WKY, Oklahoma City  KLZ, Denver  KVOR, Colorado Springs  WEEK, Peoria

THE OKLAHOMA PUBLISHING COMPANY: THE DAILY OKLAHOMAN - OKLAHOMA CITY TIMES - THE FARMER-STOCKMAN

Represented by THE KATZ AGENCY

IN THIS ISSUE: PETRILLO, NEW LABOR LAW AND RADIO — PAGE 18
Lawrence and Wayne make the fourth generation of Bradleys to farm these Winnebago County, Wisconsin, acres. Each son now operates 200 acres; Harold, the father, helping both. Forty milk cows are in production and 150 laying hens. There are 300 White Rock chickens, 100 Shropshire ewes and two thoroughbred bulls. The Bradleys have 200 acres of marsh hay (about 400 bales); 30 acres in corn, 35 in oats and 45 in alfalfa. There are three children; Lawrence, 20, Wayne, 23, and Lorraine, 13.

These are folks worth knowing—the Bradleys and all the other thousands of good neighbors of ours in four Midwestern states. For 23 years, our microphones have focused on these families. We have provided the service they need, the entertainment they want. Their response is a loyalty partly measured by the million letters they write us every year—a loyalty measured, too, in the quality and intensity of results our advertisers get.

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.
You need but ONE KEY to unlock SALES in New England

The Yankee Network hits the spot where sales are made — not once, but 24 times. Its 24-hometown stations give you direct, local impact, take you into the very center of sales activity in 24 principal cities and their suburban trading zones.

You can't miss — because Yankee homeowners get their local programs, their Yankee programs, their Mutual coast-to-coast programs all from their own local hometown station in each community.

You reach 89.4% of New England radio listeners with Yankee; and that's the only way you can reach that percentage of listeners.

Ask your Petry man about availabilities.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

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

REXALL, C-P-P EXCHANGE  •  Rexall Drug Co., Los Angeles, July 2 switches time with Colgate-Palmolive-Peet Co. and in October moves Jimmy Durante to Wed. 10:30-11 p.m. on NBC. Agencies, N. W. Ayer for Rexall and Ted Bates for C-P-P.

FORD SPONSORS  •  Ford Motor Co., or behalf Southern Calif. dealers, July 2 starts weekly sports telecast on KTLA Los Angeles. Agency, J. Walter Thompson Co., George T. Shupert, KTNA national sales representative.

LEWIS-HOWE RENEWS  •  Lewis-Howe Co., St. Louis, renewal for 52 weeks Date With Judy on NBC, Tues., 8:30-9 p.m. Agenc, Roche, Williams & Cleary, Chicago.

NAB MEETING TO DISCUSS INDUSTRY LABOR POLICIES

TOK labor relations figures in broadcasting industry will meet in Washington July 21 to study effects of Petriello decision and Taft-Hartley Act on station and network operations (see page 13). Occasion will be meeting of NAB Employee-Employer Relations Committee, of which John Elmer, WGBM Baltimore, is chairman. Head of EERC Dept. at NAB is Richard T. Doherty, Chicago.

Network vice presidents will report their views on effect of developments on operations. Station executives will provide similar material. EERC Dept. is preparing series of reports covering effects of decision and new law on specific phases of broadcast operation.

In resume issued Friday, EERC Dept. recommended broadcasters continue to operate under terms of existing contracts, and enter cautiously into new contracts. Department suggested broadcasters and attorneys study laws in relation to particular facts. EERC Dept. took position full impact of Taft-Hartley Act will be gradual and said basic significance as to particular problems will require NLRC and court decisions.

FM Assn. expected to meet with network executives July 21 to discuss FMA's telegram asking networks to make programs available for FM as result of Supreme Court decision.

ASCH HEADS NAB FM GROUP; BARTLEY RESIGNS POST

LEONARD L. ASCH, WBAC Schenectady, appointed Friday as chairman of NAB FM Executive Committee. He succeeds Walter J. Damm, WTMJ Milwaukee, who resigned but continues on committee. Mr. Asch is member of FM Assn. board and pioneer FM operator without AM affiliation.

At same time NAB announced resignation of Robert T. Bartley as FM Dept. director, effective July 1. Successor to be named soon.

NAB also announced new by-law provision adding two FM (A and B), one facsimile and one television director-at-large (when category has 35 members) would be submitted to industry referendum. Plan adopted by board in May [BROADCASTING, May 26].

Page 4  •  June 30, 1947
HEAR THE DIFFERENCE

In Time Buyers' Comments
It's WHHM First

In Cash Register Volume
WHHM

In Advertisers' Comments
Since Using WHHM

WHAT'S THE DIFFERENCE?

MORE SALES—
MORE LISTENERS PER
DOLLAR IN MEMPHIS

WHHM

SEE THE DIFFERENCE

In Sales When You
Switch To WHHM

Healthy Hoopers Make
WHHM

A Responsive Audience Makes
WHHM

NOW—ENJOY THE DIFFERENCE!

THE SPOT FOR
YOUR SPOTS

WHHM
Fulton Lewis, jr.

available now on the DON LEE net

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

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

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

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT

MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK 18, N. Y.

TMBUNE TOWER, CHICAGO 11, ILL.
Market Index No. 1...

Industrial employment is the most important index of most markets. And, in the Nashville retail trade area industrial employment through March 1947 was 8.9% higher than during the first quarter of 1946. That's one reason why the Nashville market area can give rich returns for your sales effort. So, start now to put your message across—via the large audience in this area who tune to favorite programs broadcast over WSIX.

WSIX gives you all three: Market, Coverage, Economy

5000 WATTS
980 KC
AMERICAN MUTUAL

Represented Nationally By
THE KATZ AGENCY, INC.
TOP HATS DON'T RATE
YOU CAN TURN HEADS WITH WTOP TALENT

IN WASHINGTON

Washingtonians are different. They'll take a top-hatted statesman in their stride. But they'll hang on to every word of a hometown favorite, will listen to such capital favorites as these WTOPers:

Arch McDonald: Baseball fans throughout the country think of him as their favorite World Series announcer. Washingtonians do too. They also think of McDonald (and listen too) six nights a week when he's "Speaking of Sports".

Jay Carmody: On Sunday afternoons, the Drama Editor of a Washington paper treats WTOP listeners to news and notes about screen and stage entertainment in Washington. Annual trips to Hollywood and monthly sojourns in New York give Carmody and WTOP listeners intimate stories about the stars.

Austine Cassini: "The people other people follow" and hundreds of thousands of those "other people" read her society column in the Washington Times Herald and in more than 100 other newspapers. Austine Cassini's D. C. fans also hear her three times a week on WTOP—Washington's only 50,000-watt station.

John Cramer: 237,000 people—one out of every three employed Washingtonians—work for Uncle Sam. They keep tab on decisions that affect their lives—and livelihoods—by keeping tuned to WTOP's "Government Reporter," John Cramer, a top-flight newspaper columnist who knows his government bureaus from A to Z.

Arthur Godfrey: Although he has his own CBS network shows, Godfrey still broadcasts his first and most famous program—"Sundial"—for thousands of early-morning Godfrey fans among WTOP's 262,690 radio families. (50-100% BMB Daytime Audience.)

Elinor Lee: WTOP's Director of Women's Programs conducts WTOP's "Home Service Daily"—cited by the National Advertising Agency Network for its "household services and for valuable work in the field of family relations". Miss Lee has a 3.8 Hooper rating (December-April 1947). And at 9:45 in the morning!

Henry Mustin: He sits at WTOP's "City Desk"...has a full-time assignment to cover the city as a local news beat. For ten years reporter for the Washington Star, Mustin goes to press five nights a week and reports on hometown happenings.

And so it goes—one local origination after another...each proving WTOP has a talent for finding stars who have a capital flavor...who command capital favor, as shown in every audience study ever made. If you want to make an impression in Washington, get in touch with WTOP—Washington's only 50,000-watt station—or Radio Sales—the Spot Broadcasting Division of CBS.
Feature of the Week

By D. HAROLD McGRATH
Superintendent, U. S. Senate Radio Gallery

ANOTHER first was added to the long list in broadcasting experience Monday, when millions of listeners were given a vote-by-vote report on the Senate's action on overriding President Tru- man's veto of the Taft-Hartley labor bill. As a re- sult, the members of the radio news corps of Wash- ington are sing- ing the praises of Senator C. Way- land Brooks (R) and the Sena- te Rules and Ad- ministration Committee for giving a big assist.

The installation of an intercom- munication telephone between the Senate Radio Gallery and the radio news quarters, authorized by the Rules Committee at the request of Senator Brooks, made possible the giving of the vote by individuals within seconds after the vote was cast on the Senate floor. Hardy W. Croxton, assistant superintendent, was at the telephone in the gallery, seated beside Robert Hough, second assistant, who recorded the votes as cast. Mr. Croxton whis- pered each vote as cast into the telephone to the writer and superin- tendent of the gallery, who was on the other end of the communica- tion system. Richard Harkness of NBC, Elmer Davis of ABC, Mark Austad of WWDC, Washington, Bill Henry of CBS, and Albert L. Warner of MBS then relayed the voting to the millions of listeners. In assaying the matter, Bill Henry, president of the Radio Cor- respondents Assn., said, "We feel particularly grateful to Senator Brooks as his committee, Senator Brooks, when approached on the matter of a telephone by the radio correspondents committee, immediately urged his senatorial associates to approve the request. Of course, direct broadcasting of these events would probably be more satis- factory, but the radio news men, understanding the obstinate and much procedure, are most appreciative of Senator Brooks' efforts in our behalf to do what we did do."

All radio newsmen agree that the battle over the President's veto provided the most dramatic story on the Hill since authority was given for the broadcasting of radio news from Congress. Commencing with action in the House on Friday, June 20, the radio galleries were the center of the greatest activity

(Continued on page 78)

Sellers of Sales

WHEN he found lawyers selling shoes in the early thirties, Lou Holzer switched from pre-law to philosophy at De Paul U. (B. Ph. '35).

That's typical of the young man who is currently managing direc- tor, radio division, Lockwood- Shackelford Adv., Los Angeles. He oversees radio bill- ings amounting to approximately $1,000,000 of clients such as Sea- side Oil Co., California Physicians Service, Breakfast Club Coffee, Native of Chicago where he was born Nov. 25, 1913, Lou bro- ke into radio in 1927 over WEBB, that city. Boy correspond- ent for Chicago Her- ald & American, he expressed his views on municipal affairs.

Music was also his interest and skill, win- ning an All-Chicago music scholarship as a tenor in 1928. But Lou couldn't or wouldn't settle down to one task. He turned the scholar- ship down.

Music nevertheless continued to be his hobby but he turned to lyric writing and occasional composing. Of 32 published songs, four have been on the Hit Parade. Two, "When They Played the Polka" and "Farewell My Love" hit number one spot on the Hit Parade.

Following graduation from col- lege, he worked in radio as free- lance writer and producer from 1936-1944. During this time Lou also wrote special material for Sophie Tucker. In 1941 he had a band playing in the Pump Room of the Am- bassador East Hotel, fronted by one Lou Holden (same gentle- man).

Lou characterizes this period of his ca- reer as one in which he never had a full- time job. Arriving in Los Angeles in June 1945 with a new wife (Sally Cooper, married June 18, 1945), he started out freelanc- ing in radio.

In September 1945 he joined Lockwood- Shackelford Adv. as a producer. He subse- quently was named radio director in May 1946.

Father of a young daughter, Francine Emelia, I, Lou makes his home in Hollywood. He lists music as his prime hobby with song second. He's a member of Holly- wood and Los Angeles Ad Clubs as well as ASCAP.
PLAINLY STATED, HERE'S WHY KFNF IS SO CONSISTENTLY EFFECTIVE.

Mr. Frank Stubbs, Manager
Radio Station KFNF
Shenandoah, Iowa

Dear Frank,

The results of our KFNF advertising during the past four years have amazed even us.

Now, during the coming year, we plan to spend 6½ times as much with KFNF - and, the increase will be our best investment of the year.

You see, we know KFNF and the KFNF audience. We know that KFNF reaches into virtually every farm and small town home in the entire Shenandoah regional market. We know these folks listen with complete confidence and loyalty - and, we know why.

It is because KFNF has kept the common touch with the people it serves. A KFNF commercial is as good, and usually better than a recommendation of the same product by the chap on the next farm. KFNF's sincerely friendly and unpretentious programming is a masterpiece of rural know-how.

It has made KFNF the most effective advertising medium, for reaching the rural and semi-rural audience, in the entire regional area.

We know. Our farm has operated successfully in this same regional area for more than 40 years - and our customers are, and always have been, the same farm and small town people who constitute the mass market in the Midwest, and whom KFNF has served so well for ¾ of those 40 years.

We learned long ago that these folks may laugh at or applaud a big time, big name show - but, they will buy on the recommendation of a KFNF announcer.

If anyone doubts this Frank, please refer them to me.

Very truly yours,

[Signature]

E. L. McMicheal
MC MICHAELS FARM & HOME EQUIPMENT

If You Want The Buying Audience Of The Shenandoah Regional Farm Market- Call Frank Stubbs, Shenandoah, Iowa
No. 15—Intimate Glimpses into the Lives of the Great Spot Radio Sales Organization on Earth!

TEAMWORK!

And what is this we see before us—aside, that is, from the well-known map of our President H. Preston Peters? Well, it's an on-the-spot conference on station-programming. Matter of fact, all our F & P officers are constantly talking with "our" stations, about promotion, programming, merchandising and audience development. This may seem "a long way 'round" to sell time, but it does sell time. Because it enables F & P to do a better, more constructive job for you.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE WACB
Baltimore WCBM
BOISE KFDM
BUFFALO WGR
CHARLESTON, S. C. WCSC
CINCINNATI WCKY
COLUMBIA, S. C. WIS
CORPS CHRISTI KRLS
DAVENPORT WOC
DE MOINES WHO
DENVER KVOD
DULUTH-SUPERIOR WDSM
FARGO WDAY
FT. WORTH-DALLAS WBAP
HOUSTON KXYZ
INDIANAPOLIS WISH
KANSAS CITY KMBC
LOUISVILLE WAVE
MINNEAPOLIS-ST. PAUL WTCN
NEW YORK WMCA
OMAHA KFAB
PEORIA-TUSCOLA WMED-WDZ
PORTLAND, ORE. KEX
RALEIGH WPFF
ROANOKE WDBJ
SAN DIEGO KSB
ST. LOUIS KSD
SEATTLE KIRO
SYRACUSE WBJ

TELEVISION:

ST. LOUIS KSD-TV

CHICAGO: Penobscot Bldg. 406 W. Seventh St.
DETROIT: FORT WORTH: ATLANTA: HOLLYWOOD: SAN FRANCISCO:
406 W. Seventh St. Palmer Bldg. 6331 Hollywood Blvd. 58 Sutter Street
WMBD-WDZ KSD-TELEVISION
**Lea Ruling, Labor Act Break for Radio**

*Basis of Equality Between Unions, Management*

By J. FRANK BEATTY

BROADCAST management is now operating on a basis of equality with organized employees as the result of two separate Government actions taken within an hour—enactment of the Taft-Hartley Act and Supreme Court decision upholding the Lea Act.

Immediate results of these steps, most important operating advances since broadcasting became a major industry, began to appear shortly after the Senate overrode the President's veto of the labor bill and the court sustained right of Congress to legislate against unfair union tactics in the broadcasting industry.

Important phases of the two-ply action include:

- Feather-bedding is outlawed by both the Lea Act and Taft-Hartley Act.
- Closed shop is outlawed.
- Secondary boycott is outlawed.
- Management still must bargain collectively with employees.
- Supervisors need not be included in contracts.
- Freelancers are independent contractors.
- Employers have the right to court review of the number of employees they hire. They may deal separately with different classes of professional employees.
- Petrillo's welfare fund as now operated appears illegal.
- His ban on FM duplication of AM musical programs appears illegal.
- It all adds up to this—employers face fewer blackjacks at the hands of the unscrupulous element among unions.

Despite the misdeeds of some labor factions, the Taft-Hartley Act definitely does not reduce employees to servitude. On the other hand it is considered by many leaders of both groups to mark a forward step in labor negotiations, removing excesses that have hampered relations in recent years.

What few management or labor executives had noticed last week, apparently, was that the bill places on employers an added obligation to bargain collectively.

Right after the Supreme Court handed down its decision, FM Assn. wired presidents of the four networks asking them how soon they would make network musical programs available to FM stations. The telegrams were sent by Bill Bailey, FM Assn. executive director.

**Decision Deferred**

Network heads deferred decision on the request while they studied the decision and the Taft-Hartley Act. One network executive, an attorney, raised the point that FM conceivably might be construed legally as a different type of service from AM and not within the limits of the new labor law.

FM Assn. took the position that the AFM ban against duplication, unless double personnel is used, imposed by Petrillo Dec. 31, 1945, was a violation of the Lea Act. FM Assn. advised its members to ask networks with which they are affiliated for permission to duplicate AM programs on FM. Non-network stations...

(Continued on page 76)

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**LEA STATEMENT ON DECISION**

*California Democrat, Who Fathered the Act*

By CLARENCE F. LEA

(D-Calif.)

Member, House, Interstate & Foreign Commerce Committee

THE decision of the Supreme Court reversing that of the Chicago District Court in the case of James C. Petrillo was, of course, gratifying to me. The decision will be gratifying generally to the average citizen who believes in protecting the integrity of action in all business relations.

For a number of years our country has suffered by the lack of law to protect the public against various forms of racketeering. In this decision of the Court we have a clear recognition of the right and duty of Congress to protect industry and the public against "feather-bedding" in its various forms.

The attack upon the information against Petrillo on the ground of its alleged uncertainty was, as indicated by the Court, in effect, a contention that no legislature could make it an offense for a person to compel another to hire employees, no matter how unnecessary they were. The Court said, "The Constitution presents no such insuperable obstacle to legislation."

The Court further said, "Clearer and more precise language might have been framed by Congress to express what it meant by "number of employees needed." But none occurs to us, nor has any better language been suggested, effectively to carry out what appears to...

(Continued on page 81)

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**Court Must Rule On Other Parts Of Lea Act**

THOUGH the Supreme Court has upheld right of Congress to pass a specific law (Lea Act) regulating interstate commerce, the case of the United States vs. James C. Petrillo will be dumped right back in its lap.

The court's decision last Monday definitely held that the Lea Act ban on feather-bedding is constitutional but it did not rule on picketing or strikes. (Text of decision on page 74).

AFM last week had not decided whether to exercise its right to ask rehearing of the case by the Supreme Court. It had a 25-day period in which to make such a request. If it asks rehearing, the court will act on the petition after the summer.

If rehearing is not asked, the Supreme Court will send an order to the District Court demanding the case for trial.

The District Court will put the case on its docket to await trial in regular course, just as any other criminal case, probably in the autumn or winter. Since the alleged violation of the Lea Act is a misdemeanor—based on demand that WAAF Chicago hire more employees, accompanied by a strike threat and picketing—the Government can amend its original complaint if desired.

Petrillo did not give blanket admission to all charges in the first complaint, the violation being designed to bring a test case into the Supreme Court. He will be entitled to trial by jury in the court of Judge Walter La Buy, but may waive jury trial. In that event the evidence would be placed before Judge La Buy.

Appeal Possible

If guilty, Petrillo might go to the U. S. Court of Appeals on questions of law not raised in the Supreme Court, questions raised during the trial, such as admissibility of evidence.

Handling the case for the Dept. of Justice is Assistant Attorney General Theron Lamar Caudle, in charge of the Criminal Division, aided by John S. Pratt, special assistant to the Attorney General in (Continued on page 78)

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June 30, 1947 • Page 13
President Asserts Freedom Of Media Vital to Nation

FREEDOM of broadcasting and other media of expression is basic in the democratic system, President Truman said Thursday at a meeting with representatives of radio, magazines, newspapers, books and motion pictures. The group held an all-day session at the invitation of Justin Miller, NAB president.

Mr. Truman reiterated his flat stand on behalf of complete freedom of radio, first expressed in a letter to Broadcasting July 3, 1945. He added that media have a responsibility to present faithfully the public the story of world events.

The President's remarks reaffirmed his 1945 observations that strict Government regulation of broadcasting and other media is not good for the country.

NAB's meeting was called to go into the mutual media problem of growing threats to fundamental freedoms and individual rights and under the First Amendment, which provides that Congress must not pass any law bridging freedom of speech or press.


MAYFLOWER DECISION IS DEFENDED BY ARNA

The Association of Radio News Analysts declared in a statement issued last week that any evils ascribed to the Mayflower Decision by its opponents have arisen "... not out of the decision itself but out of either an honestly or wilfully misconceived interpretation of its purport."

The ARNA statement continued: "The Mayflower Decision has been improperly used by some individual stations and networks as justification for their refusal to support non-political causes with which by far the major part of the audience is served is fully identified."

This does not mean, the statement emphasized, that commentators should not be allowed to express their own conclusions. But, it cautioned, "...the station itself should not editorialize except under circumstances of public welfare where its intervention is clearly unexceptionable."

"Radio would be better off if opinion were clearly labelled opinion and did not masquerade as objectivity..." the ARNA statement concluded.

Miller Praised by Industry For Testimony on White Bill

NETWORK presidents joined other industry leaders last week in high praise of testimony before the Senate Interstate Commerce Subcommittee on the White Bill.

The testimony provided one of the dramatic high spots in broadcasting's regulatory history as subcommittee members questioned some of Judge Miller's conclusions. Determined to get his views on radio's constitutional rights into the subcommittee's record, Judge Miller's replies to questions provide a mass of oral testimony on senatorial and judicial conceptions of basic rights under the Constitution.

Excerpts from letters follow:

Niles Trammell, NBC president, to Judge Miller—Immediately after you completed your testimony on the White Bill I congratulated you on the position you had taken in advocating and defending the basic rights of broadcasters. I am now placing this commendation in a letter so that I may be on record with the members of your Board of Directors to whom I am sending a copy. I want also, to express my approval of the NAB presentation.

E. B. Young, CBS president, to Judge Miller—He (Judge Miller) did a magnificent job; he was forthright and logical, and did not retreat from the position that radio should have equal rights with the press. Having followed closely three previous hearings on radio legislation before committees of Congress, this was the first time that broadcasting faced the offensive with a solid position to back it up.

Because I am convinced of the soundness—and the necessity—of maintaining that radio should not be discriminated against, I am mighty glad that we have this kind of forceful leadership. The rest of the NAB boys did well, too.

Edgar Kobak, ABC president, to Judge Miller—We are proud of you and we are proud to be a part of NAB.

Theodore C. Streibert, WOR New York president, to Judge Miller—(Continued on page 82)
Jones Confirmation Seen This Week

FCC Nominee Brands All of Pearson's Charges Lies

CONFIRMATION of Rep. Robert F. Jones for membership on the
FCC to succeed Commissioner Ray C. Wakefield, was delayed Friday
after a wild and warmly hearing before a subcommittee of the Sena-
teate Interstate Commerce Commit-
tee, at which Drew Pearson, com-
mentator and columnist, leveled
charges of Black Legion, America
First and Coughlinite associations.
The subcommittee appointed the
day before by Senator White (R-
Me.), had planned speedy action.
Mr. Pearson, however, said he was
waiting an affidavit which he con-
tended would substantiate his al-
legations. Chairman Brewer (R-
Me.), of the subcommittee, held
the record open.

Meeting Next Thursday
The subcommittee late Friday
scheduled a meeting for 9 a.m.
Thursday and the full committee
meets at 10 a.m. A favorable re-
port could be considered by the
Senate the same day by unanimous
consent.
A three-man subcommittee called
hearings after Mr. Pearson had
Preceding Mr. Pearson's appear-
ance, six members of the House
and Senate were eloquent in sup-
support of the Jones nomi-
nation, extolling him as an out-
standing legislator and as an hon-
est, forthright and courageous
public servant. Also placed in the
record were letters from Senators
Taft and Bricker of Ohio and
Tobey of New Hampshire, all Rep-
publicans, urging his confirmation.

Mr. Jones himself testified after
Mr. Pearson had made his charges,
declining a suggestion from Chair-
man Brewer that he appear at a
later date in order to give him
more time to prepare his answers to
the Pearson allegations.
The Ohio legislator categorical-
(Continued on page 89)
### C-PP Renews

**COLGATE - PALMOLIVE - PEET Co., Jersey City, N. J.** July 1 replaces its *Mel Blanc* show on CBS, Tuesdays, 8:30-8:55 p.m., with Mr. and Mrs. North, formerly heard on NBC. Agency is Sherman & Marquette, New York.

### Blondex Campaign

**ASSOCIATED Labs., New York** (Blondex shampoo), is adding about 25 major markets in a test summer spot announcement campaign. Grady & Wagner, New York, handles the schedule.

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**NETWORK BOXSCORE**

<table>
<thead>
<tr>
<th>Number of commercials on four nationwide networks, May 31</th>
<th>279*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of network commercials starting during June</td>
<td>12</td>
</tr>
<tr>
<td>Number of network commercials ending during June, including summer hiatuses</td>
<td>31</td>
</tr>
<tr>
<td>Met decreases for commercials on four nationwide networks, June 30</td>
<td>720</td>
</tr>
</tbody>
</table>
Comment Invited on 'Blue Booked' Forms

FCC Asks Reaction To New Proposed Applications
By RUFUS CRATER

ISSUING its long-awaited reorganization of broadcast application forms, FCC last week offered—for the first time—to hear arguments against its 15-month-old Blue Book.

Blue Book principles are written almost verbatim into the program sections of the proposed new forms—more so, even, than observers had been led to expect.

The Commission did not invite a hearing on its Blue Book policies specifically, but left the way open by offering to accept written comments on the proposed forms until July 21 and then, if the comments warrant it, calling oral arguments.

The proposed reorganization of applications would set up seven new forms replacing 20 existing forms (see story, page 71, for list), reorganizing sections on specific types of information so that they would be the same wherever used, and cutting deep into the number of pages and questions required to be answered [BROADCASTING, May 26]. It is planned that they will go into use about Sept. 1. The proposals also involve changes in Rules and Standards to conform with the new form numbers.

Many informed sources have felt that the reorganization would mean a saving of hundreds of thousands of dollars annually to the industry by its simplifications and elimination of questions regarded as nonessential. Others, however, felt that the reduction of pages would not in itself necessarily reduce the clerical work required of applicants, and that the "eliminations" do not include many items which industry considers far outside the scope of FCC authority.

Opinion Divided

There was evident feeling in some quarters that FCC not only had failed to cut down on its requirements for information of a Blue Book nature but had actually supplemented the Blue Book questionnaires. In some board hearings required of applicants, and that the "eliminations" do not include many items which industry considers far outside the scope of FCC authority.

The Blue Book program log analysis is required in full, and includes two new questions to provide overall totals of commercial and sustaining airtime. In the proposed, Blue Book definitions accompanying the log analysis are reprinted verbatim.

Although some authorities had indicated it would not be required, new legislation applying to a station submitting a program schedule for the "proposed typical week" on which they base their breakup of program types into commercial and sustaining percentages.

Existing licensees would be told to specify the number of 14-minute periods during the "typical week" in which one, two, three, four, five or more, and no spot announcements were carried. They must also report the number of spots of more than one minute that were carried during the "typical week."

The Blue Book is brought into the forms by name. In a note accompanying, FCC says:

"The following tabulation is to enable the Commission to secure quantitative data (1) the proportion of time (so to be) devoted to the various classes of programs. The function of each class of program as part of a diversified program structure is discussed in the Commission's Report of March 7, 1946, entitled "Public Service Responsibility of Broadcast Licensees."

Statement of Intent

New-station applicants must state what the practice of the station will be with respect to the number and length of spot announcements allowed in a given period, and file an exhibit containing a narrative statement on the policy to be pursued with respect to making time available for the discussion of public issues, including illustrations of the types of programs to be broadcast and the methods of selection of subjects and participants."

Television applicants, however, would be required to answer only two questions: (1) an outline of program plans and policies which, if it's an existing video station, must cover both past and future operations; (2) set out additional program data if they wish, and (3) give general plans for staffing the station. AM and FM applicants would answer these as well as the other program questions.

In a "Notice" preceding the program section, FCC says:

"The replies to the following questions constitute a representation of programming policy upon which the Commission will rely in considering the application. It is not expected that the Commission will be able to ascertain by day-to-day operation the representative character of a station's program acts on the application, time and care should be devoted to the preparation of the replies so that they will reflect accurately applicant's responsible judgment of his proposed programming policy."

There are some modifications of present program questionnaire policies. In the commercial-vs.-sustaining breakdown of program types—entertainment, religious, educational, news—space is provided for the applicant to add other classifications if he feels that his program material is "susceptible of classifications other than those listed."

Questions on proposed staffing have been revised to eliminate statements of experience and salary of "each member of station personnel." Instead, the applicant must name only his "general plans" for staffing, including "the number of employees in each department..., and the names, residence, and classification of the general manager, station manager, program director, and other department heads who have been employed or whom the applicant expects to employ."

Each form provides for the incorporation, by reference, of any necessary information already on file. But FCC specifies that "any such reference will be considered to incorporate into this application the application or other form referred to in its entirety," and warns applicants: "We do not incorporate by reference any material which is not to be open to the public."

Changes Made

A number of changes are made in the form of information required—or no longer required—in the various sections dealing with legal, financial, and technical qualifications of applicants.

In the legal section, for example, respondents would no longer be required to disclose whether they had been "party to" certain suits and to go into details, but only to specify whether they have been found guilty of such violations and whether any criminal suits are pending. If the answer is "yes," they must explain.

Data on ownership interests would be required for all stockholders up to 20; and if there are more than 20 it would be required delimiter, but a minimum of general manager of WDAS Philadelphia, William Goldman, president of WDAS Broadcasting Corp., announced today (June 30). He succeeds P. J. Stanton, who for all owning 1% or more, compared to the 3% "minimum" now in force.

Business addresses of the stockholders would no longer be required. The date and place of birth of each

(Continued on page 71)

National Convention of FMA Slated for East Sept. 11-12

NATIONAL convention of FMA, first industrywide meeting since the one held in New York in 1947, will be held Sept. 11-12, just preceding the NAB 25th convention in Atlantic City Sept. 15-18. FMA's meeting will be held either in New York or Washington, depending on hotel availabilities.

Decision to hold the convention was reached Thursday at the first FMA board meeting since Jan.

The board is directed by Bill Bailey, executive director, to ask a meeting to meet early this week with presidents of the four major networks to discuss common problems that have developed since the Supreme Court's decision upholding the Lea Act.

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**90% of Stations Develop Local Talent**

**Manager Deciding Factor in Judging Effectiveness**

NINETY per cent of broadcasting stations develop their own local talent, station managers revealed in Broadcasting's May Trend's poll.

The effectiveness of the talent is judged by station personnel in 74% of the cases and by mail poll in 26%, according to the answers received to Part II, of ballot seven.

Answers to the poll were partially reported in the June 16th issue of the magazine.

In addition to the questions previously reported, the station managers in the panel (1) were asked: (1) where they got most of their local live talent; (2) how long they generally carry new talent before judging its effectiveness; and (3) how they judge the effectiveness of new talent.

