More advertisers - local and national - buy more time on KLZ

Than on any other Denver Station

CBS Affiliate - 560 Kc.

Affiliated in Management with WKY, Oklahoma City

Represented by The Katz Agency

IN THIS ISSUE: AGENCIES REPORT FALL SPOT PLACEMENTS UP
SELLING SOCK

No logger would try to notch a mighty Washington fir with a hatchet, when a trusty double-bitted axe could be had.

Likewise, no realistic advertiser tackles the big Seattle-Tacoma-Puget Sound market with light-weight selling gear. It calls for the solid selling sock provided by KOMO — recognized leader for 20 years with the audience, prestige and selling force to do the job.

Check Hooper ratings, hear the story of local listener dependence on this exclusive voice of NBC. Surely, economically, without budget strain — KOMO leadership sells this market.

This new FM and television antenna, planned for KOMO, will be the highest structure in the Seattle area, towering 627 feet above sea level.

FOR SEATTLE TACOMA AND THE PUGET SOUND COUNTRY

National Representatives: EDWARD PETRY & CO, Inc. \ New York • Chicago • San Francisco • Los Angeles • Detroit • St. Louis • Atlanta • Boston
And our thanks to all who have shared in our progress

**WNAC**

Key station of New England's largest regional network and Boston originating station of Mutual Broadcasting System, the world's largest network

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.
HARBINGER of what may lie ahead seen in increasing number of newcomer AM stations, mainly in secondary markets, being offered at "approximate construction cost." First such case has yet to come before FCC. Reports indicate eager-beaver glamor rapidly is wearing off because of high operating costs and tough selling against entrenched operations.

BATTLE of San Francisco vs. Los Angeles for next spring's NAB convention under way in earnest. Former offers its palatial civic center, with place for exhibits, but hotels are scattered. Los Angeles has one big hotel—Biltmore—with theatre-auditorium on premises, but some delegates would have to stay at hotels up to 20 miles away.

WILLIAM ESTY Co., New York, said to be negotiating for Screen Guild Players as fall replacement for Abbott & Costello sponsored by R. J. Reynolds Co. (Camel cigarettes) on NBC. Guild is sponsored by Lady Esther on CBS but is expected to be dropped.

CLOSER SCRUTINY being given FM program plans by FCC, with some stations getting temporary extensions instead of regular renewals while FCC calls for more definite information, particularly on local-live percentages. Stations' general statement that FM will duplicate AM as much as possible, observers say, is no longer satisfactory to FCC and brings further inquiry. FCC sources deny persistent reports that any rule of thumb—5% or 10%—some broadcasters feel—has been established as minimum for local live.

ADDITION of Rep. Robert F. Jones (R-Ohio) to FCC commissionership not expected immediately to effect speedup of decision making. Takes time to learn ropes, Commission spokesman says, with policy or big cases involving voluminous records to be scanned. Other handicaps to proceedings: Atlantic City conference; illness of two commissioners.

WITH FULL COMMISSION so hard to assemble it's not hard to deduce FCC reason for delay of action on WORL. Boston request for rehearing of license renewal denial [BROADCASTING, May 19]. Request says renewal denial ineffective as not majority finding of FCC. WORL delent effective Aug. 31 under present order.

PUBLICATION in July 7 issue of BROADCASTING of announcement by Pilot Radio Corp. of new "Pilotuner" to convert AM receivers for FM reception brought prompt exploratory action by top FCC officials. FCC Chairman Charles R. Denny and Commissioner E. K. Jett, one of nation's foremost radio engineers, spotted ad while at Atlantic City conference, promptly ordered FCC Chief Engineer George Sterling to purchase unit and give it rigorous test.

(Continued on page 90)

Sarnoff Named RCA Board Chairman

RCA Board of Directors accepted resignation of Gen. James G. Harbord as board chairman at meeting Friday. David Sarnoff elected to serve RCA as board chairman as well as president. Gen. Harbord joined RCA in 1923, served as president until 1930 and since then as board chairman. He requested retirement under RCA's pension plan. Although remaining from active duty, he was named honorary chairman of RCA board and will continue as board member.

In acceding to Gen. Harbord's request for retirement board expressed deep appreciation for "long and distinguished" services and expressed hope "he may find opportunity to record his world-wide experiences as a leader in military and industrial affairs of nation."
PROUD OF A CLASS 5 RATING

... And why not? Nashville's Berry Field holds this top rating for the nation's finest airports. Passengers and freight throughout the territory move to and from this aviation heart of the Nashville market area. 47 scheduled passenger flights daily give adequate travel coverage. ... But, for sales coverage, of this market area, remember the 156,908 buying families. Many of them tune regularly to shows on WSIX.

AMERICAN • MUTUAL
5,000 WATTS 980 KC

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY
"OVER THE RIVER" IN AUGUSTA MEANS AIKEN

Like a number of other cities in America, Augusta is along the river’s edge. Before the railroads, the powerful Savannah was a principal artery of commerce for the southeast. As a result, Augusta became and is today one of the world’s great cotton markets.

Development of Augusta was not restricted to the Georgia side of the Savannah. "Over the river" in South Carolina, North Augusta, the industrial Horse Creek Valley, and other Aiken county settlements developed along with Augusta.

The concentration of population on the South Carolina side of the Savannah in Aiken county is as much a part of Augusta as Brooklyn is a part of New York. A market picture of Augusta, therefore, must include both sides of the river.

In Richmond (Augusta) and Aiken counties, the 1940 census reported 138,779 people spending $32,275,000 (retail sales). In the two counties there are 38,760 families, of which 20,920 are in Augusta proper. There are 28,400 radio homes in the two counties, most of which are concentrated along the two sides of the Savannah River.

Covering this concentration of radio homes on the banks of the Savannah is WTNT—the NBC station for the AUGUSTA-AIKEN MARKET.

OWNED & OPERATED BY THE GEORGIA-CAROLINA BROADCASTING COMPANY
WALTER J. BROWN, PRESIDENT

Represented Nationally by
TAYLOR-HOWE-SNOWDEN
Radio Sales

WTNT
AFFILIATE

AUGUSTA, GEORGIA
250 Watts • 1230 Kilocycles
It takes all kinds of people...

...TO RUN A RADIO STATION

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

JACK WASSAN

KGW Sales Manager

You might think, from his picture, he would be out of practice with a comb—but Jack can “comb” a radio schedule and come up with just the right time periods to make sales grow! At 17, in the tall corn country of Iowa, Jack got a whiff of printer’s ink and found it good. After selling space for various newspapers, he switched to the outdoor advertising field. In 1943, radio claimed him, and the boy from Iowa was really in his element. As a sales manager, Jack is a “customer’s man” in the best sense of the term. Working with Petry representatives all over the country, Jack does his level best to see that the advertiser gets every possible break. If you’re interested in a spot that will produce profitable sales results in the Oregon market, call up your nearest Petry office and ask them to contact KGW and let Jack take a “crack” at it.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
Hey, bub, you've
dropped something!

The other day a certain network (let's call it network "B") published some special arithmetic about its national circulation based on BMB data. It counted only those listeners to its network who lived in areas where 75% of the radio families listened to network "B" at least once a week. And it did the same for the other networks.

It dropped out all listeners in all other areas.

It dropped out listeners, for instance, in New York City, the largest in the nation.

— In New York City no station reaches the 75% level in the daytime. (Oddly enough, in selling its New York station, network "B" bases its argument on a 50%-or-better level.)

It dropped out listeners, for instance, in Philadelphia, the third largest city in the nation.

— In Philadelphia CBS is the only network that reaches the 75% level in the daytime.

Why did network "B" so casually disenfranchise the daytime listeners in New York and Philadelphia? BMB defines circulation as the number of families listening in all areas above 10%. It must be fairly obvious that circulation is — wherever it exists. Circulation is all listeners — at the 35% level, the 50% level, the 90% level.

Could it be that network "B" was straining for a lead out of all proper proportion?

Why strain?

BMB data offer a perfectly valid (and perhaps far more useful) basis for measuring the potential audience a network delivers. It can properly be called a measurement of effective coverage, and is readily defined as all radio families in areas where 50-to-100% listen.

This particular level stems from the fact that virtually all stations effectively cover their home cities. And BMB itself established that 92% of all stations attain the 50-100% level in their home cities. This level provides the traditional yardstick used by broadcasters to reveal their potential value to advertisers.

This level includes the listeners in New York City and Philadelphia which network "B" blandly chose to drop.

By this yardstick of effective coverage you obtain quite a different picture ... quite a different relationship between the four networks from the one calculated by network "B".

Here's what you really get:

**EFFECTIVE NETWORK COVERAGE**

<table>
<thead>
<tr>
<th>Nighttime Radio Families</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>32,400,150</td>
</tr>
<tr>
<td>NETWORK &quot;B&quot;</td>
<td>33,869,330</td>
</tr>
<tr>
<td>NETWORK &quot;C&quot;</td>
<td>26,518,730</td>
</tr>
<tr>
<td>NETWORK &quot;D&quot;</td>
<td>23,281,760</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Daytime Radio Families</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>31,685,080</td>
</tr>
<tr>
<td>NETWORK &quot;B&quot;</td>
<td>33,457,250</td>
</tr>
<tr>
<td>NETWORK &quot;C&quot;</td>
<td>28,235,360</td>
</tr>
<tr>
<td>NETWORK &quot;D&quot;</td>
<td>24,582,230</td>
</tr>
</tbody>
</table>

*Based on BMB Study No. 1 conducted in March, 1946 and projected to the BMB estimate of 33,998,000 U.S. radio homes (January, 1946).

You discover clearly — and perhaps for the first time — that CBS and network "B" are virtually on a par in their ability to supply effective coverage of the U.S. radio market.

The Columbia Broadcasting System
Feature of the Week

WITH SAUCERS flying through the air and saucer stories flying over the air at such a terrific rate, it is difficult to keep up with their progress, but here is the latest — till now. Every station in the country has discussed the mysterious flying crockery, some with more of the Orson Welles twist than others.

KXYZ Houston made front-page copy Monday with its stunt of releasing three 10-inch cardboard circles painted silver and held aloft by balloons. Sent up by Promotion Manager Art Finger, “strictly for kicks,” the “saucers” were reported to headquarters by Patrolman H. H. Planagan, a skeptical Irishman, who swore that everyone on his beat was seeing them, too. They were. Discs created a sensation and much publicity for the KXYZ disc jockey, Bob Blase. Reward for finding one on the ground was a record album.

Listeners to WEIX Columbia, S. C., have been hearing, since last Monday, what the station believes to be the first program built around the saucer stories. Called The Flying Discs, the record show is heard Mon.-Fri., 2-2:30 p.m. News about the airborne discs is interlaced with music, all of which is keyed to the steady tempo in which the discs seem to travel.

Bill Monroe, on his Monday 6 p.m. New Orleans and the World program on WMJR New Orleans announced that he “personally saw six flying saucers pass over New Orleans this morning at 10:20....” He went on to explain in a whimsical vein that others had seen them, too, and “furthermore, we knew exactly what they were.” They were dime store saucers he sent sailing out from his porch to see if real saucers flying through the air looked like the flying saucers. Conclusion: “There is reason to believe that the objects recently sighted over 30-odd states are just what they look like: Flying saucers.”

On the saner side, KXOK St. (Continued on page 76)

Sellers of Sales

ALL short term radio campaigns for the agency’s movie clients are handled by William Joseph Kennedy, assistant to Tom Lynch, head time-buyer of Donahue & Coe, New York.

Aside from spending most of his waking hours buying radio time for various movie campaigns, William Kennedy’s chief interest is in television — television from a management point of view. As proof of that interest he is on the Board of Directors of a television workshop group called National Video Guild Inc.

Mr. Kennedy, Bill to his friends, was born in Buffalo, New York, on April 16, 1920. He was educated at Canisius College in Buffalo. In addition he has supplemented his education with radio courses at Columbia U. and New York U.

His first job in 1938 was on the clerical staff of the American Radiator & Standard Sanitary Co., Buffalo. When he left five years later, he had been made a supervisor on the office staff. It was in 1943 that he came to New York and joined the Donahue & Coe staff. He started working in the business end of the radio department. There he helped set up a new system for radio auditing. A year ago he joined the radio department in his present capacity as assistant timebuyer.

Under his auspices short term radio campaigns are set up for the following accounts: Radio City Music Hall, Brandt Theatres, Loews Theatres, Republic Pictures and Enterprise Productions. His hobbies are swimming, reading novels, listening to classical music and attending legitimate theatre performances. He collects classical music records.

He is a bachelor and lives alone in an apartment in Manhattan, New York.
On The Air In 20 Days

AND HERE'S THE GUY WHO DID IT!

We've been saving this little box on the side of the page to tell you about "Larry" Andrews, radio consultant, whose picture is just slightly to the left of this written word. To be honest about this whole deal, "Larry" has been making extravagant promises to us ever since we met him 11 months ago... but, doggonit, he has kept every last one of them.

L. W. ANDREWS
"From The Idea To The Completed Station"
DAVENPORT, IOWA

Sure, we're just an infant in this business, but we're a mighty proud infant. We started life as a record breaker and we hope to continue breaking records... sales, that is. But most of our success so far is due to several people, most important of whom is Larry "from the idea to the completed station" Andrews, radio consultant. As a matter of fact it was just 11 months ago when we signed our first contract with L. W. Andrews to get us a CP for a radio station in Springfield. And as we said in the big black script at the top of this page, just 20 days from the time we received our CAA tower approval we were on the air... and with FM, too... and fellows, we started with a vacant lot! Of course we owe much thanks to Raytheon Manufacturing Co., Radio Corporation of America, Alexander Stack and Tower Company, Andrew Company, Gates Radio Company. Thanks, fellas, we're very grateful for your help.

W J E L
1600 KC  500 WATTS

WJEM OUR FM STATION
280 CH  103.9 MC

SPRINGFIELD, OHIO
"The Champion City, In the Heart of Ohio's Farmland"
AUDITIONS!

Don't look now, but this distinguished disk-jockey is Vice-President John A. Cory, of our Chicago Office. Except for the wavey hair, it might have been any of us—because one of the many things that each of our six offices can do is to conduct auditions for you, for any local program now being carried by any of the top-notch stations we represent. Need any samples?

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

EXCLUSIVE REPRESENTATIVES:

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

TELEVISION:

ST. LOUIS KSD-TV

Page 12 • July 14, 1947
Spot Radio Increases Are Seen for Fall

Most Agencies See Network Time Unchanged

SPOT RADIO purchases will increase this fall, in the opinion of a majority (59%) of agency executives, in contrast to a very slight change in the network time purchase picture.

These and other interesting indications of the direction radio business will take this fall were revealed by answers to the third questionnaire in BROADCASTING's Poll of Advertising Agencies (8th in the Trends series) which was submitted to a representative cross-section of advertising agency executives and time buyers early in June. The poll was conducted by Audience Surveys Inc.

Other answers revealed:
1. The average agency had already planned 76% of its fall radio purchases in June.
2. More than a third of those questioned had planned more of their network purchases for the fall than were settled at the same time last year.
3. Nearly a fourth said that they plan more spot time program purchases than last year; over a third will buy more announcements.

The panel was asked a series of questions designed to determine agency plans for fall radio business, to spend more money on network time (18%).

By comparison, opinions of fall spot time purchases were clearly crystallized—only 6% had no answer or couldn't guess. 59% of the panel plan to spend more money on spot this fall than last year—only 9% plan to spend less. 25% estimate that their expenditures will be about the same as last year.

Important in evaluating these answers (and others) is some data on how much of the fall business planning was set at the time of the questionnaire. The next question sought to determine this:

What part of your total fall expenditures is already completely planned?

In June, the average agency had already planned completely for 76% of its fall radio purchases. (See Table II). Only 19% of the panel had less than 50% of its expenditures completely planned, and about the same number (18%) knew definitely what would happen.

(Continued on page 74)

Robert F. Jones Confirmed for FCC

Senate Without Dissent Okays Man Pearson Attacked

By RUFUS CRATER

ROBERT F. JONES, 40-year-old Republican Congressman from Ohio, won confirmation for FCC membership last Friday by unanimous consent of the Senate. Mr. Jones expects to take office about Aug. 10.

Earlier prospects of a floor fight by Democratic left-wing opposition were dispelled in the face of the solid 13-0 vote by which the Senate Commerce Committee had approved Rep. Jones the day before.

The Committee and Senate votes were seen as decisive answers to Commentator-Columnist Drew Pearson's one-man campaign to defeat the fifth-term Ohio Representative by attempting to link him with the Black Legion.

Rep. Jones has insisted that Mr. Pearson, an applicant for WBAL Baltimore's facilities, had "an axe to grind.

Sen. Claude Pepper (D-Fla.), who it been thought might

Robert F. Jones

join in a floor fight against the Ohioan, told the Senate he was "glad" the committee had cleared Mr. Jones of the charges but that the action should not be construed to reflect on the commentator-columnist's integrity.

Sen. Pepper was the only speaker after the committee's recommendation was reported. The report and Senate vote came about 5:30 p.m. Friday.

The Committee's vote, also without a murmur of dissent, came Thursday immediately after it heard the unanimous report of a three-man subcommittee which had held hearings on the charges of Black Legion background. The subcommittee was headed by Sen. Owen Brewster (R-Me.) and included Homer E. Capehart (R-Ind.) and Edwin C. Johnson (D-Colo.).

Succeeds Wakefield

Mr. Jones will succeed former Comr. Ray C. Wakefield, California Republican, whose renomination was withdrawn by President Truman without explanation in mid-June, 28 days after it was sent up [BROADCASTING, June 23]. The appointment is for a seven-year term which started June 30.

Collapse of Commentator Pearson's campaign against the Commission-dentiate appeared imminent Monday as the subcommittee wound up its hearing by examining
Jones

(Continued from page 18)
both pro and anti-Jones witnesses, including three one-time Black Legion leaders whose affidavits were cited by Mr. Pearson as support of his accusations [Broadcasting, July 7].

Committee members produced documents to show that two of the three affiants had court records and that the third had acknowledged forgery. One of the trio, who was presented on Mr. Pearson's ABC broadcast the preceding night as a "very solid citizen," conceded he had been in jail six times and once

was committed to a hospital for the insane, but insisted the commitment was a "frame-up" and that his alleged offenses were "justified."

The affiants were Virgil H. (Bert) Effinger, 74-year-old former Black Legion commander in the Lima area where Mr. Jones makes his home, who said he couldn't definitely remember whether the Congressman ever joined the Legion; Glenn E. Webb, Westinghouse Electric inspector and a member of the executive board of the Lima local of CIO United Electrical Workers, who claimed he initiated Mr. Jones into the Legion; and Frank Barber, who said he administered the "preliminary obligation."

Other Witnesses

Other witnesses against Mr. Jones were Joseph B. Emmons, executive secretary of the CIO council in the Lima area, and Jack N. Anderson, of Lima. Anderson, who was impressed, who were called by the subcommittee after their names had been linked with events leading up to publication of the Black Legion charges against the Congressman; and Kenneth M. Birckhead, executive director of Friends of Democracy, New York, who said Rep. Jones' views had been lauded in the "anti-democratic press."

Witnesses urging Rep. Jones' confirmation included a Negro and members of the Jewish, Catholic, and Protestant faiths, all of whom told the subcommittee they had found the nominee to be fair and non-discriminatory toward minority groups. Mr. Jones himself took the chair briefly to renew his denial of past or present affiliation with the Black Legion, Ku Klux Klan or any subversive groups.

Sen. Wallace H. White Jr. (R-Me.), chairman of the full committee, sent a statement denying Mr. Pearson's broadcast claim that Ohio Sen. Robert A. Taft and John W. Bricker, Republicans, had interceded on his behalf after the committee's July 3 meeting in an effort to secure confirmation without further hearings.

Sen. Bricker, who sat in on the subcommittee hearings although he was not a member of the committee, substantiated Sen. White's denial. "The facts stated on the radio are not so," he declared.

Sen. Capehart, who put a script of Mr. Pearson's broadcast into the record, also denied that vigorous efforts had been needed to assure a further hearing after the July 3 meeting. He said he and Sen. Johnson, the only subcommittee members present July 3, recommended the further hearing and that the only dissenting voice in the full committee was Sen. Albert W. Hawkes' (R-N.J.). Sen. Hawkes confirmed this claim, adding that "after hearing the evidence this morning, I think I was right."

The hearings:

Sen. Brewster opened the Monday session by swearing the three affiants and calling the first, Mr. Effinger, to the stand.

The 74-year-old former local Black Legion commander, having difficulty with his memory, testified at one point that he executed the 1938 affidavit saying he was present when Mr. Jones took the oath of a Black Legion candidate, but said later that he didn't know whether the Congressman joined or not.

When Sen. Brewster confronted him with Lima Newspaperman Robert C. Barton's sworn statement quoting him as saying Rep. Jones was never a member, Mr. Effinger again contradicted himself. "Wait a minute, that's not right," he said first. A moment later he said he told Mr. Barton that Rep. Jones was never a member because he considered it none of the newspaperman's business.

Defends Black Legion

He testified that the Black Legion supported Mr. Jones in the early campaign—or campaigns—for Congress. He said in his opinion a man who lived up to Black Legion principles should be "better qualified," not disqualified, for public office.

Mr. Effinger didn't remember how long he had been a member of the organization; how long he was commander; his reason for making the 1938 affidavit; where he learned of Mr. Jones' nomination to FCC, to whom he gave his affidavit, whether he mailed it or delivered it personally.

Nor did he remember, at first, how he traveled from Ohio to Washington, but in a moment recalled that he came by bus. Others in the party testified that they all came by train.

"How long," Sen. Capehart asked, "has your memory been as bad as it is this morning?"

"It has been going on now for about two years," Mr. Effinger replied.

His memory failed him again when Sen. Brewster read from court records showing that Mr.

(Continued on page 78)
Probers Warn Petrillo Not to Strike

Hearings Recessed Pending Study Of Evidence

By J. FRANK BEATTY

AN ARM of Congress—the House Labor subcommittee investigating James Caesar Petrillo, AFM president—has assumed the role of unofficial mediator in the threatening strike erupted by musicians and other artists in Chattanooga, Tennessee, last month. The subcommittee, which is investigating the strike, will meet June 15 to decide whether Petrillo's union has committed an unfair labor practice by refusing to negotiate on the matter.

With this Congressional advice to ponder, President Petrillo awaits recall at further hearings to be held after a 60-day recess. Meanwhile, the subcommittee will watch his actions closely and go into stand-by, featherbedding and other AFM practices.

Recess of the hearing was announced Friday afternoon. Sub-committee members denied that the postponement amounted to a death blow for the whole investigation, insisting that the time is needed to develop the case against the union leader and to study the committee's findings to date.

When the subcommittee resumes hearings it plans to meet in cities around the country as well as Washington, it was indicated Friday. Back of the investigation is the expressed desire to learn whether the AFM leader's tactics require enactment of new laws to strengthen and supplement provisions of the Taft-Hartley and Lea statutes.

The probers' exposure of Mr. Petrillo's tactics occurred during a Monday-Tuesday session at which the AFM president, in a brilliant setting of klieg lights, newreel cameras and microphones, used all the tricks in his bag to stage the best performance in his career.

Good Time for All

He was the star witness against himself, and saw to it that everybody else had a good time, too. He even used the tactics of the subcommittee. Through the long grilling he gave quick and pointed answers to nearly all questions, most of them adding up to the fact that technology is taking work from his boys and he is going to do something about it. Much of the time he had the subcommittee and audience eating out of his hands.

Confronting the probers is a mass of testimony supporting their belief that Mr. Petrillo absolutely controls his union and doesn't mind too much if the public is in the middle as a result of his tactics, or if a business is wrecked.

Having the Petrillo testimony at hand, subcommittee members first decided to call on employers of musicians, especially smaller interests, to get their story. Here it ran into a snag—fear of employers that appearance before the subcommittee will lead to AFM reprisals.

This fear caused Rep. Fred A. Haring (R-N.J.), chairman of the full Labor Committee, to state Wednesday that some of the witnesses against Petrillo were taking "routout powders." Issuance of subpoenas for witnesses, including broadcasters, was threatened.

Week's Highlights

Other highlights and revelations during the week included:

- Contracts with AFM locals incorporate the local and international by-laws and rules.
- Chairman Kearns is to call Petrillo-inspired conference of music educators and armed service officials on instrumental performances. AFM hasn't been aware of educators' complaints about inability to use school bands in public and radio appearances.
- Mr. Petrillo has absolute control over all AFM contracts and his board control television. Movie contracts give AFM control over use of film sound tracks in television. He absolutely controls recording.
- Rep. Richard M. Nixon (R-Calif.), chairman of the full Labor Committee, said that if he had threatened a network strike to compel affiliates to hire musicians they don't need because local strikes wouldn't be effective. This was considered a possible Taft-Hartley Act violation.
- Mr. Petrillo is toying with a plan to slap a 6 or 10-cent royalty charge on recordings to build up his employment fund, perhaps to $20,000,000.

Not within the memory of Capitol Hill observers has any union leader received such pointed warnings as those given Mr. Petrillo by Chairman of the full committee. After all, the subcommittee has warned Mr. Petrillo, and so far he has shown no signs of yielding. He is still bitter that his union isn't recognized by the networks. He is still telling his boys to lay off.

Looking ahead to next week, Rep. Haring told the subcommittee—"Mr. Petrillo's tactics are getting the union's name in the public eye, and it is not an inconsiderable amount of money that is being lost to the networks."

He added, "Any strike, whether a sympathy strike or a strike for union recognition, will be met by the AFM."

WAPO Stops Tribute to AFM; Mythical Orchestra Dismissed

WAPO Chattanooga has stopped paying the American Federation of Musicians an annual tribute of $15,000 a year for the privilege of belonging to a network (NBC).

Since the Supreme Court upheld the Lea Act [Broadcasting, June 30], WAPO has operated without a staff orchestra that had not been on the premises since 1943, according to Mrs. Helen Patterson, WAPO commercial manager and program director.

WAPO dismissed its mythical orchestra June 22, the day of the Supreme Court decision. Only physical effect of the action, outside of the station's bookkeeping, is to relieve a messenger from the task of collecting the checks for the musicians, members of Local 80, Chattanooga Musicians' Society. Several of these same musicians also collect checks—totaling $15,050 a year—for not playing on WDOD Chattanooga, which pays that sum in the form of a tribute to AFM for the privilege of being a CBS affiliate. Just to be certain that the wolf doesn't get too close to their kitchen doors, these AFM artists are under contract to play two nights a week at Chattanooga night clubs and other spots, besides operating studios in which they teach music.

Mrs. Patterson said WAPO doesn't even know what instruments its AFM employees play. Its schedule permits only the use of one pianist 30 minutes Saturday morning for children's show, in addition to its non-AFMhillbilly combinations.

Since last August, when a contract forced on the station in 1945 expired, WAPO has operated under an oral agreement with the local. The 1945 renewal contract was negotiated when James C. Petrillo, AFM president, pulled two hands off the entire NBC network to encourage WAPO to sign with the local for an orchestra it can't use [Broadcasting, Oct. 5, 19, 29, 1945].

WDOD renewed with AFM for two years at the same time under similar circumstances, the union president having exerted pressure by pulling an orchestra off the entire CBS network. Its contract calls for seven musicians.

Earl W. Winger, one of the two WDOD owners, said the station will do nothing about its orchestra pending expiration of the contract in October, and has not planned its importance.

WDEF and WAGC, the two other Chattanooga stations, have contracts for smaller numbers of musicians.

"IT'S LIKE this, gentlemen," says James C. Petrillo at House probe.
Pharmaco Co. Buys Nearly Two Hours Total Cost of Three Programs On MBS to Be $1,200,000

PHARMACO CO., INC., Newark, N. J. (Feen-a-Mint and Chooz gum), has bought an hour and three quarters weekly, to be used for three package shows—two half-hour evening programs and one day interlude—three times weekly—on MBS at a cost of approximately $1,200,000.

Contract, the largest Feen-a-Mint has ever signed in radio, becomes effective Sept. 1. The first half-hour program starting on that date in the Sunday 9:30-10 p.m. period will feature Jim Backus, comedian, who will also use some musical records.

The second half-hour program on Monday nights 8:30-9 p.m. is scheduled to start Sept. 28, probably with a musical program and a sustaining advertiser. The advertiser also is still considering three or four other shows to place in that period, including Scottland Yard and Johnny Maddox.

The thrice-weekly daytime strip to be heard Mon.-Wed.-Fri., 3:30-4 p.m. will feature Bret Morrison in a narration and musical show titled Son of the Stranger. Program will be sustaining on Tuesday and Thursday.

Ruthrauff & Ryan, New York is the agency.

Radio to Be Used by Hat Foundation in Campaign

RADIO will be used for the first time, together with newspapers and class magazines in a major campaign against hatlessness which the Hat Research Foundation will start through its agency, Grey Adv., New York, this fall.

The campaign will run for three months, September, October and November. The yearly advertising budget of $350,000 will have a shift made in the allocation of the budget to include radio and newspapers.

Spot radio will be used with direct testimonials of important persons. Markets and cities for the radio schedule will be planned at a meeting of the Foundation and the agency July 17.

Yankee Football Games Are Signed Up by WINS EXCLUSIVE broadcast rights to New York Yankee football games have been obtained for the second year by WINS New York, Willard Schroeder, station manager, announced last week.

All Yankee games will be carried live by WINS, with Mel Allen and Russ Hodges giving play-by-play descriptions. WINS reported that the Yankee team will pay line, engineering and announcing costs as well as an additional fee for each broadcast. The station also hopes to sell the games to a sponsor.

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**TWO 15-MINUTE SHOWS ON ABC GOING 1/2-HOUR PRECEDENT-BREAKING move, in which two favorite daytime ABC network serials—Sky King and Jack Armstrong—would be expanded from 15 minutes to a half-hour on a daily alternating basis, is nearing completion.**

The two shows, sponsored by Derby Food Division of Swift & Co. and General Mills, respectively, are aired from 8:15-5:30 p.m. and 5:30-6:45 p.m. on sustaining basis during summer under the new setup, serials would alternate blanket half-hour period, now covering two programs, from day to day on a continued sustaining and test basis until September, end of hiatus.

A spokesman for ABC Central Division said the date for the new schedule would be either Aug. 4 or 25, pending ironing out of hitches involving stations carrying two other programs and their respective sponsors. Derby Foods and General Mills already indicated their approval commencing with fall schedule.

The two other shows are Terry & the Pirates and Tennessee Jed, sponsored by Quaker Oats and Ward Baking Co., respectively, in 16-minute segments immediately preceding and following serials scheduled for change.

Purpose behind move to present serials on half-hour basis, with each episode complete in itself, is to direct appeal to adult as well as children's audiences.

**Tells Why ABC Decided On Whitman Disc Show**

WHEN repeated surveys showed that 50% of available daytime listenership was most interested in music, live or transcribed, ABC decided to do something about it. There is a strong behind-the-scenes, five-weekly Paul Whitman Club, Charles (Bud) Barry, vice president in charge of programs and television, told members of Hollywood Ad Club on July 7.

Mr. Barry explained that careful study of various available surveys indicated decided listener switch to independent stations offering daytime music as against network serials. When further study showed NBC Fred Waring Show was the lone exception, he said that ABC determined on a music course, live or transcribed, and Mr. Whitman's disc m.c. strip was involved.

**GF Test Campaign**

GENERAL FOODS, New York (Elia Coffee), started a spot campaign on June 18 to run until Aug. 1 on three stations, WNBF WENY WHCU. The advertiser is using 10 chain breaks weekly on each station. Benton & Bowles, New York, is the agency. If the test campaign proves successful, it was understood that the advertiser may use radio for an extensive campaign next fall.

"Whaddaya expect—a homemade set should be perfect?"

**KWFT Sold to Theatremen, Ken Brown for $700,000**

SALE OF KWFT Wichita Falls, Texas, by Joe B. Carrigan and his family to interests headed by Edward H. Rowley and H. J. Griffith, both motion picture exhibitors in the southwest, and Kenyon Brown, director of operations of KWFT, for a net figure of $700,000 was announced last Thursday by Mr. Carrigan. The transaction is subject to FCC approval and transfer applications will be filed probably this week.

In announcing the sale, Mr. Carrigan said his retirement from radio is upon advice of his physicians. He has been ill health for several months and proposes to devote his full time to his legal practice in Wichita Falls and Colorado Springs as well as to his other business interests after his recuperation.

Messrs. Rowley and Griffith would acquire, between them, control of KWFT, holding a majority of the stock of a new corporation, KWFT Incorporated, now in process of formation. Mr. Brown, who became director of operations of KWFT last May 1, would hold a substantial minority interest and would become general manager of KOMA Oklahoma City after five years in that post.

Both Messrs. Rowley and Griffith have other recently acquired radio interests and will hold equal amounts in the new KWFT company. Mr. Rowley operates a chain of theaters in Texas and Oklahoma, and Mr. Griffith has theaters in those states as well as in California. Both are interested in KTRX San Angelo while Mr. Griffith owns the new KXEP El Paso. Mr. Griffith also is an applicant for stations in Parsons, Kansas, and Norman, Okla. He, along with Mr. Rowley and others, is interested in pending AM applications for Corpus Christi and Houston [BROADCASTING, May 19].

The $700,000 figure does not include acquisition of other assets of Wichita Broadcasters, a partnership, which would be retained by Mr. Carrigan and his family. Those assets include stock and bonds, oil interests, and quick assets totaling roughly $225,000. Wichita Broadcasters is owned 25% by Mr. Carrigan, 25% by his wife, 43% by their daughter, Laura Lou, 5% by Dr. P. K. Smith, Wichita Falls physician and Mr. Carrigan's brother-in-law, and 2% by Mr. Carrigan's sister, Mrs. Elizabeth Carrigan Simpson of Boston, Mass.

Mr. Carrigan has operated KWFT, a CBS outlet on 620 kc with 5000 watts fulltime, since he founded it in 1936. He has been active in radio since 1912—first as an amateur operator.
New NAB By-Laws Ready for Vote

Ballots Will Be Mailed This Week; Answers Due by Aug. 8

MEMBER stations of NAB will vote within a week on complete revision of its by-laws. The new rules governing the association's meetings and operations were adopted by the board at its May 21-22 meeting and require approval of the membership.

Legal wrinkles in the new by-laws were worked out last week. Ballots and explanatory material covering the entire charter and by-laws are being printed and should be in the mail by the end of the week. Present plans call for Ernst & Arney, auditors, to submit a report on the membership's vote by Aug. 15, 30 days before the Atlantic City NAB convention. Ballots must be mailed by voters by Aug. 8, according to the schedule.

Cover 12 Articles

The new by-laws replace a patchwork accumulation that had become almost impenetrable. They provide for 10 instead of six directors at-large; alternative methods of electing directors-at-large; add member-appointed officers of the president; specify new classification for dues purposes.

The ballots will cover the 12 articles.

Articles I and II cover name and object of the association, and are not basically changed. Article III provides definitions of active and associate members. It was separately adopted by the board, and became operative July 1 [BROADCASTING, July 7]. Main changes involve transfer of networks and membership, and clause preventing an owner of more than one station to enjoy a scale of dues based on a lesser station in the group.

This article provides that membership is effective from date of application, subject to board approval and for dropping of members for failure to pay dues over a three-month period.

Rules for Dropping Members

Loss of membership may be directed by two-thirds vote (secret ballot) of the board, with member entitled to answer charges before final action. Cause of such action is willful violation of charter or by-laws.

Conventions may be held each year, with the board required to call a business meeting of the membership each year. If an annual meeting has not been held by Dec. 1 the secretary-treasurer is required to call such meeting, and clause preventing a quorum at meetings. Members may not be represented by proxy.

Article IV gives the board power to specify boundaries of the 17 NAB districts.

Dues of members are still based on net receipts from time sales during the previous calendar year (billings based on gross rate for broadcasting service, less frequency and volume discounts and commissions). A new clause provides that in the event an associated AM-FM operation, the rates are based on combined net receipts of the two stations.

The scale of dues ranges in $250,000 classes up to $2,000,000, removing inequities in the previous scale. Dues for each class are fixed annually by the board. Information in certification of income is confidential.

Article VI lists powers of the board. Main changes are refinements in language and duties. Procedures are set up for nomination and election of directors by the members on advance of district meetings as well as from the floor. Majority vote of members at district meetings is required for election. Two elections will be held by even districts in even years, odd districts in odd years as at present.

Ten directors-at-large, instead of six, are provided [BROADCASTING, May 26], with one each for FM (A) and FM (B), one for facsimile and one for television when a group has members in both categories, two stations for large, medium and small stations. They will be nominated and elected by mailed ballots instead of at conventions.

Alternative Proposals

Alternative proposals are provided for election of directors-at-large. At present they are elected by the entire membership, and this procedure will be followed at the 1947 convention. A board majority favored both nomination and election of directors-at-large by the active members in each classification. A minority favored nomination by the classification, with entire membership voting in the final election. The ballot gives members opportunity to vote for either one of the plans.

Nominations, in either case, will be made by mail in advance of the annual meeting. All persons receiving five or more nominations in any classification, will go on the final ballot. Any member nominated in more than one classification must select the one he prefers. Nominating committee procedure is provided if fewer than four persons are nominated in the large, medium and small station groups, and two persons in the FM, facsimile and television groups.

Directors-at-large thus serve one-year terms, starting at the close of an annual meeting. Directors-at-large thus serve one year at present. The board must meet at least three times a year. The board may fill vacancies in its membership.

Article VII defines duties of the NAB officers. The president, elected by the board, has added powers over association policies, affairs and personnel. The executive vice president is appointed by the president and performs duties of that office when the president is absent. The secretary-treasurer is elected by the board to act under supervision of the president.

Article VIII specifies that the board shall encourage organization and affiliation. Article IX contains definitions and membership rights. Article X specifies Delaware incorporation, with executive offices in Washington. Article XI covers the association seal. Article XII provides for amendment of by-laws and was approved at the 1946 convention.

FMA Selects New York Site For Sept. 12-13 Convention

FIRST national convention of FM Assn. will be held in New York at the Roosevelt Hotel Sept. 12-13, J. N. (Bill) Bailey, executive director, announced last week.

The date was selected to permit FMA members of NAB to attend the FM as well as the NAB conclave, which begins Sept. 15 in Atlantic City.

Mr. Bailey predicted more than 500 delegates would attend the FMA convention. He said special effort would be made to encourage FM associates to attend.

Although program details were still not set yet, Prof. Edwin Armstrong, inventor of FM, and FCC chairman will be among the featured speakers. Chairman Charles R. Denny, of the FCC, may also address the convention.

Max Balcom, vice president of Stromvama Electronics Products Co. and recently elected president of Radio Manufacturers Assn., has been invited to speak.

Matters which will receive special attention during the two-day meeting include FM relays for FM networks, international aspects of FM, and commercial possibilities of FM broadcasting, Mr. Bailey said.

During the convention, four new members will be elected to the board of directors to replace retiring members Wayne Coy, WINX (Phoenix); Thomas L. Fawcett, WABF New York; Gordon Gray, WMIT-Winston-Salem N.C., and E. J. Hodel, WCFC Beckley, W. Va.

A meeting of the new board will be held on the afternoon of the second day of the convention and new officers of the association will be elected at that time.

"PASS the aspirin," NAB pleaded last week as C. E. Arney Jr., secretary-treasurer, looked over adverse reservations and discovered applications for 10 times as many suites and single rooms as Atlantic City hotel can provide. Members are being asked to take twin-bedded rooms, of which the seaside resort has a plethora.

Mr. Arney said many registrants want to attend the Sept. 15 clinic sessions and are making an extra $5 registration with the $27.50 general fee. This general fee advances to $30 after Aug. 15. NAB's options on hotel rooms expire Aug. 15.

Non-NAB stations cannot reserve rooms at convention hotels except in the case of stations attending the NBC affiliates meeting Sept. 12-13, but must apply only prior to 9 a.m. Sept. 14.

NAB is arranging through Pullman cars from key railroad centers. Rail reservation forms will be mailed in a short time.

STANDARD OIL FOOTBALL SPONSORING PLANS SET

EVIDENCE that Standard Oil Co. (of Indiana) will be football-minded this fall was indicated today (July 14) by Col. J. E. Beckley, advertising manager, who revealed that the company has contracted to sponsor several 1947 season college football games over six Midwestern stations.

Schedule includes broadcasts of all U. of Iowa games over WHO Des Moines, all U. of Michigan games over WJR Detroit, all U. of Nebraska games over KOLT Scottsbluff, Neb., and away-from-home games of the U. of Minnesota, as well as football previews and reviews, over WCCO Minneapolis.

In addition, company will sponsor series of "Game-of-the-Week" football broadcasts over KMOX St. Louis. Standard of Indiana signed a contract more than a month ago for sponsorship of all regular-season professional football games of the Chicago Bears. Games will be aired over WIND Chicago, WQQA Moline and WDBZ Tuscola, Ill.

MBS Has 431

MBS has announced 12 new affiliates bringing total to 431: WREX Duluth (Johns Sept. 15); KOL Phoenix (fortnight ago); KVNI Coeur d'Alene, Idaho; KCSJ Pueblo, Colo. (July 14); KXOB Stockton, Calif.; KAKE Wichita (July 15); KTOP Topeka (July 1); KCNA Tucson (June 22). Joining in December are North Carolina affiliates: WILX North Wilkesboro, WJRI Lenoir, WMNC Morgan-town, WSIC Statesville.

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Microwave Video Net Details Told

Hourly Cost to Eight Outlets $5.15 Each

In Du Mont Plan

REITERATING that AT&T television relay rates are too high, Allan S. DuMont in Philadelphia this month released details of its plan for a "closely knit" microwave relay network serving eight stations 28 hours a week at $5.15 per hour per station.

Du Mont also released AT&T estimates putting the cost of comparable AT&T services to substantially the same cities at about $34 per station per hour, and said about $2 should be added to this estimate to cover "certain local charges" not included.

The Du Mont plan was disclosed during FCC's informal television network engineering conference a few weeks ago, when that company and others presented practicability of operating under the rates proposed by AT&T [Broadcasting, June 16]. Details were given in a report sent last week to FCC and others presented at the informal conference.

Estimates of both Du Mont and AT&T were made on the basis of inter-city relay service to eight cities: New York, Trenton, Phila-
delphia, Reading, Lancaster, Wil-
mingtont, Baltimore and Washing-
ton. AT&T's proposal anticipated use of microwave relay exclusively (five stations) and by radio relay in others. Du Mont planned to use microwave relay exclu-
sively (five stations) and expected a price of $1.85 for operation on 1500ì channels.

Du Mont anticipated two-way service for major cities, such as New York, Philadelphia and Wash-
ington. Relay service was planned for other cities, but the company said these points might also originate network programs "by mak-
ing use of the broadcast medium itself." AT&T's most nearly comparable proposal was based on two-way transmission at New York, Philadelphia, Baltimore and Wash-
ington, and reception only at Tren-
ton, Wilmington, Reading and Lancaster.

Relay Stations Proposed

Du Mont proposed relay stations at Mt. Rose (serving Trenton); Gwynnedy (serving Philadelphia); Honeybrook (serving Reading); Havre de Grace (serving Wilming-
ton); and Odenton (serving Balti-
more). The total relay investment cost was estimated at $225,650, for a $1,887 monthly average based on 10-year amortization. Operating cost was anticipated at $900 a month. The monthly cost to all sta-
tions thus would be $4,987. Average cost per hour (28 hours a week; 12 hours a month) was placed at $41.20, or $2.57 per hour for each of the eight stations.

By pooling facilities for five net-
works covering the same general

area, Du Mont said, the hourly cost per station could be cut to $1.85.

AT&T estimates, submitted to Du Mont and released with the Du
Mont report, included figures as-
suming (1) two-way transmission on four points and one-way at the four others; (2) two-way trans-
mission at all cities, and (3) one-
way at all points.

With four cities receiving two-
way service, AT&T estimated the cost would average $34 per station per hour for four hours' use each day (28 hours a week) and $17 for eight hours' use (56 hours a week). Assuming transmission in both di-
rections for all stations, the esti-
mate was $41.50 per station per hour for four hours a day, and $20.90 for eight hours. With trans-
mission in only one direction, the cost was placed at $20.50 per sta-
tion per hour on a four-hour daily basis, and $10.45 on an eight-hour basis.

Du Mont said its own plan "could also effect certain rate changes by changing the extent of service or for a longer schedule than 28 hours per week."

Would Use Coaxial

AT&T's plan involved use of its coaxial link between New York

and Washington, with radio relays from Trenton (from Princeton) and Reading and coaxial (from Philadelphia, via Wyndmere and Honeybrook); and Wilmington (from Elkins).

The Du Mont report declared:

It is believed that the AT&T carriage rate as presently suggested by the telephone company is not feasible at the present status of television broadcasting, where relatively few receivers are in the field. Conse-
quently, it may be necessary to utilize a closely knit pool network operated by the company alone or by several companies to provide a service until such time as a large number of stations are on the air, thus justifying sharing between different programs as has been the case in network installation.

Du Mont's cost estimates were based on eight stations' use of net-
work programs 28 hours a week and a reported "inflation-speed" that in any one day the programming will lie within an interval of eight hours. The circuits include only the video facilities existing wire circuits would be handled by coaxial.

Two Field Crews

There would be two field crews of two persons each—one with headquarters at Gwynned (responsible for maintenance at Gwynned) and the other at Honeybrook, and one at Havre de Grace (responsible for Havre de Grace and Odenton and part time at Honeybrook). Transmitters and receivers at these relay points "are provided with remote control facilities for activating the circuits when necessary."

In various cities where the broadcasting stations would be located, the plan calls for location of relay transmitters, receivers and antennas on property of the sta-
tion's receiver, antennas and cer-

tions for their operation by the sta-
tion's regular staffs as needed.

Du Mont pointed out that, while its estimate came use of network service 28 hours a week lies outside of the eight stations, "many stations will, of course, supplement this program with further transmissions of local origin. There is some flex-
bility over certain sections of the network with these facilities."

Thomas T. Goldsmith Jr., Du Mont's vice-president, maintained the company's report and the ac-
companying AT&T estimates, which had been supplied by the telephone company upon request.

PLANS FOR CALIFORNIA ASSN. MOVE FORWARD

FINAL plans for formulation of California St. B & T and Broadcasters Asso. are expected to be set within a month, with incorporation papers to be filed this week. Comprising broadcasters in north, central and southern sections, membership is described as one body, with single state body is expected to number approximately 70 stations, it was said.

Restricted to commercial stations only, membership is dominated by AM at present, but FM and video outlets are to be eligible. Group will have nine directors. Four will represent the southern stations and four the north and central areas. One representative of a far northern station will round out the board.

Directors, in turn, will elect a president, one or more vice presi-
dents and a secretary-treasurer. Elections are expected to take place in October.

At present little is known of the budget to be available, but financ-
ing is to be shared equally between northern and southern segments. No determination has been made on full-time personnel. Current thinking indicates retentive of part-time representative at Sacramento for advice on legislative mat-
ters, membership representatives in Holly-
wood, at least for present.

ABC Reports Large Gain In Sale of Co-Op Shows

NEW SALES by the cooperative program department of ABC in June were 80% more than the total reported in June a year ago, according to ABC's sales manager, said last week.

ABC made 45 new co-op sales in June 1947, compared with 28 in June 1946. ABC reported that as of last week it has 358 sponsors of co-op shows, an overall gain of 29% above the 494 adver-
tisers represented a year ago.
Calls Action Forcing 3 Stations Off Air
THREAT TO RADIO
DISTURBED OVER recent closure of three Argentine stations by the Peron government as a threat to free radio enterprise in the Americas, the Inter-American Broadcasters Assn., through its executive council meeting in Atlantic City, last week dispatched to the Argentine president a plea to protect the sanctity of radio in this hemisphere through a full investigation looking toward reinstatement of the deleted outlets.

The IABA Board, meeting in conjunction with the International Telecommunications Conference, held a four-day session July 4-7 to discuss the Argentine situation—the first overt threat to free radio on the continent since formation of the organization in Mexico last year—and to dispose of other matters in the course of the meeting as a permanent organization. The board meets semi-annually and, under its by-laws, must hold a membership meeting each two years. The convention tentatively is scheduled for the first quarter of 1948 in Buenos Aires.

United States broadcasters are not full members of the association and have no representation on its board, but have contributed to its establishment through the NAB and the networks. NAB assigned to the organization meeting last September in Mexico City two of its board members—Campbell Arnoux, WTAZ Norfolk, and Hugh A. L. Half, WOAI San Antonio. Mr. Half also has resigned from the board. Canada likewise had observers at the organization meeting but does not yet enjoy full membership.

The lengthy telegraphic plea to President Peron, couched in diplomatic language, recited that the authorities of the Republic “have necessarily dissolved the broadcasting stations of their frequencies and have suspended in abeyance the operation of another station, until the truth of the accusation is investigated.”

'Political Incidents' [Editor's Note: Largest of the three stations closed was Radio Belgrano, operated by Paleklevitch, which was suspended following an incident involving President Peron himself several weeks ago. During a broadcast by the Argentine president, a "ghost voice" broke in on the air shouting "Muera Peron," meaning "Down with Peron." This was considered purely political sabotage over which the station ownership had no control. No official explanation ever has been given by Mr. Peron for this action. The two other stations deleted likewise were allegedly charged with "political incidents.""

Advices were received last Tuesday by the executive council that Radio Belgrano had been restored to active operation after an investigation of the incident. It will, however, two additional stations identified with Paleklevitch.

SEMI-ANNUAL MEETING of Inter-American Broadcasters Assn. Executive Council in Atlantic City July 4-7 was highlighted by telegraphic protest to President Peron of Argentina over closure of three privately-owned stations. Seated (1 to r): Raul Fontaina (Uruguay); Goor Mestre, owner of CMQ Havana, vice president who presided in the absence of President Lorenzo Baliero Sico (Uruguay); Emilio Azcarraga, owner of XEW and XEQ Mexico City and one of the association’s founders. Standing (1 to r): Dr. Luis de la Rosa, Mexico, attorney; Jose Luis Fernandez, Mexico, attorney; Eneas Machado de Assis, Brazil, secretary, and Justino Jimenez de Arechaga, Montevideo, Uruguay, attorney, recently named managing director of the Assn. Others present but not in the photograph were Marco A. Gandasegui, of Panama and Ramon Bonachea, Cuban attorney.

UN to Spend $200,000 at Its Lake Success Headquarters; Work Already Under Way

PLANS for a $200,000 expansion of broadcasting and recording facilities of the inter United Nations headquarters at Lake Success, New York, were disclosed last week by Sanford Major, technical assistant to Brig. Gen. Frank E. Stoner, chief UN telecommunications engineer.

Construction already has begun on three sound studios, a recording laboratory, a 1-kw "ham" station and a recording vault. All equipment and facilities, according to Mr. Major, are being installed with an eye to incorporation in the radio center to be built permanent UN headquarters on Manhattan’s East River [Broadcasting, June 30.]

BC-11 Raytheon receivers will be used in the interbuilding, Mr. Major said. Largest of the three stations will be used simultaneously by several speakers, as in a roundtable discussion or dramatization, and will have a dual console. All studios will be air-conditioned. The amateur radio station is intended for use by visiting, licensed "hams."

Recording facilities at Lake Success will be "equal to if not superior" to those in use anywhere in the U. S., according to Hugh A. Allen, UN sound and recording engineer. Mr. Allen, who is assistant to Robert Vincent, UN sound and recording section chief, said the UN recording laboratory will be capable of cutting up to 12 records simultaneously. The system was designed by Mr. Allen with the assistance of M. A. Swoboda of the UN engineering staff.

The UN record library, it is hoped, eventually will rival that of the Library of Congress. In addition to popular and classical music items, it includes transcribed excerpts of all important UN speeches and proceedings. Some of these are used intact for future broadcasts and others are dubbed for dramatizations and other purposes. The entire UN record library, according to officials, is open for use by networks or independent stations.

ARIABA PROTESTS CLOSINGS BY PERON

IABA Protests Closings By Peron

Concern also was evinced in IABA councils over the purported proselytizing by British Broadcasting Corp. representatives in Latin America. IABA agents, according to IABA board members, are using every known means to spread the gospel of state-operated radio in the Americas, mainly through the BBC overseas and empire programs. In addition to the distribution of free transcription schedules of IABA programs, it was stated that daily printed program schedules of BBC overseas and empire programs are mailed gratis to individuals in virtually all of the Latin nations to encourage shortwave listening.

Private broadcasters in Latin America, it was said, resent this invasion by the United Nations. The governments themselves dislike the effect to foist the European influence upon nations of the Americas.

Arrangements for the first annual convention of IABA, tentatively scheduled for Buenos Aires, also were discussed at the council meeting. Present at the sessions was Justino Jimenes de Arechaga, Montevideo attorney and law school professor, who recently was named managing director of the Inter-American Broadcasters Assn. Dr. Arechaga intends to visit Washington to discuss association affairs with NAB officials. He conferred with Canadian delegates to the ITC while at Atlantic City.

In the forefront of the Atlantic City meetings was Emilio Azcarraga, president of XEW Mexico City’s 50,000-watt station and a former affiliate XEQ. A director of IABA and one of its founders, Mr. Azcarraga was temporary president of the organization and is here representing the official Mexican delegation to the ITC.

Presiding at the sessions was Goor Mestre, owner of CMQ Havana, vice president of the Inter-American Broadcasters Assn. A Yale-educated attorney, Mr. Mestre presided in the absence of Mr. Lorenzo Baliero Sico, of Uruguay. Others in attendance included: Eduardo M. Arechaga, secretary of the Inter-American Broadcasters Assn.; Marco A. Gandasegui, director, Panama; Raul Fontaina, director, Uruguay, substituting for President Baliero Sico; Jose Luis Fernandez, associate director; Luis de la Rosa, Mexico, and Ramon Bonachea, Cuba, attorneys for IABA.

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New Yoell Radio Audience Measurement Index Considers Daily Living Habits

WILLIAM A. YOELL, research counselor, has announced a new radio audience measurement index which takes into account the disposition of the audience to listen to a particular program as well as the size of the audience.

Formerly associated with Dr. George Galloway's Galloway & Rubicam and presently research counselor for Cecil & Presbrey as well as director of his own research organization, Mr. Yoell explained his method as follows:

"The index is arrived at by correlating the results of a specific program or time survey with our continuing study of living habits throughout the country, which, of course, directly affect listening habits. People are quick to slip into patterns of living and listening because of the demands made upon them by their families and work. The housewife has to get the children fed and off to school every morning by a certain time, the husband has to either milk the cows or

Government Votes Capitol Radio Rooms

$25,000 Would Be Given For Facilities With Coar in Charge

APPROPRIATION of $25,000 for two radio rooms in the Capitol was approved by the Senate last week. Beneficiary of the action would be Robert Coar, who, with his wife, has been providing transcription services for Members of Congress for 11 years. In addition to the cost of facilities and salaries, members would have to pay, as they do now, approximately $2.50 for a 16-inch record.

Included in the appropriation is an item of $5,600 for the salary of "coordinator"--a position which would be held by Mr. Coar. He had originally asked a salary of $9,600. Another item of $3,240 is earmarked for a studio director--presumably the title to be held by Mrs. Coar.

Correspondents Object

The Senate action would give the radio rooms official Congressional sanction for the first time since Mr. Coar moved to the Capitol. Hereofore, he has had, in effect, a concession which consisted of a room in the Old House Office Bldg., where he used his own equipment to make the recordings. He has not previously been paid by Congress, but only by individual Congressmen.

The wording of the bill was opposed by the Radio Correspondent's Asso. on grounds that the title "Joint Senate and House Radio Information Facility" was misleading and a misnomer. They maintain that Mr. Coar operates only a recording facility which should be so designated.

Mr. Coar plans to "continue, broaden, and improve the present service." He claims more than 300 senates and representatives are now using the service, finding that it provides an essential contact with constituents in home towns through local radio stations.

Mr. Coar also claims his service provides a substantial savings in costs of transcriptions.

Benefits Claimed

He told the committee he has provided out of his own pocket over $30,000 worth of equipment and will continue to provide replacements. He said that out of charges made to members 10% will go toward "deprecation."

His proposed plan, still to be approved by the economy-minded House, would, according to his statement before the Appropriations Committee:

1. Obtain radio time for the member on networks and regional networks and community stations in their districts.

2. Provide an announcer to introduce the members, interview them in the production of panel and round-table discussions.

3. Provide assistance on matters pertaining to radio and television.

4. Provide recordings of testimony at the hearings of certain committees.

At one point during the hearing he commented that "many radio stations and networks have requested the privilege of broadcasting hearings and in some cases some members of the committees have been embarrassed because of the method in which the broadcast was handled."

If Mr. Coar's suggestion were to be adopted by the Congress, according to Corcoran, it might effect a partial monopoly of the privilege of covering hearings by recording or direct broadcast. The association held a meeting last Thursday to discuss implications of Mr. Coar's proposals, but no action was taken except to protest wording of the bill itself.

WHN PLANS EARLY 1948 MOVE TO 711 FIFTH AVE.

THE REMOVAL of WHN New York from its present quarters at 1540 Broadway to 711 Fifth Ave., onetime home of NBC and current headquarters of World Broadcasting System, sometime after the first of the year was announced last week.

The Marcus New Booking Agency, operator of the independent station, signed a 10-year lease at a total rental reported to be more than $1,000,000 with the TV Fifth Ave. Co.

WHN announced it would spend $500,000 for new equipment and alteration of the premises. Occupying the first, third and fifth floors of the Fifth Ave. building, WHN will use about 36,000 square feet of floor space for offices and seven broadcasting studios.

World Broadcasting System's lease on its Fifth Ave. quarters expires Dec. 31, and WHN is expected to move in soon afterward. A WBS spokesman said last week that it had not yet decided where World would move, but it would be into one of several New York offices occupied by its parent company, Decca Records Inc.

World Broadcasting System also reported that it had contracted with WOR New York to make master recordings and pressings for the station. The World pressing plant will continue to operate at its present location, 660 First Ave., New York. World's plating facilities, now at the Fifth Avenue address, will be moved elsewhere, probably into space now held by Decca Records Inc., World's parent company.

Pope Pius Televises

TELEVISION came to the Vatican last Wednesday as RCA put on a special demonstration for Pope Pius XII and other members of the diplomatic corps. After the demonstration, the Pontiff looked over the equipment and asked questions of the technicians. He also congratulated Mr. Gaskell for the Pope was when he televisualised himself before the camera and saw his image on a nearby screen.

BROADCASTING • Telecasting

WEBER TAKES POST AT YOUNG-RUBICAM

SyLVester L. (Pat) WEAVER Jr. last week was elected vice president in charge of radio and television and a member of the plans board of Young & Rubicam Inc., replacing Tom Lewis who recently resigned.

Mr. Weaver is resigning as advertising manager of American Tobacco Co., New York, and will rejoin the agency Aug. 16. Previous to joining American Tobacco he was chairman of Young & Rubicam's radio department.

Mr. Weaver started in radio in 1932 as a writer-producer for the Don Lee Broadcasting System, later becoming program director. He then joined the Fred Allen show as a producer. In 1938 he first joined Young & Rubicam, as manager. Later he was promoted to head the agency to John American Tobacco.

In 1941 Mr. Weaver took a leave from the company to become associate communications director and later director of radio for the Pan American Airways. Later he was commissioned in the Navy and served with the Fourth Fleet as commanding officer of an escort vessel with rank of lieutenant. In 1944 he was transferred to the Armed Forces Radio Service, Hollywood, as program manager and producer of Command Performers. In October 1945 he returned to his position at American Tobacco Co.

No successor has been named at the latter firm but an announcement is expected at the end of this month.

COMMITTEE CHAIRMEN NAMED AT RADIO MEET

COMMITTEE CHAIRMEN for the plenipotentiary council of the International Telecommunications Conferences at Atlantic City [Broadcasting, July 7] have now been appointed as follows:

Committee A (general) -- Charles R. Denny, USA, chairman; F. Colt De Wolfe, USA, vice chairman.

Committee B (credentials) -- Dr. K. Lu, China.

Committee C (organization) -- Alexander Fortousenko, USSR. Special subcommittee on finance and personnel of Committee C is headed by M. S. Hussein, Bey Abaza, Egypt.


Committee F (general regulations) -- Albert Mocki, Switzerland.

Committee G (drafting) -- Jean Laffay, France.

Special committee on voting -- Hans Karl August Sterky, Sweden.
Cool your heels!

That's the way some of the glib fashion writers toss off a headline, they tell us, when they talk about those fashionable sandals and other style innovations.

But we have a deeper . . . and we think an even older tie-up with "cool your heels." It's this:

The fight for sales is coming. And if you don't want your salesmen cooling their heels in some anteroom . . . today is the day to start to command attention.

Down here in the country's 6th largest city, it's the independent Radio Station W-I-T-H that delivers more-listeners-per-dollar-spent than any station in town.

And remember . . . Baltimore is a five-station town and the 6th largest city in the country!

To move goods at the lowest cost . . . W-I-T-H belongs on any smart list for products in a highly competitive field!

WITH
AM and FM
Baltimore 3, Md.

Tom Tinsley, President * Represented Nationally by Headley-Reed

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Request FCC to Approve

WNGO License Transfer

CONSENT to assignment of license of WNGO Mayfield, Ky., to a new group by WORP Paul River, executive, is employed by Merit Clothing Co., Mayfield, Ky. Alpha Dyer, wife of Connie Dyer, active in farm cooperatives, secretary-treasurer, 19%; Edgard R. Wheeler, farmer, also employed by Merit Clothing Co., Mayfield, Ky., 9.8%; Noble H. Ford, employed by Merit Clothing, 5.9%, and M. O. Wrede, said to be a farmer, 5.9%. As signee has authorized stock of $100 shares, $100 par.

WNGO is assigned 1 kw day on 1320 kc.

Bracken Named President Of Western Electric Co.

STANLEY BRACKEN, former executive vice president of Western Electric Co., has been elected president of the firm, it was announced last week. Mr. Bracken succeeds Clarence G. Stoll, who is to retire shortly.

Mr. Bracken became a vice president of Western Electric in 1942 and was named executive vice president last June. He joined WE in 1912. In 1937 he was named president of the Teletype Corp., a WE subsidiary. He resigned that post in 1941 to become Western Electric's general manager of manufacturing. Mr. Bracken also became director of the parent company at that time.

Mr. Stoll's retirement ends 44 years of service with WE. He was elected president of the firm in 1940.

New FM Radiator

THE WORKSHOP Assoc., Newton Highlands, Mass., has announced a new FM "home" antenna, type F83-1, which is said to eliminate costly and complicated feed systems coupled with elaborate mechanical structure. Production is beginning on the unit which is under test at WE's 250-volt site in Boston, Mass. WCRP will replace the experimental unit with a production unit shortly. The new antenna is self-supporting, having no protruding elements to foul and derange ice-load. The manufacturer states that complete section can be installed by two men, the total weight being 83 pounds. Gain is said to be equal or superior to a 3-bay half-wave spaced array of conventional types and sections may be stacked. Antenna is horizontally polarized, using a new "wave guide" principle of radiation on which patent is pending. Unit includes beacon.

"NOAH'S ARK" design enables WKYV Louisville to protect its transmitter building from worst possible Ohio River flood conditions. Building is on land subject to flooding when back water is forced up nearby creek (water 26 ft. above site in 1937). Three concrete piers 27 ft. by 6 inches support two surplus Army pontoon barges (25-ton capacity). Atock deck of barges was erected a pre-fabricated structure 16 x 24 feet, in which all equipment was installed. "Ark" arrangement puts transmitter (Western Electric 445-A) about 15 feet off ground, far above average water level. In event of flood transmitter and event is waterborne. Barges are moored with cables fore and aft.

NLRB Gives WATL Decision On Most of AFRA's Charges

WATL Atlanta was victory on most counts in a decision announced by the National Labor Relations Board last week on charges of unfair labor practices brought by AFRA.

In the only phase of the extended proceedings did NLRB decide in favor of the union. It ordered WATL to reinstate Lawrence J. Mellert, employed by the station as an announcer in January 1944 and discharged April 26, 1946, to make way for the return of the man who had held Mr. Mellert's job before entering military service. Mr. Mellert, according to his testimony, hearing of a vacancy in an announcer's position at WATL, sought reemployment there in June 1946, but the station refused.

NLRB said it was convinced WATL was motivated at least in part by the fact that "Mellert caused to be filed charges of unfair labor practices by the respondent before the Board, and that the respondent thereby violated Section 8 (4) of the Act."

Rights of Employer

On another phase of the charges brought by AFRA—that WATL had violated the law in appealing to employees to ignore the union's appeal for support—NLRB ruled that an employer legally can make such an appeal. Specifically, it said: "The right of an employer to appeal individually to employees to ignore the union's appeal for support is recognized as proper conduct under the constitutional right of freedom of speech, so long as there is no threat or coercion, hidden or apparent in the appeals."

AFRA's charges in this connection revolted its efforts to have Stanley Raymond become a member after he had been employed by WATL on Sept. 1, 1946 as director of news, sports and special events. The Board said Walter P. Speight, who was WATL manager at the time Mr. Raymond was employed, had advised him (Raymond) that it was the studied opinion of newspaper-owned radio stations that a news man should not be subservient to either management or labor and that he should have a free mind to process the news fairly and without bias. NLRB said further that Mr. Speight "categorically denied that he at any time told Raymond that his future with the respondent might be jeopardized if he joined the union."

NLRB ruled that charges that WATL had discharged and refused to rehire two announcers, Theodore D. Fenster and James Lurie, because of their union membership and activities could not be sustained.

Another point made by NLRB was that "prevailing Board and court decisions give an employer the right to appeal the union's appeal for support."

AFRA's complaint had charged that WATL threatened and assailed its (AFRA's) officials in the presence of WATL employees in further violation of the National Labor Relations Act. Here again NLRB ruled in favor of WATL. Regarding sharp verbal exchanges at one stage of the NLRB hearings between John F. MacLean, a member of AFRA's negotiating committee, and J. W. Woodruff Jr., representing WATL—exchanges which nearly led to fistfights—

WRVA Switching To CBS Radio Sales

Richmond Affiliate Will Join Representative Group Oct. 1

OPENING GUN in a campaign by CBS Radio Sales to sign up the network's affiliates for sales representation was fired last week with the decision that WRVA, Richmond, Va., will enter the fold effective Oct. 1.

J. L. Von Volkenburg, CBS general sales manager, told Broadcasting that the effort is "to line up the network's other affiliates for representation will take the form of a "modest expansion" rather than a "looking for the immediate advantage" approach. He added, however, that CBS is "viscerally interested" in concluding representation deals with its affiliates.

WRVA is currently represented by the Paul H. Raymer Co. The other affiliates already represented by CBS Radio Sales are WBT Charlotte, formerly owned by the network, and WAPI Birmingham, in which CBS has a 45% non-voting interest. Radio Sales also represents all CBS-owned stations.

Several reasons were cited for WRVA's impending switch from Raymer to CBS. Among these was the fact that the network makes its full research facilities available to the affiliate. Another reason is that CBS sales representatives regularly visit the affiliate better to acquaint themselves with its special problems. A third selling point, according to CBS officials, is that CBS makes available to affiliates its wider experience in programming and its "stable" of local talent.

It was understood that two or three other large CBS affiliates were on the verge last week of following WRVA's lead in switching to CBS radio sales representation in the near future.

Newspaper-Radio Group Leaves on Orient Tour

TEN editors and publishers, three of them affiliated with radio stations, left last Wednesday on an Army-conducted tour of Japan, Korea, China, the Philippines, Guam and Hawaii. The trip is expected to take 32 days.

Included in the group are Wright Bryan and Julie Johnson (WSB); Joseph J. Packman, managing editor, Milwaukee Sentinel (WISN); Walker Stone, Washington editor, Scripps-Howard newspaper, WABC New York; Ken Woodruff, Knoxville; WMC Memphis); Marshall Dana, editor, Portland, Ore. Oregon Journal (KALE); Lee Hills, managing editor, Miami (Fla.) Herald (WQAM).

NLRB said "it is not uncommon for such heated arguments to develop during bargaining negotiations, and for insulting remarks to be exchanged."

The WATL hearings were conducted in Atlanta Jan. 14-15-16 and April 17.
BIRD OF PEACE
...that earns its own keep

The primary purpose of an air transportation system is a peaceful one...to provide a swifter, more efficient means of travel, of delivering the mail, of shipping cargo. But it is likewise a vital arm of defense in time of national emergency.

Air transportation is thus unique. It is largely maintained and expanded not by public taxation—as though it were an item in the budget for national defense—but through its day-to-day contribution to public convenience. In short, this nation keeps itself strong in the air—as she must—by exercising that strength in the pursuits of peace.

THE SCHEDULED AIRLINES OF THE UNITED STATES

Air Travel Strengthens America

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

Average rating of all local originations,
6:00 to 10:00 a.m., Mon. thru Fri.
"The Pulse of Boston" (March-April 1947)

Total locally originated quarter hours 6:00-10:00 a.m. Monday through Friday
There's a new yardstick for measuring the relative popularity of Boston radio stations. Since January, 1947, "The Pulse of Boston" has been gauging the listening habits of the 750,890 radio families living in Boston's home county—Suffolk—and the four other adjacent Eastern Massachusetts counties. That's the lion's share of your total potential audience on any Boston station.

The single most important fact to be culled out of "The Pulse of Boston" is that—between 6:00 a.m. and midnight†, seven days a week—**WEEI commands an average of 25.2% of the listening audience—a larger share than any other Boston station!**

Of particular importance to local and national spot advertisers is the relative popularity of each station's local originations—the programs built for and bought by local and spot advertisers. The "Pulse" shows WEEI's local programs are way out front in popularity—topping the local shows of all other competing stations.

From 6:00 a.m. to 10:00 a.m., Monday through Friday, for example, 92% of all broadcasting by Boston's eight stations is originated locally (94% in the case of WEEI). During these four hours, the locally produced programs on WEEI score an average rating of 3.9. As shown on the adjoining chart, that's **70% higher** than the average rating of the local originations on the second ranking station...as **high** as the combined average ratings of local programs on the third and fourth ranking stations...three times as **high** as the average rating of local shows on the fifth ranking station!

Or read "The Pulse of Boston" another way...by comparing quarter-hour "firsts." Monday through Friday, WEEI originates fifteen quarter-hours of local programming between 6:00 and 10:00 a.m. During fourteen of these fifteen quarter-hours, the WEEI origination is a walk-away winner...with more listeners than any other competing local program.

Want to share our success? You can get the big Boston market to buy your product by advertising on WEEI—Boston's best buy.

*March-April 1947  †Sixteen hours on Sunday

"Columbia's Friendly Voice in Boston"
Columbia-Owned...Represented by Radio Sales,
The Spot Broadcasting Division of CBS; offices in
New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta
Not the top fifteen shows on the air reach Utah listeners over KDYL

1. KDYL
2. KDYL
3. KDYL
4. KDYL
5. KDYL
6. KDYL
7. KDYL
8. KDYL
9. KDYL
10. KDYL

...and from this you might draw a fairly logical conclusion that KDYL is the station most Utahns listen to most!

In addition to these top network shows, KDYL brings its listeners — advertisers' customers — sparkling local productions of unusual interest.

New N. Carolina Outlet, WILX (1450 kc), Starts
In addition to the station's daily schedule, WILX, new MBS affiliate at North Wilkesboro, N. C., commenced operations July 1 on a 17-hour schedule with 250 w on 1450 kc. U. S. Marshall Edney Riddle, president and general manager of WBIG Greensboro, N. C., is president of the Northwest Carolina Broadcasting Co., licensee of WILX. Studios of the new station are located in the Wilkes Bldg. in North Wilkesboro.

RADIO EXPORTS SOAR, SAYS COMMERCE DEPT.

In Volume production for the first time since 1942, radios are being exported this year at a record rate, "practically certain" to exceed $60,000,000 by the end of 1947," says the Commerce Dept. Exports totaled more than $31,175,055 during the first four months of 1947 or more than twice the total in the corresponding period in 1946 and equaling 85% of the amount for the entire year of 1946. If the pattern were to continue throughout 1947, exports would reach a record total of $93,566,000. But Commerce Dept. officials expect it will be closer to the $60,000,000 figure.

The greatest obstacle to continuing the current rate, according to Commerce, is the depletion of dollar reserves in foreign countries.

In 1946, Latin America accounted for 60% of our shipments, with Brazil and Mexico being our largest individual customers. But these two countries, plus Colombia, Uruguay, Ecuador, Argentina, Peru, China and India have taken steps to restrict the importing of radios.

Knowlson On Tour

JAMES S. KNOWLSON, chairman of the board and president of Stewart-Warner Corp., left Chicago last week for a tour of England, France, Belgium, The Netherlands, Italy and Germany. Mr. Knowlson, a member of the Business Advisory Counsel for the Dept. of Agriculture, of which he is vice chairman, will accompany W. Averell Harriman and Clinton P. Anderson, secretaries of Commerce and Agriculture, respectively. Purpose of trip, being made at request of War Dept., is to find out how respective departments "can best assist in carrying out U. S. occupation policies" and "to assist in getting American business to extend activities in Germany." Frank A. Hiter, senior vice-president of Stewart-Warner, will serve as head during absence of Mr. Knowlson.

CLIMAXING months of classes and preparation, 150 high school students eagerly took over WTAG Worcester, Mass., for the day July 2.

The whole thing started last fall when the station called together representatives of 25 high schools in the area to see what type of radio fare they liked. The enthusiasm was so great the station decided to give the students a chance to actually participate in radio. Thus came about the WTAG Radio Club, a project undertaken as a juvenile delinquency preventive.

With station personnel as instructors, the students were allowed to pick two of the following courses: Announcing, acting, scripting, music, talent and engineering. Of the 450 students who attended the initial meeting, an average of 350 came to the weekly evening classes.

All phases of operation were handled by the boys and girls, including station breaks, spots, music-and-patter programs, farm bulletins, advice to women, and several 15-minute dramatic shows. Although brief by station personnel, writing and producing also was done by the students.

Commenting on the performance, the New York Times said, "There wasn't much doubt that they were teen-agers, but they were teen-agers who knew a lot more about radio than they had six months before.

Hawaiian Ratings

SPRING Hoopertagings from Hawaiian Islands showed Everybody's Hour, local Honolulu program, in first place with 21.5. Show is full-hour music and variety produced in Hawaii by Lambert Pharmaceutical Co. over KGMB Honolulu. Other shows follow in this order: Lux Radio Theatre, Burns & Allen, Judy Canova, Bob Hope, One Man's Family, Red Skelton, Jack Benny, Charlie McCarthy and Bing Crosby.

Salem N. Baskin

SALEM N. BASKIN, 53, head of Chicago advertising agency bearing his name, died July 4th in his home. Death resulted from a heart ailment. Prior to heading his own advertising agency in 1933, offices of which are located at 333 N. Michigan Ave. in Chicago, he was head of the Baskin Clothing Co. for more than eight years. Before World War I he was advertising manager of the Hub, Chicago loop clothiers, and after the war was associated with another clothing company, B. Kuppenheimer & Co. Mr. Baskin is survived by his wife, two daughters and a son.
ON TARGET

The only shots that count are those that hit. Weed and Company's record for "on target" selling is maintained by the accurately directed efforts of its experienced representatives.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD
BROADCASTING • Telecasting

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Spot Radio Impact Called 'Terrific'

Petry Co. Executive Tells Results of His Firm's St. Louis Survey

SPOT RADIO'S audience is tremendous and its impact terrific, H. E. Ringgold, assistant manager of Edward Petry & Co., New York, believes. Mr. Ringgold also is a believer in research, but he says that the one thing broadcasters, advertisers and agencies— who spent between $5,000,000,000 and $8,000,000 for research in 1940—forgot to measure was the commercial.

His own firm, Mr. Ringgold reports, with the cooperation of eight national advertisers and using a method developed by Alfred Politz, winner of the American Marketing Assn.'s 1946 award for developing a scientifically random sampling technique, made a thorough study of commercials in a 1,000-square mile area in and around St. Louis— with results that demonstrated not only the tremendous speed with which spot radio builds but also the breadth of its penetration.

The eight advertisers cooperating in the project were: Transcontinental and Western Airlines, Brown and Williamson Tobacco Corp. (Kool and other cigarettes), Johnson and Johnson, Paramount Pictures, Chesebrough Manufacturing Co., General Mills, Absorbine Jr. and duPont. All of them agreed to buy time on various St. Louis stations of their own choice and to broadcast during January and February (1947) commercials never before heard in the area.

The method of approach to listeners was the same as that applied in a survey conducted in 1946 under Petry auspices in the city of St. Louis alone. This later survey, however, was expanded to include small towns and rural areas, and the area covered has a population, according to the 1940 census, of 1,071,383.

The three principal steps in the Politz method of measuring commercials were outlined by Mr. Ringgold as follows:

1. Play the new commercials to be measured on an electric phonograph in the homes of a scientifically random sample of people before these commercials ever go on the air.
2. Broadcast the commercials for a month.
3. At the end of the month play the same commercials to an identical sample.

Then, said Mr. Ringgold, the difference between the scores of the first survey and the second must have come about because the commercials were broadcast. Further, the difference between the first and second surveys, properly adjusted, must indicate the number of people who heard the commercials with enough intensity to recognize them.

In order to find out if there was a difference in listening between co-operators and non-co-operators (people showing a disinclination to be interviewed), the Politz investigators made 8,324 calls to obtain 3,299 interviews—often calling at the same house four times before finding someone at home—Mr. Ringgold said.

Among the interesting facts revealed regarding disinclination to be interviewed were that 65% of the refusals were women and that people less than 30 years old cooperated to a greater extent than those in the middle or older age groups.

Stresses Good Copy

Commercial used in the survey were the 15-second station breaks or the one-minute combination singing-talking commercials. One of the things the study brought out, Mr. Ringgold said, was that it is not necessary to buy premium time to do a top spot job. Another was that a top job that good copy can do in inexpensive late nighttime periods.

Still another point made by Mr. Ringgold was that none of the eight advertisers participating in the survey had as high a percentage of listening inside the city as in the suburban and outlying communities. On the basis of 1940 census population figures, listening in the city of St. Louis should have been 61%, but instead all advertisers had greater concentration of listening in the outlying areas where only 36% of the people live. DuPont, for example, had 63.2% of its total listeners in the outlying areas, and Kool 59.2%. Among the other participating advertisers the percentage of inside-the-city listening was somewhat greater. Mr. Ringgold emphasized that wherever people live "you can plan your schedules to reach the group you want to reach."

With respect to results of the survey in connection with listen-

(Continued on page 10)

AMONG LEADING advertising executives who believe implicitly in the effectiveness of spot radio as an advertising medium is H. E. Ringgold, assistant manager of Edward Petry & Co., New York. Mr. Ringgold became an even more fervent supporter of the medium after he had examined carefully the results of a survey of remembrance of radio commercials conducted by his firm in a 1,000-square mile area in and around St. Louis. The accompanying article summarizes facts brought out by the Petry survey and presents Mr. Ringgold's analysis of it.
For Your Listeners: A BONUS IN STUDIO QUALITY!

THE GATES MODEL 31-B
SPEECH CONTROL CONSOLE

The GATES CB-4 Studio Combination

Has a Console with a wide range of flexibility—capable of handling 2 or 3 studios and a control room with complete ease; and with circuits to spare. It has a high gain overall of 114 decibels, uses Stromberg standard telephone keys throughout, and has a big bonus in built-in, satisfying quality. At the same time, the GATES 31-B Speech Control Console is smartly business-like in appearance—with a new all cast-aluminum tilt-back cabinet. It’s a fine piece of equipment—built to do the job.

Best of all, its price is still only $1060.00; complete and ready to operate. This is in keeping with the GATES policy of giving you your full money’s worth of equipment for every dollar you spend!

Let us send you complete data about it.

GATES RADIO COMPANY • QUINCY, ILLINOIS, U. S. A.

Eastern Sales Office: 40 Exchange Place, New York 5, N. Y.
Canadian Sales: Canadian Marconi Co., Ltd., Montreal
International Distribution Overseas by Westinghouse Electric International Co., 40 Wall St., New York City

Exclusive Manufacturers of Radio Transmitting Equipment and Allied Products

BROADCASTING • Telecasting

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WACO Covers a Trade Territory of More Than 500,000 Population Representing an Effective Buying Power of more than $370,900,000

ONLY ABC OUTLET IN CENTRAL TEXAS

Late
HOOPER
Rating 35.4
Shows -

Average Listening Audience against competition of five other stations

WACO
1000 WATTS WACO, TEXAS 1460 Kc

• AMERICAN BROADCASTING COMPANY
• TEXAS STATE NETWORK
• NATIONAL REPRESENTATIVE: WOOD & COMPANY

Petry Survey
(Continued from page 28)

ing of persons in three rent groups (those paying low rents, those in the middle bracket and those paying high rents), Mr. Ringgold said the assumption that radio does its best job in the low income group was disproved—at least, so far as the eight participating advertisers were concerned. Radio, he asserted, does a good job in the low income group, "but just as well in the high and middle one-third of the population."

Marginal Time Effective

Figures revealed by the survey on the effectiveness of so-called marginal times—early morning and light night—also were interesting, Mr. Ringgold observed. The conclusion reached was that marginal time, which most stations offer at very low rates, is effective. Kool, for example, with average time at 11 p.m. and almost one-half of its schedule at 11:30 p.m., reached 386,000 adults. In the case of duPont, with one-half of its schedule before 7 a.m. and running as early as 6:20 a.m., 196,000 adults heard and could recognize the commercials after 30 days of broadcasting.

Spot radio, Mr. Ringgold is convinced, is a mass medium appealing to and reaching all ages and rental groups. It offers excellent opportunity for the advertiser to emphasize his messages to a particular group through a combination of proper copy and time selection, he said. And, he added, "if buyers are not handicapped by edicts to buy ratings but instead can couple their knowledge of your product with their knowledge of the medium—to exercise intelligent judgment instead of being bound by artificial arbitrary standards—one is in a far better position to accomplish your sole objective, which is to sell merchandise."

Mr. Ringgold explained his views on spot radio and discussed the results of the Petry St. Louis survey in an address on "What Radio Research Forgot" at the five-day convention of the Advertising Assn. of the West at San Valley, Idaho, late in June.

WTNB to Start Building New 50-kw FM Station

CONSTRUCTION will begin shortly on a 50-kw FM outlet for WTNB Birmingham, Ala., it was announced last week by Mrs. Evelyn S. Hicks, vice-president and general manager of the station. WTNB, which has an application pending for 5 kw, will duplicate its programs on the FM station.

The station also announces the promotion of David Lovenman to asst. manager, replacing J. D. Shacklett, who has joined the Balboa Radio Corp. in San Diego.

COMMERCIAL SET-UP for U. S. Rubber Co. sponsorship of the WCBS-TV New York telecasts of the Professional National Championship Tennis Matches, June 20-22 at Forrest Hills, Long Island, comprised one chair, on which the product name signs were placed; one girl, Jean French, who modeled the company's Keds while demonstrating tennis strokes, and one television camera to pick-up the images of both girl and signs. Not shown in the picture, but included in the company's commercial set-up, were a male model, other placards and an assortment of CBS video announcers, producers, camermen and engineers, plus a contingent of officials of CBS, U. S. Rubber and Campbell-Ewald Co. of New York, agency for the rubber company.

WJLK-FM Will Be Ready To Take Air on Sept. 26

SEPT. 26 has been set as completion date for WJLK-FM, "Radio Voice of the Asbury Park (N. J.) Press," studios, located in the Asbury Park Press Bldg., were completed last week and work at the transmitter site two miles west of the city is well under way, according to the station.

A continuing FM set census in Asbury Park, the station reports, shows 783 new band FM receivers as of June 1, and it is estimated that 1,000 will have been installed by WJLK-FM's opening date.

Magnetophone Report

NEW REPORT put on sale by Department of Commerce describes 12 models of the magnetophone—German-developed device using magnetic tape as the medium for recording and rebroadcast of speeches and music [BROADCASTING, May 26]. Price is $8 for a photostat and $3 for microfilm. It is 133 pages long, including illustrations, and is titled "The Magnetophone Sound Recording and Reproducing System." Requests should be addressed to the Office of Technical Services, Department of Commerce, Washington 25, D. C. and checks or money orders made payable to the Treasurer of the United States.
Portland's a great, and growing, market area... as indicated by these significant statistics from Sales Management's 1947 Survey of Buying Power:

"Gain in population since 1940: 6% for the nation, 33% for Portland."—p. 36

"Third in per capita effective buying income."—p. 17

"1946 gain in wholesale volume: 29%."—p. 41

"Ability to purchase: 35% above national average."—p. 41

"Among 201 largest cities, Portland ranked 17th in sales of general merchandise."—p. 104

"Deserves increased advertising pressure."—p. 36.

For the increased advertising pressure that Portland deserves, alert advertisers are using KEX. Consult our Sales Representatives.

Westinghouse Radio Stations Inc
KYW  KDKA  WBZ  WBZA  WOWO  KEX
National Representatives, NBC Spot Sales — Except for KEX • For KEX, Free & Peters

KEX
ABC Network Affiliate
FCC Says It Checks Only Interference; Denies Monitoring of Radio Programs

FCC DENIED last week that its 22 monitoring stations listen to radio programs.

Their "chief concern" with broadcast operations, the Commission said in a two-page news release, "is to keep check on the technical aspects of the operation of transmitters."

FCC said:

One of the most popular misconceptions of FCC activities is that its monitors or otherwise listens in on program broadcasts. The fact is that the Commission does not maintain surveillance of the day-to-day program operation of broadcast stations. Because programming is primarily the responsibility of station licensees, the Commission does not pass on individual programs, and does not require the filing of radio script before or after the programs go on the air.

Monitoring, FCC said, is designed "to see that all types of radio stations stay on their assigned frequencies, detect and identify interference and, in general, police the technical aspects of the growing other traffic. They do not listen to radio programs."

With the spectrum growing more crowded, FCC said, the job of tracking down interference is becoming more important. The Commission said it handled 1,012 major interference cases requiring personal investigation during 1946 and 379 during the first quarter of 1947. In addition, 1,065 "minor cases" were cleared at FCC field offices and stations during the first three months of this year.

Monitoring Networks

To do this work, FCC explained, there are 10 primary and 12 secondary monitoring stations linked into nationwide network by leased teletypewriter service as well as radio. They employ 184 persons.

The Commission said it regards the present monitoring setup as the "minimum peacetime level for maintenance of order in the radio spectrum." During the war, it was pointed out, there were 192 stations "which at that time were used to locate espionage stations all over the world, to give bearings to aircraft which had lost their position, and to run down interference."

W. M. Harris, WHOB Manager, Is Drowned

WILLIAM M. HARRIS, station manager, WHOB Gardner, Mass., met sudden death while on a family picnic July 5 in Gardner. Mr. Harris was fishing from a raft and was evidently seized with a sudden fainting spell. He toppled into the water and drowned. His wife, mother-in-law and brother-in-law were preparing a picnic supper on the bank when the tragedy occurred.

Mr. Harris was 28 years of age and had been in radio for 7 years. He served as time salesman with WSPR Springfield, Mass., and WHAI Greenfield, Mass., later becoming commercial manager for WQOC Norwich, Conn. Last March he was appointed station manager for WHOB.

Surviving is his widow, Mrs. Marcia Harris, who prior to her marriage, was employed at WHAI.

David Owen Dies; Former Radio Director-Producer

DAVID OWEN, former director and producer of radio productions for NBC and CBS, died in his home at Ann Arbor, Mich., July 4 following a prolonged illness. Mr. Owen, who was 48, was a professor of speech and a lecturer in radio broadcasting at the U. of Michigan.

Mr. Owen formerly was associated with many daytime serials, as well as the Fibber McGee and Molly program. He is credited with having introduced the first New York originated daytime dramatic program as well as CBS's first venture into productions in Chicago.

Entering radio as an announcer and writer upon graduation from Stanford U. in 1925, Mr. Owen became an associate professor at Northwestern U. in 1927, later joining the faculty of the U. of Michigan in 1941.

He is survived by his wife, Elizabeth, and a daughter, Rosemary. Funeral services were conducted in Ann Arbor, with burial scheduled in Falmouth, Mass.

AFRA Fees

QUESTION of increased fees for record show guest appearances has been referred to the Aug. 14 AFRA convention by New York membership.
That's right—185% above the national average.

That's what WKBN delivered (17.1) on the Gene Autry Show.*

A freak rating, you say? Not at all. WKBN's Hooperatings for 19 CBS programs more than doubled the national average!

Let's go further: WKBN's Hooperatings were 81% above the national average on 58 out of the 60 CBS Hooperated programs in Youngstown—a total of 419 bonus Hooperating points!

Want the full story with facts and figures? Write us—or see your nearest Raymer man.

*Source: Youngstown, Ohio, Fall-Winter Report, Oct. '46 thru Feb. '47, of C. E. Hooper, Inc.
ATLANTA AND FARGO OUTLETS TO JOIN ABC

AFFILIATION of two 5 kw stations now under construction in Atlanta, and Fargo, N. D., was announced last week by ABC. The network will have 257 affiliates.

Effective Oct. 1 KFGO Fargo will join ABC as a member of the Northcentral group. Owned by the Constitution Publishing Co., the station will operate fulltime with 5 kw on 790 kc.

Effective Dec. 15 WCON Atlanta will join as a member of the Southcentral group. Owned by the Constitution Publishing Co., the station will operate fulltime with 5 kw on 550 kc. WCON replaces WAGA Atlanta which recently left ABC affiliation to join CBS.

The Atlanta network situation is affected by litigation involving WGST and WAGA [BROADCASTING, June 28, 30].

CAMPBELL SOUP COUP involving two CBS half-hours got under way with beginning of Club Fifteen, 7:30-7:45 p. m. (EDT), Double Or Nothing, 9:30-10:30 p. m. (EDT). Programs originate in Hollywood and supplement Robert Trent With the News Till Now, 7:45-8 p. m. (EDT).

Gathered for kickoff are: (1 to 7): Harry Witte, assistant general manager, CBS Western Division; Arthur A. Bailey, vice president and general manager of Ward Wheelock Co., Philadelphia; Diana Bourbon, radio director of Ward Wheelock Co., Hollywood; Donald W. Thomsen, network West Coast vice president.

KOOL PHOENIX IS NOW MBS - DON LEE OUTLET

FIRST ENTRY of MBS-Dan Lee into Arizona took place June 22 when KOOL 960 kc took the air with 5 kw on 960 kc.

Unusual welcome was given the station when KRXU in nearby Glendale broadcast spot announcements for four days prior to the KOOL opening, advising listeners to tune to KOOL “for the newest and best in radio entertainment.” Mrs. Gene Burke Brophy, KRXU owner, explained: “Our listeners have a right to be informed on all matters of importance to the community.”

Staff of the new KOOL, according to its owner, Maricopa Broadcasters Inc., represents a total investment of $100,000. Temporary station manager is J. A. Murphy, member of board of directors. Vernon Sawyer, former programming supervisor for the Pacific Northwest Network, is program manager, and Owen J. Ford, a West Coast radio and electronics engineering consultant, is chief engineer.

Studios and offices are located in the Hotel Adams in downtown Phoenix. A four-tower directional antenna array is used to cover the state’s population centers.

WKBC Begins Operation In North Wilkesboro, N. C.

WKBC North Wilkesboro, N. C., went on the air at 5 a.m., June 27, operating on 810 kc, 1 kw. The station is owned and operated by the Wilkes Broadcasting Co., Mrs. Doris B. Brown and John T. Cashion principal owners.

Mrs. Brown has been active in radio since 1937, formerly affiliated with WRAL Raleigh, WGTK Charlotte, W. Va. and WAIK Winston-Salem. She is secretary-treasurer of the Chesapeake Broadcasting Corp., owners of WASL Annapolis, Md. Mr. Cashion has been with Western Electric, Winston-Salem since his release from Army Air Forces communications section in the Pacific.

Bill Stauber, program director, was formerly with WPTF Raleigh. Roland B. Potter, commercial manager, was with Vick Chemical Co., Greensboro before joining WKBC.

His assistant, G. C. Yarbrough, was formerly with WRJ Radio, N. C. Chief Engineer Dennis G. Long has been with WRJ and WNC Gastonia, N. C. Ray Meadows, assistant engineer, is a Navy veteran. Announcers include Michel West, formerly of WASL Annapolis and Morris Eller, U. of N. C. radio school. Mrs. John T. Cashion is receptionist.

WKBC uses AP news and World Broadcasting transcription service, in addition to local programming. Transmitter and console equipment is by Collins, with a 265 foot Lehigh tower located two miles from the studios.

TRUSCON STEEL COMPANY

YOUNGSTOWN 1, OHIO

Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers... Uniform Cross-Section Guyed Radio Towers... Copper Mesh Ground Screen... Screen Building Products.

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On CFRB you can reach

MORE LISTENERS
PER DOLLAR

than on any other Toronto station

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

Yes, on CFRB your advertising dollar buys a dollar’s worth of listeners and more!

Ask the advertisers who use this station . . . who keep on using it year after year. Ask them why!

Here’s the answer! They stay with CFRB because they can reach an audience that’s been growing in size and loyalty for twenty years . . . that will continue to grow for the next twenty years. They keep on advertising over CFRB because, and only because, they get results!

REPRESENTATIVES

UNITED STATES
Adam J. Young Jr. Incorporated

CANADA
All-Canada Radio Facilities Limited

CFRB
TORONTO

Looking forward to the next twenty years!

BROADCASTING • Telecasting
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Nine CBS Stations Adopting Two Percent Cash Discount

ADOPTION of the 2 per cent cash discount principle by seven CBS-owned stations and two affiliates also represented by CBS Radio Sales was announced last week at the network's New York headquarters.

The 2 per cent discount, in the form of a penalty clause similar to that in use by the four national networks and approved by the American Assn. of Advertising Agencies, which has been campaigning for industry-wide adoption of the discount, becomes effective with new station rate cards July 27.

Frederic R. Gamble, president of the AAAA, told Broadcasting that the association was "very pleased with the recognition by CBS of the principle of the 2 per cent cash discount." He pointed out, however, that it was not as satisfactory, from the agency point of view, as that given by other media.

In the new rate cards for the CBS owned stations and the two represented by the network's Radio Sales, the discount provision reads:

"Bills rendered and payable weekly unless satisfactory arrangements are made for monthly payments. If such arrangements are made, allowance of the first 2 per cent of gross billing for broadcast facilities or for participations included in the aggregate amount of discount to which any advertiser may be entitled, will be contingent upon payment of charges for such facilities or participations on or before the 18th day of the month following the completion of the broadcast week."

Mr. Gamble pointed out that the AAAA-endorsed discount plan contemplated a 2 per cent discount off net billing as an inducement for prompt payment, and differed from the policy practiced by networks and now adopted by the CBS stations granting 2 per cent of the gross.

The AAAA, he said, still intended to plump for its basic proposal.

CBS-owned stations adopting the discount on the new rate cards are WCBS New York, WEEI Boston, WTOP Washington, WBBM Chicago, KMOX St. Louis, WCCO Minneapolis, and KNX Los Angeles. All are 50 kw. WAPI Birmingham and WBT Charlotte, N. C., are the stations not owned by CBS but represented by Radio Sales.

J. L. Van Volkenburg, general sales manager of Radio Sales, reported that the new rate cards reflected no increase in the base rate of any station. Rate revisions, he said, were restricted to time, announcement and participation adjustments.

B. W. Keightley

BERTRAM WILLIAM KEIGHTLEY, 63, supervisor of advertising, Canadian Industries Ltd., Montreal, died suddenly at Montreal June 30. Born in Halifax in 1884, he was educated in Scotland. Shortly after returning to Canada he went into the advertising department of the Quebec Telegraph, later becoming advertising manager. In 1930 he went to the United States as New England and Canadian representative of Standard Pub. Corp. of New York and Chicago, returning to Canada in 1938 after a trip to Europe to study advertising methods. He joined Canadian Industries Ltd. in 1932 as advertising supervisor. His services to Canadian advertising were awarded the gold medal of the Association of Canadian Advertisers in 1944. He was president of ACA for three terms.

R. L. Heald Joins Firm Of Welch, Mott & Morgan

WASHINGTON law firm of Welch, Mott & Morgan last week announced the association of Robert L. Heald. Mr. Heald has been employed in the office of Chief Justice Lawrence Groner of the Court of Appeals, a n d previous to that was an FBI special agent. He is a graduate of George Town U. where he received the Father Francis E. Lucy medal for attaining the highest grades in his four year period.

With the addition of Mr. Heald and the recent association of Mr. Morgan [BROADCASTING March 17], the firm plans to expand from its specialization in radio communications to courts of the U. S. and commissions and agencies of the federal government. In line with these changes, the firm name has been changed from Welch & Mott to Welch, Mott & Morgan. The address has also been changed to 710 14th St., N. W. in Washington.

John H. Perry Associates

JOHN H. PERRY ASSOCIATES
310 EAST 45TH ST., NEW YORK, N. Y.

Announces

The Representation of

WWPG
PALM BEACH, FLORIDA'S

ABC Outlet

WWPG is the dominant voice of Palm Beach, West Palm Beach, Lake Worth and vicinity. A Conlan survey of this market (December 1946) revealed the following:

Distribution of Listening Homes Among Stations

<table>
<thead>
<tr>
<th></th>
<th>Morning Period</th>
<th>Afternoon Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWPG</td>
<td>58.3%</td>
<td>44.3%</td>
</tr>
<tr>
<td>Station A</td>
<td>10.8</td>
<td>14.7</td>
</tr>
<tr>
<td>Station B</td>
<td>24.9</td>
<td>36.7</td>
</tr>
</tbody>
</table>

Annual retail sales for Palm Beach county amount to $87,561,000.00*. Effective buying income for the county is $128,907,000.00 (net)*. Palm Beach county is a "plus" market in Florida with its consistent base market of 125,300* population, plus the greatest concentration of key business, industrial and social leaders of any area in the United States.

* Copr. 1947, Sales Management Survey of Buying Power; further reproduction not licensed.

Bertram William Keightley

Walt—Tampa, Florida
WCOA—Pensacola, Florida
WDHL—Bradenton, Florida
WDLP—Panama City, Florida
WFRP—Savannah, Georgia
WJHP—Jacksonville, Florida
WTAL—Tallahassee, Florida
WTMC—Ocala, Florida

Wkop Incorporates

ASSIGNMENT of the construction permit of Wkop Binghamton, N. Y., to the Binghamton Broadcasters Inc. is requested in an application filed last week at FCC. No change of ownership is involved. Assignor partners, Andrew Jarema and Frank H. Altdoefter, are president and secretary-treasurer respectively of the new assignee firm. Ownership interests remain about the same. Doris E. Jarema is vice president of assignee.

BROADCASTING • Telecasting
INGRAINED INFLUENCE

A persuasive influence can rise overnight...and can fall as fast. But the influence of WSM has been firmly embedded, through 21 years of sympathetic broadcasting, in the minds of the folks in this market of five million radio listeners. Result? A station which can deliver this five million listener market, single-handed—the only medium which can do so.

HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.
**FBI Check on Employees of Contracting Stations Forseen Under Mundt Bill**

FBI-INVATION of broadcasting stations and offices is foreseen by Senator H. Alexander Smith (R-N.J.) if the so-called Mundt bill becomes law.

This bill, introduced in the House and recently approved by the lower chamber, would grant specific authority to the State Dept. to conduct the “Voice of America” and other activities now carried on without authorization by the Office of International Information and Cultural Affairs.

One of the strongest security clauses ever written into American legislation provides for FBI examination of all personnel engaged in these projected cultural relations activities. Senator Smith, Chairman of a Foreign Relations subcommittee considering the bill for the Senate, said the security provisions would apply equally to private broadcasters who undertake any part of the “Voice of America.” He said that if the bill is passed as it stands now, broadcasters will have to accept as part of their contracts with the State Dept. the provision that all personnel working on the “Voice of America” be screened by the FBI.

At present almost 50% of all programming is done by private broadcasters under contract to the State Dept. But the Mundt bill goes even further to require that the State Dept. contract out as much of its programming as practicable.

Senator Smith saw no objection to the application of the security clauses of the Mundt bill to private broadcasters. He pointed out that it was just as dangerous to have subversive or disloyal personnel working on our cultural relations programs whether those programs are disseminated by private or governmental agencies.

The Foreign Relations Committee was scheduled to meet on the Mundt bill either last Saturday or today (July 14). Senator Smith said there was some doubt as to whether the Senate would be able to pass the bill before it recesses. If it does not pass, he declared, the State Dept. will not be able to get any more than the $15,000,000 now proposed for its cultural affairs activities. Passage of the bill would permit the submission of a supplemental appropriation which would be otherwise impossible.

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**Open Mike**

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

**Treasury Radio Head Thanks Broadcasting**

EDITOR, BROADCASTING: Upon my resignation as Director of Radio for the Savings Bonds Division, effective July 5, I take this opportunity to offer sincere personal thanks to you and BROADCASTING for the unusually fine cooperation which you have given me throughout my tour of duty with the Treasury Department.

My successor will be Mr. Nathan P. Colwell, and his office will be located in Washington in the Washington Building, 16th and New York Avenue, N.W., Washington 25, D. C.

Brent O. Gunta,
Director, Radio Section
Treasury Dept.
Washington, D. C.

July 2.

**Graham Rule On How To Figure Out Channel**

EDITOR, BROADCASTING: The enclosed rule is probably not the answer to the FM engineers' prayer, but it was a lot of fun to devise. There is no copyright on it and you can make what use of it you care to . . .

H. Underwood Graham
Consulting Engineer
Bond Building
Washington 5, D. C.

July 3

**Rule for Changing FM Channel**

**Number to Frequency and Vice Versa:**

Example:

A. Given Channel No. #239
   1. Divide Channel No. by 5
      47.8
   2. Add 47.8
      95.7 mc

B. Given Frequency
   1. Subtract 47.9
      91.1 mc
   2. Multiply by 5
      #285

Editor's Note: Prior to Feb. 14 Mr. Graham was chief of the information utilization section of the FCC Engineering Dept.'s Technical Information Division.
The Critics have 21 words for us

Below are 21 adjectives, carefully culled from the long list of citations which ABC has received in the past few months. We print them here for two reasons: (1) because it gives us a chance to say, "Many thanks for the bouquets—and may we live up to them;" and (2) because it is interesting to realize that critics of radio have such a surprisingly large number of complimentary words in their vocabularies.

- IMPORTANT
- CHALLENGING
- UNIQUE
- TOP
- COURAGEOUS
- World Security Workshop
- Ohio State Univ.: First Award
- Hiroshima
- Ohio State Univ. First Award
- George Foster Peabody Award
- Motion Picture Daily Award
- CONY Public Service Award
- Billboard: 2 Awards
- Drew Pearson
- Council Against Intolerance in America: Citation
- Youth Asks the Government
- Ohio State Univ.: Honorable Mention
- Theatre Guild on the Air
- Billboard: First Award
- Ohio State Univ.: First Award
- Motion Picture Daily Award
- Henry Morgan Show
- George Foster Peabody Special Citation
- Billboard: 2 Awards
- Motion Picture Daily: 3 Awards
- Walter Winchell
- National Conf. of Christians and Jews Award
- American Farmer
- National Safety Council Award
- Raymond Swing
- Ohio State Univ.: First Award
- "PROVOCATIVE"
- "INFORMATIVE"
- "BEST"
- "OUTSTANDING"
- "SUPERLATIVE"
- "STIMULATING"
- "MERITORIOUS"
- "EXPERT"
- "CONSISTENTLY EXCELLENT"
- Are These Our Children?
- Ohio State Univ.: First Award
- Bing Crosby
- Motion Picture Daily: 4 Awards
- Boston Symphony Orchestra
- Bruno Walter, guest conductor
- Metropolitan Opera
- Milton Cross
- Musical America: First Award
- The Greatest Story Ever Told
- Variety: Special Award
- America's Town Meeting of the Air
- Ohio State Univ.: Honorable Mention
- Elmer Davis
- 1946 Du Pont Radio Commentators' Award

Do we print this list of 21 pats on the back simply because it's our back that's being patted? No; we have a better reason than that. The significant thing about this list is that it is RADIO that's being praised. The critics (and the public) are acclaiming the mature and stimulating things that are happening more and more these days on all networks. Radio has grown up—with press notices like the ones on this page to prove it. And, you know, when you feel like an adult, there's nothing more gratifying than being told you're acting like one.
GRANTS for four new AM stations were issued by FCC last week in actions giving finality to earlier proposed decisions.

1. Volunteer State Broadcasting Co., Nashville, Tenn., was awarded 5 kw on 1460 kc, with directional antenna full-time.
3. Monterey Bay Broadcasting Co., Santa Cruz, Calif., 1660 kc with 1 kw, directionalized.
4. San Jose Broadcasting Co., San Jose, Calif., 1500 kc with 2 kw, directional.

The West Coast case three other applicants for new or improved facilities in the 1460-1500 kc area—KSAN San Francisco, KTYW Yakima, Wash., and Mission Broadcasting Co. of San Francisco—were given denials. Their proposed operations, FCC explained, would conflict with these authorization decisions.

The denial to KTYW, which was seeking to increase from 600 w to 1 kw on 1460 kc, was issued without prejudice to the filing of an application for an improved facility, with directional array protecting the Santa Cruz operation, KINY Juneau, and any other existing station. KSAN was seeking to move from 1480 kc to 1460 kc and increase power from 250 to 5 kw. Mission Broadcasting was seeking a new station on 1490 kc with 250 watts. 

Nashville Action

In the Nashville-Newnan case it was the second time the grants had been issued. Both applicants originally applied for 1500 kc. FCC concluded that Newnan should get the station but agreed to award the regional frequency to Nashville if a local channel could be found for Newnan. [BROADCASTING, Jan. 29.]

It was then agreed that Newnan should take 1400 kc when that frequency was vacated by WATL, which was moving to 1580 kc, and grants were issued on that basis [BROADCASTING, Feb. 3.]

Then WATL claimed its 1380-kc operation might receive adjacent channel interference, intermediate frequency, due to the new WATL. Opelika contended it might be troubled by co-channel interference. FCC called for further hearing. In its supplemental proposal denied, the Commission concluded the interference would be insufficient to block the grants [BROADCASTING, June 9]. Last week's order effectuated that decision.

Ownership of the grantees firms:

2. New Braunfels Broadcasting Co., New Braunfels, Texas (broadcast and publisher, present 50%)
3. Monterey Bay Broadcasting Co., Santa Cruz, Calif. (Golden Network, Inc., former owners)
4. San Jose Broadcasting Co., San Jose, Calif. (Golden Network, Inc., former owners)

Widespread Circle Help

To Mark WHAM Birthday

WHAM Rochester, N. Y., celebrated its 25th anniversary July 11 by sending pieces of its birthday cake to local civic agencies, clients, and other friends of the station. A card enclosed explained that WHAM's friends were so many and so widespread that it couldn't possibly have them all at the party, but the 50 kw station wanted them to be in on a part of the celebration, anyway.

ASCAP Board

NEW MEMBERS e l e c t e d to ASCAP at last board meeting include Claude Thornhill, George F. Tubbles, Tommy Tucker, Larry Vincent, Frank Warren, Teri Josephovitz, Homer Simmons, Martin Block, Don Baker, Bernard Bierman, Cy Coben, Ticker Freeman, Ramez Idriