why you get
MORE
for less on WOR

We have said in previous ads . . .

1. WOR has not raised its daytime rates since November 14, 1937.

2. WOR's discounts to sponsors have not decreased. In some cases they have been extended 25 to 30%.

3. WOR's nighttime rate has not changed since November 1, 1943.

4. WOR delivers the second lowest cost-per-thousand rate in the United States.

Good —

But, let's dig a little deeper. Let's show you, more minutely, why you get more for less on WOR.

Let's talk about programs; how very economically they get into people's homes and minds when you use WOR.

★ A WOR show, weekdays, 1:30 P.M., is heard in 538,489 homes at a cost to the sponsor of 1/12th of 1 cent per home!

★ A WOR show, weekdays, 11:15 A.M., is heard in 589,774 homes at a cost to its sponsors of 1/3rd of 1 cent per home!

★ A WOR show, weekdays, 8:15 A.M., is heard in 1,630,853 homes at a cost to its sponsors of 1/27 of 1 cent per home!

Little wonder why WOR regularly carries more accounts with a greater total dollar volume than any station anywhere.

Little wonder that WOR frequently carries more accounts than the combined total carried by New York's three other major stations.

WOR—that power-full station at 1440 Broadway, in New York
Ben, Marion, Diane and Maxine Oas live at 3054 Addison Avenue in the northwest part of Chicago. Ben is plant supervisor for a metal company... likes to spend his evenings and week-ends with his family.

Mrs. Oas (Marion) is a former model and speaker. Now she is busy as housewife, mother and president of the nearby school's Parents' Club. Because of Ben's Scandinavian background, one of her regular chores is to keep the coffee pot filled. Mrs. Oas is a regular WLS listener. She likes our friendliness, our news and especially our adult education programs. "WLS," she says, "is as truly American as a hot dog or an ice cream soda."

Diane is 5, Maxine 3. Both girls go to nursery school. They start their day listening to our "Happy Hank" program every morning.

Ben is a handy man around the house. Many of his Saturday nights are shared between a home-repair task, his coffee, and his favorite, the WLS National Barn Dance.

For 23 years, WLS has focused its microphones on the thousands of good Midwestern families... city, town and farm... like that of Ben Oas of Chicago. The friendliness, the service and entertainment we give them have made them loyal listeners... and on loyal listeners depend advertising results.
Mr. FM Station Operator:

Tear up your RATE CARD!

Your audience is about to skyrocket...thanks to the FM PILOTUNER.

the new wonder-worker that adds superb Frequency Modulation to any regular AM set...yet retails for only 29.95 (Slightly higher west of the Rockies)

Ever hear of Santa Claus in midsummer?

PILOT RADIO PLAYS SANTA to America's FM stations...by multiplying their listening audiences RIGHT NOW beyond their wildest dreams!

PILOT RADIO PLAYS SANTA to America's entire radio listening audience...offering the FINEST in Frequency Modulation reception, at a phenomenally low price!

HOW?...with the thrilling new FM PILOTUNER!

PILOTUNER is easily attached to any AM radio, old or new, and instantly converts it to a superb AM-FM set! Pilotuner can also be used with obsolete AM-FM sets, with phonographs—with public address systems. It gives not "just any" FM reception...but the FINEST FM RECEPTION yet achieved...with no drifting, no fading, hair-fine selectivity!

PILOTUNER uses parts of only the highest quality...a "must" for the BEST in Frequency Modulation!

- 3 gang copper condenser
- 5 tubes plus selenium rectifier
- Heavy duty AC transformer
- Tuned R-F stage
- Beautiful Walnut Wood Cabinet.

PILOTUNER's incredibly low price is possible ONLY through closest cooperation among parts suppliers, dealers—and Pilot Radio itself.

PILOTUNER is Pilot Radio's "Gift" to America—destined to revolutionize listening habits...to make millions KNOW, WANT, and GET FM! The Pilotuner is a bonanza for EVERY FM STATION in the country!

Learn all about it! Get behind it! Do YOUR part in the huge, nation-wide drive to promote and publicize PILOTUNER. Write—phone—or call in person for full details. Samples available to FM broadcasters for dealer demonstration meetings. Act TODAY—for FM's brightest tomorrow!

PILOT RADIO CORPORATION, 37-06 36th ST., LONG ISLAND CITY, N.Y.

MAKERS OF PILOTONE VINYLITE RECORDS • PIONEERS IN SHORT WAVE • FM • TELEVISION


PROPERTY U.S. AIR FORCE
Closed Circuit

WHILE Ray C. Wakefield, who terminated seven years on FCC June 30, hasn't announced his plans, present indications are he will join Washington and West Coast communications law firm of Wheat, May, Shattuck & St. Clair. W. H. Wheat, firm head, is former FCC assistant general counsel and, like Mr. Wakefield, is from California. Mr. Wakefield, now resting in New England, might become West Coast resident partner.

RADIO CIRCLES in New York were agog last week over cloak and dagger pogrominations of Dr. J. B. Matthews, erstwhile red hunter of Dies Un-American Activities Committee. Veiled story was he was breaking ground for sweeping Congressional inquiry into FCC. Checks in Washington, however, brought disavowals from such Republican stalwarts as Speaker Martin, Chairman Clare Hoffman (R-Mich.) of powerful House Committee on Government Expenditures (which could conduct inquiry), and Chairman Evan Howell (R-III.) of House Interstate & Foreign Commerce subcommittee on radio.

STUART DAWSON, radio director of Foote, Cone & Belding, Chicago, leaves shortly to join Feature Productions, Chicago (Hunt Hunt, Ladies Be Seated, etc.), in which he has bought third interest. He thus joins his old partner, Charles (Chuck) Logan, who left FCB June 15 to become executive producer with Feature Productions, headed by Chuck Acree.

ELEVENTH-HOUR efforts to have President Truman participate in opening of second phase of International Telecommunications Conference in Atlantic City, designated as "Plenipotentiary Conference," failed because of Chief Executive's tight schedule during first week in July. Previous efforts to get Secretary of State Marshall to open sessions also collided with prior commitments.

ONE of the fruits of NAB Justin Miller's leadership in battling for freedom of radio is invitation from important publishing firm to author some titled "Freedom of Expression." Preoccupied with his regular duties, Judge Miller first said he couldn't undertake assignment, but importance of this fundamental and sorely needed work may change his mind.

NOBLE EXPERIMENT of WQQW, Washington, daytimer managed by ex-FCC Blue Booker Ed Brecher, has gone by boards. Station proclaimed it would accept only one spot each 15-minute segment. When owners found total take couldn't yield enough to pay overhead, they switched. They're now taking conventional spots and commercials back-to-back.

PERFORMANCE of new musical works on radio delayed by logjam at Copyright Office, (Continued on page 86)

Upcoming

July 7: Petrillo Inquiry, Subcommittee of House Labor Committee, Caucus Room, Old House Office Bldg., 10 a.m.

July 7: Hearing on Jones FCC Nomination, Senate Interstate Commerce Committee Room, Capitol, 10 a.m.


Bulletins

WOL Washington starts giving race results and prices today (July 7) “as public service” on Art Brown's afternoon program, station announced Thursday. This is practice for which WWDC Washington filed complaint with Federal Trade Commission against WGAY Silver Spring, Md. [Broadcasting, June 23].

RADIO to get more than $1,000,000, or about 23% of total $4,000,000-$4,500,000 advertising budget to be earmarked for broadcasting when Congress approves War Dept. appropriation (early story page 18). Percentage about same as last year. N. W. Ayer & Son awarded contract for next fiscal year.

WBAL Baltimore's complaint against FCC and its Blue Book was dismissed Thursday in U. S. District Court for D. C. on grounds station should await final FCC decision before seeking court relief.

Memo opinion, signed by Associate Justice James M. Proctor who heard arguments in April 28 (Broadcasting, April 29), dissolves temporary injunction, issued by Associate Justice T. Alan Goldsborough in same court in February. This had stayed further FCC proceedings in case pending completion of litigation. Formal order to be signed shortly. Opinion based on procedural findings and expressly “refrained from any consideration of the merits of the controversy before the Commission or the propriety of the report in question [Blue Book].”

FCC now expected to set date for hearing on WBAL renewal and rival application of Drew Pearson & Robert S. Allen for Baltimore station's 50-kw, 1090-kc facilities. Hearing had been slated Feb. 25.

Business Briefly

WJZ LOCAL GAIN • Gross local billings of WJZ New York first half of 1947 up 9.7% over same period last year, local June revenue up 7% while total national and spot revenue increased 4% over June 1946. Total six-month revenue exceeds 1946.

LAMBERT TEST • Lambert Pharmaceutical Co., St. Louis, for Listerine shave cream, begins test spot campaign July 7 on two stations in Johnson City and Bristol, Tenn. If successful, schedule will be expanded. Agency, Lambert & Feasley, New York.

SOAP BOX DERBY TV • Television film rights for Chevrolet Soap Box Derby in New York, Atlanta, Detroit, Los Angeles, Bristol, Conn., with finals to be held in Akron, secured by ABC. U. S. Rubber Co., Akron, to sponsor.

WING PROPOSES INQUIRY BY FCC ON NETWORK RULES

FCC examination of its network rules, to determine if they are achieving intended purposes, proposed by WING Dayton in letter to all Commissioners.

J. P. Williams, WING general manager, proposed inquiry on basis of station's decision not to sign two-year renewal contract with ABC. Renewal pact, as submitted by network, contained six-month cancellation clause, he wrote FCC [Broadcasting, June 23].

Williams letter contains detailed account of relations between WING and ABC along with facsimiles of telegrams and letters, and minutes of affiliate meetings. Station contends network threatened termination of contract unless it would agree to clear time for certain programs rejected in favor of local programs and that six-month clause was punishment inflicted by ABC.

Court Rejects WBAL Blue Book Plea

WBAL and Hearst Radio, licensee, considered sure to appeal now to U. S. Court of Appeals for D. C. Effect of this on FCC plans to set hearing date on WBAL and Pearson-Allen applications not known. Messrs. Pearson & Allen and associates (Public Service Radio Corp.) expected to ask FCC to proceed with hearing.

While granting FCC's major motion—to dismiss WBAL complaint—Judge Proctor denied Commission plea for three-judge court, denied in previous hearing.

Judge Proctor's memo opinion said relief sought by WBAL would “in my opinion” be “improper interference” with FCC procedures. He said courts cannot stand in constant watch and supervision over proceedings before governmental agencies to prevent some erroneous or wrongful action. He said proper appellate course is provided in Communications Act Sec. 402(b), relating to appeals to Court of Appeals for D. C. after final FCC actions. FCC and WBAL had agreed Sec. 402(b) not applicable.
5000 WATTS DAY & NIGHT

WILMINGTON DELAWARE

Sells for it effectively covers a prosperous spending market comprising Delaware, southern New Jersey, parts of Maryland and Pennsylvania.

Your advertising dollars are wisely spent in this sales-producing area. Learn how economically this progressive station develops sales for you.

A STEINMAN STATION AFFILIATE

RADIO ADVERTISING COMPANY

NEW YORK • CHICAGO
SAN FRANCISCO • LOS ANGELES
Tell your Philadelphia story on WIP with the Fulton Lewis, jr. program—the nation's biggest cooperative on the air today.

On 254 stations from coast to coast, local and national advertisers are sponsoring this noted commentator—and getting results. Fulton Lewis, jr. reports the news as he sees it — and his audience keeps on growing.

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale
In Tom Swafford's hand a stop-watch looks good! He has clocked so many shows that his left thumb has assumed a permanently prehensile position. Still on the sunny side of 30, Tom broke into radio in Weslaco, Texas, at the age of 17. After dipping into Blackstone during a pre-law course at UCLA Tom wound up in Hollywood where he worked on such productions as "Cavalcade of America." KGW lured him away from the "moo'm picture" capital in 1944. Not one to beat the tom-tom in his own behalf, Tom, the man behind the plate glass panel on so many successful live-talent KGW shows, richly deserves this recognition. Tom, too, is helping KGW produce exceptional sales results for its advertisers.
Spot Radio — the use of individual radio stations — is the oldest form of radio advertising. For this reason, advertisers have had greater experience with this highly-productive, harder-hitting medium than with any other kind of radio.

However, the experience most important to audiences and advertisers alike is the long and successful experience of these stations in handling spot broadcasting intelligently, efficiently, and with great success.

**SPOT RADIO LIST**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
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<td>Worcester</td>
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**REPRESENTED NATIONALLY BY**

**EDWARD PETRY & CO., INC.**

NEW YORK • CHICAGO • LOS ANGELES

DETROIT • ST. LOUIS • SAN FRANCISCO

ATLANTA • BOSTON

**THE YANKEE AND TEXAS QUALITY NETWORKS**
Feature of the Week

Pardon me, what station are you listening to?

Land sakes, honey...WFLA, of course!

CULMINATION of nearly two years of intense promotion took place when WATG-FM took to the air in Ashland, Ohio.

Robert M. Beer and Edgar Koehl, owners of WATG and publishers of the Ashland Times-Gazette made certain that residents of the area knew what FM was all about before it ever came to town by daily ads and stories in the Times-Gazette, in addition to folders and other forms of advertising. Newspaper advertising space alone amounted to almost $3,000.

Before the station ever took the air, it had sponsored a football guessing contest, a softball team, a lawn bowling team and a boxing show. It even went so far as to have a Goodyear airship fly over the area displaying an electric sign reading “smooth FM.”

That the campaign was successful is attested by the fact that WATG had 42 sponsors—all on one-year contracts, before it even went on the air on May 18. In addition, surveys by the station show great increases in sale of FM sets. The station has increased the number of sponsors to 56, executives said last week.

WATG operates on 100.7 mc with 8500 w and broadcasts 81 hours a week at present. The station has a staff of 11, including two engineers, program director, commercial manager, news editor, control operator, three announcer-control operators, and two secretaries.

Sellers of Sales

A SIDE from his capabilities at buying radio time, Charles (Chuck) Wilds, N. W. Ayer & Son’s newest time buyer, has such diversified outside skills as umpiring tennis matches and mastering the French language.

Mr. Wilds was born in New York City on Oct. 4, 1918. When he was about six years old his father moved to Riverdale, where he has maintained residence ever since. He attended Riverdale Country School but in 1930 went to Switzerland for a year to study French. Upon his return he attended the Hotchkiss School in Connecticut for the next four years and then went to Williams College, where he majored in English. In 1940 he received his Bachelor of Arts degree, then finished his formal education with a half year’s work at Harvard Business School.

In 1941, he moved into the advertising world, joining Ruthrauff & Ryan as a mailroom clerk. Soon he was transferred to the agency’s radio department, where he became an assistant time buyer and then a time buyer.

During the war Mr. Wilds joined the Navy and saw much of the world. Because of his knowledge of French he was attached to the 8th Fleet in the Mediterranean. He was on active duty in Oran, Bastia in Corsica, Southern France during the invasion, Marseille and French Morocco. In 1945 he was discharged and returned to his position at R & R.

He bought time at that agency for Garrett Wine, Lever Brothers in Canada, Prest-o-lite in Canada and U. S., Chrysler and Dodge, Ruppert Beer, American Airlines, and G. Washington Coffee. On June 23, Mr. Wilds resigned from R & R to join N. W. Ayer & Son, in a similar capacity.

The Wilds—his wife is the former Elizabeth Newman—have been married for six years. They have two children, Peter 5, and Adrienne, 3½ months.

Mr. Wilds is a member of the Tennis Umpires’ Association and spends many of his week-ends umpiring and playing tennis. He is a stamp collector and a member of the Riverdale Yacht Club, as well as Psi Upsilon Fraternity.
DURING A REHEARSAL BREAK, SHE DISCUSSES PLANS FOR SCREEN STAR GENE TIERNEY'S GUEST INTERVIEW ON SHOW.
CAREER GIRL AT WORK

Radio commentator and staff rise early, work late to prepare woman's view broadcast

Margaret Arlen, of Columbia's New York Key Station, WCBS, is the comely woman's commentator Billboard calls “No. 1 among the metropolitan girls who talk for a living on the air”.

She's easy on the eyes (as you can see). And hundreds of thousands of her listeners will testify she's equally easy on their ears.

THE MARGARET ARLEN SHOW gives listeners details...sidelights...inside information on the life and luminaries of New York. The accent's on variety, both in guests and subject-matter. With the greatest of ease, Margaret and co-broadcaster Harry Marble whisk fans from food and fashion, to science and sociology!

Keeping listeners in-the-know keeps Margaret and the program staff of six constantly on-the-go—covering social and civic events...attending theatre and movie openings...interviewing guests...researching. But their efforts are well rewarded. For a long time now, THE MARGARET ARLEN SHOW has held top Hooper rating among New York's woman-commentator programs!

Recently WCBS expanded THE MARGARET ARLEN SHOW to accommodate additional participating sponsors. There are a few available spots left—between 8:30 and 9:00 A.M. weekday mornings. If you'd like to know more about this advertising opportunity call WCBS or any Radio Sales office.
BASIC BEAUTY HINTS, demonstrated by Eddie Senz on writer Alice Gershon, enable the program to give listeners valuable make-up advice.

YARNS OF YESTERDAY... Listeners write appreciatively of the many quaint and curious facts gleaned from Harry Marble's daily feature, his own informative "Almanac".

PERSONAL ENDORSEMENT of sponsors' products is based on actual test-use by program's principals. Launderette chain is among current Arlen participating sponsors.

PUBLIC SERVICE NEEDS and projects, such as the Bulova Long Island Watch School for handicapped veterans, play an integral part in over-all planning for Arlen program.

(LEFT) MARGARET GOES TO WONDERLAND to meet Tweedle-dum and Tweedle-dee; makes mental notes of tricks of the trade employed behind the footlights at the current Broadway stage version of "Alice in Wonderland".

(LEFT) MARGARET GOES TO WONDERLAND to meet Tweedle-dum and Tweedle-dee; makes mental notes of tricks of the trade employed behind the footlights at the current Broadway stage version of "Alice in Wonderland".

(LEFT) MARGARET GOES TO WONDERLAND to meet Tweedle-dum and Tweedle-dee; makes mental notes of tricks of the trade employed behind the footlights at the current Broadway stage version of "Alice in Wonderland".
FOOTWORK!

This frenzied soul is our Hal Hoag of the Hollywood Office, responding to the adage that you gotta make calls to get results. Matter of fact, all of us here at F & P respond to that adage. It's the Number One rule in our book. Hence if you've got an assignment that takes footwork, and fast—give us a hint of it. And watch our dust!

FREE & PETERS, inc.
Pioneer Radio Station Representatives
Since May, 1932
Senate Expedites Jones Consideration

Hearing Is Today; GOP Leaders Pushing

By RUFUS CRATER

Both advocates and opponents were racing against time last week in the fight over President Truman's nomination of Rep. Robert F. Jones (R-Ohio) to membership on the FCC.

A hearing today (Monday) was scheduled by the Senate Interstate Commerce subcommittee handling the nomination to question three men who purportedly made affidavits linking Rep. Jones with the Black Legion.

This session, slated to be limited to one day and to testimony of the three affiants, was authorized by the full committee Thursday in a 45-minute executive session which was followed by a subcommittee hearing in which the editor of a Lima, Ohio, newspaper defended Rep. Jones against the charges.

Robert C. Barton, managing editor of the Lima News, told the subcommittee that both Virgil Herbert Effinger, one of the affiants, and Mrs. Effinger, had told him recently that Mr. Jones had never been a member of the Black Legion.

Other Affiants

Other affiants are Glenn E. Webb, a member of the executive board of the Lima local of the CIO United Electrical Workers, and Frank Barber. Authorities said the three would be summoned and warned that if they perjured themselves they would be liable for prosecution for contempt of a congressional committee.

Sen. Homer Capehart (R-Ind.), designated chairman of the subcommittee in the absence of Sen. Owen Brewster (R-Me.), set the date for hearing the three affiants. Sen. Brewster, it was learned, will return in time for the meeting.

Sen. Robert A. Taft (R-Ohio), chairman of the G.O.P. Policy Committee, and his Ohio colleague, Sen. John W. Bricker, attended the committee meeting Thursday and urged confirmation of the 40-year-old Congressman. It was learned that the committee members had no objection to confirmation but felt that the men who made the affidavits should be questioned in view of the charges they leveled.

Supporters of the FCC nominee confidently predicted early approval by the committee and subsequent Senate confirmation despite apparent delaying tactics of some Democratic left-wingers who fell in with Commentator-Columnist Drew Pearson's one-man campaign to block the nomination. Several Senators including Warren G. Magnuson (D-Wash.) told Broadcasting they expected relatively swift confirmation.

Pearson Precipitated Hearing

Mr. Pearson, attempting to link Rep. Jones with the Black Legion, precipitated the first hearing June 27 [Broadcasting, June 30] and subsequently cited the Effinger and Webb affidavits in support of his charges. Rep. Jones vigorously denied the accusations. The Barber affidavit, along with the others, was inserted in the record by Sen. Glen H. Taylor (D-Ia.) on the Senate floor Wednesday.

The strategy of the opposition appeared to be to hold up confirmation until Congress adjourns on or about July 26. A floor fight may be waged by some Democratic left-wingers-including Sen. Taylor and possibly Claude Pepper of Florida.

But with leadership of both parties actively backing him, Rep. Jones was expected to weather the storm.

Would Succeed Wakefield

Mr. Jones would succeed Ray C. Wakefield, California Democrat, whose FCC renomination was dramatically but inexplicably withdrawn by President Truman on June 18 [Broadcasting, June 23]. Upon Senate confirmation, he probably would take office about Aug. 1.

Mr. Pearson, commentator on ABC and a stockholder in Public Service Radio Corp. which is seeking the facilities of clear channel WBAL, Baltimore, may find himself embroiled in litigation because of his charges against the Commissioner designate. Rep. Jones, in a blazing statement to members of the Committee, served notice that he intended "in due course to take proper legal action."

The Senate committee decision to question the three affiants came at the close of a week in which:

1. Mr. Pearson spent a sizeable part of his Sunday night news conference denouncing his charges linking the Ohio Congressman with the Black Legion, and offered two affidavits as support.

2. The commentator again repeated his charges, this time in a letter to Sen. Wallace H. White Jr. (R-Me.), chairman of the Senate Interstate Commerce Committee, and asked the committee to call in the FBI to investigate the affidavits; he continued the campaign in his Washington column Thursday.

3. Rep. Jones on Tuesday sent to the subcommittee and other Senators a six-page sworn statement denying the charges in detail and countering that both affidavits offered by Mr. Pearson "are fabricated out of the whole cloth and rest upon a tissue of lies."

4. Sen. Taylor on the Senate floor Wednesday afternoon put copies of the two affidavits and a third, similar one into the record and served notice that he and "many other Senators" would want time on the floor to examine the case if any attempt were made to rush the nomination.

5. Sen. White replied to Sen. [Continued on page 70]

AFM Probers to Call Broadcasters

Union Head Is Expected To Testify Before Group Today

BROADCASTERS face subpoenas from the House Labor subcommittee investigating James Caesar Petrillo, AFM president, it was learned Thursday as the three-man probing body prepared to put the union czar on the stand this morning (July 7).

This subcommittee plan highlighted a week of relative inactivity in the employer relations field as broadcasters and unions devoted themselves to intensive study of the import of the Taft-Hartley Act and the Supreme Court decision upholding the Lea Act.

The broadcasting policy of watchful-waiting and study followed the general trend in the whole industrial picture as sweeping effects of the two-ply action became apparent. All parties agreed that the changes are of unprece-

дented importance and all conceded that numerous court tests will be necessary to clear up combined effects of the Taft Act ruling and the Taft-Hartley law.

The House subcommittee plan to subpoena broadcast executives as witnesses in the Petrillo hearing developed when the probers found them loath to provide information against the music ruler. Despite the strong language of the Supreme Court in upholding the Lea Act, the probers found broadcasters afraid to volunteer testimony against Petrillo.

Many Will Be Subpoenaed

Rep. Richard M. Nixon (R-Calif.), subcommittee member, told Broadcasting many industry executives will have to be subpoenaed. "Their attitude is that they don't want to rock the boat," Rep. Nixon said. "They would rather pay off than face the displeasure of Mr. Petrillo and the threat of a close-up which he wields."

In discussing plans to subject Petrillo to careful questioning, Rep. Nixon declared that the subcommittee, which is headed by Rep. Carroll D. Kearns (R-Pa.), may find the basis for new labor legislation in the AFM hearings starting today. New safeguards may have to be written against feather-bidding and union welfare funds, he said, if it is shown that the Taft-Hartley law does not furnish sufficient protection against these abuses. Third subcommittee member is Rep. Graham Barden (D-S.C.).

Mr. Petrillo will be the first witness in the subcommittee's hearings. The first phase of the investigation is scheduled to last only two days. The subcommittee then will review its course and decide on its future course.

Rep. Nixon said the probers are aware that a certain amount of pro-Petrillo sentiment has been aroused due to popular reluctance to "rock" (Continued on page 72)
N. W. AYER IS AWARDED CONTRACT BY WAR DEPT.

Contract for the 1948 fiscal year Army recruiting campaign has been awarded to N. W. Ayer & Son. Proposed expenditure involves between $4,000,000 and $4,500,000 subject to Congressional approval of appropriations.

N. W. Ayer is now entering into negotiations with the War Dept.'s Military Personnel Procurement Branch, under Maj. Gen. St. Clair Street. Contract contains no renewal provisions, so that the 1949 contract will offer new competitive opportunity.

Board of officers awarded the contract. The only civilian member was Frank C. Page, IT&T vice president. Ayer was selected from 13 agencies invited to make presentations. Agencies included: J. Walter Thompson Co., Young & Rubicam, N. W. Ayer & Son, BBDO, McCann-Erickson, Foote, Cone & Belding, Rithrauff & Ryan, Dancer-Fitzgerald-Sample, Biow Co., Grant Adv., Benton & Bowles, Compton Adv., D'Arcy Adv.

SALE OF WKBW BUFFALO REACHES COMPLETION

SALE of WKBW Buffalo to Broadcasting Foundation Inc., a subsidiary of the Churchill Tabernacle, [Broadcasting, May 19] was concluded last week after lengthy litigation, an announcement by James Lawrence Fly disclosed. Mr. Fly, former chairman of the FCC, is counsel for Broadcasting Foundation. The purchase had been arranged several weeks ago and awaited only the signature of the Buffalo Broadcasting Corp., owner of WKBW. According to Mr. Fly, the selling price was $375,000, plus the payment of incidental costs resulting from the sale and the abandonment of impending litigation. Churchill Tabernacle built WKBW in 1926 and was its original owner. In 1931 the station was sold to the Utica Broadcasting Corp., but the Tabernacle retained the rights to 17 1/2 hours of broadcast time each Sunday. The terms of this sale led to an extended series of hearings by the FCC.

Yankee Boosts Spots

CONTINUED RISE in spot business and renewals was reported last week by WNAO Boston and the Yankee Network. 172 announcements and station breaks for new accounts and 194 renewals were scheduled to start last week.

Kellogg Now on 205

KELLOGG Co., Battle Creek, Mich., on June 30 added 95 ABC stations to Galen Drake on ABC, Mondays through Fridays, 11:30-11:45 a.m., bringing to 206 the total number of ABC stations carrying the show. Agency is Kenyon & Eckhardt, New York.

NATIONAL NETWORK HOOPERS

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsors</th>
<th>Agency</th>
<th>Year Ago</th>
<th>Hooping-</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Screen Guild Players</td>
<td>155</td>
<td>Lady Esther Sales Co. Inc.</td>
<td>The Blom Company</td>
<td>16.0</td>
<td>11.7</td>
<td>+4.3</td>
</tr>
<tr>
<td>3. Mr. District Attorney</td>
<td>134</td>
<td>Bristol-Myers Company</td>
<td>Doherty, Clifford &amp; Sheffind, Inc.</td>
<td>14.2</td>
<td>15.8</td>
<td>-1.6</td>
</tr>
<tr>
<td>5. Fibber McGee &amp; Molly</td>
<td>144</td>
<td>S. C. Johnson &amp; Son, Inc.</td>
<td>Needham, Louis &amp; Broby</td>
<td>13.6</td>
<td>12.8</td>
<td>+0.8</td>
</tr>
<tr>
<td>7. Duffy's Tavern</td>
<td>136</td>
<td>Bristol-Myers Co.</td>
<td>Young &amp; Rubicam</td>
<td>12.1</td>
<td>14.3</td>
<td>-2.2</td>
</tr>
<tr>
<td>8. Fred Allen</td>
<td>145</td>
<td>Standard Brands Inc.</td>
<td>J. Walter Thompson Co.</td>
<td>12.1</td>
<td>9.0</td>
<td>+2.9</td>
</tr>
<tr>
<td>9. Your Hit Parade</td>
<td>160</td>
<td>American Tobacco Co.</td>
<td>Foote, Cone &amp; Belding</td>
<td>12.0</td>
<td>9.1</td>
<td>+2.9</td>
</tr>
<tr>
<td>10. Dashiel Hammett's</td>
<td>136</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. This Is Your F. B. I.</td>
<td>217</td>
<td>Norwich Pharmacal Co.</td>
<td>Lawrence C. Gumbinner Adv.</td>
<td>10.6</td>
<td>10.5</td>
<td>+0.1</td>
</tr>
<tr>
<td>12. F. B. I. in Peace &amp; War</td>
<td>80</td>
<td>Procter &amp; Gamble Co.</td>
<td>The Blow Co.</td>
<td>10.3</td>
<td>8.6</td>
<td>+1.7</td>
</tr>
<tr>
<td>13. Can You Top This?</td>
<td>141</td>
<td>Colgate-Palmolive-Peet Co.</td>
<td>Ted Bates</td>
<td>10.3</td>
<td>9.1</td>
<td>+1.2</td>
</tr>
<tr>
<td>14. Take It or Leave It</td>
<td>143</td>
<td>Eversharp, Inc.</td>
<td>The Blow Co.</td>
<td>10.3</td>
<td>10.4</td>
<td>-0.3</td>
</tr>
<tr>
<td>15. Life of Riley</td>
<td>136</td>
<td>Procter &amp; Gamble Co.</td>
<td>Dancer-Fitzgerald-Sample</td>
<td>10.0</td>
<td>9.5</td>
<td>+0.5</td>
</tr>
</tbody>
</table>

*Includes first and second broadcasts.

WM. GRANT, PRESIDENT OF N. Y. AGENCY, DIES

WILLIAM A. GRANT, 74, president and treasurer of Grant & Wadsworth Advertising Agency, New York, died on June 29 in the Stamford, Conn., hospital after an illness of several months. He was a resident of Stamford.

The early part of Mr. Grant's career was spent in Chicago, where for 14 years he was vice president of the Franklin Co., and for five years president of the Rathbun Grant Co. During the first World War he was in charge of publicity for the Bureau of Public Information and during the Harding Presidential campaign of 1920 he directed publicity for the Republican National Committee. He formed Grant & Wadsworth Inc. in 1923.

Surviving are his wife, the former Maud Carpenter, and two sons, Edward J. and Charles C. Grant.

Sheldon Joins WOR

JAMES SHELDON, former radio director of MacFarland, Aveyard & Co., New York, has joined WOR New York, in the newly created post of executive producer. He succeeds Tom Moore, who has resigned as program coordinator to return to the advertising agency field. Prior to his association with MacFarland, Aveyard, Mr. Sheldon was a producer and director at ABC and has also served at NBC. Mr. Moore has not yet announced his future plans.

New Lever Show


CHARLES BARRY MADE ABC VICE PRESIDENT

CHARLES C. BARRY has been elected vice president in charge of programs and television of ABC, according to an announcement last week by Robert E. Kintner, the network's executive vice president. Mr. Barry succeeds Adriaan Samish, who has resigned effective August 1 to become president of Show Productions Inc., radio and television subsidiary of Dancer-Fitzgerald-Sample, New York.

The new ABC vice president entered radio as an announcer for NBC in Washington, D. C. Mr. Barry was later assigned by the network as special presidential announcer to the late Franklin D. Roosevelt. He became a program executive of the Blue Network when it was formed into ABC, remaining in that capacity until his current promotion.

Mr. Samish, as president of Show Productions, will be in charge of all radio and television activities of Dancer-Fitzgerald-Sample. The position is newly-created, according to the agency.

P & G Renews

PROCTOR & GAMBLE Co., Cincinnati, has renewed two five-weekly programs on ABC for 52 weeks. Tom Breneman's Breakfast in Hollywood program, heard Mon.-Fri., 11-11:15 a.m., was renewed on July 1 for Ivory Flakes. Wally Snow, who replaced The Kenny Baker Show on ABC on June 30 and is heard Mon.-Fri., 12 noon-12:30 p.m., for Crisco and Ivory Snow, also was renewed on July 1. Compton Advertising, New York, handles both programs.

Page 16 • July 7, 1947
WHCU Requests Ruling
On Airings Of Local Issue

THE QUESTION of the famed Mayflower Decision's ban on "editorializing" by radio stations was put squarely before the FCC two weeks ago that the Com-
mmission was disposed to hold public hearings for that purpose this fall [Broadcasting, June 19].

Whether the Cornell petition would speed the process is anybody's guess. Some FCC officials doubted that hearings could start before Sept. 1, and thought the date probably would be later.

Chairman Denny told the House Subcommittee that "this summer we have these three international [Atlantic City] conferences coming up which are going to take a great deal of our time. Then we have the clear channel hearing which is still running, and it does not seem that there is any possi-
bility of getting to the editorializing problem until fall."

NAB and its President Justin Miller have been consistently outspoken against the Mayflower editorializing rule, which they contend infringes on free speech.

WHCU's petition, filed Wednesday by the Washington law firm of Cohn & Marks, said Cornell U. takes the position that "it can more adequately fulfill its responsibility and that it can more properly serve the community" by presenting its own views along with all others on a pending public issue. It expressed "uncertainty" about its right to do this, in view of the Mayflower Decision's assertions that:

Under the American system of broadcast-
ing it is clear that responsibility for the conduct of a broadcast station must rest initially with the broadcaster. It is equally clear that while the limitations in frequencies inherent in the nature of radio receivers the public interest can never be served by a dedication of any broadcast facility to the support of its own partisan ends.

Radio will serve as an instrument of democracy only when devoted to the communication of information and the exchange of ideas. Simply and adequately presented. A truly free radio cannot be used to advocate the causes of the li-
censee. It cannot be used to support the candidates of friends. It cannot be devoted to the support of principles he happens to regard most favorably. In brief, the broadcaster cannot be an advocate.