The results of the survey follow:

"Where do you get most of your local live talent?" (See Table I).

Clearly, broadcasters depend upon developing their own local talent—nine out of ten station managers report that they get most of their talent in this way. A total of 51% get their talent from out-of-town stations, about evenly divided between out-of-town stations (16%) and other out-of-town sources (15%).

Less than 10% of the panel members find their talent in schools (or universities) or in other local stations. Among the miscellaneous "all other" groups were: churches, local dramatic or musical organizations, and local entertainment places.

Equally important in understanding the broadcasters problems with local talent is the question of how long they feel it necessary to carry new talent before evaluating it:

**TABLE I**

<table>
<thead>
<tr>
<th>% of all respondents</th>
<th>Develop own local talent</th>
<th>90%*</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>From out-of-town stations</td>
<td>15</td>
</tr>
<tr>
<td>9</td>
<td>From schools and universities</td>
<td>9</td>
</tr>
<tr>
<td>6</td>
<td>From other local stations</td>
<td>6</td>
</tr>
<tr>
<td>3</td>
<td>No answer</td>
<td>3</td>
</tr>
</tbody>
</table>

* A sample of all U.S. commercial AM stations in operation Sept. 1, 1946 controlled for proper balance by city size, network affiliation, base hour rate, service coverage, etc.

**How long do you generally carry new talent before judging its effectiveness?** (See Table II).

Four out of every five managers carry new talent three months or less before making any decisions on its effectiveness. Of these, 36% carry the talent approximately three months (or about one 13 week cycle); 22% go along for two months, and 23% judge the results in one month.

Only 9% of the panel reported carrying talent six months, and just 1% wait a year to judge.

Virtually all of the "other" mentions (8%) stressed that there was no general policy or that there was a wide variation from case to case, depending on the particular talent and type of program or circumstance.

Finally, the panel was asked:

"How long do you generally carry new talent before judging its effectiveness?" (See Table II).

**TABLE II**

<table>
<thead>
<tr>
<th>% of all respondents</th>
<th>1 month</th>
<th>23%*</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>2 months</td>
<td>32%</td>
</tr>
<tr>
<td>36</td>
<td>3 months</td>
<td>36%</td>
</tr>
<tr>
<td>9</td>
<td>6 months</td>
<td>9</td>
</tr>
<tr>
<td>1</td>
<td>12 months</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>Other</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>No answer</td>
<td>9</td>
</tr>
</tbody>
</table>

* Percentages add to more than 100 because some respondents indicated more than one interval.

**GALLUP PLANS DEEPER ANALYSIS OF AUDIENCE**

Dr. George Gallup, founder and head of the American Institute of Public Opinion, declared last week that his impending debut in radio audience research is not intended as a reflection on existing audience measurement methods, but is rather a natural outgrowth of these methods.

At the 16th Annual Convention of the National Association of Music and Drama, he said, "While the rating system of radio research has always been intended as a reflection on existing audience measurement methods, it is our hope that it will be a more accurate reflection of the nature of the audience."

Dr. Gallup said that while no date has been set for his entry into the industry, the audience research field will probably occur after "the fall." The specific survey methods to be used are still in the formative stage, he said, but he added that many of the large stations in fifteen years of research have dealt with radio questions and subjects close to the radio.

**Eller Is Named President of AAW**

Russell Z. Eller, advertising manager of California Fruit Growers Exchange, Los Angeles, was elected president of the Advertising Assn. of the West at the five-day Sun Valley, Idaho, convention which ended June 26. He succeeds Vernon Churchill, assistant to the publisher of the Portland (Ore.) Journal, operators of KALE.

Gilbert L. Stanton, AAW secretary-treasurer, and director of advertising and public relations for Idaho Power Co., Boise, was elevated to senior vice president. Martha Gaston, KFOX Long Beach, Calif., account executive, was made vice president-at-large in charge of women's activities of a two year term. Other vice presidents elected include: Robert Franklin of Robert Franklin and Associates, Fresno; and Lee Jenkins of Seattle. Robert J. McAndrews of Young & Rubicam Inc., Hollywood, continues his vice presidency for another year. C. Burt Oster, general manager of Pacific Coast Bel ding, Hollywood, and western di rector of BMB, who reviewed prog

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*Page 18 • June 30, 1947*
Accused of Anti-Trust Violation in World Music Monopoly

THE AMERICAN SOCIETY OF Composers, Authors and Publishers was accused of conspiring to form a monopoly in a suit filed last week in the U. S. District Court, New York, by the U. S. Dept. of Justice, Anti-Trust Division.

Specifically, ASCAP is charged with engaging in an illegal international cartel formed to monopolize music performing rights. The “international idea,” as has been said, is the International Confederation of Authors and Composers Societies with headquarters in Paris. Coincidentally, a statement from London, where top ASCAP officials are attending a conference in London, speaks to the story. The complaint was filed last week in the District Court, and it is claimed that ASCAP is charged with the formation of a cartel that is the equivalent of the International Confederation of Authors and Composers Societies. This includes ASCAP, the American Federation of Musicians, the American Society of Composers, Authors and Publishers, and the British Society of Composers, Authors and Publishers. The complaint alleges that ASCAP and the confederation of which ASCAP is a member have engaged in a conspiracy to control the performance and distribution of music throughout the world, and that the ASCAP cartel has the power to control the performance and distribution of music throughout the world.

Dr. Engstrom, who has been a member of ASCAP for many years, was quoted as saying that the ASCAP cartel is a “monopoly” and that it has the power to control the performance and distribution of music throughout the world.

Columbia Transcriptions Now Separate Division

COLUMBIA RECORDS Inc., New York, has established its transcription department as a separate division of the parent company and renamed it Columbia Transcriptions. The new division will be under the supervision of James M. O’Malley, who has been the head of the transcription department for the past three years.

ULTRAFAX DEFINED

Not Entirely New, Says Engstrom; A Combination

Of Several Existing Media

ULTRAFAX, the sensational communications medium whose existence was first disclosed publicly in testimony by NBC President John Trammell before a Senate committee three weeks ago, is nothing startlingly new in design or concept, according to Dr. Engstrom, vice president in charge of research at the RCA Laboratories, Princeton, N. J.

Missed the application of Ultrafax in the production of “newspapers” by radio but conceded that it might be used to transmit news, bulletins, and other materials.

But as to the mechanical problems involved in the scanning of a million-word mass of copy in a single operation, Dr. Engstrom said that such difficulties could be worked out individually. He said that in experiment and planning they had to work out the details of the scanning electronically, utilizing several “entrance points.”

The copy was recorded on movie film first, transmitted and received at the terminal point again on film and then developed for further processing. Based on a line-of-site relay system, Ultrafax has the limitations inherent in the use of that principle.

Dr. Engstrom emphasized that RCA, in developing Ultrafax, “neither defined nor predicted” its uses or adaptations. He leaves those to the broadcasting, publishing and communication industries at large.
7 New Standard Stations Granted

Assignment Changes Are Given for Four Existing Stations

SEVEN NEW STANDARD stations and assignment changes for four existing stations were announced last week by FCC. Three of the new grants are for fulltime local facilities while the four others are for daytime outlets.

WGBH, independent public broadcasting station and CBS affiliate, heads assignment change group with power increase authorized from 10 kw on 710 kc to 50 kw day and 10 kw night, directional, on that channel.

The new stations:


Waynesboro, Va.—Waynesboro Broadcast Co., 1260 kc, 10 kw, unlimited. Principals: Earl E. Key, operator DWEY, Covington, Va., president; James W. Topeka and Hudson Phillips, real estate interests, vice presidents; James H. Topeka, secretary-treasurer 9%; William R. Topeka, Clarks, Pa., general manager, 3% owner.

Quintes: California and AM.

Lincoln, Ne.—Puritan Broadcast Service, Inc., 1030 kc, 10 kw, daytime. Principals: George C. Lincoln, president, general manager and part owner; and B. W. Fontaine, 2% owner KTOP Co., limited Topeka applicant 9%; Paul J. Johnson, dairy, oil and gas products firm interests, vice president 25%; and Herbert A. Meyer Jr., business manager, Independent Daily Reporter, secretary, AM.

Danbury, Conn.—Berkshire Broadcasting Corp, W, unk, 250 w. daytime. Grantee is permitted WLD, FM outlet, in line with application for new AM station at North Adams, Mass.

In the Danbury proceeding the Commission approved amendment of Berkshire station application to add 800 kc instead of 1490 kc. The application as amended was then removed from hearing and granted. It is subject to technical conditions and interference may be received if the application of either Cambridge Broadcasting Co., Camden, or WHAT Philadelphia seeking 1 kw daytime on 500 kc is granted.

All except the Bryan and Cambridge grants are subject to engineering conditions. The Independence authorization is subject further to the condition that Mr. Roppel and Mrowka, owners of KTSW, both as to stock ownership.

Twelve Given Conditional FM Grants Including Congressman at Merrill, Wis.

Rep. Alvin E. O'Konksi (R-Wis.) is recipient of one of 12 new conditional FM grants authorized last week by FCC. He receives class A assignment at Merrill, Wis.

Of the 12 conditional grants, eight are for Class A facilities while four cover Class B assignments. One of the Class A authorizations is in line with a previous such grant to an individual who heads the new recipient group.

At the same time the Commission granted the request of the Kentucky City State to designate WADF Kansas City, to vacate its conditional Class B grant. Commission officials termed this action a "distinct loss" to FM. The WADF licensee stated it was experiencing equipment and other difficulties and did not wish to seek continued extensions of completion deadlines. Therefore it did not wish to continue its FM plans at this time.

The Commission also issued construction permits last week for three Class B FM outlets and CP's in lieu of previous conditions for two Class A and four Class B stations.

The Class A conditional grants:

KGGI, Glade, Florida. AM Broadcasting Co., proposed channel 221, 92.1 mc. Grantee is permitted new AM station.

Decatur, Ga.—Burritt Dickinson TV, Inc., proposed channel 92.5 mc. Grantee is permitted WESM Decatur.

Chevrolet, Ohio—Suburban Broadcasting Co., proposed channel 231, 92.1 mc. Grantee is permitted new AM station.

Cheviot, Ohio.—Suburban Broadcasting Co., proposed channel 231, 92.1 mc. Grantee is permitted new AM station.

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Lynn, Mass.—Puritan Broadcast Service, Inc., 1030 kc, 10 kw, daytime. Principals: Avisport A. Morgan, former manager of WEBS, 20% owner; and Maxwell Morgan, half-owner; and Arthur L. Carter, manager Providence, R. I., first vice president 25%; and G. L. Carper, guard, second vice president 25%; and Paul C. Capps, manager, third vice president 15%; and Herbert A. Meyer Jr., business manager, Independent Daily Reporter, secretary, AM.

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Merle Jones Named As WCCO Manager

Former WOL Head Rejoins CBS As Successor to Joscelyn

Mr. JONES

RETURN OF Merle Jones to the CBS organization as general manager of WCCO, Minneapolis, 5,000 watter, effective today (June 30), was announced Friday by Howard S. Meighan, CBS vice president in charge of station administration. Mr. Jones, who resigned in May as vice president and general manager of WOL Chicago, had served as general manager of KMOX St. Louis, CBS-owned outlet from 1937 until he accepted the Cowles vice presidency in Washington in October 1944.

Meighan, Mr. Joscelyn and Jones reached an agreement Friday morning on the WCCO position. It has been discussed intermittently for several weeks.

Mr. Jones succeeds A. E. Joscelyn, who left WCCO in April to become vice president in charge of sales for Northwest Linseed Co. Gene Wilkey, WCCO program director, has been acting general manager.

Mr. Jones was appointed to the WOL managemship in 1944 at the time T. A. M. Craven was named a Cowles vice president.

COMPTON AND COELOS PROMOTED BY DUMONT

TWO PROMOTIONS were announced last week by Leslie C. Aries, general manager of WTGT-Dumont television in Washington. Effective immediately, Walter Compton becomes executive assistant to the general manager and Roger Coelos is made operations manager of the Washington outlet.

Mr. Compton was WOL news editor from 1937 to 1946 and, in addition, held covered Presidental addresses and other events for MBS. He originated and was m.c. of Double or Nothing for three years.

Mr. Coelos has been with the Dumont production department since 1943.
WHO DELIVERS MANY MESSAGES FROM IOWA TO GEORGIA!

GEORGIA is one of the 30 States in which WHO has no official BMB Nighttime Audience whatsoever. Yet such is the power of WHO programming and 1-A Clear Channel Service that Georgia is one of the large plusses in WHO's "Iowa Plus".

Mr. M. V. Murray of Atlanta, for instance, writes: "I thank you sincerely for locating and advising me of my father's death, in your broadcast of Saturday night. While I did not hear the broadcast direct, the information was given me by a friend who had been tuned in on your fine station. It may interest you to know that I frequently hear WHO in my travels in Georgia, on a portable radio that I use in the hotel rooms. Thank you again for your grand help."

Also, you may recall the Welfare Enterprise Tigers of Summerville, Georgia—a 60-member WHO War Bond Club which sent in War Bond subscriptions to WHO every week for three years. And that many Georgia people joined WHO's campaign to send parcels to Europe (a campaign which resulted in shipment of over 23,000 parcels—110 tons—of food and clothing to Greece, Holland, Denmark, etc.).

There can be only one reason why so many people even in such distant states as Georgia, Texas, Pennsylvania and Oregon, listen regularly to WHO. We think it's good programming—good public service.

WHO
+for Iowa PLUS+

DESMOINES 50,000 WATTS
FREE & PETERS, INC., National Representatives
WHAT CAN YOU STUFF INTO GULLET (Ky.)?

Fairly soon, no doubt, anybody who sells anything will be really selling. Good markets will regain their old importance. Poor markets—well, you know.

Gullet, Kentucky—or ten thousand Gullets won't compete with the Louisville Trading Area. You can stuff more stuff into this Area than into all the rest of Kentucky combined. And you can cover the Area completely with just one station, WAVE.

So remember. If you're getting hungry for business, WAVE can do far better than to give you an extra Gullet!

BMB Rejects Offer; Hooper Plans Measurement Service

BMB rejection of C. E. Hooper's offer to become publisher of his continuous rating services at a price of $1,000,000 [Broadcasting June 25] evoked a prompt statement from Mr. Hooper that he intends to enter the station coverage measurement field.

Sharply criticizing BMB's 1946 survey as using "the lowest standard of measurement ever applied in all advertising," Mr. Hooper said that "a simple technique is now being perfected to produce listener coverage measurements by counties and cities, which are (1) of higher standard and (2) more economical than BMB. We had already informed BMB's technical committee that we could make it available for the 1948 study if it had been authorized."

Committee had received his plan non-committally, asking for further data on tests made outside the New York area before any definite decision on its usefulness to BMB was made [Broadcasting, June 2].

"We expect this one survey to produce the material for both coverage and area (projectable) ratings for the price of one," Mr. Hooper continued. "Individual stations or groups of stations 'covering' common counties will shortly be able to secure them through us, thus avoiding a 'coverage vacuum until 1949.'"

Cites Plan's Value
Declaring that "the plan I drafted for BMB to take over the publication of Hooper ratings could have kept them in business while they were solving other problems," Mr. Hooper added that "its acceptance by them would have made it unimportant to radio if C. E. Hooper personally burned up in any given airplane.

"We were satisfied that, if we continued to produce them, BMB could have sold, distributed, and ultimately learned to service program rating reports—but what is this standard setting on program ratings? You have to know more than the horse to drive the horse," he averred.

That statement referred to the proposal of the BMB Board Research Committee, which the board adopted on June 20, "to study, evaluate and report on radio audience measurement with respect to their purposes, techniques and proper uses." This was suggested as part of an overall study of the relationship between BMB and other radio research, to be undertaken shortly under the joint auspices of BMB and a university to be selected by the committee.

As part of the project, a two-year fellowship, to exceed $5,000 a year, is to be established.

Evaluation First
"Because evaluation of other measurements must precede the establishment of standards, the committee recommends that BMB refrain from seeking to establish standards for radio research for the entire industry at this time," the Board Research Committee report, which was approved in toto, read.

"Prior to undertaking program audience measurements," the report stated, "BMB would have to evaluate present program audience measurements and establish standards, as discussed in the preceding paragraph. Therefore, the Committee recommends that BMB should refrain from measuring program audiences at this time."

The Board's rejection of the Hooper offer was premised on this statement of the research committee.

MILWAUKEE JOURNAL NOW OPERATING WSU

MILWAUKEE JOURNAL Co. took over actual operation of WSAU Wausau, Wis. June 20 following FCC approval on purchase of the station and absorption of the Northern Broadcasting Co. into the Journal Co. [Broadcasting June 16].

Ben Hovel, WSAU manager, will continue in that position and no important replacements within the rest of the staff are planned by the Journal. In addition, WSAU will continue to operate as a local station using the same call letters and present program schedules.

Future plans for greater service include improvement of the WSAU signal by moving the station's transmitter and eventual construction and operation of WSAU-FM, for which the CP was acquired as part of the purchase. Plans are also going ahead for a Journal-owned FM station in Green Bay, Wis.
Take it slow!

Mountain climbing can be risky business. Especially with 200-foot ice crevasses to cross... like this one on Mt. Olympus. It takes nerve and stamina. And plenty of it.

You've got to take it slow, too. Experts warn, "Don't try it unless you know what you're doing."

And selecting radio stations for your list can be just as risky... unless you know what you're doing.

To get to the top in radio sales here in Baltimore, W-I-T-H is the safe way. It's the independent station in this 6th largest market that delivers more listeners-per dollar-spent than any other station in town.

W-I-T-H is a sure-footed step to take when buying time in Baltimore.
Deliveries of RCA’s 5-kw “All Channel” television transmitter now being made to 21 top stations

Here’s the transmitter that is putting television on the map now . . . in many of the nation’s key cities.

Announced only four months ago, 21 leading broadcasters have already recognized its design advantages with orders. Four transmitters have already been shipped . . . and it is expected that the others will be shipped this year. The combined radiated power of these stations will blanket approximately 50,000 square miles . . . bring clear, high-definition television pictures within reach of 38,143,000 people.

Stage-by-stage, this transmitter has everything you might want for your new station. Here are the highlights:

FINGER-TIP CONTROL for all operating and monitoring functions. Monitoring facilities permit observation of the picture and its waveform. New RCA console handles both sound and picture signals—simplifies getting transmitter on the air and keeping it there.
television to 38,000,000 people

* Covers all 12 metropolitan channels and assures a full 5-kw signal on each channel
* Divides into eight relatively small, lightweight units (25 by 36 by 80 inches) for easy handling and installation and flexible station layout
* Facilitates inspection and servicing with its "walk-in" type construction
* Simplifies transmitter operation due to similarity in design between the sound and picture transmitters
* Eliminates complicated tuning adjustments — a high-level modulation system permits the use of meter-tuned, narrow-band drivers... only one modulated stage to adjust
* No neutralization of modulated PA stage
* Employs radically new tubes in the output stages — RCA 8D21 twin tetrodes — permitting unusually small r-f drivers
* Requires fewer spare tubes — only 15 types.

From every standpoint, the RCA TT-5A is comparable in convenience, performance, and operating economy with today's finest AM transmitters.

Be sure to get your copy of the new bulletin which fully describes and illustrates its many advantages to the station engineer, manager, owner, and audience. Write Dept. 18-F.

**SIMPLIFIED TUBE CHANGING—When a PA tube change is necessary, the tube and special mounting plate can be removed as a unit and a spare assembly slid into place and connected in a matter of minutes.**

**WALL-MOUNTED UNITS afford easy access to all tubes and wiring. Rear doors further increase ease of reaching all components. Illustration above shows portion of the aural transmitter's r-f driver unit.**

**THE "DIRECT FM" EXCITER for the sound channel. Uses only four r-f tubes; does not involve phase multiplication. Inherently capable of lower noise and distortion than any exciter yet developed.**

**TELEVISION BROADCAST EQUIPMENT**

**RADIO CORPORATION of AMERICA**

**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.**

In Canada: RCA VICTOR Company Limited, Montreal
Iowa leads the world in per capita income. And WMT leads Eastern Iowa where your market is a happy blend of city and farm listeners. It’s the only CBS outlet in Eastern Iowa.

Ask your Katz Representative for full details on the WMTland “twin markets” story.

WDVA DANVILLE, VA. COMMENCES OPERATION

A SPECIAL 90 minute dedicatory program before a large studio audience was to herald the opening last night (June 29) of WDVA Danville, Va., operating on 1250 kc with 5 kw night and 1 kw day.

The new station, an MBS affiliate, is owned by Virginia-Carolina Broadcasting Corp. headed by President J. D. Pruitt. The staff includes Walter M. Windsor, general manager; William P. Heffernan, former manager of WHOT South Bend, Ind., assistant manager in charge of sales; E. M. Hurd, formerly with WBTM Danville, sales dept.; Charles J. Holmes, formerly of WLW Cincinnati, program director; Ross DeRoy, musical director; Clifford Thurman, until recently with KDKA Pittsburgh, in charge of news room; Virginia Murphy, continuity and women’s program director; Vivien Jackson, copy and Nancy Blair, traffic. Announcers include Hugo Mosher, Don Bell, Walter Baldwin, Dick Campbell and Howard Garland.

Engineering staff is headed by Allen S. Clarke, vice-president of the corporation, and includes Rush Sawyers, I. G. Murphrey, Marvin Terry and Robert Harvey. Frank Raymond is farm service director.

KVOW Littlefield, Tex. Takes Air With 250 w

LITTLEFIELD, TEXAS had its first station June 14 when KVOW commenced operations with 250 w on 1400 kc and a 6:30 a. m. to 10 p.m. schedule of programs.

Licensee of KVOW is J. C. Rothwell, former owner of KSAM Huntsville, Tex. and part owner of KVOP Plainview, Texas. Other executives include J. H. McShan, business manager, and J. W. Robinson, chief engineer.

Veto Rating 30.7

PRESIDENT Truman’s address on June 20 in which he explained his veto of the Taft-Hartley Bill was heard by 22,906,000 adult listeners, according to a survey made for CBS by C. E. Hooper Inc., New York. Hooperating for the address was 30.7, and share of the listening audience was 88.0.

WFM Portsmouth, N. H. Slated for Fall Airing

PRELIMINARY WORK is underway on WFMF, new FM station for Portsmouth, N. H., and completion is scheduled by fall, it was announced last week by Bert George, general manager of the Hon. Charles M. Dale-owned WHEB and WFMF.

WFMF will operate on 107.7 mc with 20 kw. The tower, atop Sadleback Mt. will be 1,204 feet above sea level. As the result of technical surveys, the station estimates it will serve a total area of approximately 11,600 square miles, giving direct FM reception to more than 1% million rural listeners.

WMMW Meriden, Conn. Makes Official Debut

INAUGURAL program of WMMW, new 1 kw daytime station on 1470 kc at Meriden, Conn., took place June 8.

General Manager James Iodice announced the following staff: James W. Miller, sales manager; Bernard Morley, until recently program director of WINR Banghamton, N. Y., program director; Joel Holt, Jim Dunham, Ed Toby and John Ellinger, announcers; and Sam Cohen, sports editor of the Meriden Daily Journal, sports announcer.

Licensee is Silver City Crystal Co., whose officers include Carl Schultz as president, Mr. Iodice as vice-president and William Schultz as secretary-treasurer.

Canadian Poll for May Led by Radio Theatre

AMERICAN NETWORK programs were favorites with Canadian audiences during May according to a survey issued by Elliott-Haynes Ltd., Toronto. Radio Theatre was first evening show with rating of 35.5, followed by Fibber McGee and Molly 32.7, Charlie McCarthy 29.6, Ozzie and Harriet 27.1, Fred Allen 26.9, Amos ‘n Andy 21.6, Bob Hope 19.9, Meet Corliss Archer 18.8.

First five Canadian English daytime shows in May were Happy Gang 19.5, (Canadian program), Ma Perkins 16.9, Big Sister 16.6, Road of Life 16.1, and Lucy Linton 15.8.
Cattle and pocketbooks grow fat these warm summer days on the lush blue stem grasses of the Osage Country right at Tulsa's front door. Shipped from all over the great Southwest to this mecca of informed cattle raisers, fine cattle grow finer, taking on firm, sturdy weight that rings the cash register louder and longer at every important cattle market in America! There's no substitute for Osage pasturing for fine beef cattle. That's why we say, cattle and pocketbooks grow fat these fine summer days in the Osage Country.

Reach and sell these men who reap the rich reward of Osage grasslands . . . they depend on KVOO for radio's best in entertainment, news, and farm-ranch information.

KVOO is their station!

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

KVOO TULSA OKLAHOMA'S GREATEST STATION

50000 WATTS ON WJOIC

NBC AFFILIATE
RAN MORE RADIO LINAGE
IN 1946 THAN ALL OTHER
BUSINESS PAPERS COMBINED

Advertising lineage gains are important only as a reflection of advertising effectiveness. Not only in 1946, but for the last 16 years BROADCASTING has consistently carried more radio advertising than all other business papers combined.

BROADCASTING's editorial policy in publishing more news* of all radio—AM, FM, TV—adds weight to the advertising on its pages. It attracts readers who make broadcasting their business and who place the bulk of the national spot and network dollar.

BROADCASTING's Washington business office or any of the offices listed below will be glad to tell you more—now!

* Than all other business papers combined.

NEW YORK
Sol Paul
250 Park Ave.
PLaza 5-8355

CHICAGO
Fred Sample
360 N. Michigan Ave.
CENTral 4115

HOLLYWOOD
Dave Glickman
6000 Sunset Blvd.
HEmpstead 8181

TORONTO
James Montagnes
Harbour Comm. Bldg.
ELgin 0776

THE BEST BUY (FAR) IN THE TRADE PAPER FIELD

BROADCASTING
The Weekly Newsmagazine of Radio

National Press Building • Washington 4, D. C.
Radio Weekly Payroll Up 25% Since '45

Employment Increases 18%,
Says FCC Annual Report

The 1945 report counted depart- ment heads as "executives" while the 1947 form tabulated their earnings as part of their respective departments, leaving only "general officers and assistants" in what heretofore has been the executive group. The average weekly earning of 1,498 "general officers and assistants" this year was $217.40, which compares with $123.93 for the FCC's 1,076 "general managerial" employees.

The new report also separated staff from non-staff employees within the program department, and in all departments segregated supervisory from non-supervisory personnel. Staff employees, numbering 30,100 including executives, averaged $71.11 a week. Executives and supervisors, totaling 5,087, averaged about $116.

Next to general officers, highest average wage was received by com-

(Continued on page 50)

BROADCASTING  Telecasting

June 30, 1947  Page 29
Canadian Advertisers and Newspapers Seek Changes in Radio Legislation

A SEPARATE REGULATORY body, independent of the Canadian Broadcasting Corp., and a royal commission to inquire into necessary changes in broadcasting legislation, were urged by the Association of Canadian Advertisers in a telegram to the Parliamentary Radio Committee at Ottawa.

The telegram pointed out that the ACA consists of 145 companies advertising nationally and regionally, and that "radio is an efficient tool of advertising only if it commands a broad popular acceptance. Our members are equally interested in the welfare of both the private and national systems. Inasmuch as these two are in commercial competition, it would seem to us to be more equitable to both

and in the best interests of advertising and the general public if a separate regulatory body, independent of the CBC, were established to govern broadcasting in Canada.'

Discontinuance of discrimination against daily newspapers in the issuing, or transfer, of radio broadcasting licenses was demanded by the Canadian Daily Newspapers Association in a brief to the Parliamentary Radio Committee. The brief charged that present regulations threaten freedom of the press in Canada. The CDNA pointed out that facsimile transmission of printed news will be feasible soon in Canada at small cost, thus providing serious competition to newspapers. Because of this increasing closer relationship between printed and broadcast news, the brief stated, present radio regulations will affect a complete control on printed as well as spoken news distribution.

The CDNA stated it associates itself with those who believe that control of radio should be transferred to a board appointed and financed by Parliament, answerable only to Parliament and removable only by Parliament.

Provoet Plea

Protection for Canadian radio artists was asked in a brief submitted by Marcel Provost, managing editor of Radio World, Montreal fan magazine. In his brief he asked for standby Canadian orchestras and casts when American commercial network programs are aired on Canadian stations, the money so derived to be set aside for development of Canadian talent. He asked for a more equitable valuation of customs duties against imported electrical transcriptions in keeping with cost of such productions in Canada, treatment of network local participation programs as regular network programs with local sponsors being assessed the value of a standby orchestra and cast in each city, a more equitable exchange of sustaining programs between Canadian and American networks. Provost told the Parliamentary committee he felt that "these remedies would have the laudable effect of keeping experienced talent in Canada and give Canadian radio a real Canadian flavor."

Radio's Payroll

(Continued from page 29)

This book, just published by Duell, Sloan and Pearce, is part of the "American Folkways" series. It is the first authentic chronicle of the corn belt. Chapters 27 & 28, entitled "A Visit To A Farmer's Radio Station" and "Graduation Day," are about KMA. This is the first time a commercial radio station has been treated as part of the folkways and mores of a people:

"I don't believe I have ever caught the heartbeat of the corn states better than I did in Station KMA, in Shenandoah, Iowa. It is known as the 'Farmer's Radio Station' and it is exactly that."

"The first thing that surprised me was the amazing number of letters it gets . . . a letter each year from 62½% of the homes in its section. That's something for the city stations to think about."

For the human story of KMA, read "Corn Country" by Homer Croy. For complete market information, see us or your nearest AVERY-KNODEL man—TODAY!

184 BMB COUNTIES AROUND SHENANDOAH, IOWA

American Broadcasting Company

AVERY-KNODEL, INC., National Representatives

Broadcasting • Telecasting
**WBAL Surveys Brand Leadership**

**DISTRIBUTION AND CONSUMER PREFERENCE SURVEY**, OF LEADING PRODUCTS SOLD IN FOOD STORES IN BALTIMORE AREA, JUST COMPLETED

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This is just a partial list of the products surveyed. For complete list, see coupon below. Most products show a 3-year comparison, some show a 2-year comparison, a few only 1 year.

Who leads the field in bread sales in Baltimore? Who sells the most peanut butter in the country's sixth largest city? (That's Baltimore.) Who leads the field in tea? WBAL knows all the answers.

Our Merchandising staff, under the supervision of Jack Tappin, did all the legwork themselves...visited the stores personally, and have come up with some facts and figures that tell a story—very important to you.

WBAL is making this information available to you. Just send the coupon below—check the product in which you are interested...and a copy of the survey will be sent to you pronto.

**MAIL THIS COUPON**

**STATION WBAL, BALTIMORE 1, MD. Please send me the survey I have checked:**

The following are 3-year comparisons:

- Baking Powder
- Dog Food
- Cheese
- Mustard
- Coffee
- Peanut Butter

The following are 2-year comparisons:

- Baby Food
- Biscuits & Buns
- Bran
- Buttermilk
- Coffee
- Pasta

The following are 1-year comparisons:

- Ammonia
- Cat
- Bleach
- Laundry

Name: ____________________________
Address: _________________________

WBAL NBC AFFILIATE
50000 RMBaltimore One of America's
50000 GREATEST RADIO STATIONS
NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

NATIONALLY REPRESENTED
BY EDWARD PETRY & COMPANY

BROADCASTING • Telecasting

June 30, 1947 • Page 31
The Virginia-Carolina Broadcasting Corporation takes pleasure in announcing that its new AM station, WDVA, began broadcasts last night at 8 p.m.

