The ripple widens

One of Virginia's largest bakeries called on W-L-E-E recently. They wanted us to help get the news around about their economy size loaf of bread.

They started out slowly. Twelve spots the first week. But on the 5th day of broadcasting ... they saw we were producing.

The ripple widened!

They extended the 12 spots a week to 4 weeks. Then, knowing that W-L-E-E was doing a job for them ... they handed us a "run until we tell you to stop" order ... not only for the bread ... but for their entire baking line!

If you've got a job you want done in this top-of-the-South market ... you can put your bet on W-L-E-E. And that's a fact!

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

TOM TINSLEY, Director • IRVIN G. ABELOFF, Gen. Mgr. • Rep. by HEADLEY-REED

IN THIS ISSUE: HEARINGS ON WHITE RADIO BILL—PAGE 14
Over the most densely populated area of New York City, WINS now has a clear, powerful directionalized daytime signal equivalent to 240,000 watts non-directional.

With its five-fold increase in power, WINS for the first time will deliver to metropolitan New York listeners a signal thoroughly comparable with the very best now available in that market.

And even though daytime power goes up, no immediate rate increase is contemplated. Any rate adjustment either up or down will, in the future as in the past, reflect our long standing over-all company policy of selling a demonstrated listening audience at the lowest possible cost-per-listener consistent with sound and constructive operation.
WPEN was first in Philadelphia with regular Facsimile broadcasts and public demonstrations. That was no surprise to Philadelphians. It's what they expect of WPEN.

Early in April WPEN began regular daily Facsimile broadcasts to economical small-size receivers of flash news bulletins, livestock quotations, weather reports and stock prices. On April 28 WPEN gave the first public demonstration in Philadelphia of Facsimile on large-size receivers.

Philadelphians look first to WPEN for the best in sports, complete coverage of special events, the finest in music. They know WPEN gives them what they want. Our advertisers know that WPEN is a first buy in America's third city.
VICK CHEMICAL CO., New York, will start looking for station availabilities within next three months, through agency, Morse International, New York, in preparation for seasonal spot campaign to start mid-September.

EVENTS last week have made Washington more of rumor beehive than usual. If Republicans win elections next year will Commissioner-designate Robert F. Jones get nod for chairmanship? Or will Sen. Wallace H. White Jr., author of most of radio laws, who has announced his retirement at end of next session, be willing to assume chairmanship? He could have it for asking under almost any Republican administration.

WHY is Rep. Robert F. Jones, Ohio Republican, willing to accept FCC appointment at $10,000 per year when new Congressional pay is $12,500 plus $5,000 in tax-free allowances? Possible reasons: Two young children attending Washington schools; several appointments as acting chairman; Congress with rigorous campaigning; sees great opportunity for public service.

WHEN WORD CAME through last week of withdrawal of Wakefield nomination, that Commissioner, who has been serving as acting chairman since mid-May, asked Comr. Paul A. Walker to assume acting chairmanship. Chairman Charles E. Denny designated Mr. Wakefield to acting chairmanship because International Telecommunications Conference at Atlantic City is commanding bulk of his time.

WHITEHALL PHARMACAL Co., through Sullivan, Stauffer, Coiwell & Bayles, New York, shopping for fall program to replace Ellery Queen Sun., 8:30-7 p.m. on NBC, scheduled to run until October.

PIERCE’S Proprieties, Buffalo (Dr. Pierce's Golden Medical Discovery and Favorite Prescription), plans spot campaign. Agency is Duane-Jones, New York.

STATE DEPT. is going to get one real radio brain. Nomination of Gen. Charles E. Saltzman to be Assistant Secretary of State brings to American diplomacy son of late former chairman of Federal Radio Commission, Gen. Charles McK. Saltzman (1929 to 1932), who distinguished himself in communications work as well as in war as Brigadier General.

INSERTION of stinger in tail of new NAB standards of practice may be delayed, but work on standards themselves moves briskly. Joint meeting of NAB standards and program committees may be called within fortnight to scan document, now in hands of drafting committee. If committees approve, standards can be mailed to board two months ahead of Atlantic City convention, when board next meets. But problem of setting up enforcement meas-

(Continued on page 106)
Kansas City, geographically the center of the United States, has long been known as the "Heart of America." Around this sturdy, pulsing heart of the nation, lies the rich and expanding industrial and agricultural area—MID-AMERICA!

The expanding radio coverage of KCMO, made possible with 50,000 Watts day, 10,000 Watts night (nearing completion) at a new frequency of 810 kc., will carry your sales story far beyond the boundaries of Greater Kansas—into EXPANDING MID-AMERICA.

KCMO

Kansas City, Mo. — Basic ABC for Mid-America

National Representative:
John E. Pearson Co.
Sales Managers DO SMILE!

...and Frosty Blair, our national rep, has good reason!

Cooperating at a fat 11.7, UMBRELLA MAN now is available three or six days a week. You know what that means. If you are interested in a proven, top-drawer program, with extra services and extraordinary sales potential, call us or Petry today!

CHARLES T. STUART,
President and
Executive Director
Executive Offices,
Stuart Bldg., Lincoln, Nebr.

W. J. NEWENS, Station Manager

KOIL

OMAHA COUNCIL BLUFFS

1290 KC
5000 WATTS

Represented by EDWARD PETRY CO., INC.

Copyright 1947 by Broadcasting Publications, Inc.
KSFO's music policy is building a tremendous audience of appreciative, responsive listeners. Latest orchid pinned on the KSFO mike is an award of merit by the American Association of University Women for the "Hour of Melody." This show, now entering its 5th year, is sponsored one hour nightly seven nights a week on KSFO by Hale Brothers, leading San Francisco department store. McCann-Erickson is the agency.

Many other top-name advertisers are thriving on KSFO's "music-preferred" audience. Department stores, beverage, banks, pharmaceuticals, clothing, foods, real estate, automotive . . . All have found KSFO music sells economically, effectively and constantly.
... the man
On January 7, George Clem left his real estate and insurance office in Pine City, Minnesota (pop. 2,000)...said goodbye to his wife Helen and their two children—nine-year-old Cleo Ane and three-year-old Stuart Peter...then drove 96 miles to Minneapolis, where he took his seat in the State Legislature as Representative of the 25,000 Minnesotans of the 56th District.

During the 16 weeks between January 7 and April 26, 36-year-old Representative Clem attended 61 committee meetings, cast his ballot for or against 420 bills, and did committee work on or co-authored 22 resolutions. One bill provided for Improved Livestock Control in Rural Areas; another established a million-dollar Veterinarian School at the University of Minnesota; all were designed to benefit the life and livelihood of his agricultural district.

And at night, Representative Clem learned how he could report these activities most effectively to his Pine City constituents by attending “The Radio School for Legislators”—conducted by 50,000-watt WCCO. Everything from the dangers of rolling his r’s and hissing his s’s...through “mike technique”...to platform poise, was taught to Representative Clem by a faculty of experts: WCCO’s Educational Director E. W. Ziebarth, who for ten years has taught radio speech at the University of Minnesota, Program Director Gene Wilkey, News Director Sig Mickelson, and Farm Service Director Larry Haeg.

Last month, graduate George Clem wrote to a faculty member of WCCO’s Radio School: “When I faced the microphone on May 14 to address the Pine City Commercial Club regarding my legislative activity, I knew that my attendance at the WCCO Radio School had been time well spent. Thank you, gentlemen, for some very valuable assistance. And thanks, too, for instruction which made it possible for me to make Pine City a better-informed community about Minnesota legislation.”

Making the people of Pine City better-informed citizens by making Representative Clem a better speaker is the kind of service that has made WCCO “The Good Neighbor to the Northwest.” It helps explain, too, why—day and night—more people listen to WCCO than to any other station in the Northwest.

“Good Neighbor to the Northwest” WCCO

MINNEAPOLIS-ST. PAUL, COLUMBIA OWNED, 50,000 WATTS. REPRESENTED BY RADIO SALES. THE SPOT BROADCASTING DIVISION OF CBS. NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO, ATLANTA
LATEST STEP in the million-dollar Westinghouse broadcasting expansion in the Pacific Northwest was scheduled for today (June 23)—the breaking of ground at Clackamas, near Portland, Ore., for the building which will house the new 50-kw KEX transmitter.

C. S. Young, station manager, presiding at ceremony, planned to use the spade used by the late Dr. Frank Conrad, broadcasting pioneer and godfather of KDKA Pittsburgh, in breaking ground for the present KDKA transmitter installation. The spade, now owned by Si Steinhauser, radio

(Continued on page 94)

Sellers of Sales

PROBABLY the only ex-copper mucker in radio today is Edmund Breckenridge Abbott, vice president and radio director of Shaw-LeVally Inc., Chicago.

When Ed transferred from Dartmouth College to the U. of Minnesota he had ambitions of becoming a geologist and exploring the remaining undiscovered sections of the globe for gold and other precious metals. Nobody ever started more literally from the bottom up, because Ed's first job as a geologist was digging for copper in an Anaconda mine 2700 feet below the surface of the earth near Butte, Mont.

Five months later he realized that the only gold to be found in a copper mine was in the owner's safety-deposit box and he quickly came up for air and a new job. After working for GMAC and Universal Credit Co. as a field credit man he broke into radio at WCCO Minneapolis. Applying for a job as a salesman he was given an audition and wound up as an announcer. Seven years later he resigned to join Salt Lake City, KSL. When the job was completed he moved to WBBM Chicago as a producer-director and stayed until 1942 when an Army Recruiting poster led him to enlist. Once again he was starting from the bottom up, climaxd by his promotion to a captaincy and duty as liaison officer, radio branch of the AAF in Washington, D.C.

On receipt of his ruptured duck in 1945, Ed returned to Chicago to join the radio department of Dancer-Fitzgerald-Sample as assistant to Roy Winsor. In that capacity he was responsible for all commercial production for General Mills and Procter & Gamble radio in Chicago.

The lessons he learned there and the excellent grades he received led to his present position with Shaw-LeVally. As account executive on Household Finance Corp. he supervises production on The Whistler, on CBS, and in addition to other media including newspaper, car card, matchless, and an extensive spot radio schedule.

Aside from his duties as an agency account executive, which also includes radio for Standard Milling Co., and College Inn, Ed, a bachelor, devotes his leisure time to tennis, record collecting which ranges from Bach to Boogie, and photography. In all three hobbies, he admits to being an amateur.

Ed was born Feb. 5, 1906, in St. Paul.
“RENDERING A SERVICE . . . SECOND TO NONE”

That's part of the testimonial accorded WNEB when the Worcester Common Council adopted a resolution at a recent meeting, expressing appreciation to the station for broadcasting the Council sessions. These regularly scheduled broadcasts of the City Council are an important part of the program structure which continues to earn for WNEB increasing listener loyalty.*

And listener loyalty in the Worcester market can only mean increased sales for our advertisers. In this key New England city, buying income and retail sales are far above the national average . . . and it is here that WNEB's coverage is concentrated. If you want the most out of your advertising dollars in Worcester—WNEB belongs on the schedule.

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<th>*Hooper Station Listening Index March-April 1947</th>
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WNEB

WORCESTER SERVING NEW ENGLAND'S THIRD LARGEST CITY MASSACHUSETTS

Represented by: Adam J. Young Jr., Inc. and Kettell-Carter, Inc.

TELETYPES!

This scintillating sketch, dear friends, portrays our William W. Bryan, Manager of the Detroit Office, in a scene that's re-enacted by many of our F&P Colonels every day of the world. We use our teletypes very freely (ask our Treasurer!) to get you the facts you want, when you want them! If it's speed you need, we've got it for you!

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE        KOB
BALTIMORE          WCBM
BOISE             KFDM
BUFFALO            WGR
CHARLESTON, S. C.  WCSS
CINCINNATI         WCKY
COLUMBIA, S. C.    WIS
CORPUS CHRISTI     WKR
DAVENPORT          WOC
DES MOINES         WHO
DENVER             KVOD
DULUTH-SUPERIOR    WDSM
FARGO             WDAY
FT. WORTH-DALLAS   WBB
HOUSTON           WXY
INDIANAPOLIS      WIS
KANSAS CITY       KMBC
LOUISVILLE        WAVE
MINNEAPOLIS-ST. PAUL  WTCN
NEW YORK         WMCA
OMAHA             KFAB
PEORIA-TUSCOLA    WMBO-WDZ
PORTLAND, ORE.  KEX
RALEIGH         WPTF
ROANOKE        WDR
SAN DIEGO       KSDJ
ST. LOUIS       KSD
SEATTLE       KIRO
SYRACUSE      WFW
TELEVISION:      WBN

ST. LOUIS          KSD-TV

NEW YORK: 444 Madison Ave.
CHICAGO: 180 N. Michigan Ave.
DETROIT: Penobscot Bldg.
FORT WORTH: 406 W. Seventh St.
ATLANTA: Palmer Bldg.
HOLLYWOOD: 6331 Hollywood Blvd.
SAN FRANCISCO: 38 Sutter Street
President Selects Ohioan; Recalls Wakefield

By SOL TAISSOFF

PRESIDENT TRUMAN intends to clean up what he regards as an unsatisfactory situation at the FCC.

That was the clear inference drawn from his summary action of last Wednesday in unceremoniously withdrawing the nomination of Ray C. Wakefield, California Republican, which had been submitted on May 21. Simultaneously, the President nominated Rep. Robert Franklin Jones, of Lima, Ohio, a regular Republican, for the seven-year term which begins July 1.

The President's action may be only the beginning. Mr. Wakefield's reappointment had been vigorously opposed by FCC Chairman Charles R. Denny. Withdrawal of the appointment, it is understood, came without the consent of the FCC chairman. This was interpreted in some quarters as a break with the President.

Not Active Candidate

Rep. Jones, a 40-year-old attorney who has the solid backing of the Republican majority, was not an active candidate for the FCC. In regular Republican circles, reappointment of Mr. Wakefield was frowned upon. Questions had been raised as to his party fealty both at the Republican National Committee and in majority councils in Congress.

There were prompt behind-the-scenes repercussions. Senator John R. Knowland (R-Cal.) who had endorsed Mr. Wakefield's reappointment along with other California legislators, is understood to have protested vehemently to the Republican leadership. Several "liberal" Democrats also were aroused.

It was expected that Rep. Jones' nomination would be considered by Senator White's Interstate and Foreign Commerce Committee at its regular meeting this Thursday. Ordinarily the nomination of a member of Congress is favorably reported as a Congressional courtesy and Senate confirmation promptly ensues.

The unusual turn of events last week, however, may alter this procedure. Chairman White expressed surprise at the withdrawal of the Wakefield nomination. Proponents of Mr. Wakefield argued that the failure of the White Committee to act promptly was responsible for the incident.

Herculean efforts are being made to convince the President that he has erred and should reinstate Mr. Wakefield's nomination. But those close to the Chief Executive felt that having made his mind, he would not change it. Everywhere the feeling was that a major political incident had erupted and that there would be reverberations from the Capitol to the White House for weeks.

Rep. Jones, regarded as a conservative Republican of the Taft school, was urged to accept the post by some of his colleagues. It is learned authoritatively he was endorsed not only by regular Republicans but by the leadership on the Democratic side of both House and Senate. He recently won acclaim as the Chairman of the House Appropriations Subcommittee which handled the Interior Dept. appropriations and cut the Budget Bureau's recommendation nearly 50%.

Withdrawal of the Wakefield nomination came with dramatic suddenness last Wednesday. There

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FTC Jurisdiction Is Sought In Race Result, Prize Shows

By JOE SITRICK

FIRST EFFORT in modern radioannals to invoke jurisdiction of the Federal Trade Commission against stations broadcasting horse-racing results, on grounds of alleged unfair competition, was instituted last Wednesday with the filing of complaints against two Washington area stations by WWDC Washington.

WWDC, an old-established independent controlled by Joseph Katz, of the Baltimore advertising agency, and his son-in-law, Ben W. Strouse, of Washington, filed the complaints against WARL Arlington, Va., and WGAN Silver Spring, Md., both new daytimers which began operation this year. The complaints filed through the law offices of Pierson & Ball, alleged that the racing programs result in "unfair methods of competition and unfair practices in commerce which are resulting in injury to the public interest."

Whether the FTC will assume jurisdiction could not be ascertained last week, coincident with the filing of the complaints. James A. Horton, director of the office of legal investigations, declared the complaints were being studied to ascertain whether the Federal Trade Commission Act applies.

The FCC on a number of past occasions, has inquired into possible prosecution of so-called borderline "lottery" broadcasting, in which category the broadcasting of racing results and money-giveaways had been placed, but has never taken action. In the celebrated "Pot-O'Gold" network case of several years ago, the Dept. of Justice, following an investigation at the behest of the FCC, held the case "not prosecutable."

The FCC, however, has taken such programs into account in considering renewal applications and in connection with FM and television applications of the affected AM licenses. It has inveighed against such broadcasts in its written opinions.

In the case of WGAY, the com-

(Continued on page 92)

Republican May Be In Office Within Fortnight

By PETER DENZER

COLLEAGUES OF ROBERT F. JONES, new nominee to the FCC say his appointment will be a gain for the Commission and "a distinct loss to Congress."

The tall, broad-shouldered Ohioan has an self-effacing capacity for hard work, a quality which gained him a seat on one of the most demanding Committees in Congress—Appropriations. He came to Congress in 1939 as a comparative youngster—only 32 years old and the following year was named to the Committee where this year he served as Chairman of the Interior subcommittee.

This was the Committee which struck almost 50% from the budget of the Interior Dept. Such action, say fellow Congressmen, takes courage and integrity since the Interior Dept.'s activities are spread all over the country with patronage jobs a-plenty.

Mr. Jones' office in the New House Office Building across from the Capitol is singularly undornadoed considering the more than eight years service of its present occupant. The lack of mementos on the desk, and the usual tributes from visiting "firemen" was attributed by the Congressman to the fact that "all I've ever known is work—that's my occupation and my hobby."

Although he has an administrator's capacity for work, he has the politician's insight into people. This he said, he learned from his father whom he credited with "great political shrewdness although he never ran for office."

He was born in the small town of Cairo, Ohio. His father, now deceased, was a grocer with a keen interest in the machinery and history of political movements. This interest is incorporated into the early training of his son, with no thought that he would later be

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Philco Tops The Field

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Miller Views Crossfire; White Seeks Action

A WEEK ofhearings on the White Bill (S-1333) was sufficient to convince top representatives of American radio that they face an uphill fight for legislation that will remove FCC from the sphere of program regulation and put radio on a parity with the press.

The legislative outlook was regarded by industry representatives as bleak indeed following hearings before the Senate Interstate Commerce Subcommittee which ran from Tuesday through Friday and will continue this week. Chairman Wallace H. White Jr. (R-Me.), author of the controverted measure, committed himself to prompt redrafting of the bill and said flatly he would press for action at this session and in all events at the next session, which begins in January.

Almost from the outset of the hearings, hostility of the committee toward legislation that would restrict FCC to regulation of mere physical aspects of radio became apparent. NAB President Justin Miller, who presented radio's case in chief, was subjected to a strafing cross-fire from committee members when he unremittingly urged that Congress revise the White Bill to assure applicability of the First Amendment to insure radio's full freedom.

White Says Talk Is Sort of "Red Herring"

His thesis met stone-wall opposition from several committee members, notably Senators White, E. W. McFarland (D-Ariz.) and Edwin C. Johnson (D-Colo.).

"All this talk about freedom is talk about something that doesn't exist," Senator White declared at one point. At another he said it seemed to be a sort of "red herring." Still again he observed that "trends indicate to him that radio is moving toward the public utility concept," much as he disliked to see it, and that broadcasters by their opposition to regulatory legislation are "asking for abolition of the notion that broadcasting is not a common carrier."

Charges of "sanctimoniousness" and "raving and ranting" were leveled against some of the industry representatives by Senator Johnson, who at another point accused one witness of "picayunish gibbling."

NAB President Miller, asked point-blank whether he preferred the present law to the White Bill as written, replied forthrightly that he felt radio was better off as the law now stands. Similar views were given by many other spokesmen.

In contrast to the rough going experienced by Judge Miller, FCC Chairman Charles R. Denny (1), when Senator White's radio subcommittee opened hearings on the measure (S-1333), frequent exchanges, all on a friendly level, occurred between Sen. Wallace H. White Jr. (R-Me.), author of the White Bill and chairman of the Senate Interstate & Foreign Commerce Committee (r), and FCC Chairman Charles R. Denny (l), when Senator White's radio subcommittee opened hearings on the measure (S-1333).

Niles Trammell, NBC president, was scheduled to lead off testimony today (Monday), to conclude the main case for the broadcasters. Don S. Elias, WWNC Asheville, N. C., also is scheduled to appear then. After that the schedule is hit-and-miss, with representatives of prohibition, freedom and other organizations tentatively slated. Groups which have asked for time include Cooperative Progressive Citizens of America, and National Temperance & Prohibition Council.

Efforts will be made to conclude the hearings by Thursday, probably with morning sessions only. Remaining to be heard after the Monday session are a number of obituary and other informative groups which have complaints against radio, and several individuals interested in radio. Among the latter is Rear Admiral S. C. Hooper, former director of Naval Communications.

Speaking without notes, Mr. Bannister, chairman of the NBC affiliates committee seeking to set up an association of all affiliates, urged elimination of the bill's option-time revisions on grounds that networks contribute most to radio's importance and that complaints against radio, and for the free right of the listener to dial as he pleases. He struck a responsive chord with the Committee.

Mr. Pengra, speaking as a small market station operator, objected sharply to "business regulation" of stations, to the need for filing financial reports beyond that furnished Internal Revenue Dept., and to questionnaire paper work. He insisted there is no limitation on facilities, as FCC contended, and that this is evidenced by the more than 1,700 AM stations now authorized, many of which he predicted will fall by the wayside.

CBS President Stanton urged that radio be "turned back to broadcasters, and, with other network spokesmen, emphasized particular opposition to the proposed 25% coverage rule on multiple ownership, other arbitrary limits and radio growth. Mr. Kobak, MBS president, pleaded for "program control by public opinion." ABC President Mark Woods, testifying Thursday, insisted that the approach should be toward elimination of existing unnecessary restrictions, not introduction of further limitations on broadcasters.

Exchanges between Judge Miller and committee members at times were tinged with acrimony. Senator White, obviously nettled over efforts of NAB and the networks to get a postponement of the hearings, pulled no punches in his criticism of the manner in which the hearings had been conducted. Chairman White and other committee members wanted to know why broadcasters, through NAB or other entities, hadn't proposed the kind of legislation they would like to see enacted. He lamented that not a single authorized representative of the communication fields had counseled with him on his bill, which, he confessed, was a patchwork of the old White-Wheeler Bill of 1943 with some additional ideas of his own.

Miller Promises NAB Will Submit Draft

The line of inquiry brought from Judge Miller the promise that NAB would submit a draft to the committee as promptly as he could. This came after Judge Miller had left the witness chair Wednesday afternoon, and after he had told the Subcommittee that broadcasters had not been given enough notice for the hearings.

Judge Miller's refusal to give ground against the onslaughts of Senators White, McFarland and Johnson won the plaudits of the some 156 representatives of stations, networks and other radio groups present. He said he would fight for the rest of his life, if need be, for his concept of an American radio as free as the press.

Usually mild mannered, Senator White became bellicose at times. He cut witnesses down repeatedly with the instruction that they place their statements in the record and contain oral presentations to short reviews or interpolations.

Judge Miller and the presidents of the four networks—Niles Trammell, Frank Bannister, general manager of WWJ Detroit and Marshall Pengra, general manager of KKGO Roseburg, Oregon, clarified the atmosphere somewhat at the Friday morning session.

Frank Stanton, CBS president, Joseph Ream, CBS executive vice president, and Edgar Kobak, MBS president, were among other Friday witnesses. The main theme was the same throughout: get FCC off the wagon and let radio thrive as a free competitive enterprise, not half-slave.

IN THE NBC delegation were (1 to r): Front row, Niles Trammell, president, and John T. Cahill, board member and counsel; back row, Charles P. Hammond, director of Advertising and Promotion Dept.; Horton Heath, Information Dept. director.

CBS REPRESENTATIVES at the hearings included Frank Stanton (r), president of the network, and Joseph H. Ream, executive vice president.
PRESENT during virtually all of last week’s sessions were (1 to 7): Chairman White, author of the radio bill; Senator Moore (R-Okl.) and Senator McFarland (D-Ariz.). Standing is Edward Cooper, committ-
eel, NBC; Frank Stanton, CBS; Mark Woods, ABC, and Edgar Kobak, MBS—plus Frank Mullen, NBC vice president and general manager, visited with Sen. Robert A. Taft (R-Ohio), chairman of the Republican Policy Committee, Tuesday afternoon. They received little solace, it was understood, and there was no indication that the subject of the White Bill or radio legislation generally would be placed on the agenda of the Policy Committee at this session.

Senator White personally took charge of all sessions save for a short time Thursday when he had another appointment and turned over the presiding officer’s chair to Sen. Homer E. Capehart (R-Ind.). Other Subcommittee members sitting with him intermittently throughout the week were Warren G. Magnuson (D-Wash.), Edward H. Moore (R-Okl.), and Messrs. Johnson and McFarland.

Session-by-session account of the testimony follows:

TUESDAY MORNING

FCC Chairman Denny, first witness, presented a 58-page section-by-section analysis of the bill, describing his statement as representative of the views of the entire Commission even though Commrs. E. K. Jett and E. M. Webster, attending the International Telecommunications Conference at Atlantic City, were not at the hearing.

There were frequent pointed but friendly exchanges between Mr. Denny and Senator White over such sections as those splitting the Commission into separate divisions, which FCC viewed as desirable in principle but not in detail, and the provision relating to equitable distribution of radio service, which Mr. Denny considered a threat to free enterprise in broadcasting.

The FCC chief insisted there should be three FCC divisions—one for safety and special services as well as those for broadcast and common carriers—and that each division should have more than three members to avoid the possibility of 2-to-1 votes on major policy matters. Enlargement of the Commission might be necessary to achieve larger divisions, he added.

Senator White, conceding at one point that “you’re persuasive but you haven’t convinced me,” contended that the full Commission under the bill might sit as a “third division.” Mr. Denny feared this would not give sufficient attention to safety and special services, which he thought in two years will have taken the emphasis away from broadcast matters in FCC work.

Chairman Denny strongly opposed the bill’s plan to limit activities of the chairman who he said would become a “ceremonial figurehead.” He found no fault with the proposal to have the chairman elected annually by the Commission instead of appointed by the President.

His description of the division plan which he said FCC could effectuate by Oct. 1 was:

One plan that we have under study at the present time contemplates three divisions, each to be composed of four members: a Broadcast Division, a Common Carrier Division, and a Safety & Special Services Division. Each division would have a chairman who would serve on that division only. All other Commissioners would serve on two divisions. And it has been suggested that the Chairman of the Commission might serve on all three divisions so as to provide a connecting link between the three fields of Commission activity. Where a division is evenly divided (2-2), the matter automatically would be referred to the entire Commission. Such a system would ensure executive leadership in each field and at the same time would preserve the advantage of securing the judgment of the full Commission on important questions of policy.

Mr. Denny agreed to draft and submit to the Subcommittee an order by which the system might be set up, asserting that FCC intends to give some division plan a three or six-month trial this fall, after the Atlantic City conference.

He said FCC favored permissive legislation, as in the present act, but that Messrs. Wakefield and Walker endorsed the division system so heartily that they wanted it made mandatory if not undertaken voluntarily.

The FCC executive feared that free enterprise would go “out the window” if the bill’s equitable distribution provisions require FCC to consider a community’s ability to support new stations in passing upon non-competitive applications.

It would be necessary, he said, to set up a standard governing “fair returns” of stations, plus a uniform system of accounts. A similar result, he added, might come from the requirement that grants be set for hearing if protested by existing broadcasters who claim economic damage from the new authorizations. Hearings on all applications might be desirable, he said, but should be required as a matter of law whether there are other protests or not.

White Fears Future Frequency Shortage

Senator White, not agreeing that the bill imposes economic threats, noted that FCC now makes grants to all qualified applicants and contended that many stations face failure. He said he feared the time would come when there would be no frequencies left for new applicants.

Mr. Denny agreed that many do face failure but insisted there should be no limits on the competitive system of broadcasting. He said competition will improve programming and that “there are vast opportunities in radio and large reservoirs of both listening audiences and sources of revenue which are as yet unexplored.” Any plan that would permit better distribution of service without threatening free competition will be welcome, he intimated, though he doubted such a plan could be devised.

He termed impractical a suggestion by Senator Johnson that FCC (Continued on page 96)
BORG-WARNER'S NORG E UNIT STARTS USING TV
NORGE Division of Borg-Warner Corp. is becoming a full-fledged member in the commercial television field, participating in regularly-scheduled video programs over WJW-TV, Detroit station owned by the Detroit News.

Norge entered the field June 1 with commercials in the form of demonstrations in which features and advantages of the current Norge refrigerator and electric range were cited and explained. Theme of presentations was to "take the audience backstage," explaining how various shots were made with three different cameras being used.

First program, a half-hour presentation, included acts by several entertainers from Detroit night spots. Telecast was estimated to have reached 5,000 persons in Detroit area with excellent reception reported as far away as 25 miles in Pontiac.

Network officials pointed out that the purpose of the show was not to obtain tangible results through immediate consumer reaction, but rather to test techniques for future programs.

New Trade Mark Statute Goes Into Effect July 5

MANY types of advertising identifications and service marks may be registered under the new Trade Mark Act (Lanham Act) which becomes effective July 5, according to Commissioner of Patents Casper W. Ooms. The act adds many new types of marks not now registrable [BROADCASTING, April 28].

Union labels, association marks and many other symbols may be registered. Assignment of trade marks will be permitted for the first time, according to Commissioner Ooms. The act also provides that the names of persons and companies may register marks used by subsidiaries. Revised rules under the act will be available after July 1 from the Patent Office, 1098-C, Commerce Bldg., or from the Commissioner of Patents, Washington 25, D.C.

De Soto Negotiating
DE SOTO DIVISION of Chrysler Corp., Detroit, which Sept. 28 begins sponsorship of the 10-10:30 p.m. Sunday period on CBS, is reported negotiating with Ed Byron, producer and owner of the NBC Mr. District Attorney program, for a package show titled Reporter at Large. De Soto has been using spot campaigns throughout the country. Agency is BBDO, New York.

Signal Shift
SIGNAL OIL Co., Los Angeles, July 2 shifts The Whistler on 21 CBS Pacific stations, from Monday, 8-8:30 p.m. (PST) to Wednesday, 8-8:30 p.m. (PST). Agency, Barton A. Stebbins Adv., Los Angeles.

"Man, that kid's got a power output close to 36 db above 6 milliwatts!"

FCC Asked to Approve Sale Of WFDF, WHHM and KIUL

THREE STATION transfers, involving considerations totaling almost a million dollars, were tendered for filing last week at FCC. Consent is sought for the sales of: WFDF Flint, Mich., to Arthur R. Treanor and WFEM Inc. (each 50%) for $600,000 plus; WHHM Memphis to group identified with operation of KTBS Shreveport, La., for $300,000, and KIUL Garden City, Kan., to Telegram Publishing Co. for $42,000.

The WFDF transaction comprises transfer of control of Flint Broadcasting Co., station licensee, through sale of all outstanding stock by Howard M. and Frederick S. Loeb to Trebit Corp. The transferee is composed of: Mr. Treanor, former vice president and editorial counsel for Booth Newspapers Inc., which has radio interests, chairman of the board; Harry M. Bitner, president; Harry M. Bitner Jr., vice president and treasurer, and O. Peabody, secretary. WFDF is assigned 1 kw fulltime on 910 kc.

The Bitters with other members of their family are chief owners of WFDM Inc., licensee of WFBM Indianapolis and WEOA Evansville, Ind. Harry M. Bitner also is owner of WFEA Manchester, N. H. The secretary, Miss Peabody, has been associated with the Detroit law firm of Butzel, Levin & Winston. Mr. Treanor also is director of the Wilson Cypress Co. of Florida, director of the Bancroft Hotel, Sarasota, Fla., and chairman of the Saginaw Museum.

Trebit Corp. has an authorized capitalization of $300,000, of which $55,000 has been paid in, the remaining to be received upon approval by FCC of the transfer. Both Mr. Treanor and WFDM Inc. would retain half-interests. The transferee is to secure a six-year 4% loan of $300,000 from the Mellon National Bank and Trust Co., Pittsburgh.

The transaction calls for total consideration of $600,000 plus an amount equal to net current assets as of June 1, payable within 30 days following the Commission's consent.

Reason for the sale, according to the application, was the desire of the Loeb's to move to warmer, drier climates in view of the health conditions of certain members of their families. Washington counselors in the case are Andrew G. Haley for WFDF and Segal, Smith & Hennessey for Trebit Corp.

WHHM Transaction

Mid-South Broadcasting Corp. is buying WHHM (also including a construction permit for WHHFM) from Herbert Herff, sole owner. The transferee is composed of: George D. Wray, one-third owner of KTBS, chairman of the board and 25% stockholder; P. E. Furlow, also a third owner of KTBS, president and 25%; Forrest Cate, part owner, vice president and general manager of Broadcasting Motors, Chattanooga, vice president and 10%, and C. K. Beaver, KTBS general manager, secretary-treasurer and 15%. Remaining 25% is equally shared by Sally Morris Lord, Eugenia Morris Edwards and Florence Morris, each 6.66% owner of Frank's Body Works. According to the application, Mr. Herff is retiring from broadcasting because of his health.

The $300,000 consideration calls for $87,500 to be held in escrow, a payment of $12,500 on Jan. 15, 1948, and 10 promissory notes covering the remaining $200,000. Legal counsel is Darius F. Prince, Washington.

The application further stated that Mr. Beaver would divide his time between KTBS and WHHM with the WHHM staff also being employed in the operation of the FM outlet. WHHM facilities are 250 w on 1340 kc.

In the request for assignment of license of KIUL to the Telegram Publishing Co. it was stated that Frank D. Conrad, sole owner, desires to devote fulltime to his other business interests. The assignee publishes the Garden City Daily Telegram and is owned by Robert E. Reed and family. KIUL is assigned 250 w on 1240 kc. Dow, Lohnes & Albertson, Washington, handled the application.

Application also was received last week by FCC requesting consent to assignment of license of WAZL Hazleton, Pa., from Hazleton Broadcasting Service Inc. to Hazleton Broadcasting Corp. Latter is a new partnership composed of the WAZL stockholders: Victor C. Diehm, E. H. Whitney, Hilda M. Deisroth, and George M. Chapple. Each retains 25% interest. No money is involved in the transaction.

Toni Co. Contracts ABC, Not Set on 'Torne' Time

THE TONI Co., St. Paul (home permanent) has contracted for Tuesday-Thursday portion of 2:15-2:30 p.m. CDST segment of La- duce program, starting Monday, June 30, 2:30 p.m. over ABC. Company also has 2:15-2:30 p.m. CDST segment of Monday-Wednesday-Friday portion on 52 week basis, for which began March 31. New contract is concurrent with old one, terminating at same time. Agency is Foote, Cone and Belding, Chicago. ABC now reports that all available commercial time on daytime programs has been sold.

Company last week was also reported to be deciding between Saturday, 5:30-6 p.m. EDST on NBC and a Sunday afternoon or evening spot on CBS for its Mel Torme show. It was understood that the company had requested the CBS Sunday, 5:15-6 p.m. EDST spot now occupied by Joseph Harsch and the News, but the network wanted to keep the news program in that period. Toni agency is Foote, Cone & Belding, New York.

Drano Plans

DRACKETT Co., Cincinnati (Drano), is considering the possibility of a limited television work show for this fall. Young & Rubicam, New York, is the agency. Decision is expected within two weeks.

PACIFIC COAST BORAX Co., New York, effective Oct. 3 for 52 weeks renewes The Sheriff on ABC, Fridays, 9:30-9:55 p.m. Agency is McCann-Erickson, New York.

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BROADCASTING • Telecasting

Borax Renewal

Down for Broadcasting by Sid Hix
Radio-Minded Philco Tops the Field

Sponsor Uses New Selling Techniques To Attain Sales Dominance

By J. FRANK BEATTY

PHILCO sells more radios than any other manufacturer. It has done so every year since 1930. Right now it is shooting toward annual production of 3,000,000 radio and television receivers.

To set and then maintain that record the company has spent $60,000,000 since 1919 to promote the Philco name and to sell over $850,000,000 worth of civilian products.

In that period Philco has used more radio time than any of its competitors, and has used the broadcast medium as a principal method of getting prospects into stores, and then selling them sets with a higher average value than any other set maker has attained.

At the present time approximately 50% of Philco's national budget is spent in broadcasting.

Philco's formula is simple—so simple and so obvious that you wonder why other set makers haven't used it.

Cut down to capsule size, the formula can be stated in this way: Philco is radio-minded. Its main product is radio sets. It wants to sell them to radio listeners. So naturally one of its main advertising media is radio. Its 1940 advertising budget, for example, was approximately 35% of the industry's total.

There's Action at Philco

Now, good formulas are absolutely necessary to good sales set-ups. But good recipes don't guarantee fluffy cakes, and Philco knows that it can't sit back on its corporate dignity, trusting that millions of understanding Americans will clamor for the sets that roll off some 20 production lines, most prolific in all peaceful electronic history.

Therefore, Philco implements its formula with action. Its manufacturing executives are fast-thinking and fast-moving men. But they don't think any faster or move any faster than the general sales staff that is still able to keep distributors and dealers yelling for more and more sets though the whole broadcasting world knows that the war-accumulated backlog is rapidly being skimmed off the market.

The pace is terrific. Philco executives are commercial grass hoppers, staying in one place only long enough to start things moving, or keep them moving. A visit to the Philco headquarters in the factory district of North Philadelphia is an adventure in electronic excitement. It's a decisive answer to the charge that big businessmen spend their time and energies lolling over plush divans and lapping up club-car cocktails.

Philco's merchandising and sales strategy is conceived, mapped and operated by James H. Carmine, vice president in charge of merchandising, and Thomas A. Kennally, vice president in charge of sales. Together they spark a nationwide sales organization that operated right through the four-year gap in radio and refrigerator production.

The story of that operation is a saga of selling and advertising—intensive selling of radios and refrigerators, and effective advertising by radio primarily and by other media secondarily.

In 1941 Philco plowed back about 5% of its $77,000,000 sales into a $3,750,000 advertising budget. That sum sold 2,100,000 radio sets worth $46,700,000 to distributors, in addition to $17,000,000 worth of refrigerators and more single-room air conditioners than any competitor.

Last year the company sold an estimated $68,000,000 worth of radios, plus about $30,000,000 of refrigerators and freezers and two-thirds that much in storage batteries, tubes and accessories.