The Mayflower case involved the application of Mayflower Broadcast-
corporation for the facilities of WAB, then operated as part of the network. The commission denied the application of WAB for li-
cense renewal. Mayflower was found to lack financial qualifications and to have made false representa-
tions.

The WAAB renewal case in-
volved charges that the station in years past had taken sides in po-

tical campaigns and public con-
troversies. The order recognized the fact that this policy had been abandoned and granted renewal, but in so doing it enunciated its own policy against editorializing.

WGAR's Power Output
Is Boosted to 50 KW

WGAR Cleveland increased its power from 5 kw to 50 kw July 4. Boost added a half million listen-
ers in the station's coverage area, according to WGAR estimates.

Switch, made during special dedi-
cation program 1:15-1:30 p.m., included messages by Cleveland Manager Thomas Kobak, general manager John F. Patt, a remote from New $350,000 trans-
mitter plant in Broadview Heights, Ohio, and Sportscaster Van Pat-
rick interviewing from Cleveland Stadium Indian President Bill Veeck, Manager Lou Boudreau and Bob Feller.

Following the switch, first broad-
cast on 50 kw was play-by-play of Cleveland-Detroit ball game from Stadium.

Special programs included a half-hour salute shown by Cle-
hapade and Hollywood and starting at 7 p.m. Hollywood portion was un-
der title, "More Power To You," featured former Clevelanders, in-
cluding ex-WGAR Staffers Jack Paar, Bill Forman, Clyde Wood and Bob Kelley, plus Adolphe Menjou and Norm Siegel, ex-radio editor Cleveland Press now with Paramount. Detroit portion was salute from sister station, WJB Detroit.

There was a half-hour pick-up at 8:30 p.m. from annual Festival of Freedom celebration at Cle-
hapade Stadium.

May Tube Production

May production of broadcast re-
tuber tubes totaled 1,657,237 units, according to Radio Manu-
facturers' Assn., compared to 1,6-
18,672 in April. The May output consisted of 7,969,315 tubes for new sets, 3,279,920 for replacement, 2,529,922 for export, 34,080 for Government use.

NAB Votes Network By-law 629-28

Result of Referendum
Provides Associate Member Status

The four national networks for the first time hold simultaneous membership in NAB, but these memberships are associate rather than active as a result of a change in the association's by-laws, effec-
tive July 1.

Referendum of NAB's 1,100-odd active members in June brought an overwhelming vote of 929 to 28 in favor of a change to the by-

NAB's legal department is completing work on details of the second referendum.

Meaning of By-law

The network membership by-law means that network representa-
tives henceforth can sit on the board only as observers by invita-
tion, unless a network executive is directly elected as a district director or director-at-large while standing as a candidate representing a net-
work-owned station.

Two network stations are on the board have been Frank Stanton, CBS; Frank M. Russell, NBC, and Edgar Kobak, MBS. ABC was not a member prior to July 1. Mr. Kobak sat by choice as an observer.

Unless Mr. Russell is elected as representative of one of NBC's owned stations, he will leave the board following 17 years' service. The new membership by-law provi-
sion requires that in the case of group-owned stations, the lesser station or stations are ineligible for membership unless the larger station or stations (based on dues)
Philco Blazes Pioneering Radio Trails

Seeking Leadership In Television And FM

By J. FRANK BEATTY

THERE are few frills at Philco. Plush would be out of place at the multi-acre collection of fast-produced buildings at Tioga & C, North Philadelphia. Even the executives ride in a freight elevator, squeezed into a corner by trucks and mail carts.

Parallel rows of production lines hum and clatter continuously, but for sheer artistry in humming and clattering there's nothing finer than the emanations from a conference of Philco executives.

A few factory offices have been flossed up a bit, but the only note of luxury is a lunch room for the upper bracket and visitors. Food and fittings are elegant, but the motif is practical, like everything else around the place. Here executives and their guests gather, ostensibly to eat. They eat, and well. And here's the practical note. They also talk—across the table and across the room, and mill about from group to group. That lunchroom adds an hour's time and a half-dozen conferences to the Philco executive's day.

Philco has no radio department, as such. No set of carefully documented files can yield a history of company advertising. Nobody knows the Hooper on Bing Crosby, Burl Ives or Don McNeill; nor are the figures available on the premises. No statistician can produce a series of charts showing the cost of reaching 1,000 listeners in Philadelphia each month of the year, each hour of the day, by each advertising medium.

All that is fancy stuff to James H. Carmine, vice president in charge of merchandising, and John F. Gilligan, advertising manager.

But ask them how many Philco radios were sold in Philadelphia last year, or how many will be sold this year, and they'll smile knowingly. Ask them again for an answer, an audible answer, and the smiles will persist but not an iota of information will they yield.

Every little fixture, every technique, every operation at Philco has a meaning all its own, or is removed from the premises. If it doesn't make or sell more, or better, Philcos it doesn't belong. Yet despite the fierce activity that pervades the place everything is planned, carefully though hastily planned.

The way Bing Crosby airily tosses off his "Pardon me gentlemen, would you object to a word or two from the Philco man," is deliberately designed, like every feature of the program, to pull the listener into a cozy state of contentment. In that state his resistance to the commercial is at a minimum, or more likely his attitude changes.

Philco got into radio in the first place after producing storage batteries since 1892 and trickled utilized devices for radio sets beginning in 1919. BCA came into the latter in the 20's, with a tube that utilized alternating current from a light plug; Philco acted quickly, and helped into radio and advertising. The company sold 95,000 radios in 1928, 400,000 in 1929 and by 1930 was in first place where it has remained and where it plans to keep on remaining.

The radio enterprise was so successful that the company started looking around for a product that would keep its distributors busy during the dead radio months. A small refrigerator business happened to be available, and the company went into refrigerators in 1938 with the samezoom that it marked its radio efforts. The line has since been extended to home freezing and air conditioning units.

By the time the battery and charger business was rolling along nicely in the mid 20's, the company took up the radio medium on a nationwide basis with the idea of integrating it with the appliance business.

Radio, it was then felt, and is now felt, is the linchpin of the entire field of business and industry.

The OHE ban does not apply to "radio and television towers and other transmitting and receiving equipment" to be installed in building applications.

OHE estimated that the 15-month building ban had delayed more than $2,000,000,000 in construction projects. This figure covers the entire field of business and industry.

In the standard broadcasting field, many new station projects have been delayed by the refusal of local boards to issue permits. FM and television projects have been able to proceed in many cases despite the building ban because grants have been able to be used to avoid plants. Lifting of the ban will permit broadcasters using temporary facilities to go ahead with plans for facilities of a permanent type.

INTTEGRATED merchandising technique used by Philco Corp. to attain leadership in production and sale of radio sets is described in the last issue. This article, second and last in the Philco series, explains how the company became the first spectacular user of radio advertising and what it plans to do in the future. Other articles describing how leading advertisers have attained sales success through radio will appear in future issues.

CROONER CROSBY'S face as well as voice are kept before the public by Philco Corp. in campaigns tied in with broadcast series.
All fires start small!

Legend says a cow kicked over a lantern and Chicago almost burned down.

It has been said a passenger tossed a cigarette over the side ... and the Morro Castle burned.

They say a careless camper can leave a fire ... and half of Oregon's forests can be destroyed.

Fire fighters are taught ... don't try to put out a fire when you see it getting started. Turn in the alarm ... and then go back to the fire.

If competition is building a fire under your markets ... turn in the alarm. In Baltimore it's W-I-T-H that brings on the people who'll pull you out of trouble.

W-I-T-H is the successful independent that delivers more listeners-per-dollar-spent than any other station in town.

WITH
AM and FM
Baltimore 3, Md.

Tom Tinsley, President  *  Represented Nationally by Headley-Reed

July 7, 1947  *  Page 19
ITU Hears Plan for Union With UN

600 Delegates From 71 Nations at Meeting in Atlantic City

A CLOSE UNION between the United Nations and the International Telecommunications Union was proposed Wednesday by Gar- rison P. W. BROWN, Assistant Secretary of State for Transportation and Communications, in an address before more than 600 delegates from 71 nations at the opening general session of the International Telecommunications Conference in Atlantic City.

Charles R. Denny, FCC chairman, and Francis C. Wolf, chief of the State Dept. Telecommunications Division, were elected chairman and vice chairman of the conference. They are also chairman and vice chairman of the American delegation to the three world telecommunications conferences, of which this is the second, and hold the same position at the International Radio Conference, which began its meetings May 16.

The heads of the 71 national delegations to the ITU had power to sign the basic treaty which the conference will draft, laying down the general principles of international regulation in the communications field which will be subject to ratification by the governments.

Last year a short preliminary conference was held in Moscow in preparation for the present meeting. In the entire 44-year history of these conferences, none has ever concluded without reaching an agreement.

The International Telecommunications Conference will revise the existing treaty promulgated at the Madrid Conference in 1932 and consider new business raised by the International Radio Conference. In addition to the technical problems of worldwide allocations and frequencies and their regulation, matters to come before the ITC will include such administrative problems as a set of procedural regulations to be used in regard to international conferences, the basis for admitting countries to membership in the International Telecommunications Union, and the voting system to be adopted.

Proposed Plan Drafted

Pointing out that the conference "cannot fail to consider the question of relationship of the ITU to the UN," which was not in existence at the time of the Madrid Conference, Secretary Norton reported that the UN Economic and Social Council, at a meeting in New York a year ago had asked for a world telecommunications conference to review the organization of ITU and bring it into relationship with UN. A proposal prepared by the UN secretariat to achieve this end will be submitted to the conference, he said.

Plans call for the creation of a permanent secretariat to replace the present bureaus. Administrative and plenipotentiary conferences would be held every four years, with administrative conferences of limited agenda to be called on short notice to consider special problems requiring immediate attention. Boards and committees of experts would be established.

Inability to make decisions between conferences has been one of the greatest handicaps of the present union, Secretary Norton said.

Replying to Secretary Norton on behalf of the other delegates, Giuseppe Gnome, head of the Italian delegation, said they would study the Rio De Janeiro and Moscow proposals and those presented by the Inter nacional Technical Conference to ITU's reorganization and its alignment with UN.

Howard Wilson Co. Will Dissolve on August 1

HOWARD W. WILSON CO., station representatives with offices in Chicago, New York, Hollywood and San Francisco, is still dissolving effective Aug. 1, it was announced this week in Chicago office.

Organization, which represented approximately 26 stations in the continental U.S. and had seven Canadian stations, has been functioning on a partnership basis of George Wilson and Mrs. Howard Wilson, his mother, since the death of Howard Wilson about two years ago. Mr. Wilson has already informed clients, attributing dissolution of company to the ill health of his mother and a desire to liquidate the company rather than sell it to any other station representative.

Takes N. Y. Job

CLARKE R. BROWN, former research director of H. W. Castor & Sons Advertising, Chicago, and radio director and account executive of Lake-Spiro-Shurman, Memphis, has been appointed marketing and research director by Harry B. Cohen Advertising, New York. Mr. Brown at one time also was radio director of Olian Advertising, St. Louis.

Open Coast Branch

MADISON Advertising Co., New York, has opened a West Coast branch at 600 Hobart Blvd., Los Angeles. William M. Ade, has been transferred from the New York office to be vice president of the West Coast operation and Seymour L. Gibson, who has been president of Madison in New York, has been appointed branch manager of the Los Angeles office.

CBK Uses 540

In the North American continent, the 540-kc frequency is now being used by CBK Watrous, Saskatchewan, 50-kw Canadian station. Present arrangement between the U. S. and Canada provides for the use of the band for broadcasting, France was also permitted to continue to employ the 520-kc frequency on a non-interference basis together with the distress services.

Lemke Asks 50 mc for FM; FCC Called to Explain Move

TRANSFER OF FM from the 100 mc back to 50 mc band was urged last week by Rep. William Lemke (R. N. D.) who presented his bill to accomplish the move to the radio subcommittee of the House Interstate & Foreign Commerce Committee at a hearing set for July 8. The hearing was postponed indefinitely late Thursday. The bill was introduced Jan. 20 (H. J. Res. 78) [Broadcasting, Feb. 3].

Mr. Lemke maintains that the FCC assigned this band to the subcommittee against an "overwhelming weight of evidence." He will make this charge directly to the FCC, which is expected to be represented before the group.

It was not known last week when the postponed hearing would be held. The Commission's authorities on the subject were absent—both Chairman Charles R. Denny and Commr. E. K. Jett were at the Plenary session of the International Telecommunications Conference. FCC officials were not expected to be too involved to be able to attend the hearing. The Committee negotiations were con- duted with Comr. Paul A. Walker.

Mr. Lemke told BROADCASTING that he also intends to call Pro- fessor H. Armstrong, FM inventor, before the group to support his bill. Professor Armstrong originally opposed the FCC's change, and has maintained since that the move greatly interfered with the rapid development of FM.

Mr. Lemke holds that the present assignment of FM to the 1560 mc band precludes radio managers from residents of the opportunity to en- joy the benefits of Frequency Modu- lation broadcasting." Backing his bill is E. F. McDonald, president of Zenith Radio Corp.

His bill would direct the FCC to reassign FM to the 50 mc band with power assignments "available up to at least the maximum power heretofore assigned to FM at any time."

Mr. Lemke has been a bitter critic of radio, and is expected to take full advantage of his chance to make his views known before the Radio Subcommittee to voice his views on what he calls "slush programs." He has warned that unless radio takes steps to reform itself, Congress will legislate reform.

He has been equally critical of the FCC, charging that it is a "political body," and suggesting that the Commissioners should not be appointed by the President. He has charged also, that FCC's action in moving, FM, "knobingly or unknowingly" gave a radio monopoly to the networks. This, he concludes, is one reason for the "poor quality" of radio programs today.

Accord Is Reached on Medium Wave

WILL MAKE 540 kc Available

AN AGREEMENT on medium-wave allocations has been reached by the Allocations of Frequencies Committee of the International Radio Conference which, if approved by the full conference, will make the 540-500 kc frequency available for assignment to standard broadcasting. The U. S. delegation opposes any further expansion of the standard broadcast band at the low-frequency end because of possible interference with the international distress and calling frequencies, which requires the allocation of 490-510 kc.

Committee agreed that in Europe, U. S. S. R. and India the band could be further widened to allow the 530-540 kc to be used in broadcasting. France was also per- mission to continue to employ the 520-kc frequency on a non-interference basis together with the distress services.

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Final committee finding will be presented to the full radio confer- ence, presumably at its next plen- ary session. Following approval by this conference, the proposal will be submitted to the plenipotentiary conference, which has treaty powers, for final ratification.
AUTOMOTIVE INDUSTRY
CHAMPION OF AMERICAN
LIBERTY AND FREEDOM

MICHIGAN'S GREATEST
ADVERTISING MEDIUM

WJR
50,000 WATTS

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

Represented by
PETTY

G. A. RICHARDS
Pro.

HARRY WISMER
Ass't. to the Pro.

OWEN F. URIDGE
V. P. and Gen. Mgr.

BROADCASTING • Telecasting

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Building Permits

PERMITS for two transmitter buildings have been granted by Office of the Housing Expediter, on appeal to the OHE Facilities Review Committee. WWNY Watertown, N. Y., was granted a permit for a $8,042 project. WHBY DePere, Wis., was granted permit for a $14,000 transmitter house.

Reports Sales Up

U. S. TELEVISION MFG. Corp. sales for the second quarter of 1947 will be substantially better than those for the first quarter, UST President Hamilton Hoge told the company's annual stockholders meeting June 24. Earnings for the first three months were $128,404 after allowance for taxes, equal to 40 cents a share, and Mr. Hoge estimated that earnings for the second quarter would be very satisfactory.

ABC CREW handling broadcast of National Open Golf Championship matches in St. Louis was headed by Harry Wismer (extreme l), network's sports director. L to r: Mr. Wismer; Ed Wilhelm, of Maxon Inc., agency for Gillette Co., sponsors of broadcast; Byron Nelson, noted golfer; Maurice Murray, ABC production man from Chicago; Walter MacDonald, Chicago engineer for ABC.

More Farm Service Is Plea of Ohioans

State Farm Bureau Federation Submits Resolution to FCC

A PLEA for more equitable distribution of radio service between rural and urban sections was submitted to FCC last week in a four-point resolution of the Ohio Farm Bureau Federation.

The Bureau, which is associated with several Ohio FM applications through affiliated groups, said its request was based on a feeling that "farmers of the state and nation are being under-served by the radio broadcasting industry in the designing of their programs primarily for the big metropolitan markets."

Bureau President Perry L. Green, announcing submission of the resolution, expressed a hope that further consideration will be given to the problem of improved farm coverage when the clear channel hearings reopen, now slated in late September.

The resolution proposed:

1. That an individual with experience and background in agriculture and rural radio be appointed to the FCC to fill the next vacancy.
2. That in accordance with the Communications Act, Sec. 307(b), the clear-channel waves should be more equitably distributed for rural and agricultural coverage throughout the U. S., instead of being concentrated in, and primarily devoted to, the big metropolitan markets.
3. That 540, 530, and 520 kc should be released by the Government as soon as practical, and made available to such applicants as will provide the best rural radio service within a homogeneous area.
4. That if superpower of more than 50,000 w is granted to any radio station in the U. S., such station shall give a fair portion of its time in each time bracket (8 a.m. to 1 p.m.; 1 to 6 p.m.; 6 to 10 p.m.; 10 p.m. to 6 a.m.) to programs and services of a distinctly rural nature.

Editors Prefer

NUMBER ONE interest of editors in 10 western states is for news and pictures of home town audience participation contests, according to a survey of the publicity department of ABC Western Division. 181 editors wanted this type of news and 154 of them also wanted pictures. Fashion mats and a weekly column of general radio news ranked third and fourth, respectively.

Cheaper FM Sets

LOWER-PRICED FM receivers are foreseen as a result of the FCC's proposal to modify the allocation plan for FM station assignment, which in effect would double the frequency separation between adjacent stations in the same area, according to R. B. Dome, electrical consultant of General Electric's Receiver Division. Mr. Dome said that field tests made under broadcasting conditions indicate that doubling FM frequency spacing from the present 400 kc to the proposed 800 kc would permit reduction of the number of tuned circuits from eight to about four.

greensboro, n. c.
5000 w. day & nite
Columbia affiliate
Edney Ridge, director
represented by hollingbery

Page 22 • July 7, 1947
"Birmingham is a Disk Jock’s Paradise." So says Variety.

And with good reason. One of its reporters checked the popularity of 86 platter shows in nine major markets, discovered that Birmingham record programs rack up an average rating of 7.3. That’s 300% higher than the overall average in the eight other cities.

Variety wound up its story with the comment: “The survey makes no attempt to analyze why Birmingham, of all places, likes its platter spinners.”

Station WAPI is the answer.

For more than a quarter-century, WAPI has broadcast the kind of radio fare Alabama listeners like—the big name shows of CBS... more local live talent originations than any other competing station... and record programs that build healthy Hoopers. Like these:

<table>
<thead>
<tr>
<th>TITLE</th>
<th>TIME</th>
<th>AVERAGE 1/2-HOUR RATING DEC.-APR. HOOPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROUND-UP TIME</td>
<td>8:15-9:30 A.M.* MON. THRU FRI.</td>
<td>9.5</td>
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<tr>
<td>ALABAMA HAYLOFT JAMBOREE</td>
<td>3:30-4:30 P.M. MON. THRU SAT.</td>
<td>7.0</td>
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<tr>
<td>MATINEE IN BIRMINGHAM</td>
<td>4:45-5:30 P.M. MON. THRU SAT.</td>
<td>8.9</td>
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</table>

On Monday, September 8, the average rating for disk jockeys in Birmingham is scheduled to start climbing to a new high. That’s the night WAPI will bring listeners the first edition of the new Tommy Dorsey Show (11:00 p.m. to midnight).

To jockey your product to first place in Birmingham, call WAPI or Radio Sales... and get Tommy Dorsey or one of WAPI’s other platter personalities to work for you.

*Now broadcast 8:15-9:00 a.m., Mon., Wed., Fri.; 8:15-9:30 a.m., Tues., Thurs.

"The Voice of Alabama" REPRESENTED BY RADIO SALES THE SPOT BROADCASTING DIVISION OF CBS
Here's the SCORE...

WFBL Leads with an Average Rating of 6.21 for all 40 Quarter Hour Daytime Periods... IN SYRACUSE 8 A.M. to 6 P.M. — Monday through Friday!

Station B — 5.65  Station D — 2.66
Station C — 3.82  Station E — 1.85

WFBL Leads in 24 of the 40 Quarter Hour Periods...

Station B in 12 periods  Station D in 1 period
Station C in 4 periods  Station E in None

WFBL and Station D tied in first place in one period.

ASK Free & Peters to show you complete Hooper Measurements of Radio Listening Audiences for Winter-Spring. It shows WFBL FIRST in total rated periods, and share of audience day and night!

WFBL IN

CBS Affiliate  5000 Watts
**HOOPER MEASUREMENT OF RADIO LISTENING**

**Winter-Spring Report**  
SYRACUSE, N.Y.  
December thru April

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<th>Time</th>
<th>Sets-in-Use</th>
<th>Rating Station B'</th>
<th>Rating Station C'</th>
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*Station E measurements based on interviewing conducted since February 3, 1947, and are submitted as indicative only.
§These ratings cover each half hour, as indicated, based on a sample exceeding 600 homes called and, therefore, acceptable as conclusive.
§§Based on a sample of less than 600 homes called and, therefore, submitted as indicative but not conclusive.
Should Radio Give Race Results?

Stations Must Consider Several Factors In Deciding

By JEREMIAH COURTNEY

WDTC's recent action in filing with the Federal Trade Commission a complaint of unfair competition against a Washington area station broadcasting horseracing results sharply focuses attention on the question of the advisability of any broadcast licensee's devoting a large segment of the broadcast day to such programs. Regardless of the action which may be taken upon the complaint by the Federal Trade Commission, there are a number of important factors which it would be well for all licensees to consider when dealing with the questions of the acceptance or handling of such programs.

The legal considerations include the following:

(1) Bookmaking is illegal in 47 of the 48 states and the District of Columbia. (Nevada alone licenses off-track gambling by statute. Twenty-seven other states have authorized horse-race betting within race-track enclosures, but the term "bookmaking" does not apply to these legalized activities.)

(2) Dissemination of racing news, including results, is not illegal; nor does knowledge of the fact that information is furnished to bookmakers make such dissemination unlawful.

(3) Although the dissemination of racing news is not illegal, telegraph and telephone common carriers will generally not be required by the courts to furnish to disseminators of gambling information transmission facilities, if the common carrier refuses to do so.

(4) Cases upholding the common carrier's refusal to furnish facilities to disseminators are based on the close connection existing between the disseminator and the recipient of the gambling information sought to be transmitted.

Legal citations abound in support of the following propositions and a classic example of the usual judicial reasoning is to be found in the law of the State in which WGAY, the station broadcasting the horseracing programs complained of, is located (Howard Sports Daily, Inc. v. Weller, 179 Md. 355, 18 A. 210):

"It was insisted that the transmission of sports news does not violate any law of the State merely because a recipient of it puts it to illegal use, and that consequently no evidence of illegal activities on the premises of customers would have been produced against the appellant. Harry E. Bilton, secretary and treasurer of the appellant, asserted that while he had executed the contracts with the customers, he had never visited their places of business, and professed ignorance of the character of their operations. But it is well settled that a telegraph company has the right to refuse service which is connected with illegal operations. The company may refuse to render such service, not only where such action would subject it to prosecution as a participant in the illegality, but also where it would have the effect of promoting illegality, even though the company might not be liable to punishment for rendering the service."

It will be seen from the foregoing summary that the wire lines disseminator of racing news for gambling purposes occupies an unique borderline legal position. He is not subject to criminal conviction simply because he has furnished a bookmaker information used to carry on an illegal business; but he is not like other citizens in the sense that the courts will not help him to carry on his business by forcing the telegraph or telephone common carrier to supply him with the facilities required for the transmission of his racing news.

Suggests Other Questions

Assuming that it can be proved that afternoon-long instantaneous broadcasts over a radio station of horseracing results are used for gambling purposes, then the unique position of the station under law which the racing news wire-line disseminator has earned himself immediately suggests two all-important questions:

(1) Even though the broadcasting of afternoon-long horseracing news and results be not illegal, is it a method of competition which casts upon one's competitors the burden of the loss of business unless they will descend to a practice which they are under a powerful moral compulsion not to adopt.

(Continued on page 28)
It's impossible

You can't cover California's Bonanza Beeline without on-the-spot radio

To California's great central valleys, add the neighboring Reno corner of Nevada—and you sum up a sales manager's dream! This is the bonanza Beeline market, whose prosperous people annually spend more on retail purchases than all San Franciscans and all Seattleites combined.

But don't expect outside radio to sell here. Because, east and west, the Beeline is bordered by high mountains that hinder outside radio signals. Effective radio coverage comes only from on-the-spot radio.

The five BEELINE stations are right in the Beeline's big selling centers. Buy all five for complete coverage of this 2 Billion Dollar market... or buy them individually as you choose. For instance, on Fresno, note what figures based on BMB reports say about KMJ: a daytime-nighttime average rating of 93.5% for the home-county audience.

McCCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK • SACRAMENTO (ABC) 10,000 watts 1530 kc.

KOH • Reno (NBC) 1000 watts 650 kc.

KERN • Bakersfield (CBS) 1000 watts 1410 kc.

KWG • Stockton (ABC) 250 watts 1230 kc.

KMJ • Fresno (NBC) 5000 watts 680 kc.
Race Results
(Continued from page 26)
even though it was not criminal" as the United States Supreme Court has characterized a manufac-
turer's distribution of candy, under a sales plan whereby prizes were given with some of the pieces, in
holding the sales plan to be an unfair method of competition.) (Federal Trade Commission v. R. F.
Keppel & Bro., 291 U.S. 304). This is the precise
question raised by the WWDC complaint with the
FTC, not here discussed.
(2) Even though the broad-
casting of afternoon-long
horse-racing news and re-
sults be not illegal, will
such programs continue to
qualify such stations for
the renewal of their FCC
license as operations in the
public interest?

The importance of this second
question to all those now carrying, or who may in the future contemplate carrying, such programs mer-
its the closest kind of examination of the question whether such programs are used for gambling
purposes. The question, it should be emphasized, is not whether such programs may be used for gam-
bling purposes, but whether they in fact are so used. For if the all-im-
portant link to the illegal activity of bookmaking is not clearly establish-
ed, then it must be assumed that the broadcasts come under the cate-
gory of news. While no station li-

cense should therefore be jeopardized
without specific proof that the informa-
tion broadcast is used for
gambling purposes, the following

factors warrant consideration in
estimating the quantum of proof
that may be required.

How Radio Is Used
(1) Prompt results of races
run are indispensable to
large scale bookmaking.
For that purpose, a nation-
wide telegraph network is
employed to disseminate
the results of all major
tracks throughout the
country, with "drops" in
many cities. But in some
cities no telegraph wire-
line drop is available for
bookmaker use. Instant-
aneous radio results in
these cities fills the gap
that might otherwise exist
in the bookmaker's busi-
ness needs.

(2) Instantaneous reporting
stimulates betting on the
part of the public. The

better who has won his in-
tial bet generally expands
his play in the light of his
winning. The bookmaker
who has lost his initial bet
often tries to recoup his
losses by further and larg-
er betting. In either event,
the bookmaker's play is in-
creased if the bettor knows
promptly whether he has
won or lost. And a rapid-
fire radio results program
certainly helps.

(3) The FCC is fully aware
of the important roles in-
stantaneous communications
play in the bookmaker's
business through the
testimony adduced on, the
nation-wide telegraph rac-
ing information network
above referred to, at the
hearings on the Postal
Western and Ion merger;
and through the FCC's
own wartime investigation
for the Board of War Com-
munications, pursuant to
FCC Order No. 117, into
the telegraph and tele-
phone facilities used for
the collection and distribu-
tion of gambling informa-
tion.

(4) Racing programs of the
type complained of them-
selves appear to recognize
the need for instantaneous
reporting service, usually
breaking into recordings
to give the latest result and
the price paid by the
winner, second and third
place horses, a practice
normally reserved for lo-
cal or national news sto-
ries of extraordinary im-
portance and timeliness.

(5) The length of these rac-
ing programs, usually of sev-
eral hours duration, offers
another indication of the
special needs of the audi-
ence to which these pro-
grams are presumably di-
rected. (Of course, a sin-
gle broadcast of a feature
race like the Kentucky
Derby, for example, with
its result, would be sub-
ject to none of these criti-
cisms.)

Serious Question
The combined impact of the fore-
goings considerations may serve
materially to reduce the quantum
of specific proof necessary to con-
vince the FCC that such pro-
grams are used for gambling
purposes. Add to that important con-
sideration the disfavor in which
the FCC has expressly viewed
such programs when considering
the FM applications of AM li-
censees carrying such programs,
together with the program imbal-
ance these afternoon-long racing
programs inevitably cause, and it
is not hard to see why the accept-
ance and manner of handling these
racing programs raise very serious
questions for the station licensee's
decision.
2 of the 1,900,001* Philadelphians who get up early

Stuart Wayne, Esq., gets up at break of day, so that he can get to KYW at 7 AM for his ever-popular 2-hour “Musical Clock.” Broadcasting news, weather reports, correct time, and public service announcements every 5 minutes, he fills the intervals with pleasant music, good-natured comment. Mail response is heavy, as is sales response for participating sponsors.

Peter Roberts, Esq., arises even earlier... for thousands of listeners are ready and waiting to hear him on the KYW “Morning Salute,” 6 to 7 Monday through Saturday. Farmers, suburbanites, city dwellers say that Roberts’ voice helps start the day off right... and participating sponsors share the sentiment. Station breaks and spots available.

How come 1,900,001? Well, we figure that 95% of the people get up before 9. In Philadelphia alone, this makes 1,900,000. In addition, KYW’s Sales Manager has been up early and late, preparing interesting data on “Morning Salute” and “Musical Clock.” This information will be forwarded to you at the drop of a post card, or see NBC Spot Sales.

KYW
PHILADELPHIA • 50,000 WATTS

WESTINGHOUSE RADIO STATIONS INC • WBZ • WBZA • KDKA • WOWO • KEX • KYW • National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters
Robert McCormick
Personal Washington Representative

ROBERT MCCORMICK, in a special March Hooper Co-Incidental survey, received a 4.9 rating for thirteen cities—solid proof that his concise reports and experienced interpretations of the news continue to build big audiences. And stations in other areas report listening averages double this rating.

Robert McCormick—Washington newsman for 16 years, columnist, and war correspondent—knows the Capital from the White House down, and has the news from headlines down through the people who make them.

Each Monday through Friday afternoon, at 1:30 EDT, Robert McCormick's news analysis program originates in Washington—highlighting the morning's news events . . . anticipating the afternoon's developments.

Available for local sponsorship on many of the NBC stations which carry his stimulating program, he can be, in full effect, the Washington representative for your local client's advertising.

Robert McCormick
is an NBC Co-operative Program
America's No. 1 Network

A service of Radio Corporation of America

Robert McCormick

Page 30 • July 7, 1947

KMED Competing Bidder Approved
FCC Invokes Avco Rule
Auction Provisions
In Oregon Case

IN THE FIRST decision of its kind, FCC proposed last week to approve the sale of a station to a competing bidder under the Avco Rule's "auction" provisions, rather than to the original "purchaser."

The proposal looks toward approval of transfer of KMED Medford, Ore. (1440 kc, 1 kw fulltime), from Mrs. W. J. Virgin to Medford Radio Corp., a new company which matched Gibson Broadcasting's earlier offer of $250,000 cash and $20,900 in stock to Mrs. Virgin. The transaction includes an FM permit.

FCC based its decision on grounds that Medford Radio, composed of local residents, is more likely to serve the community's broadcast needs than Gibson Broadcasting, principally owned by a nonresident.

Luther E. Gibson, licensee of KEUD Watsonville, Calif., controls Gibson Broadcasting and was its sole owner when he negotiated the original $250,000 purchase contract with Mrs. Virgin in April 1946. FCC noted that after this offer was matched by Medford Radio, Mr. Gibson transferred to Mrs. Virgin 209 shares of stock (33.5%, par value of $20,900), thus reducing his ownership to 66.5%. Medford Radio then offered, in event its application was granted, to transfer a like amount of its own stock to Mrs. Virgin.

The Commission's decision to deny transfer to Gibson Broadcasting and approve it to the rival applicant would not—if made final after oral argument—require Mrs. Virgin to sell to the new firm. Under the Avco Rule, she will be allowed 30 days in which to complete arrangements with the approved transferee if she wishes to sell to that company. If she prefers not to sell to the company approved by the Commission she must retain the station or seek another purchaser.

FCC noted that there are "minor differences" in the two offers to Mrs. Virgin, "including the fact that Mr. Gibson has offered to personally endorse the notes representing the balance due on the purchase price, while no similar guarantee has been made by the stockholders of Medford Radio Corp." But these, FCC said, are matters which may be settled by negotiation, "if the parties desire to do so, during the 30-day period . . ." The decision added:

The Commission's sole concern herein is the determination of which applicant is best qualified to operate in the public interest and, having made this determination in favor of Medford Radio Corp., it is now wholly a matter for the private parties to determine whether or not she desires to assign the licensee and transfer the FM permit to the preferred applicant at the price agreed upon and upon what specific conditions.

Explaining its preference for local owners—a favorite yardstick of the Commission in passing upon mutually exclusive applications for new stations—FCC noted that with the exception of Mrs. Virgin, none of the stockholders or officers of Gibson Broadcasting is now or will become a resident of Medford.

(Mr. Gibson, the only other stockholder, would spend two days a month there. John A. Bohn, his attorney and an officer but not a stockholder, has made "five or six trips" to Medford and would spend about 25% of his time there if transfer to Gibson were granted, FCC said. Mrs. Medford, as one-third owner, would advise on local matters and programming, and be "guided by Mr. Gibson's wishes" concerning amount of time she would devote to station operation.)

Owned by Residents
FCC pointed out that Medford Radio "is owned by eight individuals all of whom have been long-time residents of Medford and have been actively identified with its civic and community life." They are:

Glen L. Jackson, businessman and an officer and 10% stockholder of KWIL Albany, Ore., president; Alfred S. V. Carpenter, vice president, and EugeneThorndike, orchard operator; E. S. Denet, associated with several business enterprises, treasurer: Otto J. Frohn, manager; store manager.