WDVA is Danville's first 5,000-watt station, and its wide coverage will bring our programs to a large audience in Southern Virginia and Northern North Carolina, 5:30 a.m. to 1 a.m. daily.

To the advertiser who seeks coverage of a bustling tobacco and textile area, from a station which maintains a big-time production staff for the presentation of live talent programs—programs that are designed to gain, immediately, a large and receptive audience—we offer WDVA. WDVA can do a big job for you.

To the other radio broadcasters of America, we are happy to join you in serving the public intelligently and understandingly, and to be a part of the world's finest radio—American radio.

GENERAL MANAGER—WALTER M. WINDSOR REPRESENTED NATIONALLY BY THE WALKER CO.

Overall Study of Network Audience Made Public by New York Ad Agency

GRAPHIC wall chart, tracing the overall record of audience listening for nationally sponsored and sustaining programs on all four national networks, was made public last week by Geyer, Newell & Ganger Inc., New York.

Developed more than two years ago by the agency, the charts have been made up periodically for the confidential use of the agency and its clients, and according to President B. B. Geyer, "they have proved to be most helpful in indicating the relative value of time, network and program power."

Based on Hooperatings for the first four months of 1947, the new profile study covers all day and night network programs for each day of the week and also illustrates the radio sets in use in 33 key cities for all program periods.

The chart demonstrates separately daytime and nighttime programs, with the latter based on an arithmetic average of the eight Hooper reports for evening programs and the former on the four actual surveys taken by Hooper.

Commenting on the usefulness of the charts, which are being mailed to advertisers by the agency, Mr. Geyer said, "Increases in advertising costs have caused us, in each department of our agency, to intensify our study to develop better means for appraising advertising expenditures."

*Kern Yllc/Z3{2l

Mr. Geyer (1) and Donald S. Shaw, vice president and radio director, discuss the new "Profile Study of Radio Listening."

KURLAN SEEKS DAMAGES OF $150,000 FROM CBS
SEEKING $150,000 damages for alleged infringement of his radio rights to My Sister Eileen by CBS house package, My Friend Irma, Arthur Kurlan, writer-producer, filed suit in Los Angeles Superior Court June 17.

Mr. Kurlan contends he originally submitted a recording of his program to William S. Paley, CBS chairman of the board, at latter's request. After several weeks of negotiation, Mr. Kurlan alleges, he was informed network would not buy his show because its legal department felt CBS could reproduce it by making only minor changes.

Lucille Ball, film star, reportedly was contracted to star on Kurlan program, and writer-producer avers CBS tried to get her to star in My Friend Irma.

Armour Expands Time

ARMOUR & Co., Chicago, effective July 21, expands its sponsorship on CBS of Hint Hunt from 15 minutes to 25 minutes. Program is Mondays through Fridays, 4:45 p.m. Chiffon Flakes will be advertised during the first 15 minutes of the show and Armour Meat Products on the added 10 minutes. Agency is Foote, Cone & Belding, Chicago.

Executive Staff Given For Godofsky Stations

FOLLOWING personnel will make up the executive staff of WHLY-WNY (FM) Hempstead, L. I., N. Y.: it was announced last week by Elias I. Godofsky, president and general manager of the stations, which are expected to begin operation on July 15.

Paul Godofsky, former program director of WMCA New York and former station manager of WLIB New York, executive vice president and station manager; Frank E. Knaack, former chief engineer of WMCA New York and WLIB New York, vice president and technical director; Clifford Evans, former managing editor New York Post-WLIB New York news bureau and program director of WLIB, vice president and director of public affairs; Roger Wayne, former WLIB New York production director, director, recorded music; Eddy Brown, music director; Rhoda Can- tor, production director; Joseph A. Lenn and Marnary C. Evans, Long Island sales directors; Muriel Abrams, traffic director.

Paul Godofsky, Mesers. Knaack, Evans and Wayne, and Miss Can- tor have been designated as the creative and planning committee, headed by Elias I. Godofsky.
WWJ ... most familiar letters of the alphabet to the millions of
radio listeners in Detroit, and “pet” station of the community for 27 years.
Because Detroiters know WWJ so well, and like its programs,
public service features, and policies so much, sales messages
of products advertised on it are given more attentive ears.
WWJ’s trailblazing leadership and showmanship was again
clearly demonstrated through its sister television station,
WWJ-TV, which recently began the broadcast of regularly-scheduled
commercial and sustaining programs, highlighted by television-broadcasts
of the Detroit Tigers’ ball games.

Familiality
Breeds
Content...

FIRST IN DETROIT ... Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ

Basic NBC Affiliate

Associate FM Station WWJ-FM ... Television Station WWJ-TV

BROADCASTING • Telecasting
WBAL WILL TELEVISE PRO FOOTBALL GAMES
HOME GAMES of the Baltimore Colts, new professional football team, will be televised this fall by WBAL. Baltimore as soon as the station's facilities are completed, Harold C. Burke, WBAL manager, announced last week after completing arrangements with Robert Rodenberg, president of the Baltimore Professional Football Club Inc.

Football teletasts are among the most popular of television programs, according to WBAL, which reports that set owners in New York and Philadelphia who have seen football televised say that the players, the progress of the ball, and the entire game can be clearly seen on their screens.

Set owners in Washington will also be able to witness the games, for the arrangement provides that they will be carried by WNBW, NBC's new station in the Nation's Capital which went on the air last week. (See story, this issue.)

BORDEN TV ROTATION
Four Types of Programs Will Be Used; Then Series Repeated

Borden Co., New York, starting July 6 will put a television program on WNBW New York, each Sunday evening at 9 p.m. New schedule, replacing the company's former practice of sponsoring video programs on the station on occasion, with no regular schedule, comprises four types of programs, which will be presented in rotation.

First teletastic will be the Borden Sunday Evening Supper Club of short variety acts; second week's program will be Telecuriosities, featuring oddities with entertainment value; third will be a marionette show, Elsie's Little Theatre, and fourth a half-hour dramatic program. When the series is completed, the sequence will be repeated.

Stuart Peabody, assistant vice president of Borden Co., said that the programs have been "picked with specific aims in mind. Borden television," he said, "has emerged from the first experimental stages and is now in an important middle phase. Our feeling, based on almost a year of television programming, is that the commercial problem must be handled on a different basis from radio programming. We are convinced that television commercials can be integrated so successfully that they can carry on the entertainment thread without causing acute audience nausea—and blacked out screens."

Pointing out that "any one of the current projected programs can be expanded at once, if desired," Mr. Peabody said that Kenyon & Eckhardt, New York, agency which will produce the programs, "is in the market for ideas which will keep us ahead in this field."

THREE NEW STATIONS TO BRING ABC TO 258

ABC last week announced the addition of three new affiliates, bringing the total number of the network's stations to 258.

Effective Sept. 1, KSNX Reno, Nev., new under construction, joins ABC as a member of the Pacific Coast Group. Operating with 250 w on 1490 kc, the station is owned by the Reno Newspapers Inc., and will be managed by Merri Inch.

WTHI Terre Haute, Ind., joins ABC's North Central Group on Sept. 22, operating with 1 kw on 1600 kc. The station is owned by the Wabash Valley Broadcasting Corp., and will be managed by Ray mond Kears.

On Oct. 15 KFRE Fresno, Calif., will join ABC as a member of the Pacific Coast Group, operating with 250 w on 1340 kc. Station is owned by J. E. Rodman and Paul Bartlett is manager.

In addition to the three new affiliates, effective Oct. 1, KSIX Corpus Christi, Tex., will affiliate with ABC, replacing KWBX. Owned by the Corpus Christi Broadcasting Co., KSIX, now under construction, will operate with 250 w on 1230 kc and will be managed by Yann Kennedy.

Rider Appointed to New Position at Lever Bros.

DR. THEODORE H. RIDER, former technical director of the Pepsodent Division of Lever Bros. Co., Chicago, for the past 10 years, has been appointed associate director of research of Lever Bros. Co., Cambridge, Mass. In his new post Dr. Rider will assist John W. Rodman, director of research, in the handling of all technical research activities.

After teaching pharmacology and toxicology at Yale U. Medical School from 1928 to 1930, Dr. Rider was named chief chemist of the William S. Merrell Co., Cincinnati, and became the firm's research director in 1933. In addition Dr. Rider served as professor of organic chemistry at the Cincinnati College of Pharmacy for the five-year period beginning in 1932. In 1937 he joined the Pepsodent Co., which in 1944 became an affiliate of Lever Bros. Co.

Facsimile Course

U. OF MIAMI, in cooperation with the Miami Herald, will introduce at its fall session courses in facsimile newspaper production. Instruction will have two phases—a classroom and laboratory course for journalism students, and a short course in editing and publishing for editorial executives. The latter will assist newspapermen in introducing facsimile editions of their own papers and will consist of forum sessions and practical experience in a laboratory to be constructed by the university in the Herald building.
WBAP-570 Covers the Market Front.

Blanketing a “hunk” of Texas that puts spinach in your sales curve . . . .

Spinach, by the way, is one of the products of the great Ben E. Keith Company, largest distributor of fresh fruits and fresh vegetables in the Southwest, using WBAP-570 (formerly KGKO) as an EXCLUSIVE RADIO MEDIUM for the past NINE YEARS.

Here are the results of this association . . .

1. This company gives WBAP-570 complete credit for making their “Fresh from Keith’s” slogan a MUST shopping word in a market area some 500 miles length.

2. Keith’s “Fruit Express” program, initiated in December 1938, is still pulling a tremendous audience of attentive housewives. For 15 minutes on Mondays, Wednesdays and Fridays, they hear news of overnight arrival of good things to eat—and how to prepare them.

3. Keith’s sales curve is still “spinaching” upward.

Of course, the fact that this show precedes Dan McNeil’s Breakfast Club (ABC) doesn’t hurt it any. But WBAP-570 has a program place, about as good, waiting for you to “spinach-up” your sales curve in a hunk of Texas that really counts—the MARKET FRONT.

FREE & Peters, Inc. National Representatives

Broadcasting • Telecasting

June 30, 1947 • Page 35
SHORTWAVE vs. COMMUNISM

I read every now and then about the grandiose scheme of our government to shortwave programmers to Russia. I guess they don’t broadcast to other countries as well. I have never turned my limited talents to statecraft, but I do know we need to pound away pretty close to home against the advance of the hammer and sickle.

I have spent a lot of time down in the Caribbean. I have stayed many nights in little towns on the Island of Cuba. I have been bored with the little folk in their Bahias, and I have learned that not many of these people own radios, although things may be a little different now as I understand that part of the world is flush. People tell me there is more money around in Cuba than there was during the famed “Dance of the Millions.”

In the small towns of the Caribbean some of the people do own radios and I have heard in the last two years the percentage of families owning radio-receiving sets will run pretty high. But, here is the hooker in this situation: VERY FEW OF THESE SETS HAVE SHORTWAVE BANDS.

I hope when the Commission grants 50 kilowatts for this part of the country that the engineers of the F.C.C., working with the station representatives, such as Jim McNulty, will open up the lobe of the signal to the South and make it possible under all conditions for the people of the Caribbean and the West Indies to hear American Radio as she is practiced. I believe that the average Juan Cubano or Pedro Dominico will like our American radio output if we hear on the regular broadcast we don’t know anything at all about the Ivans, but I suspect that he, like his brother to the south of us, doesn’t possess much in the way of a receiving set.

Let’s make it possible for the people who live to the south of us to listen to our regular AM Broadcasting here in the United States, and in such case let us all remember that we are Americans first and radio men second.

I can’t see that much good can be done by trying to influence the upper crust in Russia or any other country. Dr. Frank Buckman and the Oxford Group tried that. Remember?

I believe our State Department could very well purchase some programmes on commercial stations in Latin America—programmes designed for the people in those countries. The French with their platters are beating us to this highest of all.”

In times past we at WKAT have had many programmes that were helpful to the Bahamians—“A Dispatch from Renters,” British news, and our own intelligence approach. We broadcast reports regularly long before the Big Winds reach the Bahamian Section of the West Indies. Many people who live in the islands depend on the Miami stations for this service.

This begins to seem a very serious tome but I think these are serious times and I feel we all owe, especially those of us in the radio world, our best efforts to produce good radio that reflects the best of our United States and its institutions, keeping in mind always that our medium has become one of the most influential forces in the world. Not only should we maintain these thoughts as far as our own people are concerned, but those of us who might reach the foreign listener should be fully alert to the potential reactions we may create in those countries. I am sure that when a farmer down in Latin America hears our farm news and hears descriptions of new machinery and the modern methods employed in farming, that he is greatly impressed. I see no reason why our good American way of radio shouldn’t be made available on long wave to all the Jans and Pedros that want to listen.

Let’s continue to broadcast with integrity. When we broadcast let’s remember that some of our signals go to the South. Let’s just give them radio. Let’s let those people hear our happy-go-lucky tunes; let’s let ‘em hear our symphonies and operas. Let’s let ‘em know that the American way is O.K. Let’s let ‘em hear long wave, Radio, if you please. They haven’t any other sets to hear us with, they think they’ll enjoy our offerings. As sure as you’re born most folks in the United States, and in the United Kingdom, maybe the Pedros and Jans, turned Ivan, after having a steady dose of our American Radio, will think twice before they go whole hog for the Red Banner.

FRANK KATZENTINE

WAT

WINNER by two pounds in a reducing contest featuring two WKBK Youngstown, Ohio, personalities is George L. Young (r), promotion director, who smiles as his defeated opponent, Don Gardner (l), veteran sportscaster, manages a wry grimace. Contestants used 9-day diet offered to WKBK listeners by Elaine Carroll, director of women’s programs for station.

DECLINE OF SETS-IN-USE IS REPORTED IN 4 AREAS

SETS in use for the May-June period as reported by the Pulse Inc., New York, for the four metropolitan areas it is now measuring (New York, Philadelphia, Boston and Chicago) was down from the March-April level of this year. The Chicago area was included in the report for the first time and its listening level was the highest of the four areas surveyed. Average quarter hour sets-in-use for the four areas combined for the May-June report was 24.4 as compared with 24.7 for three areas excluding Chicago, in March-April.

First 10 evening shows listed by the Pulse were:


Top 10 daytime programs listed were:


The Pulse listed the first 10 Saturday and Sunday daytime shows as follows:

- The Shadow 9.6, Quick As A Flash 7.4, Theatre of Today 6.8, Slans Over Hollywood 6.6, True Detective Mysteries 6.5, Counterpunch 6.5, Hour of Charm 6.4, Grand Central Station 6.3, Let's Pretend 6.0, One Man's Family 5.9.

WRTA, New ABC Affiliate Underway in Altoona, Pa.

WRTA, Altoona, Pa.'s newest station, commenced operation June 18 with 250 w on 1240 kc as an ABC affiliate.

Owner Roy Thompson will also act as general manager of the new station. Mr. Thompson's former position as manager of WFBG Alloy- town will be taken by WFBG Announcer Jack Snyder.

N. Y. RDG to Permit Strike If Necessary

Similar Vote Expected in Two Weeks in Chicago, L. A.

RADIO Directors Guild, New York local, voted unanimously to authorize its negotiating committee to call a strike if and when it should deem it necessary, at a meeting held Monday night at the Waldorf Astoria.

The strike authorization vote was taken after the networks refused to recognize the Guild as the negotiating representative of freelance, agency and production package directors [BROADCASTING, June 9]. The Guild has held a contract with the networks for the past two years covering staff directors. The New York local is composed of 250 directors, 75 of which are network staff men.

A similar strike vote is expected to be taken by the Chicago and Hollywood locals of the RDG within the next two weeks.

The staff directors' two-year contract with the networks will terminate next Oct. 31, and negotiations for renewal are to begin Sept. 1.

It was assumed that if all three locals concur on the strike authorization vote, the strike will go out on the networks and then request a reopening of negotiations for freelance directors.

3 Requests for WOKO's Facilities Consolidated

CONSOLIDATED hearing has been ordered by FCC on the applications of Joseph Henry Broadcasting Co. Inc., Governor Dongan Broadcasting Co. and Van Curler Broadcasting Corp., all seeking the facilities of WOKO Albany, N. Y., deleted effective June 1, 1947, on a hidden ownership [BROADCASTING, April 14].

Joseph Henry Broadcasting Co., headed by Raymond Curtis, one of the present WOKO principals, and consolidated with the remaining owners of the station, has two requests pending. One is for license to operate on the present WOKO facilities, 1460 kc, from 5:30 to 11 p.m., and the other is for a construction permit for 5 kw fulltime on 1400 kc.

Governor Dongan Broadcasting Co., comprised of a group of 31 businessmen headed by James T. Healy, part owner of WSNY Syracuse, N. Y., also seeks CP for 5 kw on 1490 kc, as does Van Curler Broadcasting Co., Van Curler previously had been heard in his request for the WOKO assignment but in its April 9 order setting the Aug. 31 deletion date for the Albany station, the Commission stated it would be uncertain until June 1 other applications for the facilities.

WAWJ Newark, N. J., FM station of the Bremer Broadcasting Corp., Newark, N. J., began operation on June 23 and now operates from 4 p.m. to 11 p.m. seven days weekly on a frequency of 107.9 megacycles.

BROADCASTING • Telecasting

Page 36 • June 30, 1947
Another first award for WCAU

The 17th Institute for Education by Radio at Ohio State University added another first to a long list of citations won by WCAU when it awarded first prize to "IT'S UP TO YOU!"

WCAU

PHILADELPHIA'S RADIO

BROADCAST MUSIC INC.
**Final Decisions Are Issued For Seven Boston FM Grants**

FCC last week made final its seven proposed grants in the Boston FM case [Broadcasting, May 19].

In the Allentown-Easton AM case, it gave finality to its proposed decision to grant Allentown Broadcasting Corp.'s application for a new 250-w fulltime station on 1238 kc at Allentown while denying three competing requests [Broadcasting, May 5].

The grant to Allentown indicated FCC has rejected, at least for the present, the plea of one of the losing Easton applicants that the amount of FM as well as AM service should be a factor in decisions on rival AM applications. The final decision did not mention this argument, which had been advanced by Easton Publishing Co. applicant for 1230 kc at Easton [Broadcasting, June 2].

**Questions Factors**

Belief persisted, however, that as more FM receivers become available the Commission will tend to consider both FM and AM service in an area in deciding "equitable distribution" questions, particularly where other factors are substantially equal in all competing communities.

In the Boston FM case, assignments were as follows (in the proposed decision, no channel assignments were given since the FM reallocation plan was then still pending):

- CBS (WEEI) - 103.3 mc (Channel 277), 20 kw effective radiated power, antenna height 495 feet.
- WGBH Super Station (WQAM) - 98.5 mc (NO. 253), 19.5 kw, 510 feet.
- WPLD - 106.9 mc (WHDH) - 105.7 mc (NO. 286), 20 kw, 500 feet.
- WGBH - 107.3 mc (NO. 281), 20 kw, 500 feet.
- WGBH - 93.7 mc (NO. 294), 20 kw, 500 feet.
- WGBH - 107.7 mc (NO. 295), 20 kw, 500 feet.
- WGBH - 107.9 mc (NO. 296), 20 kw, 500 feet.
- WGBH - 108.1 mc (NO. 297), 20 kw, 500 feet.
- WGBH - 108.3 mc (NO. 298), 20 kw, 500 feet.

**Coming Up**

- AIN'T NO HURRY, BABY (Stuart)
- EVERYBODY AND HIS BROTHER (BMI)
- GET UP THOSE STAIRS, MADEMOISELLE (Dobson)
- GOT A RING AROUND ROSIE'S FINGER (Down)
- HONEYMOON (Mark)
- IT'S SO NICE TO BE NICE (Rusell-Post)
- JUST AN OLD LOVE OF MINE (Cumplell-Perri)
- MY LOVE FOR YOU (Rusell-Post)
- THIS IS THE INSIDE STORY (Stevens)
- STORY OF SORRENTO (Stevens)
- WAITILL I GET MY SUNSHINE IN THE MOONLIGHT (Vanard)

**BROADCAST MUSIC INC.**

580 FIFTH AVENUE - NEW YORK 10, N. Y.

**Broadcasting • Telecasting**

**SPONSOR AND AGENCY** representatives inaugurate tri-sponsorship of Joe Boland sports program on WSBT South Bend, Ind. Program was sold last month for 52 weeks through Paul H. Raymer Co. to Mid-Continent Petroleum Corp., Tulsa; Pennsylvania Rubber Co., Jeannette, Pa., and Gaffil Oil Co., South Bend. Seated, 1 to r: Joe Boland, program manager, and Ross M. Carter, district manager, Mid-Continent; Joe Boland; J. Bruce Gaffil, president, Gaffil Oil Co.; and G. Lee Taylor, asst. district manager, Mid-Continent. Standing, K. A. Fritz, sales representative, Pa. Rubber; H. MacRobert, regional sales representative, Mid-Continent; J. B. Gaffil Jr., vice president, Gaffil Oil Co., South Bend; vice president, R. J. Potts, Calkins & Holden agency, Kansas City; M. R. Tennerstedt, Paul H. Raymer Co., and Neal Welch, commercial manager, WSBT.
Hear for Yourself This Summer—how KSL Covers the West

Vacation Gloriously in some of the 33 National Parks and Monuments in KSL-Land

PICTURED ARE SOME of the best-known scenic attractions which you might visit, all located within the states and counties where KSL has a BMB Coverage of from 46% to 100%. You'll see at first hand the great and prosperous market of 1,391,370 radio families* which KSL serves in Intermountain America.

WYOMING's Yellowstone National Park

is in KSL-Land

MONTANA's Glacier National Park

is in KSL-Land

NEVADA's Boulder Dam Recreational Area

is in KSL-Land

COLORADO's Mesa Verde National Park

is in KSL-Land

ARIZONA's Grand Canyon National Park

is in KSL-Land

OREGON's Crater Lake National Park

is in KSL-Land

KSL NIGHTTIME COVERAGE Based on BMB Study No. 1

Showing all counties in which 10% or more of the radio families listen to the station at least once a week at night.

- Counties with 50% to 100% BMB
- Counties with 30% to 49% BMB
- Counties with 10% to 29% BMB

Station Audience Reprint containing complete BMB Audience information by counties and measured cities available free on request.

IN ADDITION, you'll find 25 other noteworthy scenic attractions in KSL-Land, all within the 17-state BMB Nighttime Coverage Area. Salt Lake City, home of KSL, is truly the center of an unsurpassed scenic area—and more important to you as an advertiser—the center of a thriving market which in 1945 had a Net Buying Income of $5,405,789,000.† No matter which direction you travel in the West, you'll find farm families and city families alike, listening to KSL.

†Sales Management Survey of Buying Power, 1945
‡Broadcast Measurement Bureau, 1946

If you haven't received KSL's new BMB Map and Market Data folder, send for your copy today.

KSL

50,000 WATTS • CLEAR CHANNEL
SALT LAKE CITY
Edward Petry & Co., Representatives

June 30, 1947 • Page 39
Bill to Ban Daylight Saving Time Shelved by Illinois Legislature

SHELVING of state bill which would deny Illinois cities right to use daylight saving time has caused Chicago radio stations and station officials to breathe a little easier this week. Bill was postponed by House committee until June 30, last of legislative session, a postponement which is tantamount to legislative burial.

Radio spokesmen appeared before the committee in Springfield to testify that its passage would create confusion and inconvenience in the industry. Spokesmen included the following representatives from the stations and networks: Richard Devine of CBS; Walter Emerson, legal counsel of ABC; William Ray, news and special events manager of NBC, Central Division; Thomas Compere, network attorney, and Paul C. Brines, assistant to Frank Schreiber at WGN Chicago.

Mr. Brines declared that "75% of the listening public would have to change their radio habits if this bill is passed. Many of the programs originate in New York and Hollywood and would be thrown off schedule by the proposed change." He added, "We are not dealing merely in entertainment—we spend hundreds of dollars a month for informational programs for farmers exclusively."

When knowledge of bill first became public, Chicago radio stations WGN WBBM WEAR and WMAQ, representing the four major networks, all sent telegrams in protests asking that they be permitted to send representatives to testify on behalf of the industry in the Illinois area.

H. Leslie Atlass, vice president in charge of CBS in Chicago, sent telegrams to each member of the House committee. He wired, "... Chicago has a referendum on this issue and has adopted daylight saving time. We think the people of Chicago have a right to approve any time they choose and should not be legislated against by the State."

HUGHES IS MANAGER OF NEW KANSAS OUTLET

JOHN B. HUGHES, nationally known radio and newspaper personality, and president of the Western Plains Broadcasting Co. Inc., Colby, Kan., has been appointed station manager of KXXX, 5 kw independent station, which is due to begin operations July 4 in Colby pending final approval by the FCC.

Mr. Hughes was formerly heard on his own radio program, News and Views by John B. Hughes, over the MBS network, and during the war served as a correspondent in the Pacific for CBS and an Oregon newspaper.

George A. Nickson, former West Coast singer for NBC in San Francisco and Hollywood freelance, has been appointed program director. Other appointments are U. L. Lynch, former chief engineer of WWDC Washington, D.C., as chief engineer and Dan Bellus, formerly of KLO Ogden, Utah, as sales manager.

Station will be serviced by INS and handle Associated Program Service and NBC affiliates shows. It will be represented nationally by Hal Holman Co.

Election Ordered

ELECTION has been ordered by the National Labor Relations Board at WLAY Muscle Shoals City, Ala., to determine right of Radio Broadcast Technicians Local 1504 (IBEW) to serve as bargaining unit for operators. The NLRB order does not require recognition of the local by WLAY, as incorpo-
for an outstanding job of selling
DR. LEGEAR'S
Poultry and Livestock Prescriptions

Our years of radio advertising have proved that profitable results depend almost entirely on complete cooperation of advertiser, station and dealer... with the station playing the stellar role.

For the effective way in which the stations listed here have cooperated in the advertising and merchandising of Dr. LeGear products, we wish to acknowledge our appreciation. Actual merchandising assistance in getting up store displays, making personal calls and working with Dr. LeGear representatives have all contributed to outstanding sales records in the primary listening areas of these stations.

Our thanks and appreciation for a job well done!

DR. LEGEAR MEDICINE CO.

VICE PRESIDENT IN CHARGE OF SALES AND ADVERTISING

PUBLISHED IN

APPR ECIATION BY

SIMMONDS & SIMMONDS, INC.
201 N. WELLS ST., CHICAGO

AGRICULTURAL ADVERTISING

611 OLIVE STREET, ST. LOUIS
NBC Launches Its Television, FM for the Nation's Capital

WNBW, NBC's Washington television station, telecast its first official program last Friday before an audience of over 300 studio guests. Programs went out over the NBC video network. WRC-FM went on the air simultaneously as the NBC FM station in Washington.

Getting underway at 7:30 p.m., the opening night program began with an introductory film from New York, showing filmed pictures of the WNBW facilities at Wardman Park Hotel, as filmed by NBC cameramen. From the Continental Room of the hotel guest speakers were telecast including NBC President Niles Trammell, FCC Chairman Charles Denny, NBC Washington Vice President Frank M. Russell, and Carleton D. Smith, general manager of WRC, WNBW and WRC-FM.

There followed a “newsreel” film by NBC; a live variety show from New York; The World in Your Home, a film of Washington scenes; a television drama live from New York, and a guest star variety show.

At 9:30 p.m., WNBW telecast the boxing matches from Madison Square Garden, which was followed by the concluding program, Toscanini Conducts, featuring a film of the conductor and the NBC Symphony Orchestra playing classical music.

Prominent Guests

Prominent guests scheduled to attend the opening included: FCC Chairman Denny, Comrs. Clifford J. Durr, Ewell K. Jett, Roy C. Wakelfeld, Paul A. Walker; Frank M. Folsom, RCA executive vice president in charge of RCA Victor Division; Frank E. Mullen, NBC vice president and general manager; W. W. Watts, RCA engineering vice president; Benedict Cotton, FCC general counsel; Harry Plotkin, FCC assistant general counsel; several members of Congress, the Washington press and ranking officers of the Army, Navy and Marine Corps.

Television signal, which will reach the more than 700 set owners in the Washington area, is broadcast from the 350-foot tower on the Wardman Hotel grounds. The same tower also radiates the signal of WRC-FM.

The transmitter was delivered in May. It is the first postwar television transmitter built at the RCA plant in Camden, N. J., and its cost is approximated at over $65,000. Of the 5-kw TT-5A type, it operates on channel 4, with an effective radiated power of 20.7 kw, via the RCA Super Turnstile antenna.

Radiated audio signal is 17 kw. Under the supervision of Messrs. Russell and Smith, the WNBW staff includes: George Sandefur, assistant to the general manager for television; John Gaunt, program manager; Charles Kelly, program assistant; George Dorsey, Jr., film editor; Albert E. Johnson, engineer in charge of NBC Washington operations; Harold See, WNBW operations supervisor; John B. Knight, WNBW station engineer.

Local programming will begin on a limited scale and increase as new projective equipment and a mobile unit become available for use. At present the schedule calls for telecast home games of the Baltimore Colts Professional football team, a weekly filmed newsreel of Washington events, a telecast of games and quiz questions for the younger audience, and special events originating from Washington, such as major political speeches, inaugurations, etc. There will also be a wide use of film at first, according to General Manager Smith.

Sunday, Monday and Friday, WNET New York will send regular programs to WNBW via Bell System coaxial cable.

WJH-PF Takes the Air

In Jacksonville, Florida

JACKSONVILLE, Fla. was added to the growing list of cities with FM last Monday (June 23) with the opening of WJHF-FM, a John H. Perry station, on Channel 244 with 3 kw power.

Ted Chapeau, WJHF manager, will also manage WJHF-FM and programming and production duties will be handled by WJHF staffs Claude Taylor and Earl Wood. Program schedule, however, will be separate and will air from 12-3 p.m. and 6-9 p.m. daily.

Dealers Told Promotion

OF FM Gets Big Results

INTENSIFIED merchandising of FM sets will bring big sales results, Bill Bailey, FM Assn. executive vice president, told the Dealer's Group, Gas & Electric Assn. of New York, at its meeting June 19. He outlined techniques to be used in displaying and selling FM receivers.

Though overall set production dropped 25% in May from the April figure, Mr. Bailey said, FM output fell only 14%, indicating manufacturers are increasing FM while AM is on the decline. He added that there are "a few sets on the market that are not genuine FM sets." "A good demonstration on your part will show them up," he said.

W B R O A D C R A S T I N G  *  T e l e c a s t i n g

Page 42 • June 30, 1947
KZRH is bigger and better than ever with its tenfold increase in power. Its new 10,000-watt transmitter makes it The Philippines' most powerful station. Its 750-kilicycle frequency puts penetration in its signal . . . makes tuning easy, at the center of the dial. Its modern studios make it the only Manila station equipped for live talent shows (over 80 a week) before audiences of up to 500 guests. And, as an added feature—at no extra cost—KZRH's 1,000-watt short-wave transmitter carries all programs simultaneously to the Far East's other potent buying centers—Hong Kong, Indo-China, Burma, the Dutch East Indies, and Australia.