No Philco executive will give even a hint about how big the advertising budget was, but applying the 5% formula to total sales of $121,-596,000 (allowing for military business), gives an estimated advertising fund of perhaps $6,000,000, of which at least half went into radio.

Possible Budget

Currently the company appears to be operating at a rate that portends total business of more than $150,000,000, with possibly $7,500,000 going into advertising in 1947. Distributors and dealers spent nearly half that much under Philco's cooperative plan.

During the war, when Philco converted 100% to radar and war production Mr. Kennally organized a committee whose sole duty was to secure products to hold the company's dealer organization together. This committee came up with clocks, furniture, Ken-Tone, coffee makers and some 30 assorted gadgets of noncritical materials. In those years the Philco name was kept before the public by such network programs as Radio Hall of Fame with Paul Whiteman on ABC and Secret Weapon with Rex Stout on CBS.

While everybody in the organization was scurrying to find something, anything, for distributors and dealers to sell, the sales force was looking ahead, under the guidance of a postwar planning committee whose chairman was Mr. Kennally.

Ideas by the dozens were laid on the table, studied, then filed away. Many of them were good; some were exceptional. But the "exceptional" ideas were not good enough. The Philco sales dictionary has two words—"first" and "most."

One of the ideas was put into operation in 1945, shortly before Japan surrendered. Looking over the radio field, Mr. Carmine and John Gilligan, Philco's advertising manager, saw a hot opening, the popular ABC Breakfast Club, for years a tough program for network salesmen to peddle.

Though Philco was not fooled up for civilian production, it didn't hesitate to take on the million-dollar-a-year-quarter-hour. For Philco figured the Breakfast Club could sell refrigerators, and found the guess had been correct when prospects began asking how soon they could get new "Don McNeill refrigerators."

Through 1945 and well into 1946 Philco concentrated its radio merchandising on the Paul Whiteman and Don McNell programs. Results were good; they were excellent. But plant engineers were moving fast, and radios were starting to come off the line at a

(Continued on page 70)

LEADER of the radio set industry since 1936, Philco Corp.'s story of successful selling has been selected to open a series of articles describing how important sponsors have attained sales leadership. Philco's merchandising and advertising techniques, and the results that have followed, are described in this article. The second Philco article will tell how the company has used radio in the past and its FM and television plans.

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Further Realignments Made at FCC

Kenenh, Emery Given New Duties; Three Promoted in Law

RESHUFFLE of two of its newly chosen hearing examiners and promotion of three members of its Law Dept. were announced by FCC last Thursday [CLOSED CIRCUIT, June 16].

Edward F. Kenenh and Walter B. Emery have relinquished their appointments as hearing examiners - Mr. Kenenh to become chief of the Broadcast Division AM Section and Mr. Emery to become chief of the Broadcast Division Renewals Section.

The promotions: Bernard Kothen, Hearing Section attorney, to chief of the Broadcast Division Renewals Section; Bernard Strassburg, senior attorney in the Domestic Wire Section of the Common Carrier Division, to chief of that section; and Benito Gaguine, from acting chief to chief of the Emergency, Experimental and Miscellaneous Section of the Safety and Special Services Division.

The Commission is presently negotiating for quarters for the new examiners whose appointments are effective June 11, date when the new hearing division became effective under the Administrative Procedure Act [BROADCASTING, June 16]. It has not been determined whether these offices would be at the Commission's present headquarters in the New Post Office Bldg. or elsewhere in Washington.

No hearings as yet have been scheduled for the new examiners although they are continuing to help expedite the backlog of hearing cases.

Whether any new appointments or other readjustments in the Law Dept. will be effected because of the present promotions will depend upon outcome of the Commission's budget request pending before Congress, an FCC source indicated last week.

Mr. Kenenh has been member of the New and Changed AM Facilities Section while Mr. Emery has been member of the New and Changed FM Facilities Section. Mr. Emery onetime was director of WNOR Norman, Okla., the U. of Oklahoma station. Background of both men is given together with that of the other nine and now remaining new hearing examiners on Page 98 of BROADCASTING, June 16.

The hearing examiner roster now consists of: Jack P. Blume, former Hearing Section acting chief; J. D. Bond, former member of New and Changed AM Facilities Section; Joseph Brenner, former acting chief, Rate Section, Common Carrier Division; James D. Cunningham, former chief of the Renewals and Revocation Section; Robert W. Hudson, former field attorney in charge of San Francisco office; Hugh B. Hutchison, former chief of New and Changed AM Facilities Section; J. Fred Johnson, who has been in both broadcast and common car

Juke Box Operators Oppose Bill Seeking Royalty Fees

CONGRESS was asked last Wednesday to decide whether performing artists should be given additional royalty fees for the performance of their compositions in coin-operated machines.

Juke box operators appeared before a House Judiciary subcommittee to plead that the margin of profit is already so narrow that a further percentage to artists would put operators out of business.

Representatives of songwriters, on the other hand, pointed out that records played for profit over the air net the songwriters and performers a percentage of profit.

Rendition Fee Doomed

The testimony was part of hearings on two bills sponsored by the National Assn. of Performing Artists. Earlier hearings [BROADCASTING, June 16] covered another proposed bill which would grant royalties to performing artists for their rendition of musical and other recorded works, in addition to the actual creators.

The latter bill is doomed, according to members of the Judiciary Committee, just as it has been 11 previous times. There was, however, more chance that the juke box bill might receive serious consideration.

Wednesday's hearings devoted some time to discussion of the amount of income which the operators of coin musical machines enjoy. John Schuman, attorney for the Songwriters' Protective Assn., estimated that some 300,000 to 400,000 machines all over the United States take in up to a half-billion dollars annually.

Irving B. Ackerman, of the Michigan Automatic Phonograph Owners Assn., and M. C. Bristol, vice president of Rudolph Wurlitzer Co., claimed the expenses of manufacture of the coin machines including maintenance, drained off a major proportion of gross earnings.

Mr. Ackerman declared he had been an operator of the coin machines for a year but had left the business because it was so unprofitable.

Join Don Lee-AMS

DON LEE Broadcasting System added two affiliates June 22 to boost its total to 45, thereby increasing MBS to 431. New stations added are KOLI Phoenix and KCTA Topeka.

Senate Fund Boost Is Sought by Denny

Will Ask $81,000 Increase in Budget for Commission

FCC CHAIRMAN CHARLES R. Denny told the Senate Interstate and Foreign Commerce Committee last week he will ask the upper chamber to increase his appropriation by $81,000.

During hearings on the White Communications Bill Mr. Denny expressed extreme dissatisfaction with the $6,040,000 given the Commission by the House Appropriations Committee. Although the cut of $1,250,000 represented relatively generous treatment by the House group, Mr. Denny claimed the Commission's backlog and obligations to industry for speedy handling of applications, entitled it to more lenient treatment.

He declared that when the FCC appropriation, approved in the House last Wednesday by a voice vote, reaches the Senate within the next two weeks, he will ask that it be increased to $6,850,000.

The FCC appropriation is now before a Senate subcommittee headed by Sen. Clyde M. Reed (R-Kans.) but no hearing has been scheduled. Chairman Denny is tentatively slated to be the first witness. Hearings in the Senate will be open to the public.

Kraft Renewes

KRAFT FOODS Co., Chicago, July 24 renues for 52 weeks Kraft Dry Soup Thursday, 7:30 p.m. EST over NBC. Nelson Eddy and Leonard Pennario, concert pianist, will be featured headliners on summer series which begins July 3. Agency is J. Walter Thompson Co., Chicago.
Porter-Fly Match Booked June 26

Ex-FCC Chairmen Slated To Argue Atlanta Network Case

LEGAL battle of the decade—Paul A. Porter of Miami and Lawrence Fly—will be fought June 26, first encounter of the two ex-FCC chairmen.

The Scene: U. S. District Court for the Northern District of Georgia, Atlanta Division.

The Issue: Whether CBS and the George B. Storer stations violated antitrust laws and FCC rules by allegedly "conspiring" to shift WGST Atlanta's CBS affiliation to WAGA, a Storer station.

The Participants: Mr. Fly, of Fly, Fitts & Shuebruk, representing Liberty Broadcasting Co. (WAGA), along with Dow, Lohnes & Albertson of Washington, and Jones, Williams & Dorsey of Atlanta; and counsel for CBS Inc. Mr. Porter, of Arnold, Fortas & Porter, and Eugene Cook, Attorney General of Georgia, representing the Regents of the University System of the State of Georgia, owning WGST.

Restraining Order

Last Monday Judge E. Marvin Underwood, of the District Court, granted a temporary order directing CBS and WAGA not to make any affiliation commitments until the court can hear argument on the WGST petition for a temporary injunction. The order is effective until the June 26 hearing.

WGST charge that CBS had entered into a conspiracy in restraint of trade by agreeing with the Storer group to change its Atlanta outlet from WGST to WAGA

KIDO LOSES 1st ROUND IN PAPER'S LIBEL SUIT

KIDO Boise has lost its first round as defendant in $100,000 libel action brought by publishers of Boise Statesman.

Newspaper instituted suits against KIDO and three other Idaho stations based upon transcribed political talk by Sen. Glen TheODORE, in which the Senator charged that publication was "bought" and paid for" by Idaho Power Co.

District Judge Charles E. Winstead ruled stations were liable since they failed to exercise their own responsibility and "illustrated at the time NBC cut Fred Allen and other comedians off the air when they attempted to 'kid' vice presidents of NBC."

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WHITE BILL VICIOUS, SAYS FREEDOM GROUP

THE White Bill was characterized in a Voice of Freedom Committee release last week as "the most vicious, anti-democratic bill ever proposed in the entire history of American radio." The committee's chairman is headed by Dorothy Parker, Dr. Algernon Black, and Prof. Henry Pratt Fairchild. Its sponsors include Orson Welles, Robert S. John, Edward G. Robinson and many others.

The Voice of Freedom group charged that passage of the White Bill would "allow all political commentators on the air by making it actually illegal for commentators such as Walter Winchell, Drew Pearson, William Galimar, or others, to give any news whatever without divulging the source... this would immeasurably increase the very censorship of commentators which VOF was formed to fight against.

The release went on: "... If this bill is passed the radio stations will not be obliged to grant or sell time to organizations or individuals for political comment... This would violate American tradition, that voters are entitled to hear all sides freely in political campaigns..." The Committee declared that passage of the White Bill would "make discrimination even more rampant than at present, removing the FCC's power to supervise programs completely..." and "... would foster and extend monopoly domination of American broadcasting by the large networks..."

Report Issued on WNBC In First Separated Year HIGHLIGHTS of WNBC New York's first year of "autonomous operation" an operating unit separate from the NBC headquarters were reported last week by James M. Gaines, station manager. A year ago WNBC was Relief Unit until that time was operated wholly by NBC, began functioning as a separate operation, setting up its own departments.

The showing was reported as accomplished in last year: (1) Audience before 10 a. m. has doubled; (2) Between 12 noon and 2 p. m. it has increased 40%; (3) Network programs show increased ratings in 15 out of 24 quarter hours; (4) Nighttime network programs show increases in eight out of 12 quarter hours; (5) The new Saturday morning children's programs (both local and network) show a 64% audience increase—the largest increase of any New York station.

Young Appointed

ADAM J. YOUNG JR., INC. has been named national representative of WRNY and WRNY-FM Rochester, N. Y., Lester W. Lindlow, general manager of the stations, announces.

REPORT ON WNBC

"This new studio type Image Orthicon television camera requires only one-twentieth the amount of light needed by iconscope cameras, according to RCA-Engineering Products Dept. of RCA Victor, which developed it.

Ekta type and are available in sizes from 25 mm F:2.8 to 155 mm F:3.8. Changing from one lens to another requires only 1/2 sec.

Optical focusing is by a knob which moves the pickup tube backwards or forwards, together with the focus and deflection coil assembly. Thus the scene is brought into focus on the photo cathode of the tube without having to move the lenses. Each lens may be preset individually to focus on a given scene with the same setting of the main optical focusing mechanism. This makes readjustment (Continued on page 81)
**BMB Program Rating Plan Proposed**

Committee Meetings Held
**All of Last Week**

In New York

A PLAN FOR BMB to supply audience measurements for individual programs as well as overall station audience data by tabulating the publication of the “continuous” reports now issued by C. E. Hooper Inc. was submitted to the BMB Research Committee by Mr. Hooper last Tuesday. Committee took no action on the proposal, which came as the result of an unofficial request made June 8 by Hugh M. Feltis, BMB president, that Mr. Hooper explore the possibility of furnishing program measurements for BMB distribution.

In essence, the plan calls for the purchase by BMB, “guaranteed by INA, AAAA, and NAB,” of the capital stock of C. E. Hooper Inc. for $1,000,000, payable in quarterly installments of not less than $25,000, with interest at 5% on the unpaid balance. BMB would then publish, copyright, bill and service Hooper’s continuous reports, including network program Hooperings, comprehensive Hooperatings, Pacific Hooperatings and city Hooperatings.

EXAMINING the gila monster, brought from Arizona as gift for Glenn Snyder, vice president and general manager of WLS Chicago, is Robert Schenidera, curator of reptiles at Chicago’s Brookfield Zoo. Lee Little (left), manager of KTUC Tucson, and Johnny Hogg (right) commercial manager of KVO Phoenix, who presented reptile to Mr. Snyder, appear not a bit unhappy over Mr. Snyder’s decision to pass it on to zoo. Presentation to zoo took place at WLW Dinner Bell program.

A new company organized by Mr. Hooper and his associates would make a 10-year contract with BMB to do the field work, tabulating and computing for these services on a basis of cost plus 10%.

Payment should impose no additional burden on BMB subscribers, Mr. Hooper pointed out in a letter outlining the plan, as it is the amount that “C. E. Hooper Inc. conservatively estimates it would earn on these reports as profit, before taxes, during the next ten years.” Letter adds that a sales campaign by BMB to get advertisers and agencies using radio but not now subscribing to the Hooper reports to do so would increase BMB revenue enough to cover its payments.

**Hooper Contention**

Mr. Hooper concluded his letter by stating that adoption of his proposal would put BMB into the program audience measurement business “without financial investment, without immediate increase in organization, without change in structure, without increase in cost of ratings to subscribers, without duplication in audience measurement.”

FMB research director, attended the session at which Mr. Hooper submitted his plan to the Research Committee members—D. E. Robinson, of L.S. Coke & Mills, committee chairman; H. M. Beville, NBC; Albert S. Dempewolf, Celanese Corp. of America.

Committee during its morning session also discussed the effects on its work of a long range operations system and of a postponement of the second BMB nationwide survey from 1949 to 1949, but made no recommendations pending the decision of the BMB board on fundamental matters.

Advertising industry relations committee, meeting Monday, suggested the formation of a subscriber service department to aid stations in their use of BMB data in selling, promotion, etc. Committee pointed out that some stations seem to feel that BMB has no value to any but the top station in each market, which feeling is not shared by the buyers of radio time who see the service as an asset of local value.

**BROADCASTING • Telecasting**

(Continued on page 28)
**Now BMB's Nighttime Station Audience Report Furnishes Tangible Figures...**

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**Nighttime Audience by Deciles**

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<th>Decile</th>
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**Canada**

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**WHO + for Iowa PLUS**

Des Moines...50,000 Watts

B. J. Palmer, President
J. O. Maland, Manager

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dollars for contracts
during normally slack early summer period, L. A. Blust Jr., KTUL Tulsa commercial manager, has come up with an idea. He has placed a large chart in a prominent place on station's commercial office bulletin board. The chart is 30 silver dollars and spaces alongside each to indicate contracted sales. Each salesman turning in a contract is entitled to remove one dollar. Grand prize to be awarded to top salesman at the end of June is $10.00.

up boosts local news for california clients

the united press announced in san francisco that on july 1 it will substantially increase and improve the service on its california radio wire by offering more local and regional news for its radio station clients.

the california radio wire loop will be expanded to regions of northern and southern California and 18 local stations will be added. 15 of the new stations serve the clients in the southern state area and southern California. 3 already serviced by san francisco and sacramento and fresno servicing stations in central and northern california.

personnel on the radio wire will be increased by four men—two in san francisco and one each in sacramento and fresno.

timebuyers group views wwnC's new 5-kw plant

a group of timebuyers from the chicago and cincinnati areas were flown to asheville, N. C., as guests of wwnC to witness the placing into operation of a new 5-kw transmitting plant by the station recently.

in addition to seeing the new plant, located on a 65-acre tract west of the city, the group visited the wwnC studios and some of the state's largest industrial plants.

FCC announces FM CP procedures permit more expeditious licensing of stations

procedures for applying for licenses to cover FM construction permits were announced last week by FCC which will be effective until adoption of new application form. The commission emphasized that engineering standards and frequency assignments are being changed but that additional time is being provided where necessary to meet the standards. It was further pointed out that the procedures will facilitate more expeditious licensing of FM stations.

the commission outlined the new procedures in its public notice as follows:

in connection with the issuance of licenses to cover construction permits for FM broadcast stations, the commission wishes to announce that the following procedures will apply.

1. Pending the adoption of a new application form, license applications should be submitted on Form 320 as now in use. In accordance with instructions on Form 320 instruction sheet, the forms and instruction sheets are available upon request.

2. Where frequency assignments have been changed pursuant to the reallocation plan adopted on june 12, 1947, letters will be sent to permittees and licensees advising them of their changed frequency assignments. Outstanding construction permits and licenses will not be revoked to show the new frequency, as this will be included in subsequent issuance of authorization. An interval, operation on the new frequency will be authorized after the issuance of a license. In instances where a license application is now on file and the frequency is changed, action on the application shall be withheld until the frequency change is made and all appropriate amendment is submitted to the application. If an application now pending need not be otherwise amended, any further data are requested by the commission.

license applicants should not comply with full construction on the frequency assignment, as it should be changing pursuant to the reallocation plan.

3. The FM license application form requires that measurements of audio frequency characteristics be made to ensure that the FM engineering standards are met and to establish that such measurements will also be required when the license is granted. In order that the technical performance of the station may be periodically reviewed. With respect to the technical performance of the station, it should be realized that in some instances equipment may be used which is not immediately available. Accordingly, consideration will be given to applications for licenses which do not supply complete measurements to indicate compliance with the engineering standards. As much of this data should be submitted as possible; however, all applications must include reasons therefor when complete measurements are not made.

In some instances licensees have requested in memos submitted since july 1 all of the engineering requirements at the station are met and such conditions will be considered on their individual merits. The commission wishes to express the hope that the FM engineering standards are not too rigorously construed but that, when time is being provided where necessary to meet the standards, the commission will also permit more expeditious licensing of FM stations.

with respect to the field intensity measurement requirements of Class B FM stations, the commission has received inquiries concerning the time within which such measurements must be submitted. As indicated by a footnote to the rule, this material shall be submitted within one year after the license is issued or within such extension of time as the commission may consider for good cause granted. the commission does not desire to impose an undue burden on FM licensees. However, the commission wishes to obtain an additional time for station owners to supply necessary measurements. It is hoped that by a conference between the commission and representative of licensees, the commission will be able to supply necessary measurements. It is hoped that by a conference between the commission and representative of licensees, the commission will also permit more expeditious licensing of FM stations.

In making the announcement Ray Green also stated that within the next 90 days or so, additional procedures will be announced "that will make transcription history.'

Denver U's radio clinic opens july 21 for month

plans are nearly complete for the U. of Denver's summer radio Clinic, believed to be the first clinic designated specifically for small market broadcast stations. Clinic will be held in five one-week sessions July 21-Aug. 22 at the university. Neville Miller, past president of NAB, will direct the Aug. 4-8 session on radio law, concentrating on those areas of law and procedure having to do with daily operations of station operation.

other sessions and their directors are: radio journalism, July 21-25, under direction of Arthur Stringer, director of special services and news consultant, NAB; advertising and promotion, July 28-Aug. 1, headed by J. Allen Brown, assistant director of NAB, use of community resources, Aug. 11-15, directed by Leo Howell, owner-manager of KFXX Grand Junction, Col., and programming problems, Aug. 18-22, led by Allen Miller, director of the Rocky Mountain Radio Council.

Moved to west coast

Daniel R. Goodman and Art Silverstein, formerly of the New York office of Harry S. Goodman Radio Productions, have been transferred to the west coast where they will head up a branch of the company in Hollywood and will handle the territory west of the Rockies. Plans for the new Goodman office include research in syndicated television, local advertising and promotion, and traveling representative of Harry S. Goodman, has been transferred to the New York office permanently to handle national accounts.
tools for the summer season

If sales-cultivation is your aim this season (and from many quarters come reports that cultivation is needed) you’ll find the microphone a mighty useful tool. It’s as effective in summer as it has proved itself in winter • Radio is doing a man-sized job of keeping merchandise moving, even where buyers are showing unaccustomed restraint • Westinghouse stations are ready to deliver your sales-message to large, responsive audiences in six great market areas centering in Philadelphia and Pittsburgh, Boston and Springfield, Fort Wayne, and Portland, Oregon. In each of these areas, listeners have learned to tune in the Westinghouse station both for popular network shows and for local programs geared to special needs, special preferences • Our representatives will be glad to present evidence of results produced by each Westinghouse station • in today’s market • for advertisers like yourself.

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA
National Representatives, NBC Spot Sales • Except for KEX • For KEX, Free & Peters
50 kw. FM...

High Band FM Comes Of Age...

Here's How It Is Done...

MODULATOR 50w

IPA EIMAC 4X500A's 3 kW

IPA EIMAC 3X2500A3's 12 kW

PA EIMAC 3X12500A3's 50 kW

4000V

Above. Four Eimac 4X500A tetrodes in pushpull parallel raise the power level from 50 watts to 3 kilowatts.

Right. A pair of Eimac 3X2500A3 triodes in a grounded-grid circuit provide 12 kilowatts of driving power for the final amplifier.

OPERATING CONDITIONS
(Two Tubes)

D-C Plate Voltage - - - - 4000 volts
D-C Plate Current - - - - 14.4 amperes
D-C Grid Voltage - - - - 620 volts
D-C Grid Current - - - - 1.9 amperes
Driving Power (Approx.) - - - - 12 kilowatts
Plate Dissipation (total) - - - - 15.4 kilowatts
Plate Power Input - - - - 57.6 kilowatts
Useful Power Output - - - - 54.4 kilowatts
Apparent Efficiency - - - - 94 per cent

*Actual power delivered to water-cooled load. Amplifier output estimated to be 3 kw higher, due to resistance and radiation losses between amplifier and load.
When KSBR put the first 50-KW high-band FM transmitter on the air Eimac tubes were in every important socket. This was only natural, as Eimac tubes have been associated with every FM transmitter development, including the original historic 1935 demonstration before the IRE.

KSBR's 50-KW amplifier was designed and built by Eimac to demonstrate the capabilities of the new Eimac 3X12500A3 multi-unit air cooled triode. A pair of these new triodes in a grounded-grid circuit easily delivers 50-KW at high-band FM frequencies, with power to spare. Performance of this sort is made possible by sound vacuum-tube engineering. Because of its unique multi-unit design, the 3X12500A3 combines high power capability with close electrode spacing and low lead inductance, thus making it possible to produce high power at VHF with low plate voltage and high over-all efficiency. These same features make the 3X12500A3 an outstanding performer at low frequencies.

Data on the 3X12500A3 and the 50-KW amplifier are available. Write to

EITEL-McCULLOUGH, INC.
1760 San Mateo Ave., San Bruno, California

The final amplifier at KSBR—the amplifier that made FM history—consists of little more than two Eimac 3X12500A3 triodes and a pair of shielded, low-loss tank circuits.

The unit is extremely compact considering its power capabilities. Width 36”; Height 70”; Depth 25”.

---

**TYPE 3X12500A3**

**ELECTRICAL CHARACTERISTICS**

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
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**PRICE** $700

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**TYPE 3X2500A3**

**ELECTRICAL CHARACTERISTICS**

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**PRICE** $165

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**TYPE 4X500A**

**ELECTRICAL CHARACTERISTICS**

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<td>Output</td>
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<td>Transconductance (i_p = 200 ma, E_i = 2500 v, E_c = 500 v)</td>
<td>5200 uuf.</td>
</tr>
</tbody>
</table>

**PRICE** $85

---

Follow the Leaders to

**Eimac TUBES**

The Power of FM

Export Agents: Fraser & Hansen, 301 Clay St., San Francisco II, Calif
Texas Study Discovers Best Listening Hours for Lone Star Schools 9-9:45 a.m.

By A. L. CHAPMAN
Director, Bureau of Research
In Education by Radio
U. of Texas

"WHEN is the best time to broadcast to schools?" This is a question many broadcasters are asking. Plans are now being made for broadcasts to schools during the 1947-48 session. Since it is important for the Texas School of the Air to be broadcast at the most desirable time of day, this study was undertaken.

The Texas State Dept. of Education keeps a record of the schedule of recitations of all accredited high schools in the state. These schedules show the time at which school begins in the morning, the time of all recess periods, the time of beginning and ending of all class periods, and the time at which school is dismissed in the afternoon.

Study Made

A study was made of these schedules of recitations of 323 of the 1167 Texas accredited high schools. All schools (237) in Texas with an enrollment of over 1000 were included. The remaining 294 schools were selected on the basis of percentages of schools of various sizes, i.e., the exact percentage of schools of small, medium, and large enrollment which were found in the entire state were selected for study.

The times at which all bells rang in each school were recorded. A glance revealed the times at which no bells rang in most schools. The results of the tabulation are shown in the table above. The 45-minute periods are shown because it is usually desirable to allow a few minutes before the broadcast for preparation and a few minutes for discussion after the broadcast.

The study also showed that it is not desirable to broadcast programs for classroom listening before 9 and after 3. The early hour is not desirable because of the great diversity of times at which schools take up in the morning.

The afternoon limit is suggested because of the large number of special periods and inadequate time for follow-up of the broadcast before school is dismissed. It is not desirable to broadcast to classrooms between 11:30 and 1 because many schools, particularly large ones, have three staggered 30-minute lunch periods.

Although the results of this study may not necessarily apply to all states, the technique for securing the necessary information for determining the best time to broadcast to schools is applicable to any state. It is hoped that the above study may be suggestive to others who are confronted with the same problem.

Zenith Opens Sessions On Servicing FM Sets

SERIES of FM schools, originated and conducted by Zenith Radio Corp. to teach correct servicing of FM receivers, began in Milwaukee June 9. Schools will offer to technicians of distributors and dealers throughout country up-to-the-minute methods of proper servicing.

Classes in Milwaukee were sponsored by Morley-Murphy Co., Zenith distributor. Zenith engineers explained technical aspects of FM. Meetings are tentatively scheduled for Detroit, Buffalo, Williamsport, Pk., New York, Norfolk, Cincinnati, Memphis, Atlanta, Jacksonville, New Orleans, Dallas, Kansas City, Minneapolis, Billings, Spokane, Seattle, San Francisco, Los Angeles, Salt Lake City and Denver.

Honorary Degree

RAYMOND RUBICAM, chairman of the Research and Policy Committee of the Committee for Economic Development and retired chairman of Young & Rubicam, New York, was awarded an honorary degree of doctor of laws at Colgate U.'s spring commencement June 18. The degree was conferred by President Everett Case following the commencement address by Mr. Rubicam.

Diathermy Symposium

INVITATION was extended last week by FCC to manufacturers and engineers concerned with diathermy equipment to attend a symposium June 18-27 at the Commission's Laurel, Md., laboratory on field intensity measurements, procedures for type approval tests and related design practices.
announces the appointment of

THE KATZ AGENCY, INC.

as the national representative of its

Television Station, WFIL-TV
as well as its

FM Station, WFIL-FM

WFIL · WFIL-TV · WFIL-FM
are affiliated with The Philadelphia Inquirer
Three FM Proposed Grants Given Philadelphia by FCC

THREE of the four remaining unreserved Class B FM channels in Philadelphia were proposed to be assigned last week by FCC. The proposed decision looks toward grant of the applications of Unity Broadcasting Corp., owned by the International Ladies' Garment Workers Union (AFL); Independ-ence Broadcasting Co., licensee of WHAT Philadelphia, and Frank-lin Broadcasting Co.

Of the two other applications in the proceeding, that of Patrick Joseph Stanton was continued in hearing and that of WDAS Philadelphia was dismissed.

The request of Mr. Stanton, favorably viewed by the Commission in its decision, was continued in hearing because of the question of financing the operation. Mr. Stanton is holder of a construction permit for WMJ Philadelphia, 10 kw on day on 1500 kc, and has been offered backing by James T. Duffy Jr., a young hammer manufacturer. The FCC report said that Mr. Duffy however has not committed himself to support of the proposed FM station until there exists no uncertainty of the WMJ operation. The effectiveness of the WMJ CP has been stayed by the U. S. Court of Appeals for the District of Columbia pending outcome of the appeal taken by WCKY Cincinnati from the FCC’s action refusing to set aside the Stanton grant [BROADCASTING, April 28].

The Commission dismissed the WDAS application since the station’s new owner, William Gold-man Theatres [BROADCASTING, May 12], had not been party to the hearing in the case and no provision for the FM operation was contained in the sales transaction.

FCC further stated that the former owners indicated that they did not wish to enter FM after the divestment of their AM interests. A petition by William Goldman Theatres to grant the WDAS FM request for operating the hearing in the matter was proposed to be denied by FCC because the firm did not apply for a Class B FM channel prior to commencement of the pending week wide hearing. The Commission’s rules for late filing. FCC stated that the petitioner had evidently become interested in broadcasting before the conclusion of the hearing through contracting for purchase of WDAS, yet it failed to “inform the Commission of its desire for an FM station in Philadelphia” until four months after the filing of record.

Union’s Other Plans

ILGWU, which wholly owns Unity Broadcasting Corp., also has other subsidiary interests which hold FM grants for Boston, Chattanoog, St. Louis, Los Angeles and Detroit. As stated by R. C. Wood, the Konic record also stated the ILGWU is negotiating for the manufacture of a large number of FM receivers for sale at cost to its members in the several cities where it holds assignments. The proposed Philadelphia station is to be operated with at least 50% of the programs sustaining, FCC found. All profits are to be employed for the improvement of the station and its services. Religious shows would be sustaining. Unity Broad-casting would encourage development of local talent, establish a music scholarship fund and a program advisory committee. Italian and Jewish programs also would be aired.

Principals in Franklin Broad-casting Co. are: Lawrence M. C. Smith, attorney, president-treasurer and 52.6% owner; Abraham L. Freedman attorney, vice president 15.8%; Walter M. Phillips, former attorney now active in civic affairs, vice president 15.8%; Joseph S. Clark Jr., attorney, assistant treasurer 5.3%; Dorothy S. Montgomery, managing director of the Philadelphia Housing Assn., secretary 10.5%. Mr. Smith, who also is minority stockholder in V.I. Broadcasting Co., application for AM facilities in Allentown, Pa., is to devote a substantial part of his time to the FM station. The other stockholders will not take part in day to day operations.

RINGSIDE SEAT has been provided for spectators who like to watch progress of construction work on new antenna of KSD-TV and KSD-FM St. Louis. Tower, built on top of First-Dispoklace’s annex building, has overall height of 540 feet above street level, tallest structure in downtown area. It will be put into service in July.
It's all up there in the headline—and on those billboards. The Cowan organization offers you seven of the hottest shows in the business... and they mean business.

Every program gets big-budget results on small-budget terms. Every show is tops in its field—disc jockey, situation comedy, mystery, drama, sports, music.

To stations these shows offer a programming opportunity to meet and beat competition. To advertisers and their agencies these transcribed programs mean network quality at extremely low cost.

The next seven pages (they might be the most important reading you've ever done!) are stamped with the Cowan kind of showmanship.

Cowan transcriptions turn the tables on competition!
Reach for the Sky!

You'll reach more listeners per dollar than you ever pulled out of any sky with

Red Ryder

On Transcription

People like to buy from salesmen they know, and everybody knows "Red Ryder."

"Red Ryder" is more than a radio show— he's an American institution!

45,000,000 men, women and children read this popular comic-strip feature in 750 daily and Sunday newspapers.

65,000,000 people see "Red Ryder" in the 8 feature motion pictures shown annually in more than 8,000 theatres.

12,000,000 "Red Ryder" comic magazines are sold yearly.

1,000,000 "Red Ryder and Little Beaver" Big Little Books are sold yearly.

"Red Ryder" is the most promotable program ever! And we've got everything ready for you: radio's greatest fan club, self-liquidating premiums, giveaways, tie-ups galore.

After five sensational years of live broadcasting and successful selling for Langendorf Bakeries, "Red Ryder" is now available for the first time on transcription.

Both sponsor and agency give great credit to this program for its contribution to a spectacular sales increase in recent years.

"Red Ryder" is ready to ride for you—in one or hundreds of markets, at an amazingly low cost. Get the facts today!

Series of 52 half-hour surefire transcriptions

Now and from now on the best in transcribed shows

Louis G. Cowan, Inc.

New York Chicago Hollywood
Ever wished you could sponsor "Henry Aldrich" . . . "Date with Judy" . . . "Life of Riley" . . . "Ozzie and Harriet" or any other high-cost, high-rating situation comedy show on the networks today? Then here's the show you've been waiting for. "The Smiths of Hollywood" has the best of the audience-attracting appeal of these top shows. And it has big star names! "The Smiths of Hollywood" will take the play away from anything on the dial! Each half-hour cost $10,000 to produce . . . but share-the-cost transcriptions spread the expense among hundreds of advertisers. There's never been a better show. No station or sponsor ever had a better deal. It's surefire and the low cost is one of its best features! Half-hour shows ready now!

Matchless music by Charles Hathaway and his 15-piece orchestra. Brilliantly written by Dick Nossaman and Robert Presnell, Jr.

Louis G. Cowan, Inc.
New York Chicago Hollywood
WOW!

TOMMY

If you don't book it, you'll have to buck it!
All we did was announce the new Tommy Dorsey Disc Jockey show. We explained that Tommy on transcribed bands emcees the show, personally selects and introduces hit phonograph records, and interviews top-drawer guest stars.

Wow! You should have been here to see what happened! Wow is about as close as we can come to a description. The wires hummed, the phones jangled, the postman staggered under his load. Non-cancellable, 52-week orders on just one advertisement!

Regardless of broadcast time, Dorsey will capture and hold the major share of the available audience for any station five full hours every week. Here's your chance to dominate — really dominate — any area at an extremely low talent cost.

Buy the whole five-hour strip, or any part of it on as many stations as you want. It sells as full-, half- or quarter-hour strips as well as spot announcements. Big as it is, the cost is small. Write, wire or phone us today for names of stations carrying the show in the markets you are interested in.

(ASIDE TO STATION MANAGERS: Better find out right now if the Tommy Dorsey Disc Jockey Show is still available in your market. Only one station in any market can own this valuable franchise. Remember, if you don't book it, you'll have to buck it ... five full hours every week!)

NOW AND FROM NOW ON THE BEST IN TRANSCRIPTION SHOWS

LOUIS G. COWAN, INC.

NEW YORK  CHICAGO  HOLLYWOOD
RADIOS
GREATEST TALENTS
IN RADIO'S GREATEST
DRAMATIC TRANSCRIPTIONS
AN AMAZING RECORD
OF SUCCESSFUL SELLING
AT LOWEST COST
FROM COAST TO COAST
PRODUCED BY LES MITCHEL
HALF HOURS

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS
LOUIS G. COWAN, INC.
NEW YORK  CHICAGO  HOLLYWOOD
The proof of any radio program's value lies in its ability to produce SALES—and in city after city contract renewals for additional cycles are proof that “Murder at Midnight” does just that! (Ehret Beer just renewed for the fourth 13-week cycle on WJZ New York the other day).

Ratings, too, tell a success story:

  No. 1—13.2 in San Francisco on KFRC
  No. 1—6.7 in New York on WJZ
  No. 1—10.2 in San Diego on KFSD
  No. 2—7.6 in Chicago on WGN

and so they go...all against the toughest kind of competition.

All this proves once and for all that outstanding stories by the authors of radio’s high rating network mysteries, outstanding musical treatment, leading radio players, add up to true network quality programs.

Yes, “Murder at Midnight” takes the gamble out of program selection because week after week, in big markets and small markets, for big companies and small stores, “Murder at Midnight” is proving over and over again that it is a whale of a salesman for all kinds of merchandise and services. Put “Murder at Midnight” on your sales staff and watch your sales soar!

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.

NEW YORK  CHICAGO  HOLLYWOOD
the greatest authority of them all!

Joe McCarthy speaks

Winner of seven pennants and six world series—a record never equaled—McCarty tells inside stories of baseball... the kind only an expert could tell.

120 five-minute transcribed programs!
Produced by Robert Mendleson

the one and only!
Barber Shop Harmonies
by the gaslight quartette

The only Barber Shop Quartette series available today on transcription. Scores of advertisers on station from coast to coast are proving its merit every day.

156 fifteen-minute transcribed programs!
Produced by Robert Mendleson

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.

CHICAGO: 8 So. Michigan Ave., Chicago 3, Ill., Randolph 2022
<table>
<thead>
<tr>
<th>State &amp; City</th>
<th>Call Letters</th>
<th>Licensee or Permits Issued</th>
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**Set Out for May Drops from April; Statistical Survey Planned by RMA**

**PRODUCTION of radio sets in May (four weeks) dropped off from the five-week figure by 1,316,373 units as against the previous 1,765,723, according to Radio Manufacturers Assn., accounting for over 90% of industry production.**

This trend reflects a settling down based on the fact that public demand is catching up with production. Output early in the year was at a rate of 18,000,000 sets for 1947, but manufacturers generally agree that an output of 15,000,000 units will satisfy the market.

Only increase in May was noted in the case of television receivers—8,690 units as against the five-week figure of 7,886 in April. Of these 5,646 were table models, 1,614 direct-viewing consoles, 92 projection consoles, 1,207 phon combination direct-viewing sets, and 101 combination projection sets.

**May Productions**

Production of FM sets in May totaled 84,607 compared to the five-week figure of 112,256 in April. The FM output consisted of 13,035 models, 3,901 consoles, 58,471 combinations, and 9,613 with direct-viewing under the weekly rate of production in April.

Gradual increase in output of consoles continues, with a corresponding decrease in FM models. Heavy production of FM combination consoles is based on willingness of many FM buyers to pay for a quality product with all accessories.

Total set production for the first five months of 1947 was 7,397,502 units, of which 3,258,929 were FM AM and 34,583 television receivers. Average monthly output is 1,497,000 units, or a rate of 18,000,000 annually. Continued falling off in production is expected during the summer, with many plants planning vacation shutdowns.

*Photographer* caught this group as it was leaving Stamford, Conn., for ABC's early June picnic on Long Island. Clockwise: Kingsley Gillespie, vice president and treasurer, WSTC Stamford; Humboldt Greig, ABC sales; Adrian Samiah, ABC programs vice president; Slocum Chapin, ABC sales; John Norton, ABC vice president; Tom Robinson, ABC sales; Ivor Kenway, ABC director of advertising and promotion; Harold H. Meyer, general manager, WSTC.
Radio Luxembourg Vets Reunited

Meta Feltten Honored For Saving Station By Fast Talking

American forces smashed their way into the Grand Duchy of Luxembourg September 10, 1944 and took over one of the most potent radio forces in the whole war — Radio Luxembourg.