Robert McCormick

— is an NBC Co-operative Program

America's No. 1 Network

the National Broadcasting Company

A service of Radio Corporation of America

BROADCASTING • Telecasting
The younger generation receives full attention from WOAI. Whether the youngsters are tots or in their 'teens, they enjoy programs specially selected to attract them. And these programs are prepared with careful attention to their effects on the minds of the young. It is entertainment—but entertainment coupled with stimulating instruction. Enthusiastic response has shown that the tots and 'teen-agers look forward eagerly to their programs over WOAI.

WOAI is the only 50,000 watt, clear channel broadcasting station serving the whole of central and south Texas.
BMB provides further

By any standard, day or night, NBC is America's No. 1 Network

...and the higher the standard, the greater is NBC's superiority

For the first time, a research organization supported by the entire industry has measured—on a uniform basis—the number and location of all radio families comprising the weekly listening audience of each U. S. radio station and network.

In those counties where 75% or more of the radio families listen to any of the four major networks "one or more times a week," NBC leads by a wide margin—ranging from a 33% advantage over Network "A" at night to a 322% advantage over Network "C" in the day.

The charts opposite present a comparative picture of listening based on this high standard of 75%, and over—a much more significant basis for comparison than any lower level. However, even on the minimum basis of 10%, NBC has a dominant advantage over all other networks.*

How much more? Audience figures released by BMB are based on listening "one or more times a week." How much more do people actually listen to NBC? Facts on that subject and many others are included in NBC's detailed booklet on the BMB survey to be issued shortly.

*Complete results of this survey are contained in "Network Area Report" recently published by the Broadcast Measurement Bureau. The only total audience figures shown in this report are based on the level of 10% and over: Nighttime: NBC—31,27,140; Network "A"—27,560,770; Network "B"—22,056,690; Network "C"—19,161,830. Daytime: NBC—27,888,770; Network "A"—25,261,730; Network "B"—21,557,990; Network "C"—19,160,260.

AMERICA'S NO. 1 NETWORK
NBC has a 33% advantage over Network A or 7,426,530 more radio families.

NBC has a 57% advantage over Network A. The NBC daytime audience is larger than any other network's nighttime audience.

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<th>NIGHTTIME</th>
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<td>AUDIENCE</td>
<td>% OF TOTAL U. S. RADIO FAMILIES</td>
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<td>% OF TOTAL U. S. RADIO FAMILIES</td>
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<td>NBC</td>
<td>30,116,240</td>
<td>89%</td>
<td>22,856,940</td>
<td>67%</td>
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<td>Network A</td>
<td>22,689,710</td>
<td>67%</td>
<td>14,558,050</td>
<td>43%</td>
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<tr>
<td>Network B</td>
<td>12,716,480</td>
<td>33%</td>
<td>9,003,670</td>
<td>26%</td>
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<td>Network C</td>
<td>8,499,130</td>
<td>25%</td>
<td>5,421,670</td>
<td>16%</td>
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*Total radio families January 1946—33,996,000 as estimated by BMB. A more recent survey indicates that as of January 1947 there were 35,900,000 radio families or 93% of all U. S. families.

...the National Broadcasting Company
WGTM WLVA WSLS Get Power Increase, Lower Frequency in FCC Decision

**ACTING in the complicated, pending Virginia-Carolina cases involving 590 and 610 kc, FCC handed down a proposed decision last Tuesday looking toward regional assignments for three existing stations and establishment of a new fulltime local at Roanoke.**

**The proposed grants:**

WGTM Wilson, N. C.—Change from 1540 kc to 1230 kc with 250 w to 590 kc with 1 kw, fulltime. Subject to filing and approval of application for modified daytime directional antenna plan.

WGTM Lynchburg, Va.—Change from 1230 kc with 250 w to 590 kc with 1 kw. Conditional on giving daytime protection to WGTM, and to filing of application covering separate directional antenna plans for day and night.

WSLS Roanoke, Va.—Change from 1230 kc to 590 kc with 1 kw. Subject to filing application covering separate directional systems for day and night.

Virginia Broadcasting Corp.—New Roanoke station on facilities to be given up by WSLS. Subject to filing of application for these facilities, and to their being vacated by WSLS. Virginia Broadcasting had applied for 590 kc with 1 kw, but FCC concluded WSLS was entitled to preference on the strength of its past record.

Two other applications in the proceeding were given proposed denials. They were WGBR Goldsboro, N.C.'s request to move from 1400 kc with 250 w to 590 kc with 5 kw, and WFTC Kinston, N.C.'s application for the same regional facilities in lieu of its present 250-w operation on 1320 kc. Among the three Carolina applicants, FCC preferred WGTM on grounds that its proposal would serve a larger population, day and night, than would either WGBR or WFTC.

**Four of the six applicants—the three Carolina stations and WSLS—originally applied for 590 kc with WLVA and Virginia Broadcasting seeking 610 kc. On this basis, FCC noted, only one grant could have been made on each frequency.**

During hearings, however, WSLS and WLVA submitted alternate proposals relating to possible operation on either frequency, and other applicants suggested modifications of their original proposals in order to give greater protection to the other applicants.

These modifications and alternate proposals, FCC pointed out, made possible the granting of three of the regional requests, instead of only two. Effectuation of the modifications is a part of the conditions specified with the proposed grants. The applications for them must be filed and approved within 60 days. Carleton D. Smith, general manager of NBC's WRC Washington, is 15% stockholder of Virginia Broadcasting Co., proposed grantee for the Roanoke local assignment. He is a former resident of Roanoke.

**Other stockholders:**

Randolph G. Whittle, Roanoke attorney and Juvenile Domestic Court Judge, president and 22½%; D. J. Boxley, Roanoke businessman, vice president and 12½%; W. C. Barnes, president and 45%, owner of WMBA Martinsville, Va., secretary and 25%; J. T. Cunningham Jr., ['VW'] vice president (treasurer), Roanoke businessman, 12½%; each. NBC affiliation is contemplated. Mr. Barnes, businessman and publisher of Martinsville's only daily paper in addition to his interest in WMBA, would supervise operation of the proposed new Roanoke station, FCC reported. John W. Schultz, now WJCA, would be general manager of the Roanoke operation.

**Coast Ventura Co. Wins FCC's Favor**

**Gets Proposed Grant for 250-w Station In**

**A THREE-TO-ONE decision announced Monday FCC proposed to grant application of Coast Ventura Co. for new station at Ventura, Calif., on 1450 kc with 250 w power and unlimited hours. The Commission would deny competing application of Ventura Broadcasters Inc. Comr. Ray C. Wakefield voted for a grant to Ventura Broadcasters and denial of the Coast Ventura application because of greater ownership-operation integration.**

The majority, consisting of Comrs. Clifford J. Durr, Rosel H. Hyde and Paul A. Walker, favored Coast Ventura because of greater local residence and "the assurance which such residence provides of familiarity with local conditions and problems." The report stated four of the six stockholders—representing 60% ownership—are long-time residents of the area and while they will not devote full-time to the station they will participate actively as directors and, in addition, have specific operation functions.

Ownership of the proposed grantee: Edward Henderson, life-long resident of Ventura County and attorney, president and 20% owner; Carrol R. Hauser, licensed as manager and technical director, taking part time for KHUM, secretary, 30%; James W. and Viola H. Dodge, ranching and farming (Mrs. Dodge is theatre operator at Oxnard, four miles away, where she and husband live), directors 20% (jointly owned); Charles E. Stuart, Ventura dentist and a local resident of long standing, also holder of amateur and commercial operator's licenses since 1914, 10% owner; Robert M. Werner, in radio programming and production since 1936, who will move from Los Angeles to Ventura to be station's program director and studio manager, 10% owner. Mr. Werner for six years has been engaged by Chinese government to receive overseas shortwave broadcasts and relay them to domestic offices of Chinese News Service. He is expected to take active interest in policies and operation of station. Mr. Dodge will serve as advisor on agricultural problems.

Ventura Broadcasters is headed in ownership by Bert Williamson, vice president (30½%), who has been assistant manager and chief engineer of KTTC Visalia, Calif. Mr. Williamson would move to Ventura as general manager. His assistant, chief engineer at KTTC, Leron Tresler, is secretary-treasurer and 15% owner. Mr. Tresler would be new station's chief engineer. Remaining interest is divided among six individuals.

**KTB C Transfer**

CONSENT was granted by FCC last week to assignment of license of KTCB Austin, Tex., from Claudia T. Johnson, sole owner, to Texas Broadcasting Corp. of which Mr. Johnson is president and owner of 399 of 400 shares class A stock and all 100 shares class B stock.
The Georgia 5 Star Group is a BIG BUY

★ PRIMARY COVERAGE IN THE FIRST FIVE GEORGIA MARKETS
★ PROGRAM LEADERSHIP
★ ONE ORDER
★ ONE INVOICE

NATIONALLY REPRESENTED BY
GEORGE P. HOLLINGBERY CO.
With Offices in Atlanta, Chicago, New York, Los Angeles, and San Francisco.
11 Cleveland FM Applicants Are Given Proposed Grants

GRANTS for all 11 FM applicants in the Cleveland-Akron-Elyria area were proposed by FCC last week. The proposed decision would put eight Class B stations in Cleveland, two in Akron, and a Class A station in Elyria. Construction costs estimated by 10 of the 11 applicants aggregated $1,028,000, including $111,750 for AM installation or improvement costs in two cases.

All of the applications were for Class B stations. FCC noted, however, that a Class B grant at Elyria would deprive Cleveland of one of its eight allocated channels and require denial of one of the Cleveland applications. On the other hand, the Commission said, a Class A station would serve Elyria satisfactorily. The Elyria applicant had indicated willingness to accept a Class A grant on that condition.

FCC concluded that the requests of three of the Cleveland applicants—WHTK WTM WQAR—for power above 20 kw and antenna height above 500 feet should be denied. Its grounds were that interference to other stations would be likely, that the extra power would not serve rural areas not served otherwise, and that normal maximum power will serve Cleveland and its trade area satisfactorily.

The applications and assignments proposed for them:

Cleveland
United Broadcasting Co. (WKH) 106.7 mc (Channel 39); 20 kw effective radiated power and antenna height 560 feet above average terrain.

NAB (WTAM) 1055 mc (No. 289); 20 kw; 500 feet or equivalent coverage.

WWJ Inc. (WJJ) 106.1 mc (No. 281); 1.5 kw; 780 feet or equivalent coverage.

WAM-CIO Broadcasting Co. of Ohio 1053 mc (No. 271); 20 kw; 500 feet or equivalent coverage.

WGAR Broadcasting Co. (WQAR) 95.5 mc (No. 255); 20 kw; 500 feet.

Scrpps-Howard Radio (permittee of WEKCH-V) 101.1 mc (No. 271); 20 kw; 500 feet.

Telco Co. 106.5 mc (No. 293); 20 kw; 500 feet.

Cleveland Broadcasting Co. Inc. (permittee of WEKE) 105.5 mc (No. 255); 15 kw; 555 feet.

Akron
Allen J. Simons (WADC), 96.5 mc (No. 243); 12.5 kw; 518 feet.

Summit Radio Corp. (WAKR) 97.5 mc (No. 244); 28 kw; 500 feet or equivalent coverage.

Elyria
Elyria Lorain Broadcasting Co. 92.1 mc (No. 296) to fill gap application for modification of permit specifying operation as Class A station.

The total anticipated construction cost did not include an estimate by Scripps-Howard Radio. It did include a $327,600 estimate by WGAR covering both FM and increasing AM power from 5 to 50 kw, and a $111,750 estimate by Cleveland Broadcasting Co. representing construction of both WEKCH and the FM adjunct.

The proposed grant to WBH is the network's sixth FM authorization. Besides operating WMC-FM New York and WRC-FM Washington, NBC has grants for stations in Chicago, Cleveland, Philadelphia, and San Francisco, and is licensee of six AM stations. United Broadcasting is licensee of an experimental FM station at Cleveland and also owns WHKN Columbus and WHKX Akron, and has an FM permit for Columbus.

WQAR, through President G. A. Richards, has an ownership affiliation with WJR Detroit and KMYC Los Angeles, both of which have FM permits. Scripps-Howard Radio, a subsidiary of the Scripps newspaper chain which includes the Cleveland Press, is licensee of WCPO Cincinnati and WNOX Knoxville. Two of its AM stations have FM grants: is principal owner of WMO Memphis, also an FM permittee; has an FM grant for Indianapolis, and was unsuccessful applicant in a competitive proceeding for a new Cleveland AM station earlier this year.

WJW is wholly owned by William M. O'Neill, minority stockholder (less than 2%) of General Tire & Rubber Co., which controls Yankee Network. It has no other broadcast station interest.

Cleveland Broadcasting Co., permittee of WERE in handling its operations, was established in 1947 by Henry G. Tremmel (13.13%), president of North American Fibre Products Co., Cleveland, and is owned primarily by local business and professional men. These include Alvaze Johnston and Alexander F. Whitney (1.3% each), leaders of the brotherhoods of locomotive engineers and railroad trainmen, respectively.

Telco Inc., holder of a Class B FM grant for Detroit, is owned by a businessmen and professionals, headed by W. A. Frasier, patent counsel of Firestone Tire & Rubber Co.

The proposed grant to WAKR-CIO Broadcasting is the third for corporations organized by International Union, United Auto Workers. Earlier grants were for Detroit and Chicago. The union also has applied for AM at Detroit.

WAIR's principal owners are Assistant General Manager Viola G. Berk (47.3%), and Beacon Journal Publishing Co. (45%), which publishes the Beacon Beacon-Journal and is itself controlled by Knight Newspapers Inc.

The station has direct or indirect interests in WIND Chicago (44%), and WQAM and WMAM-FM Miami (25%) and also owns Knight Radio Corp., which has a Detroit FM grant.

WADY is owned by Allen T. Simmon, who has been licensee of the station for more than 21 years.

The station is owned by 35 stockholders, Roy W. Am neoliberal, vice president and general manager of Elyria Telephone Co., is president and owns 8%, and will be active executive head of the proposed station. Other stockholders include Loren M. Berry, Frank Galiano, Paul Hirsch, and Ronald B. Woodyard (8% each), who have interests in Skyway Broadcasting Co., FM conditional grantee and AM applicant at Columbus, Skyland Broadcasting Co., AM and FM applicant at Dayton. Mr. Woodyard also owns 44.8% of WIRE Springfield, Ill., and formerly owned and managed WINK Ft. Myers, Fla.

Fedderson Opens Annual Northwestern Institute MEMBERS of the broadcasting industry must cast aside "cynical attitudes" toward radio and assume a moral responsibility in behalf of constant improvement of the medium, Don Fedderson, co-director of the NBC-Northwestern Summer Radio Institute, told students at the opening lecture last week of the sixth annual session.

Speaking on the subject, "Trends in Radio Broadcasting," Mr. Fedderson, who is also acting chairman of the university's School of Speech Radio Dept., declared that one of the misleading fallacies associated with commercial radio is that "Radio is vulgar," because it appeals to the great mass of people. He added that the goodness or badness of radio rests solely with the people who operate it.

Mr. Fedderson cautioned against the belief that present public taste in broadcasting was "The Ultimate in Taste," saying that good radio is not always synonymous with listeners demands.
IT'S Moving Day... FOR KMAC-KISS

A Great New RADIO CENTER in the Heart of Downtown SAN ANTONIO

It's newer, bigger, better quarters for KMAC-KISS, with
- 27 Studios and Offices
- New Furniture and Fixtures
- Completely Air-Conditioned
- Everything New and Up-to-the-Minute

enabling us better to bring top-notch service to our community and to advertisers whose messages we relay to so many thousands of KMAC-KISS fans in this rich area.

READY TO SERVE YOU

MUTUAL and TSN
KMAC-KISS

222-224 WEST COMMERCE STREET
SAN ANTONIO, TEXAS
Howard W. Davis, Owner

Now Represented Nationally by
JOHN E. PEARSON COMPANY
WADC Censorship Charge Refuted

Plea of Akron Station For W GAR 50-kw Case Rehearing Denied

IN WHAT MAY BE a preview of its court defense of Blue Book program policies, FCC denied last week that it was guilty of "censorship" in its decision on the competing applications of W GAR Cleveland and W ADC Akron for 50 kw on 1220 kc.

The Commission gave its answer in a memorandum opinion and order denying a petition of W ADC for re-hearing on the case, which the Akron station lost on the basis of its plans to carry nothing but network programs starting at 8 a.m. daily if granted [BROADCASTING, May 26].

The petition and its denial were further steps toward a W ADC appeal to the Circuit Court of Appeals for the District of Columbia. Paul M. Segal of the Washington law firm of Segal, Smith & Henessey, counsel for W ADC, reiterated last week that an appeal would be taken.

In its petition W ADC charged that FCC's decision in the W GAR-W ADC case not only constitutes "censorship of the proposed programs of [WADC], but in purporting and undertaking to lay down general rules of prior textual consideration of programs, it thereby undertakes to establish a code of censorship for the broadcasting industry."

The Commission replied that "this contention is completely lacking in substance." It argued:

It may be noted, for instance, that the Commission decision in no way states what particular programs or types of programs W ADC would have to put on the air before it could be considered to serve the public interest, nor is there a single word in the Commission's decision which would be taken as indicating a Commission prohibition on the broadcast of any particular program or type of program. It is not censorship to determine that an applicant for a station license fails to demonstrate that he can meet the statutory obligation to serve the public interest when he proposes a service for the entire portion of the broadcast day beginning at 8 a.m. which would pay absolutely no attention to particular interests of the community to be served.

He would instead have programming of his station during this major portion of each day vested in an organization which, whatever the merits of its programs may be, makes no attempt to schedule these programs with any particular interests of the residents of the Cleveland-Akron-Canton area in mind.

The claim that the Commission is limited in its licensing proceedings to considerations of a technological nature has been specifically repudiated by the Supreme Court. (National Broadcasting Co. vs. United States 319 U. S. 190, 216-217.) The Commission's predecessor, acting under a similar statute, has taken into consideration the interests of the residents of the Cleveland-Akron-Canton area in mind.

The claim that the Commission is indulging in illegal censorship in denying to license a station which intends to make absolutely no effort to tailor the programs to be offered over its facilities from 8 a.m. through the remainder of the broadcast day to the particular needs of the community to be served is, therefore, clearly without merit.

To many of the other charges leveled by W ADC, the Commission replied that they "have already received extensive consideration in the course of these hearings and have been determined adversely to the petitioner" in the decision on the case.

When W ADC contended that network programs have "points of origin in many communities, including Cleveland and the communities of the area surrounding Cleveland," FCC responded that this "has no bearing on the matter":

The point expressed in the Commission decision is not that all or a majority of the network programs originate outside of the station's service area, but that the programs of the national network, wherever their point of origin, are programs geared for a national audience and that such programming standing alone for the full broadcast day is to be considered only as to the peculiar local needs of any community.

W GAR's application to go from 5 to 50 kw (directionalized) on 1220 kc was granted. W GAR is seeking the same assignment in lieu of its present operation on 1350 kc with 5 kw.


NEW HOME OF KANS. NBC outlet at Wichita, Kan., is shown above. Located at 1015 Broadway in Wichita, building contains two large studios, a small studio and offices for all personnel. It is sound-proofed and air-conditioned.

This Man Steals Listeners

He opens ears and pocketbooks with a 15-minute news program in a billion dollar retail market. His accomplices are a well-known station's news staff, and United Press, and Associated Press. His weapons are a news-twitching nose and a voice that makes words come alive.

Studebaker sponsors him three nights a week at 6:45 P.M., EST. Subject to prior sale, he is available for sponsorship the three remaining nights.

Name: Phil Ellis. Senior announcer and special events director at the 50,000 watt NBC affiliate in Raleigh, N. C. Contact FREE & PETERS and put him to work stealing listeners for you over WPTF, the Number One Salesman in North Carolina, the South's Number One State.

Caution: Act quickly.

New Disc Company

ALAN LADD, film star, and Bernie Joslin have organized Mayfair Transcription Co., with offices at 942 S. La Brea Ave., Los Angeles. Mr. Joslin was formerly president of Jos-Lin Recording Co., Boston. Vern Carstenson has been made sales promotion manager of firm. First venture will be an as yet untitled half-hour adventure series starring Mr. Ladd. Cutting starts July 15.
No. 2 of a series...  

The Milwaukee Journal

Six Redistricting Bills Handled
Assembly: Milwaukee Claims

Narrowly Avert Fight by Lobbyists: Governor

Callin Facing Voter Action

Milwaukee's Radio City houses WTMJ, WTMJ-FM, and a television studio. The studio and a 300-foot tower forms the nucleus for WTMJ-TV.

Before the end of 1947, WTMJ-TV will bring television to Milwaukee—inaugurate a regular schedule of commercial programs.

Long aware of the significance of television, The Milwaukee Journal station originally ordered RCA field equipment before the war... field cameras and associated equipment were delivered to WTMJ in December 1946 and are presently being used to develop and demonstrate new television programming techniques.

RCA will shortly deliver everything needed to get WTMJ-TV on the air. Included will be such equipment as RCA's new 5-kw television transmitter, two image-orthicon, field-camera chains for remote pick-ups and simple studio shows, microwave relay equipment, a film-camera chain, a studio synchronizing generator, and a three-section Super Turnstile antenna. Also on order is an RCA 50-kw FM transmitter to expand the coverage of the Milwaukee Journal's key FM station, WTMJ-FM.

Future television plans call for complete studio and control equipment to present elaborate live programs, a 500-foot tower to increase television coverage, and the remodeling of studios and offices to permit full-scale television operations.

The Milwaukee Journal is one of the many leading newspapers and top broadcasters to select television by RCA. Everything you need to start your station is now in quantity production. Let us know your television plans now to assure early delivery of equipment. Write Dept. 18-G-1.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.

BROADCASTING * Telecasting
COMPARATIVE RATINGS BEST, INSTITUTE IS TOLD

COMPARATIVE-RATING method of radio audience measurement is the highest form of advertising measurement ever evolved and has given the advertiser a "dependable and accepted yardstick" upon which he can base his expenditures, C. E. Hooper of C. E. Hooper Inc., said July 1 at a session of the sixth annual NBC-Northwestern Summer Radio Institute.

Mr. Hooper, speaking on "Audience Measurement," was the third in a series of twelve speakers who will address the six-week session.

Predicting that statistics will play an increasingly important role in determining the impact of radio broadcasting as an advertising medium, Mr. Hooper said that the coming battle over various methods of audience measurement will result in the development of a "refined and exacting yardstick."

FIRST winners of the annual Scholarship Awards of $100 each as set up by the Indiana Broadcasters Assn. [Broadcasting, Oct. 21, 1946] received formal presentations June 24 at Indianapolis from George C. Biggar, general manager of WIBC and president of IBA. Left to right are: Mr. Biggar; G. F. Albright, general manager of WKBV; Fred A. Brewer, Indiana U., winner for script writing; Patricia Phillips, Indiana State Teachers College, winner for children's programs; Wilfred H. DeWitt, Butler U., selected in the announcing and newscasting category; Carl Vandagrift, WOWO. Messrs. Biggar, Albright and Vandagrift are members of the scholarship committee.

4 Station Transfers Tendered for Filing

Two Involve $72,500 Total, Two Change Firm Status

FOUR STATION transfers, two involving considerations totaling $72,500 and two seeking change only in firm status, have been tendered for filing at FCC.

Consent is sought to assignment of license of KVOC Casper, Wyo., from Natrona County Tribune to KVOC Broadcasting Co., new firm composed of some of the present owners. Price is $50,000.

WCJU Columbia, Miss., asks approval for assignment of license from present partnership, Forrest Broadcasting Co., to Lester Williams, for $22,500 consideration.

Assignment of the construction permit of WILX North Wilkesboro, N. C., from Carolinas-Northwest Broadcasting Co., a partnership, to a corporation of the same name and same owners, also is requested. No money is involved.

Voluntary assignment of license of KKIN Visalia, Calif., to KKIN Inc., new firm of which Mr. Kinnie is chief owner and president. Madge K. Kinnie is vice president and Gareth W. Houl is secretary-treasurer. KKIN presently is conducting program tests. Transfer is to separate station from Mr. Kinnie's other business interests.

KVOC Case

In the KVOC case, ownership of the Tribune and proposed licensee is: Earl E. Hanway, president and 36.75% owner of the Tribune, president and 40% owner KVOC Broadcasting; Mrs. Sunshine Hanway, vice president and 14% owner of the Tribune; Jack W. Perry, Tribune secretary-treasurer (8%), vice president and 20% owner of KVOC Broadcasting; Mrs. Isabel Fitzgerald, 33.25% owner of Tribune; Earl Perry Hanway, Tribune 2% owner, treasurer and 20% owner KVOC Broadcasting; John R. Bailey Jr., 20% KVOC Broadcasting; and Clark F. Perry, 2% both Tribune and KVOC Broadcasting. The Tribune in addition to the $50,000 receives 500 shares of KVOC Broadcasting. Under the terms, the assignee may not sell station without Tribune consent.

Reason for the WCJU sale is that the principal partner (80%), C. J. Wright, can not devote proper time to the operation because of poor health and his doctor's orders, according to the application. Remaining interest is equally divided between B. M. Wright and C. J. Wright Jr. Together they also own WFPR Hattiesburg, Miss. Mr. Williams is given as WCJU limited partner with interest limited to 10%. He is owner of the Tylertown (Miss.) Times; 49% owner of the Columbia Publishing Co., publisher of the Columbia-Progressive, Columbia, Miss., and 48% owner of the Picayune Publishing Co., publisher of the Picayune (Miss.) Item.
Here are some of the GREAT STARS—

FRED ALLEN
JUDITH ANDERSON
DANA ANDREWS
FRED ASTAIRE
FAY BANTER
INGRID BERGMAN
SHIRLEY BOOTH
RONALD COLEMAN
JAMES DUNN
MAURICE EVANS
LYNN FONTANNE
JOHN GIELGUD
ULLIAN GISH
REX HARRISON
HELEN HAYES
WILLIAM HOLDEN
OSCAR HOMOLKA
WALTER HUSTON
GERTRUDE LAWRENCE
ALFRED LUNT
FREDRIC MARCH
JAMES MASON
RAYMOND MASSEY
DOROTHY McGUIRE
BURGESS MEREDITH
BASIL RATHBONE
GENE TIERNEY
ROBERT WALKER
CLIFTON WEBB

They appeared in such GREAT PLAYS as these:

MACBETH
BLITHE SPIRIT
OUR TOWN
MEN IN WHITE
THE ANIMAL KINGDOM
LADIES IN RETIREMENT
KIND LADY
CEAUG'S WIFE
A DOLL'S HOUSE
BERKELEY SQUARE
GOLDEN BOY
ABE LINCOLN IN ILLINOIS
NO TIME FOR COMEDY
THE FIRST YEAR
THE GREEN GODDESS
ANGEL STREET
THE TIME OF YOUR LIFE
THE GREAT ADVENTURE
THE OLD MAID
BURLESQUE
A BILL OF DIVORCEMENT
BROADWAY
THE AGE OF INNOCENCE
WHAT EVERY WOMAN KNOWS
THE FARMER TAKES A WIFE
THE MAN WHO CAME TO DINNER
THE IMPORTANCE OF BEING Earnest
THE MALE ANIMAL
YOU CAN'T TAKE IT WITH YOU

In its first season (1945-6) *The Theatre Guild on the Air* made radio history: it won more awards than any other program had ever won. During its second season, which ended last Sunday June 29th, the show has gained steadily in prestige, in popularity, in listenership: the increase in share of audience is more than 200% over the start of the first season. And climaxing *The Theatre Guild on the Air's* long list of awards this past year, the critics picked it their “favorite dramatic show” in Billboard’s 16th annual poll. What a long way to travel in only two years!

In the fall, *The Theatre Guild on the Air* will again be broadcast on ABC Sunday evenings at an earlier hour (9:30-10:30 pm). We at the network will continue to do everything in our power to make the new season even more brilliant than the past two have been. It is with a tremendous amount of pride that we say to *The Theatre Guild* and to United States Steel: “Welcome from all your friends at ABC.”
Is this fight night? Is the bout that’s coming up a four round preliminary, or is it the main event of the evening? We shall see, my friends, we shall see.

Trying to analyze a sporting event is usually pretty tough. In this one, two questions present themselves. Can the local boy, the feather weight novice, Kid Radio, stay the limit with the old time battler weighing heavy weight, John L. Newspaper? Has the Radio Kid any business in the arena? We shall see. Ah, yes, my friends, we shall certainly see.

Circa June 1, this very year of our Lord, I had several conferences with our local chiefs of newspapers. The gist of these meetings was to the effect that . . . now is the time for all good radio men to come to the aid of the newspapers. In other words the free ride is over. We must now pay for things in the papers if we want regular type. However, if we don’t pay, our logs are carried agate type in abbreviated form.

In my usual naivete I questioned why this situation had come about. The answer I received was, logical, and from the viewpoint of a newspaperman I guess it makes sense. The answer was: there is a shortage of newsprint, the FCC has granted so many permits in the Miami area that it is economically unfeasible for the newspapers to carry all of them free. Another question that presents itself to me, is whether or not it is good for radio as a whole, for the independently owned stations, and by that I mean radio stations not owned by a newspaper, to go along on this plan. The rate is reasonable, I was told. It comes to $3.00 per day for each newspaper. There are three newspapers here, and it is not the one to say, it is for the public to demand, and the owner of the newspaper to judge. That is their right, under America’s Principles of Business.

I do say however, that where under conditions of newspaper ownership of radio stations, such as exists here, when Station “A” pays to the newspaper who owns it a sum of money, and the newspaper in turn puts the legs in to pay that paper. I mean that is commonly known as “A Mexican standoff,” a swap of dollars, but the independent radio station in doing the same paying that sum of money this three times six, or six times six daily, is real folding money.

Maybe this is a bent not scheduled for the squared circle. Maybe this is a plan concocted by the newspapers in the Miami area, are outposts for all of you . . . sentinels, so speak, who must stand the shock of the first probing action. Perhaps Big Field guns will be rolled up and start firing. It could be war!

Maybe this new plan will spread over the country and affect every one of you owners who are not connected with a newspaper. I don’t know. I just sense the possibility that this can occur.

Maybe John Q. Public doesn’t care. However I care enough to bring this to the attention of every one of you men, and request that you put on your thinking caps and if you come up with an idea, tell me what you plan to do “when the rent man comes around”. He’s already been here! I would welcome any suggestions any of you have to offer. I don’t know, as I’ve already said whether this is the final event of whether there is another bent to come.

In summation this whole story could be likened to that one that is attributed to Lord Byron, where in London one evening a lovely titled lady was approached and asked whether or not she would be willing to sell her charms to a very old Lord for a million pounds, the Lady thought over the proposition and said she probably would. Then the question was asked whether or not she would be willing to purvey her best talents to the same gentleman for a pound note, and she immediately became indignant and bristled at the insult, inquiring of you if you think I’ve already said whether this fact has been established, we are now trying to ascertain the degree.

Are radio program listings public service? It would seem that the newspapers measure this question by ascertaining the degree.

Is Kid Radio down for the count? He’s down! He’s groggy! But he’ll be on his pins when it’s all over. I hope, he’ll have a mile in his hand panting. I was a great fight Mom. I won.

Frank Katzentine

WRAT

Deep Water Fishing trip was a success for this trio (1 to r—Glenn Marshall Jr., WMBB Jackson-ville, Fla., sales manager, Charles Coleman, of Avery-Knodel Inc.’s Atlanta office, and John T. Hopkins III, manager and chief en- gineer of WJAX Jacksonville), and the size of the catch is proof enough. Picture was snapped at St. Augustine as trio returned to shore.

Sullivan will Survey TV Market for ‘News’

B. O. Sullivan, of the New York News advertising depart- ment, has been appointed to survey the television market for that newspaper’s new video station. Mr. Sullivan joined the News in 1927 and during the past 20 years has been in both the national and local advertising departments. In 1941 he was lent by the News to AP for a similar survey preliminary to sale of Mr. Sullivan AP service to radio news networks.

During the next few months Mr. Sullivan will visit television stations to survey the size of the potential market for commercial programs, will learn plans of the set manufacturers and will study advertising rate structures.

On May 14 FCC formally granted a television license to the New York News and assigned Channel No. 11 to the new video station. Operating with 16.3 kw, it will start with a weekly schedule of approximately 20 hours and work up to 28 hours in the first year.

Electronics Meeting

UNIVERSITIES, research organizations, and industries will participate in the 1947 National Electronics Conference to be held Nov. 3-5 at Chicago’s Edge- water Beach Hotel. Some of the subjects slated for discussion in- clude infra-red developments, ad- vancements in color television, an- tennas, guidance devices for the blind, instruments for industry, and guided missiles.
The "Put Your Little Foot" is a step that is not in the routine of most dance studios, but it's as much a part of a dude ranch dancing party as slicking your hair or shining your boots.

"Putting your little foot" is one of the interesting experiences that accounts for the thousands of dudes and natives who each year flock to Texas resort ranches to spend from a weekend to a month.

All of which is to remind you who lack firsthand proof that, in the heart of Texas, folks live differently, like their radio programs with a touch of "put your little foot"—with a touch of Texas!

And, if you have doubts about which radio station has effectively used a different programming formula to capture the heart of Texas—those 105 rich counties with 594,011 radio families—ask any native who is a Texas food or drug distributor. Or better yet, call one of those dudes at John Blair & Company for facts and figures that will show you how to cover the biggest hunk of Texas with one 50,000 watt non-directional signal on 680 kc.

JOHN BLAIR & COMPANY
Representatives

AMERICAN BROADCASTING CO.

FIFTY THOUSAND WATTS ON SIX HUNDRED EIGHTY KILOCYCLES DOES THE JOB

THE HEART OF TEXAS BELONGS TO—

Kabc
SAN ANTONIO

50,000 WATTS, DAY
10,000 WATTS, NIGHT

TEXAS STATE NETWORK
We never put a Yankee on Peachtree Street...

Our man in Atlanta is a born and bred Southerner. When he says "you all," he means more than one person. He eats hickory-smoked ham, black-eyed peas and turnip greens; he talks the language of his people.

Your interests are best represented by Southerners in the South, by Californians in California and by New Yorkers in New York. Each in his market has an at-home familiarity with the local customs and traditions and knows far better than an outsider how to do business there.

This "local" representation is another special feature that helps to build the quality and character of our company. This has been our consistent policy for 15 successful years. We never put a Yankee on Peachtree Street.
**Why Radio Suffers**

FOR YEARS we have thought radio would be better off without the tawdry sensationalism of some commentators. This view is not new. Radio is regarded as a sensitive medium, and as such, its treatment is to be impinged upon radio’s freedom as a medium of expression.

Drew Pearson often has skirted around the fringes of good taste and sound judgment. Generally, however, he followed a policy of reporting and analysis, if you throw in a generous portion of personal editorial opinion. He sells his brand of journalism by way of a shrill voice, fast-talking pace, inflection and emphasis. His Hooper makes him a network asset, business-wise.

A fortnight ago, Mr. Pearson went beyond his usual limits. He testified before a Senate subcommittee to oppose confirmation of Rep. Robert F. Jones for appointment to the FCC. He levelled serious charges against the Congressman. His was the lone opposing voice. The charges, if true, certainly would disqualify Rep. Jones from holding that or any other public office.

Congressman Jones, under oath, denied the charges categorically. Leading members of Congress supported unanimously President Truman’s nomination of their colleague. Mr. Jones called Mr. Pearson a “liar”—an epithet unfamiliar to the commentator.

Mr. Pearson confessed a “personal” and “selfish” motive in his Senate testimony. He said that he, along with Col. Robert S. Allen, his former partner, and others, were applicants for the facilities of Hearst-owned WBAL Baltimore. The Congressman was commissioned upon FCC Blue Book findings against WBAL—findings which have been challenged and are being litigated.

Mr. Pearson carried his vendetta to the air just two days after his testimony. He reitered certain of the charges. He devoted about one-third of his time to the Jones matter. He made no air mention of his “personal” interest or his pending application. He exhorted members of the Senate to watch their step.

The question arises whether Mr. Pearson has used access to the ABC microphones in what has become a personal issue. Rep. Jones had the same committee of the Senate subcommittee. He does not have the same opportunity over ABC under the same auspices.

It gets back to the question of radio management. Mr. Jones, we assume, has redress to the courts if he has been wronged. The Senate will determine validity of the charges.

Meanwhile sentiment builds up in Congress and among others in public life in support of the very kind of legislative restrictions which impinge upon freedom of the air that are fostered by Senator White in his pending bill. Radio gets another black eye. Years are added to radio’s quest for full freedom. We think it’s bad journalism and bad radio.

Now that Mr. Pearson has raised the question, we think he should withdraw from participation in the application for the WBAL facilities. He should withdraw from inter- nal affairs of an agency from which he is seeking something more than a franchise—he wants what some one else has built up assigned to his group for the asking and upon the tawdry fringes of that group’s talents they haven’t yielded to program censorship by the Government. Where’s this freedom about which Mr. Pearson pontificates?

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**Toward Full Freedom**

IN THE WELTER of developments of a fortnight ago (Taft-Hartley, anti-Petriillo decision, White Bill hearings, Wakefield-Jones FCC turnaround) there went almost unnoticed an event which established a new epoch for mass media. Leaders met among themselves and with President Truman July 26 to take an inventory of conditions in the most sensitive sphere of all—freedom of expression.

It was the first time such an array of leaders had been brought together—at the invitation of President Miller of the NAB. Judge Miller had just fought the battle of free radio before the Senate Subcommittee on the White Bill, an event which developed after the free radio conference was called. He was able to tell his conferences representing newspapers, magazines, pictures, books and publisher of the metamorphosis taking place in the minds of some of our legislators. The guarantees of the First Amendment are being trifled with.

Judge Miller, we’re sure, looks for no kudos in setting up this conference. He’s interested in results. And, as he told the White Committee, it may take him a lifetime to achieve his end of full radio freedom.

A start has been made. This can be no one-shot job. We strongly urge the organization of the leaders of the media of expression into a permanent council in freedom of expression. It should meet regularly, present its stock, interchange views and establish a modus operandi that will keep militantly in the forefront the infinite wisdom of the Constitutional doctrine that freedom of speech and the press cannot be abridged in our Democracy.

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**The Big Chance**

FCC AND ITS COUNSELORS from the Budget Bureau and private radio appear to have adopted the same approach used by broadcasters in their revision of broadcast application forms. But look out for the gimmick.

By broad-scale reorganization, they have replaced twenty forms with seven. The saving this will mean in time and money can best be estimated after the forms have been put into use. But at the least it would seem that broadcasters will benefit by the more logical and simpler arrangement of questions. The point is to get the facts down in one, offering to hear opposition to the new forms, FCC has given broadcasters a chance—indirectly, and for the first time—to come in and argue against the principles of the Blue Book. The Blue Book is the law. The new forms are shot through with the Blue Book, in name as well as in principle.

That is true is no fault of the Budget Bureau or the broadcasters. Their task was not to set policy, but to suggest expedient ways of getting information that FCC thinks it must have.

But more than paper-saving is involved here. The questions raised in the program section and many of the financial phases go to the fundamental issue of FCC’s right to transgress the Communications Act by delving into such forbidden matters.

The obligation now is upon broadcasters and their counsel to accept FCC’s invitation and make their statements. Why? Simply because the Blue Book sections particularly, and those infringing on business rights, "should not be adopted, or should not be adopted in the form set forth." The deadline for briefs is July 21, to be followed by oral arguments if the written comments received do not clear up the matter. Members of Congress have been met with thoughtful, substantial opposition. This is the Blue Book opening. Radio can not afford to lose this decision by default.

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**Our Respects To—**

GLENHALL TAYLOR

LITERALLY growing up with radio, Glenhall Taylor made his first appearance on the air in May 1922 as a pianist on now-defunct KZY Berkeley, Calif.

Not quite 19 at the time, he has spent the succeeding 25 years in a variety of station, network and advertising agency capacities.

As manager of N. W. Ayer & Son Hollywood office, he serves as coordinator of agency’s Western radio activities as well as overseeing Rexall Drug Co.’s Jimmy Durante shows and Bell Telephone Hour plus Army’s Sound-Off.

Previously he had spent nine years with Young & Rubicam, Hollywood, and was vice president and supervisor of Pacific Coast radio activities at the time of his resignation. Starting in June 1937 as producer-director of CBS Silver Theatre, dramatic series, Mr. Taylor remained such until September 1941 when he took over the reins of the Burns & Allen Show.

In late 1942 he was named Young & Rubicam Hollywood office manager, overseeing such shows as Eddie Cantor, Phil Baker, Jack Benny, Duffy’s Tavern, Ozzie & Harriet. Then in February 1946 he became a vice president of that agency and devoted all of his time to being associate director of radio and supervisor of West Coast radio activities.

Although all of his radio experience has been on the West Coast, Glenhall Taylor is a native of Buffalo, N. Y., where he was born, June 22, 1903. At eight, his family moved to Davenport, Iowa. One year later, the Taylor family moved again, and to Los Angeles where he completed grade school.

San Francisco was the family’s next stop in 1915. There he was graduated from Lick-Wilmerding High School, specializing in commercial art. Piano had constantly been his musical interest and he determined upon further study after high school graduation in June ’21, instead of attending college.

After about a year of musical education, he joined the staff of KZY and soon grew to be one of the better known radio performers in the San Francisco Bay area. From 1922 to 1926, he worked for every radio station in the region. And his performance as a pianist was not the extent of his talents. Continuity, announcing and production were also within his ken.

Mr. Taylor likes to recall one of his early experiences with "big" radio shows. It was premiere of Blue Monday Jamboree on KFRC San Francisco which became a ranking west-
TAKE THE GUESS OUT OF BUYING
WITH WOV'S 5 Audited Audiences

THE INSIDE TRACK... WOV AUDITED AUDIENCES lay facts before you, show you where listeners live, where they shop, what they buy, how much they spend, what they like and dislike—real low-down on these listening groups to guide you in the selection of the program best suited to your needs.

To alert advertisers, WOV's Specific Market Information means keying your message to groups of known individuals rather than trying to key it to unknown mass audiences.

We want you to be a WOV sponsor with the knowledge of 5 AUDITED AUDIENCES, each a definitely different group of purchasers; each the result of a penetrating revealing listener survey. Get the facts on these 5 AUDITED AUDIENCES today and... "TAKE THE GUESS OUT OF BUYING!"

Ralph N. Weil, General Manager - John E. Pearson Co., National Representative
and is his top musical effort to date.

Radio was too strong a lure for Glen Taylor and he was at it again, joining staff of KHJ Los Angeles, then a CBS station. He served variously as script writer, producer, continuity editor, production manager and program director.

When CBS purchased KNX Hollywood in 1936, he shifted over from KHJ as writer-producer. All of this was an ample background for him when he joined Young & Rubicam in June 1937 as producer-director of Silver Theatre.

The Taylors make their home in suburban Brentwood where the former Barbara Farlander is lady of the house. Glenhall Taylor Jr., 21, is their only child.

On the hobby side Mr. Taylor busies himself producing home movies. Records occupy considerable space as well as time in his leisure portion of life. Long range, he is projecting a musical play in collaboration with Paul Franklin, prominent radio writer.

FM Hookup

TWO-STATE FM hookup has been formed by WIBW-FM Topeka and KOZY Kansas City, according to Ben Ludy, WIBW-FM general manager. First program was heard June 29, originating at KOZY. Regular exchange of programs of interest to both communities is planned.

On the Air in September!

Station WJLK-FM

ASBURY PARK • NEW JERSEY

New Jersey's Outstanding Newspaper (*) enters the radio field this year with construction of an exclusively FM station.

The finest in FM Studios and Broadcast Equipment are being installed in the Press Building to bring to the profitable Monmouth-Ocean County area this superior type of radio service.

Initial rates for advertisers are especially attractive. Wire or write now for availabilities and other information.

WJLK-FM

"Radio Voice of the Asbury Park Press"

94.3 Megacycles

(*) The Asbury Park Press was judged "New Jersey's Outstanding Newspaper" by the New Jersey Press Association.
18 HOME TOWN MARKETS COMPRISEx THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KVOO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXDFM, Boise-Nampa
KVNV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDYN, Casper
KWOY, Sheridan
KPOW, Powell
KDOI, Cody

MONTANA
KBMY, Billings
KRJF, Miles City
XXXX, Great Falls
XXXX, Butte

KALL of Salt Lake City
Key Station of the Intermountain Network and its MBS Affiliates

Winter 1946-47
HOOPER 11.0
Intermountain Empire News
2 p.m.
Mon. thru Sat.
Including exclusive regional and local news from Salt Lake Tribune and Telegram—The Intermountain West's finest newspaper.

Winter 1946-47
HOOPER 8.5
for previous programs scheduled in this period
The Tommy Dorsey Show
3:30-4:30 p.m.
Mon. thru Fri.

Winter 1946-47
HOOPER 7.9
Cactus Jim
Western Disc Jockey
3:05-3:30 p.m.
Mon. thru Sat.

Winter 1946-47
HOOPER 8.2
The Woman's Page
1:30-1:45 p.m.
Mon. thru Fri.
A program for and about Intermountain Women. Conducted by Phyllis Perry, who has established the highest Hooper rated women's program originated in the Intermountain West.

THE INTERMOUNTAIN NETWORK Inc.
Concentrated Coverage where the people live

Avery-Kodell, Inc. National Representatives

New York Chicago Los Angeles San Francisco Atlanta
Open Mike

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

KRIX Says Adams
"Don't Make Sense"

EDITOR, BROADCASTING:
After reading William J. Adams' article, "Do Disc Jockeys Boot Home Winners?" in your June 23 issue, I called my disc jockey, Joe Gibney, an ex-barter tender from provincial upstate Montana, and said, "Joe, leave these premises. You've got to go."

Shocked, and with tears in his eyes, Joe replies, "Boss, ain't I been doin' a good job? Ain't I been taking care of my janitorial duties? Ain't I been hoeing the beans at the transmitter regularly? Ain't I been gettin' 60 letters a day on my "CLICKS CLUB!"

"Surely," I pointed to Mr. Adams' article. "That is, Joe," I replied. "You're a disc jockey and this provincial feller from upstate New York says you're comparable to small pox."

With great effort, Joe, who is strictly an ad lib man, labored through Mr. Adams' article. Ten minutes later, when he completed it, he looked up, relieved, and shouted, "Boss, this thing don't make sense!"

I read it again, turned to Joe and said, "Joe, you're right. This thing don't make sense. You can keep your job."

FRANK C. McINTYRE
General Manager
Radio Station KRIX
Twin Falls, Idaho

June 27

* * *

WRFD, WLAN Not Under Same Owner

EDITOR, BROADCASTING:
May we remind you again that the Peoples Broadcasting Corporation of Columbus, Ohio, is not affiliated in any way, nor is there any interlocking ownership, with a firm of the same name in Lancaster, Pa. From the June 16th issue of BROADCASTING—Page 36 listing of conditional FM grants, we quote: "Columbus, Ohio—Peoples Broadcasting Co., licensee of WRFD Worthington and WLAN, Lancaster, Ohio."

Since the names are similar it is easy to confuse the two ownerships. We just thought you'd like to know, for future reference.

EDGAR PARSONS
Acting Manager WRFD
Peoples Brest, Corp.
Columbus 16, Ohio

June 23

Editor’s Note: WLAN is in Lancaster, Pa., not Ohio.

* * *

Sowell Says Radio Should Editorialize

EDITOR, BROADCASTING:
CAN YOU BEAT IT...some members of the broadcasting fraternity actually are expressing fear that they may be granted the right to editorialize! Does this mean the time has come when we are willing to acknowledge openly a shortage of brain power in the industry? Does it mean the writers of the frequently-recurring "What's Wrong with Radio" stories finally have found a leg to stand on? Does it mean that broadcasters' campaigns "in the public interest" must be always promulgated and directed by, and credited to, welfare and/or governmental agencies?

Perhaps we are not too well aware of the true meaning of the word "editorial." Some dictionaries say it means "an expression of the opinion of the editor." None implies an obligation on the part of the editor to express his opinion on any given subject. No dictionary says, "In election contests the editor is compelled to take a definite stand for or against candidates."

As Justin Miller has plainly put it, the question is not one of whether or not stations would (Continued on page 54)

Agriculture

We've been programmed for the farmer for 20 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.
Radio engineers agree that the best method of Modulating is Phase Shift. Investigate FM by Raytheon and you'll agree that the new simplified circuiting, inherent stability, and many important improvements engineered into Raytheon equipment render older, more complicated circuits obsolete. Note the advantages offered by Raytheon FM. For detailed information, write for Bulletin DL-R-406-546.

**EXCLUSIVE, GREATLY SIMPLIFIED CIRCUIT** provides greater stability and efficiency.

**DIRECT CRYSTAL CONTROL** of mean carrier frequency provides inherent stability. Simple linear type tank circuits for all stages in FM band—cannot get out of tune or adjustment.

**CIRCUITS COMPLETELY SHIELDED** to eliminate radiation, interaction and parasitic oscillation.

**INCREASED POWER** readily attained, by addition of another unit. All units matched in size, styling, colors.

**CONVENIENT CUBICLE SIZES** of units facilitate moving through doorways and installing.

**LOW FIRST COST** and low operating costs... achieved by greater operating efficiency, low power consumption and long life tubes and components.

---

**COMPLETE 1KW OR 3KW TRANSMITTER**

Transmitter of either power includes exciter unit in left compartment and amplifier in right.
SPEECH INPUT CONSOLES for AM-FM

SID COLLINS, former program director of WCMC Kokoombo, has joined the announcing staff of WBIX Indianapolis, under Benoit Elliott, formerly with WSNX Birmingham, WILD Portland, Me., and KMFB San Diego, has been added to station's program staff.

Mrs. CLYDE E. SNOOK, former continuity editor at WAYS Charlotte, N.C., has been appointed continuity editor at WBOC that city. She replaces AUDREY SUMMERS, recently named WBT director of publicity. Mrs. Snook previously was with KIOY Olympia, Wash., and production department of the New York Times.

Hazel Kenyon, director of community service at WTOP Washington, and her assistant, Helen Shenton, have received personal communication from Veterans Administration for their "excellent cooperation in the development of the veterans' program" in Washington, WTOP also has received the Vets' 'certificate of appreciation.'

PHIL DAVIES, continuity chief at WCBE Pittsburgh, is the father of a girl, Jamie Ann.

MIKE ANDREWS, of the mail room at WCBE Pittsburgh, and student at Carnegie Tech, is doing some announcing for collegiate station WZIT.

STAN DUNHAM, formerly with WBIR Appleton, Wis., has joined announcing staff of KBOG Albuquerque, N.M.

NACK ELLIS, announcer formerly with stations in Texas, California and Pennsylvania, has joined announcing staff of WBIN Youngstown, Ohio. CHICK LIND, WBIR announcer, took over in production department. HOWARD REMPI, production assistant, has been named promotion manager, replacing GEORGE L. YOUNG, resigned.

RUTH WEIR MILLER, educational director of the National Federation of the Blind, received Master of Science degree in Radio Education from U. of Pennsylvania.

JOE DUSH, vocalist, formerly on "The Broadway Melody" radio show in New York, is recording on Continental label for WXIX in Washington, D.C., and record label.

TOM HARRIS has resigned as program director of WMBO in West Palm Beach, Florida, in August, with no successor named.

IRVING HOWARD, announcer of KCVA Hollywood, is the father of a girl.

Harold Fewer, star of NBC "Great Gileadines," and Gloria Holliday were married June 26.

GENE MORGAN has joined KCMJ in San Antonio, Texas, as announcing staff.

EDDIE GREEN, who portrays "The Senator" on NBC "Duques' Tavern," is the father of a girl.

BERNARD DUDLEY, Hollywood freelance announcer, is in New York for six weeks contacting agencies and stations and will tour England states before returning to West Coast.

TID CLOBY, former program director of KGB Reno, and more recently with General Ad., Hollywood, is now program director of KEUR radio station in Eureka, Montana. JEROME MOLLER has joined that station as announcer.

CLARKE THORNTON, announcer who served as executive officer of Third Army Signal Operations Battalion, Europe, has joined announcing staff at KLC Denver.

MARJORIE CAMPBELL, television film director of Don Lee Broadcasting System, has temporarily taken over Miss Campbell's assignments.

GUY SAVAGE, veteran Chicago sportscaster, has been signed by WIBB Chicago video station, to handle all state events during Arlington and Washington Park racing seasons.

LILLI DOSS, program director of Egyptian State Broadcasting System, Cairo, making a tour of American radio, returns to her homeland in two weeks.

JOE ALLISON, former manager of the Tex Ritter show, has joined WDLA Memphis. Mr. Allison has two daily shows on WDLA, "HEILMAN Houseparty," 9-11 a.m. and "Joe's Jamboree," 1-2 p.m.

JOHN OLSO, program manager of WBCO Hartford, has been elected vice president of Hartford Advertising Club.

BOB HEIBERG, formerly with WERB Duluth, Minn., has joined announcing staff of KBOG Oakland, Calif. He succeeds LENN CURLEY, who resigned to enter agency field in San Francisco.

MARILYN SCHULZ, has joined the continuity staff of KWAB Omaha.

ERNE KOFFMAN, announcer at WTTM Trenton, N.J., is the father of a girl.

RADIO WOMEN gather as participants in the annual Women's Broadcast luncheon panel during the 15th annual national convention of Theta Sigma Phi, national professional journalism fraternity of women, held in Hollywood June 26-28. Luncheon was given by Recall Drug Co. Participants are, front row: (1 to r): Orly Rice, writer of ABC "Murder and Mr. Malloy"; Irene Phillips, producer of CBS "Guiding Light" and NBC "Masquerade," second row: (1 to r): Jean Meredith, assistant publicity director of CBS western division; WOlk MAC, producer of NBC "Date With Judy" and CBS "Bill Goodwin Show."

OFFICERS ANNOUNCED for 6 AMA CHAPTERS

THE FOLLOWING officers have been elected for the coming year in six chapters of the American Marketing Assn.: Toronto chapter, S. E. Stocking, U. of Toronto, president; E. E. Close, Close & Sons Ltd., vice president; P. G. Byrnes, Elliott-Haynes Ltd., secretary; John F. Graydon, Canadian Facts Ltd., treasurer; Minneapolis-St. Paul chapter: Dr. A. C. Welch, Knox Advertising, president; Helen Canoyer, U. of Minnesota, vice president; Minnie P. Anderson, The Farmer, secretary-treasurer.


WIRK on Air

WIRK, new 1 kw 1290 kc station at West Palm Beach, Fla., began operations July 1. Completion of the station has been announced by the recent heavy rains, delaying the station's opening. WIRK is owned and operated by Ken Sell Inc. Joseph S. Field Jr. is president of the firm and Joseph B. Mathews is general manager.
News Broadcasting
District Meet Told
WHCU Ithaca, N. Y., District 2 director.

Higher news standards have occurred during the year and stations are setting up special news bureaus, the clinic was told. Chairman of the clinic was E. R. Vadeboneoeur, WSYR Syracuse, who also is chairman of the NAB Radio News Committee. Taking part also was Arthur C. Stringer, NAB director of special services.

George O'Connor, WINR Binghamton, cited examples of community service and promotion as by-product of radio news. A third of all WINR newscasts are local, he said, and the station presents daily editorial comments. Harvey Sanderson, WFBL Syracuse, described a state news report presented twice daily. Four correspondents are tied into the newsroom by teletype.

Newman Joins Kudner
PAUL E. NEWMAN, former head of the Los Angeles advertising agency bearing his name, has joined the Kudner Agency, New York, as a member of its creative board. Before organizing his own agency in 1945, Mr. Newman was associated with Erwin Wasey & Co. as vice president. The Paul E. Newman Co. in Los Angeles is still operating under that name.

Newsmen Met in Utica, N. Y., June 27 at news clinic for NAB District 2 (N. Y., N. J.). Seated (1 to r): Arthur C. Stringer, NAB; James Nolan, WJLK; Mary Evelyn Connors, WENT; George Connor, WINR; E. R. Vadeboneoeur, WSYR; Sr. Goldman, WJTN; David Kessler, WHAM; Helen Wood, WIBX; Harvey Sanderson, WFBL; J. E. Gavagan, WTRY; John Madigan, ABC; Aelene LeRue, WRUN.

Back row: N. W. Cook, WIBX; Mal Weaver, Dale Robertson, WENT; Fred Carata, WWSN; E. H. Johnson, NAB intern at WSYR; Phil Newsom, UP; Wells Church, CBS; Michael R. Hanna, WHCU; David Williams, AP; James Horne, WCTC; William Adams, WHEC; John Schiller, WCTC; Miles Haber, N. Y. State Radio Bureau; Earl Kelly, WVN; Fritz Updyke, WRUN; Nick Carter, WTRY; John Henzel, WHDL.

Progress Made in During Past Year, PROGRESS in broadcasting of local, regional and statewide news reports has occurred in the last year, the second NAB District 2 Radio News Clinic was told June 27 by station news executives. The clinic was called by Michael R. Hanna, NAB District 2 chairman.

Application for Station At Winchester, Va., Filed APPLICATION for a 1-kw daytime station on 590 ke at Winchester, Va., was filed with FCC July 1 by the Winchester Broadcasting Corp. War veterans hold controlling interest (about 90%) in the corporation, which is headed by John P. Bell Jr. In addition to serving as president of the corporation, Mr. Bell, who has nine years of radio experience before entering the service, also will be general manager of proposed station.

Other officers, all veterans and all of whom will take an active part in the operation of the station, are: Jess R. Kiracofe, vice president; H. T. Moseley, secretary, and Lawrence E. Hill, treasurer. The group plans to employ an all-veteran staff.

Arrangements already are underway for a studio location in the heart of downtown Winchester, Mr. Bell announced.

Wham Rochester, advocated rewriting of press association copy, which he referred to as raw material, to give the station individuality. He proposed that effort be made to inject local angles into such stories. WHAM pays from $2 up to listeners for tips. Sr. Goldman, WJTN Jamestown, N. Y., said the station has a scale of charges for news presentation—25% on UP news, 50% of time charge for purely local news show, 40% of time facilities if a combination of local, national and international news. He added that the station has a waiting list for all its news programs.

WJZ Announcement Rate Is Increased About 10% WJZ New York last week issued Rate Card Supplement No. 1 of Rate Card No. 11, which became effective July 1. An approximate 10% increase in the cost of announcements was contained in the supplement.

Meaning new rates and discount plans went into effect on the Nancy Craig and The Fitzgeralds programs. The former practice of giving major and minor commercials was discontinued on the two shows, and now all commercials are full majors. An estimated increase of 10% on individual participation announcements also was announced for the two programs.

Class "C" time now begins at 8 a.m. instead of 8:30 a.m. as heretofore and Class "D" time now runs from 7-8 a.m. and 11:15-12 midnight. Current advertisers will receive the usual one year's rate protection for the same series continuously used, except that they may elect to change to the rates specified in the new supplement.

Fire at WABD
WABD New York, Du Mont television station, was put off the air for an hour and a half Tuesday afternoon when firemen evacuated the building at 515 Madison Ave., New York, where Du Mont transmitter and offices are located. Fire on 20th floor did much damage to the building but none to Du Mont operating equipment, and station returned to the air at 5:15 p.m. when the fire had been put out.
New Television Producing Unit Formed in New York
A NEW TELEVISION producing unit, Tele-Rad Productions, formed to provide packaged television shows for all types of video presentation, has been organized in New York. The unit is made up of four women and 15 men, including radio producers, writers, directors, and directors. The unit is headed by David Seymour Horowitz and Marie Musical, 35 East 48th St., New York, and a new firm, Television Digest, will be telecast in the near future on WABD New York, Du Mont video station.

Executive chairman of the new firm is John H. Onken Jr., producer of Gotham Playhouse, formerly heard on WGHF, New York FM station. Juel Frances Spratt, former theatrical agent, is vice chairman and secretary, and the chief of production is Larry Dorn, MBS producer. Other directors are: John Poindexter, former WINS New York program manager, Frank L. MacIntosh, Canadian radio and stage actor and dramatic coach, and Essor Strong, radio and video actor.

In charge of other departments are: Leonard Wilds, finance, Irving Barr, script, Helen Bruff, sales, and Norman A. Schorr, publicity. Others in the group are: Jesse Kaplan and Jack Corey, comedy writers, Mary L. Kenney, WOR New York promotion writer, Bert C. Williams, musical arranger and director, David L. Friedman, Mort Nash, Seymour Horowitz and Marie Schaden.

* Peggy Price and the Price Brothers Quartette—a listening habit down Charlotte, N. C., way. Heard each weekday evening at 6:00 over WAYS, Charlotte's showmanship station.

Price Brothers Sing Sell

Harmony from the Price Brothers Quartette is pitched with sales for some alert advertiser seeking to sell the Charlotte market with a mass appeal show. Time and audience solidly established. Sponsor also will benefit from Price Brothers' constant public appearances throughout Charlotte area.

Write WAYS, Charlotte, N. C., or Weed & Co. for details and audition disc.

Open Mike
(Continued from page 50)
(or abuse) the privilege were it granted, but rather a matter of justification of the broadcasters' right, under our constitution, to editorialize. For my part I am firmly convinced that we do have that right, and that justice is being denied so long as the privilege is refused. It is regrettable that President Miller has not accorded the 100% support of the NAB membership in his efforts to gain for us the recognition our medium deserves.

F. C. SOWELL, Manager W.L.A.
Nashville, Tenn.

June 27

Kind Word in Rhyme For Disc Jockey Trade
EDITOR, BROADCASTING:
Ode to the Disc Jockey
Oh, thou record-riding jockey, Some exist who meanly mock ye, Exercise your joviality, For the privilege to sock ye!

If these could, they would, oh spirit you away and lock ye In a dungeon on some island, After which they'd smugly smile and Settle down to hear the platter Minus your distinctive chatter.

I, for one will never knock ye! (I'm one too, oh broth'rin' jockey.)

CHARLIE SPEARS
Disc Jockey
WORD Spartanburg, S. C.

Editor's Note: Perhaps Mr. Spears' ode was inspired by William J. Adams' article, "No Disc Jockeys Boot Home Winners," [BROADCASTING, June 23].
LET'S LOOK AT THE RECORD . . .

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* Adjusted to compensate for the fact that WNEB did not start broadcasting until December 16, 1946

The steady gain in listeners for WNEB can mean a steady gain in sales for you. Radio-wise time buyers and advertisers with an eye on the rich Worcester market are finding WNEB an increasingly desirable buy. If you have something to sell in New England's third largest city, WNEB belongs on that schedule.

**WNEB**

**WORCESTER**

**MASSACHUSETTS**

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

July 7, 1947 • Page 55
Radio Clinic at NRDGA's Convention Stresses Sponsor Use of Broadcasting

LEE HART, assistant director of broadcast advertising for the NAB, told members attending the National Retail Dry Goods Assn. convention at the Palmer House in Chicago fortnight ago that “the advertising manager who wants to measure results from radio both in terms of item and departmental sales” must take cognizance of essential and basic points for successful radio advertising.

Speaking before radio clinic of the Sales Promotion Division on “Writing Copy for Ear,” Miss Hart outlined the essentials of radio advertising, with particular emphasis on “regular and concentrated promotion” and the necessity for a radio advertiser to “beam” his message to the public by basing his choice of programs and times “on what he wants to promote and to whom.”

Miss Hart also stressed the need for “conversationally natural” radio copy. She suggested, “read all copy aloud to see that it is written for ear.”

Lawrence H. Foster, sales promotion manager of the Fair Store, Chicago, told the clinic that his stores’ problem has been to “reach the greatest number of people at the least cost” and that news programs had been selected in radio advertising for many reasons.

He said that a survey in 1944, when the store began its programs on the air, showed that from 65-80% of the people listed news programs as their first preference.

Mr. Foster hastened to add, though, that the Fair Stores’ selection of news programs as a radio vehicle “is no reflection on what other stores might decide they would want. We have found it to be the best for us.”

Chairman of the Radio Clinic was William T. White, sales manager of Wielandt Stores Inc., who also spoke, as did Julian N. Trivers, publicity director of Wm. Hengerer & Co., Buffalo.

Kendrick Appointed

ALFRED J. KENDRICK, former vice president in charge of World Music Service, the wired-music division of World Broadcasting, New York, has been appointed general manager of World Broadcasting Co., New York, a subsidiary of Decca.

Mr. Kendrick entered the recording field by joining Victor Talking Machine Co., in 1913. Mr. Kendrick joined Brunswick Records, later becoming general sales manager. He joined World Broadcasting in 1929.

Senate Committee Gets Comr. Ayres Nomination

PRESIDENT TRUMAN'S re-nomination of FTC Commissioner William A. Ayres for a third seven-year term beginning in September, is before the Senate Interstate Commerce Committee awaiting action. No date has been set by the committee for considering the nomination which it received June 26.

There had been speculation that the 80-year-old Commissioner and former member of Congress would retire upon the expiration of his term.

Justice Siegel

JUSTICE ISAAC SIEGEL, father of Seymour N. Siegel, program director of WNYC, New York's municipal broadcasting station, died June 29 after falling through an open window of his Manhattan apartment. The elder Mr. Siegel was appointed to the bench of the Domestic Relations Court in 1940. He served in Congress from 1915 through 1923.
FCC Awards Proposed Grant To Narragansett Broadcasting

Three-point preference for application of Narragansett Broadcasting Co., for new standard station at Fall River, Mass., on 1400 kc with 250 w fulltime was given by FCC in a proposed decision announced last Tuesday. The Commission would deny competitive applications of Southeastern Massachusetts Broadcasting Corp., and Bay State Broadcasting Co., which said the same facilities at Fall River station would serve twice as many persons at the same time as the proposed new station. This would be a more efficient use of the channel, FCC said. Further favor of Narragansett was found by FCC in proposed grant. The Commission concluded integration of facilities and operation than its competitors.

The Commission cited an "additional factor for not preferring the Southeastern Massachusetts Broadcasting Corp., and Bay State Broadcasting Co. over Narragansett Broadcasting Co. arises from the judicial proceedings involving principal stockholders of each of these applicants." The report noted that Max Kramer, president of Southeastern Massachusetts, was "under indictment at the time of hearing and has since been convicted--for conspiracy to conduct a business in conflict with the interests of his employer." Mr. Kramer, until discharged in January 1945, according to FCC's report, had been employed by the New Bedford Standard Times as general manager and for several years also managed the business of the paper's station, WBNB. As for Bay State, the Commission report stated that 70%-Owner Joseph P. Duchaine "has been involved in various legal proceedings arising on charges of unfair trade practices against the station with the NLRI.

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The Commission stated that these proceedings "reflect on the business ethics and moral values of the individuals involved and in a competitive hearing such as this, should be considered adversely to the applicants involved." Ownership of Narragansett Broadcasting Co. includes: Clark F. Murdock, president and proprietor of Edgewood Secretarial School, Cranston, R. I.; president and 14% owner, George Sisson Jr., Fall River resident and Navy veteran; treasurer and director, Albert Piavlin, in wholesale tire business in Fall River, R. I., and business interests, director 42.85%; Leonard P. Cohen, life resident of Fall River, present meteorologist with American Overseas Airlines in New York; and 14% owner, William Sisson, owner, William Laurans, head of Laurans Bros., wholesale grocery, treasurer 31.49%; Arthur Goldy, clerk attorney, 3%.

The remaining 80% interest in Fall State Broadcasting Co. is equally shared by Mr. Sisson, former owner. Robert E. Hawe, AAP veteran, president, and Harold D. Mahoney, lumber and retail fuel interests, clerk. Mr. Duchaine is treasurer.

KQW Picketed

KQW San Francisco was picketed June 24 by members of the CIO United Office and Professional Workers of America during a one-hour demonstration against the recent dismissal of an employee. The employees denied by C. L. McCarty, general manager of KQW, who stated Mrs. Burke was released for inefficiency in her work. A week previously the union filed a charge of unfair labor practices against the station with the NLRI.

TEA OFF WITH... CLEVELAND'S CHIEF STATION

For a profitable drive deep into the Cleveland market—let WJW carry your advertising message.

Advertisers know what many consecutive Hoopers show ... that morning or afternoon WJW delivers more listeners per dollar than any other Cleveland station. So ... stay on the way with Cleveland's Chief Station!
 Vide School May Enter Field of Commercial TV

TWENTY-FOUR hour commercial television station, operating from studios of American Television Inc., Chicago, is a definite possibility, U. A. Sanabria, president of the video school, disclosed this week.

Mr. Sanabria said he is considering proposals that his organization apply to FCC for authority to televise from the school’s laboratories, utilizing cameras and equipment now being used by more than 4,000 veterans. American Television currently is offering studies in video techniques.

“The basis of our own experience in advertising our schools,” Mr. Sanabria said, “we are convinced that relatively modest telemcasts more than pay for themselves in direct sales.” He added that if American Television enters the field, all equipment, from cameras to stage sets, as well as instructors in makeup and acting techniques, will be made available to commercial sponsors.

New Business
DENALAN Co., Inc., San Francisco (Denalan Dental Plate Cleaner, Violet Denture), July 1, started for 24 weeks “Pulten Lewis Jr.,” on 8 Don Lee California stations, Twin Tower 4-145 p.m. (PST). Agency: Rhoades & Davis, San Francisco.


Renewal Accounts

TIP TOP TAILORS, Toronto (chain clothing stores), Sept. 21 renewed for 26 weeks “Music for Canadians” on 32 Trans-Canada network stations, Sun. 7:30-8 p.m. Agency: McConnell Eastman & Co., Toronto.

Network Changes
R. J. REYNOLDS TOBACCO Co., Wilmington, Del., N. C. July 6 “Vaughn Monroe Show” on CBS from Sat. 9-10 p.m. to Sat. 9-10 p.m., period which was vacated by Pet Milk Sales Corp., “Saturday Night Serenade,” which moved to 10-10:30 p.m. Agency for Reynolds is William Esty & Co., New York.

THE BAYER Co., New York (Bayer Aspirin), July 2 switched “American Melodies” from Tues. 7-7:30 p.m. to Wed. 8-8:30 p.m. Agency: Dinner-Fraegerland-New, New York.

PET MILK SALES CORP., St. Louis, July 5 switches “Saturday Night Serenade,” on CBS from Sat. 9:30-10 p.m., to 10-10:30 p.m. same day. Agency for Pet Milk is Zeller Advertising, St. Louis. Missouri.

STANDARD BRANDS Ltd., Montreal (Tenderleaf Tea), Oct. 5 changes Fred Allen show from 23 Dominion network stations which stopped for summer on June 29, to 28 Trans-Canada network stations, Sun. 8:30-9 p.m. Agency, J. Walter Thompson Co., Montreal.

Sponsors
ahren M. WHITLOCK, former account executive at Kastor, Farrell, Scott & Co., has joined Associated Products division of McCann-Erickson, Inc., as associate advertising manager for San Francisco Bay Area stations, including KNBC, as well as Log Cabin Syrup, and Calumet Baking Powder.

MERCHANDISER, Chicago area sales manager for Johnson’s Wax Co., has been named purchasing agent, and chandler of company’s maintenance department, on which group has been transferred to company’s Textile Drax Dept. in New York area.

FRANK HAAS, assistant advertising manager, Whitehall Pharmaceutical Co., New York, has resigned effective July 18.


MONROE CHEMICAL Co., Quincy, Ill. (Marty T. Goldman Div.), has appointed H. M. Gross Co., Chicago, to handle advertising. Radio will be used.


CANADIAN NATIONAL EXHIBITION, Toronto (exhibition, Aug. 22-Sept. 6), plans a record campaign for large number of Canadian stations, as well as stations in Ohio, New York, Michigan and Pennsylvania. Agency: Cockfield Brown & Co., Toronto.

VALLEY FLIGHT SYSTEM, San Bernardino, Calif. (package flight instructions), appointed John Whitehead & Assoc. Los Angeles, to handle advertising.

JOHNSON, CARVELL & MURPHY, Los Angeles (Kellogg’s Ant Paste), in a 13-week summer campaign, has started using daily spot announcements on KGO and KRON, for Fred Allen, and uses participation in programs on KSFO San Francisco. Agency: W. C. Jeffries Co., Los Angeles.

PACIFIC EXPORT Co., Los Angeles, Export, California, started using Spot School Adv., Hollywood, to handle advertising. Local spots are being used.

QUICK-WAY HOUSEPRODUCTS, Los Angeles (Quick Way householder cleaner, liquid wax, plastic glues), has appointed commercial and theatrical firm to obtain one-day, no-weekly, radio spots for the company.

FORD MOTOR Co., Los Angeles (Southern Calif. dealer), July 5 started weekly two and one half-hour telecasts of Olympic Auditorium boxing and wrestling matches on KTLA Hollywood. Contract is for 44 weeks. Agency: J. Walter Thompson Co., Los Angeles.

PERMA-MAIL Co., Burbank, Calif. (nail polish base coat), has appointed A. James House Co., Los Angeles, to handle national advertising. Regional radio will be used.

DAMELIEL-ALLISON Co., Covina, Calif. (O & A Orange Juice), has appointed Western Adv., Los Angeles, to handle regional advertising. Radio will continue to be used.


COMMONWEALTH HEATING Co., Pittsburg, has appointed Earl Bothwell advertising, that city, to that city, to city to city to city to city.

UNIVERSITY OF CALIFORNIA (distributor of televisions, receivers), July 1 started sponsorship of Tuesday night telecasts of University of California "Big Town" program on NBC for 24 weeks. Total number of stations, now 144, will be increased in later months to advertise Ironized Yeast Tablets.

KXO
EL CENTRO, CALIFORNIA
“Voice of Imperial Valley”
250 Watts Day and Night
(1230 kc.)
Serving 146,000 Listeners
Effective Coverage
Imperial Valley,
Coochella Valley
Affiliate
SNN-Lee-Memorial Broadcasting System
PAUL H. RAYMER CO.
National Representatives
P. B. Reed Heads RCA Eastern Field Sales

P. B. (Pink) Reed, for the past two and half years sales engineer in the Washington, D. C. office of RCA in charge of broadcast and television equipment sales, was scheduled to begin new duties July 1 as field sales manager of RCA's Engineering Products Dept. (Eastern Central region) with headquarters in Cleveland.

Mr. Reed has been with RCA for 17 years. In his new post he will be in charge of sales in the Eastern Central region for all RCA engineering products, including AM and FM broadcasting equipment, television equipment, and police and emergency communications. Industrial electronics, commercial sound and photophone (for theatres) equipment.

WABD Additions

John McNeil, acting WABD sales manager as well as general manager of WABD New York, Du Mont television station, has added four new salesmen to his staff: David Gross, formerly with the Du Mont video receiver sales department; Theodore Bergman, recently with Allen Hunt Radio Productions and during the war with SHAEF, where he directed the broadcasting of all Army programs from Europe; Angus McIntosh, formerly director of radio for Ward Wheelock & Co.; and Wallace, who produced experimental television programs of WOR New York on the Du Mont station and has recently had his own video package program agency.

Westinghouse at Peak

Net Sales by the Westinghouse Electric Corp. during May reached the highest peacetime monthly figure in the firm's history, according to a statement last week by A. W. Reynolds, chairman of the board. The overall net sales total for May was $58,981,705, an increase of $406,641 over April. Mr. Robertson said that new business signed by Westinghouse in May totaled $67,914,225, compared to $92,582,767 in April.

86% in Mutual's Polling approve of Radio's Job

Listeners to Mutual's Opinion-Aire show on June 25, voted an emphatic "yes" to the debated question, "Is Radio Doing a Good Job?" The telephone returns from the five participating cities—Emporia, Kansas, Huntington, W. Va., Wilkes-Barre, Pa., Hastings, Neb., and Miami, Fla.—showed 86% of the respondents favoring the affirmative side, 14% the negative.

The question was upheld in the radio debate by Carl Haverlin, president of BMI. His "counsel" was Sydney Kaye, BMI attorney and board vice-chairman. The negative view was taken by Llewelyn White, author of "American Radio." His counsel was Ben Gross, New York Daily News radio editor.

KSON, New San Diego Outlet Names Staff

Complete staff for KSON, San Diego's new 24 hour a day station soon to begin operation [Broadcasting, June 16], has been announced by General Manager C. Frank Maxfield.

Dr. John Ward Studebaker, U.S. Commissioner of Education and his brother, Gordon Studebaker, are principal owners of the station and the station will also serve as program director.

Other staff members include Carl W. Greene Jr., formerly of WNCA Asheville, N. C., and WQAM Miami, Fla., manager; Bill Gramer, formerly of WCLE Clearwater, Fla., sports director; and Larry Doyle, formerly of KIEM Eureka, Calif., promotion manager. Engineering staff is headed by Eskil Holt, until recently with KGAB San Diego, and consists of Jack Turner, Ned Lewis, Fred Mitchell and Howard Van Voorhis. Dorothy Johnson is the new traffic manager and head of the office staff which includes Louise Nevinger in the program department.

KSON, formerly of KMOO Kansas City, and J. Fred Lindquist of KOCA Kilgore, Tex., will be time salesmen.

CBS is Named Defendant By Coster in Libel Suit

CBS was named defendant in a $250,000 libel suit filed in the New York Supreme Court last week by Donald Q. Coster, an account executive of the Bureau of Advertising, New York.

He alleged that co-defendants were Foote, Cone & Belding Inc., and Rayshow Inc., New York, a radio producing firm. Mr. Coster contended that he was libelled and held up to ridicule, and that his libelous want "as an attempt" in CBS' Reader's Digest Radio Edition Feb. 27 allegedly dramatizing Mr. Coster's part in the North African operations, during which he served as an Army colonel.

Mr. Coster declared that he was impersonated on the show by a radio actor and that the impression was given that he had written the story or had written it.

New WADC Quarters

WADC Akron, now in its 23rd year of broadcasting, will erect a two-story brick building at Mill and Main St. to house its operations, Allen T. Simmons, owner and operator, has announced. Construction will start as soon as the Buchtel Hotel, now on the site, is razed. Space will be available also for FM and television facilities. Around the top of the building will be a lighted sign which will point out news in lights, similar to the Times Square sign.
Gail G. Geddes

FUNERAL services were held in Washington Tuesday for Gail G. Geddes, 33, an executive of the National Assn. of Manufacturers and son of Raymond G. Geddes, executive vice president of Radio Manufacturers Assn. Death resulted from an auto accident near Doylestown, Pa. Mr. Geddes’ two daughters—Carol, 4, and Olivia, 8—were injured but are expected to recover. Mrs. Geddes is the former Grace L. Carr of Washington. Mr. Geddes served during World War II as a Navy lieutenant aboard the aircraft carrier Saganaw Bay, participating in five major engagements. He was a member of Sigma Nu fraternity and held a Hibell-Kappa key. He attended Dartmouth and was graduated from Tuck School of Business Administration. A brother, Bruce B. Geddes, of WTOP Washington, also survives.

SPORTS TELECASTS’ Sales Value Shown

54.5% Sets In Use as Ball Game Was Played, CBS Finds

To MEASURE the commercial value of sports telecasts, CBS had a special survey made by C. E. Hoover Inc. on the evening of June 6, when WCBS-TV New York was televising the night game between the Brooklyn Dodgers and the Chicago Cubs. Five hundred calls, made between 8:46 and 10:15 p.m., revealed:

Video sets-in-use were 54.5%, more than double the Hoover June average of 23.0% for radio sets-in-use. A few television stations had sports programs on that evening—fights on WBNF and wrestling on WABD, as well as baseball on WCBS-TV.

Sets tuned to WCBS-TV had an average audience of 6.26 persons: 3.74 men, 1.62 women and 1.0 children. This compares with 2.5 persons per set in the radio audience.

Three out of four of those watching the baseball telecast could identify the Ford Motor Co. as sponsor of the program. And two-thirds of those who correctly named Ford as that night’s sponsor could also name a product of General Foods Corp., which alters with Ford in sponsoring the Dodgers’ home game telecasts on WCBS-TV.

Lawrence W. Lowman, CBS vice president in charge of television, pointed out: “The high sets-in-use figure indicates the great interest in sports among television set users. Together with the sponsor-recognition and persons-per-set figures, they are especially meaning-

FUL to advertisers who are pondering the type of program to sponsor when they get to television.”

This survey, Mr. Lowman concluded, “corroborates what television people have long believed—sports in television is a terrific sales vehicle for the advertiser.”

WNTU Milwaukee, July 1 increased its daily broadcast time from 10 hours to 12, and its Sunday schedule one-half hour. Station is on daily from 5:30 a.m. to 10:30 a.m., and Sundays from 7 a.m. to 12:30 a.m., representing a weekly increase of 6½ hours.

REVOLUTIONARY TechniCAL

BENDIX Radio Div., Bendix Aviation Corp., Baltimore, Md., has introduced new Factometer, described as “a new fact that is practical in design, is small in size, accuracy in operation, and precision meter which accurately translates strength of incoming signals on the air.” The Factometer is used in finding “dead spots” in rooms where FM set is installed and it takes guesstwork out of installation for dealers.

VIC BLACKETT, control room engi-

ner at KSO Des Moines, is the father of a boy, Stephen Douglas.

SERAFAI MONTERO LIRIO, formerly with BBC Cadena Uno, Havana, Cuba, has joined engineering staff of WAPA San Juan, P. R.

CHARLES HICKS has joined control room engineering staff of WTAP Warren, Mass.

ELECTRONIC SOUND ENGINEERING Co., Chicago, has announced that the first license for manufacture of its new, high fidelity amplifier circuit has been granted to UNIVERSAL BROADCAST EQUIPMENT Corp. New amplifier is for use in quality equipment for broadcasting and recording and for record production. It minimizes distortion and allows recorders to be produced in better tone quality.

GENERAL ELECTRIC Co., Electronics Dept., Syracuse, N. Y., has announced addition of three industrial and data transmitting tubes to its line: GE-390, GE-392, and GE-393, plus industrial tubes 3824 and GE-472.

KBO Des Moines, has installed mobile telephones in its mobile units. With these two-way radio telephone services, news and special events men on location within radius of 25 to 30 a.m. from Des Moines, will be in constant touch with studio.

RAYTHEON MFG. Co., Special Tube Section, Newton, Mass., has announced that two technical specialists are available of type CK7809-XG, non-microphonel electro-

meter triodes. Tube was developed for portable radio-activity meters and makes possible unlimited production of such devices in low cost radio-activity meters for protection of personnel working in radio-activity and X-ray fields.

The SCHOOL of RADIO TECHNIQUE

NEW YORK • CHICAGO

America’s Oldest School Devoted Exclusively to Radio Broadcasting

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

Send for Free Booklet B

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, A.K. 4, Bldg. 226, CHICAGO 4, Ill.: 228 S. Wabash Avenue

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CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Office
National Press Building
1301 Wisconsin Ave., N.W.
Washington, D.C.

McNARY & WRATHALL
985 National Press Bldg.
Washington, D.C.

PAUL GODLEY CO.
Labs: Great Nitch, N. J.
Little Falls 4-1000

GEORGE C. DAVIS
501-505 Munsey Bldg. - District 8456
Washington 4, D. C.

INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W. DE. 1234
WASHINGTON 5, D. C.

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
EARLE BLDG. WASHINGTON, D. C.
NATIONAL 6513-6515

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8115
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W. - Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D.C.
Republic 3984

HAROLD B. ROTHROCK
GEORGE B. BAIREY
ASSOCIATE
1909 EYE ST., N.W. NATIONAL 0196
WASHINGTON, D.C.

GARO W. RAY
991 Broad Street PHONE 5-2305
Bridgeport, Connecticut

LENT AND POAST
CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F St., N. W. DISTRICT 4127

WELDON & CARR
Washington, D.C.
1605 Connecticut Ave., MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

ANCROY & CULLEN
WASHINGTON, D.C.
1625 Connecticut Ave., N.W.
Washington, D.C.

HERBERT L. WILSON
1018 Vermont Ave., N.W. NA. 7161
Washington, D.C.
1000 N. Seward St. N. 6211
Hollywood, 38 Cal.

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HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
CONSULTING RADIO ENGINEERS
383 E. 75th St. TRAingle 4400
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. ADams 3711

WELDON & CARR
Washington, D.C.
1605 Connecticut Ave., MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

UNIVERSAL RESEARCH LABORATORIES
ALFRED E. TOWNE, Director
One Neib Hill Circle, San Francisco 2, Calif.
Telephone: Douglas 5380

GENE WISE
1313 TROY ST., N.W.
WASHINGTON, D.C.

A. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5870
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 4, D. C.
Michigan 2261

GEORGE C. DAVIS
501-505 Munsey Bldg. - District 8456
Washington 4, D. C.

B. M. WILMOTTE
1469 Church St., N.W. DE. 1234
WASHINGTON 5, D. C.

WELDON & CARR
Washington, D.C.
1605 Connecticut Ave., MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

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1519 Connecticut Avenue
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Michigan 2261

GUY C. HUTCHESON
1100 W. Abram St. PHONE 1218
ARLINGTON, TEXAS

COLTON & FOSS, INC.
927 15th St., N.W. REPUBLIC 3883
WASHINGTON, D. C.

ANDERSON & MERRYMAN
New York City
New Orleans
Telephone: George Bank
Windsor 5-0111
Laboratories: Baton Rouge, La.
Bossier Road

William E. Benns, Jr.
Consulting Radio Engineer
830 Gregg Street
Columbia, South Carolina
Phone 7342

A. R. Bitter
CONSULTING RADIO ENGINEER
622 Madison Avenue
TOLEDO 4, OHIO

Barclay & Saxon
Radio Engineering Consultants
2915 Red River PHONE 3-5055
Austin, Texas

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

PREISMAN & BISER
AM, FAI, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N, W.
Washington 10, D. C.
ADams 7299

GUY C. HUTCHESON
1100 W. Abram St. PHONE 1218
ARLINGTON, TEXAS

BROADCASTING TELECASTING
July 7, 1947 Page 51
Strike Coverage

NEWS from the City Hall during the recent transit strike in St. Louis, was covered continuously during the 14-day negotiation period by the news staff of KXOK St. Louis. Regularly scheduled programs were interrupted frequently to bring a total of 38 broadcasts direct from the City Hall, where negotiations were in progress between striking street car and bus operators union, the Public Service Co. and the mayor. Bruce Barrington, KXOK newscaster, covered the meetings in a field car equipped with a radio telephone.

Preview

TO PROMOTE the afternoon record show "Hour of Music" on KLZ Denver, Frank Harlan, the record m.c., airs a quarter hour teaser segment at 8:30 a.m. daily, giving tips on what artists, bands and tunes will be featured on later program. Usual procedure is to open the show with a record with promise to play other side at 4 p.m.

Opinion Digest

A PUBLIC OPINION digest program, titled "The National Opinion," is now heard on WARD Arlington, Va., Wed., 9-10 a.m. Conducted by Robert Landcraft, executive secretary of the Arlington-Fairfax Real Estate Board, series presents condensed editorials and editor's comment from newspapers across the country.

"Coffee Time"

AUDIENCE participation at a record show in cooperation with WPAT Portsmouth, Ohio, around its "Coffee Time" program, aired five days weekly 8:30-9 a.m. Four-H Clubs over seven counties will attend broadcasts in small groups and join Bob Tucker, jr., in his chatter between records. Talk centers around series of timely subjects. Coffee and doughnuts are served on station in between broadcasts.

Child Talent

CHILD TALENT is aired on new Saturday morning feature on WAPI Johnstown, Pa., titled "Rodeo Day" and featuring a country singer m.c. First half-hour of the full hour show features regular cast of local theater and draws participants from audience. Bicycle is awarded at the end of each program to child picked as best performer. Two children also are awarded prizes from local Sears Roebuck Store and Patty Tiny Tot Shop.

Family Problems

PROBLEMS of family life are discussed in new series "The American Family" which started June 25 on WNYE New York, Wed., 9-9:30 p.m. Written and produced by Andrew Hubbell, sponsored by Virginia Moman, series has as its aim, a happy family. Presentation is done in various forms—drama, straight narrative and documentary—each one cooperating constructively, some factor contributing to unhappy families in America. Causes and cures are then discussed.

"Star Time"

ORIGINATING from station's miniature radio playhouse, new series titled "Star Time" has been started by WTTN Trenton, N.J. in cooperation with Hurley Tobin, local house-furnishing store. Ball starring in "Dream Girl" currently at Princeton Greek Festival, was first traction of series and was interviewed on show. Other stars will be interviewed in succeeding weeks.

Citizen's Forum

COMMUNITY SUBJECTS from recreation to shopping hours are discussed each week on "Your Neighborhood" program on WRUN-JM Rome, New York. Every Monday evening, four citizens, usually selected two weeks in advance, representing varying points of view, meet at 7 o'clock to talk over the announced subject, and then at 8 p.m. they get on the air to discuss the issue with the program moderator.

Speed Race Coverage

EXCLUSIVE short-wave pickup broadcast of start of 23rd annual Mackinac Race July 12 will be carried by WJR Detroit. Program will be divided into three segments, with word descriptions of start of each of three speed classifications. Station promotion department will supply all boats sailing in race with special weather forecast chart listing times of Lake Huron special race weather forecasts to be broadcast July 12-13. 12. Spaces will be reserved on chart enabling sailors to mark in weather conditions as they tune to WJR while race in in progress.

Bing Continued

TO CARRY winter's audiences over to summer, WEDU New Orleans, has developed a continuation of Philco's "Ringtime" program. Sponsored by a Philco distributor and a Philco retail outlet, new show is broadcast at regular Wednesday nights, weather is patterned after the winter show. Show consists of Cosby records and newest artists on record, with local announcer doing continuity.

"In-School" Program Awards

CLIMAXING a year of educational activities, WOWO Fort Wayne, Ind., concluded its "In-School" program series by awarding inscribed scroll to the school responsible for the best complete program in programs. Included were Junior League of Fort Wayne, Radio Dept. of Studebaker, Fort Wayne Journal-Gazette and International Paper Co., Muncie, Ind.

Industrial Exposition

REMOTE programs from Canton Industrial Exposition—49 programs in all—were carried in one week by WCMW Canton, Ohio, in conjunction with Canton Junior Chamber of Commerce. In addition to programs of news, sports, music, etc., a specially prepared show titled 'Products on Parade' was aired, saluting the various industries having displays at the exposition. Programs were sponsored by national products grown in Canton, Ohio.

Parks Described

TO ACQUAT citizens with local parks and playgrounds, WOGL Fort Wayne, is again presenting a summer series, "This Is Your Park," Sat., 10 a.m. In its third year, series consists of half-hour programs transcribed from different parks or playgrounds throughout city. Safety is also stressed with children educated to the fact that safest place to spend leisure hours is at their neighborhood playground.

"Kidde Klip"

BROADCASTING from bandstand in local park, "Kidde Klip" over KDYI Salt Lake City is especially designed for children between the ages of 6 and 12. Sponsored by Wilson Products Co. and Grand Central Market, both of Salt Lake, show features teams of boys and girls competing against each other for prizes of dolls, cowboy outfits, ice cream, etc. Vitamin is awarded once a month as grand prize. Show is aired Sat. 1 p.m.

ANTI-HAY Fever Drive

ANTIHAY FEVER campaign got under way in Cincinnati on June 23 with radio portion of the drive for the Citizen's Committee to control Hay Fever. Richard W. Hubbell, of Richard W. Hubbell, Inc., Columbus, Ohio, handled campaign, which was opened in April. First quarter-hour program titled "Beat That Hay Fever" broadcast June 22 on WLWA Cincinnati, Cros- ley Broadcasting. It was repeated for on other Cincinnati stations WWAI WRRG WFB and WCPO.

Civic Feature

TO FOCUS attention on community programs, KXOB Stockton, Calif., has developed a promotion titled a Better Place To Live." Operating in con- junction with Chamber of Commerce, programs are to cover civic matters as housing, schools, water supply, port development, industrial expansion, sales tax disposal and recreation. Art Cook, Chamber of Commerce secretary-manager, handles series.

CBS has announced that it is now offering its nine co-op shows to FM stations. First sale was made to Sears Roebuck on WOSA St. Louis, KXOB Birmingham, Ala., for the "Dick Hootie and the News" program. FM stations can buy co-op shows at minimum rate at which AM stations buy same or different programs.

Going Places Fast

in Idaho

Page 62 • July 7, 1947
An example of Collins custom built speech equipment.

Here at Collins we have the broadcast engineering know-how to furnish all of your audio facilities with performance and control circuits as you want them.

Part of your requirements can undoubtedly be met within our complete standard post-war line, unit by unit. However, in cases in which these do not satisfy your own operating methods, we are prepared to engineer units which do.

All Collins speech equipment meets FCC performance specifications for AM, FM and Tele-

vision. It is used in broadcast stations, recording studios, PA systems, advertising agencies—wherever dependable high quality audio amplification and control are desired.

Make use of our consultation service. Our engineers, with experience in every phase of broadcasting, can be of much assistance in planning your installation. Depend on us for equipment which surpasses present standards and anticipates those of the future. A letter, wire or phone call will bring a Collins sales engineer to your office.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa
11 West 42nd Street, New York 18, N. Y.
458 South Spring Street, Los Angeles 13, California
To impress citizens with the advantages of trading with local merchants instead of going out of town to larger cities, extensive campaign was staged during recent month by WCN Elizabeth City; N. C., and local wholesaler. Theme of campaign was to point out how they were hindering themselves and the community by spending money out of town. Listeners were urged to enter contest on "现金大抽奖 250 美元 " (Cash Drawing $250). "Shop in Elizabeth City for a Better Community" appeared on signs and posters in store windows and other posters reading: "Are You Boosting Elizabeth City?" During remote broadcasts from shopping districts, credit slips were given to those interviewed and those slips were honored at stores of merchants backing campaign. slogan "Shop in Elizabeth City" was placed around business section. As result of campaign, merchants report sales up, according to report from WCN.

Joint Promotion

TWO-WAY promotion plan has been evoked between BBDO for CBS "Sam Spade" program and Universal International Pictures for Mark Heitlinger's production, 'Brute Force.' Picture's exploitation will feature Howard Duff as star of program and later will point up his portrayal in film.

Roadside Superintendents' Club

MEMBERSHIP cards have been issued to all Madison, Wis., businessmen, entitled the Club's "International House Organ," and are distributed SPECIALLY to members of Roadside Superintendents' Club, with "full rights and privileges to attend and to win." From the entry of six, 250-foot steel radio towers at Rochester, N. Y., to the station -WKOW." Elizabeth City. During remote broadcasts from shopping districts, credit slips were given to those interviewed and those slips were honored at stores of merchants backing campaign. slogan "Shop in Elizabeth City" was placed around business section. As result of campaign, merchants report sales up, according to report from WCN.

Program Announcement

SPECIALLY designed program announcement has been prepared for WTTG. Mass., now appears on the play-bills distributed at Worcester Drama Festival's stock company productions. It was designed to appeal to the drawing crowd - highlight the new WTSA series of weekly interviews with leading members of surrounding summer stock companies in a program titled "Curtain Calls."

Video Review Booklet

PICTORIAL booklet has been prepared by KFAB-SF St. Louis, presenting highlights of special telecasts by that station of U.S.G.A. 47th Open Championship Tournament. Booklet contains pictures of various parts of the event, equipment used in telecasting and brief review of each scene.

Pulling Power

119,025 pieces of mail in 1946
99,644 pieces of mail in the first three months of 1947

After You...

SOMETHING NEW in a radio industry ordinarily governed by conventional competition was introduced on June 27 when the DuMont Broadcasting Corporation, creator of station WTWW introduced NBC's WNIB to the Washington video scene and asked its listeners to turn their dials to its competitor, then signed off. WTWW's announcer explained that although competition is a healthy thing, cooperation has also featured progress in the development of the video art.

WGEY

Schenectady, N. Y.

GENERAL ELECTRIC

Page 64 • July 7, 1947

BROADCASTING • Telecasting
homes of the people who would be logical prospects.

One of NBC’s early clients, it broadcast for three years a featured program with Jessica Draganoff and Colin O’More. The series was “heavily merchandised with window displays, newspaper stories, printed programs and mats for newspaper ads,” according to what remains of the old Philco News files.

Just as the 1929 stock market slump arrived, Philco started a series of special symphony broadcasts by Leopold Stokowski, using a transcontinental hookup. It was super-radio in its day, and dealers were delighted.

Bing’s First for Philco

When the slump persisted, the company looked around for a banger idea and came up in January 1930 with the Philco Hour on CBS, with Canadian stations added. Paramount movie talent was utilized, and Bing Crosby made his first Philco appearance.

The following July the company tried still another daring stunt. It recorded a series of half-hour transcriptions. “You get a local rate from your station which brings the cost down away,” Philco News told its dealers. Sales talks were supplied. Eleven programs were produced which could be interchanged for 26 broadcasts.

Again dealers were enthusiastic. Sales went up, many reporting increases up to 400% from this pioneering plunge into spot radio.

Another Stokowski symphony series was started that autumn, with the sponsor exploiting a new pickup device so secret that neither public nor press could be admitted to broadcasts. The CBS program was moved from Thursday to Tuesday. More local programs were turned out and by March, 1931, the company claimed to have 20,000,000 listeners.

By making radio the principal medium in its period of adolescence, the company built up goodwill among distributors and dealers as well as with the public. It acquired a reputation for aggressive engineering and selling that was quickly reflected in sales.

Philco Firsts

The list of Philco firsts is impressive. It includes manufacturing as well as merchandising firsts. Among the most impressive was the depression-born Baby Grand. That “table console” led the company to its top-ranking position in 1930. Many Baby Grands are still operating.

Through the 30’s the company continued to feature radio in its advertising, building Boake Carter into the No. 1 commentator position, here again establishing another radio First by buying the first daily news commentator strip, and later feeding Frazier Hunt transcribed to a long list of stations.

In more than two decades of broadcasting Philco has developed a warm place for the transcription technique. That warmth rose to fever heat last summer when Philco decided to make a pitch for Bing Crosby so it could reach more listeners with one program series than any other series in history.

Philco is pleased with Bing, and with the sales figures that John M. Otter, general sales manager, presents from week to week. Bing is pleased because the whole program is written and produced by Crosby Enterprises, Inc. It has successfully launched that company, run by Brother Everett, in a new phase of the entertainment business.

This platter formula has pros and cons, but James Carmine says the pros greatly outweigh the cons.

On the pro side, he explains, are these factors: The lag between actual recording and date of broadcast, generally about two weeks, allows time for merchandising and preparation of material for other media. The program retains the spontaneity of live broadcasts, and its normal 35-40 minute performance is edited down to produce an improved half-hour disc. The public still takes part in the studio performance. Bing’s deft tossing of lines and

RANCH STYLE is design of new modernistic studio and office building of KKO El Centro, Calif., which celebrates its 20th birthday this year. Modern in design, building contains no windows with all ventilation controlled through concealed ducts and vents. Doyle Osman is the station’s general manager.

his crooning suffer no noticeable loss in the recording process.

On the con side is the fact that transcriptions cost more, figuring in cost of musicians, recording, express and other items. Strictly current gage can’t be used, but to date Crosby Enterprises Inc. has kept pace with the field in turning out gags.

“We have never had the slightest thought of hurting radio,” Mr. Carmine says, recalling several charges to that effect. “Philco’s first interest is radio. Philco uses radio to sell more radios than any other manufacturer. Transcribing brings to the air many artists unable to maintain, because of other commitments, the strict schedules required for network performances. Watch what happens next autumn. It’s one more in the long series of Philco’s firsts.”

As to the future, Philco is strictly optimistic. It faces television confidently, with Bing signed to a three-year contract, for no other artist has more apparent video potential. Philco has operated WPTZ in Philadelphia since 1932 and already has manufacturing, station operating, advertising and programming knowhow. And it is about to hit the market with a brilliant-image large-screen set that it believes will be a sensation.

Though FM production took more time to get started than expected, Philco isin quantity output with a set that features “advanced FM”. This is an entirely new system of frequency modulation developed by Philco which the company regards as a fundamental advance in the radio art.

Philco is aiming high in both television and FM, seeing in these fields a chance to sell millions more than any other company in the field. With competitive selling conditions returning, the company is ready for the fray. For Philco fears no one, either in production or selling.

As long as it hears the constant dealer cry, “For God’s sake send us more radios,” Philco will know radio advertising is doing its job.
The complete story of "PLUG-IN Amplifiers by Langevin" is ready for you in booklet form...write for it today.

The Langevin Company
SOUND REINFORCEMENT AND PROFESSIONAL MICROPHONE MANUFACTURERS
NEW YORK 25, N.Y. - 213-SUNFLOWER ST., S.F. 3
LAS ANGELES - 1000 N. SEED ST., 36

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IN ACTION THE FCC JUNE 27 TO JULY 2

CP-construction permit, DA-directional antenna E,ER correction, radiated power ST-studio-transmitter synch. amp.-synchronous amplifier

June 27 Decisions...

By COMMISSIONER DURR

WIAC Sau Son, P. R.—Granted petition for lease to Adams in hearing on applications of The Patriot Co. and WHP Inc. from individuals to partnership.

Wokkadeett, P.O., N. Y.—Granted petition for amendment to accept an individual exemption and memo brief in re its application for FM station.

The Patriot Co., Harrisburg, Pa.—Granted petition for lease to amend its application to request a frequency of 160.0 kc instead of 160.0 kc as unamended.

Ashland County. Co., Burlington, Vt.—Granted petition to extend time to request an extension of time in which to file exceptions and request an oral argument in re Bridgeport FM cases, and conditionally amended its frequency and extending July 2.

Youngstown City, Ohio.—Granted petition to dismiss without prejudice application.

The Tower Realty Co., Cumberland, Md.—Granted petition for lease to amend its application to specify 100 w instead of 250 w.

WXHO Aberdeen, Wash.—Granted petition for lease to amend its application to add radio engineering, such as actual use and availability of proposed station.

The Bridgeport Herald Corp., Bridgeport, Conn.—Granted hearing for extension of time in which to file exceptions and request oral argument in re Bridgeport FM cases, and conditionally amended its frequency and extending July 2.

KESV Cedar City, Utah.—Granted petition for lease to amend its application to request a frequency of 160.0 kc instead of 160.0 kc as unamended.

The Tower Realty Co., Cumberland, Md.—Granted petition for lease to amend its application to specify 100 w instead of 250 w.

Kentucky, Knoxville, Tenn.—Granted petition for lease to amend its application to add radio engineering, such as actual use and availability of proposed station.

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POINTER POINTING has long been considered impolite in many circles, but it can also be downright dangerous when done with a fountain pen. Ann Ford, who does the General Mills show, A Woman Looks at the News, over WSM Nashville, found that out, much to her discomfort and embarrassment, just as she was about to take the air recently. Following a transcribed commercial, Producer Tom Stewart gave a quick pointing cue with fountain pen in hand and Miss Ford received a shower of ink square in the eye. True to tradition, though, Miss Ford got underway with ink dripping from a very red eye. What she said afterward is another story!

