broadcasters at the NAB District 1 meeting in Boston last week. Speaking at a luncheon session on Tuesday, Gov. Bradford paid tribute to radio for its public service and informational job. "No other medium commands such unqualified attention, and because of this power there should be a minimum of Governmental control."

Harold E. Fellows, manager of WEEI Boston, was unanimously elected director of the district (Board election story, page 85.) In tribute to Paul W. Morency, WTIC Hartford, who declined re-election and is retiring as director after eight years, the membership passed a resolution expressing their sincere thanks for "serving the broadcasters so faithfully and so well during so unobtrusively of his time and efforts; and for his outstanding accomplishments and record of achievement not only for them, but for the entire industry."

The group commended BMI for "the contribution it has made in the direction of standardizing station coverage measurements," but urged that further study be made of the results of the first report "so the end that new and improved techniques of even greater service to the industry may be developed and used in connection with the next survey recommended by the NAB Board to be made in 1949."

The New England stations also suggested that since BMI data may be used to the detriment of subscribers, that the call letters of non-subscribing stations be eliminated from the next BMI report.

Al Foster, director of radio for Lever Bros., and Linnea Nelson,

HEAD TABLE GROUP at NAB District 1 meeting included (1 to r): John Shepard 3d, Yankee Network; Al Capp, creator of L'il Abner comic strip; Paul Morency, WTIC Hartford, retiring director; Gov. Robert E. Bradford of Massachusetts.

Al Capp, creator of L'il Abner comic strip; Paul Morency, WTIC Hartford, retiring director; Gov. Robert E. Bradford of Massachusetts, chief timebuyer of J. Walter Thompson Co., spoke on BMI.

The meeting concluded the annual series of district and area sessions that started Jan. 8.

The district passed resolutions urging reestablishment of the rights of broadcasters to editorialize; favoring an NAB standards of practice code; disapproving the 2% cash discount; supporting BMI.

Swezey Reports

Robert D. Swezey, vice president and general manager of MBS, who is chairman of the NAB Special Committee on Standards of Practice reported on the problems of drafting and recommending a new code. A subcommittee is present at work, Mr. Swezey related, writing a second draft of the revised code to incorporate new materials and modifications that were discussed in a two-day meeting of the full committee in New York May 12-13 [BROADCASTING, May 19]. As soon as this subcommittee completes its work, the whole committee will convene again, and when the second draft is approved, it will then be discussed with the Program Executive Committee and recommended to the NAB Board. Presumably the code will be in shape for submission to the board at the NAB convention in Atlantic City, Sept. 15-18.

Expanding on the inherent difficulties of piecing together a practical and workable code, Mr. Swezey said he was "confident that broadcasting is far better for the American people than any other system which has ever been effected elsewhere. On the other hand, our system is not perfect. In spite of the accomplishments of the industry, we are still doing a job that does not measure up to our potential."

"There is too much criticism of radio," he went on, "to permit us to regard the kind of job we are doing with any degree of smugness or complacency. The fact that criticism comes from such sources is significant. Much of it is inspired—suspicious and insensitive. But on the other hand, a good deal of it we must admit, if we conscientiously analyze the products of our industry, is not without merit. We have the alternative of attempting self-improvement or letting the job slide until somebody else does it for us, and in this instance to us. It is clearly time," he said, "for an objective appraisal of the job we are doing and a correction of the defects which is evident that any such appraisal must reveal."

In an alliterative comparison, Mr. Swezey said that all the crucial words in broadcasting should be the letter "C"—critics, crusaders, cynics, cantankerous characters, commercial cliques, and common sense.

As at previous district and area meetings, NAB executives reported on activities in their departments. A. D. Willard Jr., executive vice president, opened the session Monday morning with a general report on NAB activities; Dr. Kenneth H. Baker, Director of Research, explained the NORC Survey of Public Opinion, Robert T. Bartley, PM Director; Frank E. Fellegrini, Director of Broadcast Advertising; Royal V. Howard, Director of Engineering; Richard F. Deherty, Director of Employee-Employer Relations; and Harold Pair, Director of Programs, led discussions.

Music Discussion

A meeting on the music situation was headed by Carl Haverlin, BMI president; John Shepard 3d, Yankee Network; and Willard Brown, WBRC Hartford, while J. Allen Brown, Assistant Director of Broadcast Advertising, reported on the small market stations with Bert Georges of WHEB Portsmouth, N. H., presiding. In a discussion period that followed, Mr. Georges and A. E. Spokes of WJOY Burlington, Vt. told how they program and handle local news. In each case, the programs with local news have unusually high ratings.

At a luncheon session Monday Alfred C. Neale, Director of Research of the Federal Reserve Bank of Boston, pointed out with charts, the stability of the New England economy, and showed what has been taking place in employment, industry, and per capita earnings in the New England area over the past two decades.

At a cocktail party given Monday evening for Mr. Morency at which the Boston stations-WBMS WBZ WOPP WELI WBDE WMCA WYFOR WORL were hosts, a traveling bag was presented Mr. Morency by E. E. (Ted) Hill on behalf of the membership.

Registration list follows:

**CONNECTICUT**

Richard W. Davis, WELI; Glover De Lancey, WHRT; Walter Johnson, WTCI; Ralph Kaplan, WONS; Joseph Lopez, WICC; William F. Malo, WORL; Robert Baker, WELI; Milton H. S. Meyers, WHEL; James T. Milne, WNBC; Harvey Olson, WDR; Fred Himer, WMED; Paul W. Morency, WTCI; Eric Pape, WOKY; Leonard A. Carpenter, WTCI.

**MAINE**

Jack S. Atwood, WWOI; Carleton D. Brown, WTVL; Murray Carpenter, WPOR; R. Fred Franklin, WCOI; Charles W. Curtis, WMTW; H. D. Glidden, WLOB; Edward E. Guernsey, WLBZ; Gerald T. Higgins, WLAB; John C. Libby, WCOO; Robert J. Payne,

BOSTON QUARTET at NAB District 1 meeting (1 to r): William B. McGrath, WHDH; George Steffy, WNAC; Craig R. Lawrence, WCOO; George Lasker, WORL.
Fellows Is Elected By NAB District

Action Seen as Giving CBS
Unofficial Voice

CBS will be unofficially represented on the NAB Board of Directors next September despite the proposed by-laws change which would place networks on an associate rather than active membership basis. The by-laws clause is now in the hands of Ernst & Ernst, accountants handling mechanics of the industry referendum on the subject, with final vote expected in early July.

The CBS representation arises from the election by NAB District 2 (New England) of Harold E. Fellows, general manager of WEEI Boston, a CBS-owned station. Fellow was elected last Tuesday to succeed Paul W. Morency, WTTG Hartford, who declined to be a candidate. New directors take office during the NAB Convention at Atlantic City Sept. 16-18.

Network Representative

NBC has been represented on the association board by Frank M. Russell, Washington vice president. CBS has been represented by Frank Stanton, president. Should the by-laws clause be approved by the industry, networks will no longer have members as such on the board. MBS has been represented on the board by Edgar Kobak, president, who sat as a non-voting observer. ABC has not sought membership of NAB but will join if the by-laws change is approved.

Six new members were elected to the board during the annual meeting of area-regional meetings that started Jan. 8. Three directors were reelected. The elections in odd-numbered years include odd-numbered districts, with even-numbered districts electing in the alternate years.

Results of district elections were:

District 1—Mr. Fellows succeeded Paul W. Morency, WTTG Hartford.

Fellow's election is significant to the industry and will be closely watched by other networks.

Committee to Meet

Plans for industrywide promotion through a public relations campaign will be discussed by the NAB Public Relations Executive Committee at a meeting to be held July 17-18 at NAB headquarters in Washington. Committee chairman is Gilmorton H. Nay, ABC stations, who also is director-elect for NAB District 7.

Fellow's election is significant to the industry and will be closely watched by other networks.

NAB Dist. 15 to Meet In Berkeley on June 26

MEETING of NAB District 15 (No. Calif., Nev., Hawaii) has been called June 25 by William B. Smullin, KIEM Eureka, Calif., district director. Session will be held at the Claremont Hotel, Berkeley, Calif. Committee chairman is Joe Carroll, KMZY Marysville, Calif., Small Market Stations Committee; Clyde Coombs, KROY Sacramento, Employ-Employer Relations; Paul Bartlett, KFRE Fresno, Engineering Committee; P. 0. Pabst, KFRC San Francisco, Program; John Elwood, KPO San Francisco, Public Relations; Lincol Delar, KXOB Stockton, Sales Managers; Arthur Westlund, KRE Berkeley, State Associations; C. M. McCarth, KQW San Jose, Legislative; Charles Scott, KTKC Visalia, secretary-treasurer.

FMA Executive Speaks To NAMM Chicago Meet

PLANNED merchandising of FM receivers will provide a profitable item for music stores, bringing more listeners and more time sales, Bill Bailey, FM Assn. executive vice president, declared Thursday in a speech before the Merchandising Panel of the National Assn. of Music Merchants, meeting at the Palmer House, Chicago.

The association will take an active part in ceremonies during National Radio Week Oct. 26-Nov. 1.

Mr. Bailey reminded 40% of the population can receive FM now, with the percentage to be doubled by the end of the year. He told dealers they should go back to "real selling" as the trend toward a buyer market develops.

Swift & Co. Sponsors


NEW ENGLAND DINERS at District 1 meeting included (1 to r): Robert Kelley, WKIX Concord, N. H.; Kingsley Horton, WEEI Boston; O. M. (Pete) Schloss, WWSW Pittsburgh; Glover Delaney, WTHF Hartford; Lee Janneke, ABC; John Libby, WCOU Lewiston, Me.

LOBBY GROUP at NAB District 1 meeting included (1 to r): Robert Kelley, WKIX Concord, N. H.; Kingsley Horton, WEEI Boston; O. M. (Pete) Schloss, WWSW Pittsburgh; Glover Delaney, WTHF Hartford; Lee Janneke, ABC; John Libby, WCOU Lewiston, Me.

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BROADCASTING • Telecasting
WAR DEPT. IS SILENT ABOUT WVTY'S HOAX

WAR DEPARTMENT last week had no comment on the "Orson Welles" type of hoax broadcast recently by WVTY, the Army's radio station in Tokyo.

Patterned after the famous Men From Mars broadcast, this one described the landing of a sea monster and excitedly told of its progress toward Tokyo in the face of armed resistance.

As a result of the broadcast both civilians and military police were involved in the subsequent search throughout the area.

Queried by Broadcasting, a War Department spokesman said the whole matter was strictly a local command problem and that no information was available here.


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Bannister Criticizes Durr For Challenge of Renewal

A SHARP ATTACK on FCC Commissioner Clifford J. Durr's vote for "further inquiry" on the license renewal application of WWJ, Detroit, has been sent to Mr. Durr by WWJ General Manager Harry Bannister, in a letter upholding the station's 27-year record of operation.

"... I cannot reconcile the bounden duty of a high public official with a course of action which passes over a long and honorable record such as ours to reject a discharge which is based on motives which are punitive and therefore unworthy of one who has taken oath to do his duty," Mr. Bannister declared.

Durr to Answer

The letter, turned up in Washington last week, was the written approval of William J. Scripps, director of radio of the Detroit News, WWJ owner. It was dated May 13. Commissioner Durr's office said it was drafted shortly before he became ill and that, since he has returned to his desk, it would be authorized. Authorities said the vote for "further inquiry" did not mean a vote for hearing, but indicated there was some point on which Mr. Durr wanted additional information before passing upon the renewal application.

With Commissioner Heslep, the only dissenter, the Commission granted WWJ's renewal application in late April [Broadcasting, May 8].

Mr. Bannister said that, "We felt that before any impartial judge or jury, our record will stand up by comparison with that of any station, that no station can show a better record and that very few, if any, of the others equal WWJ's trusteeship of its signed frequency."

He said "I cannot help but wonder as to how you determine a station's fitness for continuance of operation or by what standards you evaluate the merits of a radio licensee" — and wondered also "what votes you have cast to renew licenses more deserving than WWJ in the past three years."

Mr. Bannister said WWJ was operated "at a heavy loss" for many years but even then set the "highest possible standards" and still refuses "almost as much business as we accept."

He asserted that WWJ's yearly net return over its 27 years averages 5% on capital investment. "If you have saved any money, and we do not believe you have or even, you probably have earned a higher return than we have," he declared.

He said the station spends a large part of its income on improved operations, with the result that average annual operating costs have grown from less than $500,000 before the war to "well over a million dollars yearly in the past two years."

Reviews Policies

He reviewed WWJ's program policies and said "all this was being done in routine fashion long before the Commission issued its Blue Book and consequently was "not in any way motivated by fear of official displeasure." He offered "documentary evidence to support every claim made in this letter."

Mr. Bannister said he understood Mr. Durr's position was based on WWJ's decision not to cancel "a full hour of superb NBC programing in the heart of our evening time and to interrupt the listening habits of a million people" in order to carry a local talk by a prominent scientist, Professor Urey. His letter stated that the decision was justified by the fact that the speaker failed to attract enough listeners even to fill the small "halls" in which he spoke.

"I venture to assert that a poll of all the individuals in the U. S. who have experience in radio would show a well-nigh unanimous approval of the course I followed, Mr. Bannister declared.

N. Y. Groups Meet For BMB Exchange

Stations, Agencies Outline Needs In Coverage Statistics

SOME 50 STATION representatives and advertising agency time buyers met last week at the BMB's Wall Street headquarters in New York to exchange information about the use of BMB data.

The agencies reported on their use of BMB data and talked about ways, including plotter coverage, determination where talent should make personal appearances, deciding where additional stations are needed to sell stations to use, and selecting comparable markets and stations for testing copy appeals. The station representatives described the maps, folders they have written, and how they and their stations are making use of BMB data available.

The time buyers stressed the growing demand by advertisers for more facts about stations of the kind they want. They pointed out that fact that radio, to compete with other media on even terms, must furnish such uniform, comparable information, showed they that station representatives can exert beneficial influence on the proper use of BMB data by agencies in meeting specific situations. The representatives on their part said that they should inform their stations of the extent to which the agencies are making use of BMB.

Plan Other Meetings

Those attending the session agreed that the exchange had given them a more concrete understanding of BMB material and its use and decided to hold another meeting in several weeks to continue the discussion. Similar meetings will be held for other cities.

Linnea Nelson, chief time buyer of J. Walter Thompson Co. and chairman of the BMB Advertising Industry Relations Committee, presided at the session.


Denny Asks Speedy Reallocation Work

THE INTERNATIONAL Radio Conference should substantially rearrange the system of setting up new frequency allocation table before July 1, Charles R. Denny, FCC chairman and also chairman of the IRC, told a plenary meeting which opens Wednesday.

Otherwise, he said, the work of the Plenipotentiary Conference which opens on that date will be hampered.

A resolution agreed to Mr. Denny's proposal that tomorrow morning (June 10) be set aside for a special meeting of the heads of the 70 national delegations with the chairmen of the ten conference committees to make plans toward that end.

Mr. Denny also stressed the need for establishing certain boards and committees which will form part of the permanent structure of the International Telecommunications Union. "In designating these matters," Mr. Denny urged, "we must not minimize the importance of the work of the other committees," he said. "All I am suggesting is that in general we do not have time to allow discussion to complete this other work by July 1."

Request was received at the plenary session from Union Internationale de Radiodiffusion for admission to observer status at the conference. Russia is opposing this request. The UIR's membership includes Franco's Spain.

President Denny, inc. of three international telecommunications conferences meeting this summer in Atlantic City to work out a worldwide plan for the use of all radio frequencies to the best advantage of all nations and services. IRC will continue after the Plenipotentiary Conference opens on July 1, the two running concurrently until IRC completes its work. It will be succeeded by a High Frequency Broadcasting Conference which will devote itself exclusively to the best means of utilizing this part of the radio spectrum for inter-continental broadcasting and other communications services.

Networks Schedule Coverage for Series Of Truman Speeches in Next 4 Weeks

SERIES of speeches by President Truman, several of which will be broadcast, is scheduled during the next four weeks as the President takes trips to Kansas City, Ottawa, Princeton and Charlottesville, Va.

Arrangements for the news conferences were discussed Wednesday at a conference of representatives of the four networks with Charles G. Ross, President, and Leonard J. Reisch, managing director of the Cox stations and radio adviser to the President. Attending for the networks were Bryson R装配, ABC; Russell Shenk, NBC; Ed Scoville and John Adams, CBS; Charter Heslep, MBS.

All networks planned to air the June 7 talk by President Truman at the 35th Division memorial service at Kansas City, 11-11:30 p.m. (EDT).

The President will address a joint session of the Canadian Parliament at Ottawa June 11, 11:45 a.m. (EDT). He is to speak June 17 at Princeton U. in response to award of an honorary LL.D. degree between 12:30 and 1 p.m. (EDT).

Mr. Truman will open the Highway Safety Conference in Washington June 18 but arrangements have not been made to broadcast his talk. He will address the National Asn. for Advancement of Colored People June 29 at Lincoln Memorial, Washington. A 45-minute talk is scheduled between 4:30 and 5 p.m. (EDT). The ceremony may be telecast.

Broadcast arrangements have not been made for his July 4 address at Monticello, Charlottesville, Va., though a local pickup may be permitted.

Steps to avoid false tips on future Presidential broadcasts were discussed at the White House meeting. When broadcasts are planned, Mr. Ross will announce the fact simultaneously to representatives of the four networks. This procedure is designed to prevent confusion from premature rumors.

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BROADCASTING • Telecasting
DENNY CONGRATULATES WFBR ON 25TH ANNIVERSARY

RADIO will have "even greater opportunities to serve the public" in next quarter-of-a-century, FCC Chairman Charles R. Denney informed Hope H. Barroll, executive vice president of WFBR Baltimore, in telegram congratulating station on 25th anniversary (early story page 49). Text of telegram follows:

"Please accept my heartiest congratulations on your 25th anniversary of broadcast service to the Baltimore area."

"The past quarter-of-a-century has been a crowded, dynamic period for radio, encompassing the record-breaking prosperity of the twenties, the unprecedented depression of the thirties and the most devastating war in history."

"During that period the American people have relied on radio to keep them informed of the great issues of the day as well as for wholesome entertainment to relieve the tension of the times."

"In the next quarter-of-a-century American radio will have even greater opportunities to serve the public. I am confident that WFBR will meet the challenges of the future."

I am happy to send my wishes for many years of continued success and service to your legion of listeners.


Closed Circuit

(Continued from page 4)

from requested $7,300,000 budget—highest in its history—now said to be indicated whereas predictions previously had ranged from 25% to 40% cut.

CURRENTLY traveling with President Truman on Canadian trip and on subsequent trips to be made this month and next is J. Leonard Reinsch, managing director of Cox radio stations and White House radio adviser. Mr. Reinsch also made Kansas City trip last week.

NAB won't take any chances this fall when it picks place on agenda for annual banquet. Timing was bad last year and half of conventionees were en route home during Thursday night festival. Atlantic City banquet will be held earlier in week, probably Tuesday.

LOOK for early action on new NAB standards of practice. Sweezy subcommittee now drafting proposed document, which should be ready within fortnight for scanning by full committee. If enforcement means are included, Dept. of Justice clearance needed. Final action up to NAB board, which meets in September.

FIRST APPEARANCE of Paul A. Porter’s new law firm before FCC, which he headed as chairman, filed last week in behalf of Mason-Dixon Group in connection with its FM station, KFZT, Portchester, N. Y. Member of firm of Arnold, Fortas & Porter, is representing Steinman stations on FM overlap issue in association with regular counsel, George O. Sutton.

SOME FEELING at FCC, independent of White Bill’s treatment of subject, that rules on network-affiliate relationships should be revised. Feeling based on belief that influx of new stations, giving networks more to choose from, is putting networks in unduly strong bargaining position.

CBS Western Division headquarters in Hollywood has started to survey minimum personnel needs with view to retraining. Since survey proceeding throughout network’s owned and operated properties.

BROADCASTING  Telecasting

At Deadline...

FCC Completes Hearing on Daytime Skywaves

DIRECTLY OPPOSITE proposals submitted to FCC late Friday as three-day daytime skywave hearing was completed.

Percy Russell, counsel for Clear Channel Broadcast Service, suggested FCC either effectuate earlier proposals of CCBS Engineer Director John H. DeWitt Jr. (story page 18), or continue "freeze" on daytime and limited-time applications for U. S. 1-A and 1-B stations. Russell power issue of clear-channel case is decided.

Harry J. Daly and Stephen Tuhy Jr., counsel for group of daytime clear-channel stations and applicants, submitted series of recommendations including: (1) reduction of number of 1-A’s for high-power stations, reallocating these channels for fulltime use of Class 2 stations with 250-1000 w power and locals with power up to 250 w; (2) reservations of daytime and 1-A channels for certain "50-kw in underserved areas; (3) facilitate "full use" of broadcast band “by establishing the maximum number” of daytime or limited-time stations; (4) resume licensing of 1-A and 1-B daytimers “without reference to alleged daytime skywave transmissions” until more dependable evidence is produced.

Final day’s witnesses included J. W. Wright, CBS chief radio engineer; Andrew D. Ring, consulting engineer, appearing for WCKY Cincinnati, 1-B station; C. Richard Evans, chief engineer of KSL Salt Lake City (1-A); John C. Hanner, manager of WCFS Tarboro, N. C. (clear-channel daytimer, not in another frequency as result of court order pending litigation); Earle Merriman, chief engineer of WARK Arlington, Va. (clear-channel daytimer); Edward W. Allen Jr., chief of FCC Technical Information Division.

FCC Civil Service Change

FCC’s AUTHORITY over personnel transactions has reverted to pre-war status, with Civil Service approval again required before Commission can create or fill jobs or make promotions; reasons: (1) it was disclosed Friday, FCC sources said change was effective earlier this year and followed studies, made by Civil Service and Budget Bureau at FCC request, of Commission’s handling of personnel matters during war.

New Audio Guide

BASIC standards for school sound recording and playback equipment agreed to by joint Committee on Standards for School Audio Equipment of RMA and U. S. Office of Education, is preparing specifications. It was disclosed Friday, FCC sources said change was effective earlier this year and followed studies, made by Civil Service and Budget Bureau at FCC request, of Commission’s handling of personnel matters during war.

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TAKE A LOOK AT 40,000 LISTENERS — Just part of the Huge Farm Market You Sell with WMT

IOWA’S LARGEST CROWD turns out for WMT’s National Clean Plowing Contest. The contest is Iowa’s best attended event of the year!

THOUSANDS OF CARS jam surrounding highways and the Earl Elijah farm. Eastern Iowans are listeners with money to spend for your products!

THE WINNER. Ex-GI Bob Bowery of Indianola (seated at tractor) and runners-up get together after the show. $1,000 in cash prizes were awarded the top five participants.

CROP-DUSTING by Flying Farmers is an educational and entertainment highlight of the day’s events. Iowa’s farmers are modern, progressive, science-minded.

“VOICE OF IOWA”. Dean Landfear, WMT, interviews a Farm Gadgeteer. The Gadgeteer’s Exhibit is another important feature of the day.

THE ANNUAL CLEAN PLOWING CONTEST is just one instance of how WMT captures the interest of Eastern Iowa listeners for you.

To sell city and agricultural Iowans get on

WMT

Cedar Rapids, Iowa

600 KILOCYCLES 5000 WATTS Represented by THE KATZ AGENCY

Basic Columbia Network
From this BMB map, you can see that WNAX covers a 308 county area of 385,840 listening families in the West North Central.

Note how these counties snuggle together in one vast yet contiguous area. Note how very infrequently a white county shows up ... and then only on the outer rim of the area.

That, my friend, is SOLID COVERAGE, with no holes in it. And it happens to be solid coverage of a lot of SOLID citizens who are loyal to WNAX. If you would know more about these BMB reports and WNAX’s loyal listeners, SEE YOUR KATZ MAN.

WNAX is available with KMT and WMAT to the Mid-States Group. Ask the Katz Agency for rates.

SIOUX CITY - YANKTON AFFILIATED WITH THE AMERICAN BROADCASTING CO.