84% of Philippine Radio Listeners prefer KZRH (according to a recent survey conducted by the Philippine Branch Office of the United States Life Insurance Company). And there are 7,000,000 eager customers in the KZRH "AM" service area of metropolitan Manila alone—plus the 11,000,000 more product-hungry inhabitants of the entire Philippines.

Why not ask NBC Spot Sales about current availabilities on KZRH?
Called X" originates at KNX

... so does "The KNX Farm Journal"

The world is his beat. KNX is his headquarters. As the sleuth of Columbia's The Man Called X, suave Herbert Marshall remains as cool and polished as his sponsor's product — Frigidaire. And KNX — CBS in Hollywood — makes certain that technical perfection supports this poise throughout each performance.

Every program originating at KNX — whether for Southern California only or the nation — has equal assurance of faultless craftsmanship. The same technical facilities, studios, music and sound artistry available to coast-to-coast shows do their full share to make each local KNX program a Columbia-caliber production.

Robert Wilson, editor of The KNX Farm Journal, limits his beat to the 10 Southern California counties. His Monday through Saturday, 6:00 to 6:15 a.m. reports to breakfasting farmers are as practical as a pump handle. No slick reciter of prefabricated farm news, Wilson nails his program to growers' needs. Plow-side visits and close co-operation with county extension services keep The Journal timely and — as farmers testify — invaluable.

Catering to Southern California farmers is smart business. Last year they grossed $666,474,000 . . . a figure that places 8 Southern California counties among the nation's top 25 in farm income. In fact, Los Angeles is the nation's richest farm county and has been since 1910.*

If the country's richest farm market tempts you, call us about The KNX Farm Journal. We, or Radio Sales, will gladly tell you more about this direct approach to rural Southern California's purchasing power.

*Sales Management, "Survey of Buying Power," May 1947

KNX Los Angeles • 50,000 Watts
Radio's Labor Day

LAST MONDAY was labor emancipation day for American radio. The Supreme Court decision sustaining constitutionality of the Lea Act (aptly called the Anti-Petillo Law) coincided with the Senate's action in overriding the veto of the Taft-Hartley Bill to spell for radio ultimate solution of its labor problems.

We say "ultimate solution" advisedly. The time to go overboard has not yet. Nor will that time ever come. These laws must be tested and implemented by other court decisions. Radio has been abused by arrogant labor leaders. These laws are intended to end labor tyranny. It took a radio lifetime to get the laws; let's take a few weeks or so to get them straight and right. Management cannot afford to throw the machinery in reverse.

These new laws go far beyond the fabulous reign of James Caesar Petrillo and his AFM. They affect AFRA, and IBEW and NABET and all other labor unions, including the 50-odd in Hollywood who are envyously sizing up television.

The Taft-Hartley Act bans the secondary boycott—the core of AFM and AFRA power over radio. The Anti-Petillo Law outlaw makes work and feather-bedding. These provisions dovetail perfectly. They can complement each other and help to fortify the labor dictators. The bludgeons they have held over radio's head. Neither measure, separately, would have accomplished that.

Thus, the stand-by musician, or any other stand-by, is done—once the courts have upheld that provision. Jimmie Petrillo can no longer tell a network or a transcription company it cannot serve a particular affiliate because AFM holds its disposal unfair. Nor can AFRA or IBEW or the rest.

By the same token, Jimmie can't tell a station it must have a full standby for FM or television. That, under the terms of the Petrillo Law, would amount to extortion. Again the courts must implement the law.

Thus, last Monday's actions pave the way for full-blown development of FM and television, without the barriers to technological progress imposed by the likes of Petrillo. It doesn't mean, however, that stations can get along without the quota of musicians or announcers or other employees they now have. The unions can still demand and demand unnecessary employees. But they cannot get what they demand without court adjudication. The strike is outlawed. Demand for better pay and conditions certainly will not be discouraged.

Broadcasters shouldn't delude themselves that Petrillo will take this lying down. It must have been on advice of counsel that he meekly observed, "The Supreme Court has spoken, and I bow to its dictates." That's a far cry from trunculent rantings at AFM conventions last year and last month, of his wartime defiance of the Commander-in-Chief, Congress and God.

Jimmie has repeatedly said Congress can't write a law to force his musicians to work for radio. That, of course, would be to commit economic hari-kari, but Jimmie's boys seem to thrive on emotion; i.e., the resolution authorizing him to strike against his will.

Radio treats its employees better than most any other profession. Its executives, according to an employment survey last week by the FCC, draw an average of $116 weekly. The average over-all pay per week, excluding executive, supervisory and non-staff, was $61—25% more than the 1945 average. Even musicians for all stations, averaged $86 per week.

Radio does, and pays its employees well. Radio isn't niggardly, as the figures prove. Radio won't take undue advantage of the justice that at long last has come its way.

So, at the end of the labor trial we find a Petrillo no longer on his high horse snorting fire and fury. There's a diminutive Jimmie, riding a burro. Last reports, however, had him still in the saddle.

Best Foot Forward

IT NOW is conceded that nothing will come of the White Radio Bill at this session. That is because of the controversy it has engendered and because Congress will adjourn in latter July.

All those who heard the testimony, by the same token, must concede that a great deal of good has resulted. A half-dozen senators know more about radio. The record is replete with casuistry, legal reasoning against what started out to be impregnable opposition on the part of the bill's author and of other committee men.

Here are some of the high points:


NAHB President Justin Miller assumed full leadership in radio's fight for equal right with the press, and, despite hostility of Committee, stuck resolutely and logically to his position.

The "scarcity" or limitation of frequencies argument of the iron horse met head on. The record shows irrefutably that economic saturation will have been reached beyond the station limit of radiocasting (AM, FM, TV, Fax) available assignments are exhausted.

Disclosure of RCA-NBC's startling Ultrasonic development, which means practically instantaneous transmission and reproduction of printed matter, underscored the kinship of radio to radio, and ultimate licensing of press by FCC.

Blasting of "do-gooder" small talk that radio should uplift, educate and preach, and otherwise do violence to its primary entertainment and information services.

Regarding the "moral problem", radio should not be hemmed in by artificial restraints such as arbitrary limitations on coverage; that the anti-money line should be struck, and that contractual relationships between advertisers and networks are business dealings which should fall outside the pale of Congressional or regulatory controls.

Radio's case was presented under trying conditions. There wasn't adequate time to prepare. JimmieMill discarded the hammer of all-out freedom. He took the hard knocks.

The soundness of his position whatever the view to his manner, was fortified as succeeding independent station and network witnesses backed him up to the hilt. Uprooting of any established order or trend breeds the kind of fury that developed. Another generation may reap the rewards, which should be as firmly imbedded in our democracy as the First Amendment which spawned the freedom guarantees.

When the White Bill was introduced we said in these columns that radio must put its best foot forward. To quote:

Will it (radio) tackle the job courageously, logically, wisely? It means hard work, team work, incessant work until a new law, protects radio's freedom from the shadow of a doubt, has run the legislative gauntlet and has been signed by the President.

We submit that, in this first phase, radio has met the challenge.

---

ROBERT O'DELL REYNOLDS

SPIRALS are one thing on the gridiron and quite another on the sales chart. Robert O'Dell Reynolds has been a student of both and learned his lessons well—first as an All-American tackle and now as general manager of 50 kw KMPC Holly-

wood. Football came naturally to the affable, quiet mannered behemoth who grew to 6 ft. 4 in. Always big for his age, he was first attracted to the game at Okmulgee (Okla.) high school. Starting out as a lad of 14, he made the squad as a freshman. Although lettering as a sopho-

more, it wasn't until his junior and senior years that he made the starting team. All American honors came in college.

Progress in radio wasn't so direct. Following college in '36, he started out to make oil his business, spurning all professional football offers. After a year in oil he reconsidered pro football and signed for the 1937 season with the Detroit Lions, then owned by G. A. Richards.

During that season Mr. Richards purchased KMPC Beverly Hills, a 500 w station. Mr. Reynolds, advised of this, was offered a spot as salesman with the station. He was for it and joined the station in January 1938.

It's funny now, but he recalls himself a zealous salesman, a man who returned to the station all agog. He had just closed one of his first big deals—a series of 15-minute programs. What's more he had the contract which sealed the deal.

Examination of the contract, as signed, disclosed one minor error. Billing was to be made at spot announcement rates. Abashed, Mr. Reynolds contacted the agency and a good laugh was had by all. Today he confides that laughter was painful then.

That miscue didn't upset his career at KMPC. After two years as a salesman Mr. Reynolds was named station sales manager in 1940. Then on Jan. 5, 1941, he was named general manager.

During his tenure with the station, he has seen its power increased twice, first to 5,000 w and more recently to 50,000 w. That's a lot of growth but Mr. Reynolds has shown himself equal to the problems of any and all of it.

He was born in Morris, Okla., on March 30, 1914. When only three years old, his family moved seven miles to Okmulgee where they lived until his graduation from high school in 1932.

When Mr. Reynolds entered Stanford, football fortunes had been at an ebb. In fact he and his frosh teammates saw the Indian (Continued on page 48)
The director signaled for a fade-out and concluded another "Ladies' Day" program. But not entirely. A middle-aged woman pushed her way to Jerry Mares, the M.C., and blurted, "Mr. Mares, you've got to sell me that oil burner you advertised on the show. My husband told me not to wait 'til the companies were rushed on installations."

"Ladies' Day at WCBM" has produced results for its sponsors as dramatic as this oil burner incident. It has played to a "capacity-house" in the studio and on the air since the show began. A waiting list of sponsors evidences its ability to produce business, and suggests as a theme song "Who's Afraid of the Big, Bad, Buyer's Market?"

If you're on WCBM, you're really in the Baltimore market!

John Elmer, President

George H. Roeder, General Manager
Respects
(Continued from page 16)

Varis trampled by U. S. C. Sitting there in the stands they vowed an end to that sort of thing. At that moment, the famous Stanford "Vow" team was born.

For the next three years, they ranged western gridrons defeating most comers as well as participating in three consecutive Rose Bowl classics. Sweetest of all were three consecutive triumphs over U. S. C. Mr. Reynolds recalls: "That team wore headlines and numbering among them were All-American nominations. Most All-American selections in '34 and '35 included an immovable tackle listed as Robert O. Reynolds.

When graduation was over in June '36, he was through with football. He returned to Oklahoma and started his career in oil. Later that fall he was invited to play with the College All-Stars against the Detroit Lions in the annual Chicago Tribune game. He agreed to play, convinced once again this would be the last time.

Following the game he met Mr. Richards, Lions owner, who wanted the Reynolds name on a football contract. This time he was firm and insisted that pro football was not for him. Returning to Okla-

ABOUT to close novel deal is Harold R. Krellstine (seated), vice president and general manager of WMPG Memphis. WMPS, in effect to promote its night time programs, is buying final 15 minutes daily on W/DIA, a daytime outlet in Memphis. Others shown, 1 to r: Lou Zoltik, W/DIA commercial manager; Bert Ferguson, W/DIA general manager, and Harry Le Brun, WMPS commercial manager.

Mr. Reynolds returned to oil, Mr. Reynolds corresponded with Mr. Richards.

By the following summer, he decided against oil. In seeking him for the Lions, Mr. Richards pointed out that many prominent executive members of the team's board of directors. Mr. Reynolds listened thoughtfully. That explained his presence on the Detroit roster when they opened their '37 season.

Without aiming at preachment, Mr. Reynolds is convinced that football participation served him well. For one, he says he learned that to accomplish a mission you've got to get set out to do it. Secondly, correlating football with the practical business world, he points out that few athletes or business men ever found a better short cut to success than work.

As salesman and later as manager of KMP, Mr. Reynolds knew Bill McDaniel, also a member of station staff. In summer of 1940, Enna Lee McDaniel went West to visit her brother. During her visit she also met Bob Reynolds. A courtship in person and by air mail ensued, with marriage following on June 14, 1941.

Today they make their home in Westwood with Christopher O'Dell, 4, and Daniel Gillespie, 2.

Mr. Reynolds is active in community affairs as well as broadcasting. Aside from his current presidency of Southern California Broadcasters Assn., he's more than active with Los Angeles Ad Club, University Club, Hollywood Bowl Theatre Assn. Board of Directors Bel Air Bay Club, Hollywood Chamber of Commerce, Rotary Club, Stanford Alumni Assn., and Zeta Psi.

When indoors, his hobby is reading; outdoors, golf, swimming and tennis.

Reverse Commercial
FIDELITY TRUST CO. of Indianapolis is thoroughly convinced that people do listen to commercials. In fact, they probably wish one woman hadn't listened so carefully, for she approached a bank official early Monday morning and said, "I heard your program on WFMB yesterday. You said all deposits up to $5,000 are insurred. Since I have about $10,000 in your bank, I want to withdraw half."

MANAGEMENT

H. LONG, formerly associated in executive capacities with WYLM, Charlotte, N. C. WSAI Cincinnati and WLBW's Chicago office, has been appointed manager of WMOR Mobile, Ala. He succeeds ARCHIE S. GRIMALDS, who has resigned to enter the lumber business with his family in Macon, Ga.

GEORGE I. YOUNG, former promotion manager of WRGB Youngstown, Ohio, has been appointed general manager of WPCH Pittsburgh, effective July 1. He was formerly with Fort Industry Co.

FRANK E. MASON, one-time vice president of NBC for 4 years, and previous to that president of International News Service, has been named executive director of U. S. Brewers Foundation, New York, effective July 1.

WALTER G. LEMMON, president and founder of World Wide Broadcasting Foundation, was decorated with Order of Orange-Nassau by Netherlands Government. "In gratitude" for signal services of the Foundation, which, through its international shortwave station, World, is directed to overseas-Germany and Netherlands, United States and other areas.

FRANK R. SMITH, general manager of WENV Pittsburgh, June 30 severed his connection with the station and left for a three-weeks' fishing trip in the Adirondacks. He is a student of law.

Mr. Long

Mr. Grinals

Mr. Mason

Mr. Spence

Mr. Wolf

Mr. McDaniel

Mr. Reynolds

MMCO, of Knoxville, has been named execu- live positions with WDLX Springfield, WIRE Indianapolis and WZD Tuscola. During the war he served in AAF.

WALTER HAASE, manager of WDNC Hartford, Conn., has been appointed to public relations post of local branch of National Conference of Christians and Jews.

ALLEN B. DUMONT, television manufacturer and advertising executive, is the subject of a biographical article, "He Found a Fortune in a Tube," in the July issue of Coronet Magazine. Piece was written by Robert W. Marks.

ROBERT R. TINCHER, vice president and general manager of WNAX Yankton, S. D., has been elected president of Community Concert Service of Yankton, and also to the corporate board of Yankton College.

WALTER J. BROWN, vice president and general manager of WSPA Spartanburg and chairman of Yonkers, Ga., is the father of a boy born June 20.

FRED HENRY, assistant general manager and director of KLBC Hollywood programs, is the father of a girl born June 12.

BROADCASTING • Telecasting
AN AUDIENCE THAT DOES MORE THAN LISTEN...

WSM's audience does more than just listen. It believes. And it does that because it has learned, through a generation of broadcasting, that WSM merits full confidence. That, in turn, has made WSM the one medium which by itself can deliver this market of five million eager-to-buy people.

HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.

WSM
NASHVILLE

BROADCASTING • Telecasting

June 30, 1947 • Page 49
PENSACOLA FLORIDA

Northwest Florida’s ONLY NBC Station will very soon be on 5000 Watts, day and night!

This means a primary coverage in Florida and Alabama where the NET effective buying income is in excess of $111,000,000 annually! Pensacola’s strategic location, year-round shipping facilities, industrial stature and its permanent Naval Air Training Base (the largest in the country) assure a profitable investment for many advertisers.

YOUR advertising dollar will be wisely spent with WCOA, Pensacola, Florida!

National Representatives

JOHN H. PERRY ASSOCIATES
New York, Philadelphia, Detroit, Chicago, Atlanta

Page 50 • June 30, 1947

COMMERCIAL

PERRY, formerly in charge of spot commercials for KFEL Hollywood, has been named sales service manager of Don Lee Broadcasting System, replacing ED KEMBLE, now manager of KFEL Santa Barbara (BROADCASTING, June 9). AILEEN JOHNSON has taken over spot commercials at KFH and DOROTHY HARNHILL succeeds Miss Johnson as head of traffic department.

UNIVERSAL RADIO SALES has been appointed as national advertising representative for WHBI, Sheboygan, Wis.

WILBUR MILLER has joined KOCO, Oklahoma City, as sales manager. He has been with KPAM KUHL KXLA as announcer-engineer.

ANNE TRUAX, formerly assistant to the general manager of KLX Oakland, Calif., has been transferred to the sales department of the station.

LOWELL JACKSON, formerly with Kats Agency, Chicago, will open own station representative office in that city.

WES BAULDREY, former salesman of CBS, Kirkland Lake, Ont., has joined National Broadcast Sales, Montreal, as account executive.

TAYLOR - HOWE - SNOWDEN RADIO SALES has been named as representa- tives by KENEX Saginaw, Mich.

WIL CINCINNATI, effective July 1 will make readjustment of sales rates for those classifications in limited number of classifications. Reported adj-

CLAY SAVERY, Navy veteran new to radio, has joined KCOK Tulare, Calif., as sales manager.

JOAN KENNEDY, new to radio, has joined traffic department of KFEL Denver, as summer vacation replacement.

C. B. SPENCE, formerly with KABC San Antonio, has joined commercial department of WEAB Pensacola, Fl.


BARRON HOWARD, business manager of WBVA Richmond, is the father of a girl.

MISS J. J. Batchelor, member of accounting department of WRHM Chicago, and Robert Lee Brown, Northwestern U., graduated, were to be married June 26.

CBS Juggles Sustainers To Fill Summer’s Voids

CBS sustainer, Oklahoma Round-up, originally scheduled for the Saturday, 10:30-11 p.m., period, and now heard on Saturdays, 7:30-8 p.m., replacing the Patti Clay- ton Show, which was cancelled, will be replaced by a series of Saturday Night Dancing Parties, featuring top bands. Patti Clayton, will be heard twice weekly on the new CBS Carmell Club 15 Show, featuring the Bob Crosby orchestra.

The Romance show, originally scheduled as the 9:30-10 p.m. Mondays Luxe Radio Theatre summer replacement, will now be the fill-in for Lady Esther’s Screen Guild Theatre and will be heard on Mondays, 10-10:30 p.m. July 14-Sept. 1. Another dramatic pro- gram is being prepared for the second half of the Lux hour and, as originally announced, CBS Is There, will fill the first half-hour during the Lux hiatus.

RADIO EDITORS LIST

PREFERENCES IN NEWS

RECENTLY-CONCLUDED survey conducted by ABC Central Divi- sion, to ascertain the individual publicity needs of approximately 50 Midwestern radio editors, has revealed overwhelming preferences for news-angle material, human interest stories, humor, technical data, and material based on holi-

In conducting the survey, Ell Henry, division publicity manager, traveled to various Southern cities during late May for interviews. In addition, personal letters, accom-

mailed. Purpose was to determine individual column news. Some 40% of those queried replied.

Following is the breakdown of preferences as expressed in the replies:

- 33.6% requested News-Angle features of the "Inquiring Reporter" type, 33.6% requested additional human interest stories and unusual incidents, 33.6% wanted features on humor, gags; 33.6% asked for technical features, i.e., behind-the-scenes notes and material on producers, sound effect men, etc.; 33.6% requested holiday features, viz., special columns for Xmas, July 4th etc.

WBGE-FM Begins

WBGE-FM Atlanta got under way last Monday (June 23) as a full time operation on 96.5 mc. Station is owned by General Broadcasting Co.

KPAC, PORT ARTHUR, TEXAS

... Fulton Lewis, jr., one of the best known and highest rated commentaries 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

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

Phone 7458 Port Arthur, Texas

COMMERCIAL

SIGNING of first one hour contract for WIMS, new 1 kw Michigan City, Ind. outlet, is occasion for this happy get-together. Standing, 1 to r: Arne Hihah, asst. to president of Northern Indiana Steel Products Co.; Mort Winski, secretary-treasurer and Nathan Winski, vice president of same company; Al Halus, sales director, WIMS; Al Herkner, WIMS manager. Seated, 1 to r: Henry Winski, president of the steel company, and O. E. Richardson, president, WIMS.

BOB THOMLINSON
KGW Chief Announcer
Director of Special Events

Big, breezy Bob Thomlinson is one of radio's solid citizens. He functions at the microphone with an urbane aplomb that carries him successfully through such diverse assignments as celebrity interviews, sportscasts and public events. He has broadcast from such out-of-the-way places as the top of Mt. Hood, and the Columbia River lightship. He is an honorary member of the Warm Springs Indian tribe. As KGW Chief Announcer, Bob heads a staff of eight. His men respect him; the radio audience invariably responds favorably to him. In short, to coin a phrase, we might say Bob is always "on the beam"! Bob is another one of the reasons why KGW continues to do such a superlative job for radio advertisers and their advertising agencies.

Next Week
TOM SWAFFORD
KGW Production Manager

It takes all kinds of people
...TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
AM, FM Transmitter Deliveries Boosted
figures for First Quarter Of
'47 Show Rise

DELIVERIES of AM transmitters and related equipment jumped from $788,667 in the fourth quarter of 1946 to $1,155,668 in the first quarter of 1947, according to figures compiled by the Radio and Phonograph Manufacturers Assn. based on reports from its membership.

FM transmitter deliveries jumped from $389,644 to $493,812 in the same period, according to FM Assn. The AM and FM data for late 1946 indicate television transmitters, but television figures are not covered by the 1947 data since they would disclose output of individual manufacturer plants. Thus, the actual increases in AM and FM transmitter output are greater than indicated by production data.

Studio equipment sales, including both AM and FM, were $756,322 in the first quarter of 1947 compared with $1,588,800 in the first quarter of 1946. Antenna equipment was valued at $176,947 in the 1947 period compared to $100,146 in the first quarter of 1946.

Total value of AM and FM broadcast transmitter and studio equipment was $3,257,394 in the first quarter of 1947 as against $2,685,140 in the first quarter of 1946, though the 1947 quarter does not include television.

Domestic orders in the first quarter of 1947 were valued at $3,506,000, compared to $7,601,513 in the last quarter of 1946. Exports are negligible, $60,050.

CBS Changes Disc Playback Position

CBS lifted its long-standing taboo against network transmissions with an announcement of an address to West Coast instead of doing live in those areas. This leaves NBC as the only network still maintaining a rigid restriction against the use of transcriptions.

According to CBS spokesmen, about 30 shows originating in New York or other Eastern cities now are repeated for West Coast audiences. Sponsors of many of these programs are expected to revert to transcriptions immediately — a much more economical practice — and others have indicated they will follow suit shortly.

It was pointed out that CBS hopes to attract more accounts and well-known performers with the labor-saving and money-saving transcription policy as a lure. The network's new rebroadcast policy was launched on a big scale a year ago by ABC when that network began rebroadcasting shows that, despite the advent of daylight saving time, rebroadcasts could be heard at different times during their custom periods. This practice was watched with interest by MBS, which subsequently emulated ABC to a lesser degree in its own programming.

Network officials agree also that the success of the Bing Crosby show as a transcribed package did much to dispose of preconceived theories in the trade about the impracticability of recorded network shows.
Covering the South's First Market is a simple matter for most of you buyers of time. You buy the station that delivers most listeners per dollar spent: That's KPRC. Then you fill in the chinks.

It's the easy way... effective way... to buy Houston and its vast, hundreds-of-square-miles of environs.

Hooper says we're the leaders in this number-one market of the South. BMB (the Broadcast Measurement Bureau) says the same thing. Two reasons why seem obvious: NBC and TQN network programs, plus our own talented staff of entertainers and salesmen who are eager to merchandise your product throughout this great gulf coast area. Call us first. Or call Petry. And we'll call on you.

---

KPRC
HOUSTON
950 Kilocycles – 5,000 Watts

National Representatives: Edward Petry and Company. Affiliated with NBC and TQN. Jack Harris, General Manager
AGENCIES

Mr. Cavel

you're in good company on pc

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

E. B. WEISS, who resigned from Gray Adv. Co., New York, in 1941 to become a merchandising consultant to a group of New York advertising agencies including Gray, has returned to latter agency as director of merchandising.

NORMAN D. WATERS & Assoc., New York, has moved to larger quarters at 35th St. Telephone Murray Hill 4-9500

MILES A WALLACH, former director of research for Wholesale Pharmaceutical Co., New York, and before that with ABC in charge of Nielsen Radio Index, has joined Borock Hickey & Co., New York, as assistant research director.


IRWIN W. HOFF, former advertising manager of Block Drug Co., Jersey City, N. J., has joined Blow Co., New York, as an account executive.

RALPH F. LINDEN, former vice president of Kenyon & Eckhart, New York, where he served as account executive on Standard Brands, Borden, and Knox Gelatin, has joined Blow Co., New York, as vice president in charge of Grocery Products division.

HAROLD STANSBURY, senior group head with J. Walter Thompson Co., Ltd., London, is in U. S. to confer with agency.

O'CONNELL-RAGAN & CO., Tacoma agency, has moved to new offices in Exchange Bldg.


ROBERT V. COGHLAN, formerly with Compton Adv., New York, as copy supervisor, has joined copy staff of Ruttough & Geen, New York.

DAVE ELTON, formerly of Young & Rubicam, Hollywood, has joined Kenyon & Eckhart, New York, to publish the new Rubicam, in charge of CBS “Arthur's Place.” He also acts as assistant to CLARENCE OLSTEAD, manager, in supervision of agency’s other programs originating from West Coast.

E. W. REYNOLDS & Co., Toronto has moved from Tudor Bldg. to larger quarters at 15 Yueh St.

RICHARD W. CAVELL, formerly with U. S. Rubber Co., and Detroit Free Press, has joined Brooks, Smith, French & Dorrance, Detroit and New York. He will be in agency’s merchandising department, which is being expanded.

RICHARD LUCY has joined San Francisco office of Elliot-Daly Co., as production manager.

THOMAS J. McDERMOTT, former production manager, donor of Naphene & Co., New York, has joined New York office of Wilson, Haight & Welch in similar capacity.

WAUMILLAH LAHY, radio publicity director of N. W. Ayer & Son, New York, is in Hollywood for summer, aiding in formulation of full plans and studying regional picture. JOSEPH STAUFFER, program director for that agency, also is in Hollywood for summer, overseeing production of all West Coast originating programs.

FAY EVANS BIGGS, former copywriter with Kaiser, Farrell, Cheekley & Clifford, New York, has joined Morse Internationale Inc., that city, as assistant copy chief. Before going to New York, Miss Biggs was publicity director of WQAM, Miami, formerly with N. W. Ayer & Son, New York, as copy director.

HELEN MCKAY, former writer at J. Walter Thompson Co., New York, has joined copy staff of Buchanan & Co., New York.

WALTER JENSEN, former freelance radio writer, is with Paul F. Rock Co., Glendale, as account executive.

SIDNEY HANDLER, recently discharged from Army, and before that with Gut'meier Adv. Co., New York, has joined Byrnes & Bame Adv., New York, as an account executive.

LILLIAN PECHIN BURNSIDE, former television writer, and previously with J. Walter Thompson Co., New York, has joined Byrnes & Bame Adv., New York, as an account executive.

OLI J. ADAMS, of St. Louis, June 1, resigned the account of the New Era Shirt Co., St. Louis.

FORD WITT, formerly with production department of McCann-Erickson, Chicago, has joined Talman-Vair Inc., Chicago, as production manager.

HAROLD HARTGENS, former head of editorial section of Rural Electrification Administration, U. S. Dept. of Agriculture, has joined St. Louis office of Olin Adv. as director of rural market activities.

RALPH A. B. DAVIS, publicity director of Kenyon & Eckhart, New York, has joined the account of West Coast for two weeks coordinating publicity programs originating from West Coast.

RAY CORMIER, account executive of Allsteel Adv. Agencies, Los Angeles, has returned to Pacific Northwest for two weeks, and is studying out-of-town programs.

HERNIE BALL, manager of export division of G. M. Bastelford Co., New York, left June 24 for business trip through Cuba, Mexico and Central America.

GARRY J. CARTER, general director of Prontenac Broadcasting Agency, Toronto, has been named to Board of Trade in Toronto.

E. BRADFORD HENING Adv., Philadelphia, has named new vice president, who will be in charge of company’s business activities. BRADFORD HENING will be president of the company, and former of the company.

DAVID Mc millan has been named president of the company, and former executive vice president of that agency.

EDMUND DUNNS, former of Midland Adv., Chicago office, has been elected general manager and treasurer of Republic Publishing and Transcription Co., Chicago. He will remain with Midland agency.

GERTRUDE WILKINSON, former general manager of New York Journal American, has joined Ruttough & Ryka, New York, as home economist.

CHARLES WILDES, timebuyer with Ruttough & Ryka, New York, June 13 resigned to join N. W. Ayer & Son, New York, in a similar capacity.

DUNCAN JENNINGS, account executive of McNeill & McCready Adv., Los Angeles, has shifted to Advertising Counseling, Phoenix, Ariz. He comes from Atchison Adv., that city, in similar capacity.

KENNETH A. PRICE, former account executive of J. Walter Thompson Co., Los Angeles, has resigned to join McNeill & McCready Adv., Los Angeles, in similar capacity.


Jack RUNyon, Hollywood radio director of Blow Co., has resigned to join WNYC for four weeks, assisted in start of weekly NBC “The Big Break,” starting July 20, Sun., 10:30-11 p.m. (EDST). Join executive staff of San Francisco, New York.

E. AUSTIN BYRNE, former executive vice president of Sweet- ers, Harrington & Harrison Adv. New York, has been elected president of the firm, succeeding G. T. Sweeters. Mr. Sweeters will remain as executive vice president of the firm of S. B. Agency. Edwin A. Roberts, vice president in charge of art, has been elected a director. D. Davis, former ad manager, has been elected vice president in charge of copy. Appointment of Charles Trafton as general manager of the agency has also been announced.

KFGO Fargo to Take Air in Fall as ABC Station

FARGO N. D.’s second station, KFGO, will take the air in October and will operate with an initial 2 kw on 760 kc, according to an announcement last week by Charles G. Burke, general manager.

Operated by the Northern States Broadcasting Co. and studios will be located at 424 N. Ave., Fargo. Transmitting and speech equipment will be RCA.
You know, it's nice to think back to the time when we were the only radio station in the Northwest . . . and then to look at the latest listener surveys and realize that we're still the favorite around here, by six to one!

It's like eating one's cake, and having it too!

But we ain't relaxing. We're doing the things now that'll make our Fiftieth Anniversary cake taste even better! Want to know the recipe?
get listernership UP...
noise level DOWN with the
*DYNAMIC NOISE SUPPRESSOR

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

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

The *Dynamic Noise Suppressor is the product of more than 15 years of research and development by the inventor, Herman Horn, Scott. It is gaining wide use in both A.M. and F.M. broadcast stations . . . and in radio-phonographs.