The whole heroic chapter of that part of the war was recalled last week when 50 of the officers and enlisted men of the Army and Navy of the Grand Duchy of Luxembourg, the station's own forces, were presented to the station for the use of United States forces. Mr. Feltten, a stocky, dark-haired citizen of Luxembourg, now in this country as a delegate of the Grand Duchy at the International Telecommunications Conference in Atlantic City.

When the Nazis blitzed into the Grand Duchy on May 10, 1940, Meta Feltten was chief engineer of Radio Luxembourg, a privately-owned station second only to Radio Moscow in power. After the Wehrmacht, came a German engineer with instructions to blow up the transmitter.

Mr. Feltten talked the engineer out of it. He pointed out that the transmitter was a beautiful piece of engineering, and that it would be a crime to destroy it. He satisfied the German engineer that if the tubes alone were destroyed, it would accomplish all that was necessary as the war would probably over before they could be replaced.

As the Germans turned these arguments over in his mind, Mr. Feltten tried still another tack. He knew that the station was indispensably as necessary as the Nazis' troops for hauling away liquor and other loot in military transports while leaving him to shift for himself. Mr. Feltten played on the man's indignation, too, with the result that only the tubes were destroyed.

Hid in Country

The patriot then went into the country to hide, doing farm work to keep alive but never forgetting the cause of freedom. He did radio repair work for the under-ground. He also kept in contact with former employees of the station. They told him the location of all dynamite charges which the Germans placed in the studio again.

When the Americans finally did come, Mr. Feltten was ready. He accompanied a platoon of tanks from the 5th Armor Division to lead them to the station. On the way, the tanks hit a cow and Mr. Feltten, left, was unhurt. At the station, he helped remove the dynamite charges. Then he led Americans to stock of German tubes which would fit.

In 14 days the station was back on the air, the only one powerful enough to be heard by all forces on the Western Front and by the Germans. Later; the war over, it was to play an important part in aiding displaced persons, to whom it broadcast in French, Flemish, Czechoslovakian, Russian and Italian.

The station itself was under command of Col. Samuel R. Rosenbaum, former WPRIL president, now a Philadelphia lawyer. Mr. Rosenbaum, in charge of the 175 officers and enlisted men of all the United Nations who made up his complement, and, in addition, of 150 local civilian workers, had nothing but praise for the courage of Mr. Feltten, who not only endangered his own life by his actions but saved the station and two children. Mr. Rosenbaum, who was among those at the reunion, praised also the professional competency of Mr. Feltten as an engineer.

Among others at the reunion were: Gerald Maulsby, chief of current events, Columbia Broadcasting System; Guy Delia Cipra, assistant to the president, Columbia Broadcasting System; Hans Berger, producer of films for United Nations; Alexander Frank, of National Broadcasting Company, language staff, and Al Hollander, partner of the Cowan agency.

WBBM Staffers Honored For Chicago Radio Work

Two staff members of WBBM Chicago have been cited by the Chicago Social Work Publicity Council, in its annual report, for their contributions to the success of the council's ten radio programs. They are Elizabeth Wolcott, of the station’s Department of Education, and Ben Park, producer of the council's radio series, “Young Men May Live.”

Program, which is heard every Saturday on WBBM from 3:30 to 4 p.m., presents dramatized episodes from history of Chicago Social Council of agencies, with the emphasis on accomplishments of each organization.

CAB Finance Status

ANNUAL FINANCIAL statement of Canadian Assn. of Broadcasters and the Radio Bureau operated by CAB at Ottawa shows total revenue for calendar year 1946 of $60,430 and $75,312. The Radio Bureau, started as a co-operative feature service by a number of broadcasting stations, has been operated by CAB since November 1945, but its operations were not officially taken over till November 1946. It had operated at a loss since its inception in 1944, till 1946 when its revenue was slightly greater than expenses.

MAURICE C. DREICHER, conductor of New York Panorama and Cigar Forum on WWRL New York, has been appointed director of radio television of the Henry L. Jackson Organization, New York, fashion consultants to department stores.

HIGH-FIDELITY CANARY was presented to Bill Bailey, FM Assn. executive director, at surprise birthday party given by FM Assn. staff.

NATIONAL VIDEO GUILD LOOKING FOR SCRIPTS

NATIONAL VIDEO GUILD INC., television production association for all people of people of TV stations, advertising agencies, stations and others of allied interests, has completed its organizational plans and is looking for scripts “taking a fresh look at the medium,” according to William Kennedy of Donohue & Coe, executive director of the Guild.

Scripts should be sent to the Guild at 368, Grand Central Station, New York. Three programs have already been selected for production by the Guild, Mr. Kennedy reported, and are being prepared for presentation to television stations, agencies and prospective sponsors. NBC, which provides a weekly meeting place for the group, has asked to see any programs the guild has ready at any time, he said. In addition to writers, the Guild invites membership from those interested in other video operations who wish to gain experience in this new medium.

Officers of the Guild include—Murray Harris, WNBC News producer, Sell Booth, Pedlar & Ryan, vice president; Shirley Krieger, Sherman & Marquette, secretary; Doreen Christopher, Asiatic Petroleum Corp., treasurer.

Facsimile Discussion

FACSIMILE BROADCASTING and newspaper ownership were discussed in detail at June 12 sitting of Parliamentary Radio Committee at Ottawa. Harry Sedgwick, CFRB Toronto, and chairman of Canadian Association of Broadcasters, was questioned by members of committee as to effect of facsimile transmission on newspapers and whether this would give a greater monopoly to newspapers owning broadcasting stations. Committee members were informed that newspapers owning broadcasting stations were mostly individual papers, with only two small newspaper chains having stations.
Among other things, "Shopping by Radio" encourages Hartford women to shop early. WDRC's Mobile Unit cruises 'round the downtown area each morning to pick up an early riser and take her to the studio, where she is rewarded with an armful of prizes, all purchased by the station.

"Shopping by Radio" is already one of the most widely-heard morning programs in Hartford, built on the sure-fire formula of live local color. It is available for 1-minute participations or blocks of time. Write William F. Malo, Commercial Manager, WDRC, Hartford 4 Connecticut, for details.
WMC

"the station most people listen to most"

★ MEMPHIS ★ 5000 WATTS DAY & NIGHT

Owned and Operated by
The COMMERCIAL APPEAL
National Representatives
The BRANHAM COMPANY

AFFILIATE

When it's Memphis you want . . . . . . . . .
It's WMC you need.

WMC-FM, the only FM station in Memphis

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AAA Expects 50-kw Outlet To Adopt Cash Discount Plan

ANNOUNCEMENT of adoption of the 2% cash discount by an as yet unidentified 50-kw station is expected within a few weeks, spokesman for the American Assn. of Advertising Agencies, which has been campaigning for the discount, said last week.

The major station was said to be one of 39 which have adopted or intend to adopt the 2% discount in response to a letter sent to U. S. stations two months ago by the AAAA.

The letter, urging stations to adopt the discount plan with their next rate cards, elicited 200 responses, the AAAA spokesman said. Of these, only "a small percentage" indicated they were "vigorously opposed," he said.

"Most of them have a "wait and see" attitude," he reported. "They are waiting to see what the industry will do."

AAAAs officials, appearing at a New York press conference, took no pains to conceal their concern over the fact that the National Assn. of Broadcasters has refused to endorse the 2% cash discount.

The NAB's position, they said, was a serious deterrent to the AAAA campaign for general adoption of the policy.

Cites Response

The AAAA spokesman said that only 10% of the nation's radio stations now allowed the discount, which is permitted by the four national networks in connection with national accounts.

At the same press conference, Frederic R. Gamble, AAAA president, announced that the 1948 AAAA national annual meeting would be held at Greenbrier, White Sulphur Springs, W. Va., April 7-9.

The AAAA Pacific Council, composed of members located west of the Continental Divide, will meet next Oct. 12-15 at the Awanhee Hotel, Yosemite National Park, California. The AAAA board will also meet there at that time.

Mr. Gamble also reported that AAAA membership has reached 196, highest in its history.

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RICHARDS TURNS DOWN NBC OFFER FOR KMPC

REITERATING previous denials of possible sale of KMPC Hollywood to NBC, G. A. Richards, president of Station of the Stars Inc., operators of that station, admitted that following talks with network executives in New York he had decided to reject all offers. As result KFI will continue as NBC outlet, for present, it is felt.

Favoring course of operations as an independent, Mr. Richards explained that a definite trend in programming becoming more favorable to independent operation and the rapidly growing importance of the Southern California market had influenced his decision.

He cited particular attention which will be given to syndicated program material (as result of KMPC affiliation with Broadcasters Guild Inc.). In addition he said station will continue to expand news coverage as well as civic, religious and educational programming.

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FTC-Brown & Williamson Raleigh Case Is Settled

A STIPULATION to cease and desist claim that "Raleigh" cigarettes are "right for the throat" was accepted last week by the Federal Trade Commission from Brown & Williamson Tobacco Corp., Louisville, Ky.

Under the terms of the stipulation, the company also agrees to discontinue any other representation to the effect that "Raleighs" have been adapted to or made suitable for the throat so that the smoke from such cigarettes is beneficial to the throat or less harmful to the throat than smoke from other cigarettes.

Wenzel Campaign

H. WENZEL Tent & Duck Co., St. Louis, Mo., has begun its annual national spot announcement campaign on behalf of its product, Eagle Brand Water Bags. Campaign will include five one-minute ads and five 30-second ads over approximately 170 stations (including 70 Keystone stations) covering approximately 40 states.

Spots will vary from three-to-five per week depending on market areas. Campaign will run from mid-June through August. Simmonds & Simmonds, Inc., Chicago is agency.
June 23, 1947

Mr. Maury Long
BROADCASTING
870 National Press Bldg.
Washington 4, D. C.

Dear Maury:

Early in April I promised you additional news about the progress and development of Taylor-Howe-Snowden Radio Sales. Here is more information I would like for you to pass on to your customers.

1. On June 1, THS Radio Sales took over the representation of Station WNTT "Dynamite in Dixie", the new NBC outlet in Augusta, Georgia. Augusta is on the South Carolina-Georgia state line and the coverage of WNTT includes the thickly populated and highly industrialized area, known as the "Horse Creek Valley", across the river in South Carolina.

2. KGGM, Albuquerque, N. M., is now operating with 5,000 watts on 610 k.c., and KVSF, Santa Fe, N. M., with 1,000 watts on 1260 k.c.

3. WMPS, Memphis, is soon to go to 10,000 watts day, 5,000 night, on 680 k.c. Construction is almost complete.

4. KGNC, Amarillo, will soon go to 10,000 watts day and night on 710 k.c.

5. KTRI, Sioux City, Iowa, expect to be on their new power of 5,000 watts on or about September 1.

6. KTKO, Oklahoma City, and KOME, Tulsa, recently granted CP's for increase in power to 5,000 watts day and 1,000 night and a change to more advantageous frequencies. Construction on both of these stations will begin immediately.

Maury, there is really too much to tell in one letter so I guess I will have to buy another page in the near future and give you more interesting news about THS development, expansion and service to a growing list of important radio stations.

Warm regards,

O. L. "Ted" Taylor
Ace Announcer For Baseball's Hotbed!

Jim Reid's listeners are the hottest baseball fans in America.

★ Of the 52 minor leagues in United States, six of them—or better than one out of every nine—are in WPTF's area. (Coastal Plain, Carolina, Tar Heel State, Tri-State, Sally, and Piedmont.)

★ North Carolina has more native sons per capita playing in the Major Leagues than any other state.

Flash!

Put a slugger in your sales line-up in the billion dollar WPTF retail market.

Jim Reid Sportcast, 6:30-6:45 PM, and Sports Final, 11:05-11:15 presently available for sponsorship.

★ Every town in WPTF's primary* has an American Legion Junior team and/or a community sandlot team.

To serve this sports-wild audience, WPTF dishes out latest diamond news and scores Four Times Daily and is on hand in person to broadcast many of the crucial games. All of which helps explain why WPTF is the Number One Salesman in North Carolina, the South's Number One State.
YOU...agencies and advertisers alike...should know what your particular time periods or programs are doing...and WGN, thru the Nielsen Radio Index, is able to obtain this information for you.

One sponsor, for example, recently learned that his two widely separated quarter-hour strips 6 days a week reach 57.2% of the total homes in the Chicago Nielsen area in four weeks...he knows, then, that he is actually reaching 2,395,000 different homes at least once (and most of them more often) each month.

WGN is the only Chicago station that can supply this information.
duPont Competition
Deadline Is Dec. 31
Stations Are Advised to Start Preparing 1947 Entries

ALFRED I. duPONT Radio Awards Foundation has sent out letters to stations notifying them that entries in the 1947 competition must be submitted by Dec. 31, 1947.

The three annual awards of $1,000, one each to large and small power stations and one to a commentator, "are designed to awaken the realization of the vast influence of the medium of radio toward the promotion of the fundamental ideals of American freedom and the dissemination of accurate news and information with intelligent analysis thereof as a permanent and increasingly constructive service to our nation and to our respective communities." Station awards are given "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to nation and community."

The winning commentator is selected "in recognition of distinguished performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, independence and public service through the medium of radio."

Late entries were WHO Des Moines, WKY Oklahoma City and Elmer Davis.

Dr. Christian Script Award
Won By Newspaperman

FIRST PRIZE of $2,000 in the 1947 Dr. Christian Award script competition was presented to Sidney Gathrid, Philadelphia newspaperman and free lance radio writer, by Jean Hersholt, star of the program, during the June 18 broadcast of the CBS Dr. Christian show. Winning script, as yet untitled, will be heard on the June 25 Dr. Christian broadcast.

Eleven other prizes, five of $500 and six of $350, were awarded to the following: ($500 winners) Peggy Mann, Carl John Rausch, Earl Henner, Jr., Evelyn Sibley Lampman, Howard R. Buerner; ($350 winners) Albert Berman, Ruth Perlmutter, Nan Brown, Marjorie M. Barneye, Jan Kenworthy, Maggy O'Flaherty.

PIONEERS participating in the first international short wave broadcast of business and financial news over WRUL Boston are (1 to r): Emil Schram, president, New York Stock Exchange; Walter S. Lemmon, president, World Wide Broadcasting Foundation; Winthrop H. Smith, managing partner, Merrill Lynch, Pierce, Fenner & Beane, brokers. Titled American Business Bulletin, the program, which bowed June 3, is being beamed abroad through WRUL each business day at 4:45 p.m.

PHILADELPHIA Chapter of the Army Signal Association was formally presented with its official charter on June 16 by Col. Elton Hammond, commandant of the Eastern Signal Corps School, Fort Monroe, N. J., acting for the Army Chief Signal Officer.

W. W. Watts, vice president of RCA in charge of the RCA Engineering Products Department, Camden, N. J., was elected president of the new organization, which has been formed to stimulate interest in communication preparedness bearing on national defense. Other newly elected officers were: 1st vice president, G. R. Froehhafer, vice president and general manager, eastern area, Bell Telephone Co. of Pennsylvania; 2nd vice president, W. H. Knowles, chief engineer, International Resistance Co.; secretary, G. O. Peters, electrical engineer, Army Communications Service Division, Signal Corps plant engineering agency, and treasurer, W. F. Denker, assistant engineer, eastern area, Bell Telephone Co. of Pennsylvania.

From Down Under
WCSC CHARLESTON, S. C., last week received a fan letter from Melbourne, Australia. It was from an Australian woman whose daughter had joined her U. S. Marine husband and was now living at the Naval Base near Charleston, and she wanted the station to know how happy her daughter was because they had played a couple of her favorite Australian songs. Then, as a special favor, she requested two more songs for her daughter, saying "she'll be thrilled to pieces."
HOMER WELCH
KGW Program Director

Many-faceted Homer Welch sparks the shows that have given KGW its wide-spread reputation for superlative showmanship. Singing MC of last year's National CCNY Award winner, "Name Your Music", which KGW fed to the NBC Western Network, Homer's background in radio runs the gamut from A to Z (Actor to Zound effects). As a radio advertiser you may never have the pleasure of meeting Homer face to face. But if you're on KGW you can rest assured Homer's working for YOU!

Next Week
BOB THOMLINSON
Chief Announcer

KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

BROADCASTING • Telecasting

June 23, 1947 • Page 47
CYCLES

“Little Caesar”, “The Big House”, “Searce”, a cycle—“A Song To Remember”, “Until The Clouds Roll By”, “Night And Day”, another cycle—“Sail In The Saddle”, “Duel In The Sun”, “Trail Street”, another one—it seems that once a particular type of show hits the jackpot a beg is dropped in in all pockets the Hollywood geniuses scurry in all directions to perfect a cycle, hoping, I guess, to catch the public fancy of the times and maybe pick up some of the sheecks.

Let’s let the Hollywood pattern stay in Hollywood. Let’s not emulate the bad traits of our western friends. Let’s forget cycles as far as radio is concerned, for the first thing you know the public may place us and our wonderful medium in the same category as we in radio now place the Hollywood gullies.

As a matter of fact, we’ve had our share of cycles. The Fitzgeralds, Dorothy and Dick Kolmar, and other breakfast-eating married people. We even tried it here at KAT with Don Lanning and his wife.

I don’t know whether our who-dunni’t could be called a cycle or not, but there seem to be a lot of them that have sprung up in Mutual in the last year as well as on the other networks, more than ever before, I think.

At this very moment it appears that we are off to the races with another grand cycle. Husing, Paul Whiteman, Andre Baruch and his wife, are now goldplated disc jockeys and Dorsey has begun to bid for an exclusive in each market via Louis Cowan, Inc. I don’t know who was the first of the famous make-believe artists. The term “disc jockey” certainly should not apply to the fancy little gentleman, Martin Block, who in times past has afforded all of us many enjoyable hours of entertainment. “Disc Jockey” is a slang term that is in a manner distasteful when it’s fitted to the statues of Whiteman, Husing, and the others.

We’ve had some wonderful new fresh ideas lately in Radio—“Meet The Press”—“Juvenile Jury”—“Before Their Time”, even though it ran only twice, the idea was right and is certainly Grade “A” public service—“One World Or None”—“Orchestrations of the Nation” and many other new shows are the best evidence of the fact that radio doesn’t need to copy—doesn’t need to follow any set and fixed “Jack Pot” rule. Radio can accomplish anything its people can imagine. We must strive for new, good types of shows—different if possible, but good surely.

Let’s not have our secretaries scare hell out of the newcomers—the little people who think they have the greatest radio idea of all time. Let’s try and examine every offering that comes along—you know, even “a blind pig finds an acorn out in a while”.

Let’s listen to the little people with new ideas who haven’t been able to break into radio. Let’s assay their ore. Not so long ago Fadiman came along with an idea—Morgan too—Miss Roundtree certainly has given us some new and different radio listening.

Over at KAT we treat this policy as a tenet. No one wants to, and no one will, violate this hard and fast rule of ours. Every youngster or oldster who thinks that he may have something new for radio is given a courteous and attentive hearing. We don’t agree with all of them, but we’re sure to listen and to evaluate the idea. It’s been proven that people listen to programmes and not to given radio stations. We believe that people like new programmes. We believe that radio ‘per se’ is at the whim, fancy and caprice of the public. We know that all of us at KAT will do our best day in and day out to continue to cater to the public fancy, their whims, and we will continue to please their tastes with the thought always in mind that a fellow can’t go wrong trying something new.

FRANK KATZENTINE
WKAT

ARRANGEMENTS for special broadcast June 28, when 14 Chicago stations will combine personnel and facilities to bring listeners description of a simulated air attack on city, were completed at recent meeting of Navy personnel and representatives of stations. Attending were (1 to r, standing): Bob Hibbard, Special Features Division of WGN; Conn O’Dea, news editor of WENR; Lt. William A. Kinsky, Navy public information officer; Jules Herbuevoux, program manager of WMAQ; Jim Conway, staff announcer of WBMM and Naval Reserve pilot, and Hal Miller, WBBM, producer, and (seated, l to r): Capt. Cecil B. Gill, U.S.N., commanding officer and Walter Preston, acting director of program department, WBMM. Program will be aired 3:30-4 p.m. (CDST) over all Chicago stations.

N. Y. STATE PROTEST
FCC Asked to Cancel WNYS
Call Issued to Patrolon

THE FCC has received a petition from New York State protesting the use of the call letters WNYS by a privately-owned station soon to begin operations in Albany.

The petition, signed by Commissioner of Commerce Martin P. Catherwood and filed by Attorney General Nathaniel L. Goldstein, urged the commission to cancel the proposed letters and assign new ones, “for the call letters WNYS—made up of the initial letters of New York State—would lead listeners to believe the station was either an official voice of the State or reflected official State government views.”

This petition was made in the hope that the initial letters of New York City has the call letters WNYY.

Maintaining that the use of WNYS would be against public interest, the petition went on to explain, “It is a matter of State policy; and presumably of Federal policy, to deny the use of a name of a government unit as part of the name of any private corporation.”

The Patrolon Broadcasting Co., licensee of WNYS, received its AM authorization several weeks ago.

NORTHWESTERN RADIO INSTITUTE IS UNDERWAY
RECEPTION for faculty members and approximately 68 students to be held in Scott Hall, on the Northwestern U. campus, Evanston, Ill., will officially inaugurate the opening of the sixth annual NBC Northwestern U. Summer Radio Institute June 23.

The Institute offers 12 courses in advanced professional radio training, in addition to a series of 12 lectures by leaders of the industry.

DeGroot’s Appointment As WTCB Mgr. Announced

H. ALLEN CAMPBELL, of the Trendle-Campbell Broadcasting Co., owners of WTCB Flint, has announced the appointment of Don DeGroot, former Flint man, as manager of that station. WTCB, on the air since April this year, will soon occupy new studios, it was also announced.

Mr. DeGroot, whose appointment becomes effective July 1, is a former program manager of WWJ Detroit and WBAL Baltimore. A graduate of Flint public schools and Flint Junior College, he began his radio career there in 1930 with WDFY, later moving on to WWJ.

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If you can get that through your head, Elmer, perhaps you deserve your 'Summa cum laude' after all. Few New Englanders speak Greek, but practically all New Englanders listen to their NERN station to learn about the best buys in an area where common-sense buying means good living.
Ole’ Man River Didn’t Stay Away From WTAD’s Door

BEFORE AND AFTER views of transmitter building of WTAD Quincy, Ill., as the Mississippi River levee protecting drainage district in which transmitter is located broke June 8. Area was filled to a depth of more than 10 feet, water covered the insulators of one WTAD tower and came within two inches of one half of the transmitter building. Throughout flood crisis WTAD continued to operate from this location, but installed an auxiliary transmitter and antenna atop its studio building in case the 1-kw transmitter in flooded area had to be taken out of operation.

WHN Plans 20-Hour Drive For Runyon Cancer Fund

A 20-HOUR DRIVE for cash donations for the Damon Runyon Memorial Fund for Cancer Research will be conducted on WHN New York from time station signs on the air at 6 a.m., July 2 until 2 a.m., signoff. Every program on station that day will be dedicated to the Runyon fund and will feature stars of radio, stage, screen and sports making special appeals for cash pledges.

During a special edition of Ted Husing’s Bandstand 1:05-4 p.m. recording stars will play their own records and take pledges from listeners. This weekend, each guest recording artist will act as disc jockey for 15 minutes. Other WHN staff artists who will devote their time on the air to campaigning for the cause will be Red Barber, Connie Desmond, Ted Lawrence, Ward Wilson, Carlton Fredericks, Ella Mason, Joel Herron, Jack Teagarden, Ruth Etting, George Hamilton, Yvette Yvettia, Larry Douglas, Morey Amsterdam, Bert Lee and Marty Glickman.

Further Reports Tell of Extensive Aid Given by Radio in Iowa Flood Disaster

FURTHER REPORTS of valuable emergency assistance and extensive news coverage given by Iowa stations during the Des Moines River floods [BROADCASTING, June 16] have come in during the past week.

KBIZ, only station in flood-drenched Ottumwa, although forced off the air temporarily, was able to give yeoman service, James J. Conroy, KBIZ’s general manager, reports. From June 6 to June 10, when Ottumwa experienced its first bout with the raging Des Moines River, KBIZ eliminated all commercials and its staff worked on a 24-hour basis.

During the entire emergency period, Mr. Conroy states, KBIZ was in constant contact with Ottumwa’s city hall by remote line, except when phone cables were cut. When it appeared likely that the high water would force station off the air, KBIZ advised all listeners to tune to WHO Des Moines for emergency announcements in case KBIZ could not carry on. KBIZ did fade off the air at 10:12 p.m. June 6, but returned at 10:55 with emergency antenna. WHO, in turn, asked Ottumwa listeners again to tune to KBIZ.

Power Failure

The Ottumwa outlet was able to continue broadcasting only until 11:35 p.m. June 6 when all power in the area failed and WHO again was notified. KBIZ remained off the air until 1:55 p.m. June 8. Meanwhile it set up a messenger service between the city hall and its studio two blocks away, relaying telephone messages calling for aid. KBIZ also put a shortwave transmitter in operation at the city hall, center of the disaster relief operations, and set up a receiver at KBIZ’s transmitter building.

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KBIZ, according to Mr. Conroy, cooperated in every way possible with other Iowa stations to get news about the flood and emergency announcements on the air.

At one time a feed to WMT Cedar Rapids was going out over a KBIZ live pickup through WHO remote equipment.

Several days after the first emergency had passed and the Des Moines River again flooded Ottumwa, KBIZ fed programs almost continuously to other stations. Mr. Conroy reports, as power and telephone lines remained in service. WMT, KBUR Burlington and outlets in Creston, Fort Dodge, Spencer, Marshalltown, Waterloo and Des Moines received these KBIZ feeds.

Second Flood

Forewarned, Ottumwa weathered its second flood, which was just as severe as the one a week earlier, without the panic and loss of life that marked the first disaster. WHO again had its crew in Ottumwa on weekend of June 14-15 to cover this second flood, and the crew fed 15 direct and tape recorded shows. Virtually every WHO newscast for two and a half days carried Ottumwa pickups. In addition, the station aired special shows giving eyewitness accounts of the disaster, and relayed city officials’ appeals and instructions to residents. WHO News Manager Jack Shelley fed NBC three flood broadcasts during second weekend of crisis, making a total of five NBC flood pickups from WHO in ten days.

WHO’s second weekend of flood coverage also included a remote live pickup from the schoolhouse refugee center in Edgerville, another community (pop. 1,000) inundated by the Des Moines River twice within a week. Newman Gene Godt, with the assistance of Engineers Gordon Parks and Herb Steinmetz, handled this pickup.

Meantime, WHO reported that its flood relief fund, started during the first Ottumwa disaster, has passed the $60,000 mark and that contributions from listeners were continuing to pour in.

Another Des Moines station KSO, made this report on its flood coverage: “During period of first flood at Ottumwa KSO gave detailed news coverage and carried Red Cross and police appeals, and re-broadcast two spot broadcasts from scene by Jack Shelley of WHO. During second flood, June 14-15, KSO sent a crew to Ottumwa and carried three actual reports direct from scene. KSO also covered the Des Moines River flood, June 12-13, including three on-the-spot broadcasts from flooded areas. It also relayed information and appeals from police, health department, Red Cross and other public agencies.”

KXEL Assistance

KXEL, 50-kw ABC affiliate at Waterloo, reported excellent results in the food and boat phases of the Ottumwa emergency. Following are brief and direct excerpts from June 7 in which KXEL explained that Ottumwa faced a serious bread shortage because the flood had halted bakery production, the response was so generous the station was able to line up 22,000 loaves of bread and 30,000 buns daily during the first phase of the emergency. A Waterloo baker agreed to bake at cost for an Ottumwa bakery, and to provide a transport truck to get the bread to Ottumwa. Ottumwa bakery sent 19 of its employees to Waterloo to help turn out the bread and buns, which were made daily. KXEL reports, although washed-out bridges had increased the Waterloo-Ottumwa distance from 160 to 207 miles.

KXEL originally placed items at Ottumwa were boats and boat operators, and here again KXEL gave valuable assistance. Hearing one of the KXEL broadcasts deploring the lack of bread, the Cedar Falls Boys Club telephoned an offer to the station to supply boats and operators. The message was transmitted to flood authorities, who replied over a KXEL microphone.

New FM-AM Console

A NEW medium-priced RCA Victor FM-AM radio-phonograph combination console has been announced by Henry G. Baker, general sales manager of the RCA Victor Division. Typical of the new instrument combines the new RCA Victor FM reception in a Victrola phonograph with roll-out automatic record-change and silent sapphire pickup. Suggested retail price is $325 in walnut, $330 in mahogany, and $340 in blonde mahogany.
NEW!

Presto's
Dual-Motor,
Direct Drive!

The new Presto 64-A transcription unit combines a number of radical improvements which are of first importance to broadcast stations, recording studios, and industrial and wired music operators.

The turntable is directly gear-driven at both 33⅓ and 78.26 rpm and two separate motors are employed—one for each speed. Speed may be changed instantly at any time by turning a mercury switch, without damage to the mechanism. No frictional, planetary, or belt operated elements are used in this new drive mechanism.

The following points are of interest:

- **Motors**—Two 1800 rpm synchronous.
- **Speed**—Total speed error is zero.
- **Noise**—At least 50 db below program.
- **Starting**—Table on speed in less than one-eighth revolution at 33⅓ rpm.
- **Adjustment**—Construction is very rugged and no attention whatsoever is required—except lubrication.

Brand of reproducer is at the customer’s discretion

Presto RECORDING CORPORATION

242 West 55th Street, New York 19, N.Y. • Walter P. Downs, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT & DISCS
Cites 'Professionals' As Stations' Need
EDITOR, BROADCASTING:
Your editorial "Power of Radio," in the June 9 issue was particularly good and deserving of some deep thought. That last paragraph is especially important, to wit: "The Tokyo incident proves another thing: Radio is a highly skilled profession, more sensitive than any of the other arts. It cannot be entrusted to amateurs." How true; and yet, I recall that not so long ago, numerous letters were received from owners of broadcasting stations protesting loudly because they couldn't hire the "fine service lads," because they held no FCC licenses.
Let us remember that the corporal who read copy at dictation speed over the AFRS is not a qualified newsreader; the Signal Corps sergeant who repaired walkie-talkies or even a 400 w transmitter is not a broadcast engineer and neither of them is any more qualified to step into a broadcast job than that Army Captain in Tokyo. Let us somehow impress indebtedly on the minds of those station owners who would hire amateurs, be they ex-GI's or otherwise, that "Radio is a highly skilled profession."

Open Mike
(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Doubts Crosby Ratings Can Be Compared
EDITORS, BROADCASTING: When is the radio industry going to be truthful about ratings . . . . The Crosby rating cannot be favorably compared with other network programs. There are several reasons for this:
1. The Crosby program has been heavily publicized in national magazines and in all the evening papers in the Hooper 36 cities each program.
2. The Crosby program is on more than 400 stations.
3. Stations other than ABC affiliates are used in some cases.
4. Many independent stations carry Crosby phonograph records in Hooper markets for which the Crosby transmitted program received credit on Hooper short calls.
5. The Crosby program has more uniform schedule than other network programs, at a choice time period when more sets are in use.
6. The Nielson test is in metropolitan areas where Hooper surveys are about the same; but when smaller cities and rural areas are surveyed the Crosby ratings take a nose-dive and levels off between 10% and 12%.
Under all these conditions the Crosby rating is not a "true" one as expressed by the Hooper reports.
Canned or transmitted programs or big name personalities like Crosby can never supplant a "live" performance in timeliness and quality . . . .
JACK FROST Duquesne Club Pittsburgh, Penn. May 28, 1947

Radio Might Enter Music Business Too
EDITOR, BROADCASTING: I am much interested in your story on page 15 of the current issue (June 16) of BROADCASTING which deals with Petrillo's threat to enter the recording business. This prompts me to suggest that it might not be a bad idea for radio to enter the music business; that is, to provide its own musicians. I have long felt that this is a natural, desirable, and logical thing to do. ASCAP's threat caused radio to provide its own source of copyrighted music. Why not do the same thing to Mr. Petrillo? We could produce our own recordings and employ our own musicians for whatever purpose desired.
It is an interesting thought and you may be interested in passing it along.
E. E. Hill Executive Vice-President WTAG Worcester 1, Massachusetts June 17, 1947.

Reports FM Serviced Admirably in Storm
EDITOR, BROADCASTING: I would like to bring to your attention the fact that on the evening of June 7, 1947, atmospheric noise on the standard broadcast band was the highest that I have ever observed in all of my broadcast listening. At my home in Fairfax County, Va., just 12 miles from downtown Washington, D. C., it was just barely possible to identify Washington Radio Stations WRC on 980 kc and WTOP on 1500 kc on my Hallicrafters SX25 receiver in the crystal filter position, WMAL on 630 kc was only slightly better, probably because of the stronger ground-wave field intensity of this station at my home . . . . However, at these same times reception of the local FM stations WJZ-FM, Washington, Va., WWDC-FM Washington, WGAY-FM Silver Spring, Md., WASH-FM Washington, as well as WINC-FM, Winchester, Va. (approximately 100 miles) was possible with complete enjoyment and only occasional pops of static occurred when lightning struck nearby . . . . Jack W. Herbstreit, Asst Chief, Frequency Utilization Research, Radio Propagation Labs., Bureau of Standards, Washington, D. C.
June 12, 1947.

 Likes Hix Cartoon On Staticless FM
EDITOR, BROADCASTING: We all got a great kick out of Sid Hix's cartoon which appeared in your June 2nd issue captioned—"Isn't FM wonderful, honey? . . . Still no static.
We would like to reproduce this in a forthcoming issue of the RADIOGAN—our house organ which goes to some 25,000 dealers throughout the country . . . .
D. H. Greig, Manager Sales Promotion Dept., Zenith Radio Corp. Chicago 39, Ill.
June 13, 1947.

'Tokyo Incident' Reaffirms Stand
EDITOR, BROADCASTING: I would like to commend you for the last sentence in your June 9 editorial, "CBS Wondered": "This (editorializing) is a task which is not only (the) job and should be done only by able and experienced hands, whether it be in newspapers or on the air.
This really sums up why I have so violently opposed NAB's drive for the right to editorialize. The Orson Welles and Tokyo incidents have shown the tremendous power of the spoken word . . . . I am also disturbed at the failure to couple to this fight for editorial right a request to remove the rule providing that all candidates for an office be given equal treatment. For, after all, the right to editorialize certainly means the right to advocate one candidate for office . . . .
If we do go into editorializing, I believe every station should employ the very best man it can find and then be so vigorous that every listener will know he has only one editorial on any issue when he tunes in that station . . . .

WENE, scheduled to begin operations in August as the ABC outlet in the Endicott-Binghamton-Johnson City area of New York, will be housed in this building under construction. Endicott. Building is adjacent to Endicott Daily Bulletin, published by licensee, Empire Newspapers-Radio Inc. WENE will operate as fulltime 250-w outlet on 1480 kc.
Ask your John Blair man about...
The largest daytime coverage area of any Texas radio station

Your John Blair man is ready right now with full facts on Kabc ... newest addition to his fine station list. Ask him how Kabc power reaches into 112 prosperous Texas counties ... and sells listeners right when they're in a buying mood. Along with the facts and figures, you can expect sound counsel from your John Blair man ... all based on his wide merchandising experience and his thorough knowledge of marketing by radio. Ask him about Kabc today!
White House & White Bill

RADIO IS in the spotlight at both ends of Washington’s historic Pennsylvania Ave. In the midst of Senate committee consideration of the White Bill radically to revise the radio law, President Truman last Wednesday withdrew the nomination of Ray C. Wakefield for a new seven-year FCC term, and substituted Rep. Robert F. Jones of Ohio, a vigorous 40-year-old Republican with solid party backing. [See page 13.]

There must be drawn from the President’s summary action the inference that he isn’t satisfied with the status quo at the FCC. There must be drawn from Senator White’s action in pressing for new legislation, the obvious fact that he isn’t satisfied with the way things are going in a regulatory way.

Thus we have the anomaly of a Democratic President and a Republican Congress (as personified by Senator White, the majority leader) fostering changes, not only in the law, but in the men who enforce the law. Chairman Charles R. Denny had not only urged Mr. Wakefield’s reappointment, but had named him acting chairman, since Mr. Denny is preoccupied with the chairmanship of the International Telephone and Telegraph, Atlantic City—probably until mid-September.

There will be heated speculation about the meaning of the President’s almost unprecedented act. (It was done once before in recent annals—when President Roosevelt in 1940 withdrew the nomination of the late George Henry Payne 24 hours after it had been submitted.) Mr. Wakefield had been criticized by old-line Republicans as to his “Republicanism.” Mr. Denny came all out in his support. Does the President’s action reflect upon Mr. Denny? There can be no argument about the validity of that question.

Events on Capitol Hill last week caused all political observers to sense the serious intent of Senator White to press for new legislation as quickly as possible is evident. At least four members of his seven-man subcommittee appeared, from their questioning, to be of the same mind. Senator White is not likely to move this bill. But he is irked, unduly we think, because spokesmen for radio sought additional time to prepare their testimony for this vital legislation. Senator White did not hide his feeling. Chairman Denny, who opposed some aspects of the White Bill, fared far better before the Committee than did spokesmen for private broadcasters. He did not press for legislation.

There can be no lingering doubt about the press of business to take the FCC off its own pace and bring it to radio’s quest for full freedom, on a footing with the press. There is little sympathy for a bill, at this time, which would strip the FCC down to regulation of the purely physical aspects of allocations and electrical interference. That reward must come only after a long, calculated period of education and of understanding of the problem.

Senator McFarland made a suggestion, during Judge Bryan’s testimony, that should be pondered upon. He asked why the broadcasters and the FCC and others had not submitted proposed drafts of the kind of legislation they should like to see enacted. And why not make sense for radio to offer alternative legislation, and let others take shots at it, rather than have it in the position of protesting provisions of a measure that, in the judgment of both the FCC and the NAB, would delegate far greater powers to the licensing authority.

These are important days for radio. And explosive. There’s little chance of legislation at this session—one chance in a hundred. But what is done at these hearings will figure in legislative consideration next session in January. That much seems obvious. And what the President does with the FCC in the ensuing weeks and months is no less important.

It serves no purpose now to quibble about postponements. The legislative die is cast. President Truman is thinking in terms of better radio. He is determined to get new legislation before he retires from Congress in December 1948. It will take all of radio’s resources and prudence and brainpower to get the right kind of legislation out of what might appear to be a stacked legislative deck. No greater challenge has ever faced American radio. Radio must meet it headon.