On Cue
Two Radio Newsmen Win Sigma Delta Chi Awards

TWO RADIO NEWSMEN, Harry M. Cochran, local news editor of WSTV Steubenville, Ohio, and Alden Button of WBNX Steubenville, Ten., were among recipients of the annual Sigma Delta Chi medalion awards announced last week. The awards were presented for outstanding achievements in journalism during 1946.

Mr. Stout won his award in the radio reporting classification for his story "best direct from the scene of a gun battle between ex-GIs and politicians during the election campaign at Athens, Tenn. The citation accompanying the presentation to Mr. Stout said his broadcast "undoubtedly ranks above most of the attempts of the armed services and radio correspondents to broadcast on-the-scene events as they took place in World War II" and "shows how radio can perform an important public service."

A broadcast by Mr. Cochran which won for him the award in the general newswriting class was heralded as exhibiting "merits over and above those of good writing and judgment" and as "an outstanding example of public service in instilling the tradition and role of champion of and watchdog for the public."

Mr. Cochran was given the award for reporting the documented criminal background of one of the operators of gambling dens and vice resorts in Steubenville, where a murder was committed that later spurred church and other groups to action [BROADCASTING, Nov. 11, 1946].

Quiz Program Renewed
For 52 Weeks by Ronson

RONSON Art Metal Works Inc., Newark, N. J., has renewed sponsorship of its Twenty Questions program, effective July 5, Sat. 6-8 p.m., on WJZ, plus 21 outlets of the Canadian Broadcasting Corp. for 52 weeks. This marks the second successive year of uninterrupted sponsorship of this program, which will run through the summer with no seasonal hiatus.

Show is handled by Cecil & Presbrey, New York.

WTIC Transmitter
DEDICATION of the new $100,000 50-kw transmitter of WTIC Hartford, Conn., took place last Wednesday evening (July 2) on a program broadcast by WTIC at 7:30. A button that turned on the new transmitter was pressed by 8-year-old Alan Scott, son of the late Carl Scott, who died a few weeks ago after having completed a major portion of the transmitter installation work.

The old WTIC transmitter, which bowed out Wednesday, was said to have been the "most efficient" one of its kind and the new equipment will be used to 100-kw tubes. It served as a model for the Italian government's powerful transmitter in Rome.

Those Commercials
ALL TYPES of people listen to radio commercials, even thieves! This was demonstrated recently on KWRC Pendleton, Ore., much to the chagrin of the sponsor, a local plumber. He was the victim of a neat automatic dish washer and garbage disposal unit he had received that he had to tell the public about it on his spot announcement. That night someone backed a truck to the rear entrance and carted away the plumber's pride and joy, and it hasn't been heard of since.

Networks Sending Script
Men to KYW's Workshop
FOUR major networks and the BBC are sending script experts to participate in the fifth annual KYW Summer Radio Workshop for 60 teachers and 60 high school students staying at the Philadelph- a Westinhouse station today (July 7) and continuing through this month.

KYW is being represented by John Coburn Turner and Ira Marion, manager of Script Dept., and staff writer, respectively: NBC by Richard McDonald and Wade Arnold, Script Division manager and staff writer, respectively; Mutual by Elsie Dickson, education director, and Sam Serota, education director of WIP Philadelphi a, and CBS by Robert Hud- son, education director. Sam Slate, program director for BBC in North America, will give a demonstration of British methods of education by radio.

Federal education officials scheduled to take part are: Dr. Franklin P. Dunham, chief of radio, U.S. Office of Education, and Mrs. Gertrude G. Broderick, executive secretary of Federal Radio Education Committee. Among faculty members are: Victoria Corey, education director, JAI Pittarch, Dale Jackson, KDKA, and Ben Hudelson, education director, WBZ Boston.

Creighton Date Set
SECOND ANNUAL Radio Institute will be held at Creighton U. in Omaha July 18-19, according to Rev. R. C. Williams, S. J., director of radio education at Creighton. The four national networks representatives will include: Betty Ross, assistant director of public service, NBC Central Division; E. W. Ziebarth, director of education, CBS Central Division; Fred Kil- lian, production manager, ABC Central Division; James A. Ma- honey, manager of MBS Western Division; and Kilian, production manager, ABC Central Division; James A. Ma- liver of Creighton.

Creighton will host the conference and will provide facilities for the sessions. An innovation of the sessions will be the use of television for groups participating in a question and answer session.

FCC Actions
(Continued from page 67)

Decisions Cont.
dard Pub. Co. for new station 620 kc 1 kw D-A with WJR AM 1,000 kc to Chicago; application granted with DA.

AM—1140 kc
Burton Boys Co., Gulf Boys, Co. Inc., and Mobile Boys, Co., application for new station 1140 kc 250 w unl. and denying applica- tion of Gulf Boys, Co. Inc. re- questing a renewal of application of Mobile Boys, Co. requesting 1380 kc 5 kw D-1 in place of 1140 kc.

AM—1150 kc
Coast Venture Co. and Venture Bresta, Inc. Venture Bresta Inc. announced the proposed decision looking toward grant of application of Coast Venture Co. for new station 1150 kc 250 w unl. cond. and to deny request for application of Venture Bresta, Inc. Comr. Ray C. Wakefield voted for grant to Venture Bresta, and granted to Coast Venture.

New York FM
Ordered new frequency assignments for CH and CB FM stations. Licenses in New York area in lieu of those made June 12. See story this week about this issue.

License Extension
General Electric Co. Schoenhardt—Grante W2BEF extension of license on temp. basis to Oct. 1 pending further consideration.

Metropolitan Television Inc., New York City, granted license for W2XMT pending further ac- count study.

Petition Granted
WJAS Louisville, Ky.—Granted petition for interim relief praying that Commission postpone effective date of its action of Nov. 14, 1945 granting without hear- ing application of Oklahoma Agricultural Extension Service, Oklahoma City, for CP, and recall or set aside its action of April 14, 1945 granting without hear- ing application of Oklahoma Agricultural Extension Service, Oklahoma City, for CP.

Order that a hearing be held, pending decision of U. S. Court of Appeals of Distri- cut of Columbia in L. B. Wilson Inc. v. FCC and WJR The Good Will Station Inc. v. FCC and furthering request that Commission, since it appears that questions presented in this matter are substantially same as those involved in above-mentioned litigations.

WJL Cincinnati—Granted petition for interim relief praying that Commission amend its rule authorizing the issuance of Class B license of Dec. 5, 1944, granting without hearing application of WJL Broadcasting Co. Inc., St. Paul, Minn., for CP; ordered that ac- tion of Dec. 5, 1944 be pending pending decision of U. S. Court of Appeals in L. B. Wilson Inc. v. FCC and WJR The Good Will Station Inc. v. FCC and furthering request that Commission, since it appears that questions presented in this matter are substantially same as those involved in above-mentioned litigations.

June 30 Applications

ACCPTED FOR FILING
AM—1050 kc
Southeastern Radio, Co., North Little Rock, Ark.—CP new standard station 670 kc 1 kw DA-D. AMENDED to change fre- quency from 650 kc to 670 kc.

Modification of CP
WTG Washington, D.C.—CP, Mod. CP, as mod., which authorised new commercial TV station, Al, to change type and make changes in ant. system.

Reassignments
The Commonwealth Television Assn., Inc., Lancaster, Pa.—CP, reassignment of CP which authorised new exp. TV station with no CP requirements.

TV—Reassignments
The Commonwealth Television Assn., Inc., Lancaster, Pa.—CP, reassignment of CP which authorised new exp. TV station with no CP requirements.
July 1 Decisions

DICK'S CABLE ACTIONS

(136-year Commission)

AM-590 kc 12490 kc
Announced proposed decision looking toward grant of renewal application
Penn. Thomas Watson to change operating assignment of WCOL
N. C., from 1340 kc 250 w, to 590 kc 1 kw, subject to filing within 60 days and approval of application for mod. CP setting forth proposal as made by applicant at hearing, including date.

The New-Owner Bestg., Waukegan, Ill.—NP new standard station 1110 kc D.

TENDERED FOR FILING

AM-1310 kc
WBRY Waterbury, Conn.—CP for changes in DA to support a low-power, using 1500 kc 50 w and DA.

AM-1180 kc

FCC Box Score

FCC BOX SCORE of actions as of last week stands at 120-153 stations; Standard Stations—1270 licensed, 523 construction permits, 676 applications pending (of which 407 are in hearing); FM 460 licensed, 526 initial authorizations, 616 CPs and rest conditional grants, 150 applications pending (54 in hearing); television—six licensed, 50 applications pending (3 in hearing); non-commercial educational FM—six licensed, 32 applications pending.

July 2 Applications

ACCEP TED FOR FILING

Modification of CP

KSOI, Yuma, Ariz.—Mod. CP which authorized new FM station for approval ofant. and trans. location, change from 250 kc to 1 kw and make changes in ant.

Weart, H. E.,—Mod. CP, which authorized new FM station for change in frequency to channel 25 and make changes in ant. and trans. location.

WCTI Greenville, N. C.—Mod. CP, which authorized new FM station for relocation.

WJAS-AM Buckhannon, W. Va.—Mod. CP, which authorized new FM station for relocation.

AM-1490 kc

Elgin Bestg. Co. and Vincent G. Coyle, Chicago, Ill.—FCC denied application for extension of commencement and completion dates.

Petition Denied

Allen T. Lynch, filing a proposed memoranda opinion and order denying rehearing directed against FCC's action of April 25 and issued May 16 granting an application of WORL Tallmadge, Ohio, from 5 kw to 50 kw and denying application of WADC Akron to increase power from 5 kw to 50 kw.

Petition requested that decision and order be vacated and further hearing be granted to petitioner and after such hearing petitioner's application be granted.

AM-1370 kc

Kentucky Mountain Holiness Assn., WJLB-AM Jackson, Tenn.—CP which authorized new FM station for approval of ant. and trans. location.

AM-1240 kc

WJWD Annandale, Md.—CP which authorized new FM station for extension of commencement and completion dates.

Modifications of CP

WJXK-AM Camp Hill, Pa.—Mod. CP, which authorized new FM station for extension of commencement and completion dates.

Nasha Bestg. Co., Nashua, N. H.—CP new FM station [Class A] on frequency to be assigned by FCC, ERP 1 kw and antenna height above average terrain 250 ft.

AM-800 kc

Johnson County Bestg. Co., Iowa City, Iowa.—New standard station 800 kc on w. and D. licensee to increase power from 250 kw to 1 kw, install new FM, change antenna, and make changes in an. and trans. location.

KJSR-AM Duluth, Minn.—Mod. CP which authorized new FM station for extension of completion date.

WBBM-AM Chicago, Ill.—Mod. CP, which authorized new FM station for extension of completion date.

WFGA-AM Kalamazoo, Mich.—Mod. CP which authorized new FM station for extension of completion date.

AM-1690 kc


FCC Box Score

FCC BOX SCORE of actions as of last week stands at 120-153 stations; Standard Stations—1270 licensed, 523 construction permits, 676 applications pending (of which 407 are in hearing); FM 460 licensed, 526 initial authorizations, 616 CPs and rest conditional grants, 150 applications pending (54 in hearing); television—six licensed, 50 applications pending (3 in hearing); non-commercial educational FM—six licensed, 32 applications pending.

Modification of CP

KWY-FM Hickory, N. C.—Mod. CP which authorized new FM station for extension of completion date.

WFBM-AM Indianapolis, Ind.—Mod. CP, which authorized new FM station for extension of completion date.

Yearly Evaluation

CGR Henderson, Tex.—Voluntary application of CP to Henderson Bestg. Co.

Formation of CP

WHS-FM Bluefield, W. Va.—Mod. CP, which authorized new FM station for extension of completion date.

Modification of CP

WCLA-WFVW Los Angeles, Calif.—CP which authorized new FM station for extension of completion date.

TENDERED FOR FILING

Transfer of Control

WACU-WCUA-FM Kenosha, Wis.—Request for assignment of license to WACU-WCUA-FM from J. David Stern to KRJ-AM, KRJ-FM, WCLA-WFVW Los Angeles, Calif., for sale of license of WCUA-FM from Philadelphia.

(Continued on page 70)
Dear Carlos:

Young Rubicam

July 14, 1947

RADIO

OMAHA

NBC AFFILIATE

5000 WATS

590 KC

Write, Wire, or Phone

JOHN J. GILLIN

or JOHN BLAIR

Represent Air Line

FCC Actions (Continued from page 69)

Applications Cont.

Phi 

The Phoenix Record Co. to Wm. Penn Besty, Co. (3) Consent to assignment of Wilmette Station, IL, to WJGN-TV from Wm. Penn Besty, Co. to Chicago Telephone Co. (4) Consent to transfer of ownership of WJGN-TV from Wm. Penn Besty, Co. to Philadelphia Telephone Co. (3) Consent to transfer of ownership of WJGN-TV from Wm. Penn Besty, Co. to San Diego Ray Dog Co. Three of these applications (2, 3, 4 above) are contingent on approval of transfer of control of Philadelphia Record Co.

AM-950 kc

WBET Brockton, Mass.—CP increase permitted to 250 w to 1 kw D and install new trans.

Transfer of Control

WABI AM in Maine to transfer of control from Henry T. McIntosh to James E. Grady.

AM-1030 kc

Alma Best Co., Inc., Alma, Mich.—CP new standard station 1030 kc 250 w D.

Transfer of Control

KUSN San Diego, Calif.—Consent to transfer of control of CP from C. Arnhold Jones to Frank Burke, and John A. Smith to C. Arnhold Smith, J. Frank Burke, John A. Smith and Paul L. Jones.

Modification of CP

KGDM Blockton, Calif.—Mod. CP to install TV ant. on one of towers of De Kalb Station to be licensed in 30 day, and DA.

Assignment of CP and License

WQQW Columbus, Ohio—CP and license to WQQW AM.

AM-1560 kc

Consent to assignment of CP to Homer Smith, Jr. D.

Assignment of License

KAVD (transmitter only) to KAVC.

APPLICATIONS DISMISSED

Modification of License

KRTW FM, St. Paul—Mod. license to change main studio location from St. Paul to Minneapolis. Dismissed 8-12-47—request of attorney.

EX.TV Relay

Radio Station WOWO Inc., area of Greensboro, Ind.—Consent to assignment on 6775 to 6860 mc. Power: 1 kw w. vis. with A5 vis. emission.

Hearings Before FCC

JULY 7

FM—Hearing

Rumblr Station, caravan, Pa.—Injunction

AM—Further Hearing

Wired Music, Inc., Rockford, Ill.—CP 1450 kc 250 w unl. Resolved in suit of MRC Race, Inc. Wis.

AM—Further Hearing

WTOL Toledo, Ohio.—License renewal

AM—Hearing


AM—Further Hearing

The Patriot Co., Harrisburg, Pa.—CP 580 kc 5 kw unl. D.A.-N.

AM—Hearing

WARM Scranton, Pa.—CP 580 kc 1 kw unl. D.A.-N.

WBAK Wilkes-Barre, Pa.—Same.

Representative

The Congressmen said he thought investigation would show that the night before the June 27 subcommittee hearing Mr. Pearson made to the Senate Judiciary Committee, "a number of my political opponents" and others in quest of information with which he could block my confirmation after he already had informed a committee member that he had information which the Committee should consult.

In his testimony before the subcommittee, but not on his broadcast, Mr. Pearson said one personal motive for his opposition to Mr. Jones lay in his recollection of an applicant for WBAL's facilities. Mr. Jones replied in his statement, which he sent to the Committee Tuesday:

He testified that he feared that if I were made a member of the Commission it could not receive a fair hearing. Pearson baldly affirms that he is playing for high stakes and he was willing to risk that he would jeopardize his opportunity to win that stake. It must be evident that the questions naturally arise: What assurances does Pearson give that he will obtain the Baltimore majority grant? Why is he so sure that he is safe in the present membership of the Commission and not sure if I were a member of the Commission? Does this not impugn the integrity motives of the present members of the Commission—the integrity and motives of Mr. Bay C. Wakefield ...

Cites Dates and Events

The Commissioner-nominated case dates and events to back his denial of charges attempting to link him with Father Coughlin and Gerald L. K. Smith. Quoting Mr. Pearson's contention that such an unfavorable report on Gerald L. K. Smith's belief would have prejudiced a mind and thus be disqualified for service on FCC, he said he "discovered any connection or affiliation with Gerald L. K. Smith and his political and ideological beliefs." He added:

I want to emphasize that he used the appointment to public office of anyone who is (1) a disciple, (2) a member of a group or an organization that has been a member of the public official who is (3) a member of the Black Legion. Smith is a Federal Communications Commission commissioner, and the portion of the statement that is known to me to that it is beyond question that he has made a statement that he was a member of the Black Legion without the prejudice in mind and thus, by reason of his statement, is disqualified from serving on the FCC. Pearson has prejudiced himself for service.

The commentator's allegation that Mr. Jones' father was a Ku Klux Klansman, he said, is "incredible" and "can be thrown out of court by Mr. Pearson . . . because it alleges charges against a man now dead who cannot answer for himself." The Congressman said that the identity of his father, a storekeeper, "finally closed his store after a boycott following his refusal to abide by a Klan decree to ‘stop selling food to three Catholic families in our community.'"

He "categorically denied" that his father was a Klansman or a Klan organizer, "that my father ever took me to any Klan meeting, or that I ever attended a Klan meeting, or that my father introduced me to any place as 'the youngest member of the Klan,' or that I ever was a member of the Klan."

To Mr. Pearson's charge that he was a member of the Black Legion,
he cited his record as prosecuting attorney of Allen County and his successful prosecution of Bert Ef- inger to secure his extradition to Detroit "on a warrant charging him with a criminal offense before an officer of the Black Legion."

During the later stages of this prosecution, he said, he was a candi- date for his first term in Congress "and it was a matter of public knowledge that I was an avowed and relentless foe of this organi- zation and all its principles." He sub- mitted a copy of a letter he wrote to FBI Director J. Edgar Hoover in 1937 soliciting FBI help in com- batting the Black Legion.

Mr. Effinger's affidavit represent- ing the Congressman as having taken the oath of a Black Legion applicant, Mr. Jones noted, was "purportedly executed during the time I was prosecuting Bert Effinger." He said Mr. Effinger told the editor of the Lima News on June 27—the day of Mr. Pearson's testimony before the Subcommittee—that the Congress- man had never been a member of the Legion. This denial, he said, was printed in the Lima paper and carried in the Washington Star a day before Mr. Pearson quoted the pur- ported affidavit in his June 29 broadcast.

No Affidavit June 27

"Also," he said, "it should be noted that no affidavit was received by the Committee on the afternoon of June 27 as promised by Pearson, and I have not yet seen an affi- davit."

The Ohioan—who referred to the commentator-columnist as "And-rew" Pearson—asked the Commit- tee members and the entire Senate to "compare the competency of Andrew Pearson's testimony with the statements made in the hearing before your committee and con- tained herein." He declared: I categorically and most emphatically deny that I am now or ever was a mem- ber of the Black Legion, that I ever subscribed or do now subscribe to their tenets or beliefs, that I ever was inducted at any time at the Tapscott Farm or any place into the Black Le- gion; on the contrary I opposed the Black Legion and my capacity as prose- cuting attorney. I opposed everything it stood for or purports to stand for during my tenure in Congress, and my record so proves. I will continue as long as I live, in public life and in private life, to oppose an organization adhering to such beliefs.

The third "affidavit," put into the record by Sen. Taylor, was signed by Frank Barker and dated June 30. It charged that the Black Legion helped put Mr. Jones into office as county attorney. It said:

"Frank Barker administered the preliminary obligation to Robert F. Jones prior to his joining the Patriotic Legion of America, commonly known as the Black Legion, I remember that the ceremony took place in the woods on the Tapscott Farm, about two miles from the city of Lima, Ohio. I believe it was the year 1934 as nearly as I can remember. I definitely remember that it was before Robert Jones became county attorney, because it was the Patriotic Legion of America, which believes in the Black Legion, that did it.

Meanwhile, opposition to Rep. Jones came from another source. Russ Nixon, Washington representa- tive of United Electrical, Radio & Machine Workers (CIO), an- nounced that on the basis of Mr. Jones' Congressional record he had protested the appointment to Demo- cratic Chairman Robert E. Han- negan on behalf of the union's 600,000 members.

Praise for the nominee and sup- port of his nomination came from many sources. Among such sup- porters was Fred A. Palmer, radio management consultant of Cincin- nati, who sent the subcommittee a strong endorsement declaring that "my only criticism of Mr. Jones is that when he sang tenor on my col- lege quartet, his highest note was just a little thin."

The week's developments shed little new light on the background of President Truman's withdrawal of the Wakefield nomination. It was sent up while the President was in Missouri, and in some quarters it was thought he had not intended it to be sent. Others saw in the withdrawal signs of a break be- tween the President and FCC Chairman Charles R. Denny, who had urgently advocated renoma- tion of the California Republican.

There had been opposition to his renomination for some time among G.O.P. Congressional leaders who questioned his party status and felt a more ardent Republican should serve in the Republican post. It was this question which precipi- tated the appointment of a subcom- mittee to consider the renomination just a few days before it was with- drawn.

KGO WILL BEGIN 50-KW OPERATION ON JAN. 1

GAYLE V. GRUBB, general man-ager of KGO, ABC-owned and operated San Francisco station, an- nounced last week that KGO will increase its power from 7,500 to 50,000 watts on New Year's Day, 1946. The project will cost an estimated $400,000.

A Westinghouse transmitter of the latest air-cooled type will be installed, with directional antenna beam ing a signal north and south from three 310-ft. towers. A mod- ern two-story concrete building will be erected on a man-made island which has been raised from the floor of San Francisco Bay. The building is sealed and air-condi- tioned to protect transmitting equipment.

A. E. Evans, KGO chief engi- neer, quoting estimates prepared for the FCC, said the new 50-kw transmitter will serve 1,000,000 more listeners.

Signal Corps Exhibit

THE LARGEST exhibit yet spon- sored by the Signal Corps Engi- neering laboratories was held June 21 in the National Guard Armory in Atlantic City, in conjunction with the Telecommunications Conference. Complete integrated com- munications systems using radio, wire, carrier telephony, facsimile and teletype were shown. There were also demonstrations of mobile military television in action, sound locators, sferics devices, meteorological balloon ascensions, photo-thermal detectors, oxygen action, and displays of other Signal Corps equipment.

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BROADCASTING • Telecasting

July 7, 1947 • Page 71
A man who is already down” and to Petrillo’s eloquent concession that the “Supreme Court has spoken and I bow to its dictates.”

Should the union chief, famed for his adroit conduct at investigations, completely whitewash the union of abuses and vicious practices, the subcommittee will call witnesses from within the union and subpoena union books to contradict the testimony. The investigators have prepared a list of questions for which there are known answers. Should Petrillo be tripped up, the subcommittee will consider further action.

To accommodate the expected crowd the subcommittee has selected the large caucus room in the Old House Office Bldg. as a site for the hearing. All members of the House and Senate Labor Committees have been invited to attend.

The union chief will be flanked by Joseph Padway and Henry Kaiser, AFL-AFM attorneys. They had asked the committee to defer the hearing until Petrillo has faced trial in the U. S. District Court in Chicago on a charge of violating the Lea Act by calling a strike and setting up a picket line when WAAF Chicago refused to give in to his demand to hire three more librarians. This complaint, filed by the Dept. of Justice, led to his dismissal request before Judge Walter La Buy last November. Grant of his plea by the court took the case to the U. S. Supreme Court where Judge La Buy was reversed, the law upheld and the case remanded for trial in the District Court.

The House subcommittee hopes to complete their hearings by July 26, when Congress plans to adjourn for the summer. Subcommittee members have been gathering evidence against Petrillo in all parts of the country and plan a thorough investigation.

No Identities Revealed

No indication was given as to the identity of broadcast industry executives who will be called before the investigators, but Rep. Nixon said final decision will depend on Petrillo’s testimony.

An exciting incident was in the making last week when the AFM Philadelphia local reversed its original decision forbidding WPEN to broadcast a recruiting concert by the Army Ground Forces Band.

Permission to broadcast the concert 8:05-9 p.m. July 3 was requested June 19 by John L. McClay, program director of WPEN, in a letter to the local. The union notified him that the local board had refused to give permission for the broadcast as “not in the best interests of the union.”

WPEN thereupon dropped plans for the broadcast Wednesday afternoon, however, newspapermen asked the local union about the refusal, apparently on the basis of a hint from War Dept. contacts. The next morning the board reversed its original decision, claiming that the original action had not been “official,” according to Frank Liuzzo, local president.

Under an official Army regulation, based on an Oct. 24, 1945, agreement with AFM, music from concerts of this general type may be broadcast. The concert was scheduled at Homemakers Center, Philadelphia, a property owned by the Bulletin, which also owns WPEN. Such pick-ups are considered studio programs rather than remotes by WPEN.

TRANSACTION providing for sponsorship by Swift & Co. of KLZ Farm Reporter is completed by Swift executives, KLZ officials and representatives of Swift’s agency, Needham, Louis & Brophy, L to r: (seated) Hugh Terry, KLZ manager; F. M. Simpson, director of agricultural research at Swift & Co.; Lowell Watts, who does KLZ Farm Reporter show, and George Brown, of Swift’s advertising staff; (standing) Main Morris, national sales chief of the Denver station; W. D. Horne Jr., vice president of Needham, Louis & Brophy, and Frank McKnights, of the Swift agricultural research department.

did not announce any special steps as a result of the Lea Act decision or the Taft-Hartley law, Mr. Padway issued a statement suggesting that unions may decide not to enter into contracts with employers rather than negotiate under restrictive legislation.

Mr. Padway said following a meeting of 100 AFL attorneys that some of the strong craft unions which do not fear unemployment might be able to by-pass the new law by operating without contracts. This idea, as well as other proposals, will be taken up at a meeting of the AFL’s international officers July 9.

Broadcasters in general followed suggestion of NAB’s employee-relations staff and other labor specialists that the decision and law be given careful study. Industry attention is focused on the meeting of the NAB Employee-Employer Relations Committee to be held July 21 at NAB headquarters in Washington [BROADCASTING, June 30]. John E. Ewe, WCBM Baltimore, is chairman of the committee.

At that meeting Mr. Elmer and Richard F. Doherty, NAB Director of Employee-Employer Relations, will bring together the opinions of network and station executives on effects of the two-way labor development on broadcasters, FM Assn. and network executives will meet at that time to go into the matter of duplicating network programs on FM stations. Network contracts with AFM, which in many cases cover only AM, are understood to be a factor holding up this duplication, though FM Assn. contends the Supreme Court decision removes AFM obstacles.

Some AFRA contractors provide an extra fee for FM duplication or automatic reopening of wage clauses in case of duplication.

NAB is preparing a bulletin in which provisions of the new law will be reviewed along with effects of the Supreme Court ruling. Copies of this bulletin will be submitted to the committee in advance of the July 21 meeting. One of the NAB departments may prepare supplemental bulletins covering application of the principles to particular operations such as programming.

San Francisco Chronicle Launches Its FM Outlet

SAN FRANCISCO CHRONICLE, independent morning daily, on July 1 dedicated its new FM station, KRON. The station operates on 96.5 mc (Channel 243). Charles Thieriot is general manager, R. A. J. Seiberg chief engineer and A. H. Constant program director. Studios are on the second floor of the Chronicle Bldg. in San Francisco.

According to Mr. Thieriot, KRON will operate initially 2-9 p.m., Mon.-Fri., with the length of broadcast time to be expanded later.

Radio for Teaching

AIMED at increasing use of radio as teaching aid in schools, a conference of teachers, school administrators, PTA leaders, study clubs and farm organizations will be held Aug. 7-8 at Indianapolis. Indiana U.’s radio department, headed by George C. Johnson, is sponsoring the event in cooperation with the State Dept. of Public Instruction.
FCC Final Decisions in Five AM Cases

Competitive Applications Are Turned Down In 9 Requests

FINAL DECISIONS were handed down last week by FCC in five AM docket proceedings, granting power increase to an existing station, authorizing five new outlets and denying nine competitive requests.

The actions:
1. Granted new station at Elgin, Ill., on 1350 kc, 250 w fulltime, to Elgin-Oak Park-Beloit Broadcasting Co.; pending applications for the same facilities at Rockford, Ill.
2. Granted new station at Madison, Wis., on 1460 kc, 1 kw fulltime directonal, to Radio Wisconsin Inc., and denied application of Edwin Mead for same facilities at Rockford, Ill.
3. Granted new station at Mobile, Ala., on 1360 kc, 250 w fulltime, to Broadcasting Co.; denied applications of Gulf Broadcasting Co. and of Mobile Broadcasting Co. seeking same facilities, and of Mobile Broadcasting Co. asking 1350 kc, 5 kw day and 1 kw night.
4. Granted WEAU-Eau Claire, Wis., power increase on 790 kc from 3 kw day and 1 kw night to 5 kw fulltime, to Broadcasting Co.; granted new station at Lubbock, Tex., on 790 kc, 3 kw day and 1 kw night, to Lubbock Broadcasting Co., and denied request of KFYO Lubbock to increase to 1 kw day and 1 kw night.
5. Granted new station at Madison, Wis., on 1460 kc, 1 kw fulltime, to Lubbock Broadcasting Co., and denied application of Fresno Broadcasting Co. seeking same facilities at Fresno, Calif.
6. The Elgin-Oak Park-Beloit ruling was the same as that issued in the proceeding. The Commission first proposed to grant Elgin Broadcasting and deny its competitors. Following exceptions and oral argument, a supplemental proposed decision was issued favoring Village Broadcasting and Beloit Broadcasting over the others. The final decision efeectuates the original proposal.

FCC stated that since its supplemental proposed decision, a new outlet had been authorized for Beloit (500 w day and 1000 kw night to Beloit Broadcasters Inc.) and thus the other two localities should get preference since they have no local outlet. Beloit, Oak Park and Elgin, FCC preferred the latter since it is not within a metropolitan area and does not receive the variety of service available to Oak Park.

The Commission’s proposed decision in the Rockford-Madison case had favored the Rockford applicant, Mr. Mead. But since adjacent channels and adjacent areas were concerned, FCC later combined this case with the Elgin-Oak Park-Beloit proceeding and issued a supplemental proposed decision. This intermediate finding reversed the proposed decision and favored Radio Wisconsin over Mr. Mead as the latter’s proposed operation would interfere with the Beloit Broadcasting operation which was amended to include a 5 kw directional, fulltime proceeding. The supplemental proposed decision to grant Radio Wisconsin was effectuated in the final decision.

Another change of decision is found in the Mobile case. The final opinion chose Burton Broadcasting over Gulf Broadcasting because Burton “is composed of persons who will personally and directly be responsible for the management of the station.” Burton Broadcasting is owned by J. Gilber Burton Jr. and Gillette Burton, brothers, local residents and veterans. Gulf Broadcasting is mostly owned by local persons. Mobile Broadcasting Co. was found to propose operation in violation of the North American Regional Broadcasting Agreement. FCC’s proposed decision did not favor Burton Broadcasting because of questions on network arrangements and other matters. The final decision said the network plans were common to both.

Lubbock Proceeding

In the Eau Claire-Lubbock proceeding, the Commission found that a power increase for WEAU would effect extension of daytime primary service to many not receiving such service. Between Lubbock County Broadcasting and KFYO, FCC preferred the new applicant in order to have a more uniform medium of news and information. It noted that KFYO is affiliated in ownership with the Avalanche and Journal, morning and evening papers.

Commission Charles R. Denny and E. K. Jett concurred in the decision except that they favored KFYO over Lubbock County Broadcasting, to permit the existing station to improve its facilities.

Since no exceptions had been filed to the Commission’s proposed decision in the Hanford-Fresno case, the final ruling concurred with the finding that it granted the facility to Hanford Publishing Company rather than Fresno Broadcasting because of the relative broadcast needs of the two cities. The grantee has made daily and weekly papers in Hanford and a daily in Chico, Calif.

Elgin Broadcasting Co. is a partner of Jerry C. Miller, auditor for Clayton Mark & Co., Evanston, III., and Richard C. WBBM WBBM transmitter engineer.

Elgin Broadcasting Co. is headed by Morgan Murphy of Superior and owned by Disc Jockeys and Other stuff, former Congressmen; Minnesota Tribune Co. and stockholders in Arrowhead Network stations and a group of Wisconsin and Minnesota newspapers.

Lubbock County Broadcasting is a partnership of Elgin, 42.5%, and G. H. Nelson, 57.5%. Mr. Meyers is manager and part owner of KBWD Brownwood, Tex., and owner ABN Electric, Inc., KBWD Austin, Tex. Mr. Woodson is owner and 90% owner of the Lubbock Avalanche-Journal.

KBWD and one-quarter owner of WBBM Chicago, Mr. Nelson is an attorney.

GEORGIA RADIO GROUP SEEKS PROTECTIVE LAW

PROTECTIVE law will be sought in Georgia when the Legislature meets in January 1950. Application of Broadcasters decided at its June 25-26 meeting in Carrollton. Twenty-seven stations were represented at the meeting, with 76 broadcasters attending.

Committee to draft the proposed law consists of Downing Musgrove, WDMG Douglas; Dean Covington, WROM Rome and Robert Tysinger, WROM Carrollton. Messers. Musgrove and Covington are members of the Legislature.

Dues were reduced 50% for the new year. Mr. Musgrove, on July 1, 1950, for 250-w stations, $30 up to 5,000 w and $40 for 5,000 w and over.

Committee for the Third Radio Institute held each spring at the George Institute was appointed, including Marcus Bartlett, WSEP Atlanta, chairman; Tom Carr, WLBB; Mr. Musgrove; Dwight Bruce, WITC Savannah; Wilton Cobb, WMEX Macon; Lewis Dexter, WGUA Athens. The association voted to publish Georgia Broadcast, a quarterly. First issue was published in June, with Bob Mullinax, WLAG LaGrange as editor. Mr. Mullinax is association secretary-treasurer.

Allen Woodall, WDAR Columbus, as chairman, announced 29 stations has joined for the new year, with indications the other 21 will follow. Next meeting will be held in January. WLBB was host at a banquet.

Barry Is Speaker

CHARLES C. (BUD) BARRY, ABC New York director of programs and television, addresses Hollywood Ad Club on "Network Disc and Program Trends" today (July 7).
The Spartan Women and the Chamber
Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

The Quality Station
WDUZ
Green Bay, Wis.
Ben Laird, Pres.
Day and Night
Complete Metropolitan Coverage
Write to National Representative Howard H. Wilson Co.

