A lot of customers—102,165! That many folks sent ten cents for our 1947 Surprise Flower Garden seed packet. They live in all 48 states, but mostly in the WLS intensive coverage area—Illinois, Indiana, Wisconsin and Michigan.

We offered the Surprise Flower Garden for six weeks—on early morning programs, at noon, at night...and 102,165 listeners responded. Two simple facts stand out. The WLS market is big. The WLS market is responsive to what we say. A John Blair man can fill in the details with many similar stories of WLS results...for every kind of product, at any time of day.

A Clear Channel Station

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

The Boston Cowles Station specializes in "WCOPersonalities." Top talent, skilled programming and intensive promotion have made WCOP locally famous for known names. Take, for instance,

NELSON BRAGG, "the Mayor of Milo," who presides over two popular daily programs:

"CURBSTONE QUIZ"
Bragg brings the mike to the man in the street, with money prizes for good answers and plenty of laughs for listeners. 12:30 to 12:45 P.M. daily Monday through Friday.

"INVITATION TO STUDIO A"
There's a long line daily in the studio corridor, waiting for Bragg to begin Boston's best audience participation program. 4:30 to 5:00 P.M. daily Monday through Friday.

P. S. Nelson Bragg also keeps up with the smaller set — by reading the funnies to them every Sunday from 8:30 to 9:00 A.M. over WCOP.

MILDRED BAILEY is another WCOPersonality who wows women every week-day morning with helpful hints on foods, and fashions, and topics of interest to all women. She's famous for combining smart advice with a light touch that the ladies like. 8:30 to 8:45 A.M. daily Monday through Saturday.

WCOP Boston A COWLES STATION

1150 Kc. Rates and availabilities on these top personalities from any KATZ office

Boston's Exclusive ABC Basic Outlet
It’s an Old New England Custom

...to Support Local Enterprise

Whether it's a stage or radio presentation by local talent, you can be sure that there will be a large and loyal home-town audience.

By the same token, New England homeowners patronize their local merchants ... buy locally featured and recommended products.

The Yankee Network home-town radio stations are part and parcel of this same community activity and acceptance. There are 24 Yankee home-town stations in key market areas throughout New England from Bangor to Bridgeport. (They are spotted on the map a Petry man will show you.)

These stations — with their diversity of local, regional and coast-to-coast programs — reach 89.4% of New England’s radio homes. They have the good-neighbor good will of consumers and retailers alike, to a degree not obtainable by any other method of radio contact.

It’s the kind of coverage that provides thorough penetration of every home-town shopping center. It’s made to order for your promotions to increase distribution, sales and profits in the entire New England Yankee area.

Acceptance is THE YANKEE NETWORK’S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

MONEY GIVEAWAYS and broadcasting of horse-racing results may come under scrutiny of Federal Trade Commission. FCC previously has made more than passing mention of such programming as contrary to public interest but has never assumed direct jurisdiction. FTC approach expected to be on grounds that such programs constitute unfair method of competition.

HOW MUCH will the hearings on the White Bill (S-1333) cost radio? Estimate of key radio executives is about million dollars in time, money, services, etc. on a cost accountant's pad. Calculations are that each major entity, such as networks, NAB, FCC are expending roughly $100,000 in preparations and out-of-pocket expenses.

OPPOSITION to White Bill proposal for separation of FCC into two autonomous divisions of three members each expected to emanate from industry as well as FCC sources. One proposal likely to be advanced will be that FCC membership be increased from seven to nine; that each division (broadcast and common carrier) comprise four members, with chairman of entire Commission sitting on both divisions. As drawn, White Bill would reduce chairman virtually to nonpolicy status.

FORMER Secretary of State James F. Byrnes, recently retained by Motion Picture Producers Assn. as special counsel, will be unable to accept an invitation to NAB President Justin Miller's Freedom of Expression conference (story page 11) but is expecting to rearrange other commitments so that he can "drop in" during afternoon session June 26.

INSTEAD of designating member of FCC's new Hearing Division as its chair (story on appointments page 14) some FCC sources think Commission will prefer, at least for present, to let Chairman Eddy or some other Commissioner handle these supervisory duties. Division is independent, responsible only to Commission, and chief's function would be almost purely administrative.

UNLESS PLANS go astray, two of FCC's newly appointed examiners will resign forthwith to become law department section chiefs. Edward F. Kenehan slated to become chief of important new and changed AM facilities section, to succeed Hugh B. Hutchinson, also named an examiner, and Walter E. Eney may become chief of renewals and revocation section to succeed James D. Cunningham, newly appointed examiner. Another upcoming appointment will be chief of hearing section which pos was residually Jack P. Blume when he was named examiner.

QUICK to grasp any radio exploitation opportunity is United Artists, which shortly will release through United Artists

(Continued on page 106)

**Upcoming**

**FCC Assigns New Frequencies for FM**

FCC Friday announced new frequency assignments for all FM licenses, permittees, and interim operators, and said it expected changes to be completed by Oct. 1.

At the same time Commission said it would allow for fast channel reservation plan to expire July 1, and waived "repetitive applications" rule so applicants who have received denials in competitive hearings may reapply for reserved channels without waiting full year as heretofore required. Waiver will also apply to hearing applicants denied in future.

New assignments (complete list to be carried in BROADCASTING, June 23), came coincident with adoption of new rules and standards and Class B general reallocation plan, setting up minimum 4-channel separation for stations in same areas, as proposed two months ago [BROADCASTING, April 14].

To minimize interference during changeovers to new assignments, stations must notify FCC before switching. In some metropolitan areas, uniform changeover date may have to be set.

Abandonment of reservation policy will free about 100 Class B channels for assignment in 76 areas. FCC said it would act on applications "as promptly as possible," and urged potential applicants for reserved frequencies, both A and B, to file by July 1. Class B channels have been reserved on basis of one out of every five allocated any area; among Class A, five specific frequencies were set aside (Channels 297-300). Comr. C. J. Durr contended steps should be taken for further extension of withholding plan.

Cities having additional Class B channels available with lifting of reservation plan were listed as follows:

Four channels: Los Angeles, New York.

Three channels: San Francisco, New York.


FCC will reallocate Class C as follows:

Two channels: Austin, Tex.; Columbus, Ohio;

One channel: Birmingham, Mobile, Ala., Jacksonville, Fla.; Atlanta, Ga., Peoria, Ill.; Evansville, Indianapolis, Ind.; Des Moines, Iowa; Wichita, Kan.; Louisville, Ky.; New Orleans, Shreveport, La.; Holyoke, Mass.; Grand Rapids, Mich.; Jackson, Miss.; Kansas City, Springfield, Mo.; St. Louis, Mo.; Jacksonville, Fla.; Orlando, Fla.; Tallahassee, Fla.; Albertville, Ala.; Chattanooga, Tenn.; Columbus, Ohio; Mobile, Ala.; Huntington, W. Va.; Des Moines, Iowa.

**Business Briefly**

**GENERAL FOODS SHIFTS** General Foods July 10 changes television program and production office to New York, Thurs. 8-9:30 p.m. Author Meets the Critics advertising Maxwell House coffee will replace Juvenile Jury for Gaines Dog Food. In AM field, Aldrich Family will be replaced by Gramps, dramatic sustainer, on NBC, Thurs. 8-9:30 p.m. from June 7-25. Aldrich Family resumes Oct. 2.

**ALLIED ARTISTS ON VIDEO** Allied Artists will publicize August opening of new movie Black Gold with television program on WABD, New York. Company enthusiastic about video promotion for It Happened on Fifth Avenue.


**LOOKING FOR NETWORK** TONI HOME PERMANENT WAVE Co., St. Paul, will sponsor Mel Thorne, singer, on quarter-hour radio program. Network and starting date not yet decided. Agency, Foote, Cone & Belding, New York.
Ex-GI with a loan

Here's another ex-G.I. with that loan to start a new business. . . . Whether it's a loan for business, construction or farming—sound financial activity has brought bank clearings in the Nashville market area to an all time high in 1947. . . . For the first quarter, clearings were up 20.5% over last year for a total of $749,984,643. Bank debits also were up 20.53%, setting a new record for the quarter. That's the strong Nashville market you can expect to back your sales effort. . . . And you can reach your share of the buyers through the large audience who listen regularly to WSIX.

5,000 WATTS 980 KC
AMERICAN MUTUAL

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy
Tests just completed by the U. S. Bureau of Mines reveal Aiken County, South Carolina, has ten million tons of kaolin with alumina content of 35 percent.

Aiken is nationally and internationally known as a resort center, but few people have appreciated the value of Aiken clay. It has been shipped as far away as Italy and Germany for ceramic use and now the government finds Aiken clay would be a chief source of aluminum in case of another war.

Just as the geologists of the Bureau of Mines have discovered the value of Aiken clay, the wise radiologists are discovering that WNTT ("Dynamite in Dixie") is the station to buy to cover the Augusta-Aiken market.

WTNT has the listeners because it is the only station which brings the top-flight radio programs of NBC to the Augusta-Aiken area.

For the best radio buy in Augusta, schedule the NBC station—WTNT.

Represented Nationally by
TAYLOR-HOWE-SNOWDEN
Radio Sales
NOW WITH CBS
WWVA
WHEELING, W. VA.
"THE BIGGEST SHOW IN TOWN"
50,000 "BIG TOP" WATTS
COVERING THE HEART OF THE STEEL AND COAL BELT OF THE NATION

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES
Feature of the Week

EVERYONE seems pleased, especially Mrs. Dorothy Meintzer, winner of the "Mrs. WDAY" contest. Participating in the special broadcast which announced the results were, l to r: Ken Kennedy, WDAY program manager, Mrs. Meintzer, her husband Wade, and Jack Dunn, WDAY station manager.

TWO FARGO, N. D., ladies are more than a little pleased that their home town station, WDAY, is celebrating its 25th anniversary. In fact, they've $8,000 wealthier between them.

The prizes, donated by WDAY advertisers in Fargo and Moorhead, Minn., were awarded to Mrs. Marie Wachel and Mrs. Dorothy M. Meintzer who won the two spectacular contests dreamed up by the station in honor of its Silver Anniversary.

In one contest, a citizen known only to two WDAY executives was to travel around the WDAY listening area with no clues as to his identity and the first person to recognize and challenge him as "Mr. WDAY" was to get $100 in cash and $4,000 in prizes.

The other contest involved naming a mythical "Mrs. WDAY" for which the station, at the same time each day, supplied one letter, but in the wrong sequence. Over 42,000 letters were received for this phase, said the station, before Mrs. Meintzer, an Irish war bride, sent the correct answer.

Sellers of Sales

T is a well known fact that the Bulova Watch Co. spends more than three million dollars annually in spot radio but it is not equally well known that the lady behind the spot buying for the watch company is Patricia Fennell of the Biow Co., New York.

Miss Fennell, under the supervision of Terrence Clyne, account executive of the Bulova Watch Co., not only is responsible for buying radio spots for the company but she also helps prepare a market analysis to discover best buys for Bulova, and services the account in many other ways.

The attractive brunette with flashing blue eyes was born in Mount Kisco, N. Y., April 25, 1918. She attended the College of New Rochelle and majored in history and English, preparing to be a school teacher. But in the course of some of the practice teaching sessions Miss Fennell discovered that she really didn't want to teach at all.

As a result, in 1939 after she received her Bachelor of Arts degree she took a job with Readers Digest as a proof reader for six months, then worked as secretary to an attorney and in 1941 entered radio, joining CBS as a secretary to Arthur Hull Hayes, general manager of WCBS.

Two and a half years later Miss Fennell moved to McCann-Erickson as secretary to Ed Madden, then vice president. In 1944 she joined Biow Co. as secretary to a producer in the radio department. In a short time her abilities were recognized and she was appointed personnel manager of the company. She remained in that capacity until last March when she returned to the radio department as timebuyer for Bulova.

The company, incidentally, uses 217 stations throughout the country, 52 times weekly.

Miss Fennell still lives in Mt. Kisco with her family. Her hobbies are swimming, boating and reading historical novels.
KWK plays the "melody of millions" in this rich trading area. A blend of music and drama, news and human interest is keyed to the interests of a vast and enthusiastic audience. Alert advertisers find that KWK is tuned to the beat of a responsive public it understands so well.
No. 13—Intimate Glimpses into the Lives of the Great (est Spot Radio Sales Organization on Earth!)

LIAISON!

Snooping through the New York Office, our candid caricaturist happened upon the typical little scene above—Mr. Frank Fitzpatrick, signing a stack of complete, detailed and informative station reports about his calls of that day, about the kinds of availabilities you prefer, etc. All of us Colonels do that regularly—and the result of this good liaison is that you agencies and advertisers get from us and “our” stations exactly the type of cooperation you want, and when you want it.

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. - WESC
Cincinnati - WCKY
Columbia, S. C. - WIS
Corpus Christi - KRIS
Davenport - WOC
Des Moines - WHO
Denver - KVOD
Duluth-Superior - WDSM
Fargo - WDAY
Fort Worth-Dallas - WBAP
Houston - KXYZ
Indianapolis - WISN
Kansas City - KMBC
Louisville - WAVE
Minneapolis-St. Paul - WTCN
New York - WMCA
Omaha - KFAB
Peoria-Tuscola - WMBD-WEZ
Portland, Ore. - KEX
Raleigh - WPTF
Roanoke - WDBJ
San Diego - KSDJ
St. Louis - KSD
Seattle - KIRO
Syracuse - WFL

NEW YORK:
441 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
Solid Opposition to S-1333 as Written

Denny, Miller, Nets
First Witnesses; Critics File

SOLID BROADCASTER opposition to the White Bill (S-1333) in its present form caused reverberations last week which reached into the quarters of Senate Republican leadership.

A Senate Interstate & Foreign Commerce subcommittee opened hearings tomorrow (June 17) on the proposed legislation while the Senate Policy Committee prepares for a secret session at which Sen. Wallace H. White Jr. (R-Ma.), author of the bill, will open discussion of his measure.

Republican leaders will have to decide, and on their decision advise Senator White, whether they wish to accept the burden of responsibility for legislation which might raise opposition ill-timed for an election year.

Policy Committee Chairman Robert A. Taft (R-Ohio) told Broadcasting that he had heard reports of strong objections to the White Bill, but added that Senator White would have to take the initiative in informing the policy committee about his measure. Senator Taft added that the complexity of the legislation, and the general lack of information among most Senators about it, prevented the policy committee from taking the initiative in dealing with the question.

Denny First Witness

Meanwhile, at the call of President Justin Miller, the NAB is meeting with industry members, including the networks, at its headquarters today to apportion testimony so there will be a minimum of repetition during the six or seven-day hearings. Morning, afternoon and possibly Saturday sessions are scheduled to provide time to expedite the hearings, which Chairman White seeks to end in six hearings.

FCC Chairman Charles R. Denny will be the first witness. It has been predicted that Chairman Denny will oppose almost the entire measure and will be particularly critical of the separation of the Commission into two divisions. This has been described as unwieldy by FCC spokesmen. Another point on which he is expected to pounce is that this course would make a mere detail man of the chairman.

Frank Roberson, head of the legislative committee of the FCC Bar Association, is expected to be the next witness. Judge Roberson will probably confine his testimony to the procedural and appellate divisions of the bill which the bar long has advocated.

Third on the list of witnesses will be the NAB with President Miller presenting the case in chief for radio. Keynoting the attempt to modify the bill, he is expected to point out the need for an affirmative measure which will assure radio complete freedom.

He will be assisted by A. D. Willard, executive vice president; Don Petty, general counsel; Robert K. Richards, public relations director; Harold Fair, program director, and Frank Pellegrin, director of broadcast advertising.

The brunt of the network opposition to the bill is expected to be carried by NBC with President Niles Trammell as the key witness. While the other networks are in general critical, NBC has been most vehement in its position.

The networks take particular issue with the limitations contained in the bill which would prohibit one entity’s ownership of stations in any single band which in the aggregate would render primary service to more than 25% of the total U.S. population. They are also expected to oppose option time features which provide that an affiliate may not give option to the network for more than two hours out of every three-hour segment of the broadcast day.

Similar opposition will be directed against requirements for the identification of news and commentary material. The general contention of the networks is that the White Bill stifens restrictions already imposed. They contend that the restrictions inherent in the White Bill, if now stands, would stop television in its tracks.

NAB Witnesses

Radio leaders expected to testify under auspices of NAB include: J. Harold Ryan, vice president of Fort Industry Co., former NAB president and chairman of the legislative committee; Campbell Arnoux, president of WATF Norfolk; Harry Bannister, WWJ Detroit, who is expected to testify on the newspaper ownership aspects of the measure; Wiley P. Harris, general manager of WJDX Jackson, Miss.; Donald S. Ellis of WWC Asheville; G. Richard Shafso, WIS Columbia, S. C., and Fred Weber, WDSU New Orleans.

Major E. H. Armstrong, FM inventor who has protested FCC allocations for FM, and Bill Bailey, executive director of FMA, are expected to be heard.

Late Appearances

Eleventh-hour appearances were filed by a series of non-broadcasting groups, and it was expected that prior to the opening gavel Tuesday additional notices would be filed. New appearances include: Cooperative League, Murray Lincoln, president; Progressive Citizens of America (liberal group which includes Mrs. Franklin D. Roosevelt, Paul Porter and Leon Henderson on its board), possibly through Susan B. Anthony, director of radio; National Temperance & Prohibition Council, which recently supported the Capper Bill to bar advertising of intoxicants, through Rev. Sam Morris and Henry M. Johnson, of Louisville, chief counsel; American Council of Christian Churches, which contends the provisions for equality of time are too restricted, through William S. Bennett, attorney, and Carl McIntyre, president, and possibly several additional witnesses.

A list of all of the clauses of the 1333 in which broadcasters have called the committee, but Friday evening no individual appearances had been filed. Richard Hubbel, television consultant, has filed an appearance, and proposes to advocate longer licenses for video.

It is generally contended that provisions of the proposed bill for a uniform system of accounting might be a direct route to government regulation of radio as a common carrier on a utility basis. Many stations feel that this provision would impose upon the smallest entity in broadcasting a detailed bookkeeping system which would be beyond the means of the small station owner.

A unique situation was brought about by the hearings where both the broadcasters and their regulator, the FCC, will oppose practically every aspect of the bill.

(Continued on page 96)
Sturdy New England Is Good Market

Old Conservatism Fails to Conceal Firm Economy
By SOL PAUL

NEW ENGLAND is conservatively optimistic. The stability of the New England economy is behind this optimism. Over the past two decades a transition has been taking place in the six New England states. The area has lost ground in the nondurable goods industries, mostly textiles. On the other hand, there has been a pronounced growth in the service industries, recreation, transportation, communication, and clerical employment.

Thus two things of importance have happened to the New England economy: (1) This transition has meant an expansion in industries which is economically healthy; (2) The per capita income has increased over the years because the new industries have higher wage levels than those that decamped. Don't get the idea that there are no more textile mills in New England. The New Englanders still turn out several hundred million dollars of textiles a year. But as Dr. Alfred C. Neale, director of Research of the Federal Reserve Bank of Boston and a transplanted Californian, will tell you, there has been a 30% increase in gainful employment in the industries outside of the nondurable goods category.

New England Reaction
The reaction to economic cycles is less pronounced in New England than other parts of the country, according to Dr. Neale. The employment curve goes up less than the rest of the country. For example, unemployment is off 10% in the nation while it is off 8% in New England. The most important factor in the entire picture is the per capita earning which shows that New England is 27% higher than the rest of the country.

There is no immediate cause and effect relationship between the economic picture and radio billing. If a protracted slump should be experienced, the radio stations, of course, would feel the results. However, the radio billings, like the New England economy, are stable. A survey of New England agencies by Broadcasting points to an encouraging fall. Business seems to shape up something like this: Network business is off slightly with fall prospects good; National spot billing is firm; local business fluctuates according to the locality. In some cases it is up about 5%-10% in others it's off some 10%. The Boston agency executives and time buyers say that while billings are holding there is plenty of evidence that all advertising and radio in particular is now in the era of the "hard sell."

Questions Arise

One of Boston's best known agency executives who places a large amount of radio time throughout New England says that this is a period of self-questioning on the part of clients, unwillingness to make long term commitments. "Some of our clients who have been wedded to radio for many years now are questioning whether they should drop radio and use newspapers and other media. Others who have been traditional newspaper users are inquiring whether they can step up sales through the use of radio. We are in for a lot of reappraising, experimenting and intense competition."

William H. Eynon, vice president and radio director of the H. B. Humphrey Co., looks forward to increased billing. One of its accounts which is using a split network on ABC is planning to go full network. A new entry into radio is Monument Mills, Housatonic, Mass., manufacturer of bed spreads, using spot announcements on a dealer tie-in basis. This cooperative campaign has been very successful. Mr. Eynon is a supporter of this method of promotion and feels that radio could do a great deal more of it to the advantage of the dealer, the manufacturer, and to radio. The agency is introducing a new cat food called "Kitty-Snicker" produced by the National Packing Co., Boston. So pronounced has been the expansion of H. B. Humphrey in the national radio field that there is a possibility that radio may be transferred to the New York office, under the direction of Henry B. Humphrey Jr.

Use More Spots

Janet Gilbert, timebuyer of Harold Cabot & Co., Inc., reports that two of its regional accounts, Miller Hollis, manufacturer of Haviland chocolates, and H. F. Hood & Sons (dairy products), are expanding their expenditure for spot announcements. The Boston and Maine Railroad which ran a jingle announcement on 13 stations from March through May has extended the time through June because of the success of the jingle.

Doremus & Co., which handles several financial accounts, anticipates no change in its radio schedules. The National Shumwat Bank of Boston is retaining its news programs and weather forecast announcements. The Savings Bank Life Insurance Council promotes savings bank life insurance and is using weather forecasts and participating announcements.

One of the most successful spot campaigns in New England is being handled by Paul Provandie, partner of the Hoag & Provandie Agency. The agency is using announcements on 17 Massachusetts stations promoting Massachusetts home grown products. The ann-

(Continued on page 102)
Clumsiness Cited; Reduction Totals
$1,260,000

FCC came off a comparative victor against economy-bent Congress last week, winning a recommendation for $8,040,000 of its record peace-time deficit down to $7,780,000 from the Independent Offices Subcommittee of the House Appropriations Committee almost entirely on the plea of the unprecedented work load foisted upon the Commission by applicants for broadcast facilities.

Of all governmental agencies, only the FBI thus far has fare better than the FCC, which, if the subcommittee's recommendations carry, would get an appropriation for the 1948 fiscal year starting July 1 of $920,000 less than the current budget.

The Committee's report accompanying the hearings revealed that a substantial part of the cut was $260,000 through a special telegraph investigation—a proposed inquiry into the affairs of Western Union.

Mr. Denny criticized the Commission for "duplication and triplication of effort within and between sections, lack of coordination, and clumsy and time-consuming procedures." The remainder of the reduction—amounting to $875,000—occurred in the general classification of "salaries and expenses" and was justified by the Committee as "positive in view of the shortcomings" in FCC administration.

Mr. Denny said that stations had no right to demand a script. He also noted the right of the FCC to regulate the backlog of some stations in charging double rates.

The Full Report:
1. Blue Book, legal basis, cost of preparation and administration, use;
2. Survey of the economic prospects of broadcasting;
3. Increased need for expanded legal staff, relationship between litigation and regulation;
4. FM, problems and prospects;
5. Ownership limitations;
6. Program control, re-examination of Mayflower decision next fall;
7. Political broadcasts;
8. FCC monitoring activities.

The Blue Book was brought up repeatedly for discussion, with Chairman Denny emphatically denying the majority of industry objections to the Blue Book method of control of program content. He also denied some published reports of the high cost of preparation of this document as "ridiculous," claiming that the Blue Book cost only $13,850 to write, and $18,000 to administer on an annual basis.

Enunciation of Principles

Mr. Denny described the Blue Book as an enunciation of principles under which station applicants seek their licenses and renewals. Included in this enunciation was the principle that "a broadcaster should not be allowed to time for advertisers for commercial programs."

He added that the Commission, through the Blue Book, "leaves to the industry the primary responsibility for improving broadcast service."

Characterized the document "as one of the most worthwhile single projects the Commission has undertaken." The Blue Book, he said, is "a statement of Commission policy." He denied that the Blue Book or any other Commission regulation lays down any hard and fast rules for establishment of ratios between commercial and sustaining time. "We did not take the position of the commercial as the outright answer to the thing, but we think where somebody runs a high percentage of commercial, that is a reason to run the red flag up and look at it as a matter for a public hearing," he continued.

Mr. Denny's explanation came after Chairman Wigglesworth had recited the operation of the Blue Book in Washington as typical. He pointed out that before the war there were six standard stations in Washington of which four made substantial profits and one did not break even. Now, he pointed out, there are 13 AM stations authorized as well as 31 FM authorizations and four television authorities. "The whole issue," he said, "that there is the public thing, but that some people take, that so long as the station stays on its frequency it ought to keep its license forever."

Over-All View

Relative to program regulation, Mr. Denny reiterated his position that the Commission does not control the programs on a day-to-day basis but maintains an over-all review at the end of the license period. He denied that the perception of "violent criticism" within the industry of this policy declaring that such criticism comes from "one trade publication," with the industry repeating, "emphatically in record."

(Continued on page 108)

Limit on Grants Opposed by Denny

Amounts to Regulation

Of Income, He Tells

House Committee

Limitation on the number of stations authorized in any area would mean abandonment of the competitive system in broadcasting, in the opinion of FCC Chairman Charles R. Denny. This is revealed in testimony released last Friday, coincident with the introduction of the Independent Offices Appropriations Bill which includes the FCC.

Asked by Chairman Wigglesworth (R-Mass.) of the subcommittee whether the wholesale licensing of stations would not result in "confusion and bitter competition" and ultimately "Government operation of radio or the liquidation of all smaller interests," Mr. Denny said that the hearing on that field determined whether the licensees would be provided for "if you gave them $200,000 a year revenue or whether you gave them $100,000 a year or $50,000 a year."

"These people do not know it but they are coming to a Федерал agency that regulates business in broadcasting," he said.

"Also, in order to broadcast, A in Washington would have to be treated like broadcaster B and they would be required to account to the Commission on a uniform basis. Their salaries would have to be checked. Also the amount of revenue the program rakes in and the amount they pay themselves. Also the amount they charge up to entertainment, because unless the books were kept on the same basis, they could not be treated equally. That is what would be involved in abandoning the competitive system that Congress has prescribed in the statute."

I very strongly take the position that that would be abandoned. I am aware of this: in certain instances in the radio business as in any other competitive business, competition will take its toll. There will be stations that will do away with the Blue Book or any other Commission regulation. But I fail to see, if we take one of these Blue Books at a court we will be sustained. But he failed to quote the committee any section of law on which the Blue Book can be based. Authority for the Blue Book, he said, is "an annual basis."

(Continued on page 109)
Television Faces Fight for Wavelengths

Reallocation Plans Are Numerous At Hearings
By RUFUS CRATER FORERUNNER of what may be a "long, hard" frequency fight between television and several non-broadcast services developed last week in a two-day FCC-industry engineering conference.

The conference, called by FCC to consider interference problems arising from the present plan of sharing television channels with other services, produced half a dozen informally presented reallocation plans, plus requests for additional spectrum space for virtually all the services involved.

Allen B. Du Mont Labs asked for 10 new video channels between 107-214 mc. Television Broadcasters Assn. said television needs an unspecified number of new channels above 108 mc. Zenith Radio Corp. suggested a band of 13 mc to be acquired by moving most present allocations above 44 mc further upward, expanding finally into the 450-920 mc band now used for amateur television.

On the other hand some of the mobile service users and manufacturers, including National Bus Communications Inc. and Motorola (Galvin Mfg. Corp.), contended television must be prepared to give up at least one of its first six channels if peace is to be established in the 43-88 mc band. TV interests indicated they would make an all-out fight on any proposed curtailment or any changes of existing channels.

Hearing Would Be Necessary
A public hearing necessarily will precede any change in the current plan. Whether such a hearing, however, was not indicated. FCC authorities said they might continue working with industry committees in search of a solution, at least for the immediate future, or that they might draw up a proposal and let it be thrashed out in hearing.

It was almost unanimously agreed that the present plan of sharing video frequencies with other services will not work. There was also considerable feeling that television channels should be in one block, in lieu of the present split band system.

Extent of the problem was shown in testimony on the nature and degree of interference to television from other services and, in particular, adjacent-channel interference, from television itself (see interference resume, this page).

Conversely, television causes interference to other services. That it is a major problem—though one which participants felt eventually would be solved—was also indicated in the request of FCC Chief Engineer George E. Sterling, who presided, for "even radical" suggestions looking toward a solution.

Mr. Sterling pointed out that the "sharing plan" was adopted by FCC in 1945 on recommendation of RTBP Panel 2. Extensive tests, impossible then, have since produced results which "have not been encouraging," he declared. Besides the engineering difficulties in sharing television channels should be thrashed in the future, he said.

TYPES OF VIDEO INTERFERENCE
Philo Engineer Summarizes Obstacles Encountered
By Television in Various Channels
Philo Engineer Summarizes Obstacles Encountered
By Television in Various Channels

By TELECASTING

One change suggested by Commission engineers and made the subject of considerable questioning was that Television Channels 1 and 2 (44-50, 54-60 mc) be replaced by a single channel, 50-56 mc. Curtis B. Plummer, head of FCC's Television Section, offered a plan which would eliminate amateurs from the 44-88 mc band but still retain six video channels. No. 1 in this proposal would be 48-62 mc; No. 2, 56-62 mc; No. 3, 62-68 mc, and No. 4, 68-74 mc, with aeronautical assigned 74-76 mc and television channels 5 and 6 remaining at 76-82 and 82-88 mc, at present.

This evoked an expected protest from George Grammer, of American Radio Relay League.

G. H. Underhill of Central Hudson, and the Corp., a member of RTBP Panel 13, suggested that space might be saved and protection against adjacent-channel interference retained by "overlapping" the channels so that if they were 6 mc wide, they would be separated only by 4 mc. Under his plan, low-band video allocations would be as follows: 52.1-58.1 mc; 57.1-63.1 mc;

(Continued on page 104)

Examiners Named From FCC Law Dept.

Examiners Named From FCC Law Dept.

The predominance of broadcast matters in FCC's hearing workloads is evidenced by the choice, primarily of Broadcast Division members (all in the above list except where other divisions are specifically named) for appointments to the hearings.

Mr. Litvin, who has been designated, and FCC authorities said it was not known when the choice would be made and announced. Nor has secretarial personnel yet been chosen.

Ten of the appointments were announced Wednesday (June 11), when establishment of the new division became effective under the Administrative Procedure Act. Designation of Mrs. Litvin was announced Thursday, in addition to the other appointments which will be made later.

The examiners will be subject to Civil Service requirements, which have not yet been set up, and will be removable only with Civil Service court action. Plans for the division and duties of the examiners (Continued on page 102)
AFM Stations Too Costly, Union Finds

James Caesar Petrillo, head of the American Federation of Musicians, threatened to enter the record business if the AFM does not change its policy of dealing with the recording industry. Petrillo, who is in favor of a new contract with the radio industry, said that the AFM may enter the recording business if the present contract is not changed.

In a letter to the Record World, Petrillo said that the AFM will not renew its contract with the radio industry unless it is changed to include a provision for the payment of a royalty to the AFM. Petrillo said that the AFM will enter the recording business if the radio industry does not agree to this provision.

The AFM has been trying to negotiate a new contract with the radio industry for several years, but the two sides have been unable to reach an agreement. The AFM has been demanding a royalty for the use of recordings on the radio, while the radio industry has been opposing this demand.

Petrillo said that the AFM will enter the recording business if the radio industry does not agree to a royalty provision. He said that the AFM will not renew its contract with the radio industry unless the royalty provision is included.

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Arney Lauds CAB for Freedom Fight

Canadians Elect Board Members at Jasper Convention

By JAMES MONTAGNES

CONGRATULATING Canadian Assn. of Broadcasters on its valiant fight for principles of free radio, C. E. Arney, NAB secretary-treasurer, said U. S. broadcasters also are presenting a united front to fight for the American system of radio and freedom of speech. Mr. Arney addressed the CAB convention held June 9-12 at Jasper Park Lodge, Alta., speaking for Justin Miller, NAB president, who was unable to attend.

Broadcasters would do a better job if left to their own devices instead of controlled by distant Government commissions, he said.

Directors elected at the concluding CAB session were A. M. Cairns, CFA Calgary; H. O. Murphy, CFC Montreal; G. H. Heney, CICA Edmonton; G. R. A. Rice, CFRN Edmonton; K. S. Rogers, CFCY Charlottetown, P. E. I.; D. Malcolm Neill, CFNB Fredericton; N. R. Sirt, CHEC Winnipeg, CFRB Toronto; K. D. Sobie, CHML Hamilton; R. Snelgrove; CFOS Owen Sound, Ont.; Pub. LALonde, CKAC Montreal; J. N. Thivierge, CHRC Quebec.

At the Thursday morning session the convention endorsed union recognition wherever possible. A resolution, adopted that stations continue to identify themselves as independent community stations when giving call letters. Deficit current operations were reported at a closed session, with increased assessment discussed.

FM Briefs

FM and research featured the Wednesday morning session. George Chandler, CJOR Vancouver, urged stations to place briefs for 20 kw FM stations as soon as possible. He did not think CRTC would extend the July 1 time limit for applications to other than present AM station owners. Also on the FM panel were Mr. Snelgrove, Mr. Neill and Henry Dawson, CAB.

How broadcasters can supplement BBM and rating reports with further research was discussed by station owners, agency executives and advertisers. On the panel were F. H. Elphicke, OKWX Vancouver; Walter Elliott, Elliott-Haynes Research; Morris Rosenfeld, MacLaren Advertising; Bill Guild, CJOC Lethbridge. Broadcasters were urged to increase research in their own markets.

Luncheon meeting was dedicated to BMI Canada, with Bob Burton, BMI counsel and Canadian general manager, asking broadcasters to develop Canadian talent, thus helping international relations by giving Canadian composers chance to let the world hear Canadian music through BMI distributed.

Canadian broadcasters and Canadian Chambers of Commerce are expected to work closely together on a new series of free enterprise programs.

Plans for setting up advisory community radio councils on NAB pattern and testing legality of CBC required some of performance reports featured opening day's session. Lively discussions on place and date of next annual meeting, work of planning committee which was elected for Parliamentary Radio Committee, performing rights new fee schedules, new operations of BMI Canada Ltd., and plans for further promotion of reporting role of independent commercial stations highlighted Monday sessions.

About two hundred Canadian broadcasters and numerous American guests met under sunny conditions in Rocky Mountain resort of Jasper. Though many Eastern Canadian broadcasters were absent due to sittings of Parliamentary Radio Committee at Ottawa, convention went on record endorsing actions of planning committee.

Opening convention, last Monday Mr. Rogers, CFCY Charlottetown, urged broadcasters to strengthen and maintain cohesion and continuance of campaign started this year. He pointed out results may not be visible for three to four years owing to necessary action by Parliament to enact legislation.

"Canadian broadcasters are playing part in restoration of freedoms taken away during war, other our moves closely," said Mr. Rogers.

Broadcasters plan to make recent Community Radio Week an annual event. Good results were reported. Published newspaper columns covering on Parliament brief was reported, with independent stations getting more newspaper space in past week than in previous ten years. Broadcasters were told that CAB has adequate material available to refute all unfavorable publicity, little of which had cropped up to date. A half hour transcribed program of questions and answers is being prepared for use of member stations.

Report on Agreement

Report was made that new five year agreement has been signed between CAB with Composers Authors Publishers Assoc. of Canada and BMI Canada Ltd., which comes up for approval by Canadian Copyright Appeal Board at Ottawa July 7.

Heated discussions took place in afternoon session on promise and proof of performance forms required by CBC, with CBC Station Relations Supervisor George Young on hand to answer questions and hear opinions from independent stations. Broadcasters de-

(Continued on page 99)

Method to Augment BMB Proposed

Engineering Data Idea Offered by Research Committee

PROPOSAL that BMB augment its periodic nationwide postcard surveys with interim engineering data indicative of station coverage is expected to be advanced at the meeting of the organization's Research Committee, schedule for tomorrow (June 17) at BMI headquarters in New York.

Plan would provide new stations, which have begun operations since the first BMB survey was made in March, 1946, with a means of supplying standardized data on their coverage to advertisers and agencies without waiting for the completion and publication of the next nationwide postcard survey. It would in no sense replace the basic data on listening obtained from listeners themselves, but would enable stations to supply interim information on a uniform basis.

It will be argued that if there is no such industry standard the buyers of radio time will get from these stations coverage data collected in a wide variety of ways, the very thing BMB was set up to stop. Obviously, the proponents of the plan state, the stations cannot wait to make presentations until the next BMB study has been completed, which would be the fall of 1948 at the earliest and, if the NAB proposal for a joint postcard survey is adopted, the fall of 1949. Method would probably be along the lines of the engineering studies made by Mutual which believes them to have produced evidence of satisfactory reception that could not have been obtained from the "half-millivolt line" studies of prewar days.

Series of Meetings

Research Committee is only one of a series of BMB committee sessions to be held during the week, including the Advertising Industry Relations Committee on Thursday, culminating with the BMB Board meeting on Friday, when an answer to the NAB proposal of a year's postponement will be made. The preliminary committee sessions began last Tuesday when the finance committee met to review the organization's financial history, including a detailed analysis of the revenue and expenditures in connection with conducting, tabulating and publishing the 1946 survey, and to consider possible methods of long term financing. For this latter task the committee figured on the effect of a year's postponement on the pledges for the second study already received from more than 150 BMB groups. Meetings joined on Wednesday by a special NAB liaison committee.

No final overall plan was arrived at, but the combined committees did agree informally on a number of factors which they feel should be included in any long term financing system which may be adopted. These conclusions are being written up and sent to the individual members of the committee for their approval, after which they will be presented to the board for official action. Meeting was described as completely amiable and cooperative.