Send for descriptive folder and prices today.

* Licensed under Herman Horn, Scott patent pending.

ENGINEERING REPRESENTATIVES

TECHNOLOGY INSTRUMENT CORP.
WALTHAM 54, MASS.

BROADCASTING • Telecasting

Page 56 • June 30, 1947

DAYTIME OUTLETS TURN TO DPA IN CLEAR FIGHT

DAYTIME stations are showing interest in the plan of Daytime Petitioners Assn. to include all such outlets in its membership in an effort to oppose moves by clear-channel broadcasters to curtail their operations, according to Howard B. Hayes, WPIK Alexandria, Va., DPA president (Closed Circuit, June 16).

Originally the association was formed to obtain full-time operation for daytime stations operating on Mexican 1A frequencies. It filed a petition asking this change in regulations and also asking that Mexican 1B, 1C, and 1U station permit holders be limited to a maximum of 24 hours for daytime station operations. Next NARBA conference to obtain international agreement making these channels available for nighttime use.

With clear-channel outlets seeking licenses to operate in the daytime, the association is concerned with action of clear in asking the appellate court to enjoin operation of daytimers.

CHARLES A. CLIFTON, announcer, has been named to succeed him as chief announcer.

MURRAY HUNNICUTT, former record m.c. of WWDC Washington, has joined WOL Washington, D.C. as salesman effective July 7. ART BROWN, who has been handling afternoon show Monday-Saturday, in additions to two other daily and one three-times weekly music shows.

LOUISE PERKINS, formerly with WBIA Madison, has been named production staff of KOMA Oklahoma City.

MARGERY HAWKINS, ABC consultant, has been named to the KsRA news staff.

RICE, freelance writer were married June 2.

BONNIE KRIWWER, head writer of transcribed "Strange Wills" series, is the father of a daughter.

MRS. JOSEPH FREYDON, in charge of NBC Hollywood studio assignments, is the mother of a baby.

GENE BAKER, announcer on ABC "Lum and Abner," has adopted a 2½ months old baby.

BILLY SHEA is producing CBS "House Party" during eight week vacation of JOHN GUEDEL.

HAROLD STOKES, program director of ABC Central Division, and MARY HARTLITHE, who directs orchestra on ABC "Junior Junction" program, were married June 18.

DICK BIGNELL, former program director of WBA Madison, has joined the program personnel of WIP Minneapolis, as assistant program man-

GLEN KING, m.c. of "Sunrise Scrapbook" on KLX Oakland, received his discharge from the Loyal Order of Quiet-Risers for his "quiet entertainment" during the early hours.

GLEN WILSON, announcer with KSBC San Antonio, has joined announcing staff of WSN Penacula, Fla.

CARROLL FREEMAN, with WOTY Oklahoma City before joining in Martins, has returned to announcing staff of KSST Davenport, Iowa.

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Chairmen of Committees Named by RMA's Balcon

COMMITTEE chairmen for the ensuing year have been named by Max F. Balcom, Sylvania Electric Products, new president of Radio Manufacturers Assn., Ray C. Cosgrove, Crosley Division, retiring chairman, was named chairman of RMA-NAB Liaison Committee. Larry F. Hardy, Philco Corp., was reappointed chairman of RMA-FMA Liaison Committee. W. R. Baker, General Electric Co., was reappointed chairman of Engineer- ing Dept. L. C. F. Horle was reappointed chief engineer.


Mr. Fisher

Mr. Fisher

Chairmen reappointed were: RCA Aluminium, Emerson, John Visor, and Marland. Of these, reappointed chairman, and RCA-Creditch of the Chicago, has been named chairman of the American Standards Association.

RICHARD MANVILLE, New York advertising research consultant, who has pioneered in developing tools of effective- ness of television programs in entertaining and selling, will make his debut in television in eight major markets. First representation arranged is in New York, with others to follow in Florida City, Río de Janeiro, Havana, London, Paris, Capetown, Sydney.

DEAN CALDWELL, manager of program division of All-Canada Radio Facility, Toronto, and president of Radio Executives Club of Toronto, has been appointed to the board of directors of the Canadian Cancer Society.

HELEN J. CRABTREE, who has been staff manager-liaison executive for the joint "Stop Accidents" campaign of the Advertising Council and the National Safety Council, has transferred from the Chicago office to the New York office and will continue as staff manager for the public service project.

GEORGE SChECK, president of Tele- cast Corp. of America, has become associated with Alber-Dahlman Products, New York, as co-producer in their television productions.

CRITERION RADIO FEATURE, which closed Chicago office at 366 N. Michigan Ave., reports that production firm has suspended operations as unit and that its packages are being made available for sale.

DAN HAPLIN, RCA Victor Television Receiver sales manager, has been elected a member of the board of directors of the National Electronics Association.

Harry Wise

Harry Wise

Harry Wise, chief of the eastern sales division for Hallcrafters Inc., Chicago, radio and communication instrument manufacturers, died on June 11 in the United States Hospital at Montevideo, Uruguay. Mr. Wise, who was 46, had been in South America on a business and pleasure tour. He resided in New York and had offices at 1 Fifth Ave. Besides his position with Hallcrafters, Mr. Wise was an export agent for radio equipment and machinery.

D. H. Long

Announcing
The Appointment of

D. H. Long

AS MANAGER OF

WMOB

Mobile, Alabama

Mr. Long will become Manager of WMOB immediately. He is well known in broadcasting circles, having entered the business in 1929. He has a host of friends throughout the field of broadcasting. He will succeed Archie S. Grinolds, who is entering the lumber business with his father and brother in Macon, Georgia.

* WMOB IS A NUNN STATION - OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN.
WALTER W. RICHARDS, member of executive advertising staff of Coca Cola for last five years, has been appointed to direct advertising merchandising for the firm's products.

KENDAL MFG., Co., Lawrence, Mass., has signed with Yankee Network for sponsorship of “Kate Smith Speaks” in WNAC WONS WNLH WSHN WBBK WEIM, Mon.-Fri. 12-12:15 p.m.

AGENCY: Henry A. Ludowick Adv., Boston.

STANDARD BRACE CO., New York, has appointed Dancer-Fitzgerald-Sample, Inc., New York, to handle advertising. Spot announcements will be used.

CHICAGO BEARS, professional football team, has appointed Robert Kahn & Assoc., Chicago, to handle advertising. Radio will be used.

OAKLAND LODGE No. 324, Local Order of Moose, Oakland, Calif., has appointed Phil Kaufman, Adv., that city, to handle advertising. Radio will be used.

RAJIO, Inc., San Francisco (Gold Leaf Shampoo), has appointed John M. Gal- lagher Adv., that city, to handle advertising. Radio will be used.

FLAMINGO MFG. Co., Hollywood (Flam- ingo, 400, 600), has appointed the agency firm, Los Angeles, to handle national advertising.

ARIZONA MACHINERY Co., Phoenix (distributor of Caterpillar, John Deere and associated lines of heavy equip- ment), has appointed Advertising Coun- selors of Arizona, Phoenix, to handle regional advertising. Radio will be used.

CARNATION Co., has announced plans to direct a $1,500,000 seven story office building in Los Angeles to be ready for occupancy in fall of 1948. Firm will con- solidate New York, Milwaukee and Se- attle executive administrative offices into one national executive office it was said. Baxley, Ives & Co., New York agency handling Carnation Co. advertising, will open a Los Angeles office to service that account.

BARTON C. CO., Cincinnati, (“Drano and Windex”), sponsor Dorothy Kil- jallen featured in program tentatively titled “Voice of Broadway and Holly- wood” starting Sept. 18, 10-11:15 a.m. Thurs., on ARC (BROADCASTING, June 22). Contract for 52 weeks was placed through Young & Rubicam, New York.

FEDERATION OF WATCH MFG., Swis- seinland, appoints Footle, Cone & Belding, Chicago, to handle advertising cam- paign. Agency has opened office at MacMillan & Co., and established Swiss headquarters at Bienna.

SUPERB GLOVE Co., New York, (mfgrs. of gloves), has appointed Boland Inc., New York, to handle advertising campaign. Media plans are currently being formed.

DONALIE CO., New York, (business in- dividuals), has appointed G. & A. R. of Los Angeles, to handle national advertis- ing.

BRISTOL-MYERS Co., New York, June 22 changed format of its Sunday even- ning video show on NBC television from live to film, the name from “At Home With Miss Martha Hays” to “Kate Smith Speaks.” Program aired 8-9:30 p.m., ad- mission free, placed by Young & Rubicam, New York.

DURNECK Co., Los Angeles, (proprietors of the Boy's Club of America), has appointed Advertising & Public Relations, Hollywood, to handle advertising. Radio will be used.

WILSON & Co., Los Angeles (smoked meats, margarine, dog food), has ap- pointed J. C. Mullen & Co., New York, to place advertising. Advertising Co., Los Angeles offers to service that account.

GOLD FURNITURE Co., Los Angeles (re- tail), has appointed Allied Adv. Agenc- y, that city, to handle advertising. Radio will be used.

CENTRAL CHEVROLET Co., Los Angeles (cars), June 16 started first eight weeks, two hour, tran- scribed “Musical Roundup” on KOH station. In addition, one-month campaign of 100 spot announcements, in station starts July 1 on KFYR KLAL.

TECATE IMPORTERS Inc., Los Angeles, (starts first three weeks, six weeks “Sam Butler, Sports” on radio stations, agency: D. J. Budd, Los Angeles. Spot announcement campaign started June 15 and calls for 52 spots on each week.

KERN WGO-FKBK KML, Agency: Jere Berge, & Assoc., Los Angeles.

ALLIED ARTISTS, subsidiary of Mon- ogram Pictures Corp., Hollywood, has recently scheduled eight spot adver- tising campaign on KOMA WKY WLW WAWL WAVE WZAV in the Black Gold.” Approximately $20,000 is allocated for radio advertising. Program: Northwestern.

VENTURA PILOT PLANS, Ventura, Calif., and San Jose Flight Agency, San Jose, Calif., (package flight in- struction), has appointed John White- head, Los Angeles, to handle advertising. Radio is planned.

SCREEN PLAYS Inc., Hollywood, has recently scheduled Buchanan & Blackwood, Hills, to handle advertising for seven motion pictures, including firm’s production lineup. Budget of $235,000 has been allotted to promote the Lerner film “The Big Town.” Radio will be used along with other media.

INTEGRATIONAL WORLD TRADE RELATIONS Assn., Los Angeles (busi- ness in various products), has appointed Ross, Gardner & White Adv., Los An- geles, to handle public relations. In- ternational trade bureau has been planned, with businessmen of various countries speaking on conditions in their locale.

W. H. COMSTOCK Co., Brockville, Ont. (proprietors), has renewed for one year, a 12-week daily, “Lucky Listenin’” on CFB Toronto, and plans to expand to a number of other stations in au- tumn. Agency: Jack Murray Ltd., To- ronto.

PROCTOR & GAMBLE, Cincinnati, Ohio, has announced a news campaign. June 16 to its current spot announce- ment campaign. The contracts were placed through Pedlar & Baxley, New York.

O'BRIEN'S of Calif., San Jose, Calif. (brand name), has recently started spot announce- ment campaign in Pacific Coast stations.

KOIN Portland, Ore., and KIRO KTVK Phoenix, Ariz., announce new agency, Gar- field & Guild, San Francisco.

PROCTOR & GAMBLE Co., Cincinnati, Aug. 22 for 52 weeks renewed “Mystery of the Week” on CBS, Mon. Nov. 9 p.m. Also on that date company will sponsor the program on behalf of Proctor & Gamble and the “Cancer” boys, Florida State University. Program is currently being heard on behalf of P & O’s Ivory Soap through Compton Adv., New York.

“It was easy—WFDF Flint ad- vertised some lawn mowers.”
Open Mike

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

WHBC Top Level Hears Own Programs for Day

EDITOR, BROADCASTING:

A newspaper editor can scan through his publication, cover to cover, within a matter of hours to learn whether the various columns are being used properly and to good advantage. He can correct errors . . . and determine whether his publication is using too much, or not enough news or features in the various categories he covers.

However, radio presents an entirely different problem. . . . Selecting Tuesday, June 17th as a typical broadcast day, management and department heads of Station WHBC held a “listening post” session from sign on (6:30 a.m.) until sign off (1:00 a.m.) on that day.

Under the supervision of Eugene Carr, director of radio for Brush-Moore Newspapers, Inc., operators of WHBC, the following department heads attended the meeting: Robert C. Feihman, station manager; Gervis Brady, commercial manager; Julius Glass, promotion manager; Richard Neben, program director; and Martin Alexander, production manager and musical director.

. . . each program was given constructive criticism or praise . . .

The 18 1/2-hour listening stint was made by the executives without interruption . . . breakfast, luncheon and dinner were served on the job . . . Details of the meeting were not disclosed to any staff or talent personnel, so that the “on the air” check-up was under conditions as near normal as possible . . . . .

. . . A meeting is scheduled for June 25th, during which the various points covered will be brought before the entire staff and discussed from a constructive point of view.

JULIUS GLASS
Promotion Manager
WHBC South Canton 2, Ohia

June 20 . . .

Tolg Will Say: Peachy, Smells, or Don’t Know

EDITOR, BROADCASTING:

In the future, when asked to comment on some phase of the radio industry, I think I'll do well to confine my reply to one of these: (a) I think it's peachy. (b) I think it smells. (c) I don't know.

When asked about BMB recently, I made the mistake of going into a ten or fifteen-minute discussion of this rather complex (Continued on page 60)
NEW TRANSMITTER building now houses the operations of WBTM and WBTMFM Danville, Va. The FM outlet went on the air on 92.1 MHz earlier this month, simultaneously with move to new quarters. Gov. William H. Tuck and other state dignitaries attended dedicatory ceremonies. Licensee firm is Piedmont Broadcasting Corp., with Sanford R. Geyer as general manager.

useful figure in computing effective coverage, in my opinion, for another type of potential. It listeners can hear one program per week, in order to reach them that they are able to hear any number per week. If the station provides programs attractive enough to make the listeners want to. This is especially interesting to both timebuyers and program planners.

However, the BMB report of one-program-per-week listening is not valuable to timebuyers in placing announcement schedules. In buying spots for announcements, timebuyers must consider established listening habits, not potential. A report on three-per-week and five-per-week listening would be a valuable addition to BMB service. In my opinion. (Hoenner, where available, would naturally be used in connection with BMB in selecting announcement spots.)

I'll appreciate it if you will see fit to print as much clarification of my views on BMB.

RUSSELL W. TOLG
Radio Director
BBDO
919 North Michigan Ave.
Chicago 11, Illinois
June 20

duPont Entries

ENTRIES for 1947 Alfred I. duPont Radio Awards [Broadcasting, June 23] and requests for additional information should be sent to W. H. Goodman, Secretary of the Committee of Awards, Alfred I. duPont Radio Awards Foundation, P.O. Box 720, Jackson, Miss. Applications by express, however, should be sent to the Secretary of the Committee of Awards in care of the Trust Dept. of the Florida National Bank, Jacksonville, Fla.

HANNING GUFFY, formerly with KRONO Dodge City, Kan., and previously with newspaper in Woodward, Okla., has joined WKY Oklahoma City, as reporter and newscaster.

JACK SWENSON, newcomer at WDAY Fargo, N. D., has been named news editor, replacing Jim BACUR, who has resigned to work in public relations at North Dakota Agricultural College. DUANE LUND has joined WDAY radio news department. PAUL EBERT, formerly in station’s publicity department, has transferred to same room. HELEN PETERSON in WDAY continuity department, has replaced Mr. Ebert in publicity.

PAUL CORBEN, former sports director at KFMO Pocatello, Idaho, has joined KAL Radio.

GODFREY HUDSON, news editor at CGC Saskatoon, Sask., has been granted a leave of absence to attend Medill School of Journalism, Chicago.

CHARLES V. AMMONS and JAMES J. CRABEN have joined news staff of KOIL, Omaha. They have been assigned to preparation of newscasts.

C. W. JACKSON, former extension radio editor for Texas A. & M. College, College Station, Tex., joined KCMO Kansas City, as director of agriculture.

JOE CAVANAUGH, sports announcer at WARD Johnston, Pa., is the father of a boy.

MILT MARX, former sports editor of KCMO Shreveport, La., is now sports commentator for WQOW Port Wayne.

DAVE GRIFFITHS, sports commentator for WQOW is returning to the air after an absence of several years with a Mon.-Fri., 6:15-9:30 p.m. sports program on WARM Scranton.

PAUL KRAKOWSKY has joined new room of WHAM Rochester, for summer.
Master Antenna for Video Reception
In Apartment Buildings Demonstrated

FIRST MASTER antenna for television reception in multiple-family buildings to go on the market, the in-tra-video system, has been demonstrated by its maker, Tellicon Corp., to architects, real estate executives, television engineers, video set manufacturers and distributors and the press. Through a model system installed at 851 Madison Ave., New York, where the Tellicon headquarters are located, programs of the three New York video stations were received on nine receivers of various makes without interference.

System, developed by Dr. H. E. Kallman, comprises an individual antenna for each video station in the area plus another antenna for FM reception. Signals from these antennas are fed into a central amplifier and thence into the individual apartments, where each scene is tuned to any of the video stations. No installations in apartment buildings have been made as yet, company officials said, but are expected to be in the near future. They reported a great deal of interest on the part of building management companies.

Installation costs for large apartment buildings will run from $45 to $100 an outlet, Tellicon estimated, depending on the amount of conduit to be installed. Where conduits already in the building can be used for the intra-video cables the installation costs will be lower than where new conduits must be put in.

All standard video sets can be hooked into the master system without alteration, it was said. RCA, Philco, Du Mont, General Electric, Tellicon, Stewart-Warner, Viewtome, Rembrandt and U. S. Television receivers were used in the demonstration.

Comments on Cost

Sol Sagall, Tellicon president, pointed out that the cost per set for intra-video installation is no more than that of an independent antenna installation. Furthermore, he said, intra-video “insures reception free from ‘ghosts’” and from the interaction which an individual antenna can rarely obtain in an apartment house. At the same time intra-video master antennas meet all the requirements of apartment owners.

WKB OPPOSES SHIFT 
OF TELEVISION BAND
CAPT. William C. Eddy, director of WKB, Chicago’s lone television station, said last week that the Balaban & Katz station is well satisfied with operation in the present broadcast band and that “any attack on frequencies is an attack on the investment already made by thousands of receiver owners.”

He made reference to E. F. McDonald’s letter to Charles R. Denby, FCC chairman, in which the president of Zenith Radio Corp. called for the abandonment of present television allocations, which he proposed be moved above 500 megacycles to secure “reasonable insurance against interference” and forestall early obsolescence of sets in the interest of television-minded consumers.

Expressing the hope that stumbling blocks and difficulties in television may some day be completely resolved, Capt. Eddy commented: “Yesterday it was said that television was so expensive its economic problems could never be solved. Today, when actual operation disproves that contention, the public is told that our frequencies are no good. From our point of view, there’s nothing wrong with television that can’t be cured by the practical experience.”

Capt. Eddy concluded by saying that what Chicago needs most “is several additional stations to provide a more varied program fare. There is ample room for them in the present spectrum.”

PARA-FLUX 
REPRODUCER

with INTERCHANGEABLE HEADS

Universal . . . Lateral Only . . . Vertical Only

AVAILABLE IMMEDIATELY

All three types are interchangeable with only one Model A-16 ARM and new Model EL-2 EQUALIZER. Each head can be removed and replaced quickly by simple plug connection.

Reproducer arm is of die-cast aluminum; sturdily built. Swings by means of unique friction-free bearings that minimize side-of-groove wear, and requires no oiling, cleaning nor adjusting. Convenient finger lift prevents slipping.

Model EL-2 Equalizer is effective with all three of the PARA-FLUX heads. All possess the same impedance matching to the Equalizer. High output level affords an important advantage in broadcasting as to value of signal level to background noise.

Each head is fitted with a selected, hard African diamond stylus, polished and finished to tolerance of 1/10,000 of an inch. Hairline indicator on head plus precision stylus construction make accurate cueing possible. Allows “back-tracking” without damage to record or reproducer.

Available through Authorized Jobbers

Bulletin PR2, yours for the asking

RADIO-MUSIC CORPORATION

EAST PORT CHESTER • CONN.

June 30, 1947 • Page 61
For Amplifiers

Power Units by Western Electric

20B RECTIFIER

For use with equipment requiring superior voltage regulation. A rapid vacuum tube voltage regulating circuit practically eliminates coupling between amplifiers due to common plate supply, making the 20B especially useful where several amplifiers are powered from the same source. For rack or cabinet mounting.

12A POWER UNIT

Complete, compact unit consists of an 18B Rectifier and a 20B Rectifier in a cabinet for wall mounting. Developed by Bell Laboratories as the power supply for Western Electric 25B Speech Input Equipment, it is useful for other similar applications.

For full details on these power units, call your local Graybar Broadcast Representative or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Quality Counts —
Page 62 • June 30, 1947

Broadcasting • Telecasting

18 TYPE RECTIFIERS

Supply plate and filament power to speech input and sound system amplifiers. Tapped transformer permits selection of plate supply voltage and adjustment for primary voltage. Compact, efficient and rugged, 18B is for plate mounting, 18B-B for rack or cabinet mounting.

FOR AMPLIFIERS...

Voltage. Compact, efficient transformer permits selection of plate supply and adjustment for primary voltage. Compact, efficient and rugged, 18B is for plate mounting, 18B-B for rack or cabinet mounting.

June 20 Decisions...

DOCKET CASE ACTIONS
(As Reported by the Commission)

Transfer, Assignment

WJWB and WJBF FM Detroit, Mich. — Granted petition for reconsideration and assignment of control between WJBF and WP, for WJBF-FM; also application for assignment of license of WHZ and conditional grant of FM station. WJBF transfer involves sale of three classes of stock from three stockholders of James F. Hopkins Inc. to Fort Industry Corp., controlled by George B. Storer, for $698,286.14. Application of WHZ involves assignment of channel from Southwestern Ohio Hostra, Inc. (Storer Interested) to Standard Ohio Hostra, System Inc., new corporation for $277,559.

Chicago FM


BY COMMISSION EN Banc

FM Conditional Grants

Continental Bestg. Co., Atlantic B, authorized conditional grant for Class B FM station; subject CP, further review and approval of engineering details.

Maryland Bestg. Co., Inc., Littefjord, Md. — Same.

Western Carolina Radio Corp., Shelby, N. C., granted conditional grant for Class B FM station, subject to further review and approval of engineering details, and allocated Channel 241 to Shelby.

Supplements Adopted

Adopted supplemental proposal decision in New York FM proceeding, specifying frequency and channel assignments to proposed grantees. Same for Bridgeport, Conn. proceeding. Order proceeding in Philadelphia FM proceeding. See story BROADCASTING, June 23.

Request to Vacate

Mayflower Bestg. Co., Inc., Huntington, W. Va. — Granting applicant’s request to vacate an unassigned frequency assignment to proposed FM station "due to a change in the plans of the company." Exp. TV Ralays

Philadelphia Television Bestg. Corp. — Granted CP 11, for change frequencies, trans., locations and antennas of following five ex. TV relay stations: WIOX WIOXR WIOXPC WIOXPL WIOXJ. From 1440-1460 mc to 1440-1460 mc (subject to change in accordance with proceedings in Docket 6681); Emissions: A8, A8, and A9 for FM; locations: Philadelphia and New York, to provide for the microwave radio link between New York and Philadelphia for purposes of experimenting with multichip television and two-way relay system. It is planned to relay programs from New York to WPZT in Wyndmoore, near Philadelphia, with repeater at Mount Rose, N. J. It is also planned to do same from stations WPZT in Philadelphia to WPZT in New York, and then to New York with repeater stop at Mount Rose again. Provision is also being made to connect with other circuits such as one to WPZT Schenectady.

General Electric Co. — Granted authority to return Class 1 ex. license for stations WSWX WSWXG WSWX BWSX for equipment designing and testing purposes; issued exp. TV license for experiments employing same equipment to operate in accordance with 4.101(b).

Rule Waived

Ordered that requirements of Sec. 3.201(h) of Commission’s rules waived until Sept. 30. Rule concerns TV station operating hours.

June 20 Applications...

ACCEPTED FOR FILING

Modification of CP

WFYF Washington—App. CP as mod., which authorized new commercial TV station for extension of completion date.

AM — 745 ke

Radio Atlantic Inc., Atlantic City, N. J. — Granted new station 1070 kc 10 KW D

AM — 1450 ke

Radio Colerain Inc. Gary, Ind. — CP new standard station 1270 kc 500 w D

PHILADELPHIA'S No. 1 Independent

SPORTS!

MUSIC, MUGS!

REPRESENTED: Nationally by Adam L. Young, Inc.

In New York by Joseph Lang, 31 W. 47th Street
A cool operating, conservatively built, fine performing FM Transmitter. That best describes the Gates one or three kilowatt equipments shown here. The Broadcaster need not be a proving ground where Gates FM is installed. He can rely on steady performance day in and out.

The left cabinet is the complete, basic 250-watt Transmitter. The right cabinet is either the one or three Kw. amplifier, as you wish it. As an added advantage, your Gates 3 Kw. is 100% usable without a single alteration, when you convert to 10 Kw.

Gates FM embodies genuine engineering talent. Skilled broadcast, audio, and Radar engineers designed and supervise the building of these excellent Transmitters; yet best of all, the high development expense has been completely charged off. Thus when you buy Gates FM you are buying all equipment.

You will find these FM equipments listed in your copy of the new deluxe edition of the Gates catalog, or write for complete detail.


FCC Actions

(Continued from page 68)

Decisions Cont.:~

Brat, Inc., to change frequency of WESM, 1590 kc to 1580 kc, to be completed pending final action in docket 7898, 7899, 7899, 7899, 7899.

BY A BOARD

AM-1590 kc

WMNE Boston, Mass.—Granted license renewal for station and for change of location and for change of time and place of operation.

BY COMMISSION

License Renewal

WNBX and WOIT Boston—Granted license renewal for station and for change of location and for change of time and place of operation.

License Stations

WMNE and WOIT Boston—Granted licenses renewals for station and for change of location and for change of time and place of operation.

WNBX Boston, Mass.—Granted license renewal for station and for change of location and for change of time and place of operation.

License Extension

Disabled from operating for 1400 kc, WAAT Seattle, Wash.—Granted license renewal for station and for change of location and for change of time and place of operation.

June 23 Applications

ACCEP TED FOR FILING

License for CP

WGAD Guadalajara, Mexico—License to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

Further action: License to cover CP as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

KVCQ Portland, Ore.—License for CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

Kunis Shiga, Calif.—License to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

KWSK Mt. Shasta, Calif.—License to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

KQXK Redwood City, Calif.—License to cover CP as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

WJYX New York City—License to cover CP as mod., which authorized new standard station, for change of location and for change of time and place of operation.

June 24 Decisions

DOCKET CASE ACTION

(Continued from page 55)

License for CP

WJAC Altoona, Pa.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

WIFJ Milwaukee, Wis.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

WAVJ Westfield, Mass.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

KKPS Buffalo, N.Y.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

WBZ-B Boston, Mass.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

KGGI San Angelo, Tex.—License to cover CP, as mod., which authorized change in frequency, increase power, install new trans. and D.A., change trans., and authority to determine operating power by direct measurement of trans. power.

License for CP

WWOD Nashville, Tenn.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

WJFL Jacksonville, Fla.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

WENX Milwaukee, Wis.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

WFLM Columbus, Ohio.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

WJVC Vicksburg, Miss.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

WJPA Woodstock, Conn.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

WJLF Bedford, Mass.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

Bendix Aviation Corp., Bendix Radio Division—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

WKRN Nashville, Tenn.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

KATU Portland, Ore.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

KIVK Anchorage, Alaska—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

KDLR Des Moines, Iowa—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

KASH Kalamazoo, Mich.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

WSB Atlanta, Ga.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

WJZ Baltimore, Md.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

WITM Pittsburgh, Pa.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

WJW Columbus, Ohio.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

WKYC Cleveland, Ohio.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

WKBW Buffalo, N.Y.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

WJZ Cleveland, Ohio—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

License for CP

WJZ Baltimore, Md.—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.

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License for CP

WJZ Cleveland, Ohio—Denied application to cover CP, as mod., which authorized new standard station, for change of location and for change of time and place of operation.
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<tr>
<th>Name</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>1728 Wood Ave, Dallas, TX</td>
<td>6383</td>
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<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1469 Church St, N.W.</td>
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<tr>
<td>JOHN J. KEEL</td>
<td>A Complete Consulting Service</td>
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<td>RING &amp; CLARK</td>
<td>55 Years Experience in Radio Engineering</td>
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<td>HOLEY &amp; HILLEGAS</td>
<td>1146 Briarcliff Pl, N.E.</td>
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<tr>
<td>JOHN BARRON</td>
<td>710 14th St., N.W.—Metropolitan 447</td>
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<tr>
<td>RAREL COMMUNICATIONS</td>
<td>1319 F St., N.W.—DISTRICT 4127</td>
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<tr>
<td>UNIVERSAL RESEARCH</td>
<td>1730 Connecticut Ave., N.W.</td>
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Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour." The average price of these 57 tractors and automobiles was $1500. Total sales: $35,500.

Spartanburg, South Carolina

3000 watts day and night, 500 Kw. Fed by Nuffie, W318n C81 (Station for the SPARTANBURG-GREENVILLE Market)

FCC Actions (Continued from page 64)

Decisions Cont.: BY THE SECRETARY

WEAAS Fremont, Ill.—Granted mod. CP for extension of completion date to 10-24-47.

WJBC Bloomington, Ill.—Same to 12-14-47.

WJRY-FM Detroit, Mich.—Same to 12-18-47.

WMFO Jersey City, N. J.—Same to 10-18-47.

WKFT-FM Kippsport, Tenn. —Same to 10-18-47.

WJW-FM St. Louis—Same to 8-13-47.

WFAB-FM Bennington, Vt.—Same to 10-18-47.


WKOK-FM Sussex, Pa.—Granted mod. CP for change in commencement and completion dates to 7-14-47 and 6-15-48.

P reopening

and completion dates to 7-14-47 and 1-16-48.

WRAK-FM Williamsport, Pa.—Same to 6-16-47 and 12-30-47.

WCTW New Castle, Ind.—Same to 1-3-47 and 9-3-47.

WKJG-FM Ft. Wayne, Ind.—Granted mod. CP for extension of completion date to 9-26-47.

KPOO FM New Orleans, La.—Same to 8-21-47.

WPMD-FM Frederick, Md.—Same to 8-16-47.

WOYB Harrisburg, Pa.—Granted mod. CP for extension of commencement and completion dates to 7-1-47 and 12-47.

WJDL-FM New York—Granted mod. CP for extension of completion date to 180 days after grant.

WJMC Thomasville, N. C.—Granted mod. CP for approval of ant. and trans. site, and to specify studio location.

KASH Exeter, Ore.—Granted mod. CP to change studio location and type trans. and to specify studio location.

KERV Keno, Nev.—Granted mod. CP to make changes in vertical ant. and change trans. and studio locations.

June 24 Applications . . .

ACCEPTED FOR FILING

AM-1460 kw

WIBS Huntsville, Ala.—Authority to determine operating power by direct measurement of ant. power.

KOOL Phoenix, Ariz.—License to cover CP which authorised new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

OLB License for Brant Rouge, La.—Same to 1-19-48.


KAGH Pasadena, Calif.—Same to 9-13-47.

WALA-FM Mobile, Ala.—Same to 9-13-47.

WFJF Pittsburgh—Same to 10-28-47.

WGLM投诉.—Granted CP install aux. trans. on 500 kc 1 kw.

WDG Exeter, Pa.—Granted mod. CP to change type trans. and make changes in system in noncommercial educational station.

WFUV New York—Granted mod. CP for extension of completion date to 9-26-47.

WMOR Hamilton, Ohio—Granted CP install new vertical ant.

WJQC Jacksonvile, Fla.—Granted mod. CP for approval of ant. approval of trans. location and of studio.

KSD St. Louis, Mo.—Granted license to install new vertical ant. and mount FM ant. on AM tower.

KRKN Fort Smith, Ark.—Granted lic. to change license for new station 1200 kc 40 kw uncl to specify studio location.

WGLK Des Moines, Ia.—Granted license for new station 1400 kc 2 kw uncl.

WDQA & KQZ Covr., Portable-Mobile, etc.—Granted CP to WGBB for new trans. changes in frequency, power, emission and ant. system.

WCAX Burlington, Vt.—Granted mod. CP for extension of completion date to 180 days after trans and change in trans. and CP for approval of ant. and trans. site.

WKXK-FM Des Moines, Ia.—Granted mod. CP for extension of completion date to 10-14-47.

WJOH Hammond, Ind.—Granted CP install main trans. at present location of main tower radiating FM and to specify power.

WDRX New York.—Granted mod. CP for extension of completion date to 7-1-47.

WJHOK Kansas City, Mo.—Granted mod. CP for extension of completion date to 10-18-47.

WRAK-FM St. Louis—Granted mod. CP for extension of completion date to 9-16-47.

WSTY-FM Syracuse, N. Y.—Same to 9-15-47.

LWVW-LFM New York—Granted mod. CP for extension of completion date to 9-16-47.

KGW St. Louis.—Same to 1-5-47.

KWBS-FM San Francisco.—Same to 1-15-47.

WPLH-FM Huntington, W. Va.—Same to 1-15-47.


WRLC-FM Touche, Ga.—Granted mod. CP for extension of completion date to 9-3-47.

NVIC-SFM San Luis Obispo, Calif.—Same to 10-7-47.

WTVR Richmond, Va.—Same to 1-16-48.

KSSV-TV St. Paul, Minn.—Granted mod. CP for extension of commencement and completion dates to 7-16-47 and 1-16-48.

Court Wants Rules

TASK of interpreting FCC rules would be simplified, Justice Harold M. Stephens, of the U.S. Court of Appeals for the District of Columbia, told counsel at the WJR-FCC hearing, if the court had a copy of those rules. "Can we not get an up-to-date set of FCC Rules & Regulations?" he asked FCC attorneys. "The court asked the FCC to supply it copy of an unintelligible set was furnished. Commission attorneys agreed to provide an up-to-date set.

License for CP

WWMC Akron, 0.,—Granted mod. CP for new FM station, for approval of ant. trans. and studio location.

WFAR-FM Cleveland, O.—Granted mod. CP which authorized new FM station, for extension of completion and commencement dates.

License for CP

Stevens, N. C.—Licensed to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WJST Columbus, Ga.—Granted new CP which authorized new standard station, to change type trans., and for extension of completion and commencement dates.

License for CP

KTIP San Bernardino, Calif.—Mod. CP, as mod., which authorized new standard station, to change type trans. and for extension of completion and commencement dates.

WWSN Bella Glade, Fla.—Mod. CP which authorized new standard station, to change trans. location and to specify studio location.

License for CP

WHAT Marion, Ind.—License to cover CP, as mod. which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WLAM Lexington, 20.—Granted CP which authorized new standard station, to change type trans., to make changes in ground system, and to specify studio location.

WIIF Muncie, Ind.—Granted CP new FM station, for extension of completion and commencement dates.

WJES Pacific Grove, Calif.—Same to 1-15-47.

KREL Abilene, Tex.—Same to 1-15-47.

Kims, N. J.—CP new FM station (Class A) on frequency to be authorized by FCC and ERP 970 w.

WNNR-FM Smyrna, N. J.—Mod. CP which authorized new FM station, for extension of completion date.

License for CP

WWNC Asheville, N. C.—License to cover CP, as mod., which authorized installation of new vertical ant., and to specify power.

Modification of CP

WFAR-FM Cleveland, O.—Same to 1-15-47.

License for CP

WJEL Cleveland—Same to 1-15-47.

License for CP

KSTV Stephenville, Texas—Same to 1-15-47.

KVOQ-FM New York—Granted mod. CP to make changes in vertical ant. and change trans. and studio locations.

License for CP

WNNC Asheville, N. C.—License to cover CP, as mod., which authorized installation of new vertical ant., and to specify power.

Modification of CP

WFAR-FM Cleveland, O.—Same to 1-15-47.

License for CP

Scripps-Howard Radio Inc., area of Cleveland—License to cover two CPs which authorized new experimental TV relay stations.

Modification of CP

WIEL Toledo, Ohio—Mod. CP which authorized new standard station, to specify 500 w. change type trans., make changes in vertical ant. and mount FM ant. on top of AM tower.

WESA Charleston, Pa.—Mod. CP which authorized new standard station, for approval of ant. trans. and studio location.

CED-FM DuBois, Pa.—Mod. CP which authorized new FM station, to change frequency to Channel 71, 102.1 mc, type trans., ERP 9.5 kw; make changes in vertical ant. and mount FM ant. on top of AM tower.

WLSL Lancaster, S. C.—Mod. CP, as mod., which authorized new standard station, for extension of completion and commencement dates.

Remote Pickups

Johnson, H. Stenger Jr., area of Wilkes-Barre, Pa.—CPs two new remote pickup stations on 1560 mc, type emission A5 and hours in accordance with Sec. 4403.

WLSG Lancaster, S. C.—Mod. CP, as mod., which authorized new standard station, for extension of completion and commencement dates.

License for CP

KREL Goose Creek, Tex.—Mod. CP which authorized new standard station, to change type trans., to make changes in ant. and to specify studio location.

Remote Pickups

Tassa Star Bragg, Co., area of Harris and Houston Counties.—CP new remote pickup station 25,25 mc 50 w. emission A5 and hours of operation in accordance with Sec. 4403. CP new remote pickup station 68,97 mc 50 w. emission (Continued on page 89)
PERSONALITIES booklets for WJEF Rapid City and WGYO Kalamazoo (both owned by Fetzer Broadcast- ing Co.), have been released to the trade. Booklets contain photographs of the announcers, engineers, executive staffs and network stars along with writer's opinions on each. "Going Forward with Radio," booklets also contain photographs of live and remote broadcasts. Edited and published by National Radio Personalities of Peoria, Ill., booklets also show broadcasting through Grand Rapids and Kalamazoo retail merchants.

Kate Smith Promotion
TO ANNOUNCE start of Kate Smith show June 23 in Hat number Conn., station arranged with State Theatre in that city to admit everyone named Smith free to the performance that day.

Swimming Lessons.
IN CONJUNCTION with the local YMCA, CJOR Vancouver, B.C., is offering free swimming instruction to adults, following a "Swim for Fun" campaign on the station. Local merchants have donated prizes for outstanding swimming students.

"Tee Off"
FOUR-COLORED promotion card emphasizing sales effectiveness of KCXK Kansas City, has been prepared by that station. Printed on bright yellow-paper and using blue, green and black inks, the card shows "When You 'Tee Off' on the Greater Kansas City Golf Course, CJOR Will Keep Your Selling Program Out of the Rough." Golf theme is featured on front of card.

Perfumed Ad
TWO-COLORED advertisement printed with ink that had been perfumed was run by WMT Cedar Rapids, Iowa. News to announce the opening of XIW, that city, the ad, which released a sweet aroma, was headed "The Air Is Sweeter in Dakota! XIW Is On The Air!" Information on some of the events to be featured on station were listed with invitation to readers to visit new "XLI" studios.

Sportsmen Award
CERTIFICATE and award of athletic gear is being awarded each week to an outstanding high school student in the Rochester area by WHAM that city, during its "Sports Magazine." Known as "The Award of the Week," presentation is made on WJ Little's 6:30 p.m. Saturday show which features news of all amateur athletes.

KXJ Window Display
AS SPECIAL PROMOTION for Alan Ward's program, "The Roaring Road," on KXJ Oakland, Calif., station arranged a window display in Oakland Tribune Building. It consisted of a midget racing car, with racing action photos and blow-ups of prominent drivers now appearing at Oakland sta-
dium. Program is sponsored by the stadium operators.

Picture Post Cards
BEAUTIFULLY colored post cards picturing studios and grounds of WBNO Canton, Ohio, have been placed in retail outlets throughout area for use by visitors to the city. Cards are newly detailed C. T. Art Colorama linen finish, produced by Curt Teich & Co., Chicago, and carry brief historical touch on WHBO on correspondence side.

"BIG THINGS Are Happening at WINS!" was the slogan on envelopes distributed by WINS to every subscriber to the paper. "Tie in" with the promotion sheet released by WOV New York.

"KROW Time"
KROW Oakland, Calif. recently inaugurated a new time service feature. Telephone callers to the station are greeted with the exact time and the following phrase, "KROW time." Promotion is coordinated with station break announcements which give correct time every quarter hour.

WOR Memos
SPECIAL MEMOS were sent to radio editors by WOR New York, with first page dated June 23 and a notation reading: "Kate Smith Switches to WOR-Mercury Today 12 noon." Promotion tied in with Miss Smith's new "Kate Smith Speaks" cooperative show heard Mon.-Fri., 12-12:15 p.m. on MBS.

"Baby Is Named"
POSTCARDS announcing: "Flash, Our Baby Has a Name!" are being distributed by WOR to new parents. "The broadcast baby," according to the station, is "The Baby," and the station is headed "Baby Broadcast Station.

"We are happy to announce that the Federal Communications Commission has assigned the call letters WSPF to our station. Remember WSPF 1000 on Your Dial!"

U. of California Course
Has Enrollment of 110
ENROLLMENT for NBC-U. of California (Los Angeles) annual Radio Institute for 1947 has been completed, with 110 students accepted for the six-week course. Jennings Pierce, NBC Western Division director of public service and station relations, is in charge.

Institute started June 1 and for first time in the five successive years it has been offered, entrance requirements demand that students have at least one year of practical experience in the business. In result, Mr. Pierce said present student body is the most advanced group ever enrolled.

News Posters
POSTERS 42 by 11 inches in size have been placed in windows of dealers and businesses throughout Vancouver, New Westminster and area. Posters feature portraits of four announcers who broadcast daily news shows for WNYW and Portland and television elements.

No Guess Work
"COMPARED TO HAT shoppers, who "eke through dozens of offerings to make a purchase—you is a happy one," said a statement from advertising department. The statement accompanied the promotion sheet released by WOV New York.

"Take the Quiz! Let's Buy With WOV's 5 Audited Audiences," illustrated sheet gives specific data on station's rating and center of page shows woman shopper surrounded by boxes of products about which she is trying to make a selection.

WWDC Telegrams
TELEGRAMS were sent to listeners and the trade by WWDC Washington, to announce addition of MIB Publications service as new Morning Man on that station beginning Monday. Mr. Ford, the radio.
Making the best even better!

PROGRAMS

MAN-ON-THE-STREET program with standing artist as model. A large crowd was in attendance at the opening ceremony of the new United States Post Office and Court House in Washington, D.C. The ceremony was attended by President Harry S. Truman and his wife, first lady Bess Truman. The new building is located at 8th and G Streets, N.W., and is the first new post office and court house to be built in the nation's capital since 1927.

Summer Theatre News

NEWS of players and plays at seven summer playhouses in San Francisco area will provide “Theatre Time” on KSDJ that city. Featuring interviews with such players as Jennifer Jones, John Jarratt, and Bruce Reardon, the program is produced by Elinor Canady, director of women's programs.

Discovery of Gold

SPECIAL series of five programs, dealing with the discovery of gold in California, will be presented by Department of Mines and Minerals, beginning July 5. Featured as part of station’s “Studio Overture” series, programs will be on experimental unit basis and broadcast from studios in Washington, D.C., and Los Angeles. Each program will be presented by complete story of each single event of significance in growth of this new industry.

Drama Quiz

DRAMATIC show in which contestants answer questions about facts gleaned from dramatizations, started June 20 over WGN Chicago and MBS network. Each program offers a chance to win in the drawing for one of the contest winners who are chosen from audience are awarded. Cash prizes are awarded for correct answers.

To Start Sept. 1

BUDDY BEAR transcribed series, being distributed by Associated Press Distribution, will begin Sept. 1 and will be continued for the duration. In a letter to “Buddy Bear” the station manager states that the later date is selected because of the fact that the show’s listeners are largely composed of juvenile delinquents. After describing article, the show will be included in the program.

“Neither Free Nor Equal”

IN A RAVE against racial and religious bigotry, “Neither Free Nor Equal” series was started June 25 over WCCO Minneapolis in cooperation with the National Council of Jewish Women, Minneapolis chapter. Each program of six parts, each of which deals with some phase of the problem, including employment discrimination, housing discrimination, organized racism and “hate merchants” and what is being done to combat it.

Music and History

BUILT around songs from light opera and Broadway shows, “Swing Echoes” began June 10 over WTMJ Milwaukee. The series, which will be heard daily in New York and Chicago, is being produced by Associated Press Distribution. Each program of the 15-minute shows features Bruce H. of the daily show "Swing Echoes".

Talent Search

Talent and program ideas will be featured in a weekly series on KFJ Los Angeles, starting July 1. The series has a set aside 3½ hours to air live programs developed by cooperating agencies. The program is produced by the Los Angeles Independent Television, Inc., and management is responsible for the program.

Sports Show

AIMED at juvenile audiences, “Hall The King” broadcast by WBBM Chicago, has started on test 13-week series over Chicago's WBBM. The program, sponsored by Arden Farms, Los Angeles, has been produced by a group of radio stations in the Los Angeles area.

The New Video Package

Firm is Started in Chicago

FORMATION of Radio Shows, new radio packaging firm, was announced by Guy Savage and James M. Chapman. New production company, which went into operation June 1, will produce both live and recorded shows and expects to branch out beyond the Chicago area.

Mr. Savage, who is in charge of production, and Mr. Chapman, general manager, have announced that they will include 11 different packages, ranging from sports to drama, are already in the pipeline. Mr. Savage has been associated with radio with various sports, having appeared on WGN, and other stations. Mr. Chapman began his radio career in Detroit in 1921.

Ticket Office

RIGHT chartered buses from midwest cities recently brought a throng of visitors to attend “Morning Melodies” show over WLW Cincinnati. The big buses took up most of the parking space around WLW and thoroughly confused passerby. He entered the station lobby and timidly asked: “Is it where I buy a ticket to Indianapolis?”

Fishing Data

INFORMATION for fishermen is being broadcast over WNIR Buffalo. “Sportsman’s Show” is a summer program giving tips on fishing equipment, steel rods and reels, tackle, fishing line, lures, and baits. The program is produced by John Asplund, owner of the station, and broadcast on Sundays and Wednesdays.

Talent Hunt

NEW TALENT hunt is featured on weekly Dominion network program “Opportunity Knocked,” originating at WCBS New York. Auditions are held every two weeks and acts go on air, with any type of presentation being acceptable. Program is produced by John Asplund, owner of the station.

Labor-Business Problems

REPRESENTATIVES of labor and business will be heard on new weekly series of Trans-Canada network programs originating at CBL Toronto, titled “Labor and Business Take Stock.” Series will deal with current labor and business problems, including profits, wages, and purchasing power.

Queens of Charleston, S. C., 1947

Anae Festival, Miss Dorothy Thomas of bath and speeches. The queen of the festival, Miss Dorothy Thomas of bath, was given a warm welcome by the community. She addressed the audience on the importance of education and the role of women in society.

Summer Program

A group of junior high school students mail the microphone and interviews several students each Monday under supervision of A. Kerney show host. Program replaces KOCX regular “Man on the Air” program during summer.

BROADCASTING • Telecasting
No Comment

EFFORT to obtain information about the withdrawal of the nomination of FCC Commissioner Ray C. Wakefield for a second term and the appointment of Rep. Robert Franklin Jones (R-Ohio) was made at President Truman's Thursday news conference. The President dismissed the question with a firm no-comment reply.

Jones

(Continued from page 15) ly denied all of the Pearson charges, and charged that he was "peddling his wares" as a columnist. He recalled that "this man" had been branded a "liar" by a President of the United States and "that other adjectives" had been used in describing them.

Allegations made by Mr. Pearson that Mr. Jones had never repudiated the support of Gerald L. K. Smith, and other right-wingers or America Firsters; that Mr. Jones' father was a Ku Klux Klan member; and that the Congress man's record smacked of anti-semitism, isolationism, bigotry and politics were flatly refuted by the Congressman. Sen. Capehart drew from Mr. Pearson the admission that much of the material he had quoted, largely from house organs and newspapers, had been sent him by R. W. Durbin, a Lima, Ohio, attorney. He admitted the attorney was a political enemy of Jones but he deprecated Rep. Jones' failure to disavow the support of the Smiths, Coughlins, and their likes. Sen. Capehart went after Pearson on the "innumerous and half-truths" of the newspaper columnists and radio commentators and urged Pearson to take up the cudgels in a movement toward elimination of such devices. Rep. Jones said he had never belonged to any of the organizations enumerated by Mr. Pearson, had never solicited their support, and, as a matter of fact, had appointed Catholics and Jews alike to the naval and military academies. His political eminence with Mr. Durbin, he went back to the early '30's when Mr. Jones was prosecuting attorney in Lima. He said his father, a grocer, had never belonged to the KKK, but the Congressman was a "Catholic sympathizer" by his political enemies.

To charges by Mr. Pearson that he had been solicited for radio station in Lima with Ed Cooper, communications expert of the Senate Interstate and Foreign Commerce Committee, Mr. Jones said that he had withdrawn from participation in the applicant company following his nomination for the upcoming Wakefield vacancy. He pointed out that the anti-semitism charge held no water since Mr. Cooper was of the Jewish faith and he held him in highest esteem as a friend of long standing.

He charged that Mr. Pearson was "blaming me and using this committee as a sounding board to padguzza his wares."

Magnusson Contention

When Sen. Magnuson (D-Wash.), a member of the full committee but not of the subcommittee, called attention to the suddenly opened switch in nominations, Rep. Jones said he had not learned of his appointment until after it had appeared in the press. He said he had sought appointment to the FCC as early as last December and that originally he had been considered for an unexpired term. He said he did not know at first what hand he had solicited the appointment of President Truman in withdrawing the Wakefield nomination. He said he understood that Minority Leader Rayburn, of Texas, had sponsored him, probably along with other Democrats as well as Republicans. Among the members of Congress who appeared in Rep. Jones' behalf, several of whom said they did so without solicitation, were: Sen. Dworshak; Reps. Taber (R-N.Y.); Michener (R-Mich.); Jenkins (R-Ohio); Wigglesworth (R-Mass.); Noble J. Johnson (R-Continued on page 75).

Distribution of 'Nationally' Sponsored Network Time By Types

- Winter-Spring: Summer

December 1946—April 1947

<table>
<thead>
<tr>
<th>Evening</th>
<th>May 1946—September 1946</th>
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<tr>
<td>Evening</td>
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<tr>
<td>Dramatic</td>
<td>39.5%</td>
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<td>Variety</td>
<td>22.8</td>
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<tr>
<td>News &amp; Commentators</td>
<td>11.2</td>
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<tr>
<td>Popular Music</td>
<td>9.1</td>
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<tr>
<td>Quiz</td>
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<tr>
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<tr>
<td>Concert Music</td>
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Daytime

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<th>Daytime</th>
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<tr>
<td>Serial Drama</td>
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<td>Miscellaneous</td>
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These figures are from the Comprehensive Hearings, Section III, Chartbook—Winter-Spring 1946-1947, and Summer 1946.
PHILCO’S LARGE SCREEN TV
New Model 2500 Unveiled Last Monday
At Waldorf-Astoria Exhibit

LARGE-SCREEN television receiver showing a 15 by 20 inch picture described as brighter than that of any other production model in the market was introduced June 23 by the Philco Corporation at a showing in New York’s Waldorf-Astoria Hotel.

Known as Model 2500, the set is priced at $795 plus an $85 warranty and installation charge. This model and other radios, radio-phonographs, portables and home radios comprising Philco’s new line for 1948 were previewed by more than 1,000 Philco experts from the New York metropolitan area, including sections of New Jersey and Connecticut.

According to James Carmine, the vice president in charge of merchandising, Model 2500 embodies a radically new projection system developed in the Philco laboratories. Utilizing a “micro-lens screen,” the image is first received on the surface of a four-inch cathode ray tube which faces downward. It is then thrown on a spherical reflecting lens which reflects it through a correcting lens on to a mirror. The mirror in turn reflects the image upon the “micro-lens screen.” The resultant picture is bright enough to be seen without reducing the illumination in a normally-lighted room.

Last week’s demonstration marked the debut of Philco television in the New York area, although one Philco video receiver already had gone on sale in Philadelphia, home of the Philco industries. Mr. Carmine voiced his belief that “... television can go beyond the automobile business in dollar sales volume.” He also disclosed a plan whereby Philco will train its own dealers in television receiver installation. He said the firm will continue to maintain authorized video “service stations” however.

Radio sets unveiled by Philco last Monday night included the Model 1200 portable which plays 10-inch and 12-inch records, and a custom-made radio-phonograph, a 17-tube radio-phonograph in a Hleppehlite design priced at $575 and a similar set in Sheraton selling for $695. Other new Philco models displayed range in price from $29.95 to $329.50.

Forrest F. Redfern
FORREST F. REDFERN, 50, FCC engineer in charge, Eastern Division, was found dead Thursday in his Philadelphia apartment. Two assistants found him in bed when they went to the apartment after he had failed to report for work. He was pronounced dead at Hahnemann Hospital. Mr. Redfern was a widower. He had no children.

FMA Finds Demand For Low-Priced Sets
Tells RMA Expensive Models Now in Ample Supply

AMPLE stocks of AM-FM console sets with phonograph attachments are available in most areas but strong demand exists in the under-$100 class, and even stronger in the $50 range, FM Assn. told RMA Friday at a meeting of the RMA-FMA Liaison Committee.

Based on a survey by FMA, 94% of its members reported good demand for lower-priced receivers, the meeting was told. The replies showed that dealers find that the average prospect for a new radio is unwilling to pay the high prices now asked for AM-FM consoles with phonographs.

Dealers whose shelves are stocked with AM sets in all price ranges are slow to tell customers about FM, the survey disclosed, and in many cases “talk down” FM. Cooperative spirit is developing in areas having FM service, with results profitable both to dealers and station operators, Bill Bailey, FMA executive director, told the committee.

Presiding at the meeting was Arthur Freed, Freed Radio Corp., FMA’s liaison chairman, with Roy Hofheinz, of KOPY Houston, delivering opening remarks. Also attending for FMA were Ernest L. Hally, Pilot Radio Corp.; Ira Hirschenmann, WABF New York; Everett L. Dillard, WASH Washington; Leonard L. Asch, WBCA Schenectady; Ben Strouse, WDWC Washington; Wayne Coy, WINX Washington; Leonard Marks, FMA general counsel; C. M. Jansky Jr., Jansky & Bailey.

Attending for RMA were Larry Freed, E. Phil Corp.; Ben Abramson, Emerson Radio & Phonograph Corp.; R. C. Cosgrove, Crossley Division; H. C. Bonfig, Zenith Radio Corp.; E. A. Nichols, Farnsworth Television & Radio Corp.; S. P. Taylor. Western Electric Co.; Max F. Balcom, Sylvan Electric Products, RMA president; James D. Secrest, RMA director of publications.
one, along with usual showings of stock ownership, would be. If more than 10% of the applicant corpo-
ration is owned by another corpo-
ration, a statement of the nature and extent of such control and a showing of the corporate setup of the par-
ent company would be necessary.

The forms request information on applicants' business and finan-
cial interests over the past five years, including businesses in which each holds or has held as much as 25% interest or any official relationship.

In the financial section, estimates of construction costs would be required under the new forms as now, but it would be necessary to give only the "basis" of the estimates, not the "detailed facts" on which they were based. Instead of estimating monthly costs and revenues, applicants would make the estimates for the first year of operation.

Stockholders and others helping to finance the construction are asked to show the extent of such aid, among other things, and submit at least a statement that their income for the past two years exceeded a certain specified amount. The latter requirement is in lieu of present requests for exact in-
come data covering the preceding four years.

Bank references would no longer be required of the various stockholders, etc. The applicant it-
self, however, would have to file a balance sheet as of the end of a month not more than 90 days preced-
ing the application (instead of 30 days preceding, as now), and would be required to give details on its bank deposits, if any. Ques-
tions regarding bank balances at stated intervals in the past would be elimin-
ated.

The various forms and the sec-
tions which are part of each one are as follows:

Form 301 (for new AM, FM, or TV broadcast station, or for changes in an existing station)—Section I (cover sheet, instructions, etc.); Section II

(legal qualifications); Section III (financial qualifications); Section IV (program service); Section V-A (AM engineering data); Section V-B (FM engineering); Section V-G (television engineering); Section V-G (antenna and site information).

Form 302 (for new broadcast station license)—Section I (cover sheet, ques-
tions relating to network affiliation, bank balance at end of month and compliance with conditions of con-
mstruction permit); Section II (AM appli-
cation engineering data for AM station); Section II-C (same, for television).

Form 303 (for renewal of broadcast license)—Section I (covering general ques-
tions on legal and financial qualifications); Section II (renewal appli-
cation engineering data); Section IV (program service).

Form 312 (for authorization in aux-
iliary radio broadcast services)—A two-
page application to be used only by licensees of existing AM, FM, TV, or international broadcast stations seek-
ing additional authority, renewal of Licenses or modifications of per-
missions for remote pickup, studio-to-
transmitter, television remote pickup, television studio-to-transmitter or other auxiliary broadcast stations.

For 314 (for assignment of license or construction permit)—Consists of two parts:
One for assignor and one for licensee. Latter assumes status of original applicant and must com-
plete Sections II, III (legal qualifications), and IV (program service).

Form 315 (for transfer of control)—Very similar to the same as Form 304, ex-
cept that there is also a part for information on licensee. Transferee is in position of original applicant and must complete Sections II, III, and IV.

Form 391 (for construction permit to replace expired permit). An 11-page questionnaire asking whether sections in original application are still cor-
rect, and inquiring why original per-
mit was allowed to expire, why con-
struction was not completed as planned, and how new plans are to complete construction. In the past, applications were never permitted to expire unless required to start anew as original applications.

The new forms were worked out by FCC with the assistance of Budget Bureau officials and a spe-
cial industry committee. Budget Bureau officials must answer Government questionnaires, and the industry group made recom-
ended changes during the process of reorganization, some of which were adopted or modified and some of which were rejected by FCC. The industry group's aim was given with the understanding that it did not constitute endorsement of FCC policies, particularly with respect to programming.

FCC leaders in the task included Chairman Charles R. Denny and Comra. Rosel H. Hyde and Ray C. Wakefield; Charles Weeks, chief of the Organization & Administrative Section, and representatives of the various divisions. David E. Cohn of the Budget Bureau's Division of Statistical Standards directed that agency's participation. The Commission of WINX and WINX-FM Washing-
ton headed the 14-man radio industry committee of the Advisory Council on Federal Reports. The industry group includes the following in addition to Chairman Coy:

Charles Barham Jr., WCHV
Charlotteville, Va.; Kenneth H. Berkley, WMAL Washington; J. H. Benedict, WJAS Pittsburgh; Carl J. Burkland, WTOP Wash-
ington; John Elner, WCBM Balti-
more; Merle S. Jones, former vice-
president of Owens Broadcasting Co., and general manager of WOL Washing-
ton; C. T. Lucy, WRVA
Richmond; Gustav B. Margraf,
Washington attorney, counsel for
NBC; James H. Neu, CBS Wash-
ington attorney; Herbert L. Pet-
tey, WHN New York; Carleton D.
Smith, WRC Washington; Richard C. Steele, WTAG Worcester; C. E. Arney Jr., NAB secretary-treas-
urer, Mr. Arney is committee secre-

tary.

L. W. Andrews, (1) radio consul-
tant, and Mr. Erin of tower
construction site.

DOUBLE EVENT was to take place yesterday (June 29) in Springfield, Ill., with WJEL and WJEM (FM) both slated to take the air. WJEL is a 500 w daytime opera-
ing on 1600 ke, while WJEM has 1 kw on 103.9 mc, Channel 380.

Licensee is Champion City Broadcasting Co., which received
FM CP April 17, AM CP May 23 and subsequent CAA approval June 9. Principal owners are Dr. J. D. Parsons (40%), Bill Erin, formerly with KGO San Francisco, (20%), and John Harwood, Lagonda Print-
ing Co., (10%).

Staff consists of Mr. Erin as gen-
eral manager; Douglas Campbell, former theatre manager and news-
paper advertising manager in
Springfield, commercial manager, and Herbert Haley, former KGO commentator, chief engineer.

The seven new FCC applications for which the Commission proposed last week to replace 20 are: 301 (for new broadcast station or changes in existing station); 302 (for new broadcast license); 313 (for authorization in the auxiliary broadcast services); 314 (assignment of license or CP); 315 (transfer of control); 321 (for CP to replace an expired
permit).

The 20 they would replace—largely by making a single type of application applicable to AM, FM, and TV—include those named in the numbers listed above, plus the following: 303A (technical information on AM sta-
tions); 304A (technical information on existing FM stations); 305A (technical information on existing TV stations); 306A (for CP, modification of CP, or modification of license of existing AM station); 307A (for authority to install new equipment or make changes in equipment of existing station); 308A (to determine operating power by direct measure-
ment); 309A (invention of station proposal); 310A (for high-frequency broadcast station license); 311A (for CP, modification of CP, or modification of license of existing high-frequency broadcast station); 312A (for renewal of AM, FM, or TV license for existing station); 313A (for construction permit for auxiliary station); 314A (for tele-
vision CP); 315A (for CP, modification of CP, or modification of license of existing high-frequency broadcast station, relating to an application for AM authorization).

In addition, FCC's proposal anticipates that the following existing forms shall be replaced only in connection with applications in the international, facsimile, and experimental broadcast services: 304 (for assignment, renewal, or modification in experimental broadcast station license); 312A (for modification of relay, international, TV, facsimile, experimental broadcast licenses).

Mr. Arney is committee secre-

tary.

L. W. Andrews, (1) radio consul-
tant, and Mr. Erin of tower
construction site.
Consistently Yours

Through the years, WAIR has kept its finger on the pulse of this vigorous market. Our program quality is based on public demand. That's why WAIR holds a maximum of the listeners every hour of every broadcast day. Here's a seller!

WAIR

Winston-Salem, North Carolina Representative: The Walker Company

Horace N. Stovin
Radio Station Representatives
offices
MONTREAL * WINNIPEG * TORONTO

WBTM
DANVILLE, VIRGINIA
The Voice of the Rich Piedmont Region *
(SOON 5000 WATTS)
PHONE SANDY GUYER DAVEN-2350

* BMB says 95 percent of the families in Danville and Schoolfield listen to WBTM regularly.

American Broadcasting Company
GEORGE P. HOLLINGER CO.
National Representatives

OUT OF II
FAMILIES IN THE GREAT POMONA VALLEY (200,000 POP.) LISTEN TO KOC'S REGULARLY.

Survey Figures Available
AM KOC'S FM
ONTARIO CALIFORNIA

Broadcasting • Teletaching

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Court

(Continued from page 12)
the Criminal Division. AFM attorneys pointed out that the Supreme Court abstained from ruling on picketing and strikes. They took the position that the court in effect said it wasn't so sure the Lea Act forbids striking (13th Amendment applies) or picketing (First Amendment applies), and wouldn't rule unless the case came up on specific violation.

They reminded that Petrillo still can plead that the Lea Act can't constitute a reason for a strike or picketing. They said Petrillo hadn't pleaded guilt in District Court but merely had motion for dismissal on the ground that the complaint didn't state a valid cause.

They added that the court merely held the feather-bedding ban was not so vague as to make it unconstitutional, and suggested the court was not sure that the law on its face forbids feather-bedding.

The high court's decision, written by Justice Black, was concurred in by Chief Justice Vinson and Justice Jackson, Frankfurter and Burton. Justice Frankfurter filed a separate opinion. Justice Reed wrote a dissenting opinion concurred in by Justices Murphy and Rutledge. Justice Douglas took no part in the case.

Constitutional Issues

In the majority opinion the court noted that the appeal was brought directly by the Government on the District Court's decision. The lower court held that the information charging violation of Sec. 506 of the Communications Act as amended by the Lea Act was based on an unconstitutional law. Violations of the First, Fifth and Thirteenth Amendments were cited by the lower court.

The Supreme Court reminded that it has consistently refrained from passing on constitutionality of a statute "until a case involving only a stage in the decision of a precise constitutional issue is a necessity."

As to violation of the Fifth Amendment, the lower court held the statute was so vague and uncertain that an ordinance could not tell in advance whether a certain action would be within its prohibition. The Supreme Court agreed the language might be more precise but felt it provides an adequate warning as to what conduct falls under its ban, and marks boundaries sufficiently distinct for judges and juries fairly to administer the law in accordance with the will of Congress."

Ruling against the lower court's opinion that the statute denies equal protection of the laws to broadcast employees as well as picketing the due process clause, the court held, "If Congress believes that there are employe practices in the radio industry which injuriously affect the public, it can set up rules and direct its prohibitions against those practices, we could not set aside its legislation even if we were persuaded that employer practices also required regulation."

The court further held "there is nothing novel about laws to prohibit some persons from compelling other persons to act contrary to their desires."

The high court held the lower tribunal was wrong in finding that the law abridges freedom of speech by making peaceful picketing a crime. Noting that the statute fails to mention picketing, peaceful or violent, the court added, "Thus, rather than holding the statute as written to be an unconstitutional violation of the First Amendment, the District Court ruled on the statute as it was applied by the information as it then read." The Supreme Court said this question did not cover invalidity of the law on its face, but rather "as it is proposed to be applied."

Similar reasons were cited in finding that the Thirteenth Amendment had not been violated. This Amendment prohibits slavery and involuntary servitude. On its face the statute does not violate the amendment, the high court held, not picking on possible violation in particular circumstances. The lower court had upheld the AFM claim that employees have a constitutional right to leave employment singly or in concert.

In his separate concurrence opinion Justice Frankfurter agreed that the Lea Act is not beyond the power of Congress to regulate commerce. He added that he felt the constitutional basis for the law is "the same as that upon which the validity of the Sherman (anti-trust) Law rests. It would be a usurpation of the legislative authority for the court to say that there was no basis in reason for the judgment of Congress that the public interest called for legislation to deal with what is colloquially called 'feather-bedding' in connection with broadcasting . . . ."

In his dissenting opinion Justice Reed contended that the statute is too indefinite in describing prohibited acts to support an indictment for violation of its provisions.

In another decision affecting Petrillo and the AFM the court invalidated a contract provision placed by the union in negotiations with ballrooms. Under this clause the union places liability for payment of social security taxes on ballroom operators instead of band leaders. The musicians, including the leader, are all classed as employees by the union.

This decision is construed as having an effect on some broadcasting contracts inasmuch as talent fees pass along to sponsors.
Author Concedes Certain Sections Written To Draw Fire
By PETER DENZER

DETERMINATION to maintain the major part of his legislation intact was expressed by Senator Wallace H. White, Jr. (R-Mc.) in an interview with Broadcasting last Wednesday.

But Senator White did admit that in some cases he had written sections of S. 1335 in order "to draw fire." He declared that the Committee, not being expert, was forced "to fumble for the answers" to some problems, in the expectation that hearings would develop a new approach.

He was not optimistic for a bill this session. He pointed out "that if we are to adjourn by the time required in the reorganization set, there would be very few legislative days in which to prepare this substantial legislation. Under the reorganization act Congress was supposed on the 31st of July, unless there is an emergency need for a later session."

In what may have been an admission to a considerable number of witnesses still to be heard, Senator White declared: "We don't realize how few legislative days we have left. Maybe we're not going to request by July 31st, but if we do, there is very little time left."

He left the way open for continuing Committee session during the summer even if Congress does adjourn, but pointed out that the rest of the Committee will have the final say on any such procedure.

Will Refine Bill

In all probability, however, most of the time remaining in Senator White's term—about 18 months—will be spent polishing and polishing the Communications Bill. When asked about his impending retirement he replied, smiling: "Oh well, you know, there is more than a year and a half left."

He would not indicate which portions of the bill may be rewritten. He insisted that the major portions need no re-drafting, but his estimate of the time needed to report out a bill contradicted some extent that his assertion the legislation is substantially complete now.

If, as he indicated, the rest of the committee takes an active part in polishing the bill there may be substantial changes.

Senator Warren G. Magnuson (D-Wash.), formerly a member of the House Select Committee to Investigate the FCC, foresaw a number of points which may provide the Committee with a great deal of work. He disagreed with the analogy between the press and radio, first made by NAB President Justin Miller and subsequently the theme of almost every industry witness before the committee.

"After all," he told Broadcasting "radio is a quasi public utility, deriving its franchises from the government through the license issued by the FCC." He indicated, therefore, that radio cannot expect to be treated as "an electronic printing press" and that its extensions go out through a medium which belongs to the people and not to any one agency or group.

He agreed with the broadcasters that the financial reports required of licensees by the present bill are too complex and declared "there should be and will be simplification of financial reports."

Dislikes News Portion

He also thought that the political section will be changed and said he did not like the news identification requirements. These, he added, "would impose restrictions on Senators also, since they very often give background or off-the-record quotations which they intend for publication but not attribution."

If the present restrictions were to become law, he said, it would be very difficult for the reporter to perform his duty.

He predicted a long and careful procedure by the Committee in organization and study of the voluminous material which has been presented by witnesses. He revealed that Senator White wants personally to digest all of the material and then pass it on to the Committee.

He added that the broadcasters themselves have made many "valuable suggestions which must be very seriously considered."

Senator Ernest W. McFarland (D-Ariz.) declared he thought the analogy between freedom of the press and freedom of radio was "silly." He said the circumstances under which the two were derived, press and radio, labor are so different that such a comparison is misleading.

Other members of the Committee, including Senators E. H. Moore (R-Okl.), and Homer E. Capehart (R-Ind.) declared they had not yet had sufficient time to study testimony and therefore wished to make no comments which might prejudice their judgment.
The District Court dismissed a criminal action against James C. Petriello, for violation of the Fifth Amendment. The Amendment was an unconstitutional and unenforceable statutory provision. The Court dismissed the action because its provisions were unenforceable due to the Fifth Amendment's protection against self-incrimination.

The Court also noted that the Fifth Amendment protects against the taking of evidence compulsion by the government. This protection includes the right to remain silent, the privilege against self-incrimination, and the right to be present at any compulsory inquisitorial proceeding. The Court stated that the Fifth Amendment provides a constitutional check on the power of the government to compel a person to testify against himself, to identify others, or to otherwise incriminate himself.

The Court concluded that the statute in question was unenforceable because it was unconstitutional and violated the Fifth Amendment.
West Coast Favoried
For 1948 NAB Meet

San Francisco and Los Angeles
Bidding, District 15 Told

WEST COAST convention for NAB in 1948 will be proposed to the NAB board by C. E. Arney Jr., secretary-treasurer. Members of NAB District 15 (No. Cal., Nev., Hawaii), meeting Thursday in Berkeley, were told by Mr. Arney that he had been discussing the matter with both San Francisco and Los Angeles convention bureaus.

Last West Coast convention occurred in 1940, with San Francisco as the site.

State Body Approved

William B. Smullin, KIEM Euro., District 7, director, presided at the meeting. The district adopted proposed articles of incorporation of a new California State Broadcasters Assn., combining the present North and South associations. The articles had been adopted by the southern group.

Temporary directors of the new body are C. L. McCarthy, EQQ San Francisco; Calvin J. Smith, KABC Los Angeles, and Paul R. Bartlett, KFRE Fresno. The State will be divided into nine districts.

CHINO Sudbury, Ont., new bilingual station on 1440 KX, went on the air June 24 at 8 p.m., with summer and special programs marking the opening.

Jones

(Continued from page 69)

Ind.), and Richard Simpson R.

In his rambling testimony, Mr. Pearson drew in the names of J. Leonard Reinsch, radio advisor to the President, Leslie Biffe, secretary of the Senate minority and close personal friend of Mr. Truman, House minority leader Sam Rayburn, and Robert H. Hinckley, former CAA chairman, now an ABC vice president. He listed for the matter with the list he had pressure faced at the White House, because, he charged, the Commission had decided adversely application stations in which they were interested. This again drew from Senator Cearhapt a lecture on "innuendoes and half-truths."

Mr. Pearson said he had two "selfish and personal motives" for opposing Mr. Jones, aside from those relating to his political beliefs. One was as a commentator (on ABC), and the other as an applicant for the facilities of WBAL Baltimore, owned by Hearst. He questioned whether a man of Mr. Jones' background, would give him a "fair hearing."

Rep. Jones, after denying the "insinuations" of Mr. Pearson, said he believed absolutely "in the American principles of the constitutional guarantee of free speech and a free press."

He said he believed that "each and every colleague on both sides of the aisle will say that, if confirmed, I will look at the problems objectively."

Yours truly,

KECK

KFMB sells

SAN DIEGO

San Diego is the "buying" spot for over 465,700 people reached from the "inside" by KFMB. For complete coverage specif-

KFMB—San Diego's best "buy!"

BROADCASTING • Telecasting
Lea Decision
(Continued from page 18)

tions were advised to duplicate if they desired, and to notify union representatives of such intent.
Executives of AFM, IBEW, AFRA and other unions were not prepared to comment officially last week on import of the decision and overriding of the veto. All were studying both with care, and in many cases volunteered the belief that necessary adjustments would not be too serious from the union standpoint.

IBEW, for example, believes its closed shop contracts can be converted to union shops, which it claims are more numerous among its locals. IBEW noted that work of supervisors is more closely allied to employees in its field than is the case in many other lines.

Among the talent and professional unions the matter of organizing different types of employees under one contract will be conducted on a new level. Employers now cannot be forced to deal collectively with diversified groups unless a majority votes for inclusion in a larger unit.

(For detailed analysis of effect of Taft-Hartley Act on broadcasting see separate analysis on page 70.)

Petrillo and the AFM are special targets of the court decision and veto overriding. Some of the music czar's most potent weapons are rendered illegal. These include feather-bedding and standby practices; secondary boycotts, under which pressure is exerted on networks to force concessions by affiliates; recording fees exacted to build up an unsupervised welfare fund; and closed shop tactics.

The new freelance clause affects negotiations of writers and directors (see below), and the professional classification provision affects AFRA, IBEW, ACA and others.

All along the line broadcast and union executives are going carefully into provision of new laws. Many provisions of the Taft-Hartley Act must await court interpretation. They will be challenged by unions. The Lea Act decision did not cover the other weapons Petrillo uses to enforce feather-bedding and other practices—strikes and picketing. These practices probably will be ruled on when cases come to the high court on specific violations. This may develop after the Chicago District Court tries Petrillo on the complaint filed last year by East Government (see separate story).

Doherty Comment
Richard P. Doherty, NAB director of Employer-Employer Relations, speaking Wednesday before the North Carolina State Broadcasters Assn., Atlantic Beach, Morehead City, N. C., said that "contrary to the declarations of certain persons, the Taft-Hartley Bill is not punitive legislation nor does it undermine or destroy union movement in the United States. This new law does penalize those few labor leaders who have, in their previous practices, violated the sound principles of genuine collective bargaining and who have abused the real spirit of industrial democracy."

"As far as the radio industry is concerned," Mr. Doherty said, "the chief effects of the Taft-Hartley Bill will be to render ineffective and illegal the closed shop, such as commonly demanded by IBEW. However, the union-shop will unquestionably be the alternative choice of IBEW as it hitherto has been of AFRA, ACA and others in the broadcast field."

"Furthermore, the vicious use of the secondary boycott has been made an illegal labor practice. All broadcasters are aware of the fact that this was one of the major demands of AFRA in its network negotiations last fall."

"However, other unions, including AFM, have in one form or another utilized, or attempted to utilize, the secondary boycott as a means of achieving their goal. In most such instances, the pressure has been put upon networks in order to achieve specific results among the affiliated stations. Such unions must now abandon these practices and turn to direct negotiations with individual stations."

"Although the jurisdictional strike has not, in the past, been a major factor in the radio industry, it has continued to be a constant potential threat to industrial harmony. The challenge today for both labor and management officials is to pursue a course of real statesmanship so that undue industrial strife will be avoided and so that the American economic system may be guided along a road of genuine employer-employee cooperation."

New York View

The court confirmation of the Lea Act and the new labor law were viewed with particular interest in New York, center of the radio industry's complex labor structure.

Industry officials were reluctant to gauge the full potentialities of the legislation until they had studied it in greater detail. They were agreed, however, that present labor practices would be subject to closest scrutiny.

It was believed doubtful that present union contracts would be seriously affected by the legislation. The full effects of the bills would be felt when it came time for contract renegotiation, it was thought.

First major negotiation likely to occur under the new legislation is that between the AFM and recording companies whose present agreement expires next June 30.

At least one provision of the present AFM recording contract will probably be revised in any future agreement. This is the recording companies' contribution to the AFM welfare fund, a royalty arrangement which could not be renewed under the Taft-Hartley Act, it was thought.

The Taft-Hartley Act specifies that such funds must be jointly administered by employer and unions, and the Lea Act forbids a union to coerce or compel a company to "pay or agree to pay any exception" for the privilege of making records or transcriptions.

Industry representatives in New York also were studying with interest the possibilities implied in the recent warning by James C. Petrillo, AFM president, that AFM musicians might be directed to quit working for record companies and that the AFM might go into the record-making business.

The main question in such an
eventuality was whether a work stoppage of that kind would constitute a violation of the Taft-Hartley Act, whose announced purpose is to prevent industrial strife which interferes with the normal flow of commerce and is inimical to the public interest.

Union leaders in New York were similarly hesitant to predict the effects of the legislation. All were awaiting further study by their legal counsel.

‘Lawyer’s Honeymoon’

One attorney for a major radio union described the Taft-Hartley Act as a “lawyer’s honeymoon” which would introduce legal intricacies into labor relations. He said that as yet it was impossible to assess the full implications of the Act.

Few unions were expected to take precipitate action. One, however, the New York local of the Radio Directors Guild, proceeded with a strike vote as planned (see story page 35).

Of all radio unions in New York only the directors and the Radio Writers Guild were expected to be immediately concerned. The RDG has requested the networks to open negotiations on behalf of freelance directors, and the RWG is in the midst of negotiations on behalf of freelance writers, now apparently independent contractors.

A negotiational session between network representatives and the RWG was scheduled Friday, and Guild attorneys were working late to ascertain how the new laws would affect progress of the negotiations.

The cio, United Office & Professional Workers of America, which has recently been actively organizing white-collar workers in New York radio, issued a militant announcement that it intended to intensify its “activities on the political front” and did not propose to “allow the Taft-Hartley Bill to stand for one moment our efforts to protect and improve the conditions of white collar workers.”

An example of the kind of union practice which, it was thought, would be outlawed by the restrictive legislation recently involved the International Alliance of The-
Lea Decision
(Continued from page 77)
called a strike against it, picketing the
studios.
Ralph Atlass, station manager of WIND Chicago, looked at the decision
in another light. He told Broadcasting the "most significant
aspect" of the decision, in his opinion,
is the effect it will have on the juridical
aspects of the Taft-Hartley bill. He added that stations at large
will have more "assurance" now
since the constitutionality of the act
has been established.

A spokesman for a Chicago inde-
dependent station minimized imme-
diate impact of the ruling, pointing
out that, while the law was upheld,
the East Coast networks have been
established. The spokesman for
Chicago's station, who was not
named, said, "We don't know just how it will
affect us until the District Court
acts, and that may be months yet.
All we know is that the law is valid."

Spokesmen for CBS and ABC
declined to comment.

West Coast

On the West Coast network exec-
utives awaited policy statements
from their New York headquarters.
Independent station managers were
outspoken, but advertising agencies felt precise effects would
not be known until a background of

experience has accumulated.
Lewis Allen Weiss, MBS board
chairman and Don Lee network
vice president and general mana-
gers, said: "Validation of the Lea
Act is not going to cause the
employment of musicians within
the broadcasting industry. In fact,
I sincerely hope it does not. Sim-
ply stated, we welcome the oppor-
tunity to utilize them to the great-
est program benefit of our network
and, in turn, the listener."

William B. Ryan, general mana-
ger for AFIL in Los Angeles, said that
they are very pleased with the decision.
It will prove extremely helpful
to radio and will expedite
the delivery of FM and television.

Robert O. Reynolds, presi-
dent and general manager of
KMPC Hollywood, said, "Since our
program plans call for more live
programming consistent with our
new 50 kw, we are likely to increase
rather than decrease the use of
music. The ruling will provide
relief where excesses were forced in
the past and give us an
opportunity to work out equitable
solutions of their hourly musical
needs."

'Industry Opportunity'
William J. Beaton, president of
Southern California Broadcasters
Association, and general manager of
KWKW Pasadena, said, "This act-
ions afford the industry an oppor-
tunity to know where it stands. It
will bring us closer to an under-
standing of costs."

Calvin J. Smith, general mana-
ger of KFAC Los Angeles, said,
"Since we employ no musicians, we are unaffected. Some stations will
undoubtedly be able to diversify
their program schedules through
the introduction of small musical
combinations."

Wit Gunzendorfer, general mana-
ger of KROW Oakland and secre-
tary-treasurer of the Northern
California Broadcasters Assoc.,
said, "The Supreme Court has afforded
the broadcasting industry hope of
release from future feather-bed-
ing."

Phillip G. Lasky, vice president
and general manager of KSPO San
Francisco, said, "The radio indus-
try and the musicians have a great
deal in common, and the current
developments of the business prom-
ise unlimited possibilities. The Lea
Act paved the way for broadcasters
and members of the AFM to serve
each other on an expanded basis,
making it possible to develop and
share the future together."

Milwaukee Birthday
Wisn Milwaukee's 25th an-
niversary June 22 was hon-
ored in novel fashion when
WEMP Milwaukee aired a
series of congratulatory sta-
dation breaks every hour
throughout the day and evening.
It was just Friday birthday
surprise from WEMP
Manager Hugh Boice to
Wisn Manager Gaston Grig-
on.

Practices of Petrillo and AFM
To Be Aired by Committee

UNFAIR LABOR PRACTICES
by James Caesar Petrillo and his
AFM will be the focal point. If an
investigative hearing being opened
July 7 by a subcommittee of the
House Labor Committee headed by
Rep. Carroll D. Kearns (R-Pa.),
it was learned last week.

Rep. Kearns said his three-man
group was "assimilating" material
gathered through weeks of
intensive nation-wide investigation
and would work on background
material right up to the opening day of the
hearing.

Mr. Kearns said that the number of
witnesses and their identity
depends completely upon the kind
of testimony offered by Mr. Petrillo.
The union chief might be the only
witness, he added, or there might
be as many as fifty.

He declared that interest in
the investigation was nation-wide, and
that out of some 2,000 individual
radio stations queried on their
relationships with the union
600 had responded. In addition, the
committee has about 200 detailed
complaints against the AFM.

Meeting Next Week
The Committee will meet July 8
and 9, and then recess until the next week so they will have time
to digest the testimony of the first
two days. Rep. Kearns indicated
that the Committee is well aware
of the "caginess" of its subject and
intends to proceed with care.

The hearings promise to be
among the most colorful and well-
attended "spectacles" of the 80th
Congress. Mr. Kearns said he had
invited not only the full House
Labor Committee to sit in but also
the entire Senate Labor group. All
guest legislators will be permitted to
join the cross-examination.

The emphasis on unfair labor
practices is preliminary to a prospec-
tive probe of "union racketeer-
ing", with the Petrillo union pro-
viding the first "case" of a number
of other unions in the movie,
entertainment and allied industries
scheduled for the study of the
Labor Committee.

Thus, at least during the opening
days of the hearing, the committee
will examine the case of the indus-
try versus the union. It is not
yet known whether any individual
stations or representatives of
the networks will be called up to test-
ify against the AFM. Mr. Kearns
indicated, however, that he did not
think that the networks were anx-
ious to testify. It may be another
matter with the smaller stations,
he added, pointing out that many
independents had already contrib-
uted heavily to the information
on which the Committee is basing its
examination.

If the Committee's work proceeds
satisfactorily, it will delve into
the relationships between the union
and its membership. Mr. Kearns
declared that actually only a very
small percentage of union member-
ship—he estimated less than nine
per cent—are full-time musicians
and that the union leadership gains
much of its power through the fail-
ure of an absentee membership to
register its will.

He declared that there was no
way of knowing until the hearings
are well under way, where they will
lead—whether it will merely be an
exposure of some union practices,
or whether it might eventually pro-
duce court action of some kind.

He said he thought the greatest
single possible influence on AFM
would be the recently passed labor
bill—now law—but even there it
was impossible to tell now how
unions will operate under the new
statute.

Mr. Kearns said he is planning to
go to California for an addi-
tional three weeks of investigations
and hearings on racketeering in
unions connected with the movie
and entertainment industry.

Curtis Renewal
THE CURTIS Circulation Co.,
Philadelphia, effective Aug. 4 for
52 weeks, renews The Listening
Post on ABC, Mondays, Wednes-
days and Fridays, 10:45-11 a.m.
Agency is BBDO, New York.

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ONE BIG MARKET

BEAUMONT

TEXAS

650 KCFM

KDFM

1000 WATTS

Served by

Free & Peters, Inc.

Pioneer Radio Station Representatives

Affiliated with

American Broadcasting Co., Inc.

Ad

Broadcasting • Telecasing

Page 78 • June 30, 1947
Radio Benefits From Taft-Hartley Act

Secondary Boycott Ban Outlaws Strong AFM, AFRA Weapon

HOW does the Taft-Hartley Act affect relations of broadcasting employers and employees?

Examination of its provisions, section by section, brings out a number of important provisions of interest to all parties. This analysis is not to be construed as an interpretation of the law. Rather, it is designed to point out some of the features deserving further study.

Many of these provisions will be interpreted in varying ways pending final decisions by the courts. Among pertinent effects of the law on radio, as informally interpreted by labor relations specialists, are the following:

No new closed shop contracts signed after June 23 are enforceable except that those signed prior to Aug. 22 may be valid for less than a year. Most AFRA contracts are of the union shop type. (A closed shop requires union membership before starting work; a union shop requires membership after starting work, perhaps as much as 60 days.)

Must Meet Standards

Union shops are not outlawed but unions must meet certain standards and employers must be willing. Unions cannot force adoption of the closed or union shop. The unions must be chosen by a majority of the employers as bargaining agents. Unions must file financial reports and loyalty (non-Communist) affidavits for their officers (most unions now file financial reports). Voting of employees on union representation must be under NLRB conditions and supervision, with results certified. Employers may sign union shop contracts if they desire.

If an employer has a union shop, workers cannot be penalized by an employer for loss of union membership except in case of nonpayment of union dues. Even so, a union cannot force an employer to hire a worker if the employer believes the union has made it difficult for the individual to join its ranks. Violation of this clause by either union or employer is an unfair labor practice.

A feather-bedding clause in the Taft-Hartley bill is considered more general than the Les Act language, which specifically applies to broadcasting. The Taft-Hartley language calls it an unfair practice "to cause or attempt to cause an employer to pay or deliver or agree to pay or deliver any money or other thing of value in the nature of an exaction for services which are not performed or not to be performed." This section makes many standby practices illegal and even raises questions about propriety of employing an employee for a rest period, or for sign-on time.

Sympathy strikes are outlawed, with damage suits authorized under the law. Recognition strikes of some types are outlawed. This includes types of secondary strikes and boycotts.

Secondary Boycott

The section on boycotts, Sec. 8 (B) (4), considered the most important of the law to broadcasters, makes illegal one of the strongest weapons of AFM and AFRA, especially in the case of networks. Two remedies are provided—employers—injunctive relief from NLRB or damage suit against the offending union. However, there is no remedy for an employer if a union member refuses to cross the picket line of a legitimate striker.

Employers now may talk with representatives of employees about unions and union membership, so long as they do not coerce or threaten employees. An employer, for example, could not go so far as to tell employees they would be fired if they joined a union.

Section 304 of the Act raises a question of doubt over right of a union or corporation to buy radio time for speeches for or against a national political candidate. The law itself is not specific on the subject but Senate debate on the section [CONGRESSIONAL RECORD, June 5, Page 6596] indicates such is the intent of the section. Outstanding example of such use of radio was the purchase of time on all networks in 1940 by John J. Lewis to make a speech for Wendell Willkie.

Broadcast management still must bargain with workers if they have majority representation of their working unit.

Section 9B of the new labor law requires NLRB to isolate professional employees into separate units unless a majority vote to stay in a larger unit. This involves a union contract covering announcers and technicians at a station, for example. Definition of "professional" is that written by the Wage & Salary Committee's Purpose

BROADCASTING learned that the questions involving AFM originated with a subcommittee of the House Labor Committee. Carroll D. Kears (R-Pa.) and Richard Nixon (R-Calif.), two members of a three-man group scheduled to make a full investigation of racketeering in the Petrillo union, sat in on two of the NAPA bills hearings [BROADCASTING, June 23]. They were seeking to determine whether there was any conspiracy between the two groups, the Association and the union, to back legislation which would particularly benefit the musicians.

Monday's hearings wound up more than three weeks of testimony on the two bills. Opposition came from the American Society of Composers, Authors and Publishers, the Songwriters Protective Association, Broadcast Music Inc., and juke-box operators from all over the country. The volume of opposition and the tone of testimony indicated that the Juries Committee will either shelve the proposals or issue an unfavorable report. This was the first time since the bills were originally introduced in 1937 that they have been accorded a hearing.

House Committee Quizzing Shows NAPA-AFM Relations

CROSS-EXAMINATION of Maurice J. Speiser, counsel for the National Association of Performing Artists, by a House Judiciary Subcommittee last Monday revealed a definite relationship between NAPA and James Caesar Petrillo's AFM.

Mr. Speiser appeared before the group as sponsor of two bills to grant royalties to performing artists and exact similar payments from juke-box operators for the privilege of playing recordings in profit-making establishments.

Questioning led to the disclosure that AFM had contributed money to NAPA first in 1937, when the NAPA bills were originally introduced. Another contribution, amounting to about $7,500, was made in 1940.

Mr. Speiser denied, however, that AFM is directly interested in, or backing his legislation. Rep. Francis E. Walter (D-Pa.) led off, asking whether passage of the proposed bills would make it possible for AFM to dictate the terms of licensing between members of NAPA and AFM.

Mr. Speiser replied that Mr. Petrillo is doing substantially the same thing now, "in a highly illegal manner, and has given great unrest to the other labor unions throughout the country in related industries by assigning a royalty on the purchase of records. When Mr. Chairman Earl R. Lewis (R-Ohi) asked whether there is any connection between "you and Petrillo," Mr. Speiser replied with a flat no.

He conceded, however, that all musicians who are members of NAPA are also members of AFM. Under questioning, he went on to admit that AFM New York local 822 contributed money to NAPA in 1937 and that he had himself at times asked AFM for other contributions.

A second AFM contribution was made in 1940. Mr. Speiser estimated that this contribution amounted to "about $5,000." Upon committee insistence, however, he admitted that "it might have been as much as $7,500."
HELP WANTED

Situations Wanted (Cont'd)

Engineer-announcer wanted by 200 watt CBS station located in the heart of South Florida. Experience in routine announcer-engineer work required. Good salary. Opportunity for advancement. Reply Box 760, BROADCASTING.

Transcription salesmen for complete line of open-end shows. Excellent opportunities for experienced and capable men. Starting salary $60.00 and up. Reply Box 805, BROADCASTING.

Engineer-announcer wanted by a major media company located in the midwest. Experience required. Reply Box 806, BROADCASTING.

Chief Engineer, to direct the operation of all new station facilities. Ability to supervise other engineers and associates. Reply Box 740, BROADCASTING.

Radio executive—17 years fully rounded experience with station, station group and network. Will assume immediately, preferred location New York. Reply Box 813, BROADCASTING.

Available late July or early August—29 years in radio and TV, full time, all phases broadcasting. Can build your station from the ground up and handle any job in its entirety. Excellent program man, contemporary, unexcelled. Reply Box 814, BROADCASTING.

Continuity writer-announcer, experienced, capable. Reply Box 763, BROADCASTING.

Situations Wanted (Cont'd)

Program director-announcer. Experienced all phases. 21, married. Presently employed as manager, small market station. Encouraging and creative. Reply Box 775, BROADCASTING.

Announcer—Fleming, voice, single, young, versatile. Trained all phases of radio. Excellent contacts. Box 363, BROADCASTING.

Station Manager wanted. Seeking new location with midwest or Pacific Coast regional or small market station. Twenty years in programming, promotion and sales. Will build your ratings, sales and audience. Top references. Box 814, BROADCASTING.

WANTED

Radio executive—17 years fully rounded experience with station, station group and network. Will assume immediately, preferred location New York. Reply Box 813, BROADCASTING.

Continuity writer-announcer, experienced, capable. Reply Box 763, BROADCASTING.

Three KW FM TRANSMITTERS

Standard model—Installed Aug. 1946. <P> In operation, may be inspected at our dealership.

PRICED RIGHT

Box 760, BROADCASTING.
Atmosphere—Western singer, veteran, good voice and sales. Or operates own disk shows from 9:00 to 12:00 daily. Located in downtown Los Angeles. Has been operating for ten years.

[Snippet]

Los Angeles Times—The Supreme Court has to have encouraged the theory that Congress can prohibit all feather-bedding practices of labor unions. If this proves the case, the law will take on a broader application than radio alone.

Washington Evening Star—While a few of its (Taft-Hartley Bill) provisions are of doubtful wisdom and may prove unworkable, the law as a whole is moderate and is aimed at nothing more than making the unions could not or would not correct of their own accord.

Washington Times-Herald—It is to be hoped that management will not lose sight of the fact that one thing we seriously need in this country is continuously improving relations between labor and management.

New York Herald Tribune—The Supreme Court has at last clipped Mr. James Caesar Petrillo's wings. Its ruling in support of the Lea Act and in violation of the judgment of an earlier development of the Taft-Hartley Act, would seem to make the end of an era of labor license unique in American history.

New York Times—Mr. Petrillo is an adroit and headstrong man. We can assume that he will seek other means to attain his ends.

Lea Statement (Continued from page 18) have been the Congressional purpose.

Now, with the enactment of the Taft-Hartley Act, the country has a much broader scope of legislation intended to create a more balanced and just relation between management-and labor and the public.

In the normal course of events we can expect a number of developments. An improvement, a broadening of this legislation, based upon experience, and which should result in more stabilized conditions and in greater protection to the public against the arbitrary and unscrupulous actions of arrogant racketeers.

This development of legislation is potentially one that will necessarily occur should not only give more protection to the public, but in the end should be in favor of the advantage of labor itself.

The court's stand is fair and just legislation that should be evolved out of this situation are worth more to the average citizen than any advantage he could possibly expect to attain through special privileges and immunities that have been imposed upon the country in recent years.

Casting Director

BEFORE and AFTER

Situation Wanted (Cont'd)

Announcer, experienced, desires opportuni-
ty, permanency. Disc, sports, specialty. Size of opportunity, not station, important. Box 789, BROADCASTING.

Staff announcer. Personable voice that will sell your commercials. Grad lead-
ing NY technical schools. Set up and operated several stations for 5th Air Force. Will travel. Box 789, BROADCASTING.

Announcer, veteran, leads local team. Has written and performed successful lounge programs. Will work anywhere for proper advancement. Box 789, BROADCASTING.

Engineer, just class phone license, ex-
perience. Box 789, BROADCASTING. Announcer. Yours for the asking. Young, experienced. Good tools. Box 791, BROADCASTING.

If you can make room for young, ener-
gic, creative time salesman; keenly com-
petitive, skilled in sales, programming, sales promotion and merchandising—Send your resume. Box 791, BROADCASTING.

FOR SALE

For sale—250 watt radio station, pros-
pelled, 500 miles in square area, will
sell when you can buy one already built. Box 767, BROADCASTING.

For sale—Western Electric 5 kw trans-
mitter, $1,000 in equipment, plus 500
dollars each. One spare head seventy five feet high. Would sell or trade. Will give prices with reply. Box 789, BROADCASTING.

Engineer—Interested in operating. RCA Insti-
tute, Army servicing and recording experience. Has 100 kw radio experience. Will operate after August 15. Box 795, BROADCASTING.

Engineer—1st class phone license, com-
mercial manager. Young, aggressive. Proven sales record. No armchair executive, but real good hard working. Seeks progressive affilia-
tion. Will travel. Box 789, BROADCASTING.

Hour Administration. 

Broadcasters now can go to the NLRB for a decision on whether actors, singers, writers and perhaps announcers are professionals. If they are so construed, and unless a majority of a specific station otherwise, they should be dealt with as separate bargaining units.

As an example, AFRA might be interpreted as comprising two separate groups—announcers and actors and singers. Department heads clearly are not professional people in most cases, it is believed. A station therefore may consider the idea of bargaining separately for announcers and actors, singers, technicians; writers; musicians. This effect of the law is construed as weakening the bargaining strength of some unions.

Section 206 of the law covers national emergency strikes (involving national health or safety). It authorizes the President to name an independent body to investigate and make recommendations in procedure in operation pending study of the strike. The President could consider effects of a wide broadcasting strike on the nation. Whether or not a strike should be deemed such a situation an emergency must be for the President to decide.

Many supervisory employees need no longer be included in collective bargaining agreements. IBEW contracts frequently include supervisory personnel.

The closed shop ban strikes at the "working permit" system under which independent contractors and temporary cards have been granted to non-members if they cannot supply members for jobs.

Section 883 of the act makes it an unfair practice for a union to refuse to bargain collectively with an employer. In his recording negotiations several years ago Pettrillo told recording firms his members just didn't care to work, and made no offer.

Section 2 (3) excludes persons operating as independent contractors (freelancers) from bargaining provisions, since they are not considered employees. NLRB conceivably may adopt a definition of independent contractors.

ALL-NIGHT COVERAGE IN DES MOINES FLOOD

Who Do Moines went on full-time emergency operation in the worst flood in 44 years struck the city. Staff men fed 16 live shows and five recordings at flood scenes within a 15-hour period. The station stayed on the air all night to handle flood news and warnings.

Staff members went to outside points for recordings. Gene Gott, newsmen, was named official radio liaison on the disaster committee. Among those active in the coverage were Jack Kerrigan, program director, and Jack Shelley, news manager, aided by Jim Charlton and Gene Meher. Engineers operating remote equipment with Navy assistance, Gordon Parks and Bill Parker. On duty in the control room were Reed Snyder, chief; Harold Risler and Lou Frederick, with Tom Wildman and Cliff Mell holog the transmitter. Bobby Griffing, announcer, worked all night after regular shift as did Helen Owens, PBX operator.

White Bill Hearing (Continued from page 16)

If Congress should be convened in special session this fall, hearings might be held before the Senate subcommittee on either or both bills, assuming he has completed his measure by that time. If ordinary legislative processes are followed, with Congress convening in regular session next January, chances are that the new bill would be dropped in the hopper then.

Heavy Burden

The general attitude of broadcasters has been that the heaviest conceivable legislative burden is placed on radio in combating legislation of the caliber of the White Bill. Broadcasters would much prefer a measure affirmatively designed to spell out the limitations of FCC's functions, leaving it to those having opposing views to seek revisions.

That apparently is the approach of Rep. Howell and members of his subcommittee.

Other members of Rep. Howell's subcommittee are: Reps. Leonard W. Hall (R-N.Y.); Joseph P. O'Hara (R-Minn.); James D. Miller (D-Pa.); Hugh D. Scott Jr. (R-Pa.); Alfred L. Bulwinkle (D-N.C.); Oren Harris (D-Ark.); Richard F. Harless (D-Ohio). In addition Rep. Harton, chairman of the full committee, and Rep. Clarence F. Lea (D-Calif.), as ranking minority member, are ex officio members of the subcommittee.

In the parade of witnesses following Messrs. Trammell and Elias before the Senate Subcommittee last week, Prob. Edwin H. Armstrong, inventor of FM, denounces "abuses" which he said had retardation of the new phase of the radio art and sought legislation to prevent this.

Adm. S. C. Hooper (Ret.), former Chief of Naval Communications proposed a plan to give listeners' voices and recommended separation of broadcast stations into "service categories" according to the programming they offer.

Other Witnesses

Others among the week's witnesses for the most part centered their attention on the White Bill's provisions relating to equitable time, all sides in public and political controversies, and to provisions relating to FCC organization.

Rev. Sam Morris, representing the National Temperance & Prohibition League, asked the Senate to endorse amendment forbidding radio advertisement of liquor, and a similar change was requested by Elizabeth Smart of the Women's Christian Temperance Union.

The opposition of Bill Henry, CBS commentator and president of the Radio Correspondents' Asso., to the measure's requirement that broadcast time be identified brought up again from Senator White the concession that in drafting this section "I was just groping in an attempt to get the truth to the American people."

BROADCASTING • Telecasting
M ONDAY

Objections of Niles Trammell, NBS president, to the White Bill drew from Senator White last Monday the observation that "we may undertake a substantial expansion of this bill since there are more things that are not touched than are."

Mr. Trammell's testimony virtually climaxxed the presentations of the industry. It hinged, as did most of the testimony, on the thesis that radio should be treated on a par with the press. Senator White objected to this analogy and apparently had the support of the entire committee.

Mr. Trammell predicted that "radio broadcasters of today will become the electronic publishers of tomorrow... Practically every form of artistic expression will become available to the people direct from studio to home through these modern methods of mass communication." He declared that "recognition of the same freedom for radio will place a powerful ally at the side of the press." As part of this freedom he declared that "today there are more radio sta-

SENATORIAL BATTERY at last week's White Bill sessions were (top row): Sen. Homer E. Capehart (R-Ind.), Edward H. Moore (R-Okla.), Wallace H. White Jr. (R-Me.) and Edwin C. Johnson (D-Colo.)

Mr. TRAMMELL

the FCC "should be denied any authority involving control of the program services that the American people are to receive."

He pointed out that such control will eventually, through the rapidly expanding technology of the broadcasting act embrace sight-and-sound as well as facsimile printing, and would therefore be a wedge toward a controlled segment of the otherwise free press.

He also challenged the argument that there must be regulatory power over business practices because of a scarcity of radio wavelengths. This scarcity, he declared, does not really exist.

"Today there are more radio sta-

52 NEW MUSICAL 1/4 HOURS

with

KAY LORRAINE

"Put on a Limb"

Senator White declared that this premise put the broadcasters "right out on a limb." He added that while there is nothing to prevent a newspaper from publishing, the broadcaster has no absolute right to his license. And the role of the government in granting licenses, he continued, leads it to an inevitable interest in program regulation. "There can be no judgment as to the determination of public interest, convenience or necessity unless the agency can review the program," said the senator.

He declared emphatically that "there ought to be considerations of the determination of the character of service to the public." He admitted that the White Bill does not measure up to technical aspects of broadcasting, "but where the act deals with the public good I don't see how you can make a decision without giving the FCC some power on the matter.

Mr. Trammell returned to the argument observing that the public, after all, has a great deal to do with determining whether a program is to survive or not. He pointed out that the original basis for regulation of the radio was for the sake of allocating frequencies and power so that there would be less or no interference. This originally grew out of what was then considered a "scarcity" of frequencies. But, concluded Mr. Trammell, everyone who testified before the Committee agreed that there is no longer a scarcity of frequencies, and that it is easier to get a license to operate a radio station than it is to establish a newspaper.

At one point when Senator Johnson expressed a critical attitude toward the bill, Senator White turned to him and said, "Please don't confess that here." Senator White also announced that the Committee would no longer be able to continue morning and afternoon sessions because of other work.

Several times Senator White commented that although there were a great many arguable points about his bill, he could not take the Committee's time to thresh them out. Mr. Trammell expressed hope that there would be time to work out these points of difference.

One of the most spirited arguments between the network president and the Committee Chairman arose over what the former called (Continued on page 84)
White Bill Hearing
(Continued from page 68)

"censorship power" which would be given the FCC by the proposed law.

"I appreciate that there is a sharp issue here," replied Senator White, "but I don't want to argue it out now."

As for the bill itself, and specific recommendations, Mr. Trammell suggested that the Commission be composed of nine members with a Broadcast Division and a Common Carrier Division with the Chairman to serve on each division.

He objected to the proposed uniform accounting system as the application of a "common carrier concept to an industry where the Congress has said is not a common carrier."

Political Section
Criticized by Trammell

The political section drew his criticism that since the press is not subjected to such restraints there appears no reasonable excuse why the broadcasting industry should be.

The White Bill requirements on news broadcasting he termed "restraints that would be unthinkable for the press," and pointed out that a broadcasting station can be as much like a daily newspaper. He also showed that newsasters have been from the very beginning in the habit of labeling what is commentary and what is news. Such a practice, however, he concluded, should not be "imposed by statute."

The option time features of the White Bill, he said, would in effect deprive the public of many of its popular programs for the hypothetically advantageous of substituting strictly local entertainment in certain communities.

The 25% limitation on membership, he declared, was without "log-ical basis," and founded upon a fiction that any one station controlled a definable listening audience.

"Potential coverage of 25% of the population is a long way from the base of monopolistic control," he continued. "The licensee of a station does not control the radio service of the people living within the area served by the station. On the contrary, each station competes with many other stations in its area for the attention of the listeners. The total audience is divided among many stations, so that no one station controls the service to the population in its vicinity."

In conclusion he protested against a radio "double jeopardy" to broadcasters contained in provisions of the present Act relating to the application of the Anti-Trust laws. He pointed out that the government's only business man who can be put out of business for a violation of this act. He declared that the industry does not seek immunity from the antitrust laws, it merely wishes to be on an equal basis with other industries.

Failure of the White Wheeler Radio Bill of 1943 presents a similar fate for the present White Bill, according to testimony before the Interstate Commerce Committee last Monday by Don Elias, "American radio, a dollar a day," he continued. "He is Mr. Average Citizen. He lives within easy range of many stations. He is the master of the situation. With a slight twist of the knob he can turn thumbs down on any and every station."

Proposes Two or Three Divisions of FCC

He proposed "two or three divisions: One "fully responsible" for broadcast matters, with other Commissions "fully responsible" for non-broadcast activities. There should also be a separate section of the whole presided over by the FCC Chairman as provided in Section D of the bill, but this division of the whole will not have jurisdiction over the operation of the public or special services, but will have jurisdiction over common carrier frequencies, adoption and promulgation of rules and regulations of general application, etc., as laid down in the bill."

Admiral Hooper, asserting that the public should be given a greater voice in broadcast licensing, recommended that the public be polled on the "relative standing of each station as compared with the others in the same zone," and that data be used by FCC in passing on renewal applications.

Admiral Hooper suggested that the polls also cover applicants "who feel that they can do a better job for the public by replacing an existing station on some frequency."

He also favored a separation of broadcast stations into two service categories—one for unlimited service as at present, and second class for limited service for public entertainment only. "Applicants for the second class of operation will have no program for public entertainment they proposed to offer—"for example, aviation, detective stories, grand opera, etc., or various combinations of them—the license would name the form of entertainment for which it was issued."

He asserted:

"These (entertainment) stations would not come under the "common speech" argument. They would corre-

spond to the still-rare combination of papers for the entertainment of the public in other industries, and with common sense and fair play on their ability to obtain the public's approval of their form of entertainment."

Admiral Hooper contended that programs were "much better" when cities had "only two or three stations."

He also proposed that further competition for broadcast and Western Union be provided "by requiring the licensing of the newly projected microwave television and facsimile relay services to be given to independent carriers, one or more in each geographic area. This might also apply to highway radio," he said.

He expressed hope that the Commission would "be willing to proceed with the matter of radio until the Communications Act is brought up to date."

Rolf Kaltenborn, son of Commentator and Radio Writer, appeared on behalf of the Committee to Insure Non-Partisan Radio to urge that the bill's equitable-time provisions be enacted. He presented a pamphlet titled "Revolution Radio: A Fresh Approach to Democracy," which asserted that "now is the time to safeguard radio from political manipulation" and warned that unless the radio becomes predominantly a mouthpiece for the party in office may yet prove fatal to our democracy.

Mr. Kaltenborn's arguments evoked Senator Johnson's congratulations for "the most constructive, the most logical and the most necessary statement we've heard yet in these hearings." The Senator said other statements for the most part had involved too much "self-interest."

Rev. Sam Morris of San Antonio, representing the National Temperance & Prohibition Council, recommended that the bill be amended to forbid broadcasting of "any spirituous, vinous, malted, or fermented liquors, or any combination thereof for beverage purposes subject to tax under ... the U. S. Internal Revenue Code."

He renewed his long-standing attack on the radio industry for what he called discrimination against dry interests, singling out the major radio networks.

He contended that a "conspiracy" exists between radio and the alcoholic beverage industries "to keep dry forces off the air."

Morris called attention to FCC's opinion in his own effort to prevent renewal of license of KRLD Dallas. The Commission there granted renewal but ruled that in some places the question of alchoholic beverages may enter the category of controversial public issues.

He pointed out that the Council has a $35,000,000 suit pending in the Western District of Kentucky, against CBS, five of its stockholders, and Shenley Distilling Corp. and Shenley Distri-

bution Inc., sponsors of programs on CBS.

Senator White interrupted Mr. Morris several times, urging him to shorten his oral presentation by not duplicating testimony he had previously made. The still-un🥳
tended that broadcasters “have crowded God into a corner” and asked that the bill be altered to require every licensee “to provide time for religious broadcasts without discrimination as to time of day, day of the week, or part of the week on their broadcasting schedules.”

His request led Senator White to comment that he’d always questioned whether there was any authority to require stations to reserve Sunday mornings for religious programs.

Mr. Crowley said three major networks refuse to sell time for religious programs and that the fourth, Mutual, sells it only on Sunday mornings. Hundreds of stations, he said, “have fallen in line with this unfair policy and practice.”

Elizabeth Smart, representing the national Women’s Christian Temperance Union, rejected industry arguments that program consideration by F.C.C. infringes on free speech. She argued that stations “as a whole” should be reviewed, and proposed that the bill’s provisions on record-keeping be amended to specify that program reports should be open to public inspection.

She opposed the proposal of alcoholic beverages, and insisted that Congress should hold whatever program and business control is necessary to assure that the public has access to the microphone, and that equitable air time is provided for all sides in a controversy.

WEDNESDAY

Edwin H. Armstrong, inventor of FM, told the Senate Interstate and Foreign Commerce Committee Wednesday, “some of the networks” were largely responsible for what he said was the slow and difficult progress made by FM in the past 11 years.

He declared that FM had earlier served well to create the entire aura of audio, and that ordinarily an invention such as this would have been extensively and intensively developed without delay. “I have been in radio for 20 years, and I have seen everything happen, except this.”

FM, he continued, opened up the radio frontier beyond the 30 mc band, leaving it “as wide open as the country west of the Alleghenies.” But, he asserted, the networks “stood aside with the result that the F.C.C. learned the FCC that our standards were all wrong, and tried to narrow our channels.” Another network made the statement, he continued, that because “we had no opposition” to experiments, they were the opinion of the network that there is conflict between FM and television and therefore preference should be given to television. When he had made this statement, said Prof. Armstrong, he was Paul Porter, then counsel for CBS.

Senator Johnson commented, “so Paul Porter is one of the kibitzers?” To which Mr. Armstrong replied, “I think they have both re- ceived.”

Mr. Armstrong declared that today’s position is very good, and pointed to the recent assignment of 100 channels to FM, adding that more channels will be required in the future.

Although he blamed the networks for having to hinder the development of FM, full blame included what he called “the abuse of the regular sibby power” by the FCC. Because of this abuse he claimed “99% of the people do not have the advantages that should have flowed to them from this advance in the art.”

He warned that unless some means is found to prevent a recurrence of these abuses “then you will have a great handicap over the future development of radio to a few large groups with well organized lobbies, because no individual is permitted to follow the course that I have followed.”

Hubbell Is Second Witness of Day

Wednesday’s second witness was Richard W. Hubbell of the firm of Hubbell and James, television and motion picture consultant. His particular concern with the White Bill was related to the “new capital ear-marked for the development” of the FM service.

“Boiled down,” he declared, “the problem concerns the fundamental relationship between government and broadcasting or telecasting.” He asserted that the present short-term three-year license tended to inject a heavy factor of uncertainty into investments made in radio. This, he said, is holding back development.

He suggested therefore that the licensing period be expanded from three to seventeen years with the Commission having the power to challenge in court the right of a broadcaster to continue his license if he abuses it.

“I am the problem of the broadcaster, he maintained, is how he can maintain an equity in his investment if the government has a recurring renewal power which almost in its entirety is a heavy investment made rodically at short intervals. “The power to renew” he told the committee, “is the power to destroy.”

Bill Wilson, president of the Radio Correspondents’ Assn. and CBS commentator, appeared next to speak both in his official capacity and as a broadcaster.

He agreed, in principle, with the NAB position that “broadcasting should be as free of regulation as the press,” and opposed “any regulation beyond that already in existence.”

Then, giving the committee “the reaction of the individual broadcaster of news” to the law, he declared that the problem of identification of news has always been a prime concern of both broadcasters and the recipient of the news.

Final witness before the committees received that day, Thursday, was Stanley Faulkner, special counsel for the Voice of Freedom Committee. He explained that the Committee, which opposes the White Bill, was organized last February to protest the removal from the air of “liberal” commentators among whom he listed William Shirer and John Loder.

He opposed the bill on grounds that it generally “emasculates the authority of the FCC over program content, diminishes the Commissions’ powers to grant and deny licenses to broadcast, to refuse renewals of broadcast licenses, to impose penalties for deficiencies in operation, or to properly regulate transfer of licenses and sale of stocks of licenses.”

FRIDAY

Sen. Glen Taylor (D-IIda.), first Friday witness, limited his testimony to “hearty” endorsement of the provision exempting broadcasters from responsibility for libel spoken in political campaigns.

Fulton Lewis jr., commentator, said intent of the section on identification of news sources is good but that it would be “paralyzing” for radio networks. He declared his situation would be to require all newscasters to file sworn statements, subject to public inspection, setting forth amounts and sources of their income and the income of their families, listing organizations they belong to, etc.

Ed Craney, Northwest broadcaster, felt the “other side” in political or public controversies should be given access to “the same identical stations [as the original speaker],” hooked up for simultaneous broadcast without the competition of any channels of the listeners attention.” He added: “In my opinion the effect is the same whether free speech is ‘abridged’ by Government or ‘limited’ by monopoly.”

Proposed network regulations, he said, “may not be the only answer” but “it is better to try something than . . . to sit still and do nothing.” He felt the capital of multiple ownership by number of stations is no guarantee against monopoly, he declared.

Mr. Craney “strongly” favored the political provisions, calling them “an improvement” which sets up actual language in place of “the whim or judgment of seven men in Washington.”

With respect to the definition of news, the political time, he referred to earlier witnesses’ comments that the section “invades free speech” by limiting access to the radio. He said he was “getting a little fed up with this mantle of free speech that is thrown around everything whenever it is proposed that some action be taken in the public interest.”

Miss Susan B. Anthony submitted a legal analysis of the bill and said the Progressive Citizens of America, which she represented, felt the measure “will not improve” the present Act, “but, rather, will do serious harm to the ability of the FCC to administer the law of the land so as to benefit the public, and, further, will curtail or destroy the freedom of speech and expression of opinion by individuals and groups.”

Joseph Pirincic, representing Socialist Labor Party of America, and Bernardo E. Johnpoll, of the Institute for Liberty, N. Y., also testified.
DEWITT NAMED PRESIDENT OF WSM NASHVILLE

JOHN H. (Jack) DEWITT, engineering director, Clear Channel Broadcasting Service, who achieved international fame for "shooting the moon" with radar, appointed president of WSM Nashville. Under new set-up, Edwin C. Hubble, former board chairman and Harry Stone remains vice-president and general manager [Closed Cinci., May 5].

Mr. DeWitt became WSM chief engineer in 1932, holding post until 1942. During that time he supervised building of 60 kw WSM transmitter. He went to Bell Telephone Co. in 1942 for special war work, later entering into radar experiments for Army's Eastern Signal Corps laboratory. He was commissioned major in July, 1944, lieutenant colonel in 1944. He currently is completing work on CBS clear-channel study.

GEN. DYKE RESERVE POST

KEN R. DYKE, NBC vice president and director of broadcast standards and practices, appointed brigadier general, Officers Reserve Corps, Army of U. S., by President Truman. Gen. Dyke was Chief of Civil Information & Education under Gen. MacArthur, in charge of radio, press, motion pictures, education and religion of Japanese occupation with rank of brigadier general at war's end.

WIND SEeks TV

WIND Chicago, headed by Ralph L. Atlass, applying for new television station (Chicago's fifth), FCC authorities said Friday. Application requests Channel 2, puts installation costs at about $211,000. Monthly operating costs estimated at $13,000; monthly revenues, $7,000.

ARTHUR LEBEL, State telecommunication division, sent back from Atlantic City conference after heart attack incurred as result of overwork. He has been in coma. Mr. Lebel served as aeronautical radio expert.

Closed Circuit

(Continued from page 4)

FM directors-at-large (subject to referendum) another sign of interest. NAB front office disposed to toying along with present staff in selecting new head of FM Dept.

HEADACHES never cease in Convention planning. Discovery made last week that NAB Convention after heart attack incurred as result of overwork. He has been in coma. Mr. Lebel served as aeronautical radio expert.

AMERICA'S top technical radio experts attending International Telecommunications Conference in Atlantic City can't fathom reports of noncooperation of Soviets. They attest to cooperative attitude of Alexander D. Fortunenko, head of USSR's delegation. They credit him with cooperation beyond ordinary call and attribute to him settlement of many knotty problems. They say, is far cry from "obstructionist" stories.

HUBER HOGE & SONS, New York, reportedly scouting station availabilities for Arthur Murray Dance Studios, New York, preparation for fall spot campaign.

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At Deadline...

FCC HEARS ARGUMENT IN NEW YORK FM CASE

ORAL ARGUMENT in New York Class B FM case before FCC brought renewed effort by American Jewish Congress to establish relevancy of its proposed-to-be-stricken testimony against qualifications of News Syndicate Co., Daily News publisher and one of five grantees, and to seek further inquiry. AJC reaffirmed its belief in principle of newspaper's editorial policy determining its qualifications to operate radio station and thus previewing broadcast policy.

Questioning legal propriety of striking its evidence, after supposed earlier acceptance by hearing examiner and Commission itself, AJC reviewed allegedly biased Daily News articles. It held material to be expressly prejudiced, contrary to FCC memorandum opinion [Broadcasting, June 16]. Objector concluded by asking grant be given any applicant but News Syndicate.

News Syndicate, despite vigorous questioning by Chairman Denny, insisted that its position was no paper to consider editorial policies or news content of newspaper published by station applicant. Chairman Rosel H. Hyde inquired if newspapers are to be excepted from character examination. Reply was Congress has given no agency power to pass on editorial policy.

News Syndicate further stated evidence offered by AJC against Daily News has no probative value, was stricken from record, holding that evidence had been found to lack expert qualifications.

Radio Corp. of Board of Missions & Church Extension of Methodist Church argued it should receive channel because of proposed public service "in accord with the Blue Book." Derril was made of proposed decision "inferences" concluding station would be only for Protestant faiths and might have weighted attitude.


DENNY ASKS RESTORATION OF HOUSE BUDGET CUT

PLEA entered by FCC Chairman Charles R. Denny Friday before Senate Appropriations Committee to restore $375,000 of $1,250,000 cut from Commission budget by House. Increase covers salaries and expenses. Chairman did not ask restoration of telegram probe fund—$375,000.

TV and other radio services would be seriously curtailed, he said, predicting TV applications next year will double or treble. He added 964 broadcast applications pend, with $90 in hearing. Corner-cutting enabled FCC to keep heads barely above water with present staff, he said.

Questioning by Senators Clyde M. Reed (R-Kans.), Joseph C. O'Mahoney (D-Wyo.), and Theodore F. Green (D-R.I.) directed to determine if cut would impede development of industry. Committee attitude apparently sympathetic to demand. Chairman said wartime developments have put industry 50 years ahead of normal expectations.

'BULLETIN' FILES APPLICATION TO BUY WCAU, SELL WPEN

APPLICATIONS filed with FCC late Friday for consent to purchase of WCAU and WCAU-FM Philadelphia by Philadelphia Bulletin for stripped price of about $2,900,000, and for sale of Bulletin's WPEN Philadelphia to Sun Ray Drug Co. for $500,000 [Broadcasting, June 16].

Bulletin, whose agreement to purchase WCAU was based on paper's acquisition of J. David Stern publishing and radio interests of last February, plans to exchange WCAU-FM for WPEN-FM and WPEN-TV, to keep its radio properties at same location.

Sun Ray Drug is Eastern Seaboard chain operating 150 stores and is headed by three Sylk brothers. WPEN is on 950 kc with 5 kw; WCAU, on 1210 kc with 50 kw. Counsel included Ralph L. Walker of Pierson & Bell, Washington, for Bulletin and WPEN; Leonard Marks, of Cohn & Marks, Washington, for Stern interests; Robert B. Wolf and Louis Cohen, Philadelphia, for Sun Ray Drug.

NEW PUBLIC OPINION STUDY

FIELD work on new NORC study of what public thinks of radio to be conducted in November, NAB Research Subcommittee decided. Study approved at May NAB board meeting [Broadcasting, May 26]. Final decision not made on organization to handle field work, or results which will be presented. Some changes planned in questions. Subcommittee members: Hugh Beville, NBC, chairman; Carl Burkland, WTOP Washington, committee chairman; Dr. Paul Lazarsfeld, Columbia U.; Elmo Wilson, CBS; Earl Winger, WDOD Chicago.

IABA CHANGES MEETING

INTER-AMERICAN Broadcasting Assn. board meeting scheduled for New York last week-end changed to July 5 Atlantic City. Mexican, Cuban directors can't arrive before that date. Board will discuss organizational problems, urge current world telecommunication conference adopt provisions guaranteeing freedom of speech by radio internationally as democracies now do domestically. Board may also set time, place next general meeting of IABA, formed last fall in Mexico City [Broadcasting, Oct. 14, 1946].

AFL STUDIES LABOR ACT

REPORT by Joint Television Committee of AFL talent unions on wages, hours and working condition in video field sent to individual unions for study. Committee hopes to be ready by late summer or early fall to present proposals for wages, hours and working conditions to television broadcasters and sponsors. Union counsel now studying Lea Act and Hartley-Taft laws to see how they will affect joint action of this kind.

YANK FOOTBALL ON TV

WABD, Du Mont video station in New York, offering advertisers fall package of eight New York Yankee pro football games. Seven originate at Yankee Stadium, eighth at Ebbets Field, Brooklyn. Overall price, $20,000
THERE'S POWER IN NUMBERS

WINS NOW 50,000 WATTS

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.
He's Martin Block... Radio's No. 1 Disc Jockey... and a national air personality.

Mutual is proud to present him in its new, full-hour, network record program—because we believe the MARTIN BLOCK SHOW will be a great new program service, not only to listeners from Augusta, Me. to Yakima, Wash., but also to all Mutual-affiliated stations.

With his 13 years' experience in building musical programs which attract and hold listeners, Block knows intimately what they want. His ratings in New York (with its 20-odd stations) have consistently topped the ratings of his competition—network and non-network.

Moreover, Block is known from coast to coast through three great network shows—"Hit Parade," the Kay Kyser show and, currently, the Chesterfield "Supper Club."

As the most popular disc jockey and a U.S.-size star, Block is undoubtedly the best man to fill the unending demand for daytime music—and he will do it at a time when no other network offers music.

We are convinced the MARTIN BLOCK SHOW will match Block's New York success. Already, the Show is helping many of our stations gain and hold large new audiences—and strengthen their program structure and competitive position.

In addition to all this, Block is a master salesman whose commercials are friendly, informal, convincing and resultful. He brings to radio selling the personal touch which listeners like and listen to and act upon. It's a "break" for the listener—and it works for the advertiser.

P.S. To Four National Advertisers: Block is the greatest buy any network has offered in years. Ask for the whole story.

Mutual Broadcasting System