FTC-FCC to Meet on WWDC Charges

WGAY This Week to File Answer to 'Unfair' Complaint

FEDERAL TRADE COMMISSION is proceeding slowly and cautiously in a WWDC Washington, D. C. complaints of unfair competition filed June 18 against two Washington area stations, WJZL Arlington, Va. and WGAY Silver Spring, Md. (Leader, June 23). James A. Horton, director of the FTC's office of legal investigations, said last week that the commission will make a right-

Industry Proposals Wanted by House Committee for White Bill Hearings

CUE FROM INDUSTRY is awaited by the House Interstate & Foreign Commerce Radio subcommittee before it starts hearings on the White Broadcasting Bill (H.R. 9307).

Meanwhile, it seems almost certain that the group, one of the largest subcommittees in the House, will hold its hearings this year.

Actually, the committee was specifically constituted for almost this sole purpose. Its Chairman, Evan Howell (R-Ill.), had said earlier that his group would not hold "the hearings until the Senate Committee, under leadership of Chairman Wallace H. White Jr. (R-Mo.), had completed its session on the controversial legislation."

But now that the White group has finished its hearings, the House Committee has made no plans and has only one relatively minor matter on its agenda.

Chairman Howell told BROAD-
CASTING that he wanted to see whether the radio industry would come up with any proposals or suggestions of its own in the next six months. He said that if Congress is reconvened next fall, and if by then time the industry has made some concrete suggestions, House hearings may be held.

One reason for the failure of the House group to take action on one of the most important legislative proposals to face the radio industry since passage of the 1934 Communications Act was advanced by a Committee member who withheld his name. He pointed out that the House Interstate Committee has been one of the busiest groups in Congress.

In addition, he declared, the fact that subcommittees were not appointed until late this session pre-

John P. Medbury

JOHN P. MEDBURY, 64, for past two years writer on the NBC Amos 'n Andy program, died at his summer home at Laguna Beach, Calif., on June 25, following a prolonged heart ailment. Former Hearst newspaper columnist and screen-writer, Mr. Medbury had recently been renewed to a three year contract with the radio program, for which he developed a new format a year ago. Besides his widow Gladys, surviving is a son, John P. Medbury Jr.

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Mr. Brechner concludes by urging Judge Miller to enter the argument, saying, "I feel that the NAB should investigate the matter in behalf of the radio industry and if findings substantiate my views, that the NAB become a party to the issue." NAB had no immediate statement since there was not time to study the controversy sufficiently as of last week-end.

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Removal of Benton Is Hinted By State Secretary Marshall

By PETER DENZER

DISMISSAL of Assistant Secretary of State William Benton from his post as chief of the State Dept.'s Office of International Information and Cultural Affairs was indicated by Secretary of State George C. Marshall last Wednesday.

Secretary Marshall told a Senate Foreign Relations subcommittee that the OIC needs permanent authorization to enable a reorganization which would entail the “replacement of top level personnel.” Although he did not name the specific officials who might be subject to such dismissal, he said the program is in such uncertain status “that my hands are tied in meeting criticism” of some of the people who have been running the division.

His remarks were interpreted to refer directly to Mr. Benton who is the most controversial personality in the entire OIC. Mr. Benton has been particularly unpopular with Congress, particularly Rep. John Taber (R-N.Y.) Chairman of the powerful House Appropriations Committee. This group had stripped the OIC completely from the President’s budget, and Mr. Taber voiced continual disapproval of Mr. Benton and his policies.

Otherwise the OIC fared rather better before the Senate than it did before the House. A Senate Appropriations Subcommittee recommended a budget of $11,970,000 for the operating expenses of the “Voice of America” plus $1,500,000 to liquidate its New York office. Secretary Marshall and Mr. Benton appeared before the Senate subcommittee, headed by Sen. H. Alexander Smith (R-N.J.) to plead for still more money for the OIC. The hearing was held specifically on the so-called Mundt bill (H. R. 3342) which would provide legal authority for the program. The State Dept. had requested a total of over $31,000,000 for these activities.

Mr. Mundt, in defending his bill, told the subcommittee that the information program would “further the cause for peace.” He termed the original State Dept. request a “niggardly sum” which he compared to $30 worth of fire insurance on a $10,000 house. In addition to the information program he pleaded for funds to continue an exchange of students, the loan of technical experts to foreign countries, and the export of books and other educational instruments to countries which need to rehabilitate their schools and universities.

Meanwhile, Rep. Karl Stefan (R-Neb.) Chairman of the House Appropriations subcommittee which originally eliminated the OIC funds told the broadcasting that he did not think his committee would object to the $12,000,000 for the OIC but he thought they would not go beyond that and “would probably demand that less be given.”

One industry representative, Phillip D. Reed, chairman of the board of General Electric, presented the Senate Subcommittee with a strong argument for continuance of the “Voice of America” and collaborative programs. He declared that the present situation in international broadcasting warrants the government playing a major role, but expressed the conviction that “there is good reason to believe that as foreign trade conditions improve and international broadcasting and the foreign radio audience grows, more and more of the broadcast time will be purchased by commercial sponsors and the job of providing adequate foreign informational service will gradually revert to private agencies.
Video’s Advertising Pull Surveyed

3 Networks and Du Mont Agree It Is Worth What It Costs

THE MOST IMPORTANT single feature television offers advertisers is its “combination of sight, sound, motion and immediacy,” according to ABC. Du Mont’s opinion, “trade mark identification and personal demonstration of a product,” is paralleled by that of CBS, “the possibility of demonstrating products in actual use,” while NBC answered “terrific impact.”

Quotes are from the answers of television officials of the four organizations to a dozen of the questions most commonly asked by advertisers about this new advertising medium. The questions make up the major part of the July issue of Ad Quiz, booklet series on various topics of general advertising interest published periodically by Warwick & Legler, New York advertising agency.

The July issue, 32 pages, leads off with six factual questions about the number of video stations and sets, time charges, etc., answered by Bruce Robertson, senior associate editor of Broadcasting, who helped the Ad Quiz editors prepare the questions for the television broadcasters to answer.

Queried as to the length of video commercials in comparison with radio, CBS replied that “acceptance of commercials is not so much a matter of length as of interest”; ABC that their length will vary with the “content and purpose of the program”; NBC that the standard will be governed by “composition and good taste”; and Du Mont that while the ability of the eye to grasp things faster than the ear makes longer commercials unnecessary in television, a commercial is sufficiently interesting, entertaining or educational, its length should be dictated by its audience acceptance,” Du Mont said.

This same standard should be applied to spot announcements on television, Du Mont said. ABC answered that “because of the shortness of time” spots “must be highly dramatic to capture the viewer’s attention.” CBS felt that unless the spot “has a service angle it will be acutely resonated,” which why CBS limits its spots to 20-second time signals and one-minute weather reports. NBC stated flatly that “the station break will be non-existent in the future” as long as there if are any spots at all they will not be “as we now know them in radio.”

Audience Reactions

Asked about audience reactions to video programs, NBC felt it too early toateform them as yet. The other three submitted lists all headed by sports telecasts as the most popular with their audience. CBS followed sports with news, drama, quiz (serious), dance, quiz (comedy), and cartoon programs as their most popular features; ABC’s list showed sports, news, audience participation, dramatic and variety programs; Du Mont listed sports, live drama, news, musical, movies, variety, travel, educational and new product announcements.

All four agreed that the chief opportunity television offers advertisers today is the chance to gain experience in putting on video programs and particularly commercials, with the acquisition of time franchises a close second. They also agreed that video facility and program production costs will be higher than those of sound broadcasting, but felt that the increased impact of television on the viewer will more than justify the increased costs to the advertiser.

To a question as to whether advertisers and agencies should produce complete video programs or confine themselves to commercials, ABC and NBC cited a coordinated effort of agency and broadcaster as the logical outcome; CBS said that who finally produces the programs will depend on who does the best job, and Du Mont said there is no reason agencies should not produce complete programs if they are properly staffed.

Other questions dealt with the use of motion pictures in television, estimates of television’s circulation growth in the next three years, the probable effects of television on competing advertising and entertainment media, the types of radio programs most adaptable to television, and the types of products or programs most likely to be banned by television.

Hollywood Paper Praises MBS Selection of Weiss

PROPERLY PROUD of recognition which was recently bestowed upon Lewis Allen Weiss as MBS board chairman, the Hollywood Citizen News editorialized June 28:

“The election of Lewis Allen Weiss, vice president of the Don Lee Network in Los Angeles, as chairman of the Mutual Broadcasting System, marks the first time that a man has ever been called from the West Coast to head one of the country’s four major networks.

“As a developer of the country’s largest regional network, as a pioneer in television, as a leader in many civic organizations of Hollywood and Los Angeles, Lewis Weiss has won the admiration of his fellow citizens who are very proud of the recognition that he and the West have received in his selection.”

Millions View Video

NUMBER of persons viewing television in public places runs into the millions, according to a survey conducted by Huber Hoge & Sons, advertising agency for United States Television Mfg. Corp. Survey showed 81 persons viewing television at one time on each UST set in a public place, with an average daily turnover of 383, weekly total of 984. The company has more than 1,000 sets in public places. "Under ideal seating conditions, 800 persons can watch video programs from the 475 square-inch screen of a UST set, company reports.

Universal Pictures Co.

Sues Over Use of Name

UNIVERSAL PICTURES Co., parent corporation of Universal-International Pictures, is laying down the law in the radio field as soon as television reaches a proper stage of development. This disclosure was made in a suit filed in U. S. District Court, Los Angeles on June 27 against Universal Broadcasting Co., and Universal Research Laboratories Inc. of Hollywood.

Plaintiffs requested a court to grant an injunction restraining defendant concerns from using the Universal name, to which it claims a 27 year priority in the entertainment field.

Film concern points out that it has reason to believe that the two defendant corporations are the parent company of such operations as Universal Radio Productions of Hollywood Inc. and Universal Radio Sales Inc., with Radio Sales distributing broadcasting recordings made by Radio Productions under name of "Universal."
Transfer of Control of WALB and Sale Of Part Interest in KUSN Before FCC

TRANSFER of control of WALB Albany, Ga., involving $150,069 consideration, and sale of part interest in KUSN San Diego, Calif., for $20,000 are contained in applications reported by FCC last Wednesday as tendered for filing. Two non-money assignments, for WQQW Washington and KAVR Havre, Mont., also were reported.

In the WALB transaction, consent is sought to sale of 79.353% interest in Herald Publishing Co., station licensee and publisher of the Albany Herald, to James H. Gray, editor of the paper. Mr. Gray has been acquiring interest in the firm since last December, and it was not found until late in April that FCC consent was necessary, WALB counsel explained.

According to the application, Mr. Gray in December purchased for $135,000 the 173.33 shares held by Henry T. McIntosh, who is retiring. He also acquired 25 shares held by Mrs. McIntosh for an undisclosed sum. The McIntosh holdings amounted to 51.44%. At that time Mr. Gray succeeded Mr. McIntosh as president, the latter becoming editor emeritus. The transferee then added other minor holdings of various parties, so that when WALB in March filed its interim ownership report he was owner of 304.4 of a total 383.8 shares (79.353%).

Upon subsequent knowledge of FCC transfer application requirements, counsel was acquired and transaction was prepared in due form. In mid-June another agreement was drawn with Mr. McIntosh to ratify the earlier contract.

A newspaper statement advertising the sale, in conformity with the AVCO procedure gives the valuation of $150,069 to the 79.353% holding of Mr. Gray in WALB. It further explains that the total consideration was $233,995.50 but that this figure covered interests in both the newspaper and WALB.

Paul L. Jones, general manager of KUSN, acquires 20% interest in that station by purchasing one-fifth of the respective stock holdings of each of the present owners. KUSN interest now is held by: C. Arnbolt Smith, president-treasurer and owner of 250 shares of 25%; J. Frank Burke, vice president, 50%; and John A. Smith, secretary, 25%. Mr. Jones would become second vice president of the firm.

WQQW asks consent to assignment of license from Metropolitan Broadcasting Corp., a District of Columbia corporation, to WQQW Inc., a new Delaware corporation owned by same 100-odd stockholders. Construction permit for WQQW-FM also is included.

KAVR requests assignment of license from Jessica L. Longston, C. V. Zaser, Edward J. Jansen and L. Bernice Brownlow, doing business as Montana Broadcasters, to KAVE Inc., owned by same individuals.

LONG-RANGE FM
Listeners Report Phenomenal
-Distance Reception-

CONFIRMING testimony given at FCC-industry engineering conference on problems of interference between television and other services [Broadcasting, June 16], several reports have been received of unusual long-range FM reception in the high band. FCC engineers say this phenomenon is not nearly so pronounced in distance, time duration or signal strength as that found for FM in its former low band. Climax is expected to be reached in September.

KOAD Omaha, operating on 92.3 mc with 1 kw and a 100 foot antenna, says it has been heard by a listener in San Antonio, 812 air miles away. KOAD also told about Warren Davee, West Point, Neb., radio lineman, who hears KOAD consistently even though 50 miles away. Mr. Davee says the antenna determines good reception, according to KOAD. Using various make receivers he has logged FM stations in Topeka, Wichita, Minneapolis, Houston, St. Louis, Chicago, Detroit, Columbus, Ohio; Rochester, N. Y., and Paxton, Mass.

Unusual Reception

Two different reports have been received of unusual reception of KTRN, Wichita Falls, Tex. A morning afternoon of May 23. Both were from Washington, D. C., area. KTRN at the time was using 3 kw on 97.7 mc with a General Electric 7-day antenna, a height of 500 feet.

A. F. Rekar, chief engineer of KXOK-FM St. Louis, on evening of June 3 heard WOPI-FM Bristol, Tenn., the Bristol outlet reports. Signal was very strong with no fading observed. Bristol to St. Louis by air is 600 miles. WOPI-FM transmitter is atop White Mountain, Virginia, 5,643 feet above sea level and 2,210 feet above average terrain. Station has been using 99.9 mc with radiated power of 10.4 kw.

Another May 23 reception oddity is reported by Mark T. McKee Jr. and Wilburn Schattler, chief engineer of WMLN Mt. Clemens, Mich. Pair on that date heard WRCM, WTPS-FM and WWLH New Orleans, about 626 miles away. Although Mr. McKee has a 40-foot dipole receiving antenna he states with it disconnected he heard all three of the outlets faintly.
Help Wanted

Where are all the good radio men? Some men, announcers, engineers, etc., aren’t needed. Must be experienced to take care of growth of station. Happy station is looking for helped. Must have credentials, letters of recommendation. Box 844, BROADCASTING.

Wanted: A good round announcer for new FM station in new city to commensurate with ability. Send all particulars, photo and audition disc. Box 778, BROADCASTING.

Wanted—Experienced announcer, capable of 12-watt work. Experienced future for openings for the right man. Box 821, BROADCASTING.

Wanted—Commercial-continuity writer for progressive small station in beauti- ful West Coast community. Please send sample script. Box 835, BROADCAST-ING.

Good solid experienced announcer for general station. First 1/2, Advancement, con- genial staff and management, best hunting and fishing area in west. Good particulars. Box 845, BROADCASTING.

Station Manager. Applicants now being interviewed for position with full-time residence in metropolitan market. Approximately Sep- tember 15th. Necessary public relations promotion and program experience. Salary open. See full details. Box 846, BROADCASTING.

Engineer—Opportunity for young GI, divorced, with two children and a war merit and first class license, at new EMMA-owned station near Concordia, Kansas. Write fully. A. B. Moeller, Chief Engineer, KEMM, Kansas City, Missouri.

Wanted—Experienced, reliable announcer for 500 watt ABC affiliate station. Must have GI discharge and driver’s license. Liner’s Broadcasting Station, Inc., Mon- roe, Louisiana.

1000 watt Mutual affiliate wants an ex- perienced salesman and one experienced announcer-engineer operator. KENV, Shreveport, Louisiana.

Unusual opportunity for experienced farm announcer-director-operator. Must be able to assume full responsibility of farm programming for dominant regional station in Pacific Northwest. All pertinent factsfacts on letter, please. Box 844, BROADCASTING.

Transmitter operator, AM and FM equip- ment. Must have var. WPAG Ann Arbor, Michigan.

Wanted—Engineer. If you are a GI with first class ticket and no experi- ence seeking a position with large Eastern Radio Station WWOC, Watertown, Connecticut.

Versatile commercial announcer needed for MBS affiliate. Must be experienced. Salary $45.00. WBLR, Lansing, Michigan.

Wanted—Experienced announcer for FM station in Toledo. Preference given to man of outstanding news abil- ity. WKBW, LaCrosse, Wis.

Operators—Control with license for 1 kW AM & FM station in midwest. Write Box 846, BROADCASTING.

Wanted: Yes! Yes! You can fill one of our openings? Technicians, program direc- tors, chief engineers, announcer-teachers, girls Fridays, annou- ncement today.—Write Radio’s Reliable Resources Employment Agen- cy, Box 413, Philadelphia.

Chief engineer for one kw daytime with 11 kw FM. Must be capable of making FM installation. Write, wire or phone WPGX, 715-Ft. Shington, Conn.

SALARY

New 5 kw Western electric trans- mitter, 4 sets of tubes, factory- reconditioned 5000 foot voice input equipment and gas emergency generator. Box 838, BROADCASTING.

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situations Wanted 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-com- missionable. Deadlines two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted (Cont’d)

Wanted: Chief engineer, progressive 250 watt station, no trainee. Want man with 8 years experience in studio and construction. Right salary for right man with credentials to back it up. Will grow with organisation. Write or wire station WERE, Dayton, Ohio.

New daylight kilowatt station needs program director-chief announcer. Per- sonal interview necessary so only ap- plications from Carolinas and Virginia. Send disc, photo and audition needed for application direct to Radio, 806, BROADCASTING.

Commercial department—Man with ex- ecutive and sales ability to hold. If you are a hard working young man seeking to get ahead—if you think you can sell in the thought in mind of advancement. If you are predicated on integrity and merit, write for a personal interview. Milton H. Meyers, Box 925, Waterbury, Conn.

News editor and rewrite man wanted by progressive 250 w Mutual station. Slight opportunity right man to sup- plement complete newsmen setup. Want experienced, stable. Working experience would be to advantage but not neces- sary. Write immediately. Box 876, BROADCASTING.

Wanted—Program director and 2 good announcers. Excellent working condi- tions and top salary if you can qual- ify. Write or wire John Greene, Mgr., WSTP, Southern Pines, N. C.

Announcer—If you’re located in North Carolina we have a fulltime opening. 1000 watt Mutual affiliate. Box 813, BROADCASTING.

Situations Wanted

On July 1 an entire staff of twelve tech- nicians will be available. Experience on many types of equipment from a power of 500 kw down. Standard broadcast, high frequency, experimental, FM and all phases of studio operation. Replies need not be limited to broadcast field. Can learn broadcasting or electronics fast. Many configurations, seven or eight years, maximum seventeen years. All have full time experience. Minimum requirements to Box 662, BROADCAST-ING.

Available late July or early August—29 years old, 18 years experience all phases of FM station from the ground up and handle the complete engineer operator. Excellent program manager. Young, active, capable man. Will work at any time, 5 time’s chief’s time. Can furnish references. (May require some training in FM) Box 660, BROADCASTING.

For Sale—5000 watts—Fulltime Pacific Coast Region

Long established AM station in fast growing metropolitan area with Class B FM grant. Consistent record of earnings shows substantial increases during recent years. Full potentialities of the property have never been developed. This is an unusual opportunity for experienced radio people, amply financed, who are accustomed to competitive markets.

Purchase price consistent with operating profits in six figures.

BOX 873, BROADCASTING.

Situations Wanted (Cont’d)

Engineer—29, single, ten years experi- ence which includes broadcast trans- mission, construction, test of radio equipment and Naval service as chief ABT, WBC, class phone license, two years EE college. Desires position Washington, D. C. Box 729, BROADCASTING.

Transmitter man. First class license. Experienced to ten-kilowatt. Desire better myself. Box 778, BROADCASTING.

Announcer, experienced, desires oppor- tunity, permanency. Disc, sports, spe- cialty. Size of station not important. Disc, photo. Box 785, BROADCASTING.

Engineer—1st phone. Graduate RCA In- stitute. Army servicing and recording experience. Available August 15. Box 706, BROADCASTING.

Detail man—An administrative asssistant, correspondent, expeditor who can handle local and national news, advertise business extras. Diversified broadcast- ing experience. Box 925, BROADCASTING. Rated as one of the country’s top twenty media executives. Desires position. No one-company continuation desired. Young, energetic. Must be available. Box 796, BROADCASTING.

Announcer-newman-disc Jockey. Versa- tility, can handle any role or any position. Former program director, news editor, newspaper reporter. Age 26, pros- pectively employed. Excellent commercial announcer. Box 815, BROADCASTING.

Experienced announcer, available imme- diately, veteran, 25, single. Will go any- were, coast preferred. Box 816, BROADCASTING.

Reliable exteaser, full construction and program director. Desires position with northern station. Housing important. Box 817, BROADCASTING.


Announcer—1½ years experience. College and transcription on re- quest. Box 822, BROADCASTING.

Announcer, writer and/or salesman. Several Eastern stations inclusive of radio. Desires radio career. Age 34. Box 823, BROADCASTING.

Announcer capable of doing various acting experience. Young veteran, capable and versatile. Desires position in any location. Box 824, BROADCASTING.


Situations Wanted (Cont’d)

General manager. Excellent record, en- During. 15 years’ experience, desirable permis- sion location. Now top executive with outstanding station. Small 5000 watt midwestern network affiliate. One year’s experience necessary. Must have $50,000 anywhere that housing is available. Box 826, BROADCASTING.

Experienced announcer, 18 years of net- work and independent operation. Can- vassers, booking, advertising, etc. Salary $55.00, anywhere that housing is available. Box 827, BROADCASTING.

Broadcast engineer, Play-by-play, live and recreation. Other major sports. Now employed RCA. Desires position for baseball and other sports. Box 828, BROADCASTING.

Newspaper editor—News-sports announcer, best picture of its type. Ten years in present job at local. Want something permanent can get my teeth into. Have experience AM, FM installation, con- struction. Family man, no hooch. Don’t know all answers—not afraid of hard work. Plenty references. Box 829, BROADCASTING.

Fourteen years continuity, producing, writing, reporting. Advertise and sell to 500, 5006, CB, Mutual, ABC and NBC. Now employed small market, well paid, writing on 135 accounts. Contributor to radio trade. Desires position as one of the country’s top twenty media executives. Desires position. No one-company continuation desired. Young, energetic. Must be available. Box 830, BROADCASTING.

Announcer—writer-producer. Six years experience, seeking permanent position with coast network or coast market. Minimum wage $1000; minimum sal- ary $1250. Write immediately. Box 831, BROADCASTING.

Neat words that sell? Copywriter. Six- years experience in radio commercials. Locations and regional net, desires conti- nued work with coast network in west coast market. Box 837, BROADCASTING.

Fully experienced Radio Director, all phases commercial broadcasting from growing coast network. Will go anywhere. Network announcer 1 year. Com- plete management experience, managing government radio station. Will handle your station or go for high grade station or consider Radio Director position. Desires position in one range interviews Eastern seaboard. Box 839, BROADCASTING.

Army interrupted my career! Announce- ment, writing, reporting, directing, disc- ing; shows position in or connected with radio or television. Excellent references. Box 840, BROADCASTING.

Manager with license who can sell, an- nounce, produce, handle traffic of station in south. Hard worker, sin- cerely interested in the bill. Box 841, BROADCASTING.

Broadcast construction engineer, twelve years experience in all phases of directional arrays. Desire permanent position as engineer. Box 843, BROADCASTING.

Commercial manager with definite sales plan, seasoned, active leader. Write Box 844, BROADCASTING.


WOMEN’S DIRECTORY WANTED

Talented, aggressive, single young woman wanted to handle women’s department of medium to large, 5000 watt association. Experience necessary. Send personal history statement and references to Box 851, BROADCASTING.
Hal Styles can solve your problem with a young, ambitious, capable man, veteran or civilian. Send for data.真切 thoroughly grounded for eight or more months. Any opening, announcing, newscasting, control operation, weather cashier, news and wire. Hal Styles, Hal Styles School of Broadcasting, 1000 Water Street, Des Moines, Iowa.

Program director—Available August 1st. Can assume full responsibility for programming, personnel, sales. Box 884, BROADCASTING.

For complete information on two years away from home and photo. Box 884, BROADCASTING.

FOR RENT

1 Good Head
(complete with pair of shoulders for putting to school attached.)

USE: Best for Wally, the all-ideal man to (1) do production or programming for set or large indy, or (2) go on road for radio or advertising executive. Will come up with Service packages for transcription outfit.

SPECIFICATIONS: Has experience in, and can do, all imaginable facets of production procedure, programing, planning and engineering of network. Possesses fine memory, can copy off a page, learn new things in a hurry, learn ropes rapidly so as to become

BEAUTY: Will arrive within 50 kw output in jet time.

BOX 855, BROADCASTING

FOR SALE

Situation Wanted (Cont'd)

50-kw sales promotion and advertising executive wishes connection as sales manager, new program, or network. Excellent organization desires of building sales through advertising promotion. Box 867, BROADCASTING.

Is your music library a mess? Experiment. Successful sales manager of transcription and recording libraries. Will be glad to come to your door and map out solution or steady position. Box 804, BROADCASTING.

Engineer, 1st phone, RCA graduate. Amplitude, frequency, well traveled. Will travel. Box 863, BROADCASTING.

Announces, ret. alert, adept, amiable. Trained all phases announcing NY's leading station. Will travel. Box 862, BROADCASTING.

Operator, 1st phone. 2nd telegraph. 10 years experience. Will be glad to travel. Box 861, BROADCASTING.

Enormously interested in and qualified for FM. Desires temporary or permanent position. Considerable experience. Box and Merchant Market radio. Age 23, single, three years college experience. Available immediately. Will travel. Box 809, BROADCASTING.

Station manager: Want to put to use years background and experience, sales, personnel, administration, production, and programming in development of station. Excellent gaveler. Vet. married, 38. Best reference: Box 860, BROADCASTING.

Experienced px. Windsor white-smart continuity pen—does clever women's shows. Harris to learn more. Martina Blanchard, 132 West 30th St., New York City.


Mr. Stockton has been looking for new man now active in every phase of commercial broadcasting: Selling, sales management, writing, sales management, writing editorials, continuity, originating and directing features. Comes in very good contact with his station. Available immediately. 31. Box 871, BROADCASTING.

Kitcher, GJ, experience. Station consultant. Two years' experience on time sales man. Box 902, Canton, Ohio.

Announcer—Mature with several years theater and radio experience. Has done commercial announcing. Just completed position as announcer. Desires position of greater opportunity with larger company. Available immediately. Box 866, BROADCASTING.

Radio engineer—Desires any opening in California. Five years' experience with 50 kw transmitter, studio experience, TV transmission, unity grad. Non-contagious illness in family necessitates emergency change in climate. Box 884, BROADCASTING.

FOR SALE


For Sale: 2000 watt transmitter operating on 200 kc. Commercially operated. Will sell. Call 1st Western Electric 71-b amplifier. Will sell. Call 1st Western Electric. Box 872, BROADCASTING.

For Sale: FM transmitter, 1000 watt transmitter operating on 1000 kc. Commercially operated. Will sell. Call 1st Western Electric 71-b amplifier. Will sell. Call 1st Western Electric. Box 1723, Des Moines, Iowa.


For Sale: FM Radio for rent to anyone with or without a friend, complete with tubes and accessories. Will sell. Call 1st Western Electric or call E. W. Pliigel, Chief Engineer, 275 W. Lake St., Chicago.

For Sale: FM transmitter, Type RCA 250-T operated by 175 feet Lehigh self-supporting radio tower. Will sell. Call 1st Western Electric. Equipment, WBL, P. O. Box 1847, Jack- son, Minn.

For sale in Mexico City. A 5 kw broadcasting station. For more particulars write Mr. O. Rosales. Calle Joaquin Arizpe No. 14, Taxco, D. F., Mexico.

For Sale: Announcer, new transmitter, 25 watts, control. Console, two loud speakers in cabinet. 50 kw takes everything. Chester Daly, 1436 Searcy, Buffalo.


Tower for sale—One Blaw Knox 605 foot uniform cross section tapered top tower. For sale in the near future. Box 58, 744 Broadway, New York City. Modification of top section will be made. Price $3000, will sell for price far less than new tower. For details regarding tower, address Mr. G. Engineer, Radio Station WMC, Memphis, Tennessee.

For Sale: Westinghouse 5 kw transmitter in excellent condition. Now operating. Available about August 1947. Complete description on request. WILLIAM. Box 873, BROADCASTING.

Immediate delivery 1 kw 204-A W transmitter with spare tubes, plus 1126-A W transmitter for spare parts. Perfectly service- due to recent power increase. Made by Engineer. Radio Station KFVD, Los Angeles.

For Sale—Immediate delivery, 2 Western Electric 5 kw transmitters, with complete tube arms and latest Type K 13886 filters. Excellent condition. List price $190; will sell at $180 each. WDGY, Hotel Nicollet, Minneapolis.


Dolby frequency monitor, model 7D-A, crystal oscillator. Excellent condition. Reasonable. WWFP, Paleo, Flor- ida.

Radio stations throughout the United States that are good investments. Many that show unprofitability. Desirable to learn the financial and profit- earnings and appreciation. If you want to purchase a radio station write Blackburn-Hamilton Co. Radio Stati- tions, 1000 South Garfield Ave., Highland, D. J. James W. Blackburn, 1011 New Hampshire Ave., Washington, D. C. Box 817, BROADCASTING.

Ray V. Hamilton, 235 Montgomery St.; Tele- phone 6159, S. F., California.

Wanted to Buy (Cont'd)

Wanted to buy—Mellersen 150-B transmitter. State condition and price. Box 725, BROADCASTING.

Wanted—Good used 1 kw AM transmitter FCC approved. Also, AM tower not less than 125 feet. Specifications and prices with reply. Box 753, BROADCASTING.

Will buy outright or controlling interest in west coast. 250 watt station. Box 818, BROADCASTING.

Miscellaneous

Wanted: Experienced radio man with approximately $7500 investment. Will buy stock, station, box 856, BROADCASTING.

WANTED: Available immediately, Transcribed Radio Shows, 2 W. 47 Street.

N. C. BROADCASTERS TO MEET IN OCTOBER

NEXT meeting of North Carolina broadcasters and the better affiliated stations will be held in October, at Pinehurst or Sedge- field in the central part of the state, the association decided at its June convention in R. A. Dunlap, WMFD Wilmington, is chairman of the convention committee.

The association has been in- corporated with J. Frank Jarman, WDNS Durham. New constitution and by-laws were adopted, based on a report of the Rules and By-Laws Committee read by Miss Florence Campbell, WKNS Kinston. J. Allen Brown, NAB Assistant Director of Small Market Stations, spoke about the problem of multiple grants. Delegates and guests were guests at a cocktail party given by Louis Howard, WHIT New Bern, and Lester Gould, WJNC Jacksonvile.

Returns to Dallas

BOY ROWAN, who for the past year has been serving as manager of the New York office of Taylor-Howe-Snowden, radio sales firm, is returning to Dallas as president of the Southwest Printing Co. Inc., the position he held prior to his service as a lieutenant colonel in the Air Army Air Force. Mr. Rowan has returned to the U.S. from Southwest Printing, and his return to active participation in the affairs of the company was announced by D. H. Smith. Nomic. assassination of his successor in the New York post will be most shortly, according to Taylor-Howe- Snowden.

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Will buy outright or controlling interest in west coast. 250 watt station. Box 818, BROADCASTING.

Mississippi

Wanted: Experienced radio man with approximately $7500 investment. Will buy stock, station, box 856, BROADCASTING.

WANTED: Available immediately, Transcribed Radio Shows, 2 W. 47 Street.

Sports casters, special events announcers, 12 years play by play BROADCASTING. For sale—Northern, June 7. Off air baseball ET. Game performances for new est. and current employers. Write Box 875, BROADCASTING.

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CLEAR CHANNEL stations' fight for exclusive use of their frequencies moved forward last week as 40 stations involved in a long-running struggle in late March, when the Commission suspended the license of WWHAS, Spokane, Wash., which was granted to the company in 1947. The suspensions were issued pending decisions of the U.S. Court of Appeals for the District of Columbia on two similar appeals already argued, and until "further order of the Commission." The appeals on which the suspensions hinge are WCKY Cincinnati's from a 10-km day-time grant to Patrick Joseph Stanton at KXLL on 750 kc, a station used by WCKY, and WJR Detroit's from an authorization to Coastal Plains Broadcasting Co. for 1-km day-time use of WJR's 760 kc at Tarboro, N. C., granted by the Commission, March 17, April 28, June 16.

Court Order Stays WCPS

The Tarboro outlet, WCPS, has been on the air since early this year. One of several FCC grants stayed by court order until litigation is decided, WCPS is now operating temporarily on another frequency.

Both WHAS and WLW have taken appeals from the grants which FCC suspended. In announcing the suspensions last March, the Commission said the questions involved are "substantially the same" as those in the WCKY and WJR cases. Therefore, the court decision in those cases is expected "at any time." Although it does not hear cases during the summer, it does continue to hold down decisions on those already heard.

Meanwhile, FCC sources said the Commission will try to act soon on another phase of the fight between clear channel stations and applications for licenses on clear frequencies. That is in the pending question of daytime skywave—where present FCC rules do not recognize which clear channel station may tolerate interference from daytime operations on clear frequencies.

The skywave hearing was held early last month [BROADCASTING, June 9]. Commission authorities told advertisers that they hoped to issue a decision on it "during the summer." Until this decision is reached—whether daytime skywave does exist and, if so, to what extent there should be protection from it—FCC is passing up all applications for daytime or limited-time operation on U. S. I-A and I-B channels.

DENYING published reports of an intended statewide television network, William L. Gleeson, president of Broadcasting Corp. of America, Riverside, Calif., advised BROADCASTING last week that his only plans concern start of KARO Riverside, video station atop Mt. Cucamonga, Wednesday. The peak, which stands at 9,000 feet, is approaching completion and Mr. Gleeson expects start of work on transmission lines to the valley within the month. Representing an investment of $250,000, station is expected to be on air by August 1948.