Present at the two-day meeting were all members of the BMB Finance Committee, Roger W. Clipp, WFIL Philadelphia, chairman; Frank Compton, W. K. Inc., Lowrey Crites, General Mills. NAB Representatives at the Wednesday session were Paul Morency, WTIC Hartford, and G. Richard Shafio, WIS Columbia, S. C.
WHO SERVES FAMILIES IN 229 COUNTIES IN 9 STATES [674,400]

WHO SERVES FAMILIES IN 526 COUNTIES IN 18 STATES [814,670]

for IOWA PLUS

BROADCASTING • Telecasting
Limited TV Networks by Mid-1948

However, FCC Is Told Large Scope Still Years Away

NETWORK TELEVISION on a relatively limited regional scale may lie in operation by next summer, FCC spokesmen said rates would be the same for its projected radio relay service.

That was the consensus last Monday after an all-day engineering conference conducted by FCC to find out what broadcasters and common carriers on “the immediate situation.”

Grave doubts were expressed concerning the willingness and ability of broadcasters to pay the rates proposed by AT&T for video use of its coaxial cable. [Broadcasting, June 9]. AT&T spokesmen said rates would be the same for its projected radio relay service.

M. K. Toeppen, engineer and statistician appearing for Raytheon Mfg. Co., estimated $1 to $1.5 billion in television time sales might be needed to pay the AT&T rates and other video costs. This would be three to four times the estimated AM time sales in 1946. He said Raytheon would offer no rates for television common carrier service “until we see that it will be feasible.”

In the wake of the strong opposition to AT&T’s projected rate plan—which calls for $40 per circuit mile per month for eight hours’ daily use of a channel—it appeared likely that several firms would seek to establish their own intercity microwave relay systems.

When FCC Chief Engineer George E. Sterling, who presided, asked for a show of hands of broadcasters interested in “getting together” in the operation of intercity relays, some 15 or 20 went up out of the group of approximately 75 station and common carrier representatives.

But FCC in its proposed allocations has indicated that it regards intercity relaying as a common carrier function, and its final decision on the question won’t be made until after the International Telecommunications Conference now in progress at Atlantic City. It was thought possible, however, that the FCC might permit broadcasters to operate their own relay systems on an interim basis at least until adequate common carrier facilities are available.

J. M. Millar, appearing for Western Union, said his company put its faith in radio relay rather than coaxial cables, and outlined a proposed radio system linking major cities from Los Angeles to New York.

He pointed out that Western Union has been operating a New York-Philadelphia relay for some time and will soon have a connecting New York, Pittsburgh and Washington. Western Union, he said, will be able to offer “any” of seven times the microwave rate, but pointed out that major considerations include availability of equipment, completing arrangements with broadcasters, and securing an FCC franchise.

Philex and Du Mont, along with Raytheon, particularly questioned the practicability of operating under AT&T’s proposed rates.

C. A. Priest, manager of General Electric’s television division at Syracuse, revealed that GE has a one-way microwave relay circuit ready for commercial video operation between New York and Schenectady. And, with FCC approval, will extend it “at least to Syracuse.” GE’s WRGB Schenectady has applied for commercial use of the circuit to relay New York programs to the Troy-Albany-Schenectady area.

The New York-Schenectady circuit, he said, operates in the 1750-2100 mc band and uses a relay at Beacon Mountain, New York; one 55 miles further at Round Top Mountain; one 29 miles distant at Helderberg Mountain, and a final one 14 miles from Schenectady. The circuit uses separate carriers for sound and pictures but will be converted to carry both on a single channel. Equipment similar to that in use in the area will be offered by GE.

Dr. T. T. Goldsmith, director of research of Allen B. Du Mont Labs, said the company preferred to use common carriers if the rates and service were satisfactory.

Both he and Allen B. Du Mont, president, expressed serious doubts whether the AT&T rates would be feasible.

Dr. Goldsmith indicated interest in a relay link tying in eight affiliates from New York to Washington, providing two-way service at each of the stations. He suggested a rate of $5 per hour per station on the basis of a minimum 28-hour rate. This rate, which he (Continued on page 97)

MBS Elects Weiss As Board Chairman

Streibelt, Poppele and James advanced by Network

LEWIS ALLEN WEISS, MBS vice chairman as well as Don Lee vice president and general manager, was elected chairman of the MBS board at its annual meeting in Chicago Thursday. Mr. Weiss succeeds Alfred J. McCosker, who resigned effective June 1 [Broadcasting, March 3] as chairman of the board of Bamberger Broadcasting Service, operating WOR New York.

Mr. McCosker has been MBS board chairman since 1944 when MBS was organized as a four-station metropolitan newspaper. Mr. Weiss has been an officer and director of MBS for some years.

Theodore C. Streibelt, president of WOR and MBS board member, was named vice chairman to succeed Mr. Weiss. Jack R. Poppele, WOR vice president, was elected to the board vacancy left by resignation of Mr. McCosker.

Others Elected

E. P. H. James, MBS director of advertising, promotion and research, was elected to vice presidency.

Edgar Kohak was reelected MBS president and director, with James E. Wallen reelected treasurer and controller, and E. M. Antrim secretary.

Reelected vice presidents were Robert D. Swezy, who also is MBS general manager; Phillips Carlin, programs; Z. C. Barnes, sales; A. A. Schechter, news, special events and publicity; Robert A. Schmid, station relations; Ade N. Hult, Midwest operations.

Other board members reelected for another term include Willet H. Browne, network; E. M. Antrim and Chesser Campbell, WGN Chicago; J. E. Campeau, CKLW Detroit; H. K. Carpenter, WOR New York; Essig & Co., Los Angeles; and William H. Wise & Co., New York (books).

KFWB Sells 33 Segments Of Martin Block Series

KFWB Hollywood announced last week it had sold 33 quarter-hour segments, the minimum weekly total of 48 within its two hours of Martin Block Presents. The record program, six days weekly, started June 2.

Five advertisers are using segments weekly: Flottil Food Products, Los Angeles (canned foods); Liggett & Myers Tobacco Co., New York (Chesterfields); Kaiser-Frazer, Los Angeles (automobiles); Patricia Stevens Model School, Los Angeles; and William H. Wise & Co., New York (books).

Dr. Cowan, Los Angeles (chain dentists), is using three 15-minute segments weekly.

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Justin Miller is Elected As BMI Board Chairman

JUSTIN MILLER, NAB president, and former BMI president, was elected chairman of the board at the BMI Board of Directors meeting held June 10 in New York.

Sydney M. Kaye, former executive vice president of BMI, was made a member of the board and will serve as vice chairman, and Robert D. Swezy, MBS vice president, was elected to the board’s membership to replace Carl Haverlin, retiring president of BMI.

Renomination of Wakefield Is Referred to Subcommittee

INVESTIGATION of FCC Comr. Ray C. Wakefield’s party status loomed as last major issue as a subcommittee of the Senate Interstate & Foreign Commerce Committee to study his renomination for a seven-year term—beginning July 1.

Sen. Wallace H. White Jr. (R-Me.), chairman of the full committee, told reporters that questions had been raised within the committee regarding “whether Mr. Wakefield is a good enough Republican to receive a Republican appointment.” He said some Democrats also questioned the reappointment. Personally, he said, the challenge is “too general an indictment to satisfy me.”

The subcommittee is headed by Sen. Clyde M. Reed (R-Kan.), whose colleagues are Senators Ed Warbasse of Conn. (R-Okla), and Tom Stewart (D-Tenn.).

Senator Reed said he planned to call Mr. Wakefield and other witnesses at public hearings later. No date was given for a hearing. The reappointment for the term starting July 1, was sent to the Senate late last month by President Truman [Broadcasting, May 26].
There's a famous proprietary firm that needed a sales boost in Richmond. As a matter of fact, they needed a real shot in the arm.

They decided W-L-E-E was the way to start. They bought a half hour a week over our sales-producing station six months ago.

Latest report: "If sales continue at the present rate... we'll sell twice as much this year as compared with last year.'"

And this drug outfit has had no other advertising in Richmond.

It's another W-L-E-E sales success story.

To shake well in Richmond...use W-L-E-E!

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

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

Represented by Headley-Rred
June 16, 1947 • Page 19
Managers Also Say Sponsors Unenthused About Availabilitys

A TOTAL of 52% of station managers find local live talent unavailable and 48% find that sponsors refuse to buy the local talent which can be obtained.

These were among the conclusions reached in Broadcasting's fifth poll of station managers (seventh in the Trends series being conducted by Audience Surveys Inc.). The poll was designed to examine the problems encountered by station managers in the recruiting and use of local live talent. A representative cross-section of the managers of commercial AM stations was polled in May and asked to indicate: (1) what general problems they encountered in the use of local live talent; (2) what types of local live talent they had used within the past year; (3) how this talent was recruited.

The results of the survey follow:

General Talent Problems

"Some of the general problems in station use of local live talent are listed, in Table I. In your own operation are you faced with any of these problems?"

More than half of the managers indicated that local live talent is unavailable (see Table I). Although the poll did not attempt to evaluate the quality of the available talent, many managers qualified their answers by adding: "Good" talent is not available locally. Approximately half of the managers emphasized sponsor resistance to local live talent programs as one of their major difficulties. One-third of the station managers surveyed complained of the high cost of local shows!

About a quarter of the managers lacked the necessary supervisory personnel to develop talent. The same number pointed to poor audience reaction to these programs. Only one respondent in six considered union difficulties to be a major problem, while only one station manager in twenty reported that time was not available.

Although this was not a "write-in" type of question, many managers did add their own comments. Those mentioned most frequently were: (a) Competition from networks, (b) rise in popularity of record shows. As one manager put it: "A sponsor won't put money in to local talent, when he can get Sinatra or Crosby at no extra cost."

Talent for Commercials

"Please indicate the type of local live talent (other than staff announcers) your station has used within the last year."

For Sustaining

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* Percentages add to more than 100% because most respondents indicated more than one type of local live talent within the past year.

Tests of Stratovision to Resume

B-29 Aloft for Checkup

B-29 Aloft for Checkup As New Equipment Is Prepared

By J. FRANK BEATTY

FIRST flight tests of the B-29 bomber to be used in the second phase of stratovision development have just been conducted by Westinghouse Electric Corp. and the Glenn L. Martin Co.

Westinghouse is proceeding "full speed ahead and loaded with optimism" in its work on stratovision—projected method of covering the nation with complete AM, FM and television relay service from a fleet of high-flying aircraft. When complete equipment has been installed in the B-29 the company will resume flight tests, probably in late autumn unless unforeseen engineering huddles interfere.

Recent announcement of coaxial cable television rates, described last week by witnesses at the FCC's television network hearing as unexpectedly high and a threat to video networks, will not affect the stratovision experiments. Westinghouse officials explain they are still exploring the practicality of this new medium and will not attempt to work out economic details until tests prove beyond doubt their theory that 14 planes flying at 30,000 feet will be able to provide 78% of the population with several television and several FM programs, besides feeding communications channels.

The engineering work is moving along as fast as possible under direction of Walter Evans, Westinghouse vice president in charge of radio and an engineer of long experience. The plan was conceived by Charles E. Nobles, young engineer who is in active charge of the experimental phase.

Flight Testing

Flight testing of the B-29 plane to be used in the next phase of stratovision development was designed to study noise characteristics of the craft, according to John A. Holman, business director of stratovision, Mr. Holman headquarters at the Westinghouse Baltimore plant.

In Phase I of the tests, conducted last year [Broadcasting, Feb. 29], the small Lockheed bomb- er's equipment provided interference with reception and transmission. The plane was unable to fly over 20,000 feet but despite this handicap Mr. Nobles was able to prove that a plane can pick up signals from distant sources and re-

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<tr>
<td>Dramatic</td>
<td>9%</td>
</tr>
<tr>
<td>Semi-classical orchestras</td>
<td>7%</td>
</tr>
<tr>
<td>Serious music singers</td>
<td>5%</td>
</tr>
<tr>
<td>Serious music orchestras</td>
<td>3%</td>
</tr>
<tr>
<td>Comedians</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

* Percentages add to more than 100% because most respondents indicated more than one type of local live talent within the past year.

Commercial programs (see Table II); 46% reported the use of hillbilly singers. Approximately one-third of the panel reported using disc jockeys, popular music vocalists, hillbilly bands, news commentators, and home economists for commercial programs during the past year. Less than 10% of the managers reported that they had classical singers or orchestras. Only one station out of every twenty polled reported using local comedians for commercial programs.

Talent for Sustainers

"Please indicate the type of local live talent (other than staff announcers) your station has used within the last year (For commercial shows)."

More than half of the managers reported using sportscasters for commercial programs (see Table II); 46% reported the use of hillbilly singers. Approximately one-third of the panel reported using disc jockeys, popular music vocalists, hillbilly bands, news commentators, and home economists for commercial programs during the past year. Less than 10% of the managers reported that they had classical singers or orchestras. Only one station out of every twenty polled reported using local comedians for commercial programs.

Talent for Sustainers

"Please indicate the type of local live talent (other than staff an-

(Continued on page 98)
TAP THE RICH FARM MARKETS

SERVED BY

kglo  WTAD

Mason City, Iowa  Quincy, Illinois
1300 k.c., 5,000 watts  930 k.c., 1,000 watts

FOR "WHY" AND "HOW" . . SEE OTHER SIDE . .
FAIR and WARMER

FARM PROSPERITY TO CONTINUE

COMMUNITIES IN FARM AREAS ALSO PROSPER

Yes, sir, they're making hay while the sun shines down on the farm ... for American farmers are feeding the world! And right in the heart of the Corn Belt — America's richest farming district — are Stations KGLO and WTAD, delivering two of the nation's richest farm markets.

... 134,000 FAMILIES SERVED BY LEE STATIONS HAVE OVER A QUARTER OF A BILLION DOLLARS TO SPEND!

And no, sir, you don't have to listen in on the telephone to know farmers in the Lee Station Area are going to town buying more than ever before ... equipping their farms with new machinery, their homes with the latest improvements, buying everything from work clothes to fence posts, animal feeds to barn paint.

Hour by hour, Lee Stations beam the programs farmers want to hear ... news of the world ... vital weather reports ... stock markets ... and entertainment designed by rural preference. With an established, faithful audience Lee Stations are reminding farmers where to buy what they want. Harvest your crop of profits with

**GET FREE COPY**. New MARKET ANALYSIS OF LEE STATIONS . . .

This new market analysis is available in limited quantities. Send your request to Walter J. Rothschild, National Sales Manager, WTAD, Quincy, Illinois or Call WEED & COMPANY in New York, Chicago, Detroit, Boston, Atlanta, Hollywood, San Francisco.
Industry Divided on Acceptance of BMB

Approval in N. Y.; Chicago, West
Less Certain

QUERIED by Broadcasting on their feelings about BMB, broadcast agencies and advertising representatives in New York, Chicago and the West Coast expressed varied reactions. In New York there was general approval. Chicago agencies which have received their BMB area reports approved (with reservations) both the method and the results obtained. On the West Coast the reaction was mixed but generally favorable. Detailed account of the industry's appraisal of BMB appears in the accompanying columns.

New York

GENERAL approval of the BMB survey has been expressed by broadcasters and advertising agencies in New York.

Asked for their impressions of the effectiveness of BMB data as a selling agent for radio, most industry representatives agreed that they had found the survey useful.

Comments follow:

Hugh M. Beville, Jr., NBC director of research: "The first industry-sponsored measurement of all radio stations and networks on a uniform basis is unquestionably a major advance in radio research. The first BMB study will be extremely useful because of the way the book is set up with the detail breakdown which is not available anywhere else."

Helen Harrwig, timebuyer, Ruthrauff & Ryan: "I use it quite frequently. I like it very much. I think it clearly explains how well a station's coverage is received in the counties."

Chel Harewog, timebuyer, Duane Jones Co.: "Excellent. And use it constantly. I still feel that it is the only uniform yardstick. It's the best thing that has happened to us all of a sudden."

Robert Wilson, director of research, CBS: "Our seven years of experience with the measurement technique employed by BMB makes us confident that the industry will find the new audience figures extremely useful. Agencies, advertisers and stations now have for the first time meaningful radio circulation data on a common sense basis."

Charles Stark, vice-president and general manager, WMCA New York, "BMB points the way to an authoritative measurement of radio audience circulation. As a continuing study this survey should give the industry a yardstick of radio listenership."

Hugh Clohessy, timebuyer, Consolidated, Inc.: "BMB is a wonderful idea. We'll back it right up to the hilt."

Chicago

While many Chicago advertising agencies have yet to receive their BMB area reports, those who have received them approve (with reservations) both the method and the results obtained.

Chief among their objections are BMB's limitation on listening—once a week or more—and failure to indicate whether listening was based on daytime or evening programs.

However, all agreed that BMB was "at least a start in the right direction and that the study should be continued in 1948."

Those interviewed by the Chicago office of Broadcasting had these things to say about the results: Margaret Wiley, timebuyer, J. Walter Thompson Co.: "I found the BMB reports very interesting, especially those which concerned the smaller stations where no Hooper ratings are available. As a matter of fact, we have been doing some research and are just completing a report on a group of stations in a particular market. We have no particular affiliations. Up until now we have had no area picture of measuring listener habits. The lowest count coverage we would be dependent on the county itself. That is, in a county where, say, 80 or 90% listen to a particular station, we would not go below 40%. Of course, where the percentage is about 50%, then that would be a different story."

"Doubtless the 'once-a-week' basis now being used is just a good start and not the final answer. It doesn't differentiate between daytime and evening shows, many of which are aired only once a week. Something like a 'three-a-week' basis might be the answer."

"Handy for Reference" William L. Weddell, radio director, Leo Burnett Co., Inc.: "I think the BMB reports are very handy for reference and statistical purposes. They are definitely a step in the right direction. We seldom use them ourselves, being familiar with most of the stations we buy time on. I think they are of more assistance to our competitors than to our campaigns rather than network shows."

(Continued on page 80)

### Mutual Will Continue BMB Support

**MBS President Asserts Faith in Industry Organization**

**By EDGAR KOBAK**

**PRESIDENT OF MUTUAL BROADCASTING SYSTEM**

**WITH ALL the latest discussion about the date of the next BMB survey, I think it is high time we all made a distinction in our minds between the BMB as an organization and any particular "BMB survey" as a function of that organization.**

Regardless of when the next national survey is to be made, it seems to us self-evident that the BMB as an organization must be continued and supported by all concerned. This means that all radio stations and networks should do everything in their power to help the BMB to meet the needs of the industry. At the same time all advertising agencies and radio advertisers should give the BMB staff every encouragement in their thinking and guidance.

There is evidently quite a difference of opinion as to whether any kind of survey, sponsored by BMB, should be made on an annual basis, every two years, or every three years. I am not prepared to make any statement as to what the eventual form of the survey should be, but one thing is, broadcasting is a fast-moving business. The 1946 survey is largely out of date because of the tremendously large volume of changes and improvements which have not only been authorized by the FCC, but which are already so largely in effect since the first BMB job was done.

**MutualCoverage**

The Mutual Broadcasting System has added to its stations since the BMB 1946 survey was made. More new ones are on the way. Those Mutual stations which were measured by BMB can, of course, make good use of their figures, but the network as a whole is only about two-thirds covered by the 1946 report.

Therefore, it will be clear to everyone, and mutual support which Mutual gives to BMB at the present time must be based on our hopes for BMB's future, rather than on the usability to us, as a network, of what has already been done. Since no BMB figures on our 127 plus new stations will be available for several years, we must provide other coverage figures for these stations. We must meet the demands of our advertisers and agencies for up-to-date information, and BMB is not at present in a position to supply it. Perhaps out of our necessity, and our answer to it, will come something of value to the whole industry. In order to obtain the necessary guidance for the great broadcasting growth which has occurred in the last year or two, we turned to a greatly improved engineering formula.

We needed evidence of where listeners are receiving Mutual programs satisfactorily and this could not be obtained by the old...

(Continued on page 81)
25th ANNIVERSARY

FIRST BROADCAST—JUNE 8th, 1922
SETS IN USE—BALTIMORE: 2,560
THE STATION LISTENERS BUILT WFBR

WFBR TODAY—BALTIMORE
RADIO MARKET HOMES: 405,270
Child Listeners Recall Product Names

‘Lone Ranger’ Most Popular, Kansas Survey Shows

EIGHTY-SEVEN percent of boys and 75.9% of girls correctly recalled the product advertised on the Lone Ranger program (Cheerios for General Mills), first-ranking favorite among children, according to an analysis of radio habits of students in the fourth to ninth grades published by the U. of Wichita.

The analysis shows children of this age group in Sedgwick County, Kansas, an industrialized area, are avid radio listeners. It is based on a questionnaire answered by 4,665 children March 9-15 under supervision of principals and teachers, and was submitted to the university committee on graduate studies by Philip Joe Mohr, candidate for the degree of master of arts.

In analyzing commercial effectiveness of sponsored programs, the survey showed that children identified products advertised on popular programs more accurately than those advertised on unpopular programs, based on actual program listeners. Thus the Lone Ranger, most popular with children, had the highest percentage of product remembrance while Jimmie Allen, ranked 41st, had a 17.5% recognition rating among boys and 8.5% among girls.

Boys recalled more accurately than girls, and urban children seemed less capable than village or farm children of identifying products.

Ability of the broadcast medium to impress the commercial message was put to one of the stiffest tests in research history when youngsters were asked to recall the product advertised on Jack Armstrong (Wheaties for General Mills), though the program had not been heard locally for 18 months.

Over 50% of boys in Sedgwick County who had heard the program before it left the air, 18 months ago correctly named Wheaties. Over 25% of girls named Wheaties. Only 2% of boys named the wrong product with 47.5% answering “didn’t know.” Of the girls, 2.5% named the wrong product, and 71.8% answered “didn’t know.”

In the case of the Dick Tracy program, sustaining for four months at the time of the survey, 37.9% of boys and 44% of girls correctly identified the sponsor as Steffen’s Dairy Foods.

Serials Preferred

In analyzing choice of programs, children’s serials were preferred by 36.7% of boys and 19.8% of girls, followed by non-mystery dramas, crime and mystery dramas, comedians, quiz programs, popular music, variety, adult serials, miscellaneous music, serious music, talk shows, sportscasts, newscasts (local) and commentators (network).

Children’s serials show a consistent decline in popularity as pupils advance from fourth to ninth grade. On the other hand, non-mystery dramas, crime and mystery dramas, and comedians show a reverse trend. Popular music also shows a significant rise as pupils advance through the grades.

Most popular programs are:

<table>
<thead>
<tr>
<th>Program</th>
<th>Boys %</th>
<th>Girls %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lone Ranger, ABC</td>
<td>22.9%</td>
<td></td>
</tr>
<tr>
<td>Tom Mix, MBU</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lux Radio Theatre, CBS</td>
<td>13.3%</td>
<td></td>
</tr>
<tr>
<td>Blondie, CBS</td>
<td>14.0%</td>
<td></td>
</tr>
<tr>
<td>Red Skelton, NBC</td>
<td>13.9%</td>
<td></td>
</tr>
<tr>
<td>Sky King, ABC</td>
<td>11.1%</td>
<td></td>
</tr>
<tr>
<td>Pat Harmon, ABC</td>
<td>8.2%</td>
<td></td>
</tr>
<tr>
<td>Captain Midnight, MBS</td>
<td>9.9%</td>
<td></td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly, NBC</td>
<td>9.2%</td>
<td></td>
</tr>
<tr>
<td>Inner Sanctum, CBS</td>
<td>6.4%</td>
<td></td>
</tr>
<tr>
<td>Burns &amp; Rogers, NBC</td>
<td>6.3%</td>
<td></td>
</tr>
<tr>
<td>Date With Judy, NBC</td>
<td>5.5%</td>
<td></td>
</tr>
<tr>
<td>Dick Tracy, ABC</td>
<td>5.4%</td>
<td></td>
</tr>
<tr>
<td>Bob Hope, NBC</td>
<td>4.1%</td>
<td></td>
</tr>
<tr>
<td>Your Hit Parade, CBS</td>
<td>4.6%</td>
<td></td>
</tr>
<tr>
<td>Adventures of Sam Spade, CBS</td>
<td>3.4%</td>
<td></td>
</tr>
<tr>
<td>Fas &amp; Russel, NBC</td>
<td>3.2%</td>
<td></td>
</tr>
<tr>
<td>Truth or Consequences, NBC</td>
<td>4.2%</td>
<td></td>
</tr>
<tr>
<td>Amos &amp; Andy, NBC</td>
<td>3.1%</td>
<td></td>
</tr>
<tr>
<td>Big Top, CBS</td>
<td>2.8%</td>
<td></td>
</tr>
</tbody>
</table>

The survey notes that no local programs are found in the first 50 favorites.

The survey found that girls listen more accurately to radio programs than boys.

LISTENING HOURS

Nearly half of the children were found to listen to at least one broadcast before going to school in the morning. Peak listening of village children occurs from 8-9:30 a.m. On farm children listen from 6:30 to 7:30 a.m. and 4:30 to 5:30 p.m. Highest urban listening ranged between 7 and 8:30 a.m. Sharp decline in listening was noted after 8:30 a.m. as school hours approached.

In the evening 90.1% of urban boys and 90.4% of urban girls listen; 87.7% of village boys and 84.6% of village girls; 82.4% of farm boys and 80.6% of farm girls. Heaviest listening occurs from 4:30 to 9:30 p.m. More boys than girls listen during most half-hour periods. A drop occurs from 6-7:30 p.m., just as in the case of adults.

Percentage of children listening on weekday evenings, based on educational attainment, are shown in Table 1:

| Table 1: Percentages of Children Listening to Radio on Weekday Evenings—By Place of Residence |
|---|---|---|---|---|
| Boys | Girls | Boys | Girls |
| Urban | Village | Farm | Village | Farm | Urban | Village | Farm | Village | Farm |
| Size of Sample, 1,105 | 1,105 | 1,105 | 1,105 | 1,105 | 1,105 | 1,105 | 1,105 | 1,105 | 1,105 | 1,105 | 1,105 |
| 4:30-5:00 | 34.2% | 34.2% | 34.2% | 34.2% | 34.2% | 34.2% | 34.2% | 34.2% | 34.2% | 34.2% | 34.2% |
| 5:30-6:00 | 35.7% | 35.7% | 35.7% | 35.7% | 35.7% | 35.7% | 35.7% | 35.7% | 35.7% | 35.7% | 35.7% |
| 6:30-7:00 | 35.6% | 35.6% | 35.6% | 35.6% | 35.6% | 35.6% | 35.6% | 35.6% | 35.6% | 35.6% | 35.6% |
| 7:30-8:00 | 36.0% | 36.0% | 36.0% | 36.0% | 36.0% | 36.0% | 36.0% | 36.0% | 36.0% | 36.0% | 36.0% |
| 8:30-9:00 | 36.8% | 36.8% | 36.8% | 36.8% | 36.8% | 36.8% | 36.8% | 36.8% | 36.8% | 36.8% | 36.8% |
| 9:00-10:00 | 34.2% | 34.2% | 34.2% | 34.2% | 34.2% | 34.2% | 34.2% | 34.2% | 34.2% | 34.2% | 34.2% |
| 10:00-11:00 | 31.2% | 31.2% | 31.2% | 31.2% | 31.2% | 31.2% | 31.2% | 31.2% | 31.2% | 31.2% | 31.2% |
| 11:00-12:00 | 28.5% | 28.5% | 28.5% | 28.5% | 28.5% | 28.5% | 28.5% | 28.5% | 28.5% | 28.5% | 28.5% |
| After midnight | 10.7% | 10.7% | 10.7% | 10.7% | 10.7% | 10.7% | 10.7% | 10.7% | 10.7% | 10.7% | 10.7% |

The report cites comic books and the theatre as competing with both the radio and the textbook for a child’s attention outside of school.

EVENINGS IN THEME

Seattle Station to Group—Types of Programs

INAUGURATING a new type of program policy, KEVR Seattle (which will become KING on July 15), operating as an independent with 10 kw on 1000 kc, plans to devote entire evenings to programs of a different kind than those heard on network or other evenings.

Martin Deane Wickett, who has just taken over as KEVR program director [BROADCASTING, June 9], announces that the station will not follow the practice of splitting, as many stations do, but in stead will present programs following the same mood 7-11 p.m. Tuesday evening, for example, will be devoted to serious music and Saturday evenings will be light popular music. Station’s plans also call for program mining, semi-classical music, drama, and Scandinavian music (one fourth of area’s residents are of Scandinavian descent) on other evenings to complement existing network shows.

The daytime program structure (10 a.m.-5 p.m.), Mr. Wickett announced last week by Sam H. Bothwell, director of KTBB and former city manager of Fort Worth.

Named as general manager of new station was M. E. Danbom, former part owner and manager of KKBK Tyler. Mr. Danbom has been active in broadcasting since 1932, except for 3½ years spent in the Army’s Signal Corps, in which he served as a captain with the Signal Training Engineering Agency in Philadelphia.

KTBB is owned by Blackstone Broadcasting Co., whose officers and principal stockholders are also principal owners of Tyler’s two daily newspapers. Station’s studio will be in the lobby of the Blackstone Hotel, and Western Electric equipment will be used throughout.
Night and Day... Day and Night
WDAF's the Buy in Kansas City!

BMB AUDIENCE FIGURES on following pages sensationally reaffirm WDAF's long-time dominance of the potent Kansas City market. First in listeners—first in programming—first in prestige—first in rate economy through low cost per listener!

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

WDAF

KANSAS CITY

5000 Watts — Full Time — 610 Kilocycles — Basic N.B.C.

NATIONAL REPRESENTATIVE EDWARD PETRY & CO.

TURN HERE
for the sweetest radio story ever told!
WDAF NIGHTTIME COVERAGE of the KANSAS CITY Market Area

(Nighttime coverage map with various counties marked and coverage percentages indicated.)

<table>
<thead>
<tr>
<th>NIGHT BMB PER CENT PENETRATION</th>
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</thead>
<tbody>
<tr>
<td>90 to 100%</td>
</tr>
<tr>
<td>Counties</td>
</tr>
<tr>
<td>Radio Families</td>
</tr>
</tbody>
</table>


BMB Audience Reprints Available on Request

THE SWEETEST PART OF THE STORY!
**WDAF Broadcasting Rates**

**CLASS A TIME—6 P. M. TO 10:30 P. M.**

<table>
<thead>
<tr>
<th></th>
<th>1 Time</th>
<th>13 Times</th>
<th>26 Times</th>
<th>52 Times</th>
<th>104 Times</th>
<th>312 Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>HALF HOUR</td>
<td>$266.00</td>
<td>$225.00</td>
<td>$200.00</td>
<td>$173.00</td>
<td>$147.00</td>
<td>$133.00</td>
</tr>
<tr>
<td>QUARTER HOUR</td>
<td>147.00</td>
<td>125.00</td>
<td>110.00</td>
<td>95.00</td>
<td>81.00</td>
<td>73.00</td>
</tr>
<tr>
<td>ONE MINUTE</td>
<td>132.00</td>
<td>112.00</td>
<td>99.00</td>
<td>85.00</td>
<td>72.00</td>
<td>66.00</td>
</tr>
<tr>
<td>30 WORDS</td>
<td>60.00</td>
<td>51.00</td>
<td>45.00</td>
<td>39.00</td>
<td>33.00</td>
<td>30.00</td>
</tr>
</tbody>
</table>

**CLASS B TIME—12 NOON TO 1 P. M.—5 P. M. TO 6 P. M.—SUNDAY NOON TO 6 P. M.**

<p>| | | | | | | |</p>
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<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>HALF HOUR</td>
<td>$178.00</td>
<td>$151.00</td>
<td>$133.00</td>
<td>$116.00</td>
<td>$ 98.00</td>
<td>$ 89.00</td>
</tr>
<tr>
<td>QUARTER HOUR</td>
<td>98.00</td>
<td>83.00</td>
<td>73.00</td>
<td>64.00</td>
<td>54.00</td>
<td>49.00</td>
</tr>
<tr>
<td>ONE MINUTE</td>
<td>87.00</td>
<td>75.00</td>
<td>66.00</td>
<td>57.00</td>
<td>48.00</td>
<td>44.00</td>
</tr>
<tr>
<td>30 WORDS</td>
<td>39.00</td>
<td>33.00</td>
<td>30.00</td>
<td>25.00</td>
<td>21.00</td>
<td>20.00</td>
</tr>
</tbody>
</table>

**CLASS C TIME—6 A. M. TO 12 NOON—1 P. M. TO 5 P. M. WEEKDAYS—10:30 P. M. TO 12 M.**

<p>| | | | | | | |</p>
<table>
<thead>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>HALF HOUR</td>
<td>$133.00</td>
<td>$113.00</td>
<td>$100.00</td>
<td>$ 87.00</td>
<td>$ 74.00</td>
<td>$ 67.00</td>
</tr>
<tr>
<td>QUARTER HOUR</td>
<td>73.00</td>
<td>63.00</td>
<td>55.00</td>
<td>48.00</td>
<td>41.00</td>
<td>37.00</td>
</tr>
<tr>
<td>ONE MINUTE</td>
<td>66.00</td>
<td>56.00</td>
<td>49.00</td>
<td>42.00</td>
<td>36.00</td>
<td>33.00</td>
</tr>
<tr>
<td>30 WORDS</td>
<td>30.00</td>
<td>25.00</td>
<td>22.00</td>
<td>19.00</td>
<td>16.00</td>
<td>15.00</td>
</tr>
</tbody>
</table>

Floating Position (Time Not Guaranteed), Allowed on Class C Announcements Only, Earns 25 Percent Discount on Above Rates.

**WDFAF**

*Owned and Operated by The Kansas City Star Company*

**National Representative: Edward Petry & Co.**
Loomis to Actively Head Lee Stations
Stations Management and Policies Will Remain The Same

LEE P. LOOMIS, president of Lee Stations, has assumed active management of KGLO Mason City, Iowa, and WTAD Quincy, Ill., following the recent death of the stations' late general manager, F. C. Eighty (May 5) [Broadcasting, May 5].

Management and policies of the station will remain the same, according to Mr. Loomis, with Walter J. Rothchild continuing in charge of national sales with offices at Quincy. Leo W. Born, technical director, and H. B. Hook, public relations director, will also continue in the same capacities.

The individual stations will continue to be run as before with H. O. Ohrt managing KGLO and George Arnold Jr., assistant to the president, and William T. Burgart, local sales manager, handling things at WTAD.

Plans are progressing rapidly for FM operations at both places, according to Mr. Loomis.

RADIO CONTRIBUTIONS TO EDISON FUND URGED

LETTERS and booklets urging members of the radio industry to contribute towards the $2,500,000 goal of the Thomas Alva Edison Foundation were sent out last week by Edgar Kobak, president of MBS and chairman of the broadcasting division of the drive.

Pointing out that few industries have a greater debt to Mr. Edison than radio, Mr. Kobak urges each broadcaster to make his contribution "commensurate with the legacy left us by Mr. Edison."

The purpose of the fund, says the letter, should appeal to "all individuals and organizations interested in the development of research and the stimulation of education." Radio's share of the total is $125,000.

New Hilo Outlet Will Be Fourth in Aloha Network
ALOHA NETWORK, new Hawaiian chain, will expand to four stations when a new outlet to be operated in Hilo by Big Island Broadcasting Co. [Broadcasting, May 31] goes on the air "to all individuals and organizations interested in the development of research and the stimulation of education." Radio's share of the total is $250,000.

Mr. Loomis

Intense Promotional Tie-ins Aid Joske's Radio Impact

TWO-Ply department store campaign based on consistency and intensity, developed during the radio retailing concept conducted by Joske's of Texas, was responsible for much of the success attained by the San Antonio store in achieving sales records and demonstrating the sales power of broadcasting.

Techniques used by the store, largest in the Southwest, are reviewed in a promotion report soon to be published by the NAB Dept. of Broadcast Advertising. The report comprises Chapter V of the complete Joske's report.

Fivelfold Benefits

Integrated promotion produced direct results, the chapter indicates. The methods used pioneered new ground in department store selling and merchandising, bringing fivefold benefits listed by NAB as follows:

The area of advertising influence was widened. Consumer impact was delivered on the total customer potential.

The effectiveness of all media advertising was heightened.

Store traffic and volume of business increased.

The ratio of advertising costs to sales was lowered.

A daily schedule emphasizing program data, plus time and station information, in all visual publicity planned inside and outside the store, was followed by the store's radio director working with the advertising and promotion manager.

Joske's promoted its broadcast programs in San Antonio newspapers through especially written and scheduled display advertising designed to increase the appeal that radio made for specific merchandising. San Antonio radio stations contributed bonus promotion by devoting a substantial amount of their own newspaper advertising to the Joske programs.

The displays included attractive layouts, illustrations, pictures, informational tune-in reminders and other features. All were carefully timed in relation to the broadcast hour and the buying habits of customers. The programs carried reciprocal tie-ins which reminded listeners to check local paper advertising for prices and illustrations on air-advertised items which were also featured in the displays.

News stories were distributed by Joske's including feature articles, program news and pictorial coverage of national known individuals who visited the store.

Some of the Joske's radio-program advertising was directed to the foreign language press. Other media included local publications such as high school papers and trade papers.

House organs helped keep employees familiar with radio campaigns. These included The Joske Jabberwocky and a temporary Joske day of Joske's published during a brief newspaper strike. Program logs in newspapers, mailing lists, envelope inserts, monthly statements, wrapping supplies, merchandise tags were used in the coordinated promotion campaign.

Window displays, signs, posters, standards, marquee announcements, truck dashes, car cards, taxi panels and other eye-stoppers and traffic directors acted as silent salesmen in the radio promotion in addition to their information and reminder functions.

Interior exhibits were arranged in the store; remote broadcasts

SO. BEND LINK READY IN JULY, WBKB SAYS

CAPT. WILLIAM EDDY, director of WBKB, Chicago television station, has predicted that construction of station's relay link to Michigan City and South Bend, Ind., making possible televising of Notre Dame football games this fall, [Broadcasting May 19] probably will be completed next month.

Capt. Eddy disclosed that new 1850-mc equipment arrived last week and is being installed in the 125-ft. experimental tower at Michigan City to record reception phenomena. The new triple tower is nearing completion.

Reinald Werrnrah Jr., station special events director, has been confering with civic committees from South Bend and Michigan City to plan a special program commemorating first use of link.

Building of TV Station Is Commenced by WBAL

WORK WAS BEGUN last week on WBAL Baltimore's new television transmitter building, and the station anticipates it will be broadcast its experimental programs in October.

Situated 385 feet above sea level in the northwest section of Baltimore, the building's 400-foot tower will provide what the station terms "an ideal antenna height for transmitting television programs to Baltimore and its environs."

The station plans two months of experimentation before actual broadcasts are originated from the television studios located at WBAL's new headquarters at 2610 N. Charles St. and scheduled for completion about August 1.

KWBB-FM Makes Debut

KWBB-FM, Hutchinson, Kan., made its formal debut June 15, broadcasting from 3 to 9 p.m. daily on 85.7 mc. Owned and operated by William Wyse who owns KWBB, 250-w, NBC affiliate, KWBB-FM is the first FM station in Central Kansas to operate commercially.

were picked up from store windows; goodwill and friendly public relations were energized and established by personalities on specific radio programs. Public address systems, movie trailers and other promotion avenues are recommended for use by retailers as a result of lessons learned in the Joske's study.

Special programs were developed to attract and hold the teen-age market with effective promotion adding to their impact.

The new chapter on the Joske's clinic results includes many types of promotional techniques used by department stores all over the nation.

June 16, 1947  Page 31
Jamaica Appearance of Video Caravan Called Huge Success

The five-day stand of the RCA-Allied Stores Television Caravan at Jamaica, Long Island, June 3-7 was hailed last week as an outstanding success. An estimated 50,000 persons crowded the Gertz Department Store to watch the demonstrations, which brought an "inordinate increase" in the demand for RCA video sets, according to Harold Merahan, Gertz advertising and sales promotion director.

The Jamaica appearance was the third scheduled stop in a list of 22 on the caravan's itinerary and the only one in the New York metropolitan area. Officials of both RCA and the Allied Stores said the response at Jamaica was even more gratifying than the receptions at Reading and Easton, Pa., which at the time were considered highly satisfactory.

In the Gertz demonstrations video shows were piped by direct wire from specially-built studios on the fourth floor of the department store to strategically dispersed "telestations" in the store windows, the radio and television department and elsewhere. Products of 11 national advertisers were demonstrated, including: Westinghouse, U. S. Rubber, Sherwin-Williams, Presto cookers, Pic magazine, Koroseal, House Beautiful, Hoover vacuum cleaners, Hickok motors; Charm magazine and BVD underwear.

The set demonstrated was the new RCA Victor 6411 TV model, which combines video with FM, AM, shortwave and Victrola phonograph. Ten shows were presented during the week together with a daily audience participation program.

Newsmen Entertained
The evening of June 6 was devoted to a dinner and special showing of newsmen and manufacturers' representatives. This group was addressed by Earl Puckett, president of Allied Stores Corp., who declared: "Television will soon be one of the most powerful factors in the movement of merchandise in retailing ... (it) ... is the greatest opportunity and challenge confronting the profit-minded retailer today."

This view was echoed by Max Gertz, vice president of the store, who said: "... Television is more than an advertising medium. It actually makes sales. Retailers who do not study this marvelous new medium and take advantage of what they learn may be at a competitive disadvantage within a few years or even months."

Following its appearance in Jamaica the Television Caravan moved to Boston, where demonstrations were given at Jordan Marsh, New England's biggest department store, June 10-14 [Broadcasting, June 9]. This week the caravan will be at Dey Bros. in Syracuse, N. Y., June 18-21.

Congress Broadcasts
The question of whether or not sessions of Congress should be broadcast is discussed by Jack H. Pollack in the July Pageant which came out June 11. In his article, "Let's Put Congress on the Air," Mr. Pollack discloses that a personal survey of a representative cross section of 70 legislators brought the following response: In favor, 61%; opposed, 33%; undecided, 6%.

David Resigns
Dr. Henry David, former BBC adviser on American affairs, and before that BBC research director in New York, has resigned. He is currently engaged in historical studies during a leave from Queens College, Flushing, L. I., where he is professor of history.
"... thank you for the swell service and fine cooperation which you have extended me during the past year," writes R. A. Moss, of Campbell-Ewald's Media Department.

Plus service for the country's leading radio stations and advertising agencies has won for Weed and Company a reputation for remaining consistently "On Target."

WEED AND COMPANY
RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD
WPEN Sold to Sun Ray Drug
For $800,000 by 'Bulletin'

SALE OF WPEN Philadelphia by
the Philadelphia Bulletin to Sun Ray Drug Co., Eastern Seaboard
chain operating 160 stores, for
$800,000 was announced last week.
This opens the way for formal
transfer to the Bulletin of the 50,000-w WCAU. Applications for
the transfers will be filed simulta-
eously with the FCC on or before
June 27.

Sun Ray Drug, headed by the
three Sylk brothers, acquires
in addition to the 5000-w WPEN the
FM facilities authorized for
WCAU. The Bulletin retains the
FM facilities it has held with the
call WPEN-FM, as well as the
television construction permit
of the William Penn Broadcasting
Co. This procedure was devised to
retain the Bulletin radio
properties at the same location.

The Bulletin acquired WCAU,
subject to customary FCC appro-
al, in the transaction of last Feb-
uary whereby it purchased the
publishing and radio interests of
J. David Stern, which included the
Cameron newspapers and the Phila-
delphia Record, along with WCAU.
The stripped price for WCAU, it is
understood, is between $2,800,000
and $3,000,000 excluding a guaran-
teed cash account of $500,000. This
net figure is almost identical with
the price paid by Mr. Stern for
WCAU the year before.

Present Management Continues
Management of WCAU will con-
tinue under the direction of Dr.
Leon Levy, president and co-
founder of the company. G. Ben-
nett Larson, WPEN manager, is
expected to remain with the Bulle-
tin organization but in the imme-
diate future probably will devote
most of his energies to develop-
ment of the newspaper's new tele-
vision properties.

The $800,000 price for WPEN
compares with the $620,000 the
Evening Bulletin paid for it in
May 1944. Since then, however,
the Bulletin has spent considerable
money in improvements.

It was no surprise that tele-
vision rights did not go along with
the purchase. WPEN had made a
television application prior to the
Bulletin's acquisition of WCAU
but the application was trans-
ferred to WCAU.

In announcing the sale, the Bulletin
said: The Evening Bulletin announced
today that it has entered into a con-
tract for the sale of the ownership
of Station WPEN and WPEN-FM to
the Sun Ray Drug Company of Phila-
delphia for a price of $800,000. The
transaction was negotiated by Albert
M. Greenfield & Co., representing the
Evening Bulletin. The sale, of course,
has been made subject to the approval
of the Federal Communications
Commission.

In announcing the sale of the
station to the Sun Ray Drug Com-
pany, Richard W. Slocum, general
manager of the Bulletin, stated:

When the Evening Bulletin acquired
the assets of the Philadelphia Record
following suspension of the publica-
tion of the Record, it also acquired, subject
to approval of the Federal Communi-
cations Commission, Station WCAU
the 50,000-watt Philadelphia outlet of the Columbia Broadcasting System and
Philadelphia's leading radio sta-
tion. Consequently, it was necessary for
the Bulletin to divest itself of owner-
ship of Station WCAU which it
acquired several years ago.

Albert J. Sylk, executive vice
president of the Sun Ray Drug
Company, made the following
statement in conjunction with the
acquisition of the station by his
company:
We intend to follow the same poli-
cies established by The Evening Bulle-
tin in the operation of Station WPEN.
Since we have been radio advertisers for
many years, we believe that we
will bring a new slant and approach to
the station. One thing is certain,
we will devote many of our programs
to the interests of public service. We
intend to make WPEN a station that
will make Philadelphia and all of its
citizens conscious of the greatness of
this great city. We feel quite certain
with this policy all of people of this city
will appreciate our endeavor.

The Sun Ray Drug Company, of
which Harry Sylvia is president
and William H. Sylk and Albert
J. Sylk are executive vice presi-
dents, operates 150 stores through-
out the Eastern Seaboard.

Negotiations for the purchase
were carried on for Sun Ray by
Albert J. Sylk, and for the Bulle-
tin by Mr. Slocum. It is known
that the Sylks became interested
in the station through Philip Klein,
head of the advertising agency of
that name, who has been associ-
ated with the Sylks in many community
projects and who is an old
friend.

Tours Station
After announcement of the sale,
Albert J. Sylk made a tour of
the station with Mr. Larson. It is ex-
pected Mr. Sylk will head the sta-
tion, which will be set up as a
subsidiary of the drug chain, with
shareholders of Sun Ray becom-
ing shareholders of the station.

Mr. Sylk, among his many ac-
tivities, has been a past president of
Golden Slipper Square Club, member of the board of
Federation of Jewish Charities, vice-chairman of the Finance Council of National
Jewish Welfare Board, and last
October he was elected president of
the National League of Masonic
Clubs. His brother, William H.,
has been an active chairman of the
Allied Jewish Appeal, presi-
dent of the Philadelphia Zionist
Organization and a Republican
candidate for Congress.

Steel for the fast-growing industries of the far
west is now produced in the west. The gigan-
tic $200,000,000 Geneva Steel plant, forty
miles from Salt Lake City, brings new im-
portance and vitality to Utah as a producing
and consuming market.

Steel, however, is just one of the basic re-
sources that give Utah people a yearly buying
income of $3,666 per family.

In planning your sales campaigns in this
high-income market, remember KDYL is the
station most Utahns listen to most.
$9.20 worth of Air Power

It's just a piece of paper... an airline ticket from New York to Boston. It entitles one passenger to time-saving, convenient flight between these two cities.

But it is something more...

It is $9.20 worth of air power. For it is sustaining its share of our nation's great air transport fleet, one of the strongest arms of national defense.

If the government had to establish and maintain at public expense the equivalent of this nation's air transport system, the tax bill would be enormous.

But the air travelers of the nation, in the good old U.S. way, are helping do the job themselves... and all the while getting value received for every dollar... in transportation unequalled anywhere in the world.

You get there quickly, comfortably and economically when you go by scheduled Airline. Fares as well as express and freight tariffs are now lower than before the war. Air Mail is only 5¢. So, travel, mail and ship—by air! Call the nearest Airlines office or your travel agent for reservations. This advertisement is sponsored by the nation's scheduled Airlines and leading aviation manufacturers.

THE SCHEDULED AIRLINES OF THE UNITED STATES

Air Travel Strengthens America
Conditional FM Grants Given to Ten, Including Firm 25% Owned by Bricker

CONDITIONAL grants for 10 new FM stations, nine Class B and one Class A, were issued last week by FCC. One of the Class B grants, to The McPherson Broadcasting Co., McPherson, Kans., was in lieu of a previous Class A authorization. Channel 251 (98.1 mc) was allocated to McPherson. Of the grantees, six have standard station interests.

Elmer A. Benson, ex-Governor of Minnesota and former U. S. Senator, received a Class B grant for St. Paul. Another Class B grantee, Capital Radio, Inc., Columbus, Ohio, includes Sen. John W. Bricker (R-Ohio), as vice president and a quarter owner.

At the same action the Commission issued construction permits for nine Class B outlets and one Class A station. FCC also granted 14 Class B permits in lieu of previous conditions.

A new noncommercial educational FM station on 91.5 mc with 12.5 kw was granted to the St. Louis Board of Education. Antenna height of 370 feet was specified.

An authorization for a Class B station at Grand Rapids, Mich., was vacated at the request of the applicant, Lear Inc., for aircraft radio equipment and cabinets. Application of Telemeuse Inc., Hartford, Conn., for a Class A outlet was dismissed because of failure to prosecute. Action is designated in Sec. 1.381 of Rules. The Class A conditional grantee:


The Class B conditional grantees:

Evensville, Ind.—South Central Broadcasting Co., license holder.


Columbus, Ohio—Peoples Bestg. Co., license holder.

Columbus, Ohio—Capital Radio Inc., President: John W. Galbreath, manager and chairman of the board of trustees of Ohio State Univ. and a previous owner of Sen. John W. Bricker (R-Ohio), former Governor of Ohio, 100% stockholder.

William J. Davis, attorney employed by Mr. Galbreath as secretary-treasurer; Austin E. Wood, (16.6%), vice president and general manager of the Open newspapers (16), which are published in West Virginia and associates in ownership with WORK Radio, Inc., president; and George W. Kelser, vice president and manager, United Press for school features director.

The Class A conditional grantee:


Shaker Heights, Ohio—KFNK Inc., license holder.

Paula Millsimet, former member of Minnesota and the U. S. Senate, now half owner of Columbus Co., Mt. Pleasant, Mich., 54% real estate firm.


Memphis, Tenn.—Kenny Wilson, attorney with claims division, Dept. of Justice, Washington, Brother, York, L. Wilson, holds conditional grant for Class B station in Richmond, Va., as Southern Bestg. Inc.

Conditional CPs

The following were authorized CPs conditionally. (standard station affiliations in parentheses or FM call; power given is effective radiated power; antenna height is height above average terrain; channel assignments to follow final proceedings in Docket 6798):

The Hartford Times Inc. (WTHT)

Hartford, Conn.—Class B; 4.6 kw; 800 ft.

Ashland Bstg. Co. (WCMI) Ashland, Ky.—Class B; 4.4 kw; 250 ft.

Enterprise Pub. Co. (WBRT) Brooklyn, Mass.—Class A; 800 w; 275 ft.

Lew Pedick’s (WINE) Pittsfield, Mass.—Class B; 12 kw; 600 ft.

Bay Bstg. Co. Inc. (WBCN) Bay City, Mich.—Class B; 2 kw; 600 ft.

Harry J. Bilker (WFEA) Manchester, N. H.—Class A; 1 kw; 600 ft.

The Radio Voice of New Hampshire Inc. (WURL) Manchester, N. H.—Class B; 0.1 kw; 600 ft.

J. S. Bentz, Inc. (WJCS) Sterling, N. J.—Class B; 4 kw; 200 ft.

WFAA Inc. (WDAF) Kansas City, Mo.—Class B; 15 kw; 200 ft.

The following were authorized CPs in lieu of previous conditions:

WPTC-FM The Transistor Bestg. Servn., Inc., Hartford, Conn.—Class B; 0 kw; 700 ft.

WDMO-FM Kokomo Bstg. Corp., Kokomo, Ind.—Class B; 3 kw; 400 ft.

WLBC-FM Donald A. Burton, Muscic, Ind.—Class B; 1 kw; 400 ft.

WUSM Bay State Bstg. Co., New Bedford, Mass.—Class B; 1 kw; 600 ft.

WPTW-FM Fort Wayne Bstg. Inc., Fort Wayne, Ind.—Class B; 10 kw; 500 ft.


WMSA-FM The Broadway Co., Massena, N. Y.—Class B; 0 kw; 395 ft.

WAVG Marine Loan Banking Agency (WAVG) New York—Class B; 18 kw; 530 ft.

WGPT Pullman-Times Inc., Quincy, Ill.—Class B; 3 kw; 635 ft.

WGCN-FM Finland, Michigan—Class B; 0 kw; 300 ft.


WUSI-FM Buckeye Bestg. Co., Cincinnati—Class B; 16 kw; 500 ft.


WPAT Paterson, N. J., has received a special re-licitation from Princeton U. in commemoration of its Bicentennial Celebration. The station broad cast a series of programs entitled "The Princeton-U. Preceptorial of the Air" and is currently carrying a weekly series in cooperation with Princeton called "The News From Princeton University."
Now THOUSANDS MORE LISTEN, EVERY DAY, TO WFAA

TWO FREQUENCIES
TWO NETWORKS
TWO AUDIENCES

- This month we celebrate our Silver Anniversary. For twenty-five years WFAA has consistently brought the best in entertainment, education and enlightenment to its audience of millions throughout the Great Southwest.

Now, with expanded facilities on an additional frequency, 570 kilocycles, the familiar WFAA call letters which have characterized this fine service for a quarter of a century are becoming familiar to thousands more every day.

WFAA

50 KW NBC
820 KC

5 KW ABC
570 KC

HALF TIME ON EACH FREQUENCY

DALLAS, TEXAS

REPRESENTED NATIONALLY BY
EDWARD PETRY & COMPANY, Inc.
YOU CAN FASCINATE THE OUTSIDE AUDIENCE

on the Pacific Coast, too!

*The outside Pacific Coast market is that vast area outside the metropolitan county areas in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. Approximately half of all Pacific Coast retail sales are made in this outside market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.

Ulysses snubbed his outside audience and sailed to disaster. Don't turn your back on that lush outside audience. Put your show on Don Lee, the only network that covers both halves of the Pacific Coast audience like a rug... since only Don Lee reaches the outside audience (the exclusive Don Lee market where half of the Coast's 12,633,200 people spend approximately half of the $11,602,980,000 in retail sales annually).

ONLY DON LEE offers 42 stations (twice as many as Network “A”; over 3 times as many as Network “B” or “C”) to do the job of inside and outside coverage.

DON LEE IS A BETTER BUY than any other Pacific Coast network because it not only delivers more listeners but does so at a lower cost per thousand radio families. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a DON LEE station.)

What a reception you get in the outside audience with Don Lee—the only network with enough facilities to reach both the inside and outside markets on the Pacific Coast!

The Nation's Greatest Regional Network
How KSD-TV Does It
THE St. Louis Post Dispatch, in an article on May 25, reported on the problems involved in producing a show.

Swallow Made Makelmin Manager on West Coast
JOHN W. SWALLOW, for past three years Hollywood manager of Kenyon & Eckhardt Inc., has been appointed West Coast manager of Makelmin Assoc. He is headquartered in Hollywood. Hal R. Makelmin, agency president, announced the appointment.

Mr. Swallow was for ten years associated with NBC as Hollywood manager and later as Western division program director before going to Kenyon & Eckhardt. In early days of radio he managed several southern California stations and also helped organize and managed KFAC Los Angeles.

Mr. Swallow will continue his outside interests. Besides being president of Television Enterprises Inc., Hollywood, he is vice-president of Oaj Broadcasting Co. operators of KVVC, new 1-kw Ventura, Calif., station on 1590 kc now under construction. He is also consultant of KYOK San Diego.

FMA BOARD WILL MEET JUNE 26 IN CAPITAL MEETING of the FM Assn. Board of Directors will be held June 26 at the Statler Hotel, Washington, to review operations of the association and future projects. Presiding will be Roy Hofheinz, KOPY Houston, FMA president.

Board members will stay over for the June 27 meeting of the RMA-FMA Liaison Committee.

Topics coming before the board include plans for future regional meetings and an industrywide convention. If a fall convention is approved, future regional meetings may be put off until next year. Should a spring convention be favored, additional regional meetings may be held this year. It will be the first board meeting since FMA was organized last Jan. 10.

Kate Smith Claims Censorship by CBS
Star is Shifting to Mutual; CBS Explains Its Stand
KATE SMITH, who is switching her daily program of commentary and news from CBS to MBS on a co-op basis beginning June 23, said Wednesday in Chicago that she was severing relations with CBS because of "restrictions and censorship" imposed upon her program and because Mutual had offered her a possible maximum of some 400 outlets.

"You don't have freedom of speech on Columbia," Miss Smith declared. "Every day it's 'delete this' or 'cut out that.' Why they wouldn't even let me talk about Lucky Luciano when he slipped out to Cuba, even though I was only using what was being carried by the news services and news wires."

She stated also that her choice was Mutual because she is interested in talking to the greatest number of people... I know I can reach more listeners through Mutual."

Miss Smith, in Chicago to receive one of two American Brotherhood 1947 Arts and Sciences citations awarded by The National Conference of Christians and Jews for "contributions to better human relations and welfare," also disclosed that she will commence a disc show of her own sometime in the near future, devoted solely to her recordings. She emphasized that she was opposed to use of other people's records without compensation. She was especially opposed, she said, to use of her records on programs sponsored by liquor or cigarette firms, saying that she neither drinks nor smokes.

CBS' Answer
New York headquarters of CBS stated last Tuesday night that the reason Miss Smith left the network was because her sponsor, General Foods Corp., did not renew her contract. CBS said also that Miss Smith's news comments were subject to review by its news room in the same manner as were other such programs carried on the network, chiefly because a station was exclusively responsible for whatever was said over its facilities. The network added that while it respected Miss Smith's talent as a popular singer, it had been forced to exercise final judgment when she entered the field of news dissemination.

General Foods Corp. has scheduled Wendy Warren, through Benton & Bowles, New York, as the replacement for the Kate Smith show.

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THE Conditioned AUDIENCE

There are five million folks in reach of our 50 KW clear-channel signal, who have learned to believe what they hear on WSM. During the last 21 years, they have come to know that what they hear on this station, they can believe. This is why WSM, by itself, can deliver a market which otherwise would take an elaborate combination of media to cover.

HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.
One FM, Nine AM Transfers Are Given Approval by FCC

APPROVAL to transfers of nine AM stations and one FM outlet was given last week by FCC. Considerations involved in five cases total $312,060.

The Milwaukee Journal Co., licensee of WTMJ and WTMJ-FM Milwaukee, was given consent to purchase of WSAU Wausau, Wis., 250-w CBS affiliate on 1400 kc, for $200,000 from Northern Broadcasting Co. The approval is conditional in that the Journal Co. must surrender either its own FM construction permit for Wausau or the FM CP it acquires from Northern Broadcasting in the transaction. Northern Broadcasting has operated WSAU for 10 years and is composed of: William E. Walker, 52.5%; E. W. Walker, 0.5%, and Donald R. Burt, 47%. William E. Walker is half-owner of WMAM, Marquette, Wis.

KXOX Sweetwater, Tex., was granted transfer of affirmative control from Mittle Agnes McBeath and Lolita McBeath to J. S. McBeath for $312,060. Transfer results from divorce of J. S. McBeath, half-owner, and Mittle Agnes McBeath who, with her daughter Lolita, has held other half interest. KXOX assignment is 1240 kc, 250 w.

Melvin H. Purvis, with Commission approval, acquires 60% interest of M. F. Schnibben in WOLS Florence, S. C. Sale price is $40,000. Mr. Purvis becomes sole owner of the station. Mr. Schnibben, who originally financed and has been holding part of the Purvis stock as security until paid for from dividends, is retiring because of poor health. Before the war Mr. Purvis had been general manager of WOLS, assigned 1230 kc with 250 w.

FCC approved equalization of ownership in KSLM Salem, Ore., a transaction whereby Paul M. Elwine, secretary-treasurer and majority stockholder, sells 26 shares for $11,960 to Glen E. McCormick, president and general manager. Each now holds 50%. KSLM operates with 1 kw on 1390 kc.

Consent also was given to assignment of license of WGCM Gulfport, Miss., to new partnership of present owners with exception of James O. Jones, deceased. Mr. Jones’ estate receives consideration of $100 for his one third interest. Remaining partners are Hugh O. and William E. Jones. WGCM operates on 1240 kc with 250 w.

Baton Rouge Approval

Similarly approval was granted for involuntary transfer of control of WJBO and WBRL (FM), Baton Rouge, La., from estate of Charles F. Manship Jr. to the testamentary executor, the deceased’s widow, Leora D. Manship. Switch involves 959 of 100 shares. There is no money consideration. WJBO is assigned 5 kw on 1150 kc; WBRL 96.1 mc, 51 kw effective radiated power.

FCC consented to relinquishment of control of WHYN Holyoke, Mass., by Minnie R. Dwight, 96% owner, through gift of 150 shares (25%) to her son, William Dwight, president and 0.3% owner. Other interests continue the same. Assignment of WHYN is 250 w on 1400 kc.

WFRP Savannah, Ga., was granted assignment of license to a new corporation in which the owners, Frank Pidcock Sr., and James M. Wilder, plus Station Manager Edward N. Palen are officers and stockholders. Purpose, according to application, is to strengthen the organization and to secure Mr. Palen’s services. Composition of new firm: Mr. Pidcock, president and 50.5%; Mr. Wilder, vice president, 24.75%; and Mr. Palen, secretary-treasurer, 24-24.5%. WFRP facilities are 1230 kc, 250 w.

FCC also approved assignment of license of KBOL Boulder, Col., from J. Herbert Hollister, sole owner, to Boulder Radio KBOL Inc., new firm of which Mr. Hollister is president and 98% owner. KBOL operates on 1490 kc with 250 w.

To Attend SAC Meet

DEEMS TAYLOR, ASCAP president, sailed aboard the Queen Elizabeth last week to attend the National Confederation of Societies of Authors and Composers to be held in London June 23 through 28. Mr. Taylor was accompanied by Mrs. Taylor and will be joined later by other ASCAP executives and representatives.

Full Measure

LERoy MILLER, m. c., of an early morning record show at WFIL Philadelphia, has discovered a yardstick will really measure a radio audience. He offered a free yardstick to listeners on behalf of sponsor, Reinhart Int., venetian blinds. In one week, 3,082 mail requests came in. The sponsor then pleaded: “Please stop talking about yardsticks. Give me a chance to answer the mail.”

Suit Settled

FRANK SINATRA will pay Lee Mortimer, New York columnist, $9,000 for bruises incurred by latter as result of scuffle with singer in Hollywood night club recently. Suit was dropped as result of settlement arrived at in Los Angeles on June 8.

Super Salesman!

• Eddie Chase calls himself a “disc jockey”, but that’s one of the most modest claims ever made north of the border. Eddie’s “Make Believe Ballroom” in ten years has sold everything from automobiles to potato chips... in quantities that has earned him the justifiable title of The Detroit Area’s Top Salesman. » » » His smooth knack of weaving a sales punch throughout a carefully picked musical program is a tried-and-terrific formula... for sponsors and listeners alike. “Make Believe Ballroom” over CKLW is more than just a disc show... it is a daily and Sunday institution in America’s Second Market. » » » Why not get yourself a share of Eddie Chase, while there’s still time?

CKLW

in the Detroit Area, it’s... 

J. E. Campeau, Managing Director—Mutual System


Page 42 • June 16, 1947
Here is KFYR's Daytime BMB Map
HOW WWL PUBLIC SERVICE helps sell your merchandise

To promote a worthy cause ... to be present at great events ... to laugh and to learn—

Folks turn first to WWL—New Orleans

It takes listener confidence to sell over the airways. How do you win "listener confidence"?

By providing the best technical facilities—the best programs—and by maintaining the most alert interest in the welfare of the communities you serve.

For 25 years, WWL has served the people of the Deep South. Today it is the only New Orleans station adequately staffed and equipped to conceive ... write ... and produce complete shows—for charity promotion as well as commercially sponsored programs.

WWL has won the confidence of the people through its outstanding work in charity drives ... in herd and crop improvement programs ... and in furthering the general welfare of the entire area it serves.

It is only natural that the people's faith in WWL is reflected by their faith in products and services advertised on WWL.

Today—"listener confidence" built by WWL's public service helps make it your greatest selling power in the new South.

People buy because they believe in products advertised on WWL.

HAPPINESS FOR THOSE IN NEED. Youngsters enjoy themselves at the WWL Christmas party for orphans and dependent children.
WWL SPARKS CHARITY DRIVES. Members of "Dawnbusters"—WWL's early morning show—visit fire stations to help boost famine relief collections.

INTERNATIONAL AFFAIRS ARE DISCUSSED by prominent North and South Americans on programs designed to promote Pan-American cooperation.

THE PEOPLE'S OWN SHOW. WWL, only New Orleans station producing audience participation programs, draws thousands weekly to these shows.

LIKE FATHER, LIKE SON. Farmers and their sons, too, depend on WWL for herd and crop improvement information. Above, 4-H Club youths take stock to national show. Trip was made possible by WWL.

WWL BROADCAST THE GIGANTIC BENEFIT SHOW which brought in $58,993.76 for Texas City relief. New Orleans' contributions topped those of any city in the U. S. A.

Folks turn first to...

WWL—-the greatest selling power in the south's greatest city
Satisfaction is the Key to Lingo Progress

"On the Air—In Time!"

... after 6 weeks of operation, we are more than satisfied with Lingo performance. Thanks for really splendid cooperation—without your help, it would have been impossible to get on the air—in time...

—Richard K. Blackburn
General Manager
Station WHT
Hartford, Conn.

LINGO
Vertical Tubular Steel RADIATORS

PERFORMANCE Counts Most—and
Costs Less with Lingo—plus these
6 "Extras" at No Extra Cost

1. Moderate initial cost
2. Optimun performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

FREE ENGINEERING ADVICE NOW
Write today for advice on such pertinent problems as proper radiator height, ground systems, etc. In writing, indicate location, power and frequency proposed.

John E. Lingo & Son, Inc.
EST. 1897
Camden, N. J.

Powell Seeks Sale Of KGGF Holdings
Seaton Newspaper Group Will Buy for $400,000

BECAUSE of plans to retire, Hugh J. Powell, 70-year-old owner of KGGF Coffeyville, Kan., last week filed application with FCC for consent to sale of that station to The Midwest Broadcasting Co. Inc., owned by newspaper-radio interests. Consideration is $400,000.


KGGF is assigned 1 kw on 690 kc and has pending an application for increase to 5 kw on that channel.

Sole interest in the station was acquired by Mr. Powell in 1939. He and Stanley Platt had secured KGGF in 1930 from Dr. D. L. Connell.

Sales contract calls for $80,000 cash before filing of application and remaining $20,000 in cash or notes upon approval. Deal is valid until May 45.

Midwest Broadcasting stated that it would form a station advisory council and effect certain programming changes to give more agricultural sustaining time, widen rural service and give time to civic and educational organizations in addition to school systems.

Mr. Powell is represented by Loucks & Scharfeld and Midwest Broadcasting by Dow, Lohnes & Albertson, Washington radio law firms.

REL DEMONSTRATES NEW 10-kW FM TRANSMITTER

A new 10-kW FM transmitter known as the Quadriline was demonstrated to representatives of the radio industry by its inventors and builders, Radio Engineering Laboratories Inc., June 6 at the firm's headquarters in Long Island City, N. Y. The new model, according to REL spokesmen, makes possible achievement of high power transmission without resort to present costly methods of transmitter “block building.”

In principle, the spokesmen say, Quadriline achieves its direct output of 10 kw by use of four internal anode tetrode tubes arranged in a new circuit which departs entirely from conventional methods of producing FM transmitting power.

Now running at full power with a practical antenna gain, the

CONTACT while station is still under construction seemingly strikes this quartet as a pleasure. Hugh E. Barnes, general manager of Kress-Newark (seated 1), arranges for his store to sponsor Junior Town Meeting on the television station now being erected by Bremer Broadcasting Corp., which already operates WAAT (AM) and WAAW (FM) New-ark. In photo, besides, Mr. Barnes, are Irving R. Rosenhaus (seated r), president of the Bremer firm; (standing) Edmund S. Lennon (l), WAAT account executive, and Robert J. Powerly, sales promotion director, Kress-Newark.

STORE FIRST TO SIGN TV CONTRACT AT WAAT
KRESGE-NEWARK, department store, is the first sponsor to sign a television contract with WAAT Newark, station officials report. The contract, which was signed by Hugh E. Barnes, store's general manager, and Irving Rosenhaus, president of Bremer Broadcasting Corp., provides for the televising of the educational series, Junior Town Meeting, which has been broadcast by WAAT in cooperation with North Jersey secondary schools since the fall of 1945.

In addition to Junior Town Meeting, Kresge-Newark sponsors Your American Music, heard Mon.-Wed.-Fri. 8:05 a.m.

The store's radio activities are under the supervision of Robert J. Powerly, sales promotion manager, who also supervises the television programs. Representing WAAW in the series are Robert B. MaxDougall, director of educational activities, and Walter S. Lennon, account executive.

Quadriline, its inventors claim, is capable of delivering 50 kw of effective radiated power even on the high band. REL says a substantial number of Quadriline transmitters will be delivered before the end of this year.
If $A = $a NUMBER ONE MARKET
and $B =$a NUMBER ONE STATION
$A + B = \star$

where retail sales last year were over $475$ million*
... which but definitely makes the Hoosier Capitol
a number one market. Station WIRE, in addition
to covering this local market, covers a total of 58
Indiana counties in its primary and secondary lis-
tening areas. We'd be glad to send additional mar-
ket data and a map of WIRE coverage. Write to
WIRE, Indianapolis, or to John E. Pearson Com-
pany, national representatives.

* Sales Management
Survey estimates
COOKS AND GOURMETS

Short order cooks, or chefs who prepare the rarest items in our scheme of things.

Perhaps the grace of living of the old days has passed into the limbo of the almost forgotten. 'Tis true that about the last of the picturesque garners is the group called "Les Amis," and for me one hear of them seldom—to be exact only when they produce their annual banquet and from what I've read of this repast it is a super colossal production.

The last one that I read about took place at the Waldorf and the friends of the famed departed chef did very well indeed for themselves. There was Terrapin from Maryland, imported channel sole, partridges from France, the true Peach Melba (Escoffier), and a host of other dishes.

These gentlemen when they dine carry out all the traditions of the great gourmets. Their napkins are tucked up under their chins and with each course there is the appreciation of the proper wine.

A gourmet as defined by Webster is "a connoisseur in eating and drinking; an epicure" and certainly "Les Amis" are all of that. Their discrimination is precise and refined and I must necessarily extend beyond the viands in front of them on the table. Their appreciation reaches to the chef who prepared the dish, the place in which the food was cooked and its cleanliness, the proper chilling of the wine. In essence, all elements must combine to titillate the palates of these gourmets.

We all know that one good cook prepares a dish one way and another does it a little different and they both usually come up with something pretty good. But, of course, a skilled chef certainly has a great advantage over the novice who, up to now, has specialized in short orders.

I don't know how many of the time buyers in the radio world are gourmets of radiofare. I have the least idea how many of them are simply locators of good places to eat by the roadside a la Duncan Hines. Perhaps they're all gourmets, for their object would seem to be to buy the station in the given town that will produce the best prepared food for their clients. If this isn't done carefully I would think they would have a pretty slim chance of holding onto their business. In other words, I assume that everyone an or woman buying for an agency chooses carefully when they buy time on a radio station.

Over at KAT I don't believe we could be classified as great chefs, experienced, yes, and therefore, we well can place ourselves in the category of pretty good cooks. The radio is like some short order cooks who can write up the best kind of spot announcements. We've some other people who serve them pretty well by serving the local air in manner that is appealing. For the air is the table upon which radio food must be served. We also have some chefs that know how to prepare with great delicacy fine programs that any gourmet would recognize immediately as one beyond the efforts of a normal short order man.

These men and women are available to serve both the gourmets of radio or the locators of a good roadside place to eat. We would prefer you to come to our culinary department that specializes in viands. If you want to try the short order counter we can rapidly dish up whatever you desire.

Those of you who are seeking good radio food give us a ring, let us submit to you our best effort on the short order side. Those of you "Les Amis" who are looking for that particular delicate flavor needed to produce the desired effect on the gastronome you serve, drop us a note. It takes more time to prepare a better meal. If you have an RSVP on the bottom of your note the chef who has been assigned to do your dinner will answer with a suggested programme that should fit into your scheme of radio dining.

Oh yes, we are versatile over at KAT. We are cooks and we are chefs. Either department will be happy to serve you. We don't think we can bore you, as one described a meal, a "chapsody in minon," but we do believe we can prepare a good steady bill-of-fare for the roadside eater and we know likewise we can continue to please the most exacting of gourmets. We don't have terrapin in a la Maryland, we haven't any French flavors around, but if you want a good South Florida radio meal fixed up with all the trimmings, Okay, Brother, come on get it!

FRANK KATZENTINE

KAT

THE MAN who launched Amos 'n' Andy as a great radio sales vehicle for Pepsodent toothpaste back in 1929 was a pioneer in radio advertising. In the next few years he gathered radio "firsts," including the Maxwell House Showboat, and Fred Allen's Town Hall.

That man was William Benton, presently sitting in the uncomfortable chair of Assistant Secretary of State in charge of the Office of International Information & Cultural Affairs. He is still an advertising man, but his job now is advertising America, and he will admit it's a thankless job.

In the 20-odd months that Mr. Benton has been putting out the Voice of America he has been accused by Assistant Secretaries of attempting to establish an American BBC, give radio to Government and in general sabotage radio free enterprise.

For that reason Broadcasting has asked the controversial Mr. Benton what he thinks of American radio. In a way, his approach is almost as fresh as the man from Mars since only about a week ago he sat down to listen to a commercial program for the first time in ten years.

The first thing that struck him as he listened—it was the Phil Harris show—was the "virtuosity," with which advertising is woven into "the warp and weft of the shows."

"My overwhelming impression," said Mr. Benton, "is what has been learned from the standpoint of the sponsor."

And he indicated some impatience with the men who "write codes and write rules and say only three minutes of every half-hour should be commercials. If there were only 50% of that Benton show that was twisted into selling the sponsor's products I'd be amazed. The average listener doesn't know it. The sponsor knows it. The key executives in the networks are largely salesmen and if they know it they are blind to it and don't care. On the part of the script writers it was not only conscientious, it was done with skill."

"And there is no skill in producing motion pictures," he continued, "that compares with the skill I heard in those shows, weaving the sales story into commercial sponsorship and hammering your audience emotionally."

Benton's comments are not made as criticism but out of admiration for the ingenuity of script writers who have discovered that sound from a studio can be effectively used in building up an illusion that produces almost visual impressions.

And he is not loathe to admit that it was his experience with Amos 'n' Andy and Showboat, which proved that a radio man could take a "dog," and in one year's time boost sales up to 125%, that convinced him the Voice of America of its importance.

Not that Mr. Benton is planning to use jingles and sound effects to assault the ears of the world; but if you can sell soap, it's a cinch to sell America.

4 Stations Are Added By Associated Program

ASSOCIATED PROGRAM Services, at AM and FM outlets, to its list of subscribers during April and May 1947, Richard S. Testut, general manager of the firm, has announced.


Predicts 400,000 Video Sets in U. S. by Dec. 25

A PREDICTION that there will be 400,000 television sets in the U. S. by the end of 1948 and one million sets by the end of 1949 was made last week by Eugene Thomas, President of the United States Television Corporation, in a speech at the Sales Executive Club of Greater New York.

Mr. Thomas said that advertising returns from television would be three to ten times greater than from standard radio broadcasting, but the cost of programming, as directed in the firm's radio and periodical advertising may be dangerous.

LEONARD H. WAXMAN

BROADCASTING • Telecasting
For nearly 20 YEARS, thousands of families have tuned to WRBL for News, Entertainment and Community Leadership. This loyal audience, built up thru the years, is now expanded into a considerably wider circle of radio homes — ready-made, "tailored-to-listen" WRBL audience. With new, greater power — WRBL offers the key to low-cost selling in the Columbus Georgia market.
TESTING YOUR LEGS IN FROG POND (KENTUCKY)?

If you’re jumping your salesmen (and your advertising) all over Kentucky, friend, please consider this: Our Bluegrass State has one big metropolitan market, several pretty good-sized cities, and hundreds of places like Frog Pond, Hog Jaw and Barefoot. To really cover the whole shooting match, you gotta use about five stations, and it’s pretty expensive. But the Louisville Trading Area, alone, does more biz than all the rest of Kentucky combined, and you can really cover it with WAVE—at a cost that’s moderate, to say the least... Yes, you’re the boss, and you can swim anywhere you wish—in Frog Pond or even in Bear Wallow. But WAVE offers a better environment for sales, and we hope you’ll paddle on in to us!

LOUISVILLE’S WAVE

5000 WATTS • 970 KC

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Page 30 • June 16, 1947

CHML Contest

CHML HAMILTON, Ont., Can., wanted to see whether advertising men were any good at guessing, so they conducted a contest among 1800 U. S. and Canadian advertising representatives, offering a new Chevrolet to the one who could give the closest estimate of the total population served by the station’s new 5-kw transmitter. The results, announced last week by K. D. Soile, president of CHML, showed Americans in first and second place. Clarence E. Schloemer of Federal Advertising, New York, guessed 1,714,616 to come within 1.84%, and John Long of BBDO, New York, was close behind coming within 1.89%.

SINGER JOAN EDWARDS SUING TOBACCO FIRM

JOAN EDWARDS, former vocalist on Hit Parade, formerly on CBS and now on NBC, has filed a $75,000 damage suit against the sponsor of the program, American Tobacco Co. (Lucky Strike cigarettes), and its agency, Foote, Cone & Belding, for allegedly discontinuing her contract and for alleged damage to her professional reputation.

In the suit, filed by the law firm of Daru, Vischi and Winter, Miss Edwards asserted that in September 1946, when company requested her consent to move the broadcast from New York to Hollywood, she had been promised that there would be no change in format of the program for at least a year and that she would receive $250 a week for at least one year from October 1946, in addition to $500 weekly salary, to cover expenses in moving out to the Coast. Miss Edwards also said that after she had moved to the Coast on Nov. 30, 1946, she noticed that effective Jan. 19, 1947, her employment on the show was terminated.

Suit is not expected to come to trial until sometime next fall.

Foster Kept Off WOR STATING that “it is against our policy to sell time to a political party except during an election campaign,” WOR New York on June 10 refused to carry the speech broadcast on MBS by William Z. Foster for which the Communist Party bought time on the network. Mr. Foster was heard on other MBS stations at 10:15 p.m.

To Offer Bankhead

WILLIAM MORRIS Agency, New York, has built a radio package show for Tallulah Bankhead. It will be called “Life With Tallulah” and will be offered for sale at a cost of under $10,000 a week, it was understood.

LAROCHE NOW AGENCY PRESIDENT, TREASURER

Mr. LaRoche Mr. Ellis

CHESTER J. LAROCHE, who joined LaRoche & Ellis Inc., New York, early in 1946 as chairman of the board, is now president and treasurer of the agency following his acquisition of the principal stock interest.

Sherman K. Ellis, founder of the firm and for many years its president and treasurer, has been elected senior consultant and a director of the agency. With this change Mr. Ellis will put into effect a long-range plan which lessens his managerial duties and will concentrate his efforts on consultative and new business activities.

Before his association with the agency Mr. LaRoche was vice chairman of the board of ABC, and before that he was with Young & Rubicam, as president and chairman of the board and one of the two principal stockholders. He also was first chairman of the War Advertising Council.

Mr. Ellis formed Fletcher & Ellis Inc. in 1932, which later became Sherman K. Ellis Inc. and then LaRoche & Ellis Inc.

E. Royal Added to Staff Of Advertising Council

EDWARD ROYAL, formerly a partner in Royal & Degueman, has joined the Advertising Council as a campaign executive. His first assignment is as consultant of the “American Economic System” campaign, a project scheduled to teach the average citizen “the economic facts of life.”

This is the national advertising program developed by the council in conjunction with the joint committee of the American Assn. of Advertising Agencies and the Assn. of National Advertisers.

The economic system campaign of the council is now in the hands of the following three agencies: Young & Rubicam, J. Walter Thompson Co., and Batten, Barton, Durstine & Osborn.

Democrats Move

DEMOCRATIC National Committee headquarters, located in the Mayflower Hotel, Washington, D. C., since Jan. 1, 1941, are to be moved Sept. 1 to the Ring Bldg., 1200 18th St., N. W., in the capital. Gael Sullivan, committee’s executive director, has announced.

BROADCASTING • Telecasting
ONE OF AMERICA'S FINEST!

With its new 5,000 watts power and beamed signal, KQV delivers a daytime audience, (in the five millivolt area) five times as great as previously. Nighttime audience is up over 60% too. The new transmitter site and directional antenna were chosen after careful consideration and engineering analysis to include, within the five millivolt area ... the most thickly populated areas of the greater Pittsburgh district. This means a stronger signal in this area than any other Pittsburgh station. The outstanding local and Mutual Network programs make KQV, "Pittsburgh's Aggressive Station," a real radio buy.

Basic Mutual Affiliate

KQV

1410 ON YOUR DIAL

NATIONAL REPRESENTATIVES ... WEED & CO.
Over 200 FM Broadcasters
Here’s why...

✓ RCA FM transmitters are designed for transmitter engineers who know transmitters.
RCA FM transmitters provide a professional performance that comes only through building more broadcast equipment than any other manufacturer.
RCA FM transmitters are backed by a long-standing reputation for making reliable broadcast equipment... FM, AM, TV.

✓ RCA FM transmitters have Grounded-Grid circuits for true circuit stability at vhf.
RCA FM transmitters use Direct-FM exciters that reduce distortion and noise... use fewer tubes.
RCA FM transmitters enable you to go to higher power with only minor equipment modification.

✓ RCA FM transmitters are unit-built... are easy to move and inexpensive to install.
RCA FM transmitters use RCA-pioneered vertical chassis design and are completely accessible.
RCA FM transmitters can be tuned in minutes... even by inexperienced personnel.

For complete information on RCA FM transmitters, write RCA, Broadcast Section, Dept. 19-F, Camden, N. J.
WGAR First and WJW Second
In Cleveland Press 1947 Poll

CLEVELAND'S CBS outlet, WGAR, was the victor in the 1947 poll conducted among stations in Ohio's largest city by the Cleveland Press, collecting a total of 59 points and replacing last year's champion, WJW, the ABC outlet, which finished with 81%. In third place with 53 points was WTAM, the NBC station.

Readers of the Press gave WJW six first place awards and WGAR 5%, but WGAR collected enough additional votes in the second, third and fourth place brackets to carry off first honors.

Commenting on the outcome of the contest, Stanley Anderson, radio columnist for the Press, noted a trend toward discriminating dialing in readers' fondness for Ohio Story (WTAM), Afternoon Concert (WGAR), Fairytale Theatre (WGAR), Serenade for Smoothishes (WGAR) and Do You Remember (WTAM).

Adjudged the best program was WTAM's Ohio Story, followed by Clambake (WJW), Range Riders (WGAR), This is Goodnight (WJW) and Harmony Ranch (WGAR), in that order.

Under the heading of public service Ohio Story also ranked first. City Club (WGAR) was second, Sibco News (WTAM) third, baseball (WGAR) fourth, and Western Reserve U. Roundtable (WGAR) fourth.

Other Winners

Winners in the various other classifications were:

Night Week-End—1, Serenade for Smoothishes, WGAR. 2, Disc Diggers, WHK. 3, Instrumental Performer, WJW, 4, Old Time Program, WRK, 5, Midnight Frolics, WJW. 5, Impressions in WGAR.

Record Show—1, Ten O'Clock Tunes, WJW. 2, Thistlewrick (Charlie Robinson) and (Pat Putty). 3, Music Box, WJW. 4, Comic Dwarfs, WHK. 5, Pat Putty (Petty). 4, Bing Crosby, WHK (several). 5, Afternoon Concert, WGAR (William Mack).

Male Vocalist—1, Dick O'Herren, WHK. 2, Johnny Edwards, WJW. 3, Reg Merrick, WHK. 4, Ken Ward, WTAM. 5, Pappy Howard, WJW.

Female Vocalist—1, Judy Deli, WJW. 2, Betty Allen Dorsey, WGAR. 3, Texann, WJW. 4, Kendall Sisters, WGAR. 5, Lila Sands, WTAM.

Instrumental Soloist—1, Henry Piddner, WGAR. 2, Walter Trimmer, WJW. 3, Dorothy Crandall, WTAM. 4, Karl Rohll, WHK. 5, Cal Berg, WJW.

Live Parody in Australia—1, Range Riders, WGAR. 2, Clambake, WJW. 3, Serenade for Smoothishes, WGAR. 4, Harmony Ranch, WGAR. 5, Do You Remember, WTAM.

Studio Announcer—1, Wayne Mack, WGAR. 2, Bruce MacDonald, WJW. 3, Walt Kay, WJW. 4, Tom Manning, WTAM. 5, Brooke Taylor, WJW.

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

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

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

PROBE OF AUSTRALIA'S
RADIO SYSTEM ORDERED

INQUIRY into the business methods of the Australian Broadcasting Commission has been ordered by the Australian Cabinet following lengthy discussion of financial losses suffered by the commonwealth's national broadcasting system, the Courier-Mail of Brisbane reports.

Meantime, Prime Minister Chifley announced that the Australian government would pay from consolidated revenue the ABC's estimated deficiency of $70,000 for 1946-47, or the actual operating loss up to June 30, 1947. This announcement followed a proposal that ABC's losses be financed by an increased in the listeners' license fee.

The Cabinet, the Courier-Mail reported, has deferred any decision on the future control of Australian stations pending a report from the investigating committee. On this committee are the director-general of information, E. G. Bonney, who is chiefly responsible for short-wave radio in Australia; P. Netze, a representative of the Treasury, and A. A. Fitzgerald, an accountant associated with the States Grants Commission.

Radio stations operated by the Australian Broadcasting Commission are non-commercial and are located in the provincial capital and secondary and industrial districts. There are two stations in each capital city, one broadcasting variety — musical shows and light music—and the other a program of educational and entertainment. They also broadcast portions of the meetings of Parliament. Their presentation is much like that of BBC.
a billion dollars
.. all for fun

Each summer, some 3,000,000 people (round numbers) spend about $1,000,000,000 (which is a lot of round numbers) on New England vacations.

Wherever they go, chances are they'll hear WBZ, as do more than 80% of year-round residents throughout the six New England States. (We're told that night-time listeners pick up WBZ's signal even in Kokomo or Kansas City.)

Vacation trade is big business in New England. But it's only one of the businesses that are swelling New England's purchasing power. And of all day-to-day necessities purchased in New England, 75% come from outside sources!

Some go boating on Nantucket Sound, close to Martha's Vineyard. Some paint pictures on Cape Cod, close to Boston. Some go mountain-climbing far up in Maine, New Hampshire, and Vermont, close to heaven.

Smart advertisers are cornering their share of this rich and ready market by telling their story on WBZ... the medium with the coverage and the following that can't be equalled in the New England community.

WBZ
BOSTON
WBZA
SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc
KDKA • WOWO • KEX • KYW • WBZ • WBZA
National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters
"is everybody happy?"

"For here we have a public entertainer scaling even greater heights... TED LEWIS like any other quality merchandise, seems to improve in value with the passing of time... his showmanship is invincible."

Abel Greene — Variety

CHARTOC-COLMAN PRODUCTIONS
360 N. MICHIGAN AVENUE, CHICAGO 1, ILLINOIS

OTHER SHOWS
Franklyn MacCormack's Book of Memories • Love letters with Franklyn MacCormack • The Tex Ritter Show • The Jack Brickhouse Inside Story • In the Cameo Room • Howdy Pardner with Rex Allen
Presenting the Ted Lewis Show...

Here's the biggest news in radio! He's here at last! The high-hatted tragedian of song... TED LEWIS, the most beloved musical personality of all time... in his own half-hour variety show... the most spectacular radio program ever transcribed!

The fabulous TED LEWIS... making you smile through your tears in a show of sheer enchantment... In a program of musical magic... appealing to everybody, young or old. For TED LEWIS is an ageless performer... the very spirit of youthfulness that makes a sucker out of the calendar!

Here is one program where age levels, income levels, tastes and the whole works... are practically non-existent. TED LEWIS is Everybody's boy. If the product you have in mind is bought and used by people... this show will sell them!

TED LEWIS with a great eighteen piece orchestra, big name vocalists, a supporting cast of top talent... Showmanship and the top music from today's hit parade skilfully blended with the songs from the nostalgic past. "THE TED LEWIS SHOW" HAS EVERYTHING!

Don't let any grass grow under your feet if you're interested in this show. Which is headed for top rating! Play safe by writing for information about an audition record now... or better still, TELEGRAPH!
Free or Forgotten

THIS WEEK hearings get under way on the White Bill (S-1333) to amend the Communications Act of 1934. Where it will go, if anywhere, depends upon whether promises will be kept or broken. As now written, the bill does not please those who live by radio or those who regulate radio.

Even the need for remedial legislation is generally accepted. Neither the FCC nor the broadcasters would ever agree upon the identical bill, or upon the identical national policy.

The White Bill must serve as the legislative vehicle. That means that broadcasters must attack it in certain particulars. So will the FCC. Perhaps that is what Senator White wants, in the hope of getting reasonable legislation.

What guideposts exist for legislation? We must turn to the major political parties. President Truman is the spokesman for the Democratic party. On July 3, 1945, in a letter to Broadcasting, he called for a radio as "free as the press." He espoused "regulation by natural forces of competition" rather than "rigid Governmental regulation." He advocated "a free, competitive system, unfettered by artificial barriers and regulated only as to the laws of nature and the limitations of facilities."

Senator White is a Republican—the majority leader of the Senate. What does his party stand for in radio? In the last full year, the Republican convention adopted a "free radio" plank in its platform. It reads: "The principles of a free press and free speech, as established by the Constitution, should apply to the radio. Federal regulation of radio is necessary; in view of the natural limitations of wave lengths, but this gives no excuse for censorship. We oppose the use of licensing to establish arbitrary and indefinable standards which should be revoked only when, after public hearing, due cause for cancellation is shown."

There are certain then, of the two major political parties. They are identical on the main theme—that radio should be maintained "as free as the press."

Does the White Bill achieve that goal? Does it meet the minimum requirement of the radio plank in the platform of his party? Is the FCC functioning under such a mandate from the Chief Executive or from the Congress?

The answers are obvious. So both parties call for a radio "as free as the press." That is radio's cue—it asks simply for that which has been promised and pledged. Such a radio cannot be servile, or prostituted, or controlled by any but a radio which feels it must delicately balance commercial programs against sustaining, or throw open its books, or be told what it can or cannot broadcast.

The White Bill is complicated. Its author contends it will achieve many things which broadcasters long have sought. But the legislative experts argue that it fails far short, and, in some respects, confuses an already muddled regulatory chaos.

The outcome of the hearings on the White Bill will determine whether a radio "as free as the press" is a mandate from the major parties in our Democracy or a will 'o the wisp.

Our Respects To—

RICHARD ALFRED BOREL

THOUGH DICK BOREL has been in radio since 1933, he says he learned more about the medium in the three and a half years he was in the Army than in all the time spent at WBNS Columbus, where he is station manager.

In his Army years, 1942-46, he became a radio listener, and consequently developed the listener's perspective. When he returned to WBNS last year his immediate idea was to design a program schedule that would more than ever serve the community, provide an outlet for new local talent and at the same time present a high grade of radio entertainment. His sincerity and ability are carrying his plans through to success.

Mr. Borel began his business career in the credit department of the Ohio National Bank, Columbus, and from there went to WBNS as business manager. Two years later, in 1936, he became general station manager. During his career with WBNS he has watched the staff grow from 13 to 84.

Vitaly interested in FM, he believes it is "the superior method of broadcasting and one which may eventually replace the present system." He substantiates this belief by pointing to the increasing development of the WBNS sister station, WELD, pioneering FM station in Ohio. With a gradual change from AM to FM in the following five years, Mr. Borel foresees little conflict between the two systems.

Following through on his public service ideas, Mr. Borel takes an active part in civic affairs around Columbus. He is a member of the board of directors of the Columbus Boychoir School, a member of the board of trustees of the Columbus Academy, a trustee of the Veterans' Memorial Building Committee of Franklin County, and a member of the board of directors of the Society for Preservation of Barbershop Quartet Singing in America.

Besides liking to sing in barbershop quartets, his musical talents find other outlets, especially in playing the trumpet. He is an accomplished trumpet player, and spends every available minute playing new musical instruments as well as listening to them.

Dramatics is another hobby. He took part in many plays and productions at Ohio State U., where he was enrolled in the College of Commerce. He was president of the Scarlet Mask dramatic group and a member of the Strollers, Sphinx, Beta Gamma Sigma, Sigma Alpha Epsilon, and Phi Beta Kappa.

He now belongs to the Columbus Athletic Club and the University Club, and is a member of the CBS Affiliate Board, District 6.

(Continued on page 60)
Gentlemen:

May 12, 1947

We want to thank the staff members of KOIN for your cooperation in helping us find our lost daughter, Gene, on Sunday, May 11.

She was seen passing a house on S. E. 72nd Ave. just as the announcement from your station came over the air at 7:30, and so we owe your station an especial vote of thanks.

The cooperation that we received from all the radio stations when we made our request to broadcast was amazing and we cannot find words to adequately express our appreciation. The power of radio is a marvelous thing.

Thank you very much for your kindness and cooperation.

Sincerely,

Mr. and Mrs. Ralph McCredie
In the Army Mr. Borel rose from the rank of first lieutenant to lieutenant colonel. Working with the War Dept., he served as assistant executive officer of military training of Army Service Forces, later transferring to the legislative and liaison division of the Office of Chief of Staff.

He and his wife, Margaret, have two sons, Richard, 3, and William, 1.

ON SIXTH ANNIVERSARY of Radio Programas de Mexico, employees with more than five years of service who received gold rings from RPM directors included (1 to r): Horacio Nino Medina, accountant and assistant manager; Clemente Serna Martinez, vice president and general manager; Ernesto R. Chapa, secretary, and Antonio E. Ontiveros, assistant manager. Radio Programas de Mexico was founded in 1941 by Emiliano Azcarraga. Senor Azcarraga has been attending the International Telecommunications Conference in Atlantic City.

Stork Gets Assist
FRANTIC CALL to WKZO Kalamazoo, Mich., from a local hospital trying to locate an expectant father resulted in immediate action. The father-to-be, Merle Fowler, who was riding around in his car, heard a special WKZO bulletin asking him to go to the hospital. He arrived there in time to welcome a seven-pound son.

Beville Heads RRC
HUGH M. BEVILLE Jr., NBC director of research, was elected president of the Radio Research Council at a meeting held last week in New York. The retiring president is Wilson J. Main, and president of the Council of Rathauff & Ryan, New York. Also named at the meeting were Edward Evans, ABC director of research, vice president, and Dr. Herta Herzog, director of radio research, McCann-Erickson, New York, secretary-treasurer.

Coast Guard Show
A SPECIAL half hour Coast Guard broadcast June 13, 12:30 to 1 p.m. EST will feature Lawrence Welk and his orchestra. Program will be slanted toward high school recruiting for the service and will have a Coast Guard story of the week. Show will be produced by Newell-Kennett, New York, for Mutual.

Broadcasters Form Assn. in Louisiana
James E. Gordon, WNOE, Elected President; Board Chosen
BROADCASTERS of Louisiana formed a state organization called the Louisiana Assn. of Broadcasters at an all-day session June 3 at International House, New Orleans, and elected James E. Gordon, general manager of WNOE New Orleans, president.

Roy Dabadie, WJBO Baton Rouge, was chosen vice president and Fred Weber, of WDSU New Orleans, secretary-treasurer. The three officers also are members of the board. New association also elected to the board were: Ormond B. Lanford, KRMD Shreveport; B. Hillman Bailey Jr. KSIG Crowley, and George Thomas, KVOL Lafayette.

LeGate Speaks
Guest speaker was James M. LeGate, general manager of WIOD Miami and past president of the Florida Assn. of Broadcasters.

Attending the meeting, besides the officers and board members already mentioned, were:

- Franklin Ford Jr., KENT Shreveport;
- Dave Morin, KETB Shreveport;
- KENT Shreveport;
- H. V. Anderson and F. S. Gibson, KLOU Lake Charles; A. Stanford Dudley, KWWL Lake Charles; David Wilson, KPLO Lake Charles; Douglas L. Mansfield, WJBO Baton Rouge; Bert R. Smith, WLCS Baton Rouge; I. J. Fornier and D. H. Costillo, KANE New Iberia; George F. Moston and E. Levy, KDDB; Alexandria; Frank Conwell, KCIL Houma; N. D. Dumon, WNOE Monroe; W. H. Jones, KOLA Opelousas; Hamil Williams, WJEF Lake Charles; WWMJ New Orleans; H. F. Wehrmann, WAKA; New Orleans; T. C. Dwyer Jr. and George A. Mayoral, WYMQ; WWHM New Orleans; Howard Summerville, WWL New Orleans; Charles Carlson, WJWJ New Orleans, and Ralph Steeble, WKEL Baton Rouge.

J. C. Liner Sr., KMBL Monroe, and G. L. McDonald, KWOI Montpelier, who were unable to attend, wired their approval of the formation of the association.

CLAYTON J. BOODY, sales manager of WLOW Clarenceville, N. H., has been named station manager. He will continue to handle sales in addition to his new duties.

PURNELL R. GOULD, general manager of KSRQ San Diego, has resigned this position. He has not announced his future plans.

JAMES F. O'BRIEN, sales executive with WJYH Providence, has been appointed executive assistant to PAUL A. ALGER, vice president and general manager. James F. O'Brien was a member of the station staff prior to joining the station.

JAMES D. SHOUSE, president of Crosley Broadcasting Co. and WLW Cincinnati, has been elected president and board chairman of Cincinnati Chapter of Forest Service.

JOSEPH M. BRYAN, president of Jefferson Standard Broadcasting Co. and CHARLES H. CRUTCHFIELD, vice president of that firm and general manager of WYMT, New Orleans, have received invitations from President Truman to be in Washington June 18-20 for the President's Highway Safety Conference.

PALMER K. LEBERMAN, captain in USNR and president of WNOY New York, has been awarded the Legion of Merit for outstanding service rendered while in charge of procurement and distribution of electronic equipment while serving in Bureau of Ships of Navy Dept. in Washington, D. C.

H. D. WASSER, general manager of KQV Pittsburgh, has been appointed chairman of Community Chest Campaign Committee in Wheeling.

JOHN E. PETZER, managing director of WKZO Kalamazoo, and WJEF Grand Rapids, Mich., has been elected to board of directors of Kalamazoo Chamber of Commerce.

Club Meet
INTERNATIONAL RADIO CLUB, an organization of some 500 station members for the promotion of closer relationships between communities, will hold its first post-war convention in Miami Beach, Fla., and Havana, Cuba, July 10-21. Club will convene in Miami Beach for four days of "pre-convention" events before leaving for Havana to be guests of the Cuban National Tourist Commission for five days. Highlight of the convention will be the ninth annual Radio Queen Coronation to be held July 19 at Havana's Hotel Nacional. Twenty-five radio queens selected by stations throughout the Southeastern states will compete in the finals in Havana for the selection of the 1947 Radio Queen.

Hull Heads AIEE
BLAKE D. HULL, chief engineer, Southwestern Bell Telephone Co., St. Louis, was elected president of the American Institute of Electrical Engineers for the year beginning Aug. 1, 1947, at the annual meeting of the institute held in Montreal on June 11. Other officers elected were: G. W. Bower, Haddonfield, N. J.; H. D. Bovill, New York; C. A. Emdel, Omaha, Neb.; D. L. Cone, San Francisco, and D. G. Geiger, Toronto, vice presidents; W. L. Evertt, Urbana, Ill.; A. C. Montet, East Pittsburgh, Pa., and Elin G. Robertson, Dallas, directors, and W. L. Slichter, New York, treasurer.
Professional Recordists Recommend...

Sapphire Recording Audiopoints

Designed for the professional - Guaranteed to do a professional job

With These Three Outstanding Features

- Individually disc-tested on a recording machine.
- Expertly designed to insure proper thread throw.
- A product of the manufacturer of Audiodiscs — America's leading professional recording blanks.

Professional recording engineers know, from years of experience, that Sapphire Recording Audiopoints offer the ultimate in recording styli. Made by skilled craftsmen to most exacting specifications and individually tested in our laboratories, these Audiopoints are of consistent fine quality.

A good recording stylus requires a perfectly matched playback point. The Sapphire Audiopoint for playback fills this need completely. In materials, workmanship and design, it is the finest playback point obtainable. (Should not be used on shellac pressings.)

These Audiopoints are protectively packaged in handy cellulose covered cards — cards that are ideally suited for returning points to be resharpened.

Other popular Audiopoints, that complete a full line of recording and playback styli, are: Stellite Recording Audiopoint, a favorite with many professional and non-professional recordists; Diamond-Lapped Steel Audiopoint, a recording stylus particularly adapted for non-professional recordists; Playback Steel Audiopoints, the most practical playback points for general use. One hundred percent shadowgraphed.

Although they are the finest styli available, Audiopoints are reasonably priced. Compare them, both in performance and price, with any other Styli on the market. See your Audiodiscs and Audiopoints distributor or write

Audio Devices, Inc.
444 Madison Ave.,
New York 22, N. Y.
Radio Writing Newcomers Given Advice
By NBC Production Man in New Volume

**PROFESSIONAL RADIO WRITING** by Albert R. Crews. Houghton Mifflin Co., Boston ($4.00); 442 pages.

**NEWCOMERS** to the field of radio writing should receive some valuable guidance and information from Albert Crews' latest book, which explains the special requirements of writing for radio and tells the aspiring writer what to do and how to do it.

Giving advice and instruction is no new endeavor for the author, who was in the teaching field long before he entered and achieved success in the commercial radio field. After his graduation from DePauw U. in 1929, Mr. Crews taught journalism and did newspaper work for awhile before attending Northwestern U. for graduate work in speech and drama. He became head of Northwestern's new department of radio in the School of Speech in 1936, and remained in that capacity until 1943, when he became a production director for NBC. He has written several full-length stage plays, many dramatic radio programs and a previous book, *Radio Production Directing*.

Writers, according to the author, are sometimes put into three classifications: (1) The one who writes purely for the sake of eating. "This type," says Mr. Crews, "does uninspired hack work which fails to furnish him the stimulation he needs to do something better." (2) Propagandists or crusaders. They, according to the author, are concerned with writing, not as an end in itself, but as a means of promoting some idea to which they have dedicated themselves. Nearly all radio speakers, exclusive of commentators, fall into this category, claims Mr. Crews. (3) Finally, there is the observer-reporter-interpreter group, which, in the opinion of the author, "represents the highest ideals and attainments of the profession."

Which of these categories you fall under doesn't matter, says Mr. Crews, so long as you are doing the best job of which you are capable within your field.

"The writer's job is threefold," says the NBC production director. First, he must have something to say, to say it effectively, and, third, he must find an audience. Without any one of these, he adds, good writing does not fulfill its greatest promise. Emphasizing that the writer's life is demanding like a doctor's, he says, "The writer can never entirely divorce himself from his work. It will color his social life, his philosophy, his religion, his friendships, even his relations with his own family."

**How to Get Start**

Advising beginners how to break into the field, Mr. Crews points out that there are several roads into the business: (1) Getting into the continuity department or any job in a local station. (2) Writing sustaining programs for local civic groups or community organizations and thus breaking into the station. (3) Working for an advertising agency. (4) Freelancing. From this final group, says the author, comes the bulk of radio writing aired every day. Freelancing may be the best approach, he says, if the writer has a small stake, and is willing to gamble a certain amount of time in getting started.

Then, to help the beginner make up his mind, the author lists what he considers the advantages and disadvantages of the profession.

In the final analysis, though, Mr. Crews encourages the entry of young blood, for as he says in winding up his preface, "There has never been a time in the history of the world when interpreters of the current scene who are honest, sane, courageous, and clear-seeing, were so badly needed. And there has never been a time when writers who could meet that challenge have had available such a satisfactory medium in which to work."

**MBS News Spots**

**ARTHUR GAETH, MBS commentator, effective June 23 switches from his Mon. through Fri. 10-10:15 a.m. news program to the MBS 11-11:15 p.m. All The News program. Effective June 23 the Mutual morning news periods will be at 7 A.M. the Editor's Diary news review with Henry La Cossitt; at 10 a.m., Cecil Brown delivers his digest of worldwide news; at 11 a.m., Victor H. Luidlahr presents food news notes.**
YOU MAY BE ABLE TO SWIM
413 FEET UNDER WATER*-

BUT...
YOU'LL BE SUNK IN
WESTERN MICHIGAN
WITHOUT WKZO-WJEF!

There's an "undertow" (a radio fading condition) in Western Michigan that "drowns" broadcasts originating outside the area. Even 50,000-watt outside stations are unable to get around this condition. The unavoidable result is that the local listeners tune in their "home" stations that come through loud and clear.

Their first choice is the WKZO-WJEF combination in Grand Rapids-Kalamazoo. The most recent Hooper Report is proof of the overwhelming popularity of this CBS combination in Western Michigan. It proves conclusively that no matter which audience you're interested in; morning, afternoon or evening; your message is heard by far more people when you use WKZO-WJEF. No other station or, for that matter, no other network has anywhere near the total audience.

We will be glad to send you this interesting report, or you can ask Avery-Knodel for the full particulars.

* John Howard did it in 2 minutes and 35 seconds in Chicago in 1938.

WKZO
first in KALAMAZOO
and GREATER WESTERN MICHIGAN
(CBS)

WJEF
first in GRAND RAPIDS
and KENT COUNTY
(CBS)

FETZER
both owned and operated by
BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Broadcasting • Telecasting

June 16, 1947 • Page 63
JOHN ALDEN, vice president and Pacific Coast manager of the Blow Company, has transferred from San Francisco to Kenney's New York office.

K. F. HUBBARD, former head of the Detroit office of BBDO, has joined Blow as creative head of Pacific Coast offices. He will headquarter in San Francisco.

WILLIAM D. TYLER, former creative head of Doherty, Clifford & Sheffenberg, has joined Chicago office of Dance-Fitzgerald-Sample, as a copy vice-president.


DEUTSCH & SHEA, New York, next month will release "Report of Radio and General Magazine Advertising Awards," which will include information on number of media offering concrete merchandising assistance, quantity and form of merchandising assistance available, services charged to advertiser and minimum contract requirements, if any.

MARTIN WORK, production supervisor of Young & Rubicam, Hollywood, June 23 takes over production of five-weekly ABC "What's 'oin' Ladies," thus canceling plans to spend next two months in New York home office.

BRISACHER, VAN NORDEN & STAFF has moved into new building recently completed at 1133 Crenshaw Blvd.

PAULA FLEX, formerly in foreign film department of Paramount Pictures, Los Angeles, has joined public relations and publicity department of J. M. Mathes Inc., Los Angeles.

GARFIELD CO., new Salt Lake City agency, has established offices in The Atlas Bldg. PETER N. GARDEN, formerly of Salt Lake City Tribune and Telegram, and JEROME H. GARDEN, formerly of Selimick International Studios, Hollywood, head new firm.

D. C. HIGHT, vice president and director of McCormick-Stillman, Detroit, has resigned to become president of Tractor Distributors, Inc., Los Angeles (Ford tractor, farm implements).

ALBERT S. WHITE, former copy chief of McCormick-Stillman, Los Angeles, has joined Mogge-Privett Inc., that city, as vice president in charge of creative activities. ELLIOTT V. ROGER, former account executive of Davis & Co., Los Angeles, has joined Glasser-Galley Inc., that city, in similar capacity.

ERIC BELLINGALL, former copy chief of The Blow Co., San Francisco, has shifted to copy department of Honig-Cooper Co., that city.

LOWELL SMITH, former account executive of The Tuilla Co., Hollywood, has joined Harry J. Wendland Adv., Los Angeles, in similar capacity.

THOMAS K. BUNDE, former account executive of Conners Co., Hollywood, has joined John Whitehead & Assoc., Los Angeles, in similar capacity.

JAMES F. REESE and LORAINA ENG- LIN have joined K. F. Patrick Co., Glendale, Calif., as account executives.


GEORGE BIVIN and E. SMITH of Young & Rubicam Inc., New York, will shift their attention, will arrive in Hollywood late in June to confer with distributors and dealers on new full merchandising plans for Borden Co.

GORDON F. BAIRO, who has been with the Wernher Co., New York since December 1946, has been elected a vice president of that agency.

SIGRID HEDIN, formerly with Compton Adv., New York, has joined the executive staff of Dorland Inc., New York.

THOMAS R. BROWN, former assistant to executive and treasurer, has resigned to become copy editor of BBDO Adv., New York, has joined Kudner & Kudner, Asso. of R. H. TITTMANN, comptroller.

SYDNEY D. RITTER, freelance radio writer and producer, has joined Simonds & Frank Inc., New York, as director of radio, effective July 1.

BRAMMER BINDER, freelance script writer, has joined Kay Thompson, New York, as a radio copywriter.

HAROLD E. ROLL, director of promotion-publicity for KFAP Omaha, resigns July 1 to establish own advertising agency. Former E. Roll Co., June in City National Bank Bldg., Omaha. Mr. Roll has been with KFAP since 1943 and was director of promotion-publicity for KOL, KFAP and KFOR when the stations were under one ownership. In 1949 the KFAP began operation under separate ownership, he continued with that station.

GERALD HUGHES has been assigned Hollywood producer of Compton Adv. Inc. on CBS "Guiding Light" daytime serial revived by Irna Phillips. Procter & Gamble Co. is sponsor.

ANN STELL, assistant production manager of Keidel Adv., New York, has been named executive buyer of a new department store.

BEATRICE BERKE, former timebuyer of Borden Co., Los Angeles, has joined Charles Michelson Inc., New York.

THOMAS K. KIELY, formerly with Chicago branch of Associated Products Inc., has joined Bluford McLaughlin & Assoc., Chicago.

RICHARD CRISP, sales analyst of S. C. Johnson & Sons Inc., Racine, Wis., has been appointed market research director of Chicago office of Trico & Laird Inc.

JONER FRANKEL Co., Chicago, has moved offices from 43 E. Ohio St. to 180 N. Wabash Ave.

C. L. KULLEN, former radio copy chief of Pedlar & Ryan, New York, has joined Compton Adv., New York, as vice president in charge of Fitzgerald-Padilla-Sample, as a copywriter.

DONALD F. PHILP, veteran in Canadian and United States radio and television, has joined Albert Jarvis Ltd., Toronto, as vice president.

CLAIRA PURDON, formerly with Cathode Electronics Inc. New York, has joined Green-Brodie Adv., New York.

WILLIAM E. GARRISON has been named client contact in public relations department of Gray & Rogers, Philadelphia.

Rex WEBSTER, former commercial writer of WCAU, Philadelphia, has joined Buckner-Craig Adv., that city, as partner and head of radio production and promotion. Firm is now known as Buckner, Craig and Webster Adv.

E. STREET & FINNEY, New York, June 1 resigned the account of McCormick & Co., Baltimore.

LYON REALIGNS RADIO

LYON VAN & STORAGE Co., Los Angeles, in a re-alignment of advertising plans is concentrating on service programs in key areas, and on June 2 started for 52 weeks sponsoring twice weekly on KFRE Fresno, KGW Portland, KVI Tacoma, KXLY Spokane, KGO San Francisco, KPO San Francisco, with daily participation in California, Washington and Oregon. Agency is Smalley, Levitt & Smith Adv. Los Angeles.

FRANCIS W. HATCH, vice president of Batten, Barton, Durstine & Osborn Inc., Boston, has made his debut as a balladeer on Yankee Kitchen over WNAC and Yankee Network. He plays his own accompaniment to ballads dealing with Maine traditions.

Floyd Farr Will Manage New Outlet at San Jose

FLOYD FARR, formerly assistant program manager of KPO San Francisco, has been made general manager of KEEN, new 15,000 watt station on 1370 in which plans to start operation June 21. Station licensees is United Broadcasting Co. George Snell, also formerly of KPO, has been appointed program manager of new station.

Mr Farrircle. Jack Risaka, formerly of CIA San Francisco and prior to that on staff of KLO Ogden, Utah, is production manager of KEEN Chief engineer is John S. Stevens, formerly of KGEI San Francisco, shortwave station.

Technicians include Lee Johnson and James Deach, formerly of United Airlines and KBEL Red Bluff, Calif., respectively. Thomas Duggan, formerly of KIST Santa Barbara, has been made senior announcer. Trula Hart, formerly of KIDO Boise and KPO, is in charge of women's programs. Announcers include Palmer Lee, Edward Marion and Robert Rexroad. Dora S. Long is office manager.

Comedy Agency

THE FIRST comedy agency, for comedians and comedy writers, has been opened by the National Laugh Week Foundation at its office, 347 Madison Ave., New York. The Foundation, which conducts a free gagwriters' institute for ex-GIs, and publishes the trade journal, Humor Business, will feature a collaborators' exchange for comics, gagwriters. It also will sponsor a theatre for comedy to showcase comedians and writers.

Albers Milling Co.
Bulova Watch Co.
Firestone Tires
Langendorf Bread
Luer Packing Co.
Milani Foods
J. J. Newberry Oldsmobile
Pacific Telephone & Telegraph
Pacific Wine Co.
Ralphston-Purina
Rexall Drug Co.
Rit Dye
Santa Fe Wines
Swift and Company

KMPC
710 KILOCYCLES • LOS ANGELES
G. A. RICHARDS, PRESIDENT • R. O. REYNOLDS, VICE PRES. & GEN. MGR.
REPRESENTED BY PAUL H. RAYNER COMPANY
*Peoples Choice

Page 64 • June 16, 1947
BROADCASTING • Telecasting
WPIT
PITTSBURGH'S POWER-FULL INDEPENDENT

IT'S THE FREQUENCY 730 THAT DOES IT!

WPIT COVERS OVER 80 COUNTIES IN 5 STATES, SERVING OVER 9,000,000 PEOPLE

JOHN J. LAUX Managing Director

WPIT MORNIN TO NIGHT

BOULEVARD of the ALLIES & SMITHFIELD ST.
TELEPHONE Grant 0794
PITTSBURGH, PA.
1000 WATTS

WPIT - WSTV - WFGP - WKY

ENGINEER'S
PRE-BROADCAST COVERAGE AREA

ACTUAL WPIT MAIL PULL COVERAGE
(First two weeks of operation)

National Representative
JOSEPH H. McGLLVRA, INC.
Los Angeles • Chicago • New York

June 16, 1947 • Page 65
1½ MILLION LISTENERS ADDED, WINS ESTIMATES

WHEN WINS New York officially increased its power to 50 kw during an hour-long program on June 15, station estimated one and a half million new listeners in Long Island and Connecticut were added to its regular audience.

The dedicatory program, produced by Jerry Danzig, WINS program director, was heard 1-2 p.m. preceding the New York Yankees' baseball game and originated from The Guild Theatre, New York. The show featured Jerry Colonna, Monica Lewis, Mel Torme, Tommy Handley from England, Warren Austin, Larry Curt, the orchestra under direction of Irving Langdon, and other stars.

Mel Allen and Red Benson were the program's correspondents, James D. Shouse, president of Croley Broadcasting Corp., spoke. The program was directed by Russ Armbruster and written by Jim Parsons and Irwin Lewis. Under the new program, there will be no corresponding increase in WINS time rates, Willard Schroeder, station manager, announced.

DU MONT AIRING SERIES OF PACKAGE SHOWS

PAUL BELANGER, television producer-director, and James McNaughton, scenic designer, both formerly on the video staff of CBS, have made an arrangement with WABD New York for the production of package video programs for exclusive telecasting on this Du Mont station. First of these programs was telecast June 9, 8:30-8:45 p.m., sponsored by Allied Artists and advertising the new motion picture, "It Happened On Fifth Avenue," which opened June 10.

WABD public relations are now being handled by Evelyn Lawson, formerly in similar positions with United Features Syndicate and King Features. During the war Miss Lawson was engaged in public relations work for the U. S. Navy.

Commercial

Bob Bingham, former general manager of WINZ Miami Beach, Fla., has joined WWKB Charlotte, N. C., as head of department of sales service. During the war, Bingham served as director of all English and foreign language broadcasts of the overseas branch of OWI.

Don Meier, with WBKB Chicago television station, has been named sales manager, taking over part of work previously handled by Ronald Wehrnath, Jr., who will devote full time to directing special events.

Alex Keeke, general manager of Taylor-Howe-Snowden Radio Sales, station representative, has moved his offices from Amarillo, Tex., to the Tower Petroleum Bldg. in Oklahoma City.

Wayne A. Sprague, formerly with Mid-Continent Airlines in Tulsa, Okla., has joined sales staff of KSO Des Moines. He will work with local accounts.

Dallas G. Hall, formerly with Fox West Coast Agency, Angeles theatre operator, has been appointed auditor of Sun Country Network, Phoenix, Ariz.

Taylor-Howe-Snowden Radio Sales has been named as representative for WTVT Augusta, Ga.

B. W. Randa has been named manager of Atlanta office of Reed & Co., station representative.

Mervyn McCabe, commercial manager of KFRC San Francisco, has been appointed a member of radio departmental committee of San Francisco Ad Club.

Raymond Cooke, Inc., New York office has moved to larger quarters effective immediately. The station representative is now located at 501 Fifth Ave., New York.

Gene Kiefer, new director of WDKX Nashville, has been elected a director of Nashville Cooperative Club.

WCKY Cincinnati, July 1 severa relations with WBCO Inc., station representative and will open its own offices in Chicago and New York.

Bill Foulis, member of commercial department of KFEL Denver, and former Army correspondent, was awarded Gold Medal of Honor of the Order of Orange-Nassau with swords by the Netherlands Government, "for saving the Dutch people their first free, outside news service after the German occupation."

Weather Report

Report on long range weather forecasting is to be given by Under Secretary of Agriculture Norris E. Dodd on the CBS Country Journal program, Saturday, June 21. Although slanted to rural field, report is said to be of interest to broadcasters as well.

The COMBINATION to GEORGIA

all CBS available at combination rates

The GEORGIA MAJOR MARKET TRIO

REPRESENTED BY THE KATZ AGENCY, INC.

Commercial
PROFESSIONAL PERFORMANCE — that keeps the original sound alive!

Stop WOW!

—with a positive drive at 33.3 and 78 rpm

Remember this: When a listener becomes dissatisfied with the quality of your programs, he simply twists a dial. And in doing so, he also tunes out his pocketbook. So why jeopardize what is probably your best source of revenue — your recorded programs?

Professional recording and playback should be, and can be, 'WOW'-free. How? With the time-tested Fairchild direct-from-the-center turntable drive, shown above. It eliminates all variations in turntable speed. Evenness of speed is obtained by a carefully calculated loading of the drive mechanism to keep the motor pulling constantly; by careful precision control of all drive alignments that might cause intermittent grab and release; by carefully maintained .0002" tolerances in all critical moving parts.

Further aid to 'WOW'-free performance is provided by a perfectly balanced turntable with extra weight in the rim and a turntable clutch that permits smooth starting, stopping and shifting from 33.3 to 78 rpm in operation.

Fairchild's 'WOW'-free performance is available on professional Transcription Turntables, Studio Recorders and Portable Recorders. For complete information — and prompt delivery — address: 88-06 Van Wyck Blvd., Jamaica 1, New York.
Pin Up Promotion

PIN UP GIRL is featured on cover of promotion folder released by WIBW, Topeka, Kan. "You'll Pin Up a Brighter Sales Picture. When You Hire WIBW to Do Your Kansas Selling." Attached to inside of folder is an aluminum spring strip clothespin with clothing clips in almost any size or width. In all, WIBW holds the attention and good will of the buying people of Kansas. Reply card is included for ordering additional clothing pins and information on WIBW available.

Air Show Featured

AIRPORT COVERAGE map is used on promotion piece being distributed by WBYC, Milwaukee. On one side of the map is Minnesota and Western Wisconsin showing all airports and airstrips in that area. On other side is picture of Eero Saarinen, report-on-air "Flying Reporter Show" before WBYC listeners will be given information about program. Map is being mailed to all clients and advertisers in territory in conjunction with show.

Father's Day Awards

A BOX OF CHIPS is sent to every New Yorker who became a father for the first time on June 15, Father's Day, by WNEW, New York City. In the metropolitan area cooperated by calling the station as soon as each baby was born. As a new child was born from 10 a.m. June 15 through 11:59 p.m. that day, names of fathers and mothers were announced on the station. Cooperating with WNEW in celebration were National Father's Day Committee and Cigar Institute of America and Roses Inc.

Behind Scenes

BEHIND SCENES slips into preparation of "This is New York, Bill Leonard Reporting," program heard on WBBS New York, are prepared in brochure prepared by that station. Pictures lining the pages tells the story of a typical day in the life of Mr. Leonard as he gathers material for the show. Copies give additional information on program and states that a few participations in show are still available. Show is heard daily 10:30 a.m.

Free Vacation

FREE VACATION is being offered as first prize in contest being conducted by Nancy Ossego, heard on WBC Washington, D.C. Contest will be held at 12:45 p.m. July 1. All children under 10 years of age who wish to participate may obtain an application by writing to the station. All entries must be received by July 10. The winner selected will be announced on WBC.

WAI Folder

ILLUSTRATED folder designed to show method of station advertising in been received by station representatives by WAI San Francisco. Folder explains that instead of separate advertising for individual programs, WAI has started a plan whereby all programs are advertised by categories, such as religious, comedy, music, etc., with special emphasis on the station's slogan. The slogans are incorporated in promotion piece.

Memo to FM Dealers

MEMO TO DEALERS. SPECIAL promotional memorandum has been sent to dealers in the area around WMDT, D. C. by WWDC and WWDC-FM. Dealers are being offered a complete double-header on WWDC-FM only. Station reports that an increasing number of dealers have been receiving letters from listeners inquiring about the station's double-header on their AM set. This provides excellent opportunity for explaining the advantages of FM broadcasting and for suggesting new plans. Promotion on FM can be used to cross-promotion of WMDT, and the sale of FM receivers.

Car Initials

TWO SETS of personal gold-colored car initials is offered to dealers through the efforts of S. C. Johnson & Son of Racine, Wis. Initials are available to any dealer who agrees to sending sales slips or name of dealer where purchase was made to company. Offered was announced on "Fibber McGee & Molly" show on June 3. Company plans to expand their efforts to other stations.

Ad Monthly

FIRST monthly edition of new four-page newspaper "CKWX-TRA," with news about station and its advertisers, has been issued by CKWX Vancouver, B.C. To qualify to get the paper, Canadians within CKWX coverage, as well as advertising agencies in U.S. and Canada, publication is edited by Don McKinley, CKWX promotion manager.

KFGO Promotor

DESCRIPTING market served by KFGO San Francisco, promotion folder titled "A Salesman's Guide for KFGO" has been distributed by station. Folder gives idea of situation and potential listening audience. In addition, KFGO's advertising rate is presented as well as BBM audience.

KMGH News

WHEN Kate Smith switches from CBS to Mutual on June 23, Memphis' Mutual station, KMGH, will be the first to pick up the program. The switch public in intensified promotion campaign. Following the switch, a "KMGH for Breakfast and Got Chicken Feed" has been issued by that station. Ads go into detail of potential listening audience. In addition, KMGH's advertising rate is presented as well as BBM audience.

KQVO Memo

INFORMAL MEMO has been released to the trade as latest promotion for KQVO Weilaco, Tex. Memo is from Barney Cole, manager, and calls attention to an article in current issue of Readers Digest, titled "The World's Biggest Vegetable Patch." Memo states that KQVO is the area's center of vegetable patch, and that we blanket the whole area with a signal, that almost reaches the ground vegetable patch. The memo is composed in longhand and is headed "How's That?".

Zenith Ads

REPRODUCTION of full page advertisement is contained in New York and Chicago newspapers has been created by Zenith Radio Corp., Chicago. Ad gives statistics of radio advertising during April and points out that severe shortage exists. It states, "For the time being, we are not advertising Zenith in newspapers, because we do not wish to further embarass our dealers who have not received sufficient radios to meet demands."

Nautical Booklet

WEEI BOSTON has dug down into the realm of Neptune and come up with a new sales promotion booklet in a strictly nautical vein. The new booklet, which features drawings to illustrate its points, compares the Boston advertiser of today to the "clipped caps," who yester-year, and who pored over second-hand books and cited the experience of previous voyagers. So too, according to WEEI, advertisers who are introducing new promotions today, should "stay as he goes in the wake of those who know Boston channels best.”

Heard WTAG Warning

WAAB Worcester, Mass., was given credit for averting a disaster when its broadcast of a warning, concerning a mistaken sale of high-explosive naphtha in place of range oil, was issued by Salem E. Laffin, who identified and warned the buyer [BROADCASTING, May 26]. Mr. Laffin, in a letter to E. E. Hill, WTAG director, states that the station broadcast the warning, not WAAB. "All Worcester radio stations were most cooperative in complying with Chief Melrose's request that warning be put on the air," Mr. Laffin said, "but it was the WTAG station I heard—not WAAB.”

Car Sales

"DEAR J. C., I FIND CAR SALES QUITE SIMILAR TO AMERICANS. THEY ENJOY GOOD RADIO PROGRAMS AND MOST OF US LISTENS TO KTSF. THE NBC STATION. HOOPER AFTER HOOPER PROVES KTSF LEADS."
No Roaster!

FOR WGY'S CHANTICLEER!

Nobody ever says "please pass the chicken" when they're talking of WGY's Chanticleer... He's strictly NOT of the roaster variety.

WGY's Chanticleer is the original early bird who covers more territory than any other early riser in the Great Northeast (central and eastern New York and western New England). During the past 18 months "Chanticleer" has pulled over 54,194 letters from listeners...an average of 3000 per month...more than any other single show on WGY.

Appealing to urban as well as rural listeners, Chanticleer is broadcast Monday through Saturday from 6:30-7:00 a.m. Primarily it catches farm folk and factory workers who are up preparing for the day's work.

A low-cost participation show with a long record of successful selling, "Chanticleer" offers big results for your advertising dollar.

For complete details call your nearest NBC Spot Sales office or WGY.

GENERAL ELECTRIC

50,000 WATTS — NBC AFFILIATE WGY SCHENECTADY, NEW YORK

REPRESENTED NATIONALLY BY NBC SPOT SALES
HARVEY DINKINS

Who was recently awarded the
DISTINGUISHED SERVICE CITATION FOR 1946
by the North Carolina Farm Bureau Federation for his outstanding contribution to farmers in North Carolina.

Harvey Dinkins’ hayfield favored comments in his “News and Views” on the Piedmont Farm Program, broadcast daily over WSJS, exerts a powerful influence on thousands of farm families throughout the rich Piedmont area of North Carolina and Southwest Virginia—another reason why WSJS sells the Piedmont!

HERBERT C. ELWES, former merchandising manager in RCA Theatre Engineering Section, RCA, Camden, N. J., has been appointed manager of consumer retail sound sales in the RCA Engineering Products Dept.

E. E. SEPTER, assistant sales manager of Westinghouse Home Radio Div., Baltimore, is in Los Angeles to discuss FM radio market with Westinghouse distributors in that area. He is also scheduled to visit San Francisco, Seattle, Tacoma, Kansas City and Chicago.

STANDARD ADVERTISING REGISTER, New York, has completed its 22nd annual special publication in which advertising, agency and media information on 13,260 national and sectional advertisers—classified by lines of business.

WILL BALTIN, secretary-treasurer of Telefunken Broadcasters Inc., New York, is the father of a boy born June 9.

JAWER TELEVISION PRODUCTIONS has opened a complete television program production and consultation service for advertisers, agencies and stations, with offices located at 1516-16 Real Estate Trust Bldg., Philadelphia. ROBERT J. JAWER is executive director of firm.

GEORGE H. BROMBERG, former research director of Weles & Geller Inc., Chicago, has been appointed advertising and sales promotion manager of the Chicago branch of Bendix Home Appliances Inc.

MORELAND, AMICK & BLACK, new Holbrook, Mass., firm, that has been organized with offices at 3531 North Knoll Drive, Telephone Hillside 57, is headed by W. R. (Bill) Moreland, Lon Amick and R. J. (Reg) Black.Latter is in charge of radio exploitation and promotion. TEID RARE heads merchandising, product promotion and exploitation department.

GERTRUDE J. GOLDSBOROUGH, a member of International Telephone and Telegraph Corp., New York City advertising department in the capacity of corporation clerk, has been elected assistant secretary of the corporation.

She has been with IT&T since 1929.

STEWART-WARNER Corp., Chicago, has issued to its stockholders, along with regular dividends, a quarterly “report” containing information on directors, quarterly earnings and status of business.

RADIO DIVISION of the U. S. Treasury’s New York office has moved from the RKO Building to 233 Broadway.

LAWRENCE CRESKOFF, formerly with WHCN, Harvard’s student station, has joined production staff of Local Institute Cooperative Broadcasting Council, Boston.

A. M. WIGGINS, research director of Electro-Voice Inc., Buchanan, Mich., engineer and manufacturer of microphones and acoustic products, has returned from a survey of microphonic developments in Germany.

SHURKE BROS., Chicago manufacturer of microphones and pickups, has begun listing its new 1947-48 catalog illustrating complete line of newly-developed high quality models.

HERBERT KAUFMAN Adv., sales promotion and public relations office, formerly located at 345 Madison Ave., New York, has moved to 103 Park Ave.

RCA’s exhibit at the Milan International Fair, which was to open July 14 at Milan, Italy, is giving Europe its first look at American television in action, according to Mme. Brunet, RCA vice president and managing director of the RCA International Division. Mobile video pickup units, studio equipment and receivers have been sent to Italy for the event, in addition to FM transmitters, sound and theatre equipment, shipboard communication units, air navigation aids, marine radar apparatus, the RCA electron microscope, etc.

“Appropriately, these television and other great advances in the field of radio and electronics will be displayed at Milan during the celebration there of the 50th anniversary of the invention of radio by Marconi,” Mme. Brunet said. In a later phase of the celebration, Dr. V. K. Zworykin, vice president and technical consultant of the RCA Laboratories Division, will deliver a paper on television before the Academy of Science in Rome. Dr. Zworykin’s video contributions included the all-electronic television system, invention of the iconoscope or video camera "eye" and development of the kinescope or receiver picture tube.

G. A. Biondo, president of Teleonda International Corp., RCA distributor in Italy, is making arrangements for the RCA exhibit. Michael J. Ranalli, television sales manager of the RCA International Division, will have charge of the video demonstration, to include pickups of major events at the fair and the showing of American films.

Richard Hooper, manager of shows and promotion for RCA, had originally been slated to take the equipment to Milan and superintend its installation and use there, but pressure of home duties forced him to forego the trip.

The RCA exhibit at Milan will also give the first European demonstration of American FM broadcasting equipment, using a relatively insensitive, low-power type of transmitter designed to suit continental operations, Mr. Brunet said.

Engineers Elect

DEL NESTOR and Gil Wyland, technicians of KMPC and KHJ Hollywood, have been elected president and vice president, respectively, of newly formed Hollywood Broadcast, Television & Recording Engineers Local 45, IBEW. Homer Obuchon, KGFJ and Vincent Parsons, KNX were made financial secretary and treasurer, respectively, of the new local. Roy Tindall is business manager. Elected board members were D. A. Simmons, KFWB; Joe Dean, Don Lee Television; Leonard McNamara, International Recording Artists Studio; John Hook, KNX; Cliff Thorsness, CBS sound effects. Morris Theilan of KNX and Mal Mobley Jr., KMPC, tied for sixth place, necessitating future runoff vote.

Noise Suppressor

A NEW DEVICE known as the "Dynamic Noise Suppressor" is being marketed by WJR-AM Detroit, which recently installed it, to eliminate 95% of record surface noise without destroying the brilliance of recorded music. As a result, engineers can now play an exceptionally noisy recording and still have it acceptable to the listener, according to WJR's chief audio engineer, Freddy Friedrich. The device was developed by Herman Scott, president of Technology Instrument Corp.

DECCA DIVIDENDS

A QUARTERLY Dividend of 25 cents per share on the outstanding shares of capital stock, payable June 30, 1947 to stockholders of record June 16, 1947 has been declared by directors of Decca Records Inc., New York.

New RCA Locator

A NEW PORTABLE leak locator, designed to locate tiny leaks in vacuum systems or enclosures which were formerly impossible to locate except with elaborate leak detection equipment, has been announced by the Tube Department of RCA. The new RCA leak locator weighs 25 pounds and is designed for either laboratory or factory use. It accurately locates small leaks in glass and metal vacuum systems such as those employed in manufacture of all types of electron tubes, vacuum fins and lamps, according to RCA.
...the ideal mike for all 3

Broadcasters keep on buying more and more of these popular Western Electric Cardioids. That's because they deliver quality performance, are attractive in appearance, and offer six pick-up patterns... omni-directional, bi-directional, true cardioid and three modified cardioid patterns... which enable you to master 'most any pick-up assignment in AM, FM, or Television broadcasting. For all-around quality of pick-up—there's nothing better than a 639B Cardioid. For full information, get in touch with your local Graybar Broadcast Representative or write Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.

Western Electric
639B CARDIOID

Performance... Appearance... Versatility

These six pick-up patterns are available with the 639B Microphone.

— Quality Counts —
UN'S CHARTER SIGNING TO GET BIG RADIO PLAY
ELABORATE preparations have been made by the U. S. Radio Liaison Office in anticipation of the second anniversary of the signing of the United Nations charter on June 26.

All stations and networks have been sent kits containing a 16-inch color print which are free of charge with a subscription.

In addition, two-minute talks by Charles Boyer, Edward G. Robinson, Lionel Barrymore, David Niven, Ethel Barrymore, Loretta Young and Robert Montgomery and a three-minute message from Trygve Lie, UN secretary-general.

Through the Advertising Council, 86 different network programs have been pledged to allot time to the UN campaign. The Radio Liaison Office has asked broadcasters to spell out their messages if possible and on the 26th, when the UN was signed two years ago. San Francisco stations were asked to make a special effort to clear the time, since the charter was signed in that city.

Letters pledging cooperation have been received by the UN from President Harry S. Truman.

WTMA Launches Its FM Affiliate at Charleston

WTMA, NBC outlet in Charleston, S. C., launched its FM affiliate, WTMA-FM, on June 2, offering seven hours of FM programs, one of them aimed simultaneously through regular AM channels.

The station is operating temporarily with 1 kw by 86.1 mc, but plans to increase its strength to 10 kw with a radiated power of 49 kw when equipment becomes available.

Mr. B. R. Bradham, station's manager, announces that its present program schedule is 11 a.m. to 1 p.m. and 4-9 p.m.

Participating in a special broadcast inaugurating the FM outlet were Charleston's mayor, E. Edward Wehman Jr. and Congressman L. Mendel Rivers.

First interview on WTMA-FM featured Miss Dorothy Thomas, queen of the 1947 Charleston Azalea Festival, who spent last week sightseeing and being entertained in Washington, D. C. She was interviewed by Miss Alicia Rettet, director of women's programs for WTMA and WTMA-FM.

Inexperienced Television Actors Offered Training

TELEVISION training for young, inexperienced video actors, and for others with backgrounds in radio or stage or films will be offered by the Television Workshop of New York July 7-Aug. 29.

Classes for youngsters, ages 10 to 17, will be held thrice weekly, 10 a.m.-12 noon on Mondays, Wednesdays and Fridays with rehearsals sessions on Tuesdays and Thursdays at the same hours.

Irwin Shane, executive director of the Workshop, also announced that he needs an eight-week course between July 7 and Aug. 29 for 25 "apprentice" trainees. Applications for the training should be made to the Television Workshop, 11 W. 42nd St., New York.

NOW 5000 WATTS

DOING A DOUBLE JOB IN THE MAGIC VALLEY

TWIN FALLS - IDAHO

TWIN FALLS - IDAHO

Page 72 • June 16, 1947

BROADCASTING • Telecasting
Du Mont's development of the Acorn Package means you can start television broadcasting for just about half the equipment cost you expected. Smaller investment. Smaller operating cost. What's more, you are not limiting future developments by starting on this minimum basis, because you can build onto the Acorn Package as easily as a child builds with blocks. Just add more units as needed.

Here is the kind of development that comes logically from Du Mont's 15 years of television "know-how" . . . from building more television stations than any other company. A development that saves you money right from the start and helps you avoid costly mistakes. Call, phone or write for full information about the Du Mont Acorn Package.
RALPH H. KLEIN, formerly head of continuity department at WONS NBC New York, has been appointed program director. MINA BROOKS has joined the continuity department.

GARY LESTERS, former announcer and record m.c. with WNOG Norwich, Conn., has joined WDBL Providence, R. I., through similar capacity. Mr. Lesters and his wife, Lynne, are featured on morning "Sweethearts of Rhythm" show.

TONY DONALD, newscaster and record m.c. at WAPX Montgomery, Ala., has been appointed chief announcer.

GREG GREGORY, chief announcer at KSVP Artesia, N. M., has been appointed program director. KEN MACE, formerly with WTHT Hartford, Conn., and KPKM Monterey, Calif., has joined station's announcing staff. BILL ANGEL and BOB CUNNINGHAM also have joined announcing staff of KSVP.

ROBBIE MILLER, announcer at WTCI Hartford, and BETTY CRAIG, formerly of WBAI Greenfield, Mass., are to be married once a month.

BOB FREER, who appeared on WMAN Mansfield, Ohio, in winter series of "Music for You" programs as vocalist, has joined station's staff as summer relief announcer.

GORDON KIRBY, former production manager of WHLS Fort Huron, Mich., and announcer at WWJ Detroit has joined WYIP Grand Rapids, as program director.

DAY SALTSMAN, former record m.c. and afternoon events announcer at WZEN St. Petersburg, Fla., has joined WDWA Tampa, in similar capacity.

BOBBIE BREN, former child singing prodigy who appeared on Eddie Cantor Broadcast, June 30, will begin series on WHN New York. Sat. 6:45 p.m., shown nationally by WOR network for direction of Joel Herron.

GARY IUBOLD, director of public information programs at KGW San Francisco, has been appointed to program Citizens' Advisory Board, formerly with WTHT Hartford, Conn., has joined station's staff.

DANNY SALTSMAN, secretary to BOB WATKIN, WHN New York program director, has announced her engagement to Jerry Shematin, of Washington, D.C., and marriage is to be Aug. 16.

JACK E. KLEIN, night manager at WHN New York, and Bernice Brown have announced their marriage.

EARTH DOWDING, organist, has joined KFOX Long Beach, Calif., with a three-month engagement at St. Andrew's church.

CALO O. MALHOLK, former newswriter with KRVN Minot, N.D., and previously assistant continuity and production director at WKBZ Milwaukee, Minn., has joined WJFK and WAFU AM Port Wayne as program manager.

STEVE JARRETT, formerly of WBLU Eliz., has joined announcing staff of WPEN Philadelphia.

DR. MAX JORDAN, director of religious programs for NBC andwar correspondent of National Catholic Welfare Conference, will be given 1947 "Signum Fidei" medal of Legate College, Philadelphia, awarded yearly to person "who has done the most to foster Christian principles."

HUGH WALLACE, formerly in radio production on West Coast and for past five years personnel officer in Army, has joined production department of CKNW New Westminster, B. C.

KELLY RAND, staff bartender with WWL New Orleans, and Eunice Hales were married June 1.

TOM DURAND, staff announcer at WTTM Trenton, N. J., has taken leave of absence to appear in Morrisville Summer Theatre presentation of Howard Lindsay's "The Boy Who Doodled".

GEORGE ROSEN, farm and ranch director of KTRH Houston, and EARL McGUINN, m.c. of early nightly record show on KTRH, were presented with a memento Lone Star Farmer degree at state FFA convention at Sweetwater, Texas, June 5.

HOWARD SIMMONS, has been named chief announcer at KSVC Pullman, Wash. WALT EDDY has been appointed director of station's continuity department.

ROBERT C. CHRISTOL, assistant program manager of WJZ Washington, D.C., and VIVIAN ROBERTS, WIZE, married May 21. Both are continuing at WIZE.

POLITICIANS NEED NOT USE MAKEUP IN VIDEO—Royal John F. ROYAL, NBC vice president in charge of television, said last week that reports from Hollywood that some of the President's motorman would have to "go in for makeup touches" in order to appear at their best before television cameras were "completely erroneous and misleading."

Mr. Royal said further: "Television has long since passed the stage where elaborate makeup is required of performers. In our special entertainment, use of the image orthicon camera renders makeup completely unnecessary, and if makeup was applied to the faces of political candidates they would be more likely to look ridiculous, not improved."

Among American political leaders who have been televised by NBC are President Truman, Governor Dewey and many others.
NEW RING-SEAL POWER TUBES
FOR FM AND TELEVISION

-110 to 220 mc frequency at max ratings
-1.5 to 6.4 kw typical Class C output

GENERAL ELECTRIC'S great 1947 series of ring-seal power tubes spells more efficient performance to those who build—or use—FM and television transmitters. Modern as tomorrow's telecast, these v-h-f tubes need minimum neutralization...are directly designed for grounded-grid circuits...meet in every way the new requirements of new station equipment going into service.

Ring-seal design—a G-E development—makes it possible to plug in a tube quickly, so that time off the air is cut to seconds. Firm terminal contacts with wide surface areas are another ring-seal advantage—moreover, all contacts are silver-plated to reduce r-f losses. An important aid to dependability and long life is the use, throughout the tube, of strong, enduring fernico metal-to-glass seals.

Your nearest G-E electronics office will be glad to give you prices and full information, as well as arrange for you to secure circuit application advice when desired. Or write direct to Electronics Department, General Electric Company, Schenectady 5, N. Y.

G. E.'s MANUAL OF TRANSMITTING TUBES IS YOUR MOST COMPLETE, UP-TO-THE-MINUTE GUIDE!

Profusely illustrated—packed with performance and application data. Comes to you for $2. Also, for an annual service charge of $1 new and revised pages will be sent you regularly as issued. Order direct from General Electric Company, enclosing payment, or giving authority on your company letterhead to invoice you.

OVER 600 LARGE PAGES $2.00

GENERAL ELECTRIC

FIRST AND GREATEST NAME IN ELECTRONICS
Voice of Freedom Group Denies Action on WLIR

THE VOICE of Freedom Committee, New York, last week denied that it was preparing a petition to the FCC to turn down the application of WLIB New York for full-time operation, despite reports to that effect. The committee said that actually WLIB was the only station that accepted the broadcast of Johannes Steel on June 7, which was sponsored by the committee.

The station, in turn, said it would accept Voice of Freedom messages as regular advertising if the committee wanted to sponsor a program in the future. It was also reported that a program featuring commentators who have had network differences, to be titled "Parade of the Missing Commentators," is being considered for sponsorship by the Voice of Freedom Committee.

Low-Price Console

ELECTRONIC LABORATORIES Inc., Indianapolis, has started production of a new 10-tope radio phonograph console that will sell for less than $100, according to an announcement by the company last week. Company pointed out that new merchandise will be available at a low price because it makes almost every radio part, including cabinets.

BATAAN STORY

WGN Broadcasts Death March

Details Censored Earlier

WHAT WAS CLAIMED to be the first detailed presentation of what happened on the Bataan death march was aired by WGN Chicago June 9 on the final program of its centennial series, On Special Assignment.

According to the Chicago Tribune, on whose articles the series has been based, Col. William E. Dyess, one of the survivors of the march, originally had offered to let 74 associated newspapers, including the Tribune, tell his story of Japanese atrocities, but, the Tribune alleges, Col. Dyess was thwarted during the course of an interview with a Tribune reporter by the Secretary of War.

Col. Dyess was killed in a plane crash, after which Walter Trohan, of Tribune's Washington bureau, reportedly showed story to a U.S. senator who declared he would read it in the Senate. Story was released when Army officers finally relented.

CHARLES ASHLEY, former rewrite man of Boston Traveler, has been named director of new broadcasts for WBEI Boston. He will have complete supervision of all station's new broadcasts.

FRED N. WHITING Jr., former jour- nalist and newspaperman, has joined news and special events department of NBC Central Division as temporary news editor.

FOR MILLER, former assistant farm program editor at WLW Cincinnati, has joined WDFD Worthington, Ohio, as farm program director.

LLOWELL THOMAS, NBC news commentator, on the June 9th broadcast, was presented a certificate of appreciation of his work as a member of Radio Committee of Veterans Hospital Programs. Presentation was made by James Buckley, chairman of executive committee of Philco Corp., and member of advisory board of Veterans Hospital Programs.

JOE HOLLAND, sports announcer at WSBT South Bend, Ind., and former Notre Dame football player, has been elected national president of U. of Notre Dame Alumni Monogram Club.

REV. A. ROBERT ANDERSON, Methodist minister at Steubenville, Ohio and NBC commentator on WOSU that city, received the 1947 Fellowship Award from the Religious Radio Committee of Churches for outstanding work in field of church-radio relationship.

GEORGE SHERVE, commentator on KRLC Lewiston, Idaho, has been cited in resolution by State Legislators for "fair and able reports, and his impartial observations of the proceedings of this session."

WAYNE OSBORNE, sports announcer at WNDX Chicago, has been signed by Wilson Sporting Goods Co., that city, to accompany showing of new film, "Swing King," an instructional baseball film being offered to applicants in Chicago area.

RAY BONDI, a reporter at CKW Kingston, Ont., is the father of a girl.

JAMES HURLBUT, CBS correspondent, returned to New York last week after 30,000-mile tour of U.S. bases in Pacific. He brought with him 23 hours of wire and tape recordings to be considered for use on network's "We Went Back" show August 14. "Bill Downs Arrives in Europe" is the radio name assigned the special assignment for CBS in Europe, was scheduled to arrive back in New York, June 12.

JACK FITZPATRICK, news manager of KFEL Denver, has been elected president of Denver Radio News Editors' Assn.

JOHN SHAPIRO, CBS Rome correspondent, returned to Italy last week after brief trip to New York where he completed negotiations for film, "Every Minute of His Story," the Sealed Verdict," based upon the Nuremberg trials.

BESSE HOWARD, feminine news analyst for WJOHN Philadelphia, will leave July 1 for a two-month tour of Europe accompanied by Laura Lou Brown, managing editor of Ladies Home Journal. JANE READ will replace Miss Howard during her absence.

PAT RYAN, sports director at WXY Oklahoma City, is the father of a girl, Pamela Kay.

"That reminds me—WDFD Flint still has a few availabilities."

Page 76 • June 16, 1947
What is a Dollar's Worth of Listeners?

Possible Audience \[ \frac{\text{Listeners}}{\text{Time Cost}} \] per Dollar

On CFRB the answer is...

- 2,795 radio homes after 7 p.m.
- 3,475 " " between 6-7 p.m.
- 5,195 " " at other times

...for every dollar!

You get your dollar's worth on CFRB... and more! Figures apart, the advertisers who, year after year, have *stayed* with CFRB give you the final answer... they stay because they get results!

That's the picture: on CFRB, you reach *more* radio homes... *more* prospects for your product... than on any other Toronto station.

Has the Ear of Ontario!

**Toronto**

*Representatives:*

**United States**

Adam J. Young, Jr. Incorporated

**Canada**

All-Canada Radio Facilities Limited
Hagman Is Named To WLOL Position

Had Resigned Post With ABC To Return to Twin Cities

APPOINTMENT of C. T. (Swan- nee) Hagman as executive vice president and sales manager of WLOL Minneapolis has been announced by Norman Boggs, president, and general manager of the station. Mr. Hagman had resigned earlier this year as general manager of the ABC Central Division [BROADCASTING, March 17], after reported dissatisfaction with living conditions for his family and himself in Chicago. Prior to his assumption of the ABC post, Mr. Hagman had been associated with WTCN Minneapolis, since 1934. He was vice president and general manager when he left that station [BROADCASTING, July 1, 1945].

While in the Twin Cities, Mr. Hagman had served as chairman of the local war bond drive, on the board of directors of the Better Business Bureau, as chairman of the NAB state sales manager committee and on the NAB state public relations committee.

WWJ-TV's FIRST WEEK SUCCESS—12 SPONSORS

WWJ-TV, television station of the Detroit News, which went on the air June 1 [BROADCASTING, June 9], had an even dozen sponsors during its opening week, with most of them staying on a regular schedule basis. Station operates Tues.-Sat., 2:30-5:30 p.m. and 7-9:30 p.m.

Dedicator show opening day was followed by the telecast of a home game of the Detroit Tigers baseball club, sponsored by the Goebel Brewing Co. Heading WWJ- TV's sponsor list is the J. L. Hudson Co., department store, which purchased a block of time in 1945 on an "if and when a television comes to Detroit" basis.


During the entire week, the station maintained an open house suite at the Book-Cadillac Hotel with five large television sets on display, to offer clients, potential clients and the press what video will look like in the home.

"Thin Man" Replacement

DURING the summer hiatus of General Foods' "Adventures of the Thin Man on CBS, Fridays, 8:30-8:35 p.m., the Robert Q. Lewis Show is being heard in that period, June 13 through July 25. The Lewis show, formerly heard on CBS Saturdays, 7:30-7:45 p.m., was replaced by Waitin' for Clay- ton on June 14 and beginning June 21 through Aug. 16 the Clay- ton show will be aired on Saturdays, 7:30-8 p.m.

Network Accounts

Renewal Accounts


BORDEN Co., Toronto (milk products), Sept. 30 renews "Canadian Cavalcade" on 25 Trans-Canada network stations, Tues. 8:30-9 p.m. Agency: Young & Rubicam, Toronto.

NORTHERN ELECTRIC Co., Montreal (electric appliances, radios), Oct. 6 to March 25, 1948, renews "Northern Electric Hour" on 25 Trans-Canada network stations, Mon. 8-8:30 p.m. Agency: Harry E. Postler Agencies, Toronto.

BURNS Co. Ltd., Vancouver (meat packers), July 1 extends "Burns Check- wagnet" to 15 western Dominion network stations. Tues. 10:30-11 p.m. Account may expand to eastern Canada within 90 days, according to agency: Stewart-Lovick & MacPherson, Vancouver.

Net Changes

GULF OIL Co., New York, June 24 switches "We The People" on CBS from Sun. 10:30-11 p.m. to Sat. 5:30-6 p.m. Agency: Young & Rubicam, New York.

CAMPELL SODA Co., New York, June 15 extends "Rally" to 24 western network stations. Thurs. 10:30-11 p.m.
MONOSET is worn by IRA MYERS, AL.

AL SANDERS of WQAM, Miami, has rejoined WHOM, Chicago as engineer, producer. He is formerly chief engineer.

R. LANGDON MANDERS, former West Coast representative for Music Business and Music Makers magazines and publicity director for Los Angeles Junior Chamber of Commerce, has been appointed publicity manager for Standard Transcription Services Inc., Hollywood.

FRED GUTHRIE of KFI Los Angeles, has moved into a larger quarters in new wing of network's building at Sunset Blvd. and Vine St.

RADIO FEATURES, Hollywood, has signed a five year pact with Jimmy Wakely, western movie star, for radio transcription series "Jimmy Wakely's Western Song Parade." Series of quarter hour shows will feature Mr. Wakely and his orchestra, the sunshine Girls' Trio and other vocalists.

SPECIAL Tube Section, written and enacted by Hal Miller, program producer, is currently producing open-end Los Angeles Chamber of Commerce shows, to be known as "It Really Happened," based on the unusual facts in the lives of famous people.

Naval History INFORMATIVE program dealing with history of U. S. Navy begun 4-week series June 7 over WBHM Chicago. Produced by HAI MILLER, program is written and enacted by members of the Glenview Naval Air Station. Show is heard Sat. 4:45-5 p.m. (CDST).

Annie Re-styles OId-Time Almanac for Atomic Age

"Annie's Almanac," newest on the long and lively list of WIBC Live Talent Shows, is a page from the almanacs of the past—brought up to date for the modern matrons of Hoosierland. Heard Monday, Wednesday and Friday from 11:30 to 11:45 a.m. (C.D.S.T.), over WIBC, "Annie's Almanac" features a fast-paced parade of songs and home-making shop talk, with winsome Ann Wagner providing the tunes and tips while Actor-Producer Barry Lake turns the almanac pages. Also included on this bright, new WIBC production are fashion headlines, instrumental music and singing weather reports. For a full audition of the facts on "Annie's Almanac," get in touch with your John Blair Man.

MIC B 1070 KC 5000 WATTS BASIC MUTUAL

The INDIVIDUAL NEWS Station June 16, 1947 - Page 79
BMB Acceptance
(Continued from page 28)
Their value lies chiefly, I think, in connection with the small, rural stations or certain merchandising areas.

"As for the 'once-a-week' listening business, I don't think that means too much in the realm of media value. That could be improved upon. Other factors that might be included are whether listeners catch daytime, afternoon or evening programs; whether they listen to one particular station occasionally, and what station they listen to most. But, as I say, the BMB area reports are a good start on the basis of evaluating listener intensity."

Hollie Shively, timebuyer, Ruthrauff & Ryan: "This is the first time we have had reports on the same basis for a majority of stations. The 'once-a-week' listening basis should be increased, and BMB reports should be made yearly."

Russell W. Tolg, radio director, BDBO: "We found the BMB reports very helpful. They are particularly bad in places where no stations were represented in that an adequate appraisal of other stations was difficult. The BMB map shows instances of where 10% of the families in certain territories listen to one station. Of course, the product being merchandised enters into the picture. If it is such that it can be merchandised in that section, then the 10% is O.K. But that's a thin percentage, and we don't think that's very good. We would prefer a larger percentage, say 15%."

"In that connection, the 'once-a-week' basis now used is not particularly ideal. It is merely a 'potential'. For something like spot announcement campaigns or chain breaks, a basis of from three to five times a week would be better. That would not be merely a 'potential' but actual. The reason is obvious: people do not tune in commercials to hear them."

'Very Valuable'

Kay Kennelly, timebuyer, Arthur Meyerhoff & Co.: "The BMB reports were very valuable, though I haven't had a chance to use them yet. I think they're valuable because they go into the density of station coverage pretty well. The biggest fault I find with the reports is that they don't list the network affiliations of the stations. As for the lowest county coverage we would use, that would depend on the account itself, the nature of the product, and other factors. In some cases we might use 75%, in others 60% and even as low as 25% if we thought the purpose could be served in so doing."

Ralph Cushing, timebuyer, Presba, Fellers & Presba: "We've received station reports from different areas so far, but that's all."

Genevieve Lempert, timebuyer, Foote, Cone & Belding: "We have used 66 2/3% coverage in city or county as a basis for station choice. So far, frankly, it is too early to say just how we are going to use BMB reports. I think there are a lot of possibilities, but it will take time to work out problems that will arise in its use."

West Coast

Charles Chaplin, radio director, Brisacher, Van Norden & Staff, Los Angeles: "BMB area reports have been a decided aid on comparative breakdowns between stations in different cities. However, it is unwise to place undue dependence upon them since the manner of sampling is too broad in definition of a regular listener."

Dave Taylor, manager of Pacific Coast radio, Foote, Cone & Belding, Hollywood: "Use Hooper for what Hooper is for and use BMB for what BMB is intended. In a recent study made for one of our clients BMB proved extremely useful as an extra form of measurement in deciding upon stations to be used."

Robert Thurmond, media director of J. Walter Thompson Co., Los Angeles: "It is still too early to evaluate BMB in total but it should prove extremely valuable in station comparisons as well as in other types of comparisons now possible."

Harry W. Witt, assistant general manager of CBS Western Division: "We find many advertisers and agencies interested in our BMB figures. We plan to refine these figures we are processing maps showing various levels of intensity."

Howard Tullis, president of The Tullis Co., Hollywood: "BMB reports are extremely valuable because they provide us with more complete information on distant markets than we are familiar with first-hand. We know of no other course for comparative information."

Typical of unidentified comment was the remark of a San Francisco station person who felt that BMB "is stacked against the smaller stations." Another from that vicinity said that there is "some value in the use of BMB in comparison, but all other perspectives disappear when applied to smaller stations."

'Misunderstood'

One San Francisco agency radio director expressed belief that "BMB is being opposed because it is misunderstood. By itself it has no value, but in combination with other indices points up useful information."

Another San Francisco agency executive said: "There is no one research determinant which provides an absolute answer by itself. So with BMB. In combination with market data and Hooper material a clearer focus is possible."

Assuming continuance of BMB, most agency and industry representatives queried on the West Coast expressed need for greater promotional effort to gain widespread acceptance of measurement.

Yankee News Letter

YANKEE NEWS LETTER, started during the war to bring Yankee Network servicemen news from home and then suspended for 16 months when servicemen returned, was resumed on June 2 by the network, but this time as an official, permanent house organ. Founded by Linux Travers, executive vice president and general manager of the network, the publication is edited by Martha B. Johnson, with art work by Hazel Waltz and Joe Corey.
THANKS for order for major share of $500,000 worth of television equipment WGN Chicago is purchasing for its video station, WQNA, scheduled to start about Jan. 1, is received by Carl J. Meyers (1), WGN engineering director, from Stephan Poteet (2), district representative of General Electric's Transmitter Division, and G. S. Peterson, central district manager, GE Electronics Division.

Kobak on BMB

(Continued from page 82)

fashioned "half-millivolt" methods. We had to go out and find just what the receiving sets were able to receive, after overcoming local noise, interference, static, and similar obstacles that affect radio listening.

BMB Interested

BMB is quite interested in these studies of ours, and we are, of course, making available to them all the information and knowledge we collect as a result. I believe it is quite possible that the Mutual engineering studies may show the way to a valuable expansion of BMB activities, especially along the lines of obtaining information which is unobtainable by annual or biannual listener surveys. In any case, we are still supporting BMB and intend to do our best to help it along.

As I understand it, the Broadcast Measurement Bureau was formed to ensure thorough-going measurement of the medium of broadcasting from the standpoint of its "advertising dimensions." It was not formed with the idea of making program ratings, or listener studies as applied to individual programs, but it was formed to establish the facts about the radio audience, its location, and its overall listening habits as applied to stations and networks.

So far as I know, BMB was not formed to promote any particular type of survey or research, and certainly was not formed to promote the interests of any one kind of radio station or network. It was supposed to be representative of all phases of the medium, working in cooperation with the buyers of time and their agencies.

The need for such an organization existed for so many years that now that we have BMB it seems inconceivable to me that anybody seriously interested in the business of broadcasting should be in doubt as to whether BMB should be encouraged or developed or improved or perpetuated. Since the 1946 survey has its inevitable shortcomings, our job is to make the next one better—not to junk BMB as an organization. Even if the next survey is also imperfect, I see it as our job to try for still better achievements the time after that.

Can't Be Perfect

No organization with a job as big as that assigned to BMB can be expected to be perfect from the outset. It has to go through a period of growth and development. I think BMB has made a wonderful start, but I am not one of those who would whitenew everything it has done by giving it a rosy endorsement of a general nature. I would simply say that great progress has been made, that we have learned about some of the faults and shortcomings of the particular method of research which was used, and that a concerted effort is right now under way to get to the bottom of these shortcomings and to eliminate them from the next job.

At the time Mutual joined the industry in sponsoring BMB, it was fully realized that such a survey could not be expected to measure the coverage and circulation of a network which was growing at the rate of 100 stations per year. But we supported, and Mutual will continue to support BMB, because we believe in an industry-wide measurement bureau representing both buyers and sellers of time, and because we believe that BMB—if properly supported by all concerned—will eventually develop measurements and techniques to present the complete, up-to-date facts about station and network audiences. We are confident that such measurements will prove out and fully support our claims for the tremendous improvements made by Mutual in the past couple of years.

$100 Facsimile Recorder
Announced by Alden Co.

A LOW PRICED facsimile recorder retailing for $100 was announced last week by the Alden Products Co., Brockton, Mass. The recorder is not designed to reproduce a complete newspaper in the home but will print a small program on sheets slightly more than four inches wide, the company said. Previous quotation by other companies for facsimile sets and recorders ranged from $675 to $1200. The Alden recorder is the result of a joint research project by several New England firms interested in producing popularly priced facsimile equipment having a wider sales range than that hitherto offered.

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BROADCASTING • Telecasting

4959 June 16, 1947 • Page 81

George P. Adair Radio Engineering Consultant 1823 M STREET, N. W. EXECUTIVE 1230 WASHINGTON, D. C.

Robert L. Kaufman Organization Technical Management, Construction Supervision and Business Services for Broadcast Stations Munsey Bldg. 700 South 4th Street, Washington, D. C.


George H. Jaspers Consulting Engineers Station Operation & Management including engineering, market studies, program polices. Little Building 1841 16th Ave. Berkeley 4948

William E. Richardson Consulting Radio Engineer 1935 S. W. Mass St. Cherry 4070 Portland, Oregon

REPRODUCER REPAIRING SERVICE ALL MAKES—SPECIALISTS 9A & 9B -- 48 HOUR SERVICE BROADCAST SERVICE CO. 534 ARCADE BLDG., ST. LOUIS, MO.

Tower Sales & Erecting Co. Radio Towers Erection, lighting, painting & Ground Systems 6100 N. E. Columbus Blvd. Portland 11, Oregon C. H. Fisher, Agent Phone TR 7303

Frequency Measuring Service Exact Measurements at any time R. C. A. COMMUNICATIONS, INC. Radio Tower Sales & Erecting Co. 1121 Vermont Ave. Wash. 5, D. C. District 1640

Custom-Built Equipment U. S. RECORDERING CO. 1121 Vermont Ave. Wash. 5, D. C. District 1640

George H. Jaspers Consulting Engineers Station Operation & Management including engineering, market studies, program polices. Little Building 1841 16th Ave. Berkeley 4948

Lyne C. Smey Consulting Radio Engineers 404 13th St. N. W., Ex. 8073 Washington 5, D. C.

Lloyd R. Amoo Consulting Radio Engineer 121 Eighth St. S.E. Phone 845-W Jamestown, North Dakota

Tom G. Banks, Jr. Consulting Radio Engineer 320 Central Building Pueblo, Colorado Peeblo 5034

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Lloyd R. Amoo Consulting Radio Engineer 121 Eighth St. S.E. Phone 845-W Jamestown, North Dakota

Frequency Measuring Service Highest Accuracy—Anytime STANDARD MEASUREMENTS Division of Radio-Electronics, Inc. Phone 2652 End, Okla.
June 6 Decisions...

BY COMMISSIONER DUBEY

WTOD Toledo, Ohio.—Granted motion to accept late appearance in re application.

KANS Wichita, Kans.—Granted petition for leave to amend its application to specify DA-D instead of nondirectional.

Lansdowne Bestg., Co., Lansdowne, Kans.—Granted petition for leave to amend application to specify unti time of 1810 kc instead of 1130 kc 1 kw D. Amendment was accepted and application removed from hearing docket.

Sky Bestg. Service, Kansas City—Commission, on its own motion, removed from hearing docket application.

Southern Illinois Bestg., Co., Centralia, Ill.—Granted petition to dismiss without prejudice application.

KFJ Joliet, Ill.—Granted petition for leave to intervene in hearing on application of KKKK.

KIRK Provo, Utah.—Granted petition for leave to intervene in hearing on application of Public Bestg. Service, Inc.: exception noted by counsel for applicant.

Express Pub., Co., San Antonio, Tex.—Denied petition requesting dismissal without prejudice of its application.

Mahoning Valley Bestg., Youngstown, Ohio.—Granted petition to intervene as it requests leave to amend application to add to application further engineering study regarding interference condition. Insofar as petitioner requests removal from docket it is denied. Granted petition requesting leave to add to application statement regarding applicant's willingness to accept grant subject to limitations received from certain other applications.

KTRX Manhattan, Kans.—Denied petition requesting reconsideration of Commission action on March 27, granting without hearing application of RKO Newspapers Inc. to set aside said grant and designate application for consolidated hearing with petitioner's application.

KPHO Phoenix, Ariz.—Denied petition for leave to intervene to amend application to show revised DA array, etc. Amendment was accepted and application amended as amended removed from hearing docket.

WJOL, Chicago.—Denied petition for leave to amend application to change name from WJOL Co. to Joliet Bestg. Co.

WDEL Inc., Wilmington, Del., et al.—Granted joint petition requesting continuance of consolidated hearing presently scheduled June 9 and continued same to June 13.

WKMJ Dearborn, Mich.—Granted petition for leave to amend its application to show revised DA array, etc. Amendment was accepted; record was ordered reopened, and further hearing scheduled July 15 in Washington.

WJW Cleveland, Ohio.—Granted petition to return application of Suburban Bestg., Co., for unti time of 1310 kc submitted March 10.

Cumberland Pub., Co., Pikesville, Ky.—Granted petition to accept late appearance in re its application.

Woodward Bestg. Co., Detroit.—Granted petition for continuance of hearing presently scheduled June 11 on its application, continued same to July 8.

Telameter Bestg., Corp., Norfolk, Va.—Granted petition for extension of time in which to file exceptions to decision and extended time to June 18.

WDUN Durham, N. C.—Denied petition for leave to amend its application to specify unti time of 1210 kc 1 kw D. Amendment was accepted and application removed from hearing docket.

WJKW Wilkes-Barre, Pa.—Denied petition requesting enlargement of hearing to include all issues in re application of WARM.

KMAC San Antonio, Tex.—Granted petition for leave to amend its application to show revised DA.

News Syndicate Co., Inc., New York.—Granted petition for extension of time in which to file brief in case of New York FM proceeding, and time was extended to June 9.

BY COMMISSIONER HYDE

KTHS West Memphis, Ark., et al.—Commission on its own motion continued further consolidated hearing in re Docket 7006 et al. presently scheduled June 16, and continued same to June 26.

June 9 Applications...

ACCEPTED FOR FILING

Modification of CP

WALA Mobile, Ala.—Mod. CP which authorized new standard station, for extension of completion date.

License for CP

Allen B. Pechan, Leba, Inc., Area of Washington, D.C.—License to cover CP which authorized new FM television relay broadcast station WJXHC.

Modification of CP

KSON Greater Huntington, Calif.—Mod. CP which authorized new standard station, to change type trans. and to specify studio location.

AM—1290 kc


Redlands Bestg. Co., Redlands, Calif.—CP new FM station (Class A) on frequency to be assigned by FCC and ERP 250 w.

Modification of CP

KFBS-FM San Francisco.—Mod. CP which authorized new FM station, for extension of completion date.

KMLC-FM Tocome, Ga.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

WEYES Canton, Ill.—Mod. CP, as mod., which authorized new standard station, to change makes in vertical ant., to change trans. and studio locations and for extension of completion date.

WQDI Quincy, Ill., Mod. CP which authorized new FM station, for extension of completion date.

WCWI New Castle, Ind.—Mod. CP, as mod., which authorized new FM station, for extension of commencement and completion date.

KGLF Paducah, Ky.—Mod. CP which authorized installation of new vertical ant. and to change trans. location, to assign new trans.

WIZY Detroit.—Mod. CP, as mod., which authorized new commercial television station, for extension of completion date.

KSTP-FM St. Paul, Minn.—Mod. CP, as mod., which authorized new FM station, for extension of commencement and completion date.

AM—1590 kc

Cecil W. Roberts, Farmington, Mo.—CP new standard station 1200 kc 1 kw D. AM to change frequency from 1200 to 1350 kc and change trans. type trans.

Modification of CP

The St. Louis U. St. Louis, Mo.—Mod. CP which authorized new exp. television station WJXCP, for extension of commencement and completion dates.

WJMG McCook, Neb.—Mod. CP which authorized new standard station, for approval of ant. and trans. location and to specify studio location.

Transfer of Control

KBNK Boulder City, Nev.—Voluntary transfer of control of licensee corporation from C. L. Manis, Don Ashbaugh, C. C. Applegate, P. S. Webb and C. A. Savage to Edward J. Jansen, Melvin Larson and Truman B. Hinkle (300 sh. of common stock-100%). Includes KBNM.

KGIN Elko, Nev.—Voluntary transfer of control of licensee corporation from J. C. Manis, Don Ashbaugh, C. C. Applegate, P. S. Webb and C. A. Savage to Edward J. Jansen, Melvin Larson and Truman B. Hinkle (300 sh. of common stock-100%). Includes KBNM.

(Continued on page 82)
Decline in Sunspots

HIGHEST sunspot number in over a century occurred in May, according to the National Bureau of Standards, seriously impairing communications, but the peak of the cycle appears to have passed. The Bureau anticipates continued decrease in sunspot number this month.

Am 1-2200

KGY Newburgh, N. Y.—Authority to determine operating power by direct measurement of sun power, authorized.

Modification of CP

WNJ, Northeast Orange, N. J.—CP, as mod., which authorized new standard station, for extension of commencement and completion date. 

Modification of CP

WNYC-FM New York—CP, as mod., which authorized license in new FM station to change ERP to 18 kw., frequency to Channel 230, 89.3 mc., and make changes in ant. 

Modification of CP

WSYR-FM Syracuse, N. Y.—CP, as mod., which authorized new FM station, for extension of completion date. 

License for CP

WPHE High Point, N. C.—License to lover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of sun power.

WAVW Christi, Ohio—CP, as mod., which authorized new FM station, for change name to Suburban Beat. Inc. 

AM—1000

Lancaster Bent. Co., Lancaster, Ohio—CP new standard station on 1600 kw 250 wt.

Modification of CP

WIES Whiteford, Ohio—CP, as mod., which authorized new standard station, to increase power from 250 w to 1 kw, change type, and for approval of ant. and trans. location and to specify studio location.

KREO-D Manchester, Ohio—CP, as mod., which authorized new standard station, for extension of completion date.

KOKU Norman, Okla.—CP, as mod., which authorized new noncommercial educational station, to change trans. site.

KASH Eugene, Ore.—CP, as mod., which authorized new standard station, to change type, and to change studio location.

AM—350

Tri-Borough Med. & Dr. Apollo, Pa.—CP new standard station 800 250 w D. AMENDED to change frequency from 890 to 910 mc power from 250 w to 1 kw D and change type, trans.

Modification of CP

KHNC Amarillo, Tex.—CP, as mod., which authorized change in frequency, increase power, change type, and change DA-DA and change delivery location, for extension of completion date.

Modification of CP

WLWA-FM Lynchburg, Va.—CP, as mod., which authorized new standard station, to change type, trans., and change in ant. 

WLPH-FM Huntington, W. Va.—CP which authorized new standard station, for extension of completion date and to specify new location.

FM—Unassigned

Springtime City Bent. Co., Clearwater, Fla.—CP new FM station (Class A) on frequency to be assigned by FCC, ERP 600 w and ant. height above average terrain 226.5 ft.

FM—161.0 mc

Idaho Radio Corp., Idaho Falls, Idaho—CP new FM station (Class II) on frequency Channel 219, 101.9 mc, and ERP 8 kw.

Modification of CP

WJIO-FM Ft. Wright, Ky.—CP, as mod., which authorized new FM station, for extension of completion date.

FM—Unassigned

Applications for renewal of standard

NEBRASKA RESOURCES UNIT MEASURE PASSED

SUPPORTED by the Nebraska Broadcasters Assn. at their annual meeting last month, that in order to establish a “Division of Nebraska Resources” proposed the Nebraska unicameral Legislature on June 4 and was signed by Gov. Val Peter- son.

The bill puts the new division under the State Dept. of Agriculture with a $25,000 appropriation to finance collaboration with agricultural and industrial groups in devising ways to assist new industries and to make better use of existing facilities and resources. Measure was explained to listeners by member stations of NBA.

In addition to the designation of Harry Peck as president of NBA, [BROADCASTING, June 9], other officers elected at the annual meeting included:

L. L. Hillard, president and general manager of KGBF Scottsbluff, as vice president, and Robert Thomas, assistant manager of WJAG Norfolk, as secretary-treasurer. Mr. Thomas, who succeeded R. C. Jones as general manager of WJAG Norfolk, was appointed his father, Art Thomas, WJAG manager, who declined reappointment, becoming as secretary-treasurer since 1934.

J. G. Gillin, Jr., president and general manager of WOW Omaha, as NAB representative (re-elected).

John Alexander, manager of KODY North Platte, and W. R. H. Weiler, manager of KMJM Grand Island, as new directors.

A Nebraska Radio Promotion Committee was formed with Harry Burke, manager of KFAB Omaha, as chairman and composed of Bill Martin, KMMJ commercial manager; Bill Baldwin, owner of KORN Fremont; Lyle DeMoss, WOW program director, and John Alexander, KODY.

North Platte was selected as meeting place for 1948.
NEW TRANSMITTER building will be completed about mid-July by KSON, San Diego's new 24 hours a day station which will operate on 1240 kc with 250 w. KSON expects to go on the air about August 1, according to C. Frederic Rabell, general and sales manager, and formerly vice president and general manager, WNCA Asheville, N. C. Licensee is the Studebaker Broadcasting Co., comprising Dr. John Ward Studebaker, U. S. Commissioner of Education, and his son, Gordon John Studebaker, executive director of KSON.

KWBK-FM Oakland, Calif.—Same to 10-24-47.

WWST Wooster, Ohio—Same to 8-18-47.

June 10 Applications...

ACCEPTED FOR FILING

License for CP

WAPX Montgomery, Ala.—License to cover CP, as mod, which authorized new standard station, specify studio location and to specify type and trans. power. And to determine operating power by direct measurement of ant. power.

AM—960 kc

Cosmopolitan Bstg. Co., Los Angeles

CP new standard station 960 kc 250 w and specified hours N.

AM—1580 kc


KSPF-FM San Francisco—Mod. CP which authorized new FM station, for extension of completion date.

KYEC-FM San Luis Obispo, Calif.—Mod. CP, as mod, which authorized new FM station, for extension of completion date.

AM—1340 kc

Salem Bstg. Corp.,—Voluntary assignment of CP to WORL Boston.

Modifications of CP

WEBS Boston, Mass.—CP which authorized new standard station for approval of ant. change type trans. and for approval of trans. and studio locations.

AMENDED to change trans. and studio locations.

License for CP

WCRB Springfield, III.—License to cover CP, as mod, which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WFMD-FM Frederick, Md.—Mod. CP, as mod, which authorized new FM station, for extension of completion date.

FM—Unassigned

Montgomery, Ala.—CP, Silver Spring, Md.—CP new FM station (Class A) on 980 kc to be assigned to FCC and ERP 647 w.

AM—960 kc


Continental Television Corp., Boston—CP new standard station 950 kc 1 kw D. Required facilities of WORL Boston.

Joseph Solimene, Boston—CP new standard station 980 kc 1 kw D. Required facilities of WORL Boston.

(Continued on page 89)
SHORTAGE OF CALLS
IS SLIGHTLY EASED

GOOD NUMBER of calls are still available in both the W and K categories, it has been learned at
FCC, although the remaining combinations are "pretty well picked over."

FCC said W and K calls, which have been reserved by the Army are continuing to be released in
exchange for A calls. It is hoped in the future that some A calls presently assigned ships may be
swapped with the Army for W's and K's. Some of these latter designations however would have to
be given the ships.

Commission explained background to issuance of the call KTOP for new standard station at
Topeka, Kan., assigned Collin-
son-Wingate Broadcasting Co. The call also had been sought by Mon-
terey Broadcasting Co., Santa Cruz, Calif., licensee which asked call KRZU, and by Messil-
la Valley Broadcasting Co., Las Cru-
ces, N. M., permittee, which asked KRZU as alternate. FCC awarded KTOP to Topeka in light of its
first-come-first-serve policy, and
"the particular appropriateness of the letters KTOP for the Topeka station."

Since May 29, 1946, FCC has received call reservations only from permittees. Since then requests for
changes in calls previously reserved have not been honored. The previous reservations, however, are
still valid, FCC said.

**Educational FM Grant**

GRANT for a noncommercial edu-
cational FM station has been is-

duced by FCC to Michigan State College, East Lansing, 5-kw daytime noncom-
cmercial AM station. FCC said the
College plans to cooperate with the

department on the FM network in
Michigan and would offer its FM

listeners "a varied program in-
ccluding symphony music, dramatic
shows, forum discussions and scien-
tific lectures." The station was

assigned 90.9 mc (Channel 215) with

1.2 kw power and antenna height

of 320 feet.

**FCC Actions**

(Continued from page 85)

AM–1450 kc

KATE Albert Leo, Minn.—CP to

install new vertical ant. and new trans., and

change trans. and studio locations. AMENDED to change trans. location.

License for CP

KDMO Carthage, Mo.—License to cover CP at 580 kc, with assignment of new

standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KKEO Mexico, Mo.—Mod. CP which

authorized new standard station, to change trans. and studio location and for extension of completion date to 120 days after grant.

AM–1900 kc

Public Service of Charlotte Inc., Charlotte, N. C.—CP to new standard station 760 kc. AMEND to change frequency from 760 to 1600 kc.

Modification of CP

WDNC-FM Durham, N. C.—Mod. CP to new standard station, for extension of completion date from 6-30 to "date specified in application for mod. CP."

KNOX Grand Forks, N. D.—Mod. CP

which authorized new standard station, to change transmit power, for approval of ant. and trans. location and to change studio location.

License for CP

WAGR Harrisburg, Pa.—License to cover CP which authorized installation of new trans. and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KJLV Havre, S. Dak.—Mod. CP which

authorized new standard station, to make changes in trans. equipment.

AM–1100 kc

The Master Best Corp., R., P. R.—CP to new standard station 1140 kc, 500 w N1 k d em.

Modification of CP

WROL Knoxville, Tenn.—Mod. CP which

authorized increase in power, changes in trans. equipment and DA, to make changes in DA.

AM–1390 kc

KJUP Galveston, Tex.—CP to mount FM ant. on top of AM tower.

AM–1390 kc

KCMC Texarkana, Tex.—Authority to de-
termine operating power by direct measurement of power.

Modification of CP

WKWK-FM Wheeling, W. Va.—Mod. CP as mod. which authorized new FM station, for extension of completion date.

License Renewal

WFJO Opelousa, La.—License renewal

standard station.

AM–1390 kc

Northern Radio Co., Havre, Mont.—CP

new standard station 1690 kc, 50 w on June 5.

DELETED June 5.

(Continued on page 89)
What Other Transmitter Has These 7 DISTINCTIVE EXTRAS?

1. Complete automatic constant voltage regulation for entire transmitter.
2. Dual oscillator-buffer "slide-in" units. Two of everything; crystals, ovens, osc. tube and components, buffer tube and components, metering and controls; means double reliability at the heart of the transmitter.
3. High voltage—low current for P. A. and modulators. Two thousand volts on R. F. Amplifier and 2150 volts on modulators. Less carrier shift, low temperature rise and an excess of modulator reserve power.
4. Semi-pressure-type cabinet—forced air ventilation—insect and dust free.
5. Seven large 4½” meters for easy reading in major circuits. Ten meters in all.
6. 100% parts accessibility. Three front doors, full size back door and sides removable. No hidden parts.
7. Maximum 40 degree centigrade temperature rise all components; more iron and heavier wire in all transformers.

Write today for complete bulletin on this extraordinary Transmitter.
Member of Parliamentary Committee
Labels CAB’s ‘Suggestion as ‘Fascism’

CHARGES OF fascism featured questioning of Canadian Association of Broadcasters by members of the Canadian Parliamentary Radio Committee at Ottawa on June 4 and 5. Parliamentary Radio Committee chairman, Ralph Maybank, stated that he thought independent tribunal suggested by CAB in their brief, smacked of fascism. Jos. Sedgwick, CAB counsel, replied that the CAB proposal was for an independent impartial tribunal appointed by Parliament.

“I don’t think it (fascism) could be fairly applied to any board that sits in public, acts judicially and is subject to appeal,” Sedgwick replied. “I think that is the most democratic of all.”

Mr. Sedgwick pointed out CAB’s member stations felt that Canadian Broadcasting Corp. should not have the powers of expropriation, its present wide power of radio regulations, its authority to forbid formation of private networks and its power to make recommendations as to licensing, CAB should not be deprived of any power whatever which is relative to its own operation.

The judicial tribunal proposed by CAB would enable any private individual as well as station to go before it, and its decision could be appealed to the Supreme Court of Canada. Asked if independent stations were given authority to form network, if only major market stations would be on network, Mr. Sedgwick replied that independent tribunal could add such stations in remote sections as were necessary for public necessity.

Free Speech

Questioning also dealt with free speech on the air, which CAB in their brief pointed out was only afforded by “grace” not by right, and stated that this should be by right, as with newspapers. He said the CAB felt that it should not be necessary for a person going on the air to first submit his speech or talk.

A. D. Denton, CBC chairman of board of governors, said that first of CAB advertisements on CAB’s brief presented false charges. He said it was not true that “it is impossible (for a private station) to make a major move of any sort without approval of the government of the day” and that “the government’s CBC can cancel broadcasting licenses without cause and without hearing.” (CAB had pointed out these facts out of the Canadian Broadcasting Act in its brief).

CAB counsel was asked how much CAB was spending on its advertising campaign in daily newspapers. Mr. Sedgwick replied about $22,000, the only advertising CAB has done in ten years. A committee member pointed out that this sum was little more than the $22,000 reported earlier being spent by CBC Toronto station CJBC on its current promotion campaign to increase listeners and obtain more commercial revenue. CAB members were questioned, mainly through Counsel. Sedgwick in three sessions of committee and will be further questioned on their proposal for revision of radio broadcasting legislation.

Attending sessions were Harry Sedgwick, CFRB Toronto and CAB chairman of directors; Harry Dawson, Doug Scott, Jim Allard of CAB office; Wm. Elliott, CHNS Halifax; Malcolm Neill, CFRB Fredericton; Phil Lalonde, CKAC Montreal; Narcisse Thivierge, CHRC Quebec; Raymond Benoit, CKCH Hull; J. Thivierge, CHEF Granby; Frank Ryan, CFRB Ottawa; Gordon Archibald, CHOV Pembroke; Ralph Snelgrove, CFS Owen Sound; Jack Beardall, CFCO Chatham; Ted Campeau, CKLW Windsor-Detroit; Jack Cooke, CKKE Toronto; Ken Soble, CHML Hamilton; Wm. Burgoyne, CTIB St. Catharines; Roy Hoff, CKWS Kingston; Wm. Cranston and R. Potts, CKOC Hamilton; George Chandler, CJOI Vancouver; M. Porter, CFNC Calgary; Clifford Sifton, CFCR Winnipeg; Sam Ross, CKWX Vancouver; and Arthur Berthiaume, CHLP Montreal.

H. V. Kaltenborn Leaves July 28 on Global Trip

H. V. KALTENBORN, NBC commentator, leaves July 28 on a seven-week fact-finding trip around the world, his first global trip since the end of the war.

Replacing Mr. Kaltenborn on his new program heard on NBC Mon.-Fri., 7:45-8 p.m., will be Richard Harkness in Washington, Henry Cassidy in New York and Clifton Utley in Chicago. Mr. Cassidy, NBC’s European news director now in Paris, will return to the U. S. especially for his series of broadcasts.

CAB Map

CANADIAN Assn. of Broadcasters has issued a map of Canada showing the location of all its 89 member stations. Across the top of the map are also listed all CAB member stations by provinces. Map is available from CAB office, Victory Bldg., Toronto.

CFRB’s Status Uncertain, Parliament Group Told

STATUS of CFRB Toronto, is still uncertain, Harry Sedgwick, CFRB president, told the Parliamentary Radio Committee at Ottawa on June 4. He said the cost of changing to another frequency from present 860 kc would be about $300,000.

CBC had suggested four frequencies, and had thought 1010 kc would be satisfactory. This frequency is occupied by 5-kw CBC station CJBC Toronto, which is to be moved to 860 kc with 50 kw. CFRB pointed out that 1010 kc could not be used by 10-kw station in view of CBC opening 50-kw station in Alberta on its frequency and a New York station occupying 1010 kc.

Dr. Frigon, CBC general manager, said that theoretically CFRB could build to 50 kc on 1010 kc, but in practice it would have to limit its power to protect other stations. He said CFRB has until July 1 to file its choice for a substitute frequency.

Installs Video Sets

WALTER READE THEATRES, motion picture theatre chain in New York and New Jersey, is installing Du Mont television receivers in all of its theatres. Move follows, “overwhelming audience approval” of the chain’s first installation at the Park Avenue Theatre in New York, according to Walter Reade, president, who said that this, plus the “subsequent letters of praise, have made us positive that the public will want first class television reception in all places of public assemblage.”

MANAGERS of two Seattle stations and the commercial manager of a third participated in panel discussion on “How to Buy and Use Radio Time” at meeting of Seattle’s Advertising and Sales Club May 27. Speakers included (seated I to r): Ray Baker, commercial manager, KOMO; J. (Arack) Morton, manager of KJR; Loren B. Stone, manager of KIRO, Joe Hadden, and Merrill Agency, moderator (standing r) is shown receiving gavel from Beanie McCulloch, president of club.
June 11 Decisions . . .

BY COMMISSION EN BANC

FCC Actions
(Continued from page 86)

June 11 Decisions . . .

FM Conditional Grants
Announced authorization of conditional grants for one Class A and nine Class B FM stations, subject to formal approval and engineering details. CPs also authorized for one Class C and eight Class B FM stations; CPs authorized for one Class A and 14 Class B outlets. See story this issue.

Application Dismissed
Telemax Inc., Seattle, Wash.—Dismissed application for Class A FM station on Channel 9, 91.5 mc, because of change of interest.

WLOB Grants, N. H.—License to cover, as mod, which authorized new FM station.

Licenses for CP
WZZU Southern Pines, N. C.—Conditional grants of CP with phase I approval for new AM and FM stations, to be located near Mebane, N. C., and Studio location.

AM-1290
Western Oklahoma Bcast. Co., Oklahoma City, Okla.—New AM station, of class B, to be licensed, for extendion of service area.

AM-2300
KANA Anchorage, Mont.—Change frequency from 1260 to 1250 kc, increase ERP from 250 w to 5 kw, new directional antenna, and studio location.

AM-2500
WGBA Green Bay, Wis.—License to cover, as mod, which authorized new FM station.

APPLICATION RETURNED
KWWB Co., Bismarck, N. D.—Conditional grants of CP to increase ERP from Class B to Class C, with station near Minot, N. D.

Application Granted
WVWM Columbus, Ohio—Grant new CP, of Class C, to extend transmission range to Columbus.

AM-1290
KBOL Boulder, Colo.—Grant new CP, of Class C, to Boulder.

APPLICATION DISMISSED
BROADCASTING
Announced grants of new AM stations in the following localities:

June 11 Applications . . .

AM-1450
Demopolis Bcast. Co., Demopolis, Ala.—Granted AM station, on Channel 1450 kc, for city of Demopolis.

AM-1450
Wed with new CP, on Channel 1450 kc, for city of Demopolis.

AM-1450
Northwestern Ohio Bcast. Co., Kirkville, Mo.—Granted AM station, on Channel 1450 kc, for city of Kirkville.

AM-1450

AM-1450
KWBW Salina, Kan.—Granted new AM station, on Channel 1450 kc, for the city of Salina.

AM-1450
WMMW Shreveport, La.—Granted new AM station, on Channel 1450 kc, for the city of Shreveport.

AM-1450
Bakewell Bcast. Co., Baton Rouge, La.—Granted new AM station, on Channel 1450 kc, for the city of Baton Rouge.

AM-1450
WJLB Wilmington, Del.—Conditional grant of CP, for new AM station, in Wilmington.

AM-1450
WGBA Green Bay, Wis.—Conditional grant of CP, for new AM station, in Green Bay.

AM-1450
WBBC Martin, Tenn.—Conditional grant of CP, for new AM station, in Martin.

AM-1450
WKBW Owego, N. Y.—Conditional grant of CP, for new AM station, in Owego.

AM-1450
WHAS Louisville, Ky.—Conditional grant of CP, for new AM station, in Louisville.

AM-1450
Willow Point Bcast. Co., Willow Point, Wash.—Conditional grant of CP, for new AM station, in Willow Point.

AM-1450
WJLB Wilmington, Del.—Conditional grant of CP, for new AM station, in Wilmington.

AM-1450
WGBA Green Bay, Wis.—Conditional grant of CP, for new AM station, in Green Bay.

AM-1450
WMMW Shreveport, La.—Conditional grant of CP, for new AM station, in Shreveport.

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Bakewell Bcast. Co., Baton Rouge, La.—Conditional grant of CP, for new AM station, in Baton Rouge.

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KWBW Salina, Kan.—Conditional grant of CP, for new AM station, in Salina.

AM-1450
WJLB Wilmington, Del.—Conditional grant of CP, for new AM station, in Wilmington.

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WGBA Green Bay, Wis.—Conditional grant of CP, for new AM station, in Green Bay.

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WBBC Martin, Tenn.—Conditional grant of CP, for new AM station, in Martin.

AM-1450
WKBW Owego, N. Y.—Conditional grant of CP, for new AM station, in Owego.

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AM-1450
KWBW Salina, Kan.—Conditional grant of CP, for new AM station, in Salina.

AM-1450
WJLB Wilmington, Del.—Conditional grant of CP, for new AM station, in Wilmington.

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WGBA Green Bay, Wis.—Conditional grant of CP, for new AM station, in Green Bay.

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Willow Point Bcast. Co., Willow Point, Wash.—Conditional grant of CP, for new AM station, in Willow Point.
Charge for Radio Schedule Listings

MIAMI'S TWO NEWSPAPERS, the Herald and the Daily News, in a major policy change, have decided to charge stations for tabulated listings of programs. For those stations which do not pay the charges, the papers announced that they would continue free listings—but in agate (smallest) type as text matter at the bottom of the radio columns.

In making the announcement, the News and Herald explained editorially on the radio page that whereas only four stations have operated in Miami for many years the FCC has licensed WAM, seven FM and one television station in Greater Miami and that more applications are pending. Therefore, said the Herald, a nominal service charge will hereafter be made to stations for the following reasons: (1) To accommodate the mushrooming growth of stations; (2) to continue the Herald's high standard of public service, to be fair to readers and other advertisers during this period of restricted newprint.

Previous Policy

Up till now, the Herald and News carried only the listings of the four network stations in the area, but under the new policy condensed listings of two local independents—WINZ and WBAY—have been added. Shortly after the announcement the Miami Beach Sun-Tropics decided to follow suit and run programs of all stations in tabulated form.

Miami's two newspaper-owned stations, WQAM and WIOD, owned by the Herald and News respectively, accepted the charge and took paid space. The other four, WGBS WINZ WKAT WBay, refused to pay and thus had their programs printed in solid matter below the columns.

WBAY reported that in its case, it was offered the same listing as WIOD and WQAM for $84 per week.

SUPPORT of 15 Los Angeles area stations has been guaranteed to leaders of community's projected $2,000,000 Memorial Cancer Hospital. Through Southern California Broadcasters Assn., all stations will develop integrated series of spot announcements, public service programs, and special events to stimulate interest in fund-raising drive during 30 day period starting June 22.

INTERMOUNTAIN NETWORK'S president, George C. Hatch (second from 1), smiles approvingly as arrangements are completed for presentation beginning Sept. 29 over 17 stations of IMN of new Tommy Dorsey recorded show [Broadcasting, June 5]. Series will be heard five days a week for 22 weeks. With Mr. Hatch are (1 to r, standing), J. W. Knodel, vice president of Avery-Knodel Inc., station and network representatives, Lynn L. Meyer, vice president and sales manager of IMN, and (seated) A. D. MacMorran, representative of Louis C. Cowan Inc., transcription company handling Dorsey series.
Politz Wins AMA Leadership Award

Tenth Annual Convention Held in New York Last Week

ALFRED POLITZ, president of Alfred Politz Research Inc., New York, won the top award for outstanding leadership in marketing at the Tenth Annual Convention of the American Marketing Assn. at the Hotel Commodore in New York June 11. The awards are given annually by the New York Chapter of the AMA for leadership in marketing anywhere in the U.S.

Mr. Politz was cited "... for developing in various studies more scientific standards and better techniques in marketing research." As consultant to Edward Petry & Co. he made a notable study of the effect of commercials on radio audiences, which was sponsored by Petry [BROADCASTING, July 1, 1946].

Other citations were presented to: Wroe Alderson, president of Alderson and Sessions Inc., Philadelphia, "for analyzing scientifically operating costs and other major problems of retail grocery stores"; Neil H. Borden, professor of advertising, Harvard U. graduate school of business administration, Boston, "... for making a comprehensive analysis and clarification of the newspaper's place as a medium in national advertising"; Philip G. Corby, associate director of market research, Psychological Corp., New York, "... for applying practical area sampling methods to measure the national market qualitatively in relation to a magazine's market"; Richard D. Crisp, sales analyst, S. C. Johnson & Co., Racine Wis., "... for demonstrating a practical scientific approach to the reduction of distribution costs"; Cornelius DuBois, market research director, Time Inc., New York, "... for advancing the science of magazine research through leadership in the development of new techniques"; Dr. Raymond Franzen, statistical consultant, New York, "... for developing a reliable method of national sampling to compute market data by local areas"; F. B. Jones, manager sales and market research, Equitable Gas Co., Pittsburgh, Pa., "... for applying scientific principles to a long range forecasting of civic and social factors in a specific community market"; Dr. Robert J. McFall market research consultant, Haworth, N. J., "... for developing a new and better guide to sales in America's multi-billion dollar farm market."

Presented by Butler

The awards were presented by Ralph Starr Butler, vice president of General Foods and "advertising's man of the year." Congratulatory messages to the AMA were received from President Truman and Governor Dewey of New York. The address of welcome was delivered by New York's Mayor O'Dwyer.

Speakers at the second day's sessions on June 12 included Lemuel Boulware, General Electric vice president, and Don Francisco, J. Walter Thompson Co. vice president.

Francisco Talk

Speaking on "Advertising ... Key to Continuing Production and Employment," Mr. Francisco said the radio industry is facing unprecedented problems. "As the nation returns to prosperity," he added, "we are looking forward to a new era of employment and growth." He noted that the average settler for $50 and 60,000 sets are in use. The price of television sets will undoubtedly show the same trend downward as more and more homes are persuaded to buy. ..."

Edgar Kobak, MBS president, was scheduled to speak June 12 on "Putting Marketing Research to Work." But that talk was canceled because of the FCC denial of a new station in the Hoosier state.

According to Democratic sources, the denial was based on an alleged probable interference with Cuban stations which FCC said would occur if the requested 10,000 w power were granted. [Editor's Note: This issue appears moot with dropping of application by Universal. See story this page.]

Mr. McHale wrote to Director Gael Sullivan saying he would be willing to scale down his power to 5,000 w and change his frequency and had so notified the Commission.

Meanwhile, a story in the Evansville, Ind., Press quoted a letter from Democratic State Chairman Pleas Greenlee asking help for McHale. The Press quoted the letter as follows: "Frank McHale and other good Democrats are interested in this and it would help us get some favorable publicity for our party. As things now stand, we are practically at the mercy of the Republic and independent candidacies and may I ask . . . 'Is there an independent press?' I have found most of them Republican, parading under the banner of independence."

The story was somewhat confused by a denial by the Democratic National Committee that Mr. Sullivan had ever received such a letter from the Indiana State Chairman.

Sale of WISH to McKinney And Associates Announced

SALE OF WISH Indianapolis to Frank H. McKinney and associates for a stripped price of approximately $500,000 was announced last week by C. Bruce McConnell, WISH president and principal owner.

Mr. McKinney is president and owns approximately 35% of the purchasing company, Universal Broadcasting Co., which had applied for a new station at Indianapolis but lost a proposed decision to Syndicate Theatres Inc., Columbus. Both companies were granted 1310 kc, Universal with 10 kw fulltime and Syndicate with 500 kw daytime only. FCC proposed to grant the Columbus application since it has no stations while Indianapolis has five [BROADCASTING, April 31].

Mr. McKinney's associates include ABC Vice President Robert H. Hinckley (25%), and Frank H. McHale (10%), with whom he is associated in ownership of AM grantee companies at Terre Haute and Ft. Wayne, a proposed grantee at Evansville, and an FM grantee at Terre Haute. George C. and Wilda Gene Hatch, who are identified with ownership of KALL Salt Lake City and KULA Honolulu, are also an owner. Remaining interests are held by Edward P. Filion, Chester L. Robinson, David M. Lewis, and William E. Clauer, Indianapolis business and professional men.

WISH, an ABC affiliate, operates on 1310 kc with 5 kw day and 1 kw night. An application for FCC consent to the transfer will be filed shortly. Universal also plans to ask the Commission to dismiss its 1130-kc application, leaving the way open for a final grant to the Columbus applicant.

Mr. McKinney said the new owners plan to incorporate some of their own ideas on public service programming into the WISH program structure, but that no change is contemplated in personnel or basic operating policy.

Mr. McConnell expressed pleasure that the purchasers have had long experience in Indianapolis civic and business life and consequently are in position to continue effective programming and public service standards of WISH.
10 AMs Listed Among Grantees

CONSTRUCTION PERMITS for 10 daytime and seven full-time new standard stations were granted last week by the Federal Communications Commission. The total number of AM stations authorized, including 1,239 licensed and 522 holding CAs, 678 applications currently are pending.

Rep. S. Watt Arnold is associated with WLB in Bakersfield, Calif., with his wife and son is half-owner of North Missouri Broadcasting Co., which received grants for full-time use of 1,450 kc 250 kw.

Of the grantees, 11 include individuals having previous radio association J. G. Long, Texas broadcaster, received authorization to operate a new 1 kw station on 920 kc at Texas City, while another permittee, Top of Texas Broadcasting Co., recipient of a 1 kw-daytime facilities on 1010 kc.

The full-time grantees:


Front Royal, Va.—Sky-Park Broadcasting Corp., 1450 kc, 250 kw. Principals: Rupert W. Muster, attorney; president; Warren S. Bell, studio and recording technician at WOR New York, state vice president; Howard A. Dunham, in general, secretary. The individual business, treasurer: James A. Payne, executive secretary of Front Royal Chamber of Commerce, secretary. There are 37 additional stockholders including Herbert Lee Wilson, consulting radio engineer, and Gail E. Boggs, radio receiver design engineer. No single stockholder has more than 3½ interest.

Mississippi Falls, Fla.—Deland Broadcasting Co., 1460 kc, 230 kw.Owned by Lyle Van Vliet, a former NBC and now freelance announcer, who will be general manager of the area is WTMC-Ocala, Fla., to 1290 kc for which MFS holds CF.


Kirkwood, Mo.—North Missouri Broadcasting Co., 1450 kc, 250 kw. Partnership: Samuel A. Burke, former administrative officer with War Production Board, general manager and 30%; Rep. S. W. Arnold (R-Mo.), 25%; U. S. Grant A. Arnold, 10%; and Sidney M. Arnold, manager of family owned Arnold Lumber Co. 10%.


Newport, Ore.—Yaquina Radio Inc., 1260 kc, 250 kw. Principals: Robert B. Torrey, Jr., operator-announcer at KOOS Coos Bay, Ore., and Carl Schindler Sr., vice president 30%, and U. S. Grant A. Arnold, secretary-treasurer 20%.

The daytime only authorizations:

Marquette, Mich.—Gordon H. Brown, 1370 kc, 250 kw. Applicant has been manager of WOJW Marquette and WDBB Escanaba.

LaPorte, Ind.—LaPorte County Broadcasting Co., 1560 kc, 250 kw. Principal: Howard H. Scott, chief deputy sheriff, LaPorte County, 25%; and Edward Youn, dentist, 45%.

Ames, Mo.—Kolin Broadcasting Co. Jr., 1570 kc, 1 kw. Applicant is vice president and general manager of Weaver Broadcasting Co., Waco, Texas, and construction loans and management firm.


Waterloo, Iowa—Black Hawk Broadcasting Co., 1450 kc, 1 kw. Principals: Ralph McElroy, formerly with WMT Cedar Rapids, president and 18½%; Donald M. Graham, dry goods business, vice president, 3½%; Jackson McCoy, editor Waterloo Daily Courier, 5½%; E. Ruston, food products business, treasurer, 3½%; Glen B. Bear, attorney, secretary. Remaining stock held by 10 other individuals.

Goodland, Kan.—Goodland Broadcasting Co., 1410 kc, 1 kw. James E. Blair, Army veteran formerly of local business in Burlington, Colo., and who will be general manager.

Amarillo, Texas—Top of Texas Broadcasting Co., 1010 kc, 1 kw. Partnership: Hoyt Houck, vice president and 20% owner; KSEL Lubbock, Tex., 30%; Robert H. Houck, secretary, and 32% owner KSEL, 30%; Walter G. Bussel, attorney, president and 36% KSEL, 30%; and W. D. Dickerson, ex-manager of KTNM Tullahoma, Tenn., 14½%.

Texas City, Tex.—Texas City Broadcasting Service, 850 kc, 1 kw. Owned by J. O. Long, part owner and managing director of KBOX Bay City, owner KEVIA Victoria and KSDM Huntsville, Ala.

Grand Rapids, Mich.—Music Broadcasting Co., 1360 kc, 1 kw. Principals: Paul E. Flechner, former sales promotion manager of WGOO Grand Rapids, president; John K. Behler, vice president and secretary of Behler Young Co., vice president; Allen E. McFar, president A. E. McFar Con Co., vice president; and Stedeker, partner, Paul Stedeker & Sons Dept. Store, treasurer, and Behler Young Co., vice president and treasurer of Behler Young Co., secretary. Each has 25% interest.

Homestead, Pa.—Steel City Broadcasting Corp., 850 kc, 250 kw. Principal: Harry Kurts, in advertising and promotion field; Samuel M. Shayer, singer and producer; Irwin D. Marks, accountant and Jerry Marks. Each is 25% owner. Applicant was granted permission for reconsideration and grant of its application.

All of the authorizations contained engineering conditions excepting Sidney H. Tilley Jr.

Argument Heard by Court On Interference Hearings

RIGHT of broadcast licensees to be heard by the FCC on possibility of interference from applicants was argued Wednesday and Thursday before the U. S. Court of Appeals of the District of Columbia.

The court heard reargument, on its own initiative, of the WJR Detroit appeal from the nonhearing grant of 1 kw D 760 kc daytime to Coastal Plains Broadcasting Co., Tarboro, N. C. (WCP), and the appeal of WCKY Cincinnati from a similar grant on 1530 kc to Patrick Joseph Stanton, of WDAS Philadelphia, for a 10 kw daytime station in that city.

In addition the court heard argument on WJR’s appeal from a grant of 600 w 760 kc daytime to southeastern Broadcasting Co., Clinton, Ala.

Opening the proceedings, Justice Harold M. Stephens read a long statement, which he said was generated and interested by the court, raising questions which worried the court after the original hearing.

In substance, the court was interested in hearing further argument on two basic questions: whether the operations claimed by WJR and WCKY cause objectionable interference? If so, does the public interest require that the FCC grant a station to a defendant? If so, in which station?

Justice Stephens throughout the two-day hearing kept reminding Max Goldman, chief of the FCC Litigation Section, that Commission counsel insisted on raising only the correctness of its decision rather than whether it should grant a hearing. Justice Bennett Clark asked if the North American treaty is violated by the de-
They judged the cate where (geographically) most stations. Only 1% contact with this purpose. Talent with five schools.

Method employed by conditioning recruiting. From philosophers carrying station out services.

Naturally, carrying station out sustaining. An- no,
Private Industry Voice' Costs Asked

Senator Ball Requests CBS and NBC Estimates

CBS AND NBC have been requested by Sen. Joseph H. Ball (R-Minn.) to submit estimates on the cost of operation of the Voice of America by private industry, it was learned last Friday.

NBC, it was understood, refused to submit an estimate, although CBS volunteered a figure. Representatives of the two networks were scheduled to meet with Sen. Ball in a secret session on Friday to discuss the matter.

Earlier, Sen. Ball had expressed dissatisfaction with testimony presented by the two networks during an Appropriation Subcommittee hearing on the State Dept. budget for the Office of Information and Cultural Affairs which operates the Voice of America.

He told Edmund A. Chester, director of shortwave broadcasting for CBS, and William F. Brooks, vice president of NBC in charge of the International Division, that he wanted shortwave broadcasting taken out of the State Dept. entirely so that it could be run by industry.

Meanwhile, in the House, Rep. Karl E. Mundt (R-S.D.) was muster voting to pass a measure which would authorize the Voice of America and other OIC activities. The OIC budget had been stricken from the State Dept. budget on grounds that this legislation did not exist. If passed—Rep. Mundt expressed confidence that it would be—the Senate, now working on the State Dept. budget, will be able to restore the OIC funds without a second vote.

Sen. Ball's insistence, however, on figures for the cost of industry operation of American shortwave programs left some doubt as to Senate plans for the future of the Voice of America. Earlier in the week Secretary of State George C. Marshall urged the committee to vote funds on at least a temporary basis—or until Congress can make up its mind to accept or reject a plan for a permanent shortwave broadcasting foundation.

Iowa Broadcasters Serve in Disaster

RADIO APPEALS for river-worthy power boats to aid in emergency flood rescue missions played a major role in saving the lives of many families marooned the weekend of June 6-7 by the most disastrous Des Moines River valley flood in history, WHO KSO and KRNT, in Des Moines, and KXEL Waterloo took the lead in initiating pleas for heavier, more powerful river craft as cascading river currents began capsizing smaller rowboats and motorboats as fast as they could be put in the water.

In addition to their aid in bringing more power boats to the flood zone and in giving extensive news coverage, Iowa stations relayed appeals from the mayor of Ottumwa, hardest hit city, and from Navy and Coast Guard officials for food, water, blankets, milk cans for holding pressurized facilities, hospital supplies and other badly needed relief items.

With Ottumwa's only radio station, KBIZ, forced off the air by a city-wide power failure, other stations stepped into the breach and did the same kind of thorough disaster relief and news coverage job for which radio has won so many plaudits in the past.

WHO Des Moines, for example, presented a total of 11 direct and tape-recorded broadcasts from Ottumwa during the two-day peak of flood damage there, besides giving NBC two feeds on flood conditions.

Crest of the record-breaking flood reached Ottumwa during the night of June 6, and WHO News Director Otto Weber was on his feet all night helping in relief work and relaying last-minute bulletins to Des Moines.

Earlier on June 6 WHO had dispatched one of its other newsmen to Ottumwa, its mind to accept or reject a plan for a permanent shortwave broadcasting foundation.

Jim Charlton, to Eddyville, another Iowa community hard hit by flood waters. Mr. Charlton phoned back a description of the town's 1,900 residents being evacuated, and then made his way out just before the last road was closed by high waters.

Members of the WHO news staff remaining in Des Moines and working under direction of M. L. Nelson handled an unbroken series of phone calls for two days and nights, including emergency bulletins and cascades of offers of help for Ottumwa, the station reports.

WHO announced establishment of the WHO Flood Relief Fund, and said that three days after the fund was set up it was estimated listeners would contribute not less than $35,000.

From another Des Moines station, KRNT, some similar reports from a KRTN crew consisting of Charles D. Miller, program director, Charles McCuen, newswoman, and Buford Cannon, engineer, arrived in Ottumwa at 11 p.m. on the night of June 6. All night Mr. Miller and Mr. McCuen toured the flood area under the guidance of a Navy rescue crew, KRNT reports. Just before dawn Mr. McCuen returned to a hotel lobby where he wrote his initial news reports on a portable typewriter by candlelight. At 7:15 a.m. on June 7, KRNT put Newman McCuen's story on the air.

KRNT central studios were located at the city hall in the stricken city, where the Cowles station originated every news period, plus extended bulletins. During this period KRNT live reports at 6:30, 8:30 and 11:30 a.m. and 12:30, 5:30 and 6:30 p.m. were supplemented by tape recorder accounts which were picked up by Program Director Miller from Ottumwa's Jefferson St. viaduct and other points along the river's edge. Station reports that none of its Ottumwa crew slept for two days and nights.

MGM'S LEO PACKS 'EM IN--WBNS HELPS HIM DO IT

Leo has been roaring about his box office hits over WBNS for seven years.

ASK JOHN BLAIR
In Columbus, Ohio, It's
Hearings to End Today; NAB, BMI Oppose Copyright Plan

WINDUP of the current attempt by the National Association of Performing Artists to cut its membership in on record royalties will be made today at the conclusion of hearings before a House Judiciary subcommittee in the face of what one Congressman declared was "the committee's conviction that musicians and other entertainment people are already among the best paid of all workers."

The subcommittee on Patents, Trademarks and Copyrights has given almost three weeks to hearing of pros and cons on two bills which would introduce a "revolutionary concept of copyrights" into the entertainment and broadcasting industry. The legislation, H. R. 1269 and 1270, was introduced by Rep. Hugh D. Scott Jr. (R-Pa.) and backed by NAPA.

The latter bill would give performing artists the privilege of copyrighting their arrangements and variations on standard works of music or any other recorded material.

Unconstitutional, Says Petty

NAB, through its chief counsel Don Petty, maintained last Monday that the bill was unconstitutional. "It has never been thought that the execution or rendition or performance of a musical composition or a dramatic work, whether skilled or unskilled, whether artistic or inartistic, could be the subject of property," Mr. Petty told the committee.

He pointed out, and the committee nodded assent, that performers now control the compensation as do other skilled persons by contract. This, he maintained, is ample protection for their skills and recompense for whatever contributions they may make in presenting variations upon standard works.

Mr. Petty declared that in many cases the engineers who "mix" orchestral music contribute as much if not more to the "style" of popular music as the band leaders themselves. By the same token, he continued, it would be unfair to give them a share in the royalties from recordings.

One Congressman, who withheld his name, told Broadcasting that an examination of the present copyright laws proved only one thing--"that the law is already complex and involved and more than anything needs rewriting and simplification. This proposed legislation would only make intolerable a copyright set-up which is already grievously tangled."

BMI Opposition

Broadcast Music Music, Inc., also opposed H. R. 1270 on grounds that it "is unintelligible in form, would create serious difficulties in the determination of its meaning and effect and would be likely to create the gravest injustices to authors of musical, literary and other works."

This legislation has been introduced 11 times but has never before gained a hearing. It was thought likely that since the Judiciary Committee has not shown much enthusiasm for the proposal and since it bears the burden of about 83% of all legislation introduced in the 80th Congress, hearings were granted primarily to settle the issue beyond recall.

The fate of H. R. 1269 was less certain, although the bill was as vigorously opposed as its companion. The bill would withdraw the licensing exemption formally granted to operators of "juke boxes" in establishments where no admission is charged.

Sidney Levine, speaking for operators of coin-operated record playing machines, declared the operators are already facing lean years because of the high costs involved in the acquisition and maintenance of the elaborate automatic phonographs. He declared that H. R. 1269 would only drain off the small margin of profit now available to the operators.

Two members of a special labor subcommittee investigating James Caesar Petrillo and the AFM were present at the hearings (Closed Circuit, June 2). Chairman Carroll D. Kearns (R-Calif.) sat through a whole morning's hearings, apparently listening for any clue which might reveal AFM backing of the copyright legislation. Rep. Richard M. Nixon (R-Calif.) also sat in on several of the hearings. They would not comment on their findings.

CRAVEN WOL MANAGER ON PERMANENT BASIS

APPOINTMENT of Commander T. A. M. Craven as general manager of WOL Washington, was announced last week by Gardner Cowles, president of Cowles Broadcasting Co., which owns WOL.

Comdr. Craven has been acting as temporary manager of the station since Merle Jones' resignation several weeks ago [Broadcasting, Comdr. Craven May 19].

Comdr. Craven became a Cowles vice president in July 1944, and for seven years previous to that was an FCC Commissioner. In September 1944 he was made executive head and technical advisor of all the Cowles stations--WOL, WHOM New York, KRNK Des Moines and WNAV Yankton, S. D.

Continuing in their current positions will be William Murdock, commercial manager; Roy Passman, program director; Albert Warner, news and Robert H. Thoren, office manager.

Hams' Day

U. S. "HAMS" were to make exhaustive tests of their self-powered portable equipment at last weekend (June 14) in observance of 11th Annual Field Day of their national association, the American Radio Relay League. [Broadcasting, June 24, 1946].

This year's objective, according to ARRL Communications Manager F. E. Handy, "is to give every operator the opportunity to become experienced in copying code messages and transmitting them under adverse conditions."

WARM to Discuss Pay

WALTER C. MOSER, commissioner of the U. S. Conciliation Service, will meet June 18 with officials of WARM Scratton and William Lamely, international vice president of American Communications Association (CIO), Broad- cast Local 1, in stalemate over engineers' pay rate. Union is seeking a scale of from $42 to $78, which it maintains is being paid by comparable stations in the area. It is listing contract calls for a $60 top minimum.
White Bill

(Continued from page 11)

measure as they are written.

Also preparing to seek a hearing was the Radio Correspondents Assn., which last week met with Senator White to seek information on how the bill would affect the working radio correspondent.

The correspondents' group was headed by Bill Henry, its president, and commentator for CBS. Others included Albert Warner, MBS, William McAndrew, NBC, Pete Tully, Yankee Network and Elmer Davis of ABC.

The correspondents asked Senator White to explain to them what was behind the bill, but the Senator replied that he "did not want to be put on the spot" before the hearings started. He did, however, say that he would not "stand or fall" on the bill as it is now written.

The correspondents are most concerned with those sections of the bill which require all news and commentary material to be identified. They have applied for time before the committee, and will be represented by Mr. Henry.

White Concerned

Senator White, meanwhile, has not been able to conceal his concern over the controversy raised. He has indicated that the bill as it is now written is by no means final—that the final draft should be the child of the hearings so that if there is anything like unanimous objection to one or more provisions they will be altered as the majority of broadcasters indicate.

Sources close to Senator White indicated that the option time features of the bill were rewritten from the old White-Wheeler bill because during the hearings on the earlier measure in 1943 there was no emphatic objection.

Senator White is said also to feel that not all network people oppose the option time clause. He maintains that affiliates have complained that under the present system of more and more stations the networks have the power to write "tougher" contracts, whereas under the option time clauses, the affiliates may gain some bargaining power.

Howell Calls Meeting

Meanwhile, on the House side, Chairman Evan Howell (R-Ill.) of the Radio subcommittee of the Interstate & Foreign Commerce Committee called an executive meeting of his group on Friday to discuss their treatment of the White Bill. The Committee will observe the Senate Committee proceedings before taking action.

Under consideration was a plan to introduce an entirely new communication measure next session—based somewhat on the experience of the Senate Committee.

The one section of the bill which may not receive serious criticism from industry is that which is concerned with the rights of licensees before the Commission and the Courts. The FCC on the other hand, may object to this section on the grounds that it is not necessary, that Commission regulations are sufficient to guarantee fair appeal treatment to licensees and applicants.

Would Take Issue

If the point arises, Senator White is expected to take issue with the Commission because he is said to feel that the FCC has not always exhausted all possibilities in the present law for full judicial appeal from contested orders. He feels that procedural remedies should not be left to the Commission's discretion, to vary from one administration to the next.

The hearings get off to their early start over strenuous objections from almost the entire industry. Judge Miller made strong representations to Senator White for a delay on grounds that not sufficient time was permitted for preparation.

An 11th hour attempt at postponement failed last Monday after Niles Trammell, NBC, Washington, and Frank Mullen, executive vice president, conferred with Senator White. They were followed by Mark Woods, president of ABC, Robert H. Hinckley, vice president and Washington director, and Robert D. Swezy, vice president and general manager of Mutual. CBS did not participate in the informal discussions.

White Adamant

Senator White remained adamant, it was reported, holding that the subcommittee had already made its plans for hearings. He also was said to feel that the extended hearings on the old White-Wheeler bill, from which much of the present proposal is derived, should provide much testimony which will not be necessary to repeat.

Although the hearings are scheduled to run for only six days, Senator White indicated that additional time will be allowed if needed.

Mr. Woods pointed out that ABC had not appeared in the 1943 White-Wheeler Bill hearings since at that time it was the Blue Network of NBC. Senator White, it is understood, regarded that as an extenuating circumstance but nevertheless felt that adequate time to prepare for the proceedings was available and that each network and entity should be prepared to put on the best case possible.

News Strip on Don Lee

Sold to Two Sponsors

TENTH regional sales in nine weeks was completed by Don Lee Broadcasting System with announcement last week of return of Frank Hemmingsway News to 43 of its stations starting Aug. 4 (4:15-4:50 p.m., EST), sponsored by Los Angeles Soap Co. and Folger Coffee.

As result of the ten sales, weekly billing of $19,000 has been added. Soap and coffee sponsors will split six weekly newscasts in the same manner in which they already share sponsorship of early morning news on Don Lee stations. Both contracts are for 52 weeks.
COAXIAL CABLE and radio relay routes installed, under construction and planned by AT&T for 1947-51 are shown in this map, presented by the company to FCC and television broadcasters at the InterCity network conference held in Washington, D. C, last week. Thus far about 4,000 route miles of cable are in the ground; the going rate of installation is almost 3,000 sheath miles per year. Extent of demand for lines may alter date of completion in some cases; generally, AT&T officials said they did not plan to meet demand for video facilities before it arises.

**TV Networks**

(Continued from page 18)

felt could be cut as low as $2 per hour if the relays were used by several network groups, was based on a cost of $311,000 for the facilities, including five intermediate towers and the terminal equipment.

The eight cities he suggested linking in this system were New York, Trenton, Philadelphia, Reading, Lancaster, Wilmington, Baltimore, and Washington. It was pointed out that stations are now operating in New York, Philadelphia, and Washington, and that one is due to go on the air in Baltimore later this year.

David B. Smith, Philo vice president in charge of engineering, attacked the AT&T rate proposal as "out of the question".

"Nobody has a God-given right to this monopoly," Mr. Smith declared. He insisted that there are several ways of relaying programs between cities and that all of them should be tried.

The networks offered no definite information on their own video network plans, but gave no indication that they would break away from the principle of using common carriers for intercity connections. CBS, NBC and ABC all said they certainly would operate video networks, and NBC and ABC specifically indicated that their policy involves use of common carriers. Mutual was not represented.

H. H. Nance of AT&T's Long Lines Dept. estimated that 11,000 miles of coaxial cable will have been completed by the end of 1949 (see map this page). All existing video authorizations except Albuquerque, he pointed out, are on or near these routes or those proposed for radio relay. He said terminal equipment will be added at Baltimore and Philadelphia (along the present New York-Washington link) to permit either reception or transmission at those points, in time for the football season this fall.

George W. Gilman of Bell Telephone Labs reviewed plans for the company's New York-Chicago radio relay route, slated to be installed by the latter part of 1949. Mr. Gilman said this system will use a form of band pass filter structure which can divide the 3700-4200 mc band into as many as six two-way broad band channels along any one route.

He referred to Bell Labs studies of coaxial systems for video bands at about 7 mc wide and said "still wider bands are possible if they are required." As yet, he said, it is too early to predict what bands of frequencies may be carried over the New York-Chicago radio relay system, but added that "it should be at least as great as that provided by the coaxial cable and may perhaps be greater."

He said studies made in connection with the company's New York-Boston microwave system now nearing completion, "have given us confidence that the basic principles of design are sound and that by further refinement in detail a system can be produced which will be capable of operating over a distance of at least 1,000 miles while meeting...the increasingly severe requirements" of performance, reliability, and flexibility of system operation.

AT&T had planned no affirmative presentation on rates but R. P. Judy, rate engineer, was prepared when Chairman Sterling raised the question. Mr. Judy termed the proposed television rates "consistent" with conditions in the early stages of network operations and said they will be reviewed from time to time.

Under questioning, he said he hoped the rates represent the "top limit" but that much would depend upon the extent to which the cables are used by broadcasters. It is possible, he said, that the rates may be lowered at some later date.

Because of the scarcity of circuits now available, Mr. Judy said he assumed a sharing arrangement would be worked out among those wanting service now. Later, however, Mr. Nance indicated under questioning by Dr. Du Mont that the "first man in line" might be allowed use of any available channel on a regular eight-hours-a-day basis.

**Friends in Need!**

WAIR has friends by the thousands throughout this rich, responsive market—and all of them are constantly in need of food, cosmetics, medicine, automobiles—any and everything human beings require to keep alive, keep well dressed, keep beautiful.

WAIR

Winston-Salem, North Carolina
Representative: The Walker Company

**Advertising Agencies**

buy Most
SPOT TIME

and ADVERTISING AGE has the
largest A.B.C. agency circulation

**W E V D**

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD—112 West 48th Street, New York, N. Y.

June 16, 1947 • Page 97
Examiners
(Continued from page 14)

were outlined earlier [Broadcasting, June 2].

Their main assignments will be to preside at hearings and pre-
page either "recommended" or "initial" decisions. They will operate independently of other FCC execu-
tives, being responsible only to the Commission itself.

In some types of hearings—on revocations and suspensions, re-
newals, transfers and assignments, and cases instituted on the Com-
mission's own motion—they may not consult even with another FCC
staff member without giving all parties the hearing an opportu-
nity to present.

FCC authorities did not think, however, that so strict an appli-
cation of the "segregation of du-

ties" principle will be necessary in hearings on initial-license cases, which constitute the bulk of FCC's

hearing work.

Unless otherwise directed, exam-
iners will "prepare recom-
dended" decisions in the cases they hear. These may be adopted
by the Commission as its own, but, in any event, they must be made
public. In "appropriate" cases the examiners may prepare the Com-
mission's initial decisions, pro-
vided prior announcement is made
that they will do so.

Yet to be established is the new "Review Section" replacing the
present "Hearing Section" in the Broadcast Division. Its members
will review hearing records and decisions, schedule hearings, and
in some instances prepare certain decisions on Commission order.

The newly appointed examiners, with their backgrounds and the
positions they held at time of appointment, are on this page.

Jack P. Blume—Acting Chief, Hearing Section. With FCC since February 1946. Starred as attorney-in-charge of Chicago field office, subsequently en-
gaged in new and changed facilities and litigation and administration
of cases. Has law degree from Northwestern U.; graduated from Smurzow's two-volume "The Law of Radio Broadcasting." Practiced law and was deputy hearing administrator at OPA before joining FCC.

Eugene D. Bond—Member of New and Changed AM Facilities Section. Joined FCC in 1946. Was assistant to a lieutenant during World War II. Later became assistant counsel in Office of General Counsel and was special assistant to OPA en-
forcement attorney at Dallas. Has BA and law degrees from U. of Kentucky; engaged in private practice before war. FCC work includes processing broad-
cast applications and acting as Com-
mision counsel at AM hearings.

Joseph Brenner—Acting Chief, Rate Section, Common Carrier Division. Joined FCC in September 1946; was assigned to work on circuit and merger problems in International Section before being transferred to rate section post in Janu-
ary. Has degrees from U. of Southern California; served successively as Cali-
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fencement attorney at Dallas. Has BA, MA, LLB, and LLM degrees from George-town U. and Law School, Wash-
ington, D. C., where he practiced law and served as attorney-examiner with FCC. Veteran of both World Wars; rose to rank of colonel.

Warren E. Emer—Member of New and Changed FM Facilities Section. Has many broadcast hearings. Has BA, MA, LLB, and LLM degrees from George-town U. and Law School, Wash-
ington, D. C., where he practiced law and served as attorney-examiner with FCC. Veteran of both World Wars; rose to rank of colonel.

Robert W. Hudson—Field Attorney, 1939-1943. Was called to active service in U. S. Army in 1943, when he became assistant to Commissioner C. M. Smith. Has been with FCC since war ended. Has BA, MD, and LLB degrees.

Leo Resnick—Member of Hearings Section. Has been with FCC since 1940; advanced from attorney in Litigation and Administration Division to assistant chief of Facilities Section, War Problems Division, then to chief of Examiners, Experimental and Miscellaneous Section. Since January 1947 has received drafts, prepared proposed decisions, and conducted and presided over hearings. Has degrees from Colum-bia U. and Law School. Formerly in private practice in New York, N. Y. Has served as member of Bureau of Public Works Administration attorney at Dallas. On leave from FCC during war for Navy service.

WILK to Take Air about July 1 as MBS Affiliate

NORTH WILKESBORO, N. C., will have its first station about July 1 when WILX takes the air on 1450 kc with 250 w and MBS affiliation.

The Carolina-Northwest Broadcast-
ing Co., licensee of WILX, is headed by Major Edney Ridge, president of the North Carolina Broadcasting Co., which operates WBOG and WBIG Greensboro, N. C., and for-
mer publisher of the Greensboro Record and member of the board of directors of the Greensboro News. He has also been Greensboro Daily News and The Record. Other officers include Haydes Hayes of North Wilkesboro, vice president and Miss Allene Hemmings of Greens-
boro, secretary-treasurer.

Hal Roach Appoints

HAL ROACH has appointed Bu-
chian & Co., New York, to handle the advertising campaign for his new comedy, the Hal Roach Comedy Carnival. The picture is scheduled for fall release by United Artists. Radio will be used.

Petrillo

(Continued from page 15)

continues more and more name band leaders will disband their or-
tegancies to take advantage of what is developing into one of the biggest box-office attractions in the country. The picture, named "Petrillo," will have Whitman and Tommy Dorsey as two who reportedly have signed for an annual guarantee of $200,000.

Concern Over Video

Expressing concern over tele-
vision, he said, "As I understand television it is going to be something new, something radically different. They will be able to put it into reels with sound tracks and deliver the reel to radio stations. One band or orchestra there could serve maybe 600 radio stations.

"But I don't think the radio and television people will want to trap us on this deal. They just do not know yet where television is going and how far it will expand. It is still up in the air."

AFM plans for a survey to de-
termine music types preferred by the public have been dropped, he said, since the study would cost $25,000 and still be inconclusive.

He reported on an AFM analysis of network time for the full year of 1946; during which 6,206 hours of broadcasting time for each key station were logged 8 a. m. to 1 a. m. daily.

Under the heading of live music NRM was found to devote 40.8% of its time; CBS 38.7%; ABC 38.6%; MBS 22.8%. Live sketches and news: NBC 67.2%; CBS 58.3%; ABC 58.4%; MBS 65.4%. Band music on NBC: CBS 15.6%; ABC 1.7%; MBS 2.6%; MBS 10.5%. Recorded sketches: NBC 0.5%; CBS 1.3%; ABC 0.4%; MBS 1.7%.

Backgrounds of the New Examiners

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Tulsa and J D from George Washington Law School. Commissioner formerly with Tidewater Associated Oil has law degree from U. of Kentucky; engaged in private practice before war. FCC work includes processing broad-
cast applications and acting as Com-
mision counsel at AM hearings.

Hugo B. Hutchison—Chief, New and Changed AM Facilities Section. Joined FCC in 1935; served in Complaints and Investigations Section before moving to Interstate Division to engage in processing, examining and reviewing cases and presid-
ing at hearings. Attended Cornell U., has law degree from Chicago Law School. Before joining FCC, was a member of the U.S. House of Representa-
tives. Joined FCC in 1933 as attorney in Telephone Division; left for law school; returned to FCC in 1935.

William F. Tindall—Member of New and Changed AM Facilities Section. With FCC since 1946. Fought in Last Tidewater AM hearings, and assignments.

With FCC since 1946. Fought in Last Tidewater AM hearings, and assignments.
Broadcasters and agency executives aired their problems on the morning of second day of convention when panel on postwar radio sales was held. Douglas Scott, CAB advertising director, presented detailed analysis of why radio is the least advertising medium. CAB film, "Why Radio Sells," drew applause and gave Canadian broadcasters new insight into public acceptance of radio.

The panel's four experts presented views on radio selling and how agency and station can work closer together. Panel consisted of Wis McQuillin, Cockfield Brown Co., Toronto; Guy E. Herbert, All-Canada Radio Facilities, Toronto; Phil LaLonde, CKAC Montreal; Bill Guild, CJOQ Lethbridge.

Mr. McQuillin pointed out that agencies are liaison between advertiser and station and is interested in selling more goods and in efficient use of medium. Mr. Herbert stated that station representatives want radio used throughout Canada, that they spend more than half of their time selling small market stations.

Outlines Poromotion Ideas

Mr. LaLonde described promotion ideas of CKAC and Mr. Guild pointed out smaller market stations are closer to consumers.

Questions aired at the panel dealt largely with availabilities growing out of local time requests by national advertisers through local dealers, and merchandising promotion problems. Taking part in discussion were American Radio guests Ben Pollet, Compton Advertising; Mary Dunlavy, Pedlar and Ryan; Adam Young and George Kern, Benton and Bowles.

"We have to fight for free radio in the United States and Canada now," Mr. Gillin of WOW, Tuesday luncheon speaker, declared. "CAB and NAB must work together and must fight now. An international committee of American, Canadian and Mexican broadcasters should be formed to watch the fight on program control on the continent. We are fast losing the right to free speech on the radio."

Tuesday afternoon session was devoted to presentation of the Bureau of Broadcast Measurement by Lou Penner, president, and Adrian Head, vice president. BBM growth was reviewed with slides, new developments were noted, and uses of radio analyzed. Broadcasters questioned BBM officers and a panel of experts consisting of Walter Elliott, Elliott-Haynes surveys; Horace Stovin and Mr. Gillin.

Suggestions were presented for aiding small market stations in remote areas. Seventy Canadian stations are members of BBM, as are 58 agencies, 43 advertisers and nine station representatives.

New directors, elected at annual BBM meeting for three-year terms are: C. R. Vint, Colgate-Palmolive-Peet; Frank Mills, Spitzer and Mills; Bill Cranston, CKOC Hamilton, Ont.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Our Editorial Policy Appalls Mr. Komow

EDITOR, BROADCASTING:

I have been meaning to write you for some time now...

Frankly, gentlemen, your editorial policy appalls me. I realize of course, that BROADCASTING Magazine is meant for the broadcasters themselves—those people who own and operate radio and television stations throughout the United States. I cannot, however, believe that the great majority of these people are the egocentric, selfish, self-centered and short-sighted persons which you represent them as being. I cannot believe that the majority of broadcasters are opposed to forward-looking policies as your narrow-minded and reactionary editorial views would indicate. Perhaps the attitudes presented are those of the owners and operators of BROADCASTING Magazine—I have no doubt they are. But if those views are also held by the majority of broadcasters, which fact I doubt, then free enterprise in radio is just as much a misnomer as calling our little-lamented friend, Herr Hitler, a benefactor...

VICTOR H. KOMOW, 2027 80th St., Brooklyn, N.Y.

June 4.

Suggestions to Writers Of New Radio Law

EDITOR, BROADCASTING:

During my recent stay in Washington, I discussed the writing of a new radio law with Senator Walter H. White Jr., and Representative Charles A. Wollerton. I have submitted to them the following suggestion... Any citizen of the United States should be permitted to ascertain, without cost to himself, whether or not, in the opinion of the FCC, he qualifies in owning and operating a standard broadcasting, FM, or television station. While the Commission makes no charge for filing, an applicant, at present, finds it necessary to engage the services of an attorney, an engineer, or any person, at great expense, to determine whether he is even eligible to apply for a broadcasting channel. A simplified preliminary form, with such items as location of the proposed station, the approximate number of persons to be served by it, and the applicants' qualifications to operate such a station in the public interest, should be all that is necessary to determine the applicants' eligibility for a broadcasting license. Upon favorable action by the Commission, he should then be required to submit a complete form, similar to the present FCC form No. 301. Denial of the preliminary application should not preclude the right of the applicant to file the complete forms...

For more equitable service to all communities, I would suggest the decentralization of the Commission, by giving the various field offices the power and personnel necessary to cope with the problems in their respective areas. I believe the Washington offices of the Commission should contain only the personnel necessary to correlate the applications forwarded to them by the field offices. The Commission should provide the field offices with adequate legal staffs to process the legal phases within their jurisdiction, and engineering staffs to act upon engineering problems within their respective areas.

Many problems concerning programs, arise in radio broadcasting, which differ widely from those of other mediums of mass communication. I believe that the appointment of local Boards of Review, composed of civic, religious, and educational groups, who would study these problems, and submit their findings and recommendations to the Commission for action, would be of great value.

Wm. ODENSKY, Acme Radio & Sound Laboratories, 3528-3530 City Terrace Dr., Los Angeles, Calif.

June 2.
Help Wanted

Experienced announcer, 27½ months, 6:30 hours on 12:15, 4:30 hours with fees. Send disc, recent photo and three personal references. Box 572, BROADCASTING.

Manager of new 50 watt Indiana network affiliated station. Must have supervision and maintenance experience. Seventy-five dollars per week. Assist in developing new station. Box 569, BROADCASTING.

Sales manager—New 5 station in major progressive midwestern market desires experienced sales manager. Immediate opening. Outstanding opportunity for right man to affiliate with new network station preparing to go on air by September 1. Address Box 627, BROADCASTING.

Copywriter—Aron, Ohio agency needs experienced copywriter. Excellent opportunity for person with responsibility. Will fill full particulars, send samples. Box 530, BROADCASTING.

Program manager. Michigan AM-FM operation desires名列前 years experience. Takes early thirties who has handled program management for at least three years at same ambition. Must have demonstrated success in program selling, promotion, and supervision. Send complete details, including salary expected to WWII, in pop music market. Send full information, including salary expected to WWII, in pop music market. Send full information, including salary expected to WWII, in pop music market. Send full information, including salary expected to WWII, in pop music market. Send full information, including salary expected to WWII, in pop music market. Send full information, including salary expected to WWII, in pop music market. Send full information, including salary expected to WWII, in pop music market. Send full information, including salary expected to WWII, in pop music market. Send full information, including salary expected to WWII, in pop music market. Send full information, including salary expected to WWII, in pop music market. Send full information, including salary expected to WWII, in pop music market.
Situated Wanted (Cont'd)

Ever heard of news shows with personality? Experienced script, newswriter with varied regional experience. Small but good station for sale in the state. Developing active partner to match my intended capital investment of $50,000. Inquire. Box 659, BROADCASTING.

PARTNER WANTED

Looking for an energetic, ambitious man, who like myself, has the desire to develop a small but good station for sale in the state. Developing active partner to match my intended capital investment of $50,000. Inquire. Box 659, BROADCASTING.

PARTNER WANTED

Looking for an energetic, ambitious man, who like myself, has the desire to develop a small but good station for sale in the state. Developing active partner to match my intended capital investment of $50,000. Inquire. Box 659, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-disk jockey, veteran, 34, unmarried, several months experience. Experienced in radio and television. Box 656, BROADCASTING.

Announcer-23, married, one child. Desires connection with progressive New England station. Experienced in all types of announcing. Wants to settle. Transcription and writing on request. Box 656, BROADCASTING.

Situations Wanted (Cont'd)


Situations Wanted (Cont'd)

Looking for "taste situations" for announcing. Desires change. Interested in stations up to $100 weekly for best opportunity. Conscious and reliable. No fustiers. Available three weeks. Box 662, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-Veteran, Graduate School, college Radio, congenial, responsible. Travel anywhere. 20 months. Box 681, BROADCASTING.

Situations Wanted (Cont'd)

Looking for "taste situations" for announcing. Desires change. Interested in stations up to $100 weekly for best opportunity. Conscious and reliable. No fustiers. Available three weeks. Box 662, BROADCASTING.

Situations Wanted (Cont'd)


Situations Wanted (Cont'd)

Experienced chief engineer available July 1. Desires change, station moving, job connection with engineers. Willing to experiment. Box 664, BROADCASTING.

Situations Wanted (Cont'd)

Unknown, Class A station, over $50,000. Desires opportunity to prove self. Single. Box 665, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, veteran, established radio career. Desires opportunity to prove self. Box 666, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-Single, Capable handling all types shows. Old-fashioned, commercial style. Married, reliable, ambitious. Will travel. Disc and photos on request. Box 668, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-Wants opportunity to prove self in all phases of broadcasting operation. Available July 1. No position outside broadcasting. Box 669, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-Jr. class phone. RCA grad. Army radio and industrial electrical experience. Will travel. Box 669, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-Trained all phases announcing Radio, television. Good voice. Responsible, conscientious, mature. Desires small progressive station with opportunity to advertise. Has travel experience. Will travel. Disc, photo, references on request. Box 670, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Could your station use hard working announcer trained by NBC-Co-Lumbar? Radio experience, in phases announcing, who is anxious to join organization giving him better opportunity to prove self to you to listen to my disc. You won’t be disappointed. Box 671, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Veteran college background, grad leading announcers’ school. College Radio, Commercial Writer, radio announcer. Box 672, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Veteran college background, grad leading school, Radio City, vet. Single. Travel anywhere. Box 673, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—script writer. Grad leading radio school. Desires all phases of radio technique desiring good position in all types shows. Avail. after July 1. Will travel. Box 674, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—script writer. Grad leading radio school. Desires all phases of radio technique desiring good position in all types shows. Avail. after July 1. Will travel. Box 674, BROADCASTING.

Situations Wanted (Cont'd)

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Announcer—script writer. Grad leading radio school. Desires all phases of radio technique desiring good position in all types shows. Avail. after July 1. Will travel. Box 674, BROADCASTING.

Situations Wanted (Cont'd)

Agency-temper. Available with network and large networks. Proven record of successful spot and network campaigns. Excellent salesman, desiring position with a larger handling department. Box 690, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer. Twenty years in broadcasting. Thirty years experience. Excellent position for man capable, reliable, conscientious. Married, with family. Prefer south or west coast. Reference. Box 691, BROADCASTING.

Situations Wanted (Cont'd)

Western Ho! Competent engineers, writers and announcers. Prefer west coast. Information from BBR, Employment Service, 416, Senate, Philadelphia.

For Sale


For Sale

Radio station in south, small city. Excellent opening. Box 664, BROADCASTING.

For Sale


For Sale

Jockey's comedy script collection. $5.00. Box 670, BROADCASTING.

For Sale

Radio station, FM-AM Disc, 2450kc, 500 watts. 500 watt transmitter, volume, limiter. For quick disposal: $1,500 takes 165 foot steel tubing antenna, complete with lines and flash, guy wires and insulators, auxiliary, $1,000. June 1st P.O.B. WSCR, LaFayette, Indiana.

For Sale

Radio station, FM-AM Disc, 3,000 watt transmitter. Immediate delivery. Wire or phone Mark Bullock, 1100 Avenue B, Aiken, South Carolina.

For Sale

Young woman radio college graduate trained for acting, television, continuous open. Box 679, BROADCASTING.

For Sale

Manager, 11 years in radio; program, construction, personnel of local, regional and network. Thorough knowledge of all phases of radio operation. Bound for 10,000 audience drive. Desires situation with larger station, 256, married, university graduate. Box 680, BROADCASTING.

For Sale

Announcer, Single, trained all phases of radio. Young and willing. Box 680, BROADCASTING.

For Sale

Commercial manager—Currently employed in competitive AM market. During past ten years have experienced all phases of radio management. Desk to black operation. Will locate anywhere. Living accommodations of principal importance. Young, College graduate. Single. Box 682, BROADCASTING.

For Sale

Announcer—Experienced, attended college. Available anytime. Disc, reference on request. Box 687, BROADCASTING.

For Sale

Thoroughly experienced radio executive with a background of national and regional and network operation. Particularly program, management; also station operation. Desires management position in Midwest or Pacific Coast area. Has the backing of one of the strongest advertising agencies. Desires position with an independent for better opportunity to prove self. Box 689, BROADCASTING.

For Sale

Chief engineer. Twenty years in Broadcasting. Thirty years experience. Excellent position for man capable, reliable, conscientious. Married, with family. Prefer south or west coast. Reference. Box 691, BROADCASTING.

Enlargement of WSCS ownership approved

Consent was given last week by FCC to assignment of the construction permit of WSCR Scranton, Pa., from present partnership, Lackawanna Valley Radio, to Lackawanna Valley Broadcasting Co. The new corporation includes present owners and several new parties. The assignee corporation had loaned the assignor $20,000 to assist in financing construction of WSCR.

WSCR is assigned 1 kw daytime, timebuyer of $1,000, no time. The original co-partners are officers of the assignee:

Dahl W. Mack, president, general manager; James J. Doherty Sr., secretary-treasurer 20%; Eugene L. Burke, vice president, 14%; Edmund C. and Gertrude E. Burke, parents of Eugene L. Burke, each 5%; J. Paul and Robert E. Burke, brothers of Eugene L. Burke, along with their wives, 2% and 1%, respectively. Six percent is expected to be voted by Eugene L. Burke. His wife is daughter of Mr. Doherty. Michael F. and William F. Lawler hold 10% and 5% respectively. Others interested are: Milton MacMillan, 10%; Joseph W. Dobbs, 10%, and Michael J. Eagen, 5%.

Drake for Kellogg

THE KELLOGG CO. has decided to sponsor Galen Drake on the full ABC network the next three to five years. Drake has been in the broadcasting business about 27 years. He is the owner of Drake Broadcasting Co., with headquarters in New York City. Drake has been a partner in several broadcasting companies, including the Los Angeles Times Broadcasting Co., which went out of business last year. He is also president of Western Broadcasting Co., a company that engages in motion picture production and television production. Drake is a strong advocate of the use of television in advertising, and he believes that the medium has a potential in the future that is not yet fully realized.

WWSC Covers Flood

ERIC FIELDS, studio manager of WWSC Glouster, Ohio, or a year ago, John Bennet, WWSC sales manager, flew equipment into Rutland, Vt., to cover the scene of the recent flood which caused damage and destruction in the city without lights, gas and water. Appeals for large water pipes to get the supply back into operation were carried successfully over by brodcasts direct from the flooded city.
FCC Adopts 30-kc Separation Rule

Less Liberal Than Earlier Proposal Offered by Commission

A CHANNEL SEPARATION rule permitting assignment of AM stations only 30 kc apart in adjacent cities within certain engineering limitations—but not permitting it in the same cities—was announced by FCC last Tuesday.

The rule, which is effective July 17, is a liberalization of existing policy against assignments less than 40 kc apart in the same general area, but consideration when new data have been collected” regarding the practicability of further relaxation of the separation standards.

The rule provides that “no station will be licensed for operation with less than 40 kc separation from another station, if the area enclosed by the 25-million volt-per-meter groundwave contours of the two stations overlap.”

Operation on 20 or 10-kc separation will not be permitted if the 25-million volt-per-meter groundwave Contours of the 2-millivolt contour of the other.

In a report accompanying the order, FCC reviewed evidence presented at the hearing on the proposal made by a number of engineers to establish the feasibility of 30-kc separation for stations so long as there is no overlapping of their 250-million volt throughws [BROADCASTING, March 10].

Since each station is required to lay down a 25-million volt signal in the business district of the city in which it has main studios, the new rule effectively precludes less than 40-kc separation for stations in the same city. With properly chosen antenna sites, however, it will be possible in adjacent cities.

The Commission’s report, stressing the need for further studies, declared: “The problems presented herein have been the subject of study for a long period of time. The Commission intends to continue such studies. The special studies anticipated for the purpose of obtaining the necessary evidence of groundwave conditions and of external cross-modulation recorded with length of time of operation conducted for sufficient length of time to be as accurate as allowed by standard broadcast band to permit con-

The Commission is of the opinion that a study should be undertaken of the many new types of radio receivers that have been introduced since the end of hostilities in 1945 so that the Commission may have a more accurate evaluation of the characteristics of these receivers.

On the basis of the evidence adduced at the hearings, the opinion that there is no warrant for relaxing the standards beyond the point set forth in the proposed rules. Otherwise, the data existed that severe deterioration of operation may result to many listeners. The Commission intends to continue its studies in the matter and will reopen the matter for we will have more clients than ever before when new data have been collected.

The new plan, amending the AM Engineering Standards, will follow the FCC’s “Table IV in Sec. 1 of the Standards. The text:

From the above, it is apparent that there can be no overlap of stations on channels 10 and 20 kcs anywhere. In

The New England stations have no illusions about the future. They, too, realize that business is going to be much better. From this standpoint, however, they are in a geographically advantageous position because of the large amount of advertising oriented to regional business. The “grass roots” stations as well as the major markets benefit by this situation.

That New England radio is not standing still is emphasized by Linux Travers, executive vice presid-
ent and general manager of the Yankee Network:

“While the business of radio in New England begins to take on a changing pattern of approach to its listeners, the market itself seems to be experiencing a similar adjustment economically.”

Income Diversified

“The buying power of New Englanders is somewhat affected by loss of employment in shoes, textiles and other lines. But the overall income is so diversified that the area still maintains its high level as compared with other sections in the country. Reputable experts attribute this to the growth of the service and recreational categories in the New England economy.

With nearly 97% of its homes radio-equipped, the New England broadcasters, old and new, still have a fertile market ready to support carefully planned radio campaigns.

“During the period of transition, the Yankee Network is developing the motion picture and automotive market, and through a network it is engaged in our seventh area-wide promotion of an RKO picture. The Long Night, which we think is one of the greatest radio campaigns ever staged in New England.

Operating in Black

The new stations in New England interviewed by BROADCASTING all report that they are operating in the black. The home games of the Boston Red Sox and Braves broadcast on a tailor-made New England Network and sponsored by F. W. Woolworth Co. and Narragansett Brewing Co. have been a great aid to these new stations.

“The baseball games have been a great help for the new independent program and audience-wise,” said John S. Lloyd, WACE Chicopee, Mass.

New England’s call to arms was sounded by Harold E. Fellows, general manager and sales manager of WEAI and WEEI, was president of the Boston Advertising Club and recently elected NAB district director of the First District. Speaking before the Ad Club last week, he said: “Pessimism and crepe-hanging are too much the order of the day. Professional mourners would have the entire nation floundering in the trough—WEEI and New England well up front in the army of despair.”

“Facts are facts and reality is reality. And we in Boston and New England are faced with such facts and such reality on the credit side of the ledger that with conviction and ‘action’ we can put the professional pessimists and the cynical crepe-hangers to shame.”
Appropriations
(Continued from page 18)
with the Commission's present policies except on one thing,—station editorializing.

On this latter question he revealed that widespread industry opposition to the Mayflower decision has resulted in a Commission decision to subject the whole matter to re-examination in the fall.

He did not by any degree indicate a change of his position in regard to the Mayflower decision but on the contrary declared that since "some licensees, through their suggestion of station owners, are engaging in what amounts to editorial policy," the overall policy ought to be reviewed.

He refused, however, to answer a direct question on whether he thought station editorializing was permitted to editorialize, explaining that he did not want to "shoot from the hip" in view of the pending review next fall.

It was added that the question of station editorializing may be somewhat different today from what it was before the war. "Today we have twice as many stations as we had before the war," he explained, "and editorializing now might be a good thing; whereas, when we only had 600 stations back in 1938, it would not be. I do not know what we'll find on that. But I do want to make up my mind on it. I want to keep my mind open until we do have a hearing in the fall, because I think it is a very important thing."

Exchange With Wigglesworth

During an exchange between Chairman Wigginsworth and the FCC Chairman, Mr. Denny protested the "shabby" practice of some stations in representing the FCC as a kind of spy on broadcaster's activities. He declared that the Commission operates its monitoring service only for technical surveillance.

Chairman Wigginsworth shot back that there is "little evidence to refute" this contention.

He made a lengthy justification of the Commission's statistical and publications service, declaring that it is necessary to be able to evaluate the future economic possibilities of the broadcasting industry.

He said that it is becoming necessary to publish the Economic Analysis made as to what the prospects are, what is the possible source of advertising revenue, when do we get to the danger point in this business, do these stations have a particular town support, etc.

This, he said, is the major task of the Economic Analysis division. He added, not without declared the statistics prepared by this division useful to the Commission, but when there is information which might be of value to the industry, it is published. He claimed that the basic statistics and studies put out by FCC are "very widely used by the industry and by the Commission—everybody in the field." Thus, he continued, much basic material is distributed to the industry.

He explained to the Committee what the so-called "urgent project" of trying to work up a broad "appraisal of the economic situation facing the broadcasting industry." He explained that the Commission is concerned over this "because we have a feeling that as a result of the wartime freeze, more people are going to the competitive business than ordinarily would, and we feel that some of them may be coming in with their eyes not fully open."

Collateral with economic survey was a question being made of the production of FM receivers. Commissioner Jett told the Committee that from the standpoint of future success of FM broadcasting it will be important to know just how many receivers are being made.

Encouraging FM

"The Commission feels that FM is the final word in the broadcast service available in the present state of development of the art," he declared. "We have the opportunity to encourage the development of FM, because we think that means improved broadcasting service for the people."

"Therefore," he concluded, "we economists are keeping in close touch with the manufacturers to learn how many receivers are produced and to try to encourage production of receivers."

Percentage-wise, the requested increase in funds for the FCC is broken down as follows: engineering dept., $125; accounting dept., $18,9; law dept., $48; secretary's office, $11,52; and for the utilities, $1,11.

In attempting to explain the Commission's request for a greatly enlarged legal staff,—percentage-wise, the requested increase being the entire FCC budget, about 34%—Mr. Denny pleaded a relationship between regulatory activities and litigation.

For the legal department alone $772,240 was requested—an increase from $655,675 for the current fiscal year. The Commission's responsibility for regulation is in increasing, Mr. Denny said.

Part of this increase, he added, is due to the recently expanded volume of applications in the broadcasting division, and a great deal to the want of new services—some in the purely technical field such as diathermy, radar, and new safety devices—and some of them purely common carrier in character.

Members of the subcommittee include besides the Chairman: John Phillips (R-Calif.); Charles R. Robertson (R-N.D.); Frederic R. Coudert (N.Y.); George B. Thomas (D-Tex.); Joe Hendricks (D-Fla.); George W. Andrews (D-Ala.).

GROUPED together as if in a football huddle when contract arrangements were completed for the four-year Standard Oil Co. of Indiana broadcast license of all regular Chicago Bear football games were: Front row—H. G. Smith (1), vice president of McCormick-Erickson Inc., Chicago, and George Halas, owner-coach of National Football League titleholders; back row (1 to r) —Wesley J. Nunn, advertising manager of Indianapolis Star, Gailarneau, star halfback of Bears; A. W. Peake, president of Standard of Indiana, and Bert Wilson, reports announcer of WIND Chicago, who will do the play-by-play broadcasts. In addition to WIND, WMU, Moline and WDZ Tuscola, Ill., will carry the games.

Three New Record Shows Include Smith on WOR

THREE more record programs on New York stations were announced last week, featuring Kate Smith and Bee Kalmus, singers, and Norman Brokenshire, veteran network announcer.

Kate Smith begins her turntable chores on WOR New York, Mondays through Fridays, 12:45-1 p.m. on July 7, and will play only her own transcriptions. Ted Collins, who will also help open the show, will help Miss Smith give background stories, anecdotes and other information on the records played.

Bee Kalmus, nightclub and vaudeville singer, began a record show on WHN New York, seven times weekly, on June 12, 1-2 a.m. Effective June 29, Norman Brokenshire begins a program featuring commentary on light topics of the day and recorded musical selections on WNBC New York, Mondays, Wednesdays and Fridays, 1:30-12:55 p.m., and Tuesdays and Thursdays, 12:30-12:45 p.m.

Capitol Celebrates

CAPITOL RADIO Engineering Institute celebrates its 20th anniversary this Thursday (June 19) with a banquet at Washington's Hotel Mayflower. The occasion will also mark the school's recognition by the Engineers' Council for Professional Development for offering the first college course and residential course in practical radio-electronics engineering on the council's list of institutes.

SMALL MARKET GROUP TO MEET JUNE 19-20

METHODS by which small stations may utilize BMB reports to obtain local and national bulletin will be discussed by the NAB Small Market Stations Executives Committee at a meeting to be held June 19-20 at NAB headquarters in Washington. Leading will be Wayne W. Cribb, KHZO Hamilton, Mo., chairman. J. Allen Brown, NAB assistant director of broadcast advertising, is in charge of small market committee activities.

Hugh Feltis, BMB president, is slated to address the two-day session, explaining current status of BMB's activities and explaining how to make full use of the reports. Don Petty, NAB general counsel, is to report on status of the White Bill and explain its provisions.

Topics on the agenda include program emphasis as against announcements, purporture shortage of national representatives for new small market committee, activities of station executives, news broadcasts and commercial religious programs.

Carter to Discontinue One of Its ABC Shows

Carter Products, New York, which currently sponsors two programs, The Jimmie Fidler, Sundays, 9:30-9:45 p.m., and Police Woman, 9:45-10 p.m., on ABC, will drop the latter show after the June 29 broadcast. The Police Woman show is handled by Ted Bates Inc., New York.

The Jimmie Fidler program, handled through Sullivan, Stauffer, Colwell & Bayes, New York, has been renewed until next fall. The agency had been negotiating with the network in an attempt to maintain the 9:30-9:45 p.m. Sunday period. A spokesman from the agency said that it suspended play June 12 that Carter Products had not definitely decided on their fall plans.

F&P Suing WCKY

SUIT was filed last week in Cincinnati district court by Free and Peters Inc., national sales representatives, against WCKY Cincinnati, owned by L. B. Wilson, for cancellation of contract in disregard of his agreement that WCKY would contain therein. Station in May had notified firm it was severing relations with them effective July 1. Report is that WCKY will open offices in Chicago and New York.

KXYZ Installs

A NEW disc transmitting system, designed around the Presto 8-D recording lathe and 88 Type cutting amplifiers and employing both orceo acoustic cutting, has been installed by KXYZ Houston, Tex. The new system, according to the station, will materially assist in promoting flexibility.
In addition, five vice presidents were elected or re-elected. They are: Ray E. Carlson, vice president, Tungsol Lamp Works, Inc., Newark, N. J., and W. J. Barkley, executive vice president, Radio Corp., Cedar Rapids, Iowa, both newly elected. Three vice presidents re-elected were, Paul F. Galvlin, president, Motorola, Inc.; J. J. Kahn, president of Standard Transformer Corp., and Allen Shoup, president of Sound Ine.

Mr. Geddes was re-elected executive vice president, and Judge John W. Van Allen, Buffalo, N. Y., was re-elected general counsel. Also re-elected, this time for his 13th term, was Leslie F. Muter, president of Muter Co., Chicago, as treasurer.

**Television**

(Continued from page 14)


Zellon B. Audritich, representing police communications officers, proposed elimination of television channel 1, with frequencies in that area to be used by fixed, mobile and amateur services, plus a 52-54 mc "buffer." J. D. Reid, Crosley Broadcasting Corp. research manager, suggested an amendment of this plan to provide for Channel 1 at 46-62 mc.

Would Eliminate No. 1

D. E. Noble of Motorola, member of RTBP Panel 13, said Channel 1 might be eliminated, the amateur band moved slightly below Channel 2, and the remainder of Channel 1 used by mobile services.

Meantime, Mr. Plummer revealed that FCC has considered the possibility of giving television "a 10-fold or even a 100-fold" increase in power as a means of solving its problems of interference from other services. One problem in that solution, is that smaller cities might not be able to support stations with such a degree of power. But he assured the group that any industry request for blanket power increases would "get a sympathetic audience."

It was emphasized that the interference between services in the 44-88 mc and adjacent bands—police, taxicab, fire, bus and truck, railroad yard, forestry, rural telephone etc., as well as television—"operates both ways." With the instances of interference already noted, it was feared in many quarters that as the various services expand, the problem in all of the services would become greater.

Instances of long-range reception in both TV and FM, where most of the stations are operating with only "interim" power, led several participants to express fear that elimination of the problem would greatly increase when the stations reach their fully authorized powers.

ROBERT M. LAFOLETTE JR. (1), chairman of the board and president of the Milwaukee Broadcasting Co., operator of WEMP, goes over plans for station's new transmitter location with WEMP Manager Hugh K. Boice. Mr. Lafollette was recently awarded the Collier's (magazine) award for the legislator who contributed most to national government during 1946 [BROADCASTING, June 9].

Co-channel limitations imposed by WABD New York on WTTG Washington, and vice versa, were noted by Dr. T. T. Goldsmith Jr., Du Mont director of research. He said on a flight in a receiver-equipped plane from New York to Washington, the WTTG image did not begin to get really clear until the plane was within 20 miles of Washington. Reception of WNBW Washington, Camden, N. J., also was reported.

Prof. Edwin H. Armstrong, inventor of FM, presented letters attesting long-distance FM reception in the high band. He said this type of transmission reaches its height during the summer, hitting a peak in September, and urged extended observations over a substantial period of time.

Dr. Allen B. Du Mont said "tricky effects" were less prevalent on the high FM band than on the low, and that he had received very few reports of interference in television.

The growth of the mobile services—police, taxicab, bus and truck communications systems, etc.—was seen as posing a particular threat to television under the present allocation. It was pointed out that a taxicab, for example, may disturb reception of television in houses along its route, and that a 250-w land transmitter will block out TV reception up to 15 miles distant.

G. L. Beers of RCA Victor Divi-

sion of RCA listed the most frequent causes of television interference as follows, in order: diathermy, FM, amateur operators, and overseas telegraph (including shortwave stations, and ignition interference).

**Plea for Solutions**

Although Mr. Sterling opened the conference with a plea for suggested solutions instead of "claim staking" requests for additional frequency space by similar services, virtually all participants voiced a need for more spectrum space.

Thad Brown, counsel for TBA, said telecasters were not "staking out claims" but asked FCC to recognize that TV channels are needed to correct "present inequitable assignments. He noted that the TBA Board had asked the TBA Engineering Committee to "investigate the possibility" of securing more space between present Channels 6 and 7 (88-174 mc).

Dr. Goldsmith, presenting Du Mont's arguments for 10 additional television channels, said at least three stations should be available in any area with a potential receiver population of 50,000 persons. He suggested that such frequencies be made available gradually within the next two years, as vacated by other services, and proposed that they be assigned first to metropolitan districts which now have only four channels.

He presented detailed interference studies and reports on characteristics of television receivers, of which he said Du Mont has manufactured and distributed "over $8,000."

Both he and Mr. Beers, of RCA, agreed there was little likelihood of substantial improvement of set selectivity. Mr. Beers said this was particularly true in view of trends toward lower-priced receivers.

Guy Endorses Increases

Raymond Guy, radio facilities engineer of NBC, appearing for TBA, endorsed increases in both channels and power for television, and expressed belief that additional space for other services might be secured in bands allocated to government agencies. When he elicited information that the Interdepartmental Radio Advisory Committee (IRAC) does not investigate agencies' requests for frequencies, he said he felt some authority—presumably Congress—should require government to justify its own demands for radio channels just as industry is required to do.

There was also some feeling that since the number of broadcast services might soon steady at 150, any share from additional services on a geographic basis—with, for example, services operating in urban areas sharing with those in rural sections, so there would be less likelihood of mutual interference.

CHUM Toronto, has moved into new studios at 330 Bay St. The new studios and will have studios and offices. The new studio features a custom designed and built by Granby and Grant. First time that station has been all under one roof, except for transmitter.

BROADCASTING * Telecasting
fail. There is no doubt about that in my mind at all. Some of the stations that have been licensed will fail. Due to a number of reasons, there is an artificial situation.

"In this way the competitive system has not worked quite as smoothly as it would have, had it not been for the war. Let us take the six stations in Washington. There were seven stations, normally. Mr. A, who desired to build the seventh one, would have come in in 1942. Other owners had also said whether he could make good before Mr. B came in in 1943. Instead of working that way, because of the war and because of the gap of time stations were built, A, B, C, D, and E were all waiting on our doorstep when we started processing applications.

"Certainly it is not our job to solve this over-all competitive difficulty by delaying action on applications. We feel that when a man files an application, he ought to get his answer. It ought to be either granted or denied.

'Doing Our Best'

"Therefore, we are doing our best to process the applications that are filed, as quickly as we possibly can. We are not attempting to ascertain how many stations a particular community can support, and I urge that it would be very unfair to change the law in that respect to give us the power to do it."

Asked by Rep. Wigglesworth when saturation would be reached, Mr. Denny said the Commission is using the same engineering standards it has applied in the past years. But he pointed out that the standards are not rigid and are "generally used as guides."

Commissioner Jett, asked by Mr. Wigglesworth whether the engineering standards had been altered to these new grants, said that they had but that there had been "borderline cases." While the Commission makes some grants "where we slightly infringe upon normally protected contours," he said any station affected is in a position to protest, "I want to say that very few protests are filed under the rules."

Under questioning by Rep. Hendricks (D-Fla.) Mr. Denny agreed that the question of competition is none of the Commission's business, and that the law would have to be changed to provide standards. He concurred with Rep. Phillips (R-Calif.) that to limit licensing would amount to degradation of radio as a public utility.

CBC STAFF magazine, "Radio," has won an award in the 1947 industrial publication contest sponsored by the International Council of Industrial Editors at St. Louis, Mo. The award was given for general editorial content, appearance and achievement of purpose.

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Denny (Continued from page 12)
FCC DENIAL CITES WASTE OF SIGNAL STRENGTH

"Waste of signal strength," cited by FCC Broadcasting Bureau, is looking toward three new Class B FM grants at Bridgeport, Conn., one Class A at Danbury, and denial of Bridgeport Class B applications of Yankee Network (WICC) and Travelers Broadcasting Service (WTIC), Hartford.

With only three Class B channels available, FCC proposed to eliminate Yankee and WTIC applications because they would largely duplicate programming of, and to some extent over-shadow, the three remaining Hartford FM authorizations (previously issued). Listeners in overlap areas could thus hear same program on two channels, which FCC called "wasteful and inefficient utilization of the limited number of facilities available." No ruling on whether overlap area itself is sufficient to violate duopoly ban in either case.

Proposed grants (channels to be assigned): Harold Thomas, Bridgeport (WNAB Bridgeport, WATR Waterbury)—20 kw effective radiated power; 410 ft. antenna height; Harry F. Guggenheim, Bridgeport (president, Guggenheim Foundations)—20 kw, 500 ft.

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our chief engineer is a Frustrated Musician

R. J. Rockwell, Vice-President in Charge of Engineering, Crosley Broadcasting Corporation. Fellow, Institute of Radio Engineers; Member, American Institute of Electrical Engineers, Acoustical Society of America and Engineers Club of Cincinnati. Committee Chairman, Radio Technical Planning Board. Registered Professional Engineer, State of Ohio. Eighteen years with Crosley.

The word "rock" means many things to many people—a diamond, Gibraltar, Alcatraz, or ordinary stone. But to we 500-odd WLW employees it means only one thing: "Rock" is the familiar nickname for R. J. Rockwell, Vice-President in Charge of Engineering for the Crosley Broadcasting Corporation.

A remarkable gentleman, this Rockwell. Lurking behind that huge Sherlock Holmes pipe is, we're convinced, one of the smartest engineers in the radio profession. But that pipe also conceals a frustrated musician who's never been wholly convinced that he should stick to his slip-stick and laboratory and forget his violins and the concert halls.

The combination of these two talents—one remarkable and the other questionable—has produced a very likeable, human individual . . . certainly not the double-dome which his engineering accomplishments indicate.

He owned the first radio station west of the Mississippi, WNAL. He designed the square type RCA condenser mike widely used by networks for years. He holds more than a dozen patents on important radio devices—has several more coming up.

As a consulting engineer, "Rock" designed and installed KTHS, Hot Springs, and KLRA, Little Rock. He joined the Crosley factory in 1929 and transferred to the broadcasting division in 1936. In 1940 he designed and constructed WLWO, the first of this country's high-power international broadcast stations. In 1944 he completed the design and installation of the famous "Voice of America" plant at Bethany, Ohio, containing three 200,000-watt transmitters—the largest international broadcast installation.

His present duties involve the supervision of the Mason plant—WLW, WLKW, WLWO and WsXL; the Bethany plant—WLWL, WLWR and WLWS; WLWA (FM) and WsXCT, experimental television; 14 auxiliary stations; the design and construction of all equipment used by these stations, as well as WINS, New York, and the direction of the Broadcast Engineering Laboratory. In other words, he has the considerable responsibility of achieving and maintaining the technical perfection which has always been the goal of Crosley stations.

Naturally, even though "Rock" is a remarkable gent, he doesn't handle it all by himself. He has scores of capable assistants—98 in all—including J. M. McDonald, Phil Konkle, Floyd Lantzer, Bill Alberts, J. R. Duncan, etc. Even so, you'd think "Rock" would have enough to keep him busy. He does, but still finds time to torture his violin.
Radiograms "Via RCA" to and from overseas points now are processed by automatic machines which speed your messages through such gateway cities as New York, London, San Francisco and Manila, without delay.

This advanced technique in international radio-telegraphy is the result of wartime research and development. It gives to private messages the same speed, accuracy and dependability which were attained through its use by the U. S. Army Communications Service during the war.

RCA Laboratories—one of the world's foremost centers of radio and electronic research—is continually pioneering and advancing every phase of radio communications in service to the Nation and the public.

When you buy an RCA Victor radio or television receiver, Victrola radio-phonograph, or phonograph record, you get, thanks to RCA research and engineering, one of the finest products of its kind science has achieved.


Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to the RCA Victor Show, Sundays, 2:00 P.M., Eastern Daylight Saving Time, over NBC.

At RCA Communications, "Package Sets" contain an automatic sending and receiving unit for a foreign gateway city. Messages, in tape form, received through these machines, are ready for immediate transmission to any part of the world. At terminal points the messages appear in print, ready for quick delivery.