What Is News?

RECURRING FEUD between radio stations and newspapers has been fanned to life in Miami by the decision of the Miami Herald and Daily News to charge for program logs.

The papers gave as their reason FCC’s licensing of 10 AM, 7 FM and 1 television stations in the greater Miami area and their shortage of newspaper. Heretofore the listings of the four network stations were carried in regular tabular form, gratis, as an obvious public service. The papers say they can carry the listings in the same form for approximately $80 per week.

Two stations, WQAM and WIOD, owned by the Herald and Daily News respectively, have, quite understandably, agreed to the fee. The other four, WGBS WINZ WKAT and WBAY (listings of the two independents were recently added) have refused and their program logs are printed as solid matter in fixture type in a way that challenges even the most sharp-eyed to read without a magnifying glass.

The fact that the papers are willing to run the logs in their usual form for a charge effectually cancels out the validity of their claim to lack of newspaper. It is apparent that the logs take no more space when run as a public service than they do as a paid advertisement. The solid fixture type plan used for nonpaying station logs and described as a public service is in a sense service and is, rather, a waste of newspaper because it is practically indecipherable.

We question the editorial judgment of the editors of the two papers. Program logs have rated high in every poll of newspaper readers ever taken. The Continuing Study of Newspaper Reading, conducted by Advertising Research Foundation with the assistance of the American Newspaper Publishers Assn. found in a survey last December that radio news and programs rated fourth with women and fifth with men of all newspaper editorial matter. An average of 51% of women and 40% of men, an astonishingly high average, read news daily.

Papers devote large percentages of their space to sports news, box scores and pictures. Book and theatre reviews are printed free by most metropolitan newspapers. Why? Because editors and the public are interested. They say it is legitimate news.

The public, by the newspapers’ own survey results and in countless other ways, has shown that it is vitally interested in radio. Radio news is legitimate news, too. If newspapers do what they say and give the public what it wants, they’ll publish full program logs and radio news.

Our Respects To—

MEMBERS of the staff of Charles Greenough Mortimer, vice president in charge of marketing of the General Foods Corp., like to quote their boss fondly as follows: “Mortimer, like Gaul, is divided into three parts: (1) Mortimer, the General Foods vice president; (2) Mortimer, the dairy farmer; (3) Mortimer, the Advertising Councilman.”

To the discerning, the quotation is a tipoff on Mr. Mortimer. It indicates: (1) that he is liked by his staff; (2) that he has an unpretentious side, of course; (3) that he is a several-sided man.

As top advertising man for one of the nation’s biggest radio spenders, Mr. Mortimer is concerned daily with six and seven digit budget figures. Yet a less Hucklesterian advertising executive could scarcely be imagined.

The seventh Charles G. Mortimer in his line first appeared on the scene in Brooklyn in 1900. A few years later the family moved to East Orange, N. J., where Charles attended high school. After graduating he attended Stevens Institute of Technology. Young Mr. Mortimer’s academic career was terminated by the first World War. He enlisted in 1918 but the war ended a short time later and he “never sailed beyond the Jersey shore.”

After regaining his shore legs—in a matter of minutes—he joined the National Aniline & Chemical Co. as a clerk. Within two years he was solidly entrenched as export manager.

He left National Aniline for a job in the sales department of the R. B. Davis Co. (Davis Baking Powder), serving successively as district manager, division manager and sales manager. In 1924 the rising young baking powder sales executive joined the advertising firm headed by George Batten “to learn the advertising business” as a contact executive. He curbed his wanderlust for four years before leaving the Batten organization to join General Foods in 1928.

Here Mr. Mortimer was reunited with two of his first advertising loves—baking powder (Calumet) and coffee (Sanka). His position as merchandising manager for General Foods was not only an advertising job, Mr. Mortimer says, but also involved actual sales.

He had married several years before, in 1923. A son by that marriage is now 21 and a student at Hamilton College—Charles G. (Duke) Mortimer III, who rather confusingly is the eighth Mortimer to bear the name. The first (Continued on page 58)
First Lesson

First, you learn to bait the hook.

It took plenty of experience — and a fisherman’s patience, but, judging from its progress, WAGA has learned just the right program appeal to land those fine audiences in the pool it’s working.

Let WAGA toss your program into the Southeast’s No. 1 market and give you the thrill of pulling out those really big results.

WAGA

ATLANTA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.
HERE IS THE LATEST STORY

In the last six months, December 19, pulled 388,053 letters, buying artic

Sales volume in those letters brought more than $542,149.00. This figure doe

WCKY has the Hooper ratings for the listeners in 33 states, evidenced by indicatin an audience that continue

WC

The L. B.

FIFTY THOUSAND WAT

Call Free & Peters
ON THE WCKY JAMBOREE

16 through May 1947, the Jamboree
was offered on the Jamboree.

It to our advertisers more
not include re-orders.

The Cincinnati market, and proof of
the tremendous mail response,
us to listen and buy every day.

KY

Nelson Station

IS OF SELLING POWER

For Availabilities
Welcome Surprise
KGKL San Angelo, Tex., was giving a barbecue for the city's business men June 11 to celebrate its increase from 250 w to 5 kw, when the citizens of San Angelo turned the tables and surprised KGKL Manager Lewis O. Seibert with a wrist watch. The gift, they said, was a token of gratitude for the service given by the station to the community.

One cow led to another and the Mortimers continued to enlarge their herd in an effort to increase milk output. The current Westfall herd numbers 76 head of cattle. The farm also supports sundry pigs and chickens which are consumed on the premises.

Sweetheart of the herd is 1800-pound Eunice, whose latest snapshot Mr. Mortimer will display with practically no encouragement. Farmer and advertising man met in an illustrated brochure, "Westfall Dairy, 1940-1945," which chronicles the history of Westfall since the Mortimers took over. Typical dairy is this one for July 13, 1945: "Today Eleanor went to be butchered. It is a sad day." (Eleanor was a heifer). And on July 20, 1945: "The first and only pair of twins we have had to date. A brace of beautiful little heifer calves..."

Mr. Mortimer, it appears, is the diametrical opposite of the dilettante gentleman farmer. To friends whose idea of relaxation is something vastly different from leaving the city office after a day at the horse farm and driving out of the city to drive a tractor or help a cow calve, he explains that his idea of fun is to change from one kind of work to another. A shirt-sleeve executive in an unimposing office, he is a farmer without frills who leans toward work shirts and dungarees.

His ideas on the subject of radio are as definitive as his views on dairy farming. About the public's tastes: "There is no reason why—if the public laps up blood-and-thunder and mystery in the movies and in books the way it does—it should not have it on the radio if it wants it—providing, of course, that it's broadcast at a time when children aren't apt to be listening." About radio criticism: "I feel we ought to find out what they (the public) want, rather than make cracks about what's wrong with radio."

The latter opinion dovetails with two of Mr. Mortimer's chief interests—the Advertising Council and the new Broadcasters Advisory Council [BROADCASTING, March 1] in the formation of which he was a motivating force.

Mr. Mortimer was active in organizing The War Advertising Council and, as chairman of the peace-time Advertising Council's board, continues to be one of its most vigorous and indefatigable members. He is also a member of the executive committee of the Advertising Council. A skilled and effective speaker noted for his pungent phrases and earthy metaphors, Mr. Mortimer is unable to fill all the requests for use of his talents at advertising conclaves.

It is his conviction that audience surveys and listener percentage figures alone cannot tell the whole story of listening tastes. "It's true that broadcasting should cater to mass tastes; but not completely so—minority tastes must be considered too, assuming those tastes are real and not fictitious," he says.

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An exciting . . . intriguing . . . dramatic 15-minute
open-end transcription series now available
for local, regional and national sponsorship.

STARRING

JIM AMECHE

who becomes America's newest exciting Story-Teller . . . with
IT REALLY HAPPENED!!!

Telling intense, absorbing, educational stories based on the least-
known facts of the most well-known people, Jim Ameche comes to a
large loyal audience with entertainment at radio's best . . . IT REALLY

Available now . . . for local, regional or national coverage . . . a pro-
gram designed to please and to pull . . . IT REALLY HAPPENED!!!

TELE-RADIO CREATIONS, INC. is an organization
of leading radio producers, directors, writers
and artists equipped to meet all your radio
needs . . . musical, variety and dramatic . . . live
and open-end transcribed productions.

FOR AUDITION RECORD: WRITE — WIRE — PHONE
Here you see a few of the more than 150 new 25B Speech Input Consoles which have been shipped to stations all over the country. 25B's are now coming off the production line in a steady stream to fill orders being received from other broadcasters eager to install this high quality, economically priced equipment.

Broadcast studios choose the 25B because: its two main channels handle FM and AM programs simultaneously—noise and distortion are well within
Electric
CONSOLES ON THE JOB

WBCM
Bay City, Michigan

WDAE
Tampa, Florida

WGST
Atlanta, Georgia

WROV
Roanoke, Virginia

WSAV
Savannah, Georgia

WWC
Columbia, Missouri

all requirements for high quality FM operation over a 15,000 cycle range—all controls are arranged for full operating flexibility and convenience—it's completely wired for plug-in cable connection—all parts are accessible for inspection and maintenance—and its modern styling makes it really eye-appealing.

For early delivery of your 25B Console, get your order in now to your local Graybar Broadcast Representative or write Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.

QUALITY COUNTS
JUST IN CASE YOU MISSED IT!

Here's what the
BUREAU OF ADVERTISING
told EDITOR AND PUBLISHER

What Our Readers Say

Bureau Uses Data
By Sales Management

To the Editor:
When I discussed the bureau's county data project on which you based your excellent story in the March 29 Error & Publications, I mentioned but am afraid I must have neglected to emphasize, one important point.

That point being the bureau's—and the newspaper industry's—quite considerable indebtedness to Sales Management for the very substantial portion of the original data which is now, through the bureau, available to advertisers, agencies and member newspapers.

The fact is—and I should have stressed it more definitely—that in both gross and net, buying income per family, retail trade, comes home by family, retail trade, county percentage of U.S. population, county market quintiles, county market quintiles, gross income index and gross farm income index were taken from Sales Management's Survey of Buying Power.

I want to give credit where credit is certainly and generously due, and to supply this missing detail in what was an able and accurate account of this major newspaper industry effort.

M. G. BELL
Director of Research
Bureau of Advertising, ANPA

...and hundreds of radio stations use the Survey of Buying Power to define and sell their markets.

NEW DIRECTORS of Canadian Assn. of Broadcasters posed for the cameraman as the association's annual convention drew to a close at Jasper Park Lodge. Front row (l-r): G. S. Henry, CJCA Edmonton; L. McLaughlin, KIRN; Rogers; CFCV; W. L. White; Memorial; CFRS, Owen Sound, Ont.; Malcolm Neill, CFNB Fredericton, N. B. Back row (l-r): A. A. Murphy, CFQC Saskatoon, Sask.; Narcisse Thibierge, CHRC Quebec City; A. M. Cairns, CFAC Calgary; G. E. A. Rice, CFRN Edmonton. Not present when the photographer dropped around were these directors: Harry Sedgwick, CFR8 Toronto; K. D. Soble, CHML Hamilton, Ont., and Phil Lalonde, CKAC Montreal.

Promotion Expense Is Studied by NAB

One-Third of Advertising Funds Directed at Timebuyers

BROADCAST stations aim about one-third of their advertising, promotion and publicity expenditures at agency timebuying departments, according to a survey conducted by the NAB Research Dept. for the Promotion Subcommittee of the NAB Sales Managers Executive Committee.

Based on a questionnaire sent to stations Jan. 1, 1947, the survey drew returns from 72% or 568 of the 784 stations contacted. The sample covers clear-channel, regional and local stations.

In addition, results of the survey are based on a special analysis of the FCC's 1945 annual financial reports from all licensees.

Further results show:

The remaining two-thirds of station promotional expense is directed at advertising and holding the audience.

Total promotional expense is approximately one-third of total selling costs. The study shows, with salaries, wages and commissions to salaried personnel a half of the total.

Large stations spend a larger proportion of advertising funds on timebuyer promotion than regional or local stations. It was found. No significant or consistent trend from 1943 to 1946 in allocation of promotion expense was noted.

In analyzing 1945 FCC data, the survey showed that 30 kw clear channel outlets devote 3.2% of net revenue to advertising, promotion and publicity: 1-9 kw, 4.6%: regions, 3.3%: Southern, 2.3%: local.

Little difference was noted in the case of non-network and part time stations, though an effect appears in the direction of increasing the proportion of the advertising appropriation on efforts to promote the stations to timebuyers.

HT's Hooper 13.5

PRESIDENT TRUMAN's address at Princeton U.'s Bicentennial celebration on June 17 was heard by 6,751,000 adult listeners, according to a survey made for CBS by C. E. Hooper, New York. Hooper's Survey of the audience was done with the share of listening audience, 76.0.

PHILCO PROMOTES FM

Manufacturer Joins KJBS-FM

In San Francisco Drive

A VAST city-wide cooperative promotion program to acquaint the public with the virtues of FM broadcasting was staged in San Francisco last month. It was jointly arranged by the Philco Corporation and KJBS-FM—first commercial FM station to go in operation in the bay city.

Phil's Western Division Merchandising Manager, John B. Parsons, called attention to the special FM demonstrations with paid newspaper advertisements totaling the equivalent of four pages and a total of $5,000.

Two million readers were reached in this manner.

The public was invited to visit any Philco dealer within the range of KJBS-FM to hear the high fidelity broadcasts which the station presented daily from 10 a.m. to 10 p.m. Concert and classical music was used almost wholly. The program policy during the two-week demonstration period dictated that little speech be used.

Mr. Parsons stated:

"We felt that people would have to show the advantages of FM in the bay area before they would buy. We realized that FM broadcasting from a listener standpoint is so big, so soothing, that we did to show them the high fidelity, the lack of noise in a big city and the advantages of fine music reproduction. That we have done so is proven by the terrific upsurge in sales reported by dealers all over the bay area."
N. Y. Radio Council Formation Near

Plan, However, Assailed By Station Officials At Meeting

FORMATION of a New York radio council appeared imminent last week, regardless of the participation or cooperation of the city's broadcasters. Long a topic of discussion between the station men and representatives of leading charitable, civic and public service organizations, the idea broke into the news a fortnight ago when it was severely criticized during a luncheon meeting of station executives.

Reaction was immediate and at the end of the week Mrs. George Fielding Eliot, chairman of a council organization committee, stated, "Indications would seem to be that a number of organizations are interested in going ahead on their own. Four or five really large organizations have volunteered finances to get a council started in New York, she said, adding that during the past winter a number of incidents have arisen to "a real need for some kind of coordination," such as the council could provide. Before her marriage, when she was June Hind, she was assistant director of women's and children's programs at NBC, where she also conducted a discussion program, Let's Talk It Over.

Suggested in 1943

Council plan was first formally broached in New York in 1943 at a meeting of some 25 organizations and stations, who the following year voted to inaugurate a council, but after difficulty in carrying out the project under wartime conditions postponed the plan until the war should be over. In April of this year Mrs. Eliot and Dorothy Lewis, who as coordinator of listener activity for NAB has been actively associated with radio councils in other cities, met with representatives of the stations which had earlier endorsed the council idea: WJZ WNBC WCBS WOR WINS WQXR WLIR WMMG WMNY.

The group requested and received an outline of a proposed council set-up, which described the organization's purpose as to establish a channel through which the radio public and the radio industry can further their mutual interests.

Objectives were set out to "help extend the public's radio horizon, make listeners become more intelligently articulate," encourage utilization of radio in education, promote effective public service broadcasting by organizations, and promote dissemination of information about radio.

Budget was based on fees of $10 a year from non-profit organizations, estimated to total $6,000; $100 a year from business groups, totaling $1,000, and station contribu-

Global News—Local Sales

The fast-paced formula for "World News Roundup" was built during the war, when direct reports from overseas outposts were desperately required. Listeners now continue to rely on NBC correspondents in 25 international capitals for their eye-witness accounts of today's headline news events.

Each day of the week, newsmen in New York, Washington and other points where top news originates bring NBC audiences a complete, timely broadcast at 8 am, EDT (9 am on Sundays).

World News Roundup offers advertisers regular listeners ... alert listeners. When you want those listeners to associate your local advertising with the excitement and prestige of NBC's global reports — phone, write or wire NBC, New York for details.

Contract a Day

RALPH SPANGLER, a WIBC Indianapolis salesman, having signed 26 contracts during April, or one for every working day, decided to adopt a new version of an old motif. According to him, "A contract a day keeps the deficit away."

Mr. Spangler has been with WIBC since May, 1943.

BROADCASTING • Telescating

June 23, 1947 • Page 63
BEN L. MOYER, who has been with Ruthrauff & Ryan for the past nine years, has been named media manager.

NORMAN J. PESTERRE Jr., formerly with ABC, Los Angeles, has joined R & R as space buyer in the media department.

WALTER F. (Frank) SCHNEIDER, former assistant advertising manager of Penn Central Pictures, has joined Dunne, & Co., New York, as assistant to Frank Dunne, vice president in charge of local theatre department.

ARTHUR J. DALY, formerly Hollywood manager of Feck Adv., has joined Rogers & Smith Adv., Los Angeles, as associate director.

IRWIN-McHugh Adv., new Hollywood agency, has opened offices at 6700 Sunset Blvd. Telephone is Hollywood 2277. Firm is headed by GEORGE W. IRWIN and Peter D. MCHugh, formerly account executives of Robert Y. Dennis in that capacity.

RICHARD MOHR is copy chief. JOHN L. BECKNELL, formerly of Allied-McGray, is art and layout director.

BEA STEFFY is layout artist. Accounts include Washington Motors (new, used cars); Bud's Finance Corp., (jewelry); Beverly Hills Ford Corp., (new cars); Harris & Frank (men's furnishings).

BEN FENWICK, vice-president of Dunn-Penwinck & Co., Los Angeles, has become chairman of information committee, Los Angeles Memorial Cancer Hospital Campaign.

ELLIOTT E. POTTER, manager of advertising service, Young & Rubicam, Los Angeles, has been elected vice-chairman of Southern California Chapter for AAA.

ESTHER MYERS, former copy writer at Hillman-Shane, Los Angeles, has joined a new entertainment agency in Los Angeles as copy chief.

AL STELL, former assistant production manager at Seldes Advertising, New York, has been appointed spacebuyer at the agency.

GERTRUDE KOEHRING, formerly with the copy department at William Esty & Co., New York, has joined Robert W. Orr & Associates, New York, in same capacity.

NATE TUTT, West Coast manager of W. J. Bothwell Adv. is in Pittsburg, Mo., for home office conferences and will contact New York agency clients before returning to Hollywood.

A NEW industrial division for the West Coast is being set up in the Los Angeles office of Dorland Inc. ROY F. IRWIN has joined Dorland as manager.

B. B. RANSON 3d, former account executive at Cecil & Fox, New York, and Ruthrauff & Ryan, has joined Ralph H. Jones Co., New York, in the same capacity.

TERRY HAYWARD, formerly of Young & Rubicam Inc. Bureau of Industrial Services, Hollywood, has joined John E. Whitehead & Associates, Los Angeles agency, to handle public information campaigns.

HENRY T. STANTON, senior vice-president in charge of Western operations for J. Walter Thompson, Chicago, arrives in Los Angeles June 25 for conference with agency executives in that city and San Francisco.

HARRY WOODWORTH, formerly with C.W. Wedell, Minneapolis, and recently with BBDO New York, has joined the Chicago office of Compton Adv. He will be assistant producer of "Western Travelers" which starts on the air June 1.

SCHACTER, PAUL & LENT, New York, has incorporated and at the same time changed its name to Schacter & Lien Adv. Inc. Mr. Lent has not been associated with the agency for some time.

JOSEPH C. LIBE, former account executive at BBDO New York, and prior to that a major in the U. S. Army, where he served in the public relations division of the War Dept., has joined Kassel, Farrell, Choate & Gilford, New York, as account executive.

JACK R. LITTLE and FORD SIBLEY, account executives of Foose, Cone & Belding, Los Angeles, have been elected vice-presidents of the agency.

Mr. Little continues account executive on All-Year Club of Southern California, Sallabury Motors Inc., Northrop Aircraft, Cole of Florida and California Apparel Creators. Mr. Sibley handles Lockheed Aircraft Corp. and Faux Corp. accounts.

MARVIN YOUNG, who was chief of entertainment branch for War Dept. of entertainment activities of Army during the war, and prior to that assistant program manager western division of NBC, has been appointed Hollywood radio office manager of Ruthrauff & Ryan.

LEONARD FEATHER, music critic and Hal Halpern, former associate director of special events and publicity for WNEW New York, have joined Louis O. Cowan Co., Inc., to work on the Tommy Dorsey record m.e. show, beginning Sept. 6.

MARTIN WORK, supervisor of Hollywood radio production for Young & Rubicam Inc. in late June shifts to New York home office for two months.

 Heads New Firm

CHARLES J. BASCH Jr., of Basch Radio & Television Productions, is president and sales manager of Television Pcs, for which incorporation papers have been filed. Firm plans to produce film commercials for television and film programs, both custom built and syndicated. Other officers of firm include Frances Scott, vice president in charge of script and programming; Charles Miller, secretary and production supervisor; Clarence Schmidt, treasurer and technical supervisor. Sales offices are located at 17 E. 45th St., New York, studio at 339 E. 45th St.

MERRILL HAAG, a radio broadcasting engineer for 23 years, has been named chief engineer for the FM station KONG, now under construction for the Alameda Times-Stier at Alameda, Calif.

Ted Steele Is Appointed Radio Director of B & B

TED STEELE, vice president and manager of the radio department of Benton & Bowles, New York, effective July 1 will become vice president and radio director of the agency, assuming over some of duties of Walter Craig, vice president in charge of radio for the agency, so that the latter may have a wider opportunity for client contact and program supervision. Mr. Steele will be in charge of all directors and producers at the agency as well as handling program production, script editing, casting, etc. George Kern, time buyer of the agency, simultaneously will be named assistant manager of the radio department. He will continue his time buying duties. Natalie Newberry, who has been in the radio traffic department, will be named head of that department.

Mr. Steele
KATE SMITH GIVEN BIG WELCOME BY WOR-MBS

AN INTENSIVE campaign to welcome Kate Smith to WOR New York today (June 23) was carried on by the station last week, with station artists promoting a new show and in some cases interviewing Miss Smith. Ted Collins was scheduled for an interview with Stan Lomax, and Miss Smith was scheduled to appear on George Carson Putnam’s News on the Human Side, as well as other shows.

Sylvan Levin, WOR director of music, composed a special Kate Smith overture, arranged from a selection of her favorite music, and presented it on June 22 on The Mutual Music Show. Earlier that day, at 9:15 a.m., Miss Smith delivered the churchman’s Sermon of the Week, a weekly WOR program. Station-break spots featuring Miss Smith were carried on the station last week and were scheduled for today also.

A full-page advertisement was to appear in the June 23 edition of the New York Herald-Tribune. In addition, all morning and afternoon newspapers in New York City were scheduled to carry a one-column, 60-line advertisement for Kate Smith Speaks. Additional promotion and advertising plans included using a full-page spot on approximately 500 Railway Express trucks in New York, and elevator cards in WOR-Mutual Bldg.

The campaign was prepared by a special promotion manager by Joseph Creamer, WOR director of advertising promotion, which included Mary Kenney, promotion department staff writer; Gene King, program operations manager; Richard Pack, director of publicity, and Robert Blake, assistant to Mr. Pack.

Kalb Writes Column

BROOKLYN, New York Bureau Manager of Transradio Press, is writing a daily column for the Daily Broadway-Hollywood radio column of Transradio Stargazer which started June 16. The column carries Mr. Kalb’s byline and devotes major space to activities of stage, screen and radio personalities. The new feature is included in the regular Transradio Press Service.

TV As Olympics Lure

TELEVISION, which was a major influence in the selection of the city of New York as the location of the Republican National Convention in 1948, may play a similar role in determining the site of the 1951 Olympic Games. Before the “Olympic Committee from 1951 to Detroit” committee sailed for Sweden last week it asked ABC for a print of the film of the city’s automotive golden jubilee which the network made for television purposes last year.
IN LISTENERS... In Western New York they have the WHAM listening habit.
WHAM programs are tops in audience preference.

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

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

Write for your copy of WHAM MARKET DATA

WHAM
ROCHESTER, N. Y.
50,000 Watts - Clear Channel
NBC AFFILIATE

"The Stromberg-Carlson Station"

Page 66 * June 23, 1947

WORLD SEES TRIBUNE'S PAGE 1
Chicago Daily Flashes Facsimile of Its Centennial Edition—Around the Globe

THE CHICAGO TRIBUNE, one of the pioneers in the transmission of pictorial and printed material via radio, was able to flash a facsimile of its centennial edition's front page to newspapers around the world June 16 by employing radio and other methods of transmission.

People in this country as well as in Alaska and Hawaii and 41 foreign nations received the Tribune's 100th anniversary page 1. Combined services of press associations, news photo services and airline companies helped to make this possible.

After photographing and printing copies in its own editorial offices, the Tribune distributed them to both Acme News Pictures and AP Wirephotos, which put them on their domestic circuits in time to be used for morning papers throughout the country on the day of centennial.

The Tribune broadcast one of the first facsimile news editions ever sent out over the air May 11, 1946, utilizing wartime-developed FM techniques. Demonstration of facsimile device was given in Tribune Tower June 8 at the centennial reception.

TELECAST AT PRINCETON IS STEP TOWARD NET ANOTHER STEP in the development of television networks was made June 17 with NBC's telecast of the commencement exercises of Princeton. For the first time a video program originating south of New York was beamed to that city via the new Philco microwave radio relay system which heretofore has been used solely for the transmission to Philadelphia of programs originating in New York.

Program, including several shots of President Truman, chief speaker at the ceremony, was televised on the Princeton campus by an NBC three-camera mobile unit. From the campus the signal was beamed by microwave to the Philco relay station at Mt. Rose, N. J., five miles from the university. From Mt. Rose the video signals were sent two ways, north to New York for broadcast by WNET (NBC) to Philadelphia for airing by WPTZ (Philco). From New York the program was fed via AT&T's coaxial cable to Washington, where it was broadcast by NBC's new video station WNBW, which will receive its formal dedication on June 27.

Emerson Profit CONSOLIDATED NET profit of $1,131,466.33, equal to $2.83 a share, was reported by Emerson Radio and Phonograph Corp., New York, and subsidiaries for the 26-week period ended May 3, 1947, after providing $500,000 as an inventory reserve and $389,346.70 for Federal income taxes. For the period ended May 4, 1946, consolidated profit, after providing $100,000 as an inventory reserve and $320,638.92 for income and excess profits taxes, amounted to $343,909.06, equal to 8c a share.

Reptile King JIM DICKENS, KFJB, Marshalltown, Iowa, chief engineer, thought he'd had enough trouble when flash floods made a veritable lake of the area surrounding station's transmitter house and tower. Two and a half miles from Marshalltown and covered the only road leading to the transmitter with five feet of water. But the morning of Friday, the 13th, brought an unhappy discovery — snakes were seeking refuge in the transmitter house. Mr. Dickens, a former Kentucky hillbilly and a crack shot with a rifle, brought out the artillery—a 22-caliber rifle—and by 6 p.m. had disposed of 17 of the reptiles.

FRANK LATOURETTE, ABC Western Division newsman, and special events manager, has transferred from San Francisco to Los Angeles. Move centers all network's Western department heads in Hollywood area. VICTOR, member of the KGO San Francisco (ABC) news staff, has filled Mr. Latourette's position in San Francisco as head of KGO news and special events.

FRANK C. BALMERT, former announcer and farm editor of WPAY Portsmouth, Ohio, has returned to the station as member of news, sports and special events staff.

BRUCE PALMER, news director of WKY Oklahoma City, began his second tour of that Oklahoma city June 16 to originate "The Oklahoma Front Page," his daily show on amateur radio. His broadcasts from editorial offices of a local newspaper in each city features an interview with the editor plus a verbal picture of the city.

DICK SMITH, news bureau chief of KMACK-KISS San Antonio, has been appointed UP correspondent for San Antonio.

SAM SLOAN III, WOAI San Antonio news reporter, has accepted a captain's commission in the U. S. Army. RAY BRIED, former WOAI newsmen, has rejoined the staff as his replacement.

CEDRIC FOSTER, Yankee-Mutual network commentator on a tour of the country, visiting New York, Texas, Missouri, Illinois, Michigan and Colorado, was to hear the first broadcast on WLS.

henry d. taylor, CBS commentator, sailed for Europe on June 18 and on June 23 began six broadcasts from over there. Mr. Taylor will originate his CBS Monday and Friday programs, 3:30-4:30 p.m., from London, Paris, Rome, Berlin, Athens and other cities, reporting their economic, social and political conditions. His sponsor is General Motors Corp.

John a. morrison jr. has joined the news staff of WIPF and WIP-FM Philadelphia, a graduate of U. of Pennsylvania, he was program director of the campus radio station, WSPN. He worked in the WDAS Philadelphia program department before joining WIP.

Clifton utley, NBC Chicago newsman, will substitute for H. V. Kaltenborn, Mondays through Fridays, 7:45-8 p.m., on NBC Sept. 1 through 12, while the latter is on a six-week round-the-world trip. The network previously announced that Mr. Utley would alternate with Washington Commentator Richard Harman during the period.

PioRELO LaGuardia, ex-New York Mayor, was granted leave from New York's Mayor's office last May to make his regular weekly broadcast over WJZ New York. He is undergoing treatment for a diabetic condition and will be on leave an indefinite period. During his absence from the air, syndicated commentators will substitute for him on WJZ.

Andrew cowan, producer in London, England, office of CBC, is the father of a girl.

WFGE
Atlanta's Only 24 Hour Station
Studio and General Offices
Georgian Terrace Hotel
General Broadcasting Company

Atlanta's Most Modern Station
WBGE

BROADCASTING * Telecasting
WNEW ‘Horse Trades’ for Promotion

New York Station Uses Reciprocal Plugs For Air Time

BRIGHT and brassy WNEW New York, one of the slickest of the city slicker stations, has adopted the ancient technique of the horse trade for its own promotion. The technique is reported to be paying off at the rate of a billion and a half listener impressions per year.

A revitalized promotional campaign was undertaken by the station last Jan. 1, under the direction of Jack V. B. Sullivan, promotion director. Mr. Sullivan’s problem was to place WNEW’s name in space the station could not afford to buy.

His solution: Trade time for space. The trading is now as spirited as a horse auction.

Mr. Sullivan pays for advertising and promotional space in newspapers, theatres, transit lines and laundry tags with time on the air—allocated at card rates. The list of media cooperating in the enterprise is impressive.

Reciprocal Arrangement

With the New York Journal-American, WNEW has a reciprocal arrangement in a feature, “Talking Picture Story,” which the Journal-American runs each Saturday. Readers of the newspaper’s feature must listen to a WNEW program the next day to learn the full story, and children may color the Journal’s pictures and submit them in a weekly contest whose winners are announced on the WNEW show. The Journal tells readers to listen to WNEW, and WNEW tells listeners to read the Journal.

The same paper’s column is similarly coordinated with a stamp news program broadcast Sundays by WNEW; and each promotes the other. Journal-delivery trucks have carried panels advertising its own stamp columns and the WNEW program.

As payment for space in the Journal-American, WNEW allocates six quarter-hours each week of the Martin Block record show to the paper.

For some time WNEW has been placing car cards in Fifth Avenue buses and the bus company has been accumulating time credit with the station for a future program.

The station has deals with two theatre chains—the Century Circuit of 37 houses and the Embassy Newseum’s seven houses—for one-minute movie trailers which plug WNEW and the shows which each of the chains has on the station. The Century Circuit has a half-hour Sunday program, Show Business, and Embassy Newseum Theatres are given two spot announcements per day plus a 15-minute news program, You Decide.

WNEW gives spot announcements to Macfadden Publications in exchange for regular “editorial” space in Photoplay and Radio Mirror which print stories about the station as provided by the station.

The Brunswick Laundry in Jersey City, said to be the largest home-delivery laundry in the nation, prints plugs for WNEW on 25,000 bundles it delivers each week.

A stuffer included in monthly bills sent to consumers by the Brooklyn Gas Co. contains a WNEW program report, all because the station guarantees to broadcast emergency announcements to the company’s crews.

In the Civil Service Leader, a publication distributed among most New York municipal workers, the station’s Career Quiz program is regularly promoted.

The Saturday Review of Literature devoted a full page to WNEW’s Let’s Balance the Books, a literary program.

The Greeting Card Industry agreed to supply two special birthday cards to WNEW in exchange for mention of the usefulness of greeting cards on Children’s Playhouse.

The station additionally buys car cards on the Long Island Railroad, Queens bus and trolley lines, and in the fleet of Parmalac cab, the biggest group in New York.

Mr. Sullivan estimates that through this vigorous promotion a billion and a half people are exposed to WNEW advertising each year.

Good Deal

WHEN plums out of season were wanted by a hospitalized young veteran of service in Japan, WOAI San Antonio came to the rescue. Sam E. Dean, critically ill in Brooke General Army Hospital, said nothing but fresh plums would taste good to him. His mother called WOAI, and News Editor Henry Howell aired an announcement on his 12:15 “Market Reports.” Plums were rushed immediately to the young veteran from listeners in Somerset and Victoria, nearby Texas towns.

In Best Tradition

THE STAFF of WGBK Charleston, W.Va., really believes in the old saying, “the show must go on,” so it appeared on June 2 when a shorted transformer cut off part of Charleston’s power supply, including the WGBK studios. Acting quickly, the station whisked an engineer and a member of the production staff out to its transmitter on Coal Branch Heights and continued to operate with emergency facilities, lasting only two minutes of broadcast time in the two hour period. To make the feat even more incredible, says the station, the production staff’s only timepiece was a wrist watch, but they operated by the “seats of their pants and radio instincts,” and were never over 10 seconds off.

SELLING IS AS SIMPLE AS

IT’S A HABIT!

For 20 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA
N.Y. Council
(Continued from page 68)

public relations tool for broadcasters.

New York broadcasters at the meeting expressed the feeling that while the plan might be effective in smaller cities, it would not work in New York, where there are more than 20 radio stations and hundreds of public service organizations. Other objections were that by supporting a council the broadcasters would be subsidizing their critics who would be strengthened by being combined under a single aegis, that the proposed budget is far too small to work in a city the size of New York, that the council would encourage more requests for free time and that it would be construed as an invitation for the public to tell the broadcasters how to run their business.

Luncheon group spokesmen stressed the lack of authority of many of its members to speak for their stations and the informality of the luncheon meetings, which make no motions, adopt no resolutions, merely discuss matters of general interest. "The New York broadcasters have not officially rejected the council idea" one of them said. "A group of station executives have merely discussed it."

Luncheon attendance included: Rod Erickson, WOR; John Hade, WJZ; James Gaines, John McPadden, WNBC; Richard Swift, Gordon Grahame, Henry Untermeier, WCBS; Jerry Dasig, WIN; Arnold Hartley, WOY; Ted Cott, WNEW; Eleanor Sanger, John Hayes, WQXR; Charles Bal- tin, WHOM; Clifford Evans, WLBT; Leon Goldstein, WMCA; Seymour Segal, WNYC; Sam Slater, BBC.

NEW RUBBER LATEX make-up is being used by Artist Richard Smith, making up an actor who impersonated Abraham Lincoln on a television broadcast by WNB7 New York. The bust of Lincoln on the table (at left) was made by Mr. Smith as a model. The make-up artist applies moulage—casting material—and from it makes a mould of the actor's face, then adds the necessary parts of latex to build up the actor's face to resemble Lincoln. In the picture at right, Mr. Smith is applying final touches to the make-up complete even to the mole.

******

They Say...

"WE MUST give authority and standing to the social sciences. When this is accomplished, we must accept the advice and counsel of the social scientist as readily as industrial management accepts the advice and counsel of the physical scientist. In this manner, and only in this manner, may we expect to bring about a higher order of human behavior."

Dr. C. B. Jollife, executive vice president in charge of RCA Labs, speaking June 2 before the graduating class of the U. of W. Va.

"WILL RADIO ever develop its own valid literature? . . . Radio might go the Hollywood road to fatuity and never produce anything "valid" at all. At the other extreme it might be argued that radio will be the only literature of the future, that the present age of universal literacy is only a passing phase, that in a generation or two reading and writing will be dead. . . . I do not believe that either of these things will happen or that there is any need, or any room, for a separate radio literature. . . . I do believe that the effect of radio on literature generally will be as profound, if almost as slow, as the effect of the printing press."

Richard Hughes, writing in the Virginia Quarterly Review.

"WE CAN BE ASSURED of pleasant, successful station relations if our local representatives observe the following policies: Work closely with the station at all times; act judiciously in using time allotted; ask for time based on the real merit of the program we are offering rather than simply attempting to 'get on the air'; remember that the station has other important calls for time besides our own; refrain from using the negative approach of pressure tactics or personal influence to achieve our goal, however important it may seem to us; show appreciation for all assistance received, however great or small."

B. Walter Huffman, chief of the radio section of American Red Cross national headquarters, Washington, D. C., in a talk on "Local Broadcasting by National Organizations" at the Institute for Education by Radio, Columbus, Ohio.

STUDENTS at the U. of Tulsa are now operating the campus FM station. KVOO. Prof. Ben Reeser, formerly with KVOO Tulsa, is manager; Prof. Elsworth Church, formerly with KPRC Houston, is news editor. Remainsider of staff are students.

"Since WFDF Flint got all those new accounts we've been unusually busy."

KPAC, PORT ARTHUR, TEXAS offers

. . . Fulton Lewis, jr., one of the best known and highest rated commentators in the business. Now available for your exclusive sponsorship over KPAC, located in the very heart of Texas' rich industrial area, where 1946 BMB reports an increase in radio homes of over 96,000! We sincerely believe that Mr. Lewis, who has been called "The Greatest Reporter alive today," is one of the best radio buys on the market.

FULTON LEWIS JR
America's Foremost Commentator on National Affairs

For full information on ratings, cost, etc., wire or call
KPAC
Phone 7458 Port Arthur, Texas

MONDAY thru FRIDAY
6:00-6:15 P.M.
CST

U.S.MINT

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LIBERTY LOAN CORP.
HAS NEW SPOT SERIES
LIBERTY LOAN Corp., Chicago, June 9 embarked on new dramatic spot campaign covering 13 stations in Michigan, Wisconsin, and Illinois. Format of new series will be based on theme that "Liberty Starts With A Loan" and will include one - minute biographical sketches based on the idea that many great personalities of history borrowed money to start with.

Series covers 22 sketches, transcribed for distribution, and will run indefinitely. Stations thus far announced: WJHS- Ironwood, WMQ - Iron Mountain, WHLS Port Huron, WJIM Lansing (Michigan), WSAU Wausau, WMAM Marquette, WTAQ Green Bay (Wisconsin), WSBC Chicago.

Other five stations, all in Illinois area, have not been announced as yet. Plans call for expansion of series into 15 to 18 additional cities in Illinois, Maryland and Virginia.

Leis for Announcer

ENTOURAGE of movie faithful was on hand when William (Bill) Warren arrived in Honolulu by plane to take up staff announcing duties at KUL, city's new 10-kw ABC outlet. Announcer Warren was much surprised, but soon learned that it all happened after word had gone out that Warren William, movie celebrity, was due. The reversal of first and last names failed to daunt the welcoming party, which bestowed upon Mr. Warren the customary leis.

New Members

NATIONAL COLLEGIATE Radio Guild initiated five northwest radio men into membership during 25th anniversary celebration of KWSC Pullman, Wash. Initiates include: Burke Ormsby, manager of KTB, Tacoma; R. O. Dunning, president of KQI Spokane; W. W. Warren, program manager of KOMO Seattle; Loren B. Stone, manager of KIRO Seattle; Wallace Brazeal, vice president in charge of programming, KQH Spokane.

James Named to Direct Lorillard Co. Advertising

ALDEN JAMES, former advertising representative of This Week magazine, New York, for the past 12 years, and prior to that eastern manager of The Atlantic Monthly, has been appointed director of advertising for P. Lorillard Co., New York. Mr. James is author of the book, Careers in Advertising.

A graduate of Dartmouth College, Mr. James has also been associated with House Beautiful magazine. He has lectured in advertising at the Berkeley Business Schools in New York and New Jersey and at the advertising and selling course conducted by the New York Advertising Club.

TBA Proceedings

TELEVISION Broadcasters Assn. has published the proceedings of its second conference and exhibition, held last October 10-11 in New York. The 225-page volume, containing transcripts of all papers and complete reports of the luncheon and banquet sessions, is being sent without charge to all registrants at the meeting. Extra copies are available at $3 each from TBA headquarters, 500 Fifth Ave., New York. American Television Society has purchased copies for its membership in lieu of issuing a yearbook as it did in 1946.

For eleven years WEMP has served the 225,900 families in its primary area. We have won a lot of well-earned laurels and are daily adding new ones.

New Programs do it . . .

We have created and sold many new local programs, such as "Breakfast with Bob," "Ladies' Choice" and "Listen, My Children!"

Promotion Helps it . . .

We have added regular schedules in both Milwaukee newspapers—Dash Cards on the trolleys and busses—an attractive "WEMP Listener" magazine and a complete monthly separate Merchandiser to grocers and druggists.

Results Prove it . . .

Using fifteen minutes Monday through Friday, Milwaukee's Largest Dry Cleaner overwhelmed by results on two unusual tests. Using a five-minute newscast several times daily, an Oil Company conducts successful direct sale campaign. Largest Retail Shoe Store buys WEMP-developed juvenile program and finds new way to sell youngsters between ages four and ten.

Write WEMP or contact your Avery-Knodel salesman for more facts regarding the programs and promotion that produce results on WEMP.

ELEVEN YEARS OF SERVING MILWAUKEE—AND MOVING AHEAD!

1/4 inch tape sound quality, FM reproduction.

COLUMBIA COMMERCIAL

KFXJ

Announces the appointment of the
Hal Holman Co. as representatives for the areas of New York and Chicago WESTERN SLOPE BROADCASTING CO. the pioneer VOICE OF WESTERN COLORADO at GRAND JUNCTION

KOMO

Announces the appointment of the
Hal Holman Co. as representatives for the areas of New York and Chicago

COMMERCIAL

MERSON SMITH, program director of KDYL Salt Lake City, has been named account executive in KDDL commercial department. TOM CAPPERTY, former chief announcer with WON Chicago, is his successor as program director.

Arthur Gerbel Jr., commercial manager of KZG Seattle, has been elected to U. of Washington Alumni Assn. board of trustees to serve for a three year term.

EMMA MAE STEWART, a member of KFYW Philadelphia accounting department for the past nine years, has been appointed to move to Chicago. MARION KLEIN is her replacement.

HAL DAVIS, announcer of KCMJ Palm Springs, Calif., has become account executive, replacing Jack Donahue who resigned to enter Los Angeles agency field.

FRANCES HALL, traffic manager of KFWB Hollywood for 14 years, has been appointed an account executive. DOROTHY MICHELS takes over as traffic manager with BETTY BARNES assistant.

HARRY McALL Jr., member of ARTHUR C. SCHOFIELD, sales and sales promotion managers respectively, of KFWB Philadelphia, were guests at the 70th annual convention of the Pennsylvania Pharmaceutical Association, meeting in Atlantic City. Mr. Schofield addressed the meeting on "How a Mogul Can Froth by Radio Advertising."

PERRY KEAT, formerly in advertising department of Froster & Gambke Co., Cincinnati, has joined KSRO Santa Rosa, Calif., as account executive.
Radio-Minded Philco
(Continued from page 17)

rule that called for more sales action.
If there's one word that typifies Philco's merchandisers, it's action. Their sales and merchandising teams dream and eat action.

The greatly expanded postwar production program called for something big and new in merchandising—something that would have everybody talking about Philco. Even though the public was supposed to be standing in line to buy, Philco was interested in making sure they were in the right line—the Philco line.

Bing Was the Talk
That gave a cue. What were advertising people talking about? And the agents and advertiser lunch tables, trade folk were talking about Bing Crosby. General Motors, Ford and Texaco were after Bing, who had been unhappy at Kraft.

Fast competition, but not too fast for Philco. In as many hours as it took Mr. Carmine and Mr. Pierson to map out a plan for Bing and arrange transportation, they were enroute to Hollywood.

The bidding was high, but Philco had more than price to offer. Philco wanted to reach every community in the country, for it had dealer outlets in every community. It wanted more coverage than any network could provide. It wanted to reach all the communities at the same local hour. The answer, believed, could be found in a combination network and dealer cooperative campaign based on transcribed rendition.

Bing was a natural for Philco, which has phonograph turntables in 50% of its receiving sets, because more than 75,000,000 of Bing's records have been sold.

Other bidders were willing to let Bing fulfill his desire to do his broadcasting via transcriptions, except that they wanted him to do the first 13 weeks live. Philco was sold on the transcription idea, and didn't make any such demand. Furthermore Philco was glad to have Crosby Enterprises produce the whole package, and when Bing, Brother Everett and Lawyer John O'Melveny were offered a minimum guarantee of $22,500 a week for a show that would blanket the nation, it was a three-year deal.

Series of Meetings
Then was born what Philco claims is by far the biggest merchandising campaign in radio history. The Philco distribution organization, with its 134 distributors and 27,000 dealers, is an enthusiastic and integrated sales set-up. To get every unit behind its campaign, a series of distributor meetings was held across the country last September. The entire Sales Dept. headed by Mr. Kennally and John M. Otter, now

general sales manager, started a radio-station selling campaign.

To publicize the Crosby radio program, Philco released its first large-scale newspaper advertising since 1941. In the following weeks, newspaper advertising was widely used to advertise the program and feature the models that Bing advertised on the air. Magazine copy was also prepared and coordinated with this entire campaign. Philco has always used national magazines to promote the name and emphasize quality of its product.

Another program was added to the Crosby-Breakfast Club lineup. Burl Ives, ballad singer, was signed for a transcribed series over 340 Mutual stations.

By the night of Oct. 16, 1946, when Bing's first transcribed program took the air, the whole country was talking about it, and dealers were whooping it up in special newspaper copy. One local newspaper had 23 separate dealer advertisements announcing the program and mentioning the new models.

Rating Climbed
Nothing like the morning of Oct. 17 had ever been seen by Philco dealers, and they have seen their share of sales explosions. Crowds flocked in, asking to see new models and mentioning model numbers. The combined radio, newspaper and magazine promotion was the greatest ever to launch a new radio show.

Would it last? The Hooper on the opening night was 24, right in the top bracket. The figure soon settled to around 17 as expected until the public got accustomed to the Wednesday morning show. Once it dipped to 12.2, barely topping the minimum contract figure which would have given Philco the right to demand live rendition. Since then, the rating has been climbing steadily until it reached 22.8 a few weeks ago.

That Hooper figure isn't a criterion of the Crosby audience. Besides the full ABC network of some 225 stations, another 200 independents carry transcriptions with local commercials. Thus Bing is heard on more stations than any other performer, the largest group of stations ever to carry an entertainment broadcast.

Would it last? Ask any Philco distributor or dealer. They clamor for more Philcos, and still more Philcos. A fiftie New Castle (Pa.) dealer jumped in his truck and drove 300 miles to the Philadelphia plant the day after a Crosby broadcast. (He had to be turned down—it is Philco policy to sell only to its distributors.)

"Sales results of the first four programs were the most sensational in the history of Philco Corp.," Mr. Carmine announced. "The Philco radio-phonograph models advertised on the four shows to date have been completely sold out early the next morning."

All this was not the result of big spending. Rather it was the fruit of the most careful kind of planning coupled with an unceasing pace set by the merchandising and sales teams working under Philco's top officials—Larry E. Gubb, chairman of the board, and John Ballantyne, president. In the background with the figures is Philco's economist, Dr. Courtnay Pitt.

For every dollar of Philco sales to a distributor, the company sets aside 2% cents to match distributor merchandising. For every dollar of sales to a dealer, the company matches merchandising ex-
AS KWSC, 5-kw State College of Washington station, celebrated its 25th anniversary these five radio executives were initiated into National Collegiate Radio Guild, college honorary West Coast fraternity. William J. Walker, station manager of KTBZ Tacoma, Wash.; R. O. Dunning, newly elected president and general manager of KHQ Spokane, Wash.; W. W. Warren, program manager of KOMO Seattle; Loren B. Stone, station manager of KIRO Seattle; Wally Brazel, vice president in charge of programming, KHQ.

VIDEO PACKAGE SERVICE

STARTED IN NEW YORK

VIDEO Associates, New York, television packaging agency, has announced a new circulating program service designed for use especially by new television stations with limited budgets, equipment and staff. Called Tele-Pak, this show-by-mail service provides tested video shows in complete production kit form, including marked master script, camera plot, ground plan, set specifications, timing chart, casting and rehearsal suggestions, plus a complete analysis of the program for the director, the company reported. When necessary, the package will also include visual materials and special props.

Describing Tele-Pak as "an interim service for the local station until network television is a reality," Philip Brobsky, firm's president, said that "although we can see the plan operating indefinitely under certain conditions, it is not intended to replace the much-talked-of stock companies in television, for the days of national repertory groups are a long way off.

"Station production budgets do not, (and can not at this time) include the high transportation costs of sets, props, casts, and directors from New York to Los Angeles—or even Chicago."

A 13-week dramatic series and a 13-week series based on child care problems are already available in Tele-Pak form, with others in preparation.

KWSD Mt. Shasta, Calif.

Now on Air With 250 w

KWSD, new 250-w Mt. Shasta, Calif., station on 1340 kc, started operating on June 12. Licensee is Shasta Cascade Broadcasting Corp., with Charles and Eva Adair, and Leo and Dorothy Coffenperry principal owners.

Arthur Adler is manager with David H. Rees chief engineer. Other staff personnel includes William J. Lohnes and Keith Furry, technician-announcers; John Pennington, chief announcer-news editor; Dorothy Coffenperry, secretary; and John Pennington, chief technician.

Cousin Katelyne

Says:

Dear Cousin:

Well, here I am just a sittin' in the hay sora ruminatin'...

(That's a four-syllable word that means "staring", Cousin.) Down here "Across The Alley From The Alamo" most folks are stayin' in the shade of their "Adobe Haciendas"... Course, here at KTSA we stay cool in our air-conditioned comfort. Y'know, ever' time I hear some of the do-gooders talk about what's wrong with radio, I mightnear bust a stitches. I've just about come to the conclusion that there's only one thing wrong with radio—people get too much entertainment for nothin'. That's what it is, Y'know what I wish? I wish I could control every radio station for just 48 hours, cousin. Y'know what I'd do? I'd take 'em all off the air for those 48 hours and cousin, I bet the do-gooders and the cranks and the self-made critics would sure be a-sayin' "Mm, how I miss all the good radio programs. Let's pass a law to make 'em come back on the air." Silly, isn't it? But not quite! Cousin George Johnson and Rex Preis say "howdy" and come see us. Tell all our friends up that-a-way when they need Texas, they need San Antonio, and when they need San Antonio, they need KTSA, the CBS outlet for South Texas. Ask any of our compadres at the Taylor-Howe-Snowden Radio Sales office. S'long now.

Love and Kisses,

Yours Truly, Cousin Katelyne


WTOP Washington is featuring Saturday morning quiz game program (18 A.M.) called “Let’s Play Baseball.” The regulation-size ball teams include nine boys on one side, nine girls on the other. Quiz questions are pulled from four glass bowls labeled “single,” “double,” “triple” and “home run.” Each correct answer is a hit, which is shown on a big illustrated baseball diamond set up in front of studio audience. An incorrect answer is an out. Eddie Gallaher is m. c.

Trans-Mountain Project

CEREMONIES commemorating what is said to be the first transmountain diversion of water in history will be aired by KLZ Denver today (June 23) at 2:30 p.m. direct from East portal of Alva B. Adams tunnel three miles above Estes Park, Colo. Lowell Watts, KLZ farm reporter, will be m. c. Principal speakers will be J. A. Krug, Secretary of Interior. Project will provide water for 615,000 acres of land, plus 600 million kw power annually.

‘Encore Echoes’

“ENCORE ECHOES,” new 30-minute program built around great songs from light operas, Broadway hits and show favorites, was scheduled to start June 10 on WTMJ Milwaukee. Sponsored by First Wisconsin National Bank, it will be heard Tues., 9:30 p.m. Bruce Bote and Kathy Oaks are featured soloists, and there is a 16-voice chorus.

National Security Speech

WJAC and Yankee-Murphie June 23 10:30 a.m. will bring a special radio broadcast featuring Dr. Karl T. Compton, Massachusetts Institute of Technology. It will be the “National Program for National Security.” Dr. Compton is chairman of the President’s Advisory Commission on Universal Training, which recently made its report to President Truman.

FLYING to Washington, D.C., to do a program in Air Force’s new “Go Out!” show for 1,600 stations for Air Forces Domestic, is Jack Henderson, pianist and band leader, greeted by Brig. Gen. Burton K. Hovey, commanding general of Bolling Field, and several other welcoming guests. 1 to 7 P.M., Frank Tidwell, Capt. Peter, W. R. C. Byers, Ted Alexander, Capt. E. M. Wilcox, 13th. 2:30 p.m. Bruce Bote and Kathy Oaks are featured soloists, and there is a 16-voice chorus.

Flying News

Aérovision news and music provide the half-hour evening program on KOFJ Hollywood. Interviews with aviation personalities, air developments and stories of airlines provide Paul Langford, program originator, with base of his material.

KFW Showcaser

FOR SECOND successive year, KFW Philadelphia is showcasing its own talent to promote local and network programs in half-hour weekly “KFW Presents.” When the station inaugurated programs last year as a summer replacement, it became the first local outlet to use its own facilities to display its stars. The station announces itself as sponsor. Commercials will follow the station’s shows. Basic format includes Clarence Fullman and the KFW Orchestra, which will now have ten network shows a week. The orchestra will be Frank Coleman tenor. Each week a different personality from the station’s staff will appear.

21 YEARS SERVING CHATTANOOGA

WITH CBS

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.
NEWSMAN IN ILLINOIS DEFENDS RADIO'S CASE

RADIO'S CASE for more freedom is defended by a midwestern newspaper man, Gomer Bath of the Peoria (Ill.) Star, in a recent editorial discussion of Broadcasting's poll which showed 80% of station managers in favor of a new radio law.

Contending that the industry's attempts at solving its own problems have not been successful thus far, Mr. Bath says, "Nevertheless, in the interests of freedom of radio, comparable with freedom of the press, we feel that public sympathy should be with the radio industry as against a federal bureau which is constantly assuming regulatory authority never given to it by Congress."

A few days later in a June 4 editorial the Star examined Columbia's new program, CBS Views The Press, and endorsed the idea behind it — up to a point. In view of FCC rulings against editorial expression, the paper wonders "why the bars have been let down to allow radio to criticize one subject only, the press." "Let CBS direct some criticism toward Federal Communications Commission, which limits freedom of speech by radio," says the Star, "and we shall more readily be convinced of radio's sincerity and courage."

Borden Starts Summer Promotion of Fountains

BORDEN Co., San Francisco, in summer campaign to promote "Four-Star Soda Fountains" in early June started weekly schedule of 91 transcribed jingle announcements on stations in Sacramento, Fresno and San Francisco.

Campaign is aimed at building dealer acceptance and good-will; as result, name of Borden is minimized and "Four Star Fountain" is focus. Spots feature drug fountains adhering to specified standards, including identical recipes and ingredients. Borden Co. supplies display material identifying subscribing stores at no cost save fact that each sells its brand of ice cream.

Firm in addition sponsors Glenn Hurlbut, blind pianist-composer, five times weekly on KFRC San Francisco, with transcribed versions on KFBK Sacramento and KJM Fresno, for direct selling of all Borden products. Latter program is exploited by personal appearances throughout Northern California. Agency is Young & Rubicam Inc., San Francisco.

NBC Replacement

A NEW COMEDY show featuring Monty and Natalie Masters, West Coast comedians, begins on NBC July 12, Saturdays, 8:30-9 p. m. titled Mod Masters. The program replaces the Procter & Gamble Co.'s Truth or Consequences which returns to the network on Sept. 6.
Borton Suggests NAB Affiliate Group

Would Represent in Hill Hearings and Network Negotiations

FORMATION of an affiliates committee within NAB to represent stations during hearings on the White-Wolterton Bill (S-1338, HR 3595) and to assist stations in their relations with networks is proposed by Fred W. Borton, WQAM Miami, director of NAB District 5.

Move by Mr. Borton to have the NAB set up a unit to consider problems of affiliates, including contract negotiations with networks, was sidetracked at the May 21-22 meeting of the Board of Directors. His proposal was referred to the Finance Committee.

Resolutions urging creation of an affiliates group within the NAB were unanimously adopted by District 5 at its May 1-2 meeting in Birmingham and by the Florida Assn. of Broadcasters at its meeting in Miami last Dec. 1.

The idea was originally offered by Mr. Borton at the NAB board meeting at Estes Park in August 1946. Network board members objected to the plan, with the board concluding that as an overall trade association NAB could not represent the viewpoints of one segment of broadcasting against another.

At the May board meeting the further objection was raised by NAB headquarters officials that the association had no budget to finance such a unit. Mr. Borton proposed that “a committee composed of one from each of the four network affiliates be appointed to sit with the president to consider problems common to all network affiliates.”

The board’s unofficial position was that NAB could not be expected to serve as spokesman for any special group’s interests in business matters or in consideration of legislation in Congress and that the affiliates themselves should handle their own problems.

Mr. Borton points out that affiliates pay the largest proportion of dues of any station group in NAB and that they should be represented by the association during rewriting of the Communications Act.

Another IRNA Seen

Otherwise, Mr. Borton says, formation of another Independent Radio Network Affiliates Group might be encouraged, a step he feels would be detrimental to NAB solidarity and “the last thing that should be done.”

Influence of networks in the conduct of association affairs will be reduced if the NAB membership approves a proposal to amend the by-laws to change their status from active to associate. NBC and ABC at present each has a director on the board, with MBS preferring it be represented by a non-voting observer.

The new by-law clause would deprive the networks of board membership. At present the board consists of one director for each of the 17 districts, plus two directors—large each for large, medium and small stations, as well as the two network directors.

Further proposals to amend the by-laws will provide a new board lineup consisting of the 17 directors; two directors—large for large, medium and small stations, to be elected by these groups instead of by the entire membership; one director for FM-A stations, one for FM-B stations, one for television and one for facsimile provided the group is represented by 25 member stations. This plan was favored by the board majorly, but alternative plans are to be proposed when the report of the proposed by-laws provisions have been drafted for referendum vote. The network affiliate member in the by-laws clause is being submitted for vote ahead of other changes.

Text of the resolution adopted at the District 5 meeting at Birmingham, similar to the Florida resolution follows:

Whereas, the existing network affiliates are confronted with increasing competition and

Whereas, the advent of a great number of new stations, network affiliates are faced with an increasingly unstable outlook and

Whereas, short-term network contracts make their situation increasingly unstable and

Whereas, networks may find it possible and desirable to make more favorable contract for station affiliation and

Whereas, there is a possibility of duplication of network outlets within normal coverage of area—

Be it resolved, that it is the desire of the 5th District of NAB that there be provided within the NAB facilities for the study and improvement of such problems which may now or will confront network facilities in the future.

Mrs. Roosevelt, Porter, Henderson ADA Members

THE IDENTIFICATION of Mrs. Franklin D. Roosevelt, Leon Henderson and Paul Porter as board members of the Progressive Citizens of America in an article last week was an error of fact [Broadcasting, June 16, page 11].

Mrs. Roosevelt was among the founders of the organization, Americans for Democratic Action, of which Mr. Henderson is executive committee chairman and Mr. Porter a member of the national board. None of them is associated with Progressive Citizens of America.

Americans for Democratic Action does not agree with the view of PCA that liberals can cooperate with American Communists and ADA’s constitution expressly excludes Communists from membership.
Radio Graduation

SERIOUSLY injured in an accident just a few days before graduation, Patricia Daniel of Tulsa, Okla., “attended” the exercises just the same—from her hospital bed via a direct line supplied by KAKC Tulsa. Dressed in her cap and gown, the young high school girl was able to hear name read, the accompanying moment of silence—the tribute of her classmates, and the class hymn which was sung in her honor.

Aids Health Commission

WATERS of a flash flood June 6 poured into the wells from which Mansfield, Ohio, draws its supply of drinking water. The City Health Commissioner called the local station, WMAN, and requested that its facilities be used to inform residents of the situation, and request that all water used for drinking or cooking be boiled until the water could be tested for contamination. WMAN made announcements just before sign off that day and every 15 minutes until noon on the following day. Station reports that to date, no cases of sickness due to contaminated water have developed.

Radio Aids Safety

RADIO’S role in the San Francisco safety drive was a factor in bringing about the lowest traffic death rate of the year during May, Henry E. North, president of the San Francisco chapter, National Safety Council, wrote John W. Elwood, KPO general manager. He praised the station’s part in the drive.

Directs Search

UPON receiving word that one of the prominent young local citizens was missing from his home recently, WJZM Clarksville, Tenn., immediately started plans for a search. Spot announcements were broadcast at frequent intervals asking for aid in finding the 18-year-old boy. Over 1,000 persons reported to form a searching party.

The Double-Duty Station

NOW–WTCH-FM! ABC…plus High-listener factors! FREE and PETERS National Representatives

When Kate Smith visited Chicago to receive her American Brotherhood award from National Conference of Christians and Jews, board of directors of MBS was meeting at Drake Hotel. Visiting with MBS executives at their June 11 luncheon, Kate greeted (1 to r.) John Shepard III, Yankee Network; Edgar Kobak, MBS president, and Alfred J. McCosker, retiring chairman of board. Miss Smith’s daytime show, Kate Smith Speaks, moves to Mutual today (June 23) from CBS.

Leaves WLIB Post

CLIFFORD EVANS resigns as program director of WLIB New York effective July 1 to join WHLI and WNY (FM) Hempstead, N. Y., as vice president and director of public affairs. It was announced last week by Elias Godofsky, president of the stations. Mr. Evans joined WLIB in 1942 as a news commentator and at the same time continued writing his column on the Brooklyn Eagle. In 1945, when the New York Post purchased WLIB Mr. Evans left the Eagle to become director of news and special events at WLIB.

Radio Workshop

GORDON HAWKINS, educational and program director of Westinghouse Radio Stations Inc. is conducting a summer workshop for teachers at Marshall College, Huntington, W. Va. June 21-24. Course includes six lectures on special techniques employed in education by radio. Subjects are script planning, script writing, production, in-schoolutilization, work shops and adult education.

Campbell Time Shift

CAMPBELL SOUP Co., Camden, N. J., effective June 30 switches Robert Trout With the News Till Now on CBS, Mon.-Fri., from 6:45-7 p.m., to 7:45-8 p.m. Agency is Ward Wheelock, Philadelphia.

May Traffic Up 50%!

Dade County Tops State in Bond Sales!

WIOD Tops 'Em All According to B.M.B., Hooper and Results!

National Representatives GEORGE P. HOLLINGSBERRY CO.

Southeast Representative HARRY E. CUMMINGS JAMES M. LESFAY, General Manager

5,000 WATTS * 610 KC * NBC

June 23, 1947 * Page 75
June 13 Decisions

DOCKET CASE ACTIONS

(The By Commission)

Motion Granted

NEW YORK, N.Y.--Announced memorandum opinion and order granting motion to strike from record in New York, FM cases the evidence adduced in these proceedings by the American Federation of Musicians resistance to the contract and policies of the New York Daily News. Comr. Clifford J. Durand dissenting.

AM-1900 kHz

Grenada Bestg. Co. and Birney Jmes Jr., Grenada, Miss.--Announced adoption of decision granting application of Robin Weaver trading as Grenada Bestg. Co. for construction of AM station 1490 kHz for the purpose of synchronizing and denying application of Grenada Jmes Jr. for same facilities.

AM-1900 kHz

WNOR and Deep South Bestg. Corp., New Orleans.--Announced proposed decision looking toward grant of applications of Unity Bestg. Corp., of Pennsylvania, Independ. Co. and Franklin Bestg. Corp., for Class B FM stations in Philadelphia, each for 20 kw ERP with tower of 500 ft. above average terrain, subject to CAA approval of antenna, structure height, and average power limitations to be made at later date. At that time Commission proposed to continue hearing and to permit similar applications of WDAE Bestg. Station Inc. without prejudice to any action that the Commission may take with respect to applying for FM facilities in Philadelphia.

ACTION ON MOTIONS

(The By Commission)

FM-Transmitter

Announced proposed decision looking toward grant of applications of Unity Bestg. Corp., of Pennsylvania, Independ. Co. and Franklin Bestg. Corp., for Class B FM stations in Philadelphia, each for 20 kw ERP with tower of 500 ft. above average terrain, subject to CAA approval of antenna, structure height, and average power limitations to be made at later date. At that time Commission proposed to continue hearing and to permit similar applications of WDAE Bestg. Station Inc. without prejudice to any action that the Commission may take with respect to applying for FM facilities in Philadelphia.

Rules and Standards

Announced adoption of order making final amendments to rules and engineering standards concerning FM stations proposed on April 18, and adoption of revised tentative allocation plan for Class B FM stations issued as proposed revision April 18. Also released list of new channel assignments in accordance with revised rules and standards for all FM licenses.

BY COMMISSION EN BANC

FM-Conditional Grants

Authorized conditional grants for seven Class B FM stations, one in lieu of previous Class A grant. Authorized 24 Class B FM CPs. See story BROADCASTING, June 14.

Applications Retained


Wisconsin--Ordered that FM application be retained in hearing pending further investigation of applicant's program policy (Comrs. Denby, Jett and Webster for grant).

BY THE COMMISSION

FM Reservation

Announced that reservation of certain Class A and Class B FM channels from spectrum will automatically July 1 under Secs. 3200 (b) and 3204

Coverage from Within of Four New Mexico Major Markets

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BROADCASTING • Telecasting
SOMETHING in one of 15 cities there's a family named Edwards which has $1,000 for a “Truth or Consequences” game who finds them and squeezes them some California orange juice. In the meantime, the contestant is squeezing juice for Edwards in all 15 cities and moves to Hartford, Conn., June 29 in his quest for the prize.

Ernie Gets Around TO PROMOTE the two Borden shows, “County Fair” and “Arthur’s Place,” Ernie Echard, 26, who mailed to all Borden dealers a new promotional piece featuring Ernie, the Borden cow. Pamphlet has sketches of “Country Fair,” both heard on CBS.

KSL Coverage EMBM MAPS and market data are featured on the monthly KSL Salt Lake City, Folder is being sent to time buyers and agency executives to give them a complete picture of the station’s coverage.

1947 Gold Rush “PORTY-NINES” scratched for nuggets and get chicken feed, says KQW promotion folder, “compared with the pay dirt of today’s gold rush.” Folder gives this figures, maps and charts to the effect that the 14 San Francisco Bay area counties comprising KQW’s effective market hae 3 and 2/3 million people in 7 out of 15 Northern California, 31 and 1/3 billion dollars or 72% of Northern California net image.

KROW Contest KROW Oakland, Calif. listeners with originality can win weekly prizes of Capitol luxury portable phonograph in the station’s new contest. Conducted by Lex Boyd, KROW record manager on his Saturday “Swing Session,” the contest involves listener identification of four musical selections, but in some novel way, such as a drawing or a poem, etc. At the end of six weeks, the grand prize winner is selected from among the weekly winners.

Counter Cards TIE-IN between “Bill” Hill’s cigarettes and Bill Brandt’s “Inside of Sports,” which airs 2 times weekly over KFW, Detroit, has been accomplished with 3,000 cards designed to be passed back of “Phillies” boxes. Cards have been given to dealers through local distributor.

Radio Sets Offered WTIC Hartford offers 18 radio sets as prizes in a farm safety suggestion contest, part of WTIC’s observance of National Farm Safety Week. Three sets will be given each day during the week July 21-26, for best ideas on how to save lives and prevent injuries on the farm. Other special features are planned by Frank Atwood, WTIC farm program director.

Supper Singer WOOP Boston has published a flyer on its “Harmony House dinner program,” during which “Bill Hickok will sing for your supper.

Blowout Winners KYW Philadelphia presented phonographs to 22 winners of the Quickset contest, along with a studio party and station tour.

Vacation Trip TWO-WEEK vacation for two in Canadian Laurentians is offered by WLYA Lawrence, Mass., for best letter of 50 words or less on “Why I Enjoy Listening to WLYA.” Contest opened June 12 on the “Stargazers” program, continuing to July 15.

Nunn Statistics NUNN stations have issued new market data cards and BMB folders, including population and buying income statistics.

SAM ELPFERT, WLJB New York publicity director, was to have married Deena Rieger, New York Post editorial assistant, yesterday (June 22).
**Time for Reason**

THE CBS Time for Reason series, heard on Sundays, 1:30-1:45 p.m., featured Bill Downs and Jim Hurlbut, CBS correspondents, on the June 15 broadcast doing a preview of the CBS program of committees and stamping presses in the photographic unit. Also in the show, Wiley, New York.

**Painters’ Campaign**

DISTRICT COUNCIL No. 9, Brotherhood of Painters, Decorators & Paper Hangers, New York, June 9-14 conducted a spot campaign on WOAI San Antonio, WLIB, WEVD and WMCA New York urging house and apartment building owners to redecorate their homes during the slack season when plenty of painters are available. The one-half minute and one-minute commercials also reminded landlords that under government regulations they are still required to repaint their property at fixed intervals. Campaign began with two spots daily on each station and was increased to six or seven on the last day. Agancy is Walter W. Wiley, New York.

**Nemec Promoted**

BOYCE NEMEC, engineering secretary of the Society of Motion Picture Engineers, has been appointed executive secretary, succeeding Harry Smith Jr., who resigns effective July 1 to go into business. During the war Mr. Nemec served as secretary of the Interim Armed Forces Committee on Photography and following that represented the Signal Corps engineering and procurement interests on the War Committee, Federal Specifications Committee and Joint Army-Navy Specifications Board as chief of the Signal Corps photographic unit.

**AMA Display**

TECHNICAL equipment, including two processed gold master records, photocopies of recording facilities and stamping presses in operation, of the NBC radio-recording division were incorporated in a display at the annual scientific assembly and exhibit of the American Medical Assn.’s Centennial Convention in Atlantic City, N.J., a fortnight ago. Facilities of NBC recording were used by the AMA in the recordings of Your Health, Keeping Your Baby Well, and many other programs of an educational and public service nature.

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**TELEVISION FILMS**

Chicago Firm Demonstrates Packaging Techniques; Cites Cheaper Costs of Film

TECHNIQUES which enable the producing and packaging of low-cost film for commercial television were demonstrated the third rout in WJLK by Television Advertising Productions Inc., Chicago firm.

Ardien Rodner, founder and newly-elected president of the company [Broadcasting, March 17] declared that the most important factor in creating and packaging "tailormade" television shows and spot announcements for potential sponsors was "efficient planning well in advance" and the use of television techniques which are artistically acceptable and economically possible. "Efficient planning," he said, meant that the film must be carefully shot, edited and narrated for the fullest effect. "We can produce spot announcements," Mr. Rodner emphasized, "for as little as $200 dollars per spot including talent. And while cost is actually computed on the basis of a day's shooting, we can produce as many as ten spots a day, interior and exterior, including the retakes. It means more volume and therefore less cost to the sponsor."

Mr. Rodner estimated that full half-hour dramatic shows composed with talent, though not of the name-star variety, could be produced for an average cost of $1600 in a comparatively short time. TAP cites two advantages of film's use, in addition to expedient packaging: in the following: (1) "Surety of production for use again and again," as compared to "lack of surety" in live commercials and (2) proportionate decrease in costs on the basis of repeated use, as well as the opportunity for advertisers to rotate commercials throughout the country.

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**Course for Staffers**

ASBURY PARK, N. J. PRESS is giving short course in the techniques and problems of radio news handling to five staff members of its new FM station, WJLK, scheduled to open in September. Prof. Burton L. Hotaling of Rutgers U. School of Journalism and author of the recent book, A Manual of Radio News Writing, is conducting the course.

**Heads FVW Post**

MONTE KLEBAN, WOAI San Antonio program director, has been appointed commander proton of newly formed Veterans of Foreign Wars Radio-Press Post No. 9175. This was the first FVW post of its kind.

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Low-Priced TV Console Set introduced by RCA

INITIAL SHIPMENTS of a new RCA Victor television receiver model, called by the company the lowest-priced console set on the market, have gone out. The set has a suggested retail price of $450.

With the set, the company is providing a "television owner's policy" which for a fixed fee of $65 covers antenna equipment and installation of both antenna and receiver and a year's maintenance and service, including any necessary replacement parts.

New model, listed as "Model 630-TCS," has a 12-inch electrolytic speaker and a 52-square-inch picture screen. It is a "5-in-1" entertainment unit, combining FM, AM and shortwave radio, a Victor photo and television. Cabinet, finished in walnut veneers, is 40½ inches high, 29⅞ inches wide and 20¼ inches deep.

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**Crosley Appoints**

APPOINTMENT of Thomas Penfield as market analyst of the Crosley Division—Arco Manufacturing Corp., was announced last week by S. D. Mahan, director of sales and advertising. Prior to joining Crosley, Mr. Penfield held various research positions with Grit Publishing Co., Williamsport, Pa.; Western Printing and Lithographing Co., Racine Wis.; John Hix Assoc., Hollywood, and Warner Bros.
FCC Actions (Continued from page 76)

Decisions Cont.:
Treasurer State Bott, Co., Inc., Butte, Mont.—Commission on its own motion re-moved from hearing document application.

KRIC Beaumont, Tex.—Denied petition for reconsideration in consolidated proceeding in re Docket 72721 et al.

Panhandle Bott, Corp., and Voice of Amarillo, Tex.—Granted petition for exten-sion of time in which to file group-findings in re applications and time was extended to 20 days after final action on RFD-1

George Arthur Smith, Jackson, Tenn.—Granted petition for extension of time in which to file opposition to petition for reconsideration filed by Jackson Bott, Co. and time was extended to and including June 26.

Wired Music Inc. Rockford, Ill., and Beloit Beasts, Inc., Beloit, Wis.—Commission-er determined its own motion auxiliary-lyng on these applications from June 18 to July 7.

(Continued by Commissioner Hyde)
American Jewish Congress, New York—Granted petition for extension of time within which to file exceptions to proposed decision of Commission granting applications of News Syndicate Co. Inc, for new FM station and petitioner was granted leave to file exceptions in this matter on or before June 26.

(Continued by Commissioner Durr)
News Syndicate Co. Inc., New York, N.Y.—Commissioner noted motion of petitioner to strike exceptions, request for oral argument, the brief filed May 29 by American Jewish Congress and granted motion for time to reply to exceptions, etc. to proposed decision; extended to June 26, time within which News Syndicate Co., may file reply to exceptions of American Jewish Congress.

June 16 Applications... ACCEPTED FOR FILING

License for CP
WFPR Alexandria City, Ala.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP
WSPA Montgomery, Ala.—Mod. CP, as mod., which authorized increase power, install DA-N for extension of completion date.

AM—1540 kc
John H. Phillips, Marianna, Fla.—CP new standard station 1540 kc 250 w. AMENDED to change type trans.

AM—480 kc
Georgia-Alabama Radio Corp., Columbus, Ga.—CP new standard station 480 kc 1 kw. AMENDED to change frequency from 630 to 620 kc.

AM—1590 kc
WJOB Hammond, Ind.—CP install old WEFW trans. for auxiliary purposes with 250 w. Contingent upon grant of BF-6169.

Modification of CP
WSBT South Bend, Ind.—Mod. CP, as mod., which authorized increase power, install new trans. and changes in DA to change type trans. and for extension of completion date.

WTIZ Terre Haute, Ind.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

WJOA Baton Rouge, La.—Mod. CP, which authorized move trans. location and install new trans. on top of water tower element of DA, for extension of completion date.

License for CP
WKSL Lake Charles, La.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WAEP Yreka City, Masa.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP
KBPO Kennewick, Mo.—Mod. CP, as mod., which authorized new standard station, to change type trans.

KFYI Mt. Louis—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KFNN By, Nev.—Mod. CP, as mod., which authorized new standard station, to change trans. location.

KORC Los Cruces, N. Mex.—Mod. CP which authorized new standard station, to change type trans., and trans. location and to specify studio location.

The Joseph Henry Bott, Co., Inc., Albany, N. Y.—License to operate present facilities which authorized WODK, 1490 kc 500 w-N, 1 kw-FM.

Modification of CP
WHAM Rochester, N. Y.—Mod. CP which authorized installation of new trans. and change trans. location, for extension of completion date.

License for CP
WGFL Kalamazoo, Mich.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP
WDON Raleigh, N. C.—Mod. CP which authorized new standard station, to make changes in DA and mount FM antenna on top of AM tower and change trans. location.

WFBD Columbus, Ohio—Mod. CP, as mod., which authorized extension of com-pletion date.

License for CP
KLPW Oklahoma City, Okla.—License to cover CP, as mod., which authorized new standard station, for extension of completion date.

Modification of CP
WNCO Raleigh, N. C.—License to cover CP, as mod., which authorized new standard station, for extension of completion date.

AM—1890 kc
WJSW Augusta, Ga.—CP increase power from 260 to 1 kw, install new trans. and change station location. AMENDED to change type trans. from 660 to 1290 kc. power from 1 kw to 500 w-N 1 kw-FM from 1290 to 1490 kc. CP, as mod., which authorized new standard station, for extension of completion date.

AM—1800 kc
WJOI Austin, Tex.—License for 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.

FM—100 mc
Shropshire Radio Corp., Shomabai, Pa.—CP new FM station on frequency to be assigned in Pennsylvania, 760 kc and ERF 1 kw.

Modification of CP
WMRC-FM Greenville, S. C.—Mod. CP for extension of completion date.

License for CP
WDJA Memphis, Tenn.—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.

Assignment of License
KCBT Austin, Tex.—Voluntary assign-ment of license to Texas Broadcast Corp.

Assignment of CP
Claudia T. Johnson, Austin, Tex.—Voluntary assignment of conditional grant to Texas Broadcast Corp.

AM—1040 kc
KXIL Dallas, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP
KGBS-FM Harlingen, Tex.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

EBP-Mod. CP, as mod., which authorized new standard station, to change type trans.

(Continued on page 88)
Exacting specifications of South's most powerful independent station met by RAYTHEON precision engineering

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

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

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

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

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

Excellence in Electronics
RAYTHEON MANUFACTURING COMPANY
COMMERCIAL PRODUCTS DIVISION
WALTHAM 54, MASSACHUSETTS

Devoted to Research and Manufacturing for the Broadcasting Industry
**FCC Actions**

(Continued from page 80)

**Applications Cont.:**

DA and mount FM ant. on SK tower and extension of completion date.

**FCC Successful First Time—Mod.** CP which authorised new FM station, to change frequency to channel 260, 99.9 mhz and ER to 37 kw and make changes in ant. system.

**TM-Edito.** CP which authorised increased power, install new transmitter and in DA, to change trans. freq. and for extension of completion date.

**AM—1420 kc**

Northwest Public Services, Kelso, Wash. -CP standard station 1240 kc 25 w unam. AMENDED to change trans. location.

Licenses Renewal

Applications for renewal of standard broadcast license filed by: KUTC KiFi WMBC KTOK KIUL WBGR.

**APPLICATION RETURNED**

AM 1440 kc

KEMY Billings, Mont.—Authority to determine operating power by direct measurement of ant. power. (Incomplete.)

**CONSTRUCTION PERMIT DELETED**

Developmental


**LICENSED STATIONS DELETED**

The Evening News Am. Mobile Through United States.—Low frequency tv by WGGC New York—CP to be deleted.

**APPLICATION RETURNED**

AM 1460 kc

Frank A. Guadino, Rio Piedras, P. R.—CP new standard station 1520 kc 250 w unam. MODIFICATION.

**TENDERED FOR FILING**

Modification of CP

KSCO Des Moines, Ia.—CP to change hours from 6 to 11 -AM to 11-PM w 5 kw and install DA.

Assignment of CP

WRBC Jackson, Miss.—Consent to assignment of CP to Rebel Beat. Co.

WGR Buffalo, N. Y.— Mod. CP for changes in DA system using 5 kw and DA-N.

AM—1500 kc

Frank A. Guadino, Rio Piedras, P. R.—CP new standard station 1520 kc 250 w unam. MODIFICATION.

**WPAP Ponce, P. R. — Mod. CP to change proposed trans. location, using 5 kw and modification.**

**June 17 Decisions**

DOCKETS CASE ACTIONS

(By the Commission)

**AM—1440 kc**

WKBU Griffin, Ga.—Announced advertisement in New York CP to change location of trans. and studio and install new trans. equipment subject to approval of trans. site and ant. system by CAA and FCC cond. the construction and installation of station at new site be carried on in exact accordance with Commission's standards. At same time 9TA was granted for 90 day period authorizing WKBQ to operate with 250 w at present location sending completion of construction at proposed location. Applications for CP, license to cover CP and authority to determine operating power by direct measurement of ant. power were disallowed.

Petition Granted

Beloit Beat. Co., Beloit, Wis.—Adopted order of grant subject to changes from consolidated proceeding and grant applications for new station 1380 kc 500 w D, cond.

**BY THE COMMISSION**

AM—610 kc


**News Syndicate Co., New York—Denied petition for review of action by Mo. Commission which granted American Jewish Congress leave to file opposition to grant of NY CP new FM proceeding. (Action taken June 14).**

FRANK SCHREIBER, manager of WGN Chicago, put himself on record as being opposed to editorializing by radio stations in a Northwestern U. reviewing stand broadcast June 8 over MBS. Mr. Schreiber joined with Donald Maxwell, city editor Chicago Tribune; Everett C. Norlander, managing editor of Chicago Daily News, and Baskett Moos, former NBC news editor, who is now assistant professor at Medill School of Journalism at N. U. in a discussion titled Radio, the Press and the Public.

**Should Radio Editorialize?**

Newspaper Editor For, Station Manager Against

In reviewing stand broadcast June 8 over MBS, Mr. Schreiber joined with Donald Maxwell, city editor Chicago Tribune; Everett C. Norlander, managing editor of Chicago Daily News, and Baskett Moos, former NBC news editor, who is now assistant professor at Medill School of Journalism at N. U. in a discussion titled Radio, the Press and the Public.

Asker whether he thought stations "ought to editorialize the news like newspapers do," Mr. Schreiber declared, "I am not in favor of it. A station hasn't a right under its present license to editorialize. The general rule now is that you shall give equal time to all sides of all controversial questions. And if you get into too many controversies I don't think your word would be far, far enough to give you enough time to handle all of the arguments."

Further Hearing

Joseph Henry Bost, Co. Inc. and Governor Donald Beat. Corp. Albany, N. Y.—Adopted an order setting for further hearing in consolidated proceeding, on modified application for temporary authorization to operate station WOKO upon termination of its present license. Governor Donald Beat. Corp. and Van Curler Beat. Corp. all seeking facilities of WOKO 1460 kc 5 kw unam. (Action taken June 15).

**June 17 Applications...**

**ACCEPTED FOR FILING**

**Modification of CP**

KENI Anchorage, Alaska—Mod. CP as mod. which authorised new standard station 1260 kc 50 kw for change frequency from 1360 to 1260 kc in location.

**KBTC Barstow, Calif.—Mod. CP which authorised new standard station, to change type trans.**

**AM—670 kc**

Shelbri Chevrolet Co., Madison, Calif.—CP new standard station 870 kc 200 w unam. Resubmitted and amended to change hours from 2 AM to D and to specify type trans.

License for CP

Ballenas & Keith Corp., Chicago—License to cover CP which authorized installation of new visual trans. changes in frequency, power, time, and station by: WCBK

**Assignment of License**

KGGF Coffeyville, Kansas—Conditional assignment of license to The Midwest Beat. Co., Inc. 1130 kc. (ACTION taken June 16).

Leavenworth Beat. Co., Leavenworth, Kansas.—CP new standard station 1130 kc 1 kw D, AMENDED to change frequency from 1130 to 1150 kc, power from 1 kw to 500 kw.

**AM—410 kc**

The Kansas Beat. Co., Inc. Olathe, Kansas—a new standard station 1240 kc 3 kw and DN unam. AMENDED to change in frequency, time, ant. and station by: WABD

**AM—1410 kc**

Leavenworth Beat. Co., Leavenworth, Kansas.—CP new standard station 1130 kc 1 kw D, AMENDED to change frequency from 1130 to 1150 kc, power from 1 kw to 500 kw.

**AM—410 kc**

The Kansas Beat. Co., Inc. Olathe, Kansas—a new standard station 1240 kc 3 kw and DN unam. AMENDED to change in frequency, time, ant. and station by: WABD

**AM—141 kc**

WKSM Dearborn, Mich.—CP change frequency from 1450 to 1310 kc and install new trans. in location.

**AM—141 kc**

WKSM Dearborn, Mich.—CP change frequency from 1450 to 1310 kc and install new trans. in location.

**Modification of CP**

KSFV-TV St. Paul—Mod. CP as mod. which authorised new commercial television station, for extension of commence and completion dates.

**WPMO New Jersey—Mod. CP as mod. which authorised new FM station for extension of completion date.

**WAPR Portland, Me.—CP to request new visual trans. and to install new ant.: to change designation of maximum power output of visual trans.

**WHIT Durham, N. C.—Mod. CP which authorized change in frequency, hours operation, to change DN and to change trans. location.**

**WLAI Lakeview, Ohio—Mod. CP which authorized new FM station, to change type trans. from ERP to kw and make changes in ant.**

**WAPI Port Town.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.**

**KNTN Sherman, Tex.—Mod. CP which authorized new standard station, to change type trans. and to change trans. and studio locations.**

Assignment of License

KSSS Sulphur Spring, Texas—Conditional assignment of license to Hopkins County Beat. Co.,

(Continued on page 89)
Do Disc Jockeys Boot Home Winners?

Yes—But for Companies Making the Records, Forecasts Adams

By WILLIAM J. ADAMS

WITH the "disc derby" beginning to loom up as a cross between the Irish Sweepstakes and the Louisiana Lottery, it is becoming evident to some of the radio fraternity that maybe the industry is building a juggernaut that will tear down the sets-in-use figure to an all-time low. At a recent program conference at WHEC it was almost the unanimous opinion of General Manager Gunnar O. Wiig, Production Manager Lowell MacMillan, and the author that the disc situation is becoming radio's number one headache.

We in upstate New York may be somewhat provincial, but it seems to us that the stations across the country are being stampeded by the metropolitan locals, into a form of programming that is going to give radio a good swift kick in the teeth. Dorsey, Whiteman, Husing, Hueson and other top-bracket boys are very smart to go along with the trend and reap a golden harvest while the disc shows are in their heyday. Because these men are

New Radio Course

ST. LOUIS U., during its summer session starting June 24, will offer a course called "Radio Feature Programming," according to the Rev. Robert Johnston, director of the department of speech, who described the course as "a radio education in itself." It will be taught by Louise Munsch, women's feature editor of WEW St. Louis, and will comprise the purpose and function of feature programming, preparation and writing of the material and the interview, commentation and public relations.


WCOL Open House

WCOL Columbus, Ohio, held open house the weekend of June 21-22 so the public could see the station's new home, a recently constructed three-story building in downtown Columbus. The structure houses four studios, including a two-story audience participation radio, with seating capacity of 130, plus ample space for all departments and separate offices for the general manager and executive officers.

Mr. Adams, "The Home Front," for WCHS Charleston, W. Va., gives his views on record shows. Mr. Adams has been in his current position since 1943.

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The fundamentals of television production by analyzing the fundamentals of television production this book gives you a solid foundation to develop and improve your own technique. It explains the psychological and aesthetic signifi- cances of television techniques; shows when and how they may be used and their effect on the audience; gives you a basic, working knowledge of television. It defines the advantages and limitations of the television medium, psychological and pictorial principles, visual and sound techniques; and offers you valuable tips on writing and producing programs.

TELEVISION TECHNIQUES is primarily for those who work in the field; the sponsor and his aids, script and continuity writers, studio and control crew members, radio and television producers and directors. But every one, professional or amateur, will find it indispensable as a guide to the best and newest methods of television production. Order your copy now.

HARPER & BROTHERS, 675 Madison Ave., N. Y. 22

Please send me a copy of TELEVISION TECHNIQUES. Within ten days I will receive $5.00, in which case I will pay all mailing charges, or $5.50, in which case I will pay all mailing charges. Return privilege guaranteed.

Name
Address
City Zone
State

KELLA Centraal-Chehalis, Wash., has been awarded a bronze plaque by Bots- wana National Housing Corpora- tion, for "Outstanding Local Effort In Merchandising Of Corporation's New Building Program - Housing Authority To The National Biscuit Co., sponsor of the Rex Miller Newsfast."
CMQ Network Publicizes Its Technical Advances

"NEW HORIZONS" reached by the CMQ Network in Cuba's radio industry are described by the network in its latest announcement which lists the company's technical advances.

In Pinar del Rio Province, says the announcement, a new 1-kw transmitter and a 332-ft. radiator have been added. In Havana, there is a new kilowatt shortwave transmitter using directional antennas pointed toward Central and South America. And in Santa Clara Province the network has a new 552-ft. vertical radiator that increases signal intensity to the Northwest and Southeast.

These, says the announcement, are in addition to facilities already operating at Havana, Camaguey, Holguin and Santiago de Cuba.

**SERVICE DIRECTORY**

**FREQUENCY MEASURING SERVICE**

**Custom-Built Equipment**

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.

District 1640

**ROBERT M. SILIMAN**

CONSULTING RADIO ENGINEER

Specializing in Antenna Problems

1101 New Hampshire Ave. N.A. 5485

Washington, D. C.

**WILLIAM E. RICHARDSON**

Consulting Radio Engineer

1935 S. W. Moss St. Cherry 4070

Portland 1, Oregon

**GEORGE P. ADAIR**

Radio Engineering Consultant

1833 M Street, N. W.

Executive 1230 Washington 6, D. C.

**TOWER SALES & RENTING CO.**

Radio Towers

Erection, lightning, painting & Ground Systems

6100 N. E. Columbia Blvd.

Portland 11, Oregon

C. H. Fisher, Agent Phone TR 7023

**REPRODUCER REPAIRING SERVICE**

ALL MAKES - SPECIALISTS SA & BB

NOW - 48 HOUR SERVICE

BROADCAST SERVICE CO.

334 Arcade Blg., St. Louis 1, Mo.

**EFFECTIVE ANNOUNCING TIPS GIVEN BY KILMER**

ANNOUNCING FOR RADIO by Bill Kilmer.

Saarone Publishing Co., Des Moines, Iowa. Distributed by University Radio Publications, Des Moines. ($2.50), 64 pages.

DRAWING ON his 12 years' experience as a commercial announcer, Bill Kilmer in his new book records some "do's and don'ts" for "would be announcers" and, in addition, offers some self-improvement hints for his fellow announcers.

For those who have chosen radio announcing as a career, Mr. Kilmer sets up a guide to the announcer's duties and the various stages of his work. He discusses basic requisites for announcers, microphone types, production duties, radio terminology, mechanisms of radio speech, announcing style, interpretation of copy and choosing your station. For more experienced announcers, Kilmer suggests various practical themes for conferences and suggests continuing attempts at improvement because the announcer must recognize his responsibility to the listening public.

The importance of visualizing the art of announcing as a science is pointed out emphatically by the author as he takes issue with the belief held by many laymen that announcing is a "fly-by-night" profession. "Announcing," says the author, "is an occupation that requires a high degree of skill, originality, unlimited knowledge and boundless patience."

**CROY BOOK DESCRIBES RADIO IN FARM AREA**

CORN COUNTRY by Homer Croy, Duell, Sloan & Pearce Inc., New York; 317 pages.

A NEW SLANT on radio in the farm country, and how it differs from metropolitan broadcasting, is given by Homer Croy, Corn Country, his latest offering.

One of a series of American Folksays books edited by Erskine Caldwell, Corn Country is an interesting, down to earth, humorous history of the Midwestern farmer and the life he leads. Looking back, Mr. Croy describes such events as county-seat wars and grasshopper plagues, and then he comes up to date with a discussion of farmers' radio stations and the latest agricultural research.

Describing a visit to KMA Shenandoah, Iowa, which is known as the "Farmer's Radio Station," the author tells of his surprise at the amazing number of letters received by the 5 kw station; a volume which is exceeded by only two U. S. stations, WLW Cincinnati and WLS Chicago, both 50 kw. KMA, he reports, receives, on the average, a letter a year from 62 1/2% of the homes in its section. One possible reason is that it's whole appeal is to farmers, or as the author puts it, "This is the one station that does not believe in the exaggerated, overemphasized.

**LYNNE C. SMEBY**

Consulting Radio Engineers

820 13th St. N. W., Ex. 8073

Washington 5, D. C.

**Gould Leaves KSDJ**

WITH RESIGNATION of Purnell (Mike) Gould as general manager of KSDJ San Diego on July 1, Clinton McKinnon, station owner and editor-publisher of San Diego Journal, will take over as general manager. Edgar L. Tidwell, program director, will assume duties of station manager. Mr. Tidwell, who has been with station since its organization, was separated from service as lieutenant-colonel, after varied service with AFS at home and abroad. Mr. Gould's future plans have not been revealed.
CONTINENTAL REVEALS PERSONNEL CHANGES

ANTHONY DILLON, former sales manager of Maguire Industries, New York, and previously sales manager of the New York Division of RCA Victor Bruno, has been appointed sales manager of the Chicago office of Continental Record Distributing Co., New York, succeeding Emery Rosza who is now in charge of the firm's export and manufacturing operations abroad.

Continental Records has recently opened a branch distributing office in Detroit and a number of new offices will soon be established throughout the country in addition to its present offices in New York, Chicago, Detroit and Cleveland.

Other personnel changes announced last week by Continental were: Joseph Tauss, formerly of the New York sales staff, transferred to Cleveland as assistant sales manager; Albert Millet, former advertising manager, named director of advertising and publicity, succeeding Ralph Berson, who resigned a short time ago.

CBS ANNOUNCES FOUR 52-WEEK RENEWALS

CBS announced four 52-week renewals in New York last week.

Colgate-Palmolive-Cooper, Jersey City, effective July 6 renews Blondie, on Sundays, 7:30-8 p.m., and effective July 1 renews the Mel Blanc Show, Tuesdays, 8-9:30 p.m. Agency for the Blondie program is William Esty & Co., New York, while Sherman and Marquette, New York, handle the Mel Blanc show.

Procter & Gamble Co., Cincinnati, effective June 30 renews The Jack Smith Show, Mondays through Fridays, 7:15-7:30 p.m., and placed through Dancer-Fitzgerald-Sample, New York.

The Borden Co., New York, effective July 4 renews the Fridays CBS 9-10:30 p.m. period, currently featuring the new Arthur's Place program. Agency is Kenyon & Eckhardt, New York.

Chaplain's Prayer

CONGRESSIONAL Record of June 3 records the following prayer offered by the chaplain, Rev. Peter Marshall, D.D.: "We pray, O God, that Thou will fill this sacred minute with meaning and make it an oasis for the refreshment of our souls, a window cleaning for our vision, and a recharging of the batteries of our spirits. Let us have less talking and more thinking, less work and more worship, less pressure and more prayer. Let us listen to Thy broadcasting station that never goes off the air..."

Petition Denied

PETITION of Earl C. Anthony Inc., Los Angeles, seeking reconsideration of the FCC's action on Dec. 20, 1946, which assigned television Channel 4 (60-72 mc) to NBC rather than to Anthony in place of Channel 9 (166-192 mc), has been denied by the Commission. Anthony operates standard station KFI and KFI-FM Los Angeles.

UST Report

UNITED STATES Television Manufacturing Corp. has announced earnings of $129,494.30 after taxes for the three months ending March 31, 1947. Broken down by months the net earnings were... January $31,440.77, February $44,164.67, March $52,799.86. These figures compare with a loss of $36,167.85 for the first four months of 1946.

AT SPEAKER'S TABLE for Dearborn Merchant Forum, sponsored by WKMH in cooperation with several hundred retailers of Dearborn, Mich., were (1 to r): Walter Patterson, commercial manager of WKMH; Henry Ford II, Ford Motor Co.; Fred A. Nunn, general manager of WKMH; Clyde O. Bedell, advertising consultant of Clyde Bedell Inc.; Lee Hart, NAB representative. Purpose of four-hour forum was to arouse local merchants to need for aggressiveness in merchandising.
WE'RE PULLING FOR YOU!

It's all milk and honey for you—Mr. Sales Planner . . . with WJW delivering your advertising message to its tremendous and ever-growing audience.

Advertisers know what the Hoopers show . . . that morning or afternoon WJW delivers more listeners per dollar than any other Cleveland station.

Hiram Higby, of KOMA Oklahoma City, returns to KMEX Kansas City as m.c. of "Dinner Bell Roundup" and "Brush Creek Follies."

Don Pierce, program director of WRRF Washington, N. C., has started a disc column in the local Daily News.

Paul Wynn, formerly KECK [Disc Jockey], Tex., has joined the WRHF announcing staff.

Sid Collins, program director of WKMO Kokomo, Ind., has joined WIBC Indianapolis. Frank Gregor, public relations director, takes the program post.

Abraham Chasins, former music consultant at WGXG New York, has been assigned to WGWZ New York; he becomes music consultant while Ann Cornell and Alfred Simon continue as directors of recorded and transcription music, respectively.

Greater Love

LATEST in giveaways is m.c. himself, Dick Whitteggill, disc m.c. of early morning show on KMV Glendale, Calif., is offering himself as baby-sitter to listeners with the first complete list of records played. When won, he serves the following Saturday night.

Dick Dunn has shifted from New York to Hollywood to produce CBS daytime shows.

Ted Driscoll, art director of Don Lee Television (WXAX) Hollywood and Inex Olive Wilson were married June 11.

Jack O'Reilly, WOR New York announcer and sports reporter, is the father of a girl, Margaret Perrotti, born on June 7 at Doctor's Hospital, New York.

Jocko Maxwell, WWRL New York sports commentator, is the author of an article about baseball umpires titled "Bottle Dodger" appearing in the current Eagle Magazine.

Ralph Collier, former WRL New York announcer, has joined announce staff of WOR New York. Mr. Collier will continue to m.c. "Teen Topper's" heard on WOR the Sat. 10:30-10:45 a.m.

John Baird, announcer of KMPC Hollywood, has received his A.B. degree from U. of Southern California.

Roland Vaile, announcer-continuity editor of KCMJ Palm Springs, Calif., has advanced to program director.

Frank Morris has joined KECA Hollywood as staff writer, taking over duties of Dick Mulcahy, elevated to writer-producer.

Jerry Haukensch has been assigned Hollywood announcer of CBS "Arthur's Place."

Elon Packard, Stanley Davis, Larry Klein, and Jack Pierce have been assigned Hollywood writers of the summer replacement NBC "Beach Village Store," starting July 3.

Jack London, program manager of KRUX Phoenix, is the father of a boy born June 11.

Joseph Holbrook has joined the announcing staff of WPAY Portsmouth, Ohio. Elaine Cooper and Dorothy Semones are now members, respectively, of the program and KTBX department.

Harold Thompson has shifted from WOR to WIBR, New York, and is assigned to program manager.

Dan Thompson, radio director of National Safety Council of Kansas City, is vacationing with his family in Phoenix as a guest of Dick Gilbert, program director of Sun Country Network of Arizona.

John Terry, former script writer of NBC Chicago, has joined the announcing staff of KROS Clinton, Ia.

Ray Poedexter, announcer at KELD El Dorado, Ark., is the father of a girl born June 4.

Paul Lynn, now known on the air as "Don Andrews," has joined WXXR Saginaw, Mich., as announcer-producer, having resigned from WHNC Henderson, N. C.

Jack Cragin, formerly of WGR Buffalo, N. Y., has been named director of sports and special events at WJNT Jamestown, N. Y., replacing Marshall Shantz, now ABC New York announcer.

Carl Pierce, official of the Breakfast in Hollywood program, was in San Francisco June 13, conferring with officials of the Kellogg Co., Protec & Gamble, the National Assn. of Retail Grocers and KGO regarding a special broadcast of the show from the Fox Theatre in San Francisco on June 25. The broadcast will be a part of the NASS convention.

Jim Utton, recent graduate of Beek School for Radio, has joined KLO Grand Forks, N. D. as announcer.

Frank Harden has been named chief announcer of WIS Columbia, S. C.

Frederick I. Kiddier, formerly of WBM Boston, has joined WCOU Boston as announcer. James D. Brokaw, Lehigh University graduate, has joined WCOU as summer replacement.

Frank Monteleoni, formerly Yank magazine correspondent who joined WRCY Montgomery, Ala., in 1945, has been named director of the continuity department.

Julie Benel, director of "Woman's World," on WRY Oklahoma City, has been named the only honorary member elected to Girls' State, a demonstration in civic government, sponsored by American Legion Auxiliary in Oklahoma.

Frank Simms, KYO Tulsa announcer, and Jeanne Webb, vocalist, were married June 3.

Fern Egan, disc m.c. of WOR Chicago, and recipient winner of "Best Radio Personality of 1946" contest, has signed to an MGM contract and will have featured role in Irving Berlin musical film, "Shower Parade."

Cactus Jack, who conducts a daily recorded program on KXL Oakland, Calif., was the subject of an article in the May 26 issue of Life Magazine.

Jerry Johnson has joined the KYO Tulsa announcing staff.

Who is Mark Sheeler?
In this Issue: THE PHILCO STORY

Philco sells more radios than any other manufacturer. They've sold more than any other manufacturer since 1930. To do it, Philco has budgeted 60 million promotional dollars and sold over $850 million civilian products.

How? For one, Philco used more radio time than any of its competitors and . . . that's where our narrative begins.

THE PHILCO STORY TELLS:

- Why Philco's principal medium is radio.
- Philco's 5% formula . . . relation of ad budget to sales.
- How much Philco spends . . . where.
- Plan behind Philco's promotion.
- How Philco and Hutchins Agency swung the great talent coup of the decade.
- "Der Bingle" Crosby and how he puts Philco's commercial foot in the door.
- Why transcribed.
- How Philco kept a distributor-dealer set-up intact with not a set to sell.

More of the Philco story in BROADCASTING July 7. A new "success in radio" feature in every other issue thereafter. They'll present, not just advertising results, but the plan that made results possible. Stories complete with double-checked facts, dollar-sign figures and photographs.

It's logical that this new feature is in BROADCASTING. Because it attracts readers who make broadcasting their business and those who place the bulk of the network and national spot dollar. In BROADCASTING they continue to find everything they need know about all radio . . . whether AM, FM or Television . . . and all in one newsmagazine.

Still $5 if you subscribe NOW!

National Press Bldg. • Washington 4, D. C.
NEW REGION NETWORK FORMED BY INLAND CO.
FORMATION of a new regional network, the Inland Group, by the Inland Broadcasting Co., Omaha, was announced last week by Paul R. Fry, vice president of the company.

The group will consist of KOLN, new Lincoln station starting in July with 250 W on 1400 kc; KORN Fremont, 100 W on 1540 kc; and KBON Omaha, 1490 kc with 250 w. Mr. Fry, KBON general manager since 1942 and a director of Inland since 1945, who will supervise the overall operations of the group, announced the following appointments: E. H. Dahlgaard, business manager; R. E. Weina, Kiss station manager; H. E. Bader, KOLN station manager; William Baldwin, KORN station manager, and Percy Zeigler, chief engineer.

Stations will be basic Mutual and will be sold nationally as a packaged network by Weed & Co.

Honor Ayer Employees
SIXTY-NINE members of the Twenty-Five-Year Club of N. W. Ayer & Son, were honored at a dinner June 5. Two of the employees who have been with the firm for 50 years are H. Eugene Wheeler and George Culp. H. A. Batten, the agency president, is himself a member of the Twenty-Five Year Club.

Merrill Leaves UOPWA
LEWIS MERRILL, president of the United Office and Professional Workers of America, CIO, has resigned effective immediately for reasons of health. A general executive board meeting of the UOPWA will be held June 28 in New York to designate a new president in accordance with the union's constitution.

Holmes' Denial
DESPITE published reports in the trade, Burton Holmes last week denied that he had signed an exclusive contract making his film library available for television. Mr. Holmes said that he had requested a withdrawal of the release by the company which issued it, but after waiting two months with no response, he decided to go on record with a simple denial.

L. A. Ad Club Election
JOHN R. CHRISTIE, director of public relations and advertising, Citizens National Trust & Savings Bank, has been elected president of Los Angeles Ad Club, T. L. Stromberger, account executive of West-Marquis Inc., was made first vice president. James A. Aitkens, advertising manager of Broadway Department Store Inc., is secretary-treasurer. David R. Fenwick, vice president of Dunn-Fenwick & Co., has been added to Ad Club directorate.

MUSIC FOR ALL TO HEAR
WKY Engineers Design Speaker
Unit With More Volume—
Ken Wright at his Hammond electric organ.

VOLUME sufficient for a large auditorium and facilities for quick and easy moving have been added to the Hammond electric organ used by Ken Wright, staff engineer at WKY Oklahoma City.

The speaker is mounted on rollers for mobility. An arrangement has been made whereby the bench, pedals and a section of the platform fit onto the organ, also on rollers, making two units which can be loaded onto a truck by two men. Other added features include headphones, enabling Wright to practice without disturbing the audience, and a microphone which plugs into the speaker for use by commentators or singers.

New Hoot Script Head
CHARLES WARREN, radio writer, has been appointed director of the Hoot Script Service of the Hoot Adv. Agency, New York. The Hoot Script Service is especially set up for independent broadcasters in this country and abroad, and offers "low priced second rights privileges" on the radio works of such writers as Ronald Dawson, Clarence Roach, Donald Thompson, Donald Spatz, Al Morgan, Burrel Smith and others. Programs of all types, from one minute spots to one hour dramas for broadcast in English, French, Italian and Spanish are currently available in the Hoot script library.

Philco Table Model
DELIVERY to distributors is getting under way on the new Philco model 482 table radio, described by Fred Ogilby, sales manager of Philco Corp.'s Radio Division, as the first "all-feature" table receiver with advanced FM plus standard and shortwave reception. "The new model utilizes eight tubes plus a rectifier and incorporates improved superheterodyne circuits, Mr. Ogilby said. Price is $149.95, complete with built-in triode aerial system, AM-FM-shortwave.

Video Receivers Prizes In Tek Limerick Contest
TEK TOOTHBRUSH Corp., Newark, N. J., on June 1 began a nationwide promotion campaign featuring a limerick contest with 11 Du Mont television receivers as the major prizes. The firm is using national magazines and Sunday supplements of large metropolitan newspapers to promote the contest. Grand prize is a Du Mont $1,795 set, and the next 10 prizes are Du Mont $795 consoles.

Du Mont dealers throughout the country are promoting the contest by supplying customers with entry blanks and using large window display ads. Drug stores in 48 states also are aiding in the promotion. Tek agency is Hanly, Hicks & Montgomery, New York.

WKJG to Join MBS
WKJG Fort Wayne, Ind., which plans to take the air at summer's end with 5 kw on 1380 kc, will be a fulltime affiliate of MBS, it was announced last week by W. A. Kunkel Jr., president of North-eastern Indiana Broadcasting Co., Inc., licensee of WKJG and WKJG-FM. Hilliard Gates is station manager.

Amateurs Gain
ADDITIONAL frequencies have been allotted amateurs by the FCC in adopting Order 120-6, amending Order 130-L, and supplementing M and N orders in that series. Released for immediate use is the frequency band 450-460 mc, with AO-1-2-3-4-5 emissions, and special emissions for FM (radio-telephone transmissions and radiotelegraph transmissions employing carrier shift or other FM techniques) permitted. Peak antenna power limitation is 50 w. Order also states that amateurs should recognize that interference on frequencies within one mc of 2450 mc may result from emissions on 2450 mc of industrial, scientific and medical devices.

HOOSIER EXPOSITION
125 Display Booths Featured
THE HOOSIER EXPOSITION, a varied array of merchandise booths and entertainment, was held June 4-6 at Bunker Hill, Ind., under the sponsorship of WMKO Kokomo.

The exposition, in line with its slogan, "To Keep the Folks of Our Buying Area—Buying in Our Area," featured display booths of 125 merchants, manufacturers, dealers and distributors of north central Indiana.

On the entertainment side, there were broadcasts, variety shows, local bands, an Army Air Force Exhibit and a 4-H exhibit from counties in the area.
Any Network Offering can be accepted any time of day or night.

After all, affiliates do have local commercials which can't be moved, even though they'd like to take every network offering. So here's the plan: set uniform, constant time periods for local shows—the 3rd quarter hour of every hour. Remaining time is the network's, too, no more "Don't take" or "delayed ET". Uniform local time works in all time zones. It builds station audience and sales for all shows alike. How about it?

(Continued on page 90)
FCC Actions

Decisions Cont.

WEYN-FM Holyoke, Mass.—Granted mod. CP, which authorized new standard station 1280 kc AM-850 and change of completion dates to 8-25-47 and 9-29-47.

WGFC-FM Gaithersburg, Md.—Granted mod. CP, which authorized extension of completion date to 9-31-47.

WGNC-FM Gastonia, N. C.—Granted mod. CP, which authorized extension of completion date to 9-31-47.

KDNY-FM New York—Same to 12-25-47.

KXKQ-FM Denver, Tex.—Same to 12-16-47.

KXKQ-FM Montebello, Calif.—Granted mod. CP, for extension of completion date to 9-30-47.

KXKQ-FM Longview, Tex.—Same to 9-30-47.

PSK-KXKQ-FM Holyoke; EK-LG-TI Longview, WA.; KGNC-FM Gastonia, N. C.; Granted mod. CP, for change of location.

JCWU Clayton, Mo.—Authority to determine operating power by direct measurement of antenna location.

D. Decisions and change to 800 CP of completion date which.

June 18 Applications

ACCEPTED FOR FILING

TABLE 1

June 18 Applications

ACCEPTED FOR FILING

AM-1190 ks

WPBR Savannah, Ga.—CP new standard station 1700 kc AM-1260. CP authorized new standard station 1700 kc AM-1260, and change of completion date to 10 days from date of grant and 90 days N. C., respectively.

WPFS-FM Burlington, N. C.—Granted mod. CP to make changes in ant. system.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,267 licensed, 497 complaints, 1770 examinations, 177 applications pending (of which 412 are in hearing); FM—48 licensed, 12 initial authorizations 665 CPs and results of 156 applications pending (71 in hearing); television—six licensed, 69 CPs, 9 applications pending (3 in hearing).

June 19 Decisions

DOCKET CASE ACTION (By the Commission)

Announced adoption of order making final decision in Chicago CP cases, granting to 10 Class B outlets. See story this issue.

June 19 Applications

ACCEPTED FOR FILING

Medication of CP

KSPC Phoenix, Ariz.—Mod. CP as mod., which authorized installation of new transmitter.

KSFZ Cleveland, Ohio—Mod. CP, which authorized installation of new transmitter.

KSYC Yuma, Ariz.—Mod. CP for approval of DA system using 1 kw-D-UN.

License to cover CP, as mod., which authorized new standard station, for extension of commencement and completion dates.

License to cover CP, as mod., which authorized installation of new transmitter. License for CP, as mod., which authorized new remote pickup station, for extension of completion date.

KEMX Louisville, Ky.—Mod. CP which authorized new remote pickup station, for extension of completion date.

WKY West Memphis, Ark.—Mod. CP, which authorized new remote pickup station, for extension of completion date.

License for CP

Emporia Broadcasting Co., area of Emporia, Kan.—License to cover CP, as mod., which authorized installation of new remote pickup station (KLPY). License to cover CP, as mod., which authorized installation of new noncommercial educational station, for extension of completion date. Also license to cover CP as mod., which authorized new standard station.

License for CP

Allen E. Johnson, Monticello, Iowa, area of New York—License to cover CP which authorized new exp. TV relay station (WFXQW).

AM-1810 AS

The Sandhill Community Boys, Inc., Southern Plains, N. C.—CP new standard station 1180 kc AM-750, which authorized change to frequency from 1180 to 1200 kc, location AN-D and change in trans. type and change location.

Modification of CP

KWFR-FM San Francisco, Calif.—Mod. CP which authorized new FM station, for extension of completion and commencement dates.

KVGN Philadelphia, Pa.—Mod. CP which authorized new FM station, to make changes in location and extension of completion and commencement dates.

KXYC Vancouver, Wash.—Mod. CP as mod., which authorized new FM station, for extension of completion and commencement dates.

License Renewal

Applications for renewal of standard broadcast license filed by: WJJO KOKO KOHT WHXY FM.

APPLICATION RETURNED

APPLICATION RETURNED

WMYY-FM Buffalo, N. Y.—Mod. CP, as mod., which authorized new FM station, for extension of completion date, in complete. TENDERED FOR FILING

AM-1150 ks

Brunswick, Ga.—CP new standard station 1940 kc AM-1280, which authorized extension of completion date on WBAI releasing 1940 kc.

AM-1315 ks


WCPB Tarboro, N. Y.—License and authorization for direct measurement of ant. power on 570 kc 1 kw AM-240.

AM-1890 ks

KTVF Fairbanks, Alaska; —CP new standard station 1320 kc AM-660, which authorized change type.

Hearings Before FCC

JUNE 23

FM—Hearing

WDEL Inc., Wilmington, Del.—For FM facilities.

WTTR Tri-State Bcstg. Co., Inc., Wilmington, Del.—Same.

Somerset Bcstg. Corp., Harrisburg, Pa.—Same.

York Bcstg. Co., York, Pa.—Same

Reading Bcstg. Co., Reading, Pa.—Same.


Opden Bcstg. Co., Inc., Opden, Utah.—Same.

KGGU Provo, Utah.—Same.

JUNE 24

FM—Further Hearing (Before Com. Hyde)

KYTK-KTVK—CP new standard station 980 kc AM-39.

License to cover CP

Allen E. Johnson, Monticello, Iowa, area of New York—License to cover CP which authorized new exp. TV relay station (WFXQW).

Walter Gorman, formerly producer-director on the Hollywood Story series on ABC, was named to the newly-created position of director of production in the Kenyon & Eckhardt Inc., New York, radio department. He will be responsible for all production phases of television and radio programs and production personnel. Before joining K & E he was associated with Compton Adv., Young & Rubicam and ABC, and was a writer for United Bros. and Columbia Pictures.
RCA Camera
(Continued from page 19)
unnecessary when switching from one lens to another during a show. The operator focuses the picture by observing the image on the screen of the electronic viewfinder. This viewfinder employs a five-inch kinescope which permits the operator to see the exact image which his camera is picking up. Since this picture is identical to that which is being transmitted to the camera control equipment, the operator is able both to frame and focus the picture accurately and to monitor its quality.

The electronic viewfinder eliminates the need for a complete set of duplicate lenses previously required for an optical view-finding system. Limitations such as parallax, dimness of image and necessity for a system of view-finder camera lens and view-finder lens, required in an optical system, also are eliminated.

A viewing hood extends over the face of the picture tube to shut out external light. The hood can be tilted up or down to enable the cameraman to view the kinescope from different operating positions. Controls for centering, linearity, brightness, contrast and picture height and width, are adjusted when the camera is first set up. Controls for adjusting necessary during actual operation are located on a remote camera control unit.

'On-the-Air' Light
An 'on-the-air' tally light inside the view-finder hood flashes red when the camera is supplying video signal to the transmitter. Red signal is transmitted to either end of the camera indicating speaking announcer and actors which camera is "on the air."

Two sets of telephone jacks in the camera provide for communication facilities for the cameraman and producer or dolly operator. A headset provides program sound in one ear and communications in the other while a microphone allows the operator to communicate with the other personnel on the line.

All electrical connections are carried through a single, 24-conductor cable, which plugs into the bottom of the camera. This cable, which is less than one inch in diameter and contains three coaxial lines and 21 separate conductors, carries the video signal, power supply, synchronizing, monitoring and intercommunications circuits.

Ads Herald WNBW
LARGE-SPACE ads bearing the headline, "Today NBC Television Goes on the Air in Washington," will appear in the Washington Daily News, Evening Star and Post on June 27 to herald the official opening of WNBW, network's new video station in that city. Ad will list the opening day's programs, largely originating in New York and to be piped to Washington by coaxial cable.

Zenith Radio Corp.'s President Urges Congress to Save Future of FM, Video
PROTEST TO CONGRESS was circulated last week by E. F. McDonald, president of Zenith Radio Corp., urging that steps be taken to "save the future" of FM and television.

Mr. McDonald, in a letter sent to many members of Congress, suggested that this could be done by a "suitably amended" White Bill and passage of the Lemke Bill which would return FM to the 100 mc band to 50 mc's.

Along with his letter he enclosed a communication sent earlier to Chairman Denny of the FCC asking that the "two injustices"—FM and television—be corrected by prompt FCC action.

He wrote to Chairman Denny: "Two injustices have been done, and both television and FM have been seriously injured, as a result of engineering errors of 1945. Why not face the facts and correct the situation now, before further damage is done? You can do so by moving television immediately to its ultimate permanent home you have provided in frequencies above 500 mc, where there will be no interference from other services and there are enough television channels available to provide reasonable insurance against interference. At the same time you should give FM the additional channels it needs by restoring to it the 50-mc frequencies and retaining the present 100-mc band which renders a good metropolitan service."

He pointed out that "there will be no time in the future when frequencies can be changed with harm to so few and benefit to so many." He claimed there are today only a few thousand 50-mc television sets in the hands of the public, but "from four to five hundred thousand" 50-mc FM sets which might be saved from total obsolescence by restoration of the old band to FM.

He pointed to testimony given at the FCC television interference conference held two weeks ago as giving ample evidence that the suggested changes should be made.

'Serious Mistake'
Those hearings, he declared, showed "it was obvious that a serious mistake was made in placing television in the 50-mc band, even temporarily."

"Witness after witness," he continued, "testified that television, sandwiched here between police, amateur, mobile phone and FM channels was being interfered with by all of these services."

This interference, he maintained, is trivial now, to what it will be when new stations already authorized go on the air.

The letter and the protest to Mr. Denny went to Sen. Charles W. Tobey (R-Vt.) and Rep. Robert F. Jones (R-Ohio), new appointee to the FCC, among others.

WJBK, WHIZ Sales Are Granted by FCC
Detroit Local Will Transfer For Record Figure
APPROVAL was granted by FCC last week to sale by Fort Industry Co. of WHIZ Zanesville, Ohio, for $275,500 and purchase of WJBK Detroit for $498,585.14. Both are local stations, WHIZ 250 w on 1490 kc and WJBK 250 w on 1490 kc.

WHIZ is sold to Southeastern Ohio Broadcasting System, associated with the Zanesville Times Signal.

The WJBK deal is a part of get-out-of-country. Fort Industry acquires WJBK and WJBK - FM from James F. Hopkins, (41%), president and general manager; Richard A. Connell Jr. (50%), auto distributor and real estate owner, and Henrietta Connell (6%). The WJBK consideration is said to be a record figure for local outlet. The Connells and Mr. Hopkins also own Huron Valley Broadasters Inc., permittee of WHRV Ann Arbor, Mich.

Fort Industry Co. is owned by: George B. Storer (73%), president; J. Harold Ryan (11.8%), vice president, and Frances S. Ryan (14.9%). Fort Industry owns WGBS Cleveland, WYCH Lima, OH, WWVA Wheeling, WMMN Fairmont, W. Va., and WAGA Atlanta. It also holds an 8.75% interest in Queen City Broadcasting Co., licensee of KIRO Seattle and permittee of KDSH Boise, Idaho.

Southeastern Ohio Broadcasting System owned equally by: C. C. Littick, president; Orvil B. Littick, vice president; Ernest B. Graham, secretary-treasurer; Arthur S. Littick, and Clarence A. Graham. The Litticks and Mr. Graham have local business interests and C. A. Graham is an attorney.

Because of Fort Industry's ownership of other AM stations, the FCC had refused to act on the WJBK transfer until the WHIZ application was filed [BROADCASTING, Jan. 6]. After subsequent formal notice of the WHIZ sale the Commission in April voted for consolidated hearing on the cases. The applicants petitioned for reconsideration and grant without hearing, answering issues cited, which petition was granted by FCC last week.
Favoriite Voice of Quad-Cities
WHBF

- Largest market in Illinois and Iowa, outside of Chicago.
- Over 200,000 urban population.
- No outside station can compare with WHBF for right-at-home SELLING POWER.
- WHBF shows the best B&M report of any Quad-City radio station. Ask for it.
- For more information, write Avery Knodel, Inc., New York, Chicago, Los Angeles, San Francisco, (Station Representatives)

Voice of the QUAD-CITIES
Rock Island, Moline, E. Moline, IL - Davenport, IA

BASIC ABC
5000 WATTS 1270 KILOCYCLES

Hooper Survey Reveals
INTERMOUNTAIN NETWORK
FIRST
IN INTERMOUNTAIN WEST
Ask AVERY-KNODEL For Details

For WHBF home
No
tion.
Iowa, outside of Chicago.
isco.
pare with Met,
pply, the station voluntarily
formation with respect to horse races conducted
throughout the U. S., such as con-
ditions of the track, post time, win-
ers and prices paid for first, sec-
ond and third place in each race.

This information, says the complaint, "is of substantial use and
interest to persons violating the
laws of the District of Columbia and
the states of Maryland and Virginia
through the placing of bets on the result of horse races and
petitioner is informed and be-
lieves that wagers and bets are set-
ting. It continues the use of the
information furnished by the
Station WAGY." The
complaint then goes on to cite the
laws which make horse racing and
gambling of all forms illegal with-
in the District and the state of Virginia, and
points out that
through horse racing and betting is
permitted at licensed tracks in Maryland, all other gambling
and betting on races are against the
laws of that state.

But in addition to use of this
information by bookmakers
and bookmakers, the complaint,
Capital Broadcasting Co. has been
informed by the Metropolitan Police
Dept. that information such as
being broadcast by WAGY
"is also used by persons interested
in the operation of a lottery known
under its common name as the
numbers game." "The numbers
lottery," it continues, "is illegal
contrary to the laws of the Dis-
trict of Columbia, Maryland and
Virginia and to the public interest
of their citizens."

How It Operates

Complaint then gives a detailed
explanation of how the numbers
lottery game operates and how the
win-
ners are determined and charges
that "the information upon which
the winning numbers are deter-
mimed is first available through
the broadcasts of WAGY and that
payments under this lottery are
being made upon the basis of such
information."

As further proof that such
information is used illegally, the
applicant cites his own personal
experience. He points out that
WWDC used to broadcast such
information, but when it was
learned from the Police Dept.
that it was used for placing il-
legal bets and the numbers lot-
tery, the station voluntarily
removed from its programs all infor-
mation with respect to prices paid
at the various race tracks. "Pos-
sessed of this information," the
applicant continues, "Capital
Broadcasting Co. feels that it is
under a strong moral compulsion
and a legal obligation not to adopt
the practices presently entertained
by WAGY in the broadcast of pari-

mutual prices and other informa-
tion which is of value to those con-
ducting illegal enterprises which
are injurious to the public inter-
rest."

In the second complaint against
WARL and Zlotnick The Furrier,
the charge centers around a Zlot-
nick-sponsored program called
Dollars for Answers. "The pro-
gram," says the complaint, "at-
tracts listeners and potential cus-
tomers through the medium of a
money-give-away, wherein listen-
ers to the program are, through
lot or chance, offered cash prizes as
a reward for listening to the pro-
gram."

According to the applicant, the
medium by which listeners are at-
tracted "constitutes a lottery and
is illegal, contrary to the laws of
the District of Columbia, Virginia
and Maryland and to the public in-
terest and welfare of their citi-
zens."

The program in question is five
minutes long and is broadcast every
half hour from 8 a.m. to close of
broadcast day, approximately
24 to 28 times a day. Each program
consists of a question and answer
read over the air pursuant to which
a telephone number, selected by lot
or chance, is dialed. If the person
answering the phone can give the
correct answer, he receives a cash
prize, but if not, he is told that he
would have known the answer had
he been listening to WARL.

Element of Skill Absent

Thus, says the complaint, the
element of skill or knowledge is
absent for the questions asked
that the answers can be known
only by listening to each individual
program wherein answers are
supplied. The possibility of potential
winners getting the necessary in-
formation from other sources is
precluded by changing the ques-
tion every half hour.

"All three elements necessary to
constitute a lottery are present in
the program described above," says
the complaint. The elements, prize,
consideration and chance, are
explained as follows. The prize is
the money award offered. The con-
sideration is the requirement that
potential winners listen to the sta-
tion in order to secure the infor-
mation necessary to answer the
question asked. The chance lies in
the random selection of the tele-
phone numbers called.

Summarizing the effect of the
program, the complainant charges,
Dollars for Answers constitutes
an appeal to the gambling instinct
of the general public and attracts
listeners and potential customers
with the basis of "Something for
Noth-
ing." It is further pointed out that
the decisions of the FTC, as sup-
ported by the courts, have con-
sistently held that the use of a
lottery in the promotion of goods
or services, constitutes an unfair
method of competition and an un-
fair practice in commerce.

Another danger, according to

NEW PRESIDENT of Boston Ad-
vertising Club, Harold E. Felowas,
(1), general manager of WEEI,
Massachusetts capital's CBS out-
let, stands by at club's final meet-
ing of season June 10 as retir-
ing president, George C. Wiswell,
receives gifts, including deep
freeze, two platters of meat, a
pigeon and a commodore's outfit.

WWDC, in addition to the illegal
aspects of the program, is that it
might stir another epidemic of
give-away shows. "The ultimate
end of such methods of competi-
tion," says WWDC, "has always
been a lowering of the program
standards involved and competition
for listening audience has been re-
duced to the principle of offering a
bigger lottery at more frequent in-
tervals."

Dollars for Answers is also con-
trary to the provisions of Section
316 of the Communications Act of
1934, according to the complaint.
This provision deals with lottery
broadcasts.

FCC Power Limited

This, however, says the com-
plainant, "does not afford the pub-
lic a remedy which will serve to
eliminate the unfair methods of
competition complained of and pro-
tect the public interest." The FCC,
charges the brief, has often been
concerned with problems similar
to this and has never been able
to effectively control their broad-
cast. The power to censor pro-
grams is expressly denied the FCC;
it continues, and therefore FCC
power to protect the public inter-
est is limited to such indirect ac-
tions as may arise in connection
with application for license or re-
newal of license.

In view of this situation, the
applicant concludes that "effective
jurisdiction to prevent the con-
tinued injury to the public inter-
est from the practices complained
of rests in the FTC." No other
agency, according to WWDC, has
the jurisdiction to proceed against
an advertiser who uses unfair or
illegal methods of advertising in
the solicitation of customers to the
detriment of the public.

The Communications Act, says
the applicant, does not restrict
action by the FTC, but to the con-
trary provides for it in Section 319

Broadcasting • Teletcassing
which states that a court reviewing or enforcing a decision of the FTC may, in addition to all other penalties, revoke a license of a broadcast station licensee subject only to such rights of appeal or review as may be provided by law with respect to orders and judgments of said court.

These unfair practices are now used by various advertisers and stations throughout the country, according to the complaint, and no effective method of control has yet been determined. The applicant further believes that the situation is due to get worse because of the coming period of increased competition which will result in the adoption of similar methods of illegal programming by stations not now using the same, unless these unfair methods of competition and unfair practices in commerce are eliminated throughout the industry.

WWDG therefore requests “cease and desist orders with respect to the unfair methods of competition and the unfair practices in commerce outlined above.” This says the station, “would set a precedent and would serve to correct a large percentage of the unfair practices in commerce now being followed by various advertisers and radio stations throughout the nation and would eliminate the necessity for individual complaints of a nature similar to the foregoing.”

New WHIT Manager

APPOINTMENT of Gordon A. Scheihing as station manager of WHIT New Bern, N. C., has been announced by Louis N. Howard, president of Coastal Broadcasting Co., Inc., which owns and operates WHIT and WJNC Jacksonville, N. C. Mr. Scheihing entered radio in 1930 when he joined WCAO Baltimore as a member of the program department. He was named program director of the station in 1935, and served continuously in that post until he resigned recently to accept the WHIT appointment.

Jones—Republican

(Continued from page 18)

elected to Congress but because it was deemed essential knowledge for good citizenship.

His basic tenets of hard work and economy were also gained early in life. He worked his way through high school and college—Ohio Northern U. where he graduated in 1929. He was an honor student and class orator—no athlete in spite of his big build because his working schedule consumed most of his time.

After attaining his law degree he opened private practice in Lima. The political “savvy” learned from his father earned his appointment as county prosecuting attorney in 1935. From the P A’s office it was a short step to the campaign platform. He ran for the 76th Congress and each successive Congress thereafter.

Politically, Mr. Jones has always stayed well within the party. He political “savvy” learned from his father earned his appointment as county prosecuting attorney in 1935. From the P A’s office it was a short step to the campaign platform. He ran for the 76th Congress and each successive Congress thereafter.

Aside from these qualifications he has one other—a non-political asset. He has a fine tenor voice, useful not only on the floor of the House and in Committee, but in his earlier days when he was working his way through college as a breadwinner.

As far as could be learned on Friday, all councils were adequately forewarned of the appointment of Mr. Jones. There was surprise in one quarter, however—surprise which caused surprise. The political “savvy” learned from his father earned his appointment as county prosecuting attorney in 1935. From the P A’s office it was a short step to the campaign platform. He ran for the 76th Congress and each successive Congress thereafter.

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Dear Hon. Blackett Agency

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man, and Clifford

H. Hyde, of Idaho, former general

counsel, were named as Republic-

ans. Commissioners E. K. Jett,

of Maryland, and E. M. Webster of

Watoosh C., were named as

independents.

It is doubted whether Mr. Jones,

once he qualifies, will be named

chairman. That appointment, under

existing law, is made by the Presi-

dent. While the appointment of a

Republican chairman is not unpre-

cedented, it is hardly regarded as

likely. Reports have persisted that

Chairman Denny intends to resign

after the International Conference

and probably no later than the end

of 1947 either to enter the practice

of law or to accept an operating

post in radio. Mr. Denny repeatedly

denies such reports. Whether the

current explosive developments will

have any bearing upon his de-

cision will depend upon events in

the immediate future.

The general impression in Wash-

ington radio circles last week was

that anything can happen.

WING, ABC Tiff

On Affiliate Pact

Time Clause in New Contract

Caus ing Differences

REPORTS from New York and

Dayton (WING, 5-kw outlet at

Dayton, and ABC have come to a

parting of the ways, with the

network refusing to re-

new its contract with the st

station on a two-year minimal cancellation

clause basis, as in the past, and

WING, in turn, refusing to

continue with ABC unless it can

retain the two-year clause.

An ABC executive told Broad-

casting Thursday: "It looks as

though we're out of Dayton." Ex-

plaining, the ABC spokesman said

that WING rejected a renewal con-

tract containing a six-months' can-

cellation clause and that ABC had

countered with a contract calling

for one-year cancellation notice by

either party. WING likewise turned
down the ABC's offer of an ABC

two-year proposal, the ABC executive

said.

WING's version of the story, as
told by John Pattison Williams,

vice president of both

WING and WIZE, Springfield, Ohio,

was this:

Williams' Statement

"Our contract with ABC was

signed by WING and sent on to

the network several days ago
[statement was issued June 14].

Provision was called for a two-year

non-cancellable contract under

terms of which we have operated

in the past. However, ABC re-

turned a contract to us calling for a

six-month cancellation clause.

Such a contract offers but little

protection to WING, its listeners

and advertisers, and out of fairness

to all of us we have refused to sign.

Mr. Williams then went on to

explain that under its new plan of

independent operation "WING can

even more fully function as The

Dayton Station."

Following his announcement he

made June 14 that WING's new

operating schedule without pro-

grams from ABC had been inaugu-

rated that day, Mr. Williams the

following day said that negotia-

tions with ABC had been reopened

following receipt of a teletype mes-

sage from the network. This re-

sumption of talks with the network

apparently proved fruitful, how-

ever, in view of subsequent de-

velopments.

Elaborating on what he had had

to say about ABC's departure from

Dayton, the network executive con-

firmed that WING said that the

last March ABC offered WING and

WIZE similar contracts contain-

ring six-months' cancellation

privileges for both ABC and the

stations. The WIZE contract, he

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added that a fortnight ago WING

had returned a contract to ABC

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clause deleted.
Appoint:ent of Jones Bears On the Entire Radio Picture

WHAT MANNER of man is Congressman Robert F. Jones, Republican, of Lima, Ohio, nominated last Wednesday for appointment to the FCC?

This is a story picked up from the “printer’s stone” at the plant where Broadcasting is published. On May 21—the day the White House sent to the Senate Comr. Ray C. Wakefield’s nomination for another seven-year term from June 30—there was an editorial which was to have been published in the May 26 issue of Broadcasting. When the nomination went up the editorial was withdrawn.

We publish the editorial herewith, not in any criticism of Comr. Wakefield, but because it has a bearing on the whole radio regulatory picture.

Paging a Mr. Jones

OVER THE YEARS—16 of them —this journal has tried to speak out in defense of a sound, alert American radio, unfettered by Government and free to operate in the American tradition.

What we are about to say is in that same spirit. It may not rest well with certain people.

We agree with students of Government that good men can make the poorest statute appear to work well, while bad or incapable men can impeach the integrity of the most carefully drawn law. For more than a decade has advocated new legislation to replace the present antiquated radio statute. That advocacy, we hope, is about to be realized. But a new law, however well drafted, requires good administration.

There has been a laxity about appointments to Federal posts in past administrations. Too often they go to lame ducks, not only from Congress, but from state posts. The FCC has been no exception.

Isn’t it time for the appointive authority to take stock? We have been pleased to note that President Truman’s selections. We have faith in his desire to make his administration an able and effective one.

We have no candidates for the vacancy which occurs on the FCC June 30, or for those to occur on successive June 30’s. But we do desire respectfully to suggest the calibre of men that should be named.

The forthcoming vacancy is Republican. We feel, therefore, the post should be filled by a Republican who has the endorsement and support of his party’s leadership in Congress and the country.

The FCC is a quasi-judicial body, an arm of Congress called upon to perform a combination of legislative, judicial and executive functions. Therefore, the post should be filled by a man who himself reflects the views of the people as expressed in the election of the new Congress.

If the ideal commissioner is named, he would be one possessed of a keen sense of judicial fairness and balance, capacity for work, independence of judgment, unquestioned integrity, profound respect for the statutes as written and a zeal for and devotion to public service which shuns the publicity spotlight. He would also give more thought on how to save a dollar of public funds than how to find ways to spend more.

Are there such men? Are such capabilities available? The nation has been built upon their counterparts. Today the problem is to induce them to accept a salary $10,000 a year post—a stipend that should be increased, as were Congressional salaries last year.

We cite Congressman Robert F. Jones of Ohio as the prototype of the man we have described. We do not know Mr. Jones. We do not know whether he would accept an appointment if proffered. But in watching the Congressional drive for economy and efficiency in Government, many observers on the Washington scene have taken cognizance of him.

Mr. Jones is a 40-year-old attorney, serving his ninth year in Congress. This year he became chairman of the Appropriations Subcommittee for the Interior Dept. He did what no other Republican has been able to do, and he has made it stick. He cut the Budget Bureau’s recommendation 47%. It was no across-the-board blunderbuss slash; it was a selective, scalpel-like operation, accomplished because Mr. Jones knew more about reclamation and irrigation and power projects than the Interior Dept. officials.

Representative Jones’ operation was no spur-of-the-moment job. He had spent years as a minority committee member. When his party became the majority, he knew the facts. He did the job without rancor, bitterness, or cunning. Even those in opposition praised him.

The FCC needs such men and judicial dignity. It needs men who will not propose a budget swollen even beyond wartime years; men who will question need for a bloated accounting staff when the principal

Butte and Beloit Get New Stations

Wisconsin Grantee is Headed By Taylor as Manager

TWO NEW standard stations were authorized last week by FCC. They are: Butte, Mont., 610 kc., 1 kw full-time, directional night, assigned Treasure State Broadcasting Co., and Beloit, Wis., 500 kw daytime at 1380 kc., assigned Beloit Broadcasters Inc.

Treasure State had been consolidated for hearing with applications of KORS Butte and KOJR Idaho Falls. But the KOJR request, for modification of permit to change frequency to 580 kc., was removed from hearing and disposed of by the Commission when its motion ordered the Treasure State application removed from hearing and granted.

The grantee is composed of: Paul Cannon, retail merchant, president and 33½%; Joseph E. Parker, auto dealer, vice president 16½%; W. D. Murray, Washington attorney, secretary-treasurer 16½%; and A. W. Sandeck, attorney, formerly with KSL Salt Lake City, 36½%.

The application of Beloit Broadcasters also had been in consolidated hearing, with Wired Music Inc., Rockford, Ill., applicant for 500 w fulltime on 1400 kc. Beloit Broadcasters first had sought 1 kw but later amended its request to seek 500 w and in the proceeding it was found that with this power there would be little interference to the operation of the proposed Wired Music Inc. station. FCC therefore granted the Beloit applicant’s petition for severance from hearing and grant.

Principles in Beloit Broadcasters are: William F. Taylor, senior engineer at WLS Chicago, president and general manager; Lloyd Burlingham, one-third owner of WAUX Waukesha, Wis., vice president, and Russel G. Salter, also one-third owner of WAUX, treasurer. Each holds a third interest.

Cipal accounting function relates only to common carriers; men who will ask why that agency requires a legal staff larger than that of some of the major departments; men who will want to know what useful function is performed by an economic section in an agency having no economic duties; men who will recognize that it isn’t the number of stations, but the quality of their signals that is most conducive to public service.

In short, the FCC needs men like Rep. Robert F. Jones.

President Truman, having served with distinction in the Senate, knows there are Robert F. Joneses about. It is the President’s task to find them, and convince them of the magnitude of the service that can be rendered.
White Bill Hearings
(Continued from page 15)

might devote 10% of a decision to consideration of a community's ability to support new stations and 90% to the applicant's qualifications.

Mr. Denny said FCC possibly should reserve frequencies for communities which have inadequate service, as in FM and television allocation plans, but that he thought it is too late to re-engineer AM.

He urged Congress to be specific, if it intended to limit competition, and write into the bill "the precise formula . . . so that we will know just how much of the present theory of free competition is to be retained and how much is discarded."

Denny 'Seriously' Objects To Bill's Prohibition

FCC found "serious objection" to the bill's prohibition against FCC regulation of multiple ownership, including the provision limiting one owner to coverage of not more than 25% of the U. S. population. On this basis, Mr. Denny said, one licensee could have stations serving the entire population of 20 of the 22 states west of the Mississippi. FCC's last 100 non-hearing grants could have gone to a single licensee under the White Bill, he added, pointing out that they would serve only 24,000,000 persons—"9,000,000 less than the 25% rule."

He opposed any single standard governing all classes of service, saying he preferred present numerical rules and policy over the 25% plan.

He pointed out that the 25% standard would make it necessary for each network to dispose of its New York or Chicago outlet, and in addition CBS would have to sell at least one other station and NBC at least two. Defending the importance of network owned stations, he said he left the license and the power [the networks] have been given, we get much," and service would be impaired if they were forced to give up key stations. He asserted:

Certainly a much more serious problem is raised by the same person owning a station in every city in New England for reasons than is involved in the ownership of stations by the networks in key cities. Yet under the proposed amendment, the networks could have to dispose of many of their existing stations while one person could be permitted to own a station in every city in New England.

He did not object to incorporation of the present duopoly rule into the bill, but felt that "in the interest of flexibility such matters are best reserved for rules and regulations."

On behalf of Comr. Jett he presented a separate statement in which Mr. Jett, while not subscribing to the 25% rule, voiced belief that a "formula based on coverage of listeners comes closer to solving this problem than any other formula."

Expressing opposition to "any restriction which specifies a particular ceiling," Mr. Jett's statement suggested further studies giving "larger weight" to (1) ownership situation as related to population served; (2) ownership of multiple stations including one in an area which does not receive primary service from other stations; (3) geographical distribution; (4) engineering considerations.

Chairman Denny viewed the proposed law on license renewals as generally "an improvement on the existing law," declaring:

It makes explicit what is now implicit, namely that there is a distinction between ownership of radio program material, in which the Commission does not and should not intrude, and the consideration of the overall service of a station including its program service, in determining whether a station has operated in the public interest.

He pointed out that the Act would write FCC's present network broadcasting regulations into law, but forbid the rules. FCC, he argued, should not be deprived of this right. When he noted that the Supreme Court upheld the rules, Senator White replied that the old dispute was not with the rules but with FCC's right to make them, and that he personally still holds that FCC had no such right, "notwithstanding the Supreme Court."

Mr. Denny said FCC may itself revise existing network regulations applicable to FM and television.

First bid for the closing argument of the hearings was made by the FCC chairman in discussing the bill's requirement that newscasters identify their sources. He said the plan appeared desirable in principle but unworkable in fact, but asked permission to testify final judgment until he had heard the opinion of networks, station operators, and newscasters.

He regarded the political broadcast sections as desirable except those limiting the persons who may be granted broadcast time and the prohibition against campaign broadcasts for news purposes. Future day. But he said Comr. Jett opposed the section on grounds that "broadcasting should be as free as other media for the dissemination of news and opinion."

Mr. Denny suggested that licensees might be forbidden to censor material they regard as libelous but be absolved of responsibility for libel.

He said nothing advantageous in proposed changes in network operation time rules "unless there is a substantial gain, of which we are not aware." Under the bill, he noted, networks could opt slightly more choice of listening time but would have a more limited choice of over-all option hours.

He regarded the Commission's Avco "auction" rule as the main target of the bill's transfer section, and defended the present open-bidding procedure as being that the public interest, and instead of arising out of the existing Act.

Turning to provisions relating to revocations, he approved the portion authorizing FCC to issue cease and desist orders against broadcasters who violate the Act or the conditions of their licenses, but viewed other parts as a pointless substitution of general for specific language.

He suggested that, if existing appellate procedures sections are to be amended, they provide for appeals either to the Circuit Court of Appeals in the station's locality or to the U. S. Court of Appeals for D. C. or both.

Mr. Denny was questioned closely regarding FCC policy on newspaper ownership of stations. He said he was told that the bill appeared to mean that newspapers or other groups might not be banned from ownership, which "merely represents present practice." But he warned that it would be detrimental to public interest if the

section should mean that FCC may not consider an applicant's business in deciding competing applications.

Responding to Senator Magnuson, he said he saw no "urgent need" for the bill as proposed but that he thought Congress should review the laws and the agency's operations "from time to time." He said FCC had some other legislative proposals but preferred to let them wait until the January session of Congress.

TUESDAY AFTERNOON

Frank Roberson, chairman of the Legislative Committee of the Federal Communications Bar Association, appeared before the FCC to discuss a proposal by the Supreme Court that the FCC Chairman be elected annually by the whole Commission instead of as at present by Presidential appointment for a full seven-year term. The Association also favors the provision that the Chairman not be a member of either two proposed new sections as chairman of the Executive Office of the FCC.

Detailed agreement was expressed of the all important amendments to Section 409 (a) of the present Communications Act having to do with appellate procedures. Judge Roberson said extension of appellate jurisdiction to the United States Court of Appeals for the District of Columbia over orders to which the three-judge court now has sole jurisdiction would be more convenient and inexpensive to all parties concerned. He emphasized that the Appeals Court has the advantage which the three-judge court by its nature cannot have of an established body of law on communications.

Amendment Clarifies Decisions and Orders

Paramount advantage of the amendment, however, he continued, is that it "clarifies the types of decisions and orders of the Commission as to which appeals may be had." Approval was also given to a section which would provide appeal to the Supreme Court as

Fitzgerald Brothers Brewing Co., Inc.
makers of Fitzgerald’s Beer & Ale have continuously presented the five-star final NEWS IN SPORTS at 11 p.m., six days a week on WINR ever since October, 1946, just two months after WINR went on the air.

When in Rome, Do as the Romans Do . . . PUT YOUR MONEY ON THE

WINR
BINGHAMON, N. Y.

HEADLEY-REED, National Representatives

Page 96 • June 23, 1947

BROADCASTING • Telecasting
FLANKING ABC President Mark Woods (extreme r) are (from l): Fred Weber, general manager of WDSU New Orleans; James A. McKenna Jr., attorney; Joseph A. McDonald, ABC vice president, secretary and general attorney, and Robert H. Hinckley, ABC Washington vice president.

who defended his proposal with unaccustomed vigor.

Judge Miller faced an argumentative and emphatic battery of Senators who refused to see any corollary between the application of the Freedom of Speech amendment to both newspapers and radio stations. "I deliberately challenge some of the assumptions," he declared "upon which the proposed law is based."

Senator White replied that the "major premise upon which the FCC acted in establishing the FCC is that it must grant station licenses on the basis of the way in which the public interest, convenience and necessity is served." This means, he continued, that the Commission must be able to look into the way programs are constructed.

Spirited Exchanges With Judge Miller

The spirited exchanges between Mr. Miller, and Senators McFarland, White, Johnson and Capehart started when Senator McFarland asked whether the FCC president would suggest that the FCC be prevented from acting upon poor programming.

Mr. Miller replied that poor programming is not sufficient cause to put a station off the air. "So far as possible," he maintained, "the analogy between press and radio should be kept as close as possible."

His entire 50-page written statement was directed to the consideration of those sections of the White bill which affect freedom of speech.

Senator White declared that he "did not at all get the analogy" between the newspapers and the power of the government to license radio stations. He declared that there was a definite relation between the quality of a program and the public service which a station renders in living up to its license. Thus began his "it is difficult for me to see how regulations can be made if programs cannot be looked at."

Mr. Miller replied that at the time the original act of 1927 was written the airwaves were threatened with "electrical chaos." The Commission was started, he said, to see that stations stayed on their assigned frequencies, that they were financially qualified to remain on the air, that they met reasonable engineering standards and served the communities which they reached through the ether.

The power through which Congress asserted its authority over radio, he continued, was contained in the Commerce clause of the Constitution. "There is no magic in the Commerce clause," he continued, "and it was definitely limited by the first amendment"—which guarantees freedom of speech, worship and assembly.

He told the committee that it is not beyond the realm of possibility that the current newspaper shortage may evolve into a crisis which will force the Congress to impose restrictions upon the use of newsprint similar to those now imposed upon the frequency spectrum. In which case he emphasized, the analogy between newspapers and radio stations will be even closer.

Would such a situation, he asked, warrant the government inquiring into the content of newspapers and magazines, considering the guarantees which now cover those media?

Senator White marked this as the point where he parted with Mr. Miller.

Most emphatically he declared:

"You people in radio indulge in dreams—Congress will not stand for any such interpretation of the law."

Mr. Miller replied, that it was not a matter of interpretation but of guarantees written into the Constitution which could not be applied to any group without being applied to all. He charged that the proposed White bill, in effect, changed the constitution, giving it special effect as to radio.

Judge Miller's criticism of the present suggested bill was strongly etched out in a comparison with the present law by which he said the statute now on the books was better than the White proposal.

At this point Senator White interupted to declare that he was "irritated" because since he had introduced his bill "not a single helpful suggestion" has been forthcoming from anyone in the broadcasting industry. He concluded, therefore, that when help is withheld it amounts to a "belated criticism."

Broadcasters Have Right To Challenge Congress

Judge Miller replied that "broadcasters are people who have a right to challenge any action of Congress." He went to the Committee for not having given its witnesses sufficient time to "prepare their case against the bill."

Senator White commented upon this that "As I look at your brief I am persuaded that you were not cramped for time."

Senator McFarland declared that he "could not believe" that any law written by Congress could deprive any citizen or group of citizens of their constitutional rights. But Judge Miller replied that in spite of court protections that was exactly what had happened even under the existing law.

He cited the Mayflower case as an example of what he meant. Here was a case, he told the Committee, where an administrative agency had by an edict effectively put a law into effect which had deprived the broadcasters not only of their

(Continued on page 98)
White Bill Hearings
(Continued from page 97)

The proposed White Bill will make it possible for the Commission to find special authorization for the exercise by the Commission of power in the regulation of the business of station licensees.

The Blue Book, he continued, "undertakes to require broadcasters to change their program content on the theory that they are making too much money and should spend a larger proportion of it for radio programming.

One of the greatest sources of confusion in thinking about the subject of freedom of speech, he declared, is the fact that the "concept of freedom of speech which is written into the First Amendment of the Constitution is entirely different from that which prevails in many of the countries and is alien to the United States.

Miller Argues Radio Is in Unique Position

Finally Judge Miller took up the argument that radio is unique as compared to other means of communication.

"Apparently," he declared, "some mystical significance is read into the fact that radio broadcasting is different. Of course, radio broadcasting is different. It is different from speech amplified by the vocal organs and the mouth. It is different from the press. It is different, also, from the exercise of power from assembling to discuss public affairs and from petitioning for a redress of grievances. There is nothing in the First Amendment which says that because one medium is different from another that it, therefore, loses its status as one of the fundamental freedoms guaranteed by the First Amendment.

The only difference which is important, he maintained, is that which calls for a determination of how the right of freedom of speech shall be defined within the limitations that the Supreme Court has set by the regulations which society imposes for its protection in times of peace and in times of emergency.

He concluded, therefore, that the determining factor in the decision that regulation of radio is necessary to degree where it is not necessary for newspapers is a technical situation which requires an allocation of frequencies. He warned, however, that this argument must be carefully qualified. The facts no longer justify the argument, he asserted, that there is a decree scarcity of frequencies.

"There are, today, far more frequencies available than we had any idea we would have first begun to regulate radio broadcasting in interstate commerce," he declared.

He went on to point out that there are now more radio stations operating in many communities than there are newspapers, to the point where there is some threat that the number of stations may result in the bankruptcy of some operators.

WEDNESDAY AFTERNOON

Judge Miller renewed his analogy between freedom of radio and press when the Wednesday afternoon session opened, declaring that they are fast approaching a meeting of minds.

"When it comes to not giving any power to the Commission, we can let them look at a program to see what a station's been doing — then we'd better do away with the Commission," Senator McFarland declared.

He asked whether NAB didn't "want us to give you [broadcasters] this monopoly and then leave you alone." Judge Miller replied that there were several factors which FCC may properly consider but that it must not be allowed to infringe on freedom of speech.

When Senator McFarland interjected that "our difference is on the rules," not on freedom of speech, the NAB head replied that FCC has taken different views. He said that there was "a general" law which leaves interpretation to the agency.

White Interrogates On Multiple Ownership

Senator White questioned him at length on FCC's multiple ownership rules and their Constitutional basis. He said he hadn't fully answered, in his own mind, the question of Constitutional foundation, but that it felt there should be some limitation. Otherwise, he said, there might be some public benefits but there would be a "real danger of a monopoly situation that would justify Congress in stepping in."

Asked whether he thought it would be wise to divorce network operations from station operation, he said that would depend in any case on whether there is danger of monopoly. He saw no danger in the existing situation.

Whether there should be a limitation on coverage permitted any
LISTENING in rapt attention to NAB President Miller's presentation was this segment of the audience—all identified with NAB. Front (1 to r): Don Petty, assistant general counsel; Second row (1 to r): Robert K. Richards, public relations director; A. D. Willard, executive vice president; and Paul W. Morency, vice president of WTIC Hartford, scheduled as an independent broadcaster witness and as chairman of NBC's SPAC committee.

Miller Charged With Wanting 'Perfection'

Senator McFarland interposed that Judge Miller apparently wanted "a perfect Commission" whose decisions would be satisfactory to him, and that "if you have that, you wouldn't need to appeal." Judge Miller said he expected no "perfect Commission" but that Congress should protect Constitutional guarantees and at the same time provide a clear channel of appeal to the courts.

He submitted a chart showing appeals from FCC decisions. For years, he said, appellate courses open to broadcasters were so limited that few appeals were taken. He said he preferred present law to expansion of FCC powers, and when Senator McFarland disagreed that the White Bill would expand Commission powers he replied that FCC Chairman Denny himself had testified that expansions would result.

Opening his attack on the Constitutionality of the Blue Book, President Miller was met with a barrage of questions by Senator McFarland relating to percentages of commercial versus sustaining time. The Senator asked whether FCC should "look" at the record of a station which devoted 90% of its time to advertising and 10% to programming. Judge Miller said he wouldn't, it should, but denied Mr. McFarland's charge that "you're backing up a little."

Senator White noted that the Bar Assn. appeared to approve the bill's appellate procedures. Mr. Miller replied that he had hoped the Subcommittee would also recognize his own experience on the Appeals Court bench, to which Senator White replied that the former Jurist apparently has "backslid a little."

Judge Miller insisted that the bill's appellate provisions should be amended to permit full appeal "— upon questions of fact as well as law"—from decisions involving free speech in radio.

He also questioned FCC's policy of preferring "local owners" in deciding applications, and again evoked disagreement from Senator McFarland.

The Senator, glancing over Judge Miller's statement on provisions relating to indecent language and false statements, said "I'm glad you approved of something." Then he noted that this approval was qualified. President Miller contended that the prohibition against deliberately false accusations not only violates principles of free speech "but . . . would make it impossible for discussion to be had over the radio, even of cases in which persons were being tried for publishing false accusations or charges."

He contended that "broadcasters are making very strenuous efforts toward "cleaning up their own house." But he said they cannot be expected "to assume responsibilities of the kind called for in professional controls and in self-discipline, when they are being subjected constantly to interference, reprisals and intimidation from government."  

Calling attention to "international considerations," he said "we are not in a very consistent position when we demand that other countries lift the iron curtain" and subscribe to our concepts of free communication when we are, at the same time, engaged in a steady process of encroachment upon freedom of speech and the press in this country."

When President Miller completed his testimony, Senator White noted that 13 persons had requested time to testify that afternoon. He said the group included five from NAB, and asked that they simply file their briefs or, at most, make short explanatory statements.

Don Petty, NAB general counsel, gave a short explanation of his brief, dealing with the bill's appellate and procedural sections. He approved the "cease and desist" provisions, but noted several instances in which the measure is inconsistent with provisions of the Administrative Procedure Act.

He proposed that revocation proceedings be handled as civil proceedings in U. S. District Courts in the area where the station is located; that they be instituted and prosecuted by the district attorneys at FCC request, and that the six-year time limit be imposed re- (Continued on page 128)
Help Wanted

Salesman to sell time on 5 kW NBC station, established 1923 in Florida city of 75,000. Good living conditions. Salary of drawing account and commission. Write us complete background plus references. Box 682, BROADCASTING.

Assistant engineer wanted for NBC station. Must have thorough knowledge of regional network. Speed essential. Box 572, BROADCASTING.

WANTED-Non-union, 300 watt station. Must have thorough knowledge of public in taste and good sense. Box 106, BROADCASTING.

Marketing manager, WABC, New York City. Has good taste and sound judgment in buying. Excellent opportunity. Box 912, BROADCASTING.

Program director-announcer. Young, experienced and full of ideas. Must be willing to settle down. First class experience. Reply to first class letter. Box 709, BROADCASTING.

Research assistant. Must have experience in writing on both subjects and personalities. Box 102, BROADCASTING.

Manager. This station has long established itself in the Northwest and is now looking to strengthen its staff. Must have two years management experience with NBC or Mutual. Reply Box 325, BROADCASTING.

Senator wants announcer. Must have good taste and judgment. Box 115, BROADCASTING.

Program director-announcer. Young, experienced and full of ideas. Must be willing to settle down. First class experience. Reply to first class letter. Box 709, BROADCASTING.
Situations Wanted (Cont’d)

**Experienced announcer-disc jockey.** Sell any commercial. Box 704, BROADCASTING.

**Engineer.** Eight years broadcasting; de- sign, construction and supervision. Nationally known engineer, reference. Box 705, BROADCASTING.

**A-1 program manager seeks tough job.** Can build and hold hooper on basis of twelve years success in highly competitive markets. Outstanding showman- ship, judgment and knowl- edge of program structure. Will travel. Box 712, BROADCASTING.

**Top quality announcer, newscaster, etc., seeking position in southern Cali- fornia community or fairly large west- ern city.** Box 715, BROADCASTING.

**Top quality announcer, newscaster, etc., seeking position in southern Cali- fornia community or fairly large west- ern city.** Box 715, BROADCASTING.

**Tough announcer-engineer.** Eight years broadcasting; Experienced writer-announcer, experienced, good ideas, conscientious, capable of success in top management position with large AM-FM network. Will travel. Box 730, BROADCASTING.

**Announcer-experience and know music.** Engineer. Eight years broadcasting; Experienced writer-announcer, experienced, good ideas, conscientious, capable of success in top management position with large AM-FM network. Will travel. Box 730, BROADCASTING.

**Engineer.** Eight years experience, 1st phone, Great R.C.A. Institute. Vct. energetic, reliable, 27, married, desires connection with large, progressive AM-FM network. Box 732, BROADCASTING.

**Excellent Announcer.** Will travel. Box 733, BROADCASTING.

**Engineer**-Announcer. Will travel. Box 739, BROADCASTING.

**Excellent Announcer.** Will travel. Box 739, BROADCASTING.

**Announcer-engineer** position with Progressive AM-FM network. Cali- fornia or Arizona, will travel anywhere. Disc, photo available. Box 733, BROADCASTING.

**Announcer, experienced, college, mar- ried.** Newscasting and writing, stunts, competent commercial. Box 734, BROADCASTING.

**Announcer-engineer.** Eight years experience in AM-FM, commercials, film, and operating. Looking for permanent position in large city. Box 729, BROADCASTING.

**Writer-announcer.** Three years experience including program directorship. Three years with college work well employed but desires change. Excel- lent references. Box 717, BROADCASTING.

**Top quality announcer, newscaster, etc., seeking position in southern Cali- fornia community or fairly large west- ern city.** Box 715, BROADCASTING.

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**Program manager, Michigan AM-FM operation wants man in late twenties with experience and knowl- edge of program management for at least three years at same station.** Announcer, writer and recording engineer. Will move to Detroit with your program. High bonded, fast delivering, big market. Will move to Detroit. Box 728, BROADCASTING.

**Program manager, Michigan AM-FM operation wants man in late twenties with experience and knowl- edge of program management for at least three years at same station.** Announcer, writer and recording engineer. Will move to Detroit with your program. High bonded, fast delivering, big market. Will move to Detroit. Box 728, BROADCASTING.

**Sales manager** wanted for network station. Steady growth in West market. Top money on exchange arrangements. Only men with experi- ence answer. Photo and complete details first letter. Box 716, BROADCASTING.
White Bill Hearings
(Continued from page 99)

Regarding actions of a licensee which may serve as the basis of revocation suits.

Mr. Petty recommended that FCC's new "separation of functions" plan for hearing examiners be broadened to include hearings on initial licenses as well as other cases, and proposed that no FCC attorney or other employee (except a Commissioner's legal assistant) be allowed to review hearing transcripts or prepare findings of fact.

His brief contained several proposed changes in the White Bill. He recommended that when two or more mutually exclusive applications show equal qualifications, the grant should go to the one who filed first. He proposed that information required of applicants be limited to citizenship, financial and technical data, eliminating questions concerning their character and the purposes for which they would use the air.

Asked by Senator McFarland whether he thought need exists for amendment of the present Communications Act, he replied: "Personally, no."

The Senator suggested that it might be possible to put together better legislation if all parties would submit proposed versions. Judge Miller said he'd be "happy to see that the General Counsel does prepare such a bill."

FCC Interpretation Questioned by Willard

NAB Executive Vice President A. D. Willard Jr., reviewing his brief, said the bill specifically forbids FCC from interfering with business and programs. But he said it is a "great disappointment" to broadcasters that the same section also carries a provision which gives them power back to FCC in passing upon renewals.

He questioned the Commission's interpretation of "public interest" and argued that there is no such thing as "overall" programming in the sense the word is used by FCC in dealing with applications.

He said he thought the measure's provisions relating to time for controversial issues would tend to discourage the FCC from interfering with stations giving time to one side would be required to provide double time for opposing sides. Mr. Willard questioned whether the same provisions would also apply in television and facsimile. "If the 'King of Kings' were shown in tele- theatres, would the producers have to provide a spectacle on atheism to counteract it?"

He said NAB "takes strong issue" with economic aspects of the bill's section on distribution of radio service, and asserted that freedom of radio and press are "inseparable." He challenged the need for detailed station financial and program reports to FCC when the Commission is forbidden to regulate business aspects and control the substance of broadcast material.

Mr. Bailey, executive director of FM Assn., which he said represents "the little fellow, the independent who was 'left behind' in the AM field," objected to any proposal that would require smaller operations to set up bookkeeping systems comparable to those of the large radio companies.

Protest Provisions Are Seen as Hardship

The bill's provision for protests against grants on economic grounds was viewed as leading to a "great hardship" for newcomers, particularly in FM, and as a threat to the competitive radio industry, he said, would become a "public utility" and the result might be government control of programs. He saw the provision also as "an effective weapon in the hands of those who would like to monopolize radio" which would rejoin in the death knell of FM," since FM grants might be held up by protests. He urged that the provision be rewritten or that the present sections be retained.

Changes in the equal-time provisions of the new bill were suggested to make it clear that the broadcaster is not obligated to seek out opposing candidates, but only to make time available to them upon request if the station has presented one candidate's viewpoints.

FMA, Mr. Bailey said, opposes the 25% standard in the proposed multiple-ownership law, preferring to abide by present procedure. He said that 25% would be possible for four monopolies to control all U. S. radio facilities. He added, however, that FMA would rather have no strict limitation on FM station ownership (six owners, under present FCC rules), but, instead, an FM policy comparable to that in AM.

Would Submit Two Proposals for FCC

He asked permission to submit later two proposed amendments. One, he said, would expand the FM band beyond its present 88-108 mc to provide for additional channels. The other would "require FCC to issue FM licenses for a period of five years (instead of three)."

He indicated that the band extension request would ask for 20 or 30 channels immediately below 88 mc, in view of recent indications that low-band television in that area is experiencing "considerable interference" and the belief that television eventually will be assigned the "upper frequencies, above 400 mc where there is sufficient room for expansion."

THURSDAY MORNING

NAB Public Relations Director Robert K. Richards, first witness Thursday morning, traced development of publishing and broadcasting in the U. S. "to reinforce the thesis that radio broadcasting is [subject to] the same guarantees of freedom that apply to the press, the pulpits, and public assemblies."

He argued that the eye and the ear are "the only avenues to the thought processes of man," and that "broadcasting will have attained its full development as an instrument of democracy until the measurement of its performance in the public interest is determined by the people (as is the case in the press) rather than by the licensing authority." FCC's Blue Book and its Mayflower decision, he said, are "instruments of censorship."

Referring to FCC Chairman Benny's Appropriations Committee testimony characterizing Blue Book standards as "gloss" written by FCC around the "public interest" phrase, he said he understood "gloss" to a lawyer meant "functions and powers not conferred by law." He declared:

"If a Commission comprised for the most part of attorneys acknowledges that legislative language gives it the power to 'legislate beyond the statute,' it encounters here two specific dangers: (1) the surrender of legislative power by "c" duly constituted law-making body to Congress of the U. S.; (2) negation of our historical governmental concept that the law should comprehend and make provision against the "insolence of office."

In support of his idea for full freedom of radio, Mr. Richards submitted copies of (1) a letter from President Truman to Broadcasting asserting that radio "must be maintained as free as the press," and (2) the Republican 1940 platform plank declaring that "the principles of a free press and free speech . . . should apply to the radio" and opposing "the use of licensing to establish arbitrary controls."

His oral presentation was cut short by Senator White's request in the interest of time that briefs be filed for the record and personal appearances limited to reviews or supplemental statements. On behalf of J. Harold Ryan, vice president of Port Industry Co., former NAB head and wartime assistant director of the Office of Censorship, Mr. Richards presented a statement which said the White Bill's provision requiring news- casters to identify their sources "is harsher as an instrument of censorship" than the Office of Censorship's wartime code.

To set up in peacetime, a censorship of our greatest means of mass communication that is more severe and restrictive than any censorship observed during wartime is unexplainable and can be fraught with the most dangerous re- sults.

He proposed a tightening of provisions of the Censorship section of the bill and particularly elimination of the proviso removing limitations on FCC's authority in acting on license renewal applications.

Sees Possibility Of Entering Wedge

Unless the amendments clearly assure freedom of broadcasting, he said they may serve as an entering wedge against our traditional freedom of the press, which has been maintained by such costly and determined efforts."

Frank E. Pellegri, NAB Director of Broadcast Advertising, outlined views on commercial phases of the bill and brought pointed re- actions from the Subcommittee.

When he noted that one phase of the bill forbids FCC to regulate business while another apparently removes this limitation where renewal applications are concerned, Senator White said there is a difference between an initial appli- cant and one who has a three-year record of "service, or want of serv- ice, as the case may be."

"If you don't see any difference,"


BROADCASTING • Telecasting

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the Senator said, "why, we're just far apart."

Senator White interjected at one point that if persistent opposition to regulatory legislation continues, "you're just asking for abolition of the notion that broadcasting is not a common carrier" and for legislation that will put radio in that category.

He said he did not want to see that development, but that "it is coming under Pressure." He gave some support to the efforts of Congress to provide necessary legislation. The regulation then may be much greater than that being opposed now.

He said the continuing talk about free speech seemed a sort of "red herring."

Senator Johnson declared that freedom of speech, from the radio advertising standpoint, "is your right to sell in the market place" and that speech is sold "just like they sell onions at a grocery store." There's no question of speech in that, he asserted.

He referred to witnesses "ranting and raving," and when Mr. Pellegrin disclaimed use of such tactics, the Senator replied that he was referring particularly "to Justin Miller." Mr. Pellegrin said he was not aware that President Miller had ranted or raved and Senator Johnson said that "that's a difference of opinion."

He said he objected to "the sanctimonious attitude of you witnesses" and "you're putting yourself on a pedestal—there are abuses and you people are guilty of abuses." He contended that broadcasters' responsibility is the declaration, which drew a strong denial from Mr. Pellegrin. The NAB executive argued that the first responsibility is to the listeners, and that when the listeners are served the advertiser is served.

Johnson Concedes Radio's Comparable Contributions

Senator Johnson conceded that the witness was "a good salesman" and that radio had made contributions comparable to those of any other agency "not excepting newspapers," but insisted that it was necessary to "get down to business" in the discussions.

Senator White questioned whether the advertiser has "complete freedom of time" as to when his message will be inserted. He understood that licensees also reserve the right to edit copy submitted by advertisers. Mr. Pellegrin said it was necessary to see that the copy meets requirements of law, to which Senator White replied that "then there's not complete freedom." "All this talk about freedom is talk about something that doesn't exist," he said.

He said he understood the problems which face broadcasters with respect to available hours and the checking of scripts and conceded that "you can't get away from these things." But, he contended, they serve to "negative all this talk about freedom."

Mr. Pellegrin's arguments that some provisions of the bill would force FCC to consider the economics of broadcasting, he said that this is not the intention of those proposals.

Senator Johnson agreed with the witness that the deadline for political broadcasts should not be 24 hours before the election, "but the committee will consider that." In answer to a question, Mr. Pellegrin said broadcasters have attained a fair division of time among opposing interests. Senator White said many Congressmen would deny this. He added that the bill, by limiting the amount of time stations would have to devote to "replies," would actually protect broadcasters from excessive demands. But Mr. Pellegrin thought the provision might be a "hydra-headed monster" and that discussion would set off a series of controversies, for each of which it would be necessary to provide time.

Pellegrin Submits His Proposals

Mr. Pellegrin proposed:

That this bill specifically and unqualifiedly provide that legislation from interfering with the business of radio stations. Congress should be prevented from requiring arbitrary commitments for dividing time on radio stations and disallowing any respect to program content, and from requiring stations to make undue reports regarding finances and programs. The definition of "financial organization" should be revised to exclude national radio sales representatives, operators of AM-FM stations, and other types of dual-station operators which are not in effect and are not intended to be network organizations. The broadcast licensee should be given complete and exclusive control over program content, including the sole right to determine what to broadcast and to censor any material intended for broadcast. No arbitrary time-banning of program should be imposed. A bill of program to radio's competitive disadvantage.

When Senator Johnson contended the people are "powerless" in their dealings with stations, Mr. Pellegrin responded that stations get more than a million letters a year from listeners and are entirely responsive to the demands and needs of the public. Senator Johnson told him that "I never heard that these stations and completely refute what you've just said."

Harold Fair, NAB Program Director, followed with an examination of program aspects of the bill. He argued that the broadcaster is "in tune" with his audience, and that the Amendment is understood to permit the several Commissioners to impose their own program tastes on listeners. He said the bill's revocation section includes a provision which might restrict program policies even though the deviation was desirable from a public service viewpoint.

He said portions of the political broadcast sections "proscribe the station operator to an uncalled for degree" and limit access to radio time for political talks. Objecting to the proviso giving FCC authority to, "in its discretion," regulate the bill, when passing on renewals, he said the bill appears to accept the philosophy of the Blue Book in this respect "in so doing constituting the legislation as the fundamental right of freedom of speech."

Paul W. Morency, vice president and general manager of WTCO and WTMN, Hartford, said "double-time" provision relating to answers to controversial discussions could open the door for "a merry-go-round which might go on indefinitely and ultimately discourage the broadcast of any discussion of political issues.

Senator White reiterated that the provision was intended to protect the broadcaster against undue demands for time, but Mr. Morency thought a better solution would be to treat each controversy on its own merits.

The requirement on identification of speakers in discussions of public issues was seen as conducive to "immense detail" that would take "the life out of the broadcast" in many instances be "onerous.

Senator Johnson, arguing that identification would take only a few seconds, characterized such opposition as "piecemeal."

Mr. Pellegrin later added that the bill, if it requires identification in the detail which Mr. Morency thought, is itself "piecemeal."

Mr. Pellegrin also said that if the bill makes it necessary for newscasters to identify all their sources, "those sources will dry up for radio, but not for competing media." He agreed to submit a draft of a new proposal on this subject.

Morency Calls Network Relations

Mr. Morency said, "I don't believe that contractual relations between a network and an independent station should be made the subject of legislation." He opposed the option-time provision, "I would not permit networks to option more time than now, on grounds that it is "detrimental to the interests of the network and the independent stations and the service which they can render to their local area."

He said this provision is particularly important at present because of the great pressure on the networks, with more to choose from, have "increased bargaining power." Present option-time rule, he said, "has worked out very well."

Campbell Arnoux, president and general manager of WTAR Norfolk, Va., said filing of detailed financial reports with FCC is unnecessary since the bills seeks to keep station's self-regulated. His testimony indicated that the bills would make "at least some of the presses" unnecessary. He added that the bill as a first step toward mandatory separations.

(Continued on page 104)
White Bill Hearings
(Continued from page 108)

Last witness before the Subcommittee early Thursday afternoon was Maurice Lynch, vice president and financial secretary of its licensee, Chicago Federation of Labor. He questioned the meaning of several provisions and injected the question of Communists' right to demand and receive time for discussion of public or political issues. Licensees would not be required, he noted, to grant time for the same right to overthrow of Government by force or violence. He asked: Must they (the Communists, etc.) actually try to overthrow the form of Government of the U. S. before the licensee can claim the right to refuse them the use of his radio facilities?

FRIDAY MORNING

WJW Detroit general manager, Harry Bannister, in a statement read by both subcommittees-men and industry representatives, urged the Senators not to be "exasperated or discouraged" by divergent views on the bill, and said they "permit the status quo to continue."

"Nothing," he said, "could be worse than the current confusion, with bureaucracy running wild." He recommended "simplification and clarification" of provisions relating to political and controversial broadcasts, and requested particularly that it be made clear no station is required to carry a program discussing any specific public question. Senator White said the measure is intended to mean just that.

Mr. Bannister cited the case of WWJ, in which one Commissioner voted for "further inquiry" before requiring the station to carry a local talk, as "a case showing how the lack of such a proviso has fostered bureaucracy."

He said he saw "no need" for the provision requiring identification of news sources, and, with respect to commentators, said "some of them get pretty big for their breeches" and probably do radio more harm than good, but that "I still don't want to see them regulated."

Senator Magnuson said he found no fault with radio's news reporting, which he said is probably "purer" than that in any other medium. But he drew a distinction between news and commentaries, asserting that commentators can emphasize what they or their employers want emphasized, to the point of "propaganda." The bill, he said, does not go to promote free speech, not limit it.

Mr. Bannister disliked "more than anything else in the bill" the section relating to time available by networks. While it would give the station more time for local use, he said, it will hurt "the entire radio structure." He termed networks "the heart of radio," and argued that any weakening of network service is fundamentally bad for all radio. Present regulations, he said, are "quite satisfactory."

He proposed that the bill add a section "which would make it impossible for anyone to procure a license if that person has owned a radio station that has sold it." He said that there are "some worthy exceptions," but that "there is a lot of trafficking in licenses and apparently no one is doing anything to stop it." He suggested that perhaps FCC has been "too busy reading program logs." Senator White said he thought the committee would be responsive to his recommendation.

Marshall Pengra, manager of KRNR Roseburg, Ore., and supervising director of KFLW Klamath Falls, evoked frequently pointed comments from Senator Capehart men during his presentation against FCC concern with program and business matters. He urged that broadcasting be treated as other businesses.

Senator White asserted: "If you're challenging the right of Government to require financial reports from its licensees, I think you're wasting your time." He said stations, being licensed, must have regulation which is not applied to newspapers. Government, he said, has a right—"maybe a restricted right—to look at programs in passing up stations' past operations.

Mr. Pengra, who was accompanied by other members of the NAB Small Markets Stations Committee but said he did not specifically speak for them, insisted that no actual scarcity of frequencies exists, that a grant today is "not necessarily the beginning of chaos when there were fewer stations and available channels, and that regulation should decrease as competition increases.

Magnuson Forsees Increase in Stations

Senator Magnuson observed that although it may be possible to have 5,000 AM and FM stations in a few years, actually there won't be that many because of economic reasons. When he asked how many in 5,000, he said, there must be some regulation. He warned that without regulation there will be chaos and ultimately Government ownership.

Senator Johnson, emphasizing Congress' responsibilities, told Mr. Pengra at one time that "I doubt whether you believe in representatives' government or have any confidence in Congress." Mr. Pengra denied the accusations and said he didn't think the Senator meant them.

CBS President Frank Stanton, last witness Friday morning, urged the committee to "turn radio back to the broadcasters and the public and to minimize the legitimate role of government in this field." He declared:

There are no governmental rules which could accomplish the purpose of the Subcommittees and effectively as broadcasters themselves. The broadcasting industry, through the NAB, now works out an up-to-date standards of practice. These efforts and the good faith of the broadcasting industry are making a real effort to correct the situation of chaos and the confusion tremendously dangerous to the public interest.

He contended that "broadcasting today is only half-free," but should be "as free as the press." Differing with Senator White, he said the NAB now was working "dangerously" to give FCC "further authority or any authority" in programming, and that "overall review" of programming will lead to "specific review."

Commentator Issue Raised by Capehart

Senator Capehart raised the question of "malicious, untruthful" broadcasts by commentators, which he thought was "the big question" in the minds of Congressmen. He agreed with Mr. Stanton that industry itself could solve the problem better than legislation could.

The CBS chief said radio should have business rights equal to other media. Senator Capehart had concentrated itself more and more with the business practices of broadcasters. He proposed an amendment specifically limiting the authority of "regular business" to a regulation of technical aspects.

He saw no need for special network rules but asked that, if Congress considers special business regulations necessary, they be specified in law, not left to FCC discretion.

Senator White said he thought "we must go much farther in regulation of radio than we have here.

He opposed the option-time provisions as more restrictive than present regulations and said he knew of no demand for them. Senator White said the request arose from affiliates during the White-Wheeler Bill hearings. Mr. Stanton replied that he thought there was no such demand now.

The 25% coverage proposal on multiple ownership, he asserted, was "materially instrumental to the welfare of broadcasting." He said the potentials of growth should not be restricted and that the anti-trust laws might be applied when present regulations are insufficient.

To his reference to anti-trust actions in newspapers, Senator Magnuson said those laws are inadequate to treat monopoly in newspapers with a restricted geographic area.

The Senator said Congress must legislate the future, and that there must be some "restrictive legislation." He conceded that radio now is "not anywhere near" a monopoly situation.

If statutory limits are to be

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BROADCASTING • Telecasting
placed on growth of broadcasting, Mr. Stanton said, "then any percentage standard which is fixed" should relate to a percentage of "determinable factors," actualities rather than potentialities and "should not be less in percentage size than accepted lawful practice in other industries."

Statements prepared for delivery before the Subcommittee and expected to be presented Friday afternoon included the following (NBC President Niles Trammell, according to Senator White, will appear Monday):

**Kobak Urges Faith in People**

Edgar Kobak, president of MBS, urged the Committee on Friday to put more faith in the ability of the American people to decide what they like in radio and enforce their decisions rather than the permit the arrogation of such authority to a single government agency.

He declared that if radio were as bad as its detractors claim listening audiences would soon vanish. In addition, he claimed, the industry itself is continually seeking to improve its own programs and is making notable progress without the necessity of Blue Book supervision.

"Program control by public opinion" should be the aim of both industry and Congress, he continued, but the White Bill does not accomplish this purpose. On the contrary, he asserted, the bill "actually confirms and ratifies the very practices by which the Commission has gradually been edging into control of the programs broadcast by radio stations and into control of their business practices."

He termed the presence in the White Bill of sections relating to political broadcasts, discussions of public questions, identification of new sources, and false accusations as "anomalous" and "intolerable ... since I know of no current abuses warranting the new and drastic requirements which certain provisions of those sections would impose on radio broadcasters."

He particularly criticized that portion of the political section which prohibits political broadcasts during or for 24 hours in advance of an election. This, he said, not only puts broadcasting at an "unwarranted disadvantage against the press but it wholly ignores and nullifies radio's tremendous potentiality and efficiency in stimulating civic responsibility and causing citizens to vote."

He placed particular emphasis on a detailed criticism of the network regulations contained in the proposed legislation.

Joining with the NAB and other network officials he attacked provisions which:

1. Change option time from three out of five hours to two out of three.
2. Limit ownership to 25 per cent.
3. Make broadcasters subject to revocation of license under the Anti-Trust laws.
4. "...and inevitably to one big question: Shall freedom of the air be preserved?"

"I submit that the freedom to speak and to listen is no less sacred to the American than the freedom to write and to read," he continued.

"By virtue of technological developments already accomplished and being improved, freedom of the press and freedom of the air give promise of merging into one and the same freedom within the not too distant future. At this state, the defense of freedom of the press alone is the tragically thoughtless and futile defense of a Maginot line."

**Ream Asks Equal Treatment of Radio**

Joseph H. Ream, CBS executive vice president, based his entire testimony on the premise that "radio should be treated on an equal footing with the press ... ."

Thus, he proceeded, "if radio broadcasting's equal status with the press is to be given statutory recognition, it becomes inappropriate to attempt to provide special rules for network broadcasting in the statute."

He endorsed the bill's division of the Commission into two sections, which he said would free broadcasting from the "influence of public utility concepts." He objected, however, to rotating members of the Commission between the two divisions, on grounds that the Commissioner should and could become familiar with only one phase of communications. He stated in addition that "it may be inappropriate to continue the duties of chairman of the Commission to that merely of an executive officer."

He joined with a majority of the broadcasters who testified in protesting the application of the present law with respect to the anti-trust laws to radio stations. "At the present time, they are subject to a death sentence," he asserted, "if a court should find that they have violated the anti-trust laws."

A broadcaster's license can be summarily revoked without appeal if he violates the anti-trust laws. This is unique in industry—no other group is subject to this final penalty.

He also protested the type of information which the FCC is permitted by law to require from applicants. He maintained that the Commission places an obviously undue emphasis upon information relating to programs, and that this is inconsistent with equal treatment of broadcasting under the law.

Mr. Ream's statement was supplementary to that of Frank Stanton, CBS president.

**NATIONAL NETWORK HOOPERS**

**DAYTIME**

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsors</th>
<th>Agency</th>
<th>Hooperating</th>
<th>Hooperating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Our Gal, Sunday</td>
<td>79</td>
<td>Whitehall Pharmacal Co.</td>
<td>Dancer-Fitzgerald-Sample</td>
<td>6.8</td>
<td>5.6</td>
</tr>
<tr>
<td>2. Ma Perkins (CBS)</td>
<td>76</td>
<td>Procter &amp; Gamble Co.</td>
<td>Dancer-Fitzgerald-Sample</td>
<td>6.4</td>
<td>5.7</td>
</tr>
<tr>
<td>3. Whitehall Pharmacal</td>
<td>117</td>
<td>Sterling Drug Inc.</td>
<td>Dancer-Fitzgerald-Sample</td>
<td>6.4</td>
<td>5.3</td>
</tr>
<tr>
<td>4. Young Widder Brown</td>
<td>144</td>
<td>General Foods Co. Inc.</td>
<td>Young &amp; Rubincam, Inc.</td>
<td>6.2</td>
<td>5.8</td>
</tr>
<tr>
<td>5. Portia Faces Life</td>
<td>87</td>
<td>Procter &amp; Gamble Co.</td>
<td>Dancer-Fitzgerald-Sample</td>
<td>6.1</td>
<td>6.4</td>
</tr>
<tr>
<td>6. Aunt Jenny</td>
<td>45</td>
<td>Lever Bros. Co.</td>
<td>Young &amp; Rubincam, Inc.</td>
<td>6.0</td>
<td>3.3</td>
</tr>
<tr>
<td>7. Stella Dallas</td>
<td>144</td>
<td>Sterling Drug Inc.</td>
<td>Dancer-Fitzgerald-Sample</td>
<td>6.0</td>
<td>5.8</td>
</tr>
<tr>
<td>8. Breakfast in Hollywood</td>
<td>232</td>
<td>Kellogg Co.</td>
<td>Kenyon &amp; Eckhardt, Inc.</td>
<td>5.9</td>
<td>5.4</td>
</tr>
<tr>
<td>9. When A Girl Marries</td>
<td>74</td>
<td>General Foods Co. Inc.</td>
<td>Young &amp; Rubincam, Inc.</td>
<td>5.8</td>
<td>6.5</td>
</tr>
<tr>
<td>10. Young Dr. Malone</td>
<td>45</td>
<td>Procter &amp; Gamble Co.</td>
<td>Dancer-Fitzgerald-Sample</td>
<td>5.6</td>
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**EVENING**

<table>
<thead>
<tr>
<th>Program</th>
<th>Sponsors</th>
<th>Agency</th>
<th>Hooperating</th>
<th>Hooperating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Radio Theatre</td>
<td>152</td>
<td>J. Walter Thompson Co.</td>
<td>23.4</td>
<td>16.4</td>
</tr>
<tr>
<td>2. Screen Guild Players</td>
<td>152</td>
<td>The Blod Company</td>
<td>23.4</td>
<td>16.3</td>
</tr>
<tr>
<td>3. Bob Hope</td>
<td>130</td>
<td>Footes, Cane &amp; Belding</td>
<td>22.6</td>
<td>16.0</td>
</tr>
<tr>
<td>4. Red Skelton</td>
<td>157</td>
<td>B. &amp; W. Tobacco Corp.</td>
<td>22.2</td>
<td>16.2</td>
</tr>
<tr>
<td>5. Fibber McGee &amp; Molly</td>
<td>146</td>
<td>W. C. Johnson &amp; Son, Inc.</td>
<td>18.4</td>
<td>15.9</td>
</tr>
<tr>
<td>6. Walter Winchell</td>
<td>216</td>
<td>Andrew Jergens Co.</td>
<td>18.4</td>
<td>16.5</td>
</tr>
<tr>
<td>7. Fred Allen</td>
<td>145</td>
<td>Standard Brands Inc.</td>
<td>15.8</td>
<td>10.3</td>
</tr>
<tr>
<td>8. Mr. District Attorney</td>
<td>134</td>
<td>Bristol-Myers Co.</td>
<td>15.3</td>
<td>10.1</td>
</tr>
<tr>
<td>9. Bing Crosby</td>
<td>238</td>
<td>Philco Corp.</td>
<td>13.8</td>
<td>9.5</td>
</tr>
<tr>
<td>10. Bob Hawk</td>
<td>155</td>
<td>Wm. Esty &amp; Co., Inc.</td>
<td>13.5</td>
<td>9.2</td>
</tr>
<tr>
<td>11. Take It Or Leave It</td>
<td>162</td>
<td>Eversharp, Inc.</td>
<td>12.9</td>
<td>8.8</td>
</tr>
<tr>
<td>12. Jean Davis</td>
<td>145</td>
<td>Young &amp; Rubincam, Inc.</td>
<td>11.7</td>
<td>8.2</td>
</tr>
<tr>
<td>13. Eddie Cantor</td>
<td>144</td>
<td>Warwick &amp; Legler, Inc.</td>
<td>11.0</td>
<td>7.7</td>
</tr>
<tr>
<td>14. Manhattan Merry-Go-Round</td>
<td>141</td>
<td>Sterling Drug Inc.</td>
<td>10.7</td>
<td>6.9</td>
</tr>
<tr>
<td>15. Your Hit Parade</td>
<td>160</td>
<td>American Tobacco Co.</td>
<td>11.4</td>
<td>7.8</td>
</tr>
</tbody>
</table>

† Includes first and second broadcasts.

**VINTON B. IMES DIES IN MISSISSIPPI AT 58**

VINTON BIRNEY IMES, 58, organizer of Columbus (Miss.) Broadcasting Co., died Wednesday at his Columbus home after a heart attack. He was owner and publisher of the Columbus Commercial Dispatch. Radio properties included WCBI Columbus, WROX Clarksdale, WELO Tupelo and WMOX Meridian, all in Mississippi. He was the father of Maj. Birney Imes Jr., owner of Mid-South Network.

Mr. Imes entered newspaper work in 1912. He was assistant to Secretary of State Cordell Hull at the Havana foreign affairs conference in 1940 and an American press representative at the Inter-American Conference at Mexico City in 1945 as well as the San Francisco United Nations conference. In 1936 he was named a colonel on the governor's staff of Mississippi and reappointed in 1944. He was former president and member of the board of Mississippi Press Assn. and director of Southern Newspaper Publishers Assn.
FREQUENCIES ANNOUNCED FOR 32 NEW FM OUTLETS

FCC Friday announced frequencies for 32 new FM stations authorized earlier this month and also specified frequencies for 11 proposed grantees in New York, Bridgeport, and Philadelphia cases. Assignments made under nation-wide reallocation plan adopted June 12 [BROADCASTING, June 16]. FCC also assigned new frequencies to KAFM Fresno, Calif. (95.7 mc) and WTAG-FM Northampton, Mass. (98.1 mc) Wednesday, and assigned WMLT-FM Dulbin, Ga. should have been included in earlier roundup of all new FM assignments (page 37). Change also authorized in allocation plan, putting Channel 241 at Worcester instead of Boston and 264 at Boston instead of Wrocester.

Frequency assignments covered June 11-12 grants [BROADCASTING, June 16]. They are:

- WCOB (Conn.) Times Inc., 106.1 mc; Ashland (Ky.) Broadcasting Co., 93.7 mc; Enterprise Pub. Co., 103.1 mc; Leominster (Mass.) Broadcasting Co., 103.6 mc; Pittsfield (Mass.) Broadcasting Co., 100.1 mc; Bay City (Mich.) Broadcasting Co., 101.2 mc; Trenton, N. J., 97.5 mc; WICA Inc., Ashtabula, Ohio, 103.7 mc; Regional Broadcasting Co., Chiloquin, Ore., 100.9 mc; Bloomington (Ind.) Broadcasting Co., 101.9 mc.

- San Diego—Unico Tribune Publ. Inc., 107.9 mc; Balboa Radio Corp., 92.3 mc.

- Atlantic—Nabisco Broadcasting Corp., 102.3 mc; Atlantic Journal Co., 104.3 mc; Atlanta Broadcasting Co., 97.3 mc; Wilson & Cope, 99.9 mc; Georgia School of Technology, 96.1 mc; General Bunting Co., 99.5 mc.


- Providence, R. I.—Outlook Inc., 92.5 mc; Cherry & Webb Broadcasting Co., 92.3 mc; Yankee Network, 94.1 mc; Continental Broadcasting Co., 107.7 mc. Indianapolis—Wm. H. Block Co., 97.1 mc; Scrip- Howard Radio, 93.1 mc; Indiana Broadcasting Corp., 93.2 mc; Indianapolis Broadcasting Co., 215.6 mc; apsia Broadcasting Corp., 92.3 mc.

Previous proposed decisions supplemented to new frequency assignments to proposed grantees in following cases:

- New York—WMCA Inc., 92.3 mc; News Syndicate Co., 105.3 mc; United Broadcasting Corp. of N. Y. 105.5 mc; ABC, 93.5 mc; North Jersey Broadcasting Co., 94.1 mc; Bridgeport, Conn.—Bridgeport Herald Corp., 97.5 mc; World Thomas, 99.9 mc; Harry F. Guggenheim, 1015 mc.

- Philadelphia—Franklin Broadcasting Co., 107.1 mc; Sunshine Corp. of Pa., 103.1 mc; Independence Broadcasting Co., 105.3 mc.

16 NEW AM STATIONS AUTHORIZED BY FCC

SIXTEEN new AM stations—five fulltime, nine daytime and one specified hours—granted by FCC Friday. KGA Spokane, Wash., obtained 750 kw to be fulltime on 1510 mc. and KGEZ Kalispell, Mont., from 100 w to 250 kw on 1340 mc.

Among new AM grantees is Walter Brown, part owner WSPA Spartansburg, S. C., and WPLF-FM Gallatin, Tenn. The broadcasting building is Hickory Hill Broadcasting Co., Thomson, Ga., (1240 mc, 250 w, fulltime) and William J. Wagner, as owner of Alaska Broadcasting Co., Seward, Alaska (1540 mc, 250 w, hours 5 p.m. to midnight). Alaska Broadcasting is licensee KFQD Anchorage.

The authorizations:

- Middletown, N. Y.—Ernest H. Warnock, 1400 mc, 100 w, night 5 p.m. to midnight; 150 w until midnight; Thomson, N. C.—Newton Oliver Coover Broadcasting Co., 1230 mc, 250 w; until midnight; Thomson, Ga.—Hickory Hill Broadcasting Co., 1240 mc, 250 w, at 6 p.m. to midnight.

- Brookline, Mass.—Harry G. Guggenheim, 1450 mc, 250 w, until midnight; Laramie, Wyo.—The Voice of Laramie, 1400 mc, 250 w, until midnight; Bloomington, Ill.—Mercer Broadcasting Co., 1070 mc, 250 w, until midnight.

- Bloomington, Pa.—Columbia-Montour Broadcasting Corp., 930 mc, 500 w, day; Bloomington, Pa.—Bloom Broadcasting Inc., 690 mc, 1 kw, day; Chicopee, Mass.—Harry W. Ingersoll, 1450 mc, 250 w, until midnight; Laramie, Wyo.—The Voice of Laramie, 1400 mc, 250 w, until midnight; Anchorage, Alaska—Hickory Hill Broadcasting Co., 970 mc, 500 w, day; St. Louis, Mo.—Radio St. Louis, 690 mc, 1 kw, day; Bloomsburg, Pa.—Radio Association, 510 mc, 500 kw.

Applications pending whereby Mr. Brown sells his WSPA holdings and buys interest in World Broadcast [BROADCASTING, April 7].

FM CONDITIONAL GRANTS

FM conditional grants announced by FCC Friday for KVOL Lafayette, La., WOHS Shelby, N. C., and Continental Broadcasting Co. Atlantic, Iowa. Channel 241 (961 mc) allocated for use in Shelby, heretofore not covered in allocation plan. FCC meanwhile said Mayflower Broadcasting Co. had secured authority to give up Class A FM permit for Huntington, W. Va., "due to a change in the plans of the company."

WINS New York operation under reduced 10 kw power instead of 80 kw following burned-out transformer. Station lost about seven hours Thursday.

PLUGS AT HEARING

RA...
"...as unplanned as a—hiccüp!"

**ARThUR GODFREY**
"The Huck Finn of Radio"

"...but thousands in Eastern Iowa do plan to hear Godfrey and all those top CBS stars—via WMT, of course!"

The Arthur Godfrey Show three times a week... and then, by gosh, he's back again on Friday night with "Talent Scouts". "One Man Show" Godfrey is another CBS-reason—why WMT has the Number One following in this great big, important Eastern Iowa area. Put your finger on your client's sales map and you'll quickly grasp the idea how WMT can do an over-all sales job for you. Here is coverage combined with an assured top listening audience.* Get the facts now—and get on WMT. Our story is a big one to tell—an important one to hear. Contact your Katz Agency man at once.

*1,131,782 persons within our 2.5 MV line
The only power that can make people listen to a radio station is a program to which they want to listen. As survey after survey shows and WKY advertisers well know, WKY has plenty of this kind of power. WKY programs rate tops with listeners 93.3% of the time in the 30-county area adjacent to Oklahoma City, according to a listener diary study conducted by Audience Surveys, Inc., and this program power attracts an average share of audience in this area (41.8%) three to four times that of any other station.

WKY's power to attract an audience is the power that interests advertisers ... and the power that pays. It's the power YOU want behind YOUR radio advertising in the Oklahoma City market.