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As WNBW Opens a ‘New World’

“THIS is a day that we at NBC have been looking forward to for a long time,” said Niles Trammell (second from right) at the opening of NBC’s Washington television station, WNBW, June 27 [BROADCASTING, June 30]. He forecast cross-country televising of Congress in session, other historic events from the Nation’s Capital, as well as bringing entertainment and special events from other cities to Washington, via television.

Attorney General Tom Clark is at right, with NBC vice president and Washington operations head, Frank M. Russell, at far left, next to FCC Chairman Charles R. Denny. Through television, “A new world opens,” Mr. Denny, who also spoke on the first WNBW official program, said. “The FCC has firm confidence in the future of television,” he added. “And will take every step to assist [in obtaining] the finest television service attainable.”

BASEBALL COVERAGE IS SURVEYED BY ATS

GOOD CAMERA position is the first prerequisite of baseball coverage, according to a survey made by American Television Society of the video stations currently broadcasting baseball games. WNBW and WAB New York use three cameras. WABC-TV New York, WBKB Chicago and KSD-TV St. Louis use two.

There was less agreement as to the best camera position. Burke Crotty of WNBW favors a spot behind home plate and 20-30 feet high. Bob Bendick of WCBS-TV prefers to position his equipment directly above the plate and a few feet to the side of the plate. WABD wants to be in line with pitcher, batter and catcher, with a secondary camera for close-ups stationed some distance down the first-base line. KSD-TV and WBKB have their cameras between home and first, with WBKB using two cameras on the pitcher, switching from one close-up of pitcher to the batter during the delivery.

Asked whether commercials can be given as often as on a radio broadcast, WNBW and WCBS-TV felt the impact of sight-and-sound commercial is so great that fewer are necessary. WBKB and KSD-TV made no comment. Bill Slater of WABD felt that if both audio and video commercials are counted, the number can be the same as on radio.

TV Screens in Chicago

May Be Dark Temporarily

CHICAGO television set owners faced two weeks of darkened screens on their receivers following a request to FCC by WBKB, Balaban and Katz station in the Illinois metropolis, for permission to go off the air temporarily at its own request beginning today (July 7). Station, only one commercially operated in Chicago at present, made the request last week, stating it wished to install a more modern and powerful antenna.

WBKB officials originally had hoped to postpone installation until another station actually had begun operation, but pressure of scheduled late summer and early fall programs made it imperative that work be started at once, according to Capt. Bill Eddy, station director.

New antenna, a bat wing superturnstile type manufactured by RCA, will rise some 400 feet above street level, when installed atop the Sears-Lake Bldg. and will increase power of station 7.4 times over present transmission.

Opens Own PR Firm

WILLIAM VAN DUSEN, Pan American Airways counsel on public relations, has opened his own public and industrial relations counsel firm with offices at 250 Park Ave., New York, to provide a specialized service for industrial and advertising organizations. Mr. Van Dusen will continue with Pan American as public relations counsel in addition to his new duties.

6 Westinghouse Stations

Plan Delinquency Series

A SIX-STATION attack on juvenile delinquency is being inaugurated by Westinghouse Radio Stations, working in close cooperation with the Justice Dept. and local civic leaders.

Stations in Philadelphia, Boston, Pittsburgh, Springfield, Mass., Fort Wayne, Ind., and Portland, Ore., are initiating the series, which is designed to seek out and correct factors which contribute to juvenile delinquency. The common program theme is maintained in all stations, with Gordon Hawkins, education and program director of Westinghouse Radio Stations, coordinating the overall effort.

Clipper RCA-Equipped

THE PAN AMERICAN World Airways clipper which returned to La Guardia Field, New York, last week after the first commercial round-the-world flight was equipped with an RCA Lorcan receiver providing electronic long-range air naviga-

As compared to four basic people needed to put on an AM program, there are 34 required as a minimum for a television show, according to Paul Mowrey, ABC television director. Mr. Mowrey addressed the WMAL Washington American U. television meeting late last month [BROADCASTING, June 2] and stressed the fact that job opportunities are good in the television field. Substantiating his statement, he has sent BROADCASTING his list of fundamental people needed for both an AM and a similar video program.

AM Is Simple

For AM, a producer, director, engineer and sound-effектs man are basic requirements, he says. For the same program in television, a station needs: a producer, director, floor manager, three camera men, three assistant camera men, two audio engineers (floor), two assistant audio engineers, sound-effects man, art director, scenic director, six stage hands, control room supervisor, audio engineer, switcher, scanner, technical director, maintenance engineer, lighting director, teletype director, assistant telecine director, animation director, two film camera men.

WKEU Switch

WKEU Griffin, Ga., has been granted construction permit to change location of its transmitter and studio and to install new transmitting equipment. A special temporary authority also was granted for a 90-day period authorizing use of 280 w on 1450 kc at station’s present location as construction of new site. License renewal proceedings still pend. WKEU has been operating on license extensions since October 1945 when its regular license expired. Hearing of the renewal subsequently was held on questions of equipment difficulties and complaints from local Textile Workers Union of America (CIO) alleging censorship of its paid programs, and other matters.

Tagged

Call LETTERS of NBC’s television station, WNBW New York, have been issued in the form of a set of automobile license plates to Burke Crotty, director of field program for NBC television. Mr. Crotty has for several years been attempting to get call letters of the station on both ends of his automobile and this year, his native state, Connecticut, issued him such plates.

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CAB Charges Are Refuted By CBC and Transport Dept.

By JAMES MONTAGNES

DEPT. OF TRANSPORT and Canadian Broadcasting Corp. both submitted briefs June 26 and 27 denying notions for an impartial judicial regulatory body for broadcasting as urged before the Parliamentary Radio Committee at Ottawa by the Canadian Assn. of Broadcasters and the Canadian Daily Newspaper Assn.

Department of Transport pointed out such a body would create confusion in view of international government conventions on radio.

CBC Chairman Davidson Dunton stated that "in view of Canadian conditions there are many reasons for keeping authority and responsibility together." "If an independent board were set up," he added, "the CBC would be left with the great responsibility of a national radio system, but much of the authority over what was to be done would be in someone else's hands."

Referring to CAB contention that the CBC is not only the regulatory body on broadcasting but also competitor of private stations, Mr. Dunton stated the CBC is not a commercial organization. He explained that, although it does carry some sponsored programs, it is not trying to do as much business as it can but to provide the best national radio service within its means, "We believe it would be decided against the public interest to put the national system in a position of being judged on the same basis as profit-making commercial organizations," he said.

Defends Program Regulations

Mr. Dunton defended the program regulations assailed by the CAB which require stations to give right of way to programs designated by the CBC, he said, "many listeners would not hear programs of national interest." He pointed out that Parliament had the right to tell CBC if its regulations pertaining to the amount of advertising allowed on the air should be changed. CAB had objected to limitation of program advertising regulations.

On the matter of free speech on the air, Mr. Dunton contended that private stations do not give adequate opportunities for the expression of opinion.

With reference to frequencies, Mr. Dunton told the committee that "to provide good national service in different parts of the country, the CBC must have the use of certain frequencies. The problem is recognized now by the provisions under which the CBC makes recommendations to the minister on such matters." Mr. Dunton asked the committee for direction on the amount of free time to be allotted to political parties on national and regional networks, and on the possibility of relaxing regulations which now prevent CBC employees from running as candidates or supporting any candidate for public office in local municipal elections.

Transport Dept. Brief

Dept. of Transport brief, which Reconstruction Minister C. D. Howe, minister in charge of radio, stated was not a government opinion, pointed to confusion if a new independent board was set up to regulate broadcasting. The brief stated in part: "It is difficult to understand how an independent board, such as is proposed by the CAB, and having judicial powers to deal with applications and appeals, could be expected to take over the operational functions of the department and thereby disintegrate to a large extent such a well-balanced and closely knit overall organization which has been developed throughout the years for the efficient control and administration of all radio matters in Canada."

The brief said it was unfair for CAB to state that control and regulation of private stations were in the hands of a competitor (the CBC). It denied the analogy which the CAB drew between regulation of radio and that of railways and telephone lines.

Pointing out that there is only one regulatory body which deals with the administration of radio internationally in all other countries belonging to the telecommunication union, the Dept. of Transport brief stated the placing of the technical control of broadcasting under a second administrative body in Canada obviously would lead to confusion in international negotiations because of the obvious overlap in jurisdiction.

FM and Facsimile

Regarding FM and facsimile for newspapers, Mr. Dunton asked the Parliamentary Committee for directions as to how licenses were to be issued to newspapers and whether FM frequencies were to be allotted as fast as applied for or were to be issued on a limited basis from a standpoint of economic support in any one area. Dr. A. Frigon, CBC general manager, questioned on television, stated that Canada is not yet ready for television, that in the

Horse's Mouth

GEORGE ROESNER, KTRH Houston farm and ranch director, is going around with a face as red as those tomatoes that brought him his embarrassment. Driving to the Yoakum, Texas, tomato festival, he stopped by a roadside stand to inquire the price of some luscious tomatoes for sale. He protested vigorously at the 12½ cents a pound price quoted by the farmer. But the farmer had an answer. "It's the price, son," he said, "I heard the KTRH farm director read the market report this morning." In a small voice the KTRH farm director said, "I'll take a pound."

United States television was only being used in centers of more than 1,500,000 population, and that it would cost $2,000,000 to set up television stations at Toronto and Montreal providing 10 hours' weekly service. He stated television receivers would cost a minimum of $700 in full color, of television prospects in Canada, CBC has abandoned plans for the time being, he added.

Unanimity of opinion among members of CAB and CDNA before the Parliamentary Radio Committee, was pointed out, when Vice Chairman Rene Beaudoin mentioned that the committee had heard from Rudi Ludwig, London Free Press and Ottawa Journal as not being in agreement with either of the two briefs of the associations to which the stations and newspapers belonged.

Studio Audience Goes Up For ABC's Town Meeting

CARRYING aloft a studio audience of 50 people, ABC's "America's Town Meeting of the Air" broadcast from an altitude of 5,000 feet over Los Angeles during its July 3 program.

Flying in an American Airlines DC-6, George V. Denny and his colleagues held forth on the lofty topic of "Has 20th Century Civilization Improved Mankind?"

To broadcast took considerable experimentation and necessitated more than 100 man-hours in testing procedures as to techniques and test flights. Five ABC engineers took part in the air- ing. Two were located in the plane and another at the ground receiving point. A fourth sat at airport transmitter station feeding the portion of the program coming from New York. Fifth engineer sat at a KECA Hollywood studio taking the New York segment by special wire and that from the plane and mixing the two.

Copywriters Elect

DARIO De LA GARZA, advertising manager of Sterling Products International, has been elected president of the Spanish Copywriters Assn. of New York. Other members elected to the board of directors were: Luis G. Dillon, (vice president, McCann-Erickson International), secretary; Mary Mercelis (head of copy, Young & Rubicam International), general secretary; Jose C. Marrero (copywriter and translator, U. S. Vitamin Corp.), business secretary; Enrique Argote (technical translator, War Dept.), treasurer; Max Rios Rios (copywriter, J. Walter Thompson Co. International), translator; and the board of directors includes: Eduardo Mazzucchi (account executive, Fuller & Smith & Ross International), Luis G. Nunez (chief copywriter for matterhorn, Washingtonhouse Electric International), and Christian Rodrigues (independent technical translator).
TELEVISING of remaining home games of Washington Senators baseball team this season by WTTG, Du Mont station in the nation’s capital, is provided under contract arrangements completed with Clark Griffith (seated, center), Senators’ owner. Telecasts, originating at Griffith Stadium, will be sponsored by Macy’s, Washington electrical appliance dealers. Seated beside Mr. Griffith are William Warsaw (1), vice president and general manager of Macy’s, and Leslie G. Arries, general manager of WTTG, and (standing, 1 to r) Jeffrey A. Abel, of Henry J. Kaufman & Assoc., which handled transaction; Bob Wolff, sportscaster who will do play-by-play of the games; Irving Abramson, of the Kaufman agency, and A. W. Langley, treasurer of Macy’s.

Indiana U. Survey Shows Preferences Of Students Compared to Townspeople

RESULTS of listener surveys made by the radio department of Indiana U. have been released, showing wide differences in many cases between student and non-student reaction to radio.

U. of Indiana students and Bloomington, Ind., residents were asked the same five questions, but the answers were tabulated separately to see how they compared. The questions asked were: (1) What are two of your favorite radio programs? (2) What two types of programs do you wish you could have more of? (3) Do you enjoy daytime serial programs? (4) Do you feel that radio reception is satisfactory most of the time in this area? (5) What do you object to most about radio?


On the second, 797 students wanted more comedy, 750 popular music, 665 all music, 503 drama and 396 semi-classical music. On the other hand, 662 townspeople requested more music, 554 comedy, 361 news, 311 popular music and 299 dramas.

Daytime serials did not fare so well with either group, for only 205 students like them compared with 2,687 who did not; 861 townspeople said yes to this, while 1,344 said no. The survey also showed that 465 students thought reception was satisfactory most of the time, but 1,262 did not, while among the residents 1,557 said yes and only 697 no.

On the final question, 1,103 students objected most to commercials, 228 to serials, 197 to reception, 97 to singing commercials, 67 to hillbilly and 56 had no objection. Commercials also led the residents with 637 objecting, 596 had no objection, 320 objected to poor reception, 115 to serials and 67 to mysteries.

S O C I A L highlight of the International Telecommunications Conferences in Atlantic City will be a sightseeing weekend in New York July 12 and 13, with an informal banquet at the Waldorf Astoria on Saturday as the main event of the two-day visit. Hosts of the affair will be the five U. S. telecommunications companies participating in the conferences—American Telephone & Telegraph Co., International Telephone & Telegraph Co., Press Wireless, RCA and Western Union. Guests will be most of the more than 700 foreign delegates attending the Atlantic City sessions and the secretariat of the conferences.

The weekend will be purely social, the sightseeing restricted to points of historical or entertainment interest and with no points of call at the factories, laboratories or public relations offices. The affair is, in part, to reciprocate for the hospitality of governments of the countries where earlier conferences were held. In those countries the governments were the proper hosts, as their communication facilities are operated by the states.

Details of the weekend have not been fully worked out but the general pattern is for the delegates to arrive in New York Saturday afternoon which is left to their own devices, with the dinner that evening the first official gathering. Brief welcoming speech to be given by Walter S. Gifford, AT&T president. Dinner program is being assem- bled by the direction of Mr. Gifford.

NAAN Presents Annual Awards for Best Campaigns by Advertising Agencies

AWARDS were made in four radio classifications to advertising agencies participating in the advertising campaign competition conducted in connection with the National Advertising Agency Network’s annual convention at French Lick, Ind., June 25-27. Twenty-seven agencies participated in entry section of the country comprise the NAAN, and all submitted entries.

Garfield and Guild, San Francisco and Los Angeles, won first, second and third places respectively, in the radio network campaign classifications for its campaigns on behalf of Rosefield Packing Co., Alameda, Calif. (Skippy Peanut Butter); Chemicals Inc., Oakland, Calif. (Vano Liquid Cleaner), and Southwest Food Products Co., Long Beach, Calif. (Garland Ranch Syrup, Preserves, Jam).

Winners in the local radio program group were: First—Henry J. Kaufman & Assoc., Washington, D.C., for Carpel Frosted Foods, Washington and Baltimore (Frosted Foods); second—Henry J. Kaufman & Assoc., for Potomac Electric Power Co., supplier of electric service to the nation’s capital; third—Julian Gross Advertising Agency Inc., Hartford, Conn., for Brown Thomson’s Co.; honorable mentions—Galindo and Gifford, for Kay Jewelry Co. (California Stores), and Merrill Kremer Inc., for Memphis Ice Industry.

In the national spot announcement campaign classification Garfield and Guild topped both first and second place awards—first for Newell Gurtadit Co., San Francisco (Goatman’s Rug Cleaner); second for Chemicals Inc. Third place went to N. A. Winter Advertising Agency, Des Moines, for Dr. Salsbury Laboratories, Charles City, Iowa (poultry remedies). The Winter agency also won an honorable mention in this classification for Blackburn Brewing Co., Davenport, Iowa.

Local spot announcement campaign winners were: First—Ambro Advertising Agency, Cedar Rapids, Iowa, for Potomac C., Potosi, Wis. (beer); second—Hoffman and York Inc., Milwaukee, for Roundy, Peckham and Dexter Co.; third—Garfield and Guild, for Graven-Ingels Baking Co., Stockton, Calif. (Graven-Ingels Bread).

Certificates were presented to all winners, and, in addition, NAAN awarded a trophy to Garfield and Guild as the agency which it considered had done the most creative job in its campaigns.

“TRUE FACTS” WBBM Starts New Series

— On Juvenile Crime

“TRUE FACTS” of juvenile delinquency in Chicago and Cook County will be treated with explosive impact when WBBM Chicago begins its new 13 week series, Report Uncensored, July 7 in the 8:30-9:00 p.m. segment vacated for summer by Lux Radio Theatre. Based on four months of intensive research, which included exhaustive interviews with officials and inmates of state institutions, programs will be presented locally in cooperation with Chicago Bar Assn.

For authenticity, station sent Fahey Flynn, staff announcer and program narrator, and Ben Park, writer-producer of series, to the institutions to tape-record personal interviews with inmates.

Don R. Ford, recently named public relations director and an advisor on program, admonished that what listeners will hear will not be “pleasing or entertaining” but “shocking,” promising that the series will expose conditions (1) of environment which lead youth to crime, (2) of state penitentiaries which stress punitive treatment above rehabilitation and (3) which exist in county and city courts.

TV Set Test Market

PHILCO DISTRIBUTORS Inc. is using Philadelphia as a test market for the new Philco television receiver. The organization purchased 47 spot announcements on KYW for a two-week period. Campaign combined one-minute announcements and station breaks with spots scheduled throughout morning, afternoon and evening. Contracts were handled through Julian G. Pollock Co.

WEATHER forecasts directed toward fishermen on the Atlantic Coast are prepared and broadcast by WOR New York News, using the National Weather Service's regular weather report at 11:25 p.m. Early morning forecasts are broadcast Monday-Saturday at 6:40 a.m.

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Hires Company Finds Radio Pays

Medium's Successful Use Outlined by Agency Representative

By G. Potter Darrow
Representative, W. W. Ayer & Son, Inc.

THE Charles E. Hires Co., which makes Hires Root Beer, has had an enviable record in utilizing the sales appeal of radio. The 75-year-old company, applied its national advertising and sales promotional policies to radio back in the infant days of radio in 1921. Since the firm's first sponsored show, which was a Shilkret musical tour dedicated each week to the country from which an ingredient for Hires Root Beer was obtained, the number of bottling franchise holders has more than doubled.

In 1944, Horace Heidt was sponsored by Hires, but in 1948 this show was dropped when a change in format was desired. The Hires Co. decided to support an un-

They Say...

"ALONG two fronts (new radio legislation and Wakefield withdrawal) the dissatisfaction with present government controls of broadcasting are such that major broadcasters see real peril in the situation. And some 100,000,000 radio listeners also have a great deal at stake.

The most disturbing factor in the situation is that the public knows very little of what is going on. Freedom of speech, on a scale not known before radio, is at stake and this is but one of the vital issues involved. If freedom of the press were so challenged, every newspaper in the land would immediately present the facts to the public and rest its case on public opinion." 


"MAY WE lift a glass and make a bow to the way radio kept the public informed of every turn in the streetcar strikes? For example, KSD stayed on all Friday night and at 2:07 a.m. began a series of announcements calling men back to work. They were listening and they responded. Otherwise resumption of city transportation might have been delayed for several more hours. To use an honored Navy phrase: 'Well done.'" 

St. Louis Post-Dispatch editorial, June 28, 1947.

It was then discontinued in favor of a musical program that has been presented over the networks for nearly two years, 52 weeks per year. It began as the Sunday Event Party, a new name change took place recently to Hires To You to coincide with a time and network switch to the current Sunday afternoon spot at 2:30 p.m. (EST) over CBS.

The current program setup of Hires To You presents Phil Davis and his orchestra. Mr. Davis has 25 years of radio experience and his unique arrangements and all-around musical mastery have made Hires To You must listening for millions of radio fans. Vocalists on the show are Phil Hanna and Louise Carlyle. Bert Parks is the announcer and Henry Hull Jr., the director. Marge Kerr, talent director for N. W. Ayer & Son, secured the talent for the show and Joseph Ripley was director of the program at its inception.

The tremendous importance of radio advertising in the sales statistics of the company led Charles E. Hires Jr., to continue the show on the air in spite of shortages. He believed in the ability of radio to reach a maximum of listeners at lower cost than other recognized mediums which have been utilized. Hires sponsorship of a national broadcast resulted in the company's revising its contracts with bottlers so that now it is one of the most attractive franchise offers by a

G. POTTER DARROW has been with N. W. Ayer & Son, Inc., for three years and in addition to being representative on the Charles E. Hires account is agency's representative on the Supplee account. He is also a Hires bottler in New London, Conn. Mr. Darrow was with the Boston Bottling Group of the Pennsylvania Railroad, Philadelphia Gas Works, C. Schmidt & Sons, U. G. I. and Philadelphia Inquirer accounts.

large national flavor manufacturer.

Many of the franchise bottlers in small areas are operating under the G. I. Bill of Rights, and were attracted in some measure to the idea of tying up with a firm long associated with national advertising via the airwaves in addition to other media.

In defining the company's advertising policies, Charles E. Hires Jr., has stated, "Advertising long has been defined as 'Salesmanship in print'... but that definition today is not broad enough. Advertising is indeed a form of salesmanship. It is a powerful supplement to direct personal selling, but that it must be 'in print' is surely a mistaken idea. It can be visual... It can be vocal, too, as in radio..."

APPROPRIATE toast to sponsor Charles E. Hires Jr., of CBS' Hires To You show is due by orchestra leader Phil Davis (r) and singer Phil Hanna (l). Program is heard Sunday, 2:30 p.m.

known comedy team of Wendell Niles, prominent in radio as an announcer, and gag-writer Don Prindle. This show, Ice Box Follies, was on the air for six months.

8 Mutual—Don Lee Stations Honored

Cited by Agency for Excellent Merchandising-Promotion

EIGHT WEST COAST stations have won awards for outstanding merchandising-promotion cooperation in a three-month contest sponsored by Botsford, Constantine & Gardner, San Francisco advertising agency, among Mutual-Don Lee's 39 affiliates carrying the National Biscuit Co.'s afternoon Rez Miller Newscast.

The agency conducted the contest in order to prove that network programs can be effectively merchandised locally, and at the conclusion of the three-month period invited the Mutual-Don Lee affiliates to submit a visual record of their local merchandising-promotion efforts.

In some instances, the agency reported, the "record" turned out to be a large bound volume of photographs of special events, samples of display materials and direct mail, and clippings of newspaper and publicity stories. Photographs of car cards and outdoor displays also were included.

Enthusiastic promotion managers of smaller outlets in the Northwest staged cracker-eating contests in local theaters and in their own studios. One station (KKO Everett, Wash.) called attention to Rez Miller Newscast with 696 spot announcements, a department store window broadcast and-product display, "man-on-the-street" interviews, grocery store advertising, cracker-eating contests, and newspaper and car-card advertising.

Award-winning Mutual-Don Lee stations were: KKBO; KELA Centralia, Wash.; KSLM Salem, Ore.; KVCV Redding, Calif.; and "honorable awards" KFIO Spokane; KGSR Bend, Ore.; KFRC San Francisco, and KVOE Santa Ana.

STAFF PICNIC of Ring & Clark, consulting engineers firm in Washington, honored Mrs. Hevi Mustaparta Terry, office manager, for 17 years of continuous service with Mr. Ring. She became his secretary when he was with the Federal Radio Commission on July 1, 1930. The party was attended by (1 to r.): Mrs. Raymond P. Ayler; Mrs. William W. Kershner; Mrs. Charles L. Keller; Miss Violet Groves, bookkeeper; Jefferson D. Brooks, draftsman; standing, Stephen W. Kershner, senior engineer; Raymond P. Ayler, sub-contractor; Howard T. Head, senior engineer; Bascom E. Porter, former engineer and now chief engineer, WNAO Raleigh; Mrs. Mary Buchanan, stenographer; Charles L. Keller, junior engineer; Miss A. Jacqueline Mills, technical secretary; Mrs. Terry; David Darrin, sub-contractor; Andrew D. Ring, partner; Miss Peggy Fisket, secretary; William E. Pierce, junior engineer; J. Peyton Randolph, engineer. Not present, E. J. Van Horne and Allan L. Bohn, engineers; Mrs. Helen Tompkins, secretary.
FCC Adopts New Procedure For Reserved FM Channels

FCC ANNOUNCED last week that reserved Class B FM channels, which became available July 1, will not be assigned in cases now in hearing.

Since the purpose of the reservation plan was to hold some channels for newcomers, the Commission said it "deems it essential" that newcomer applicants not in these pending proceedings "be permitted to compete for the newly available reserved channels on an equal basis with all applicants whose applications may now be on file, either in hearing or not."

Pending Proceedings

Conversely, FCC said, applicants who are now in hearing "will be given an equal opportunity to compete for the newly available channels with newcomer applicants" in areas where reserved channels have become available.

The Commission pointed out that several proceedings are pending involving channels which had reserved channels and that hearings have been held and the record closed in all of these. In three—New York, Philadelphia and Cleveland—Kernak applications have been adopted. In two—Baltimore and Los Angeles—proposed decisions are yet to come.

Upon proper petition from applicants now in the foregoing hearings the Commission will permit amendments of their applications to specify reserved channels and will remove the applications from the hearing docket, or will dismiss them if their applications and accept for filing new applications by these applicants for reserved channels.

FORTITUDE

RICHARD A. NEIMAN of Lancaster, Pa., was a disabled veteran who lost his right hand and most of his sight in 1944, but today he is an able and talented civilian who has found a new career. For Dick has a complete and 36th weekly broadcast over WLAN Lancaster (Wed. 1:15-3:30 p.m.). With his wife accompanying him on the piano, he sings popular and sacred songs, and, with the aid of several gadgets he has invented, he plays light classical selections on the violin. And, adds the station, "he does it beautifully."

Maag at White House

WILLIAM F. MAAG Jr., general manager of WMJY Youngstown, Ohio, and publisher of the Youngstown Vindicator, paid a social call on President Truman at 11 a.m. last Wednesday. He was accompanied by Rep. Michael J. Kirwan (R-Ohio), of Youngstown.

They All Lived Happily

LITTLE SANDRA SUE LYNCH lived on a farm near Otumwa, Iowa. When the flood swept in and destroyed all her possessions except her dog Poochie, which had been sent to an aunt in Cedar Rapids for safekeeping, Poochie ran away from the aunt, who tried to send pet and reward offers to recover the dog. Sandra, meanwhile, was ill and her parents feared the news about Poochie might make her worse. Then WMT Cedar Rapids was asked to make an appeal on a newscast, and within ten minutes there were calls from 6 persons with dogs like Poochie, of which happened to be the real thing. To complete the little girl's happiness, the station interviewed the dog on its next newscast. He barked his greetings to Sandra.

SWITCH WITH JINGLE

WWVA Sings Its Way Into CBS Affiliation

SET to a catchy tune, WWVA Wheeling, W. Va., plugged this jingle in important daytime and nighttime spots on the 50-kw station, announcement coming from ABC to CBS affiliation.

"Everyday's ready, everything's set! We're changing our network... so please don't forget. It's coming real soon — on the 15th of June, We're going C- B- S- Si."

The station took time and three-column newspaper and trade paper ads using the CBS slogan, "The Biggest Show in Town" worked into a circus theme, and telling of the change. Teaser ads were also run in newspapers, and car-cards, and direct mail helped remind listeners and timebuyers of the switch.

According to William E. Rine, WWVA advertising manager, there is a greater increase in promotion and advertising is planned for the future, aimed at boosting the WWVA listening audience. Direct advertisers tie-ins with the promotion is on the schedule.

McDonald Presents New 'Phone Vision' Suggests Box Office System To Finance Video Service

NEW type of "admission fee" television service by which "Phone Vision" programs can be received via a key signal sent over a telephone line was announced last week by E. F. McDonald Jr., president of Zenith Radio Corp., Chicago.

Being an advocate of the principle that television cannot be supported by advertising alone, Comdr. McDonald has announced Phone Vision as a means of providing a box office for the service.

Phone Vision, he said, will bring on a pay-as-you-see basis first-run movies, newsreels, plays and other content. By calling the telephone operator and specifying the desired program, the subscriber will receive key frequencies from a split signal over the telephone line to permit reception of a complete visual image; without them only a confused blu, the airborne portion of the picture, is received. Color television and projection receivers operate as well as black-and-white in Phone Vision.

Comdr. McDonald said the subscriber will be billed at the end of the month for programs he has received. Arrangements will be worked out with film producers, television broadcasters and the telephone company. Phone Vision sets will be in production within six months or a year. Service will probably start in key cities now having television transmitters; he declared. Existing transmitters can easily be altered to receive Phone Vision.

For Phone Vision programs will vary with nature of the entertainment, he said, the more expensive costing more than an old B-film. Licenses for Phone Vision will be granted all qualified manufacturers who apply, Comdr. McDonald said, predicting a "booming" market. List of receivers will replace all other types since they will receive both standard and the special programs whereas receivers now in service will pick up only free programs.

Lichtenstein Named

IRVING M. LICHTENSTEIN, formerly with WINX Washington, has been appointed director of the National Press and Radio Bureau of B'nai B'rith, it was announced last week by Frank Goldman, president of the organization. In his new post Mr. Lichtenstein will concentrate on publicizing and coordinating the bureau's advertising activities through the daily press, periodicals, English-Jewish publications and the radio and motion picture media.

NEW ENGLAND COMMITTEE ON RADIOS IN RURAL AREAS has announced an intensive three weeks' course on radio in education at Boston U., commencing July 7. Major networks are cooperating.
NEW FM FACILITIES ARE AWARDED BY FCC

THREE FM Class B conditional grants, nine construction permits, five CBFs in lieu of previous conditions and CP for new noncommercial educational FM station authorized Thursday by FCC.

Conditional Class B grants were given WGB Buffalo, WWNR Beckley, W.Va., and WKDK Newberry, S.C. FCC allocated Channel 251 (98.1 mc.) to Beckley and Channel 246 (97.1 mc.) to Newberry.

The new Class B CPs (power is effective radiated power, antenna height is height above average terrain, AM affiliation in parentheses)

- Macon, Ga., 96.9 mc (Channel 243), 41 kw, 460 ft., Macon Broadcasting Co. (WXNE), Bowling Green, Ky., 10.1 mc (Channel 244), 50 kw, 400 ft., The Bowling Green Broadcasting Co. (WLBZ); New Orleans, 102.3 mc (Channel 243), 90 kw, 200 ft., WCNOU, U.WWLH (WVL); Omaha, 99.9 mc (Channel 260), 21 kw, 260 ft., KVOE, Topeka, Kan., 107.1 mc (Channel 254), 48 kw, 350 ft., Capitol Broadcasting Co. WDPN (WBOJ); Jackson, Miss., 104 (Channel 263), 10 kw, 470 ft., Jackson Broadcasting Co.; Pont Royal, Va., 81.1 mc (Channel 238), 17 kw, 170 ft., WBMU, Edenton, N.C., 98.7 mc (Channel 235), 4,110 ft., 1 kw, WAPL, Milwaukee, Wis., 91.5 mc (Channel 256), 25 kw, 345 ft., WITN, Farmville, N.C. (Continued from page 4)

Closed Circuit

Library of Congress. With 50,000 unpublished musical works copyrighted each year, Office is so far behind it hasn’t been able to issue 1946 catalogue. Proposed 1948 appropriation would aggravate situation, with public, composers and broadcasters as victims.

POLITICS are devious but none more so than fervor provoked over Robert F. Jones’ nomination to FCC, vice Commissioner Ray C. Wakefield. Sen. Brewster (R-Me.), chairman of subcommittee which heard Drew Pearson’s charges and stouted Jones defense, had espoused appointment of Marion Martin of Maine, former Republican National Committee women’s director, for FCC vacancy last January. Observers are trying to maneuver connection between Martin flask and Brewster leadership in Jones proceedings.

DECISION on site for first FMA convention expected to go to New York because of inherent advantages of that city radio center. Bill Bailey, FMA executive director, and Bill Barlow, director of publicity, in New York over last weekend, looking for hotel.

WHILE FM Assn. importunes networks to permit duplication of programs on FM outlets, question arises—will association resolve passes at Petrelli? Original FMA feelers were met with AFM suggestion that nothing would be done in station’s interest until ruled upon by ACT. Interesting angle: Are AM programs bootlegged on any FM outlets?

AMONG food-for-thoughters arising from new labor law is unexpected step by IBEW. Electrical union fortuitously obtained NLRB request for technician election at WLAY Muscle Shoals City, Ala. After new law went into effect, IBEW withdrew request. Only one election per year now permitted by statute, so unions now want to feel certain of victory before asking NLRB to order vote.

REVIVAL of astrology program in South raises question of FCC and industry policy. FCC long opposed to seers’ broadcasts, generally tied to money-raising scheme. New NAB Standards of Practice, now in final drafting stage, revises former code’s stand against astrology programs.

PARLIAMENTARY radio committee at Ottawa is expected to finish its sittings by or before mid-July. Questioning by committee members indicates serious consideration to proposals for establishment of independent quasi-judicial tribunal appointed by Parliament with long term tenure to regulate broadcast supplanting present Canadian Broadcast Corp. structure.
Is The Quality Brand!

That, briefly, is the KMBC story. That's why KMBC is the "other member" of the families in the Heart of America. It is just as natural as breathing for the Heart of America to listen to KMBC for the best in entertainment, in drama, in music, in folk songs, in news, and for the best in all that radio has to offer. KMBC is flattered by that confidence and dedicates itself to continuing the service that has made the KMBC brand the quality of the Heart of America.
This is no careless statement; it is a proveable fact. The circumstantial evidence, alone, is convincing. A diary study* of listening in 30 counties surrounding Oklahoma City shows that WKY programs enjoy top ratings 93.3% of the time and attract, on the average, a 41.8% share of audience, three-fourths of which is carried over from the preceding program.

*Audience Surveys, Inc.

But the evidence is much more than circumstantial. There are eyewitnesses. WKY sponsors are currently experiencing the fact that advertising on WKY is a paying proposition. Their own sales records are their best proof. This is where any station must show its power, and this is where WKY proves its greater power to produce sales profitably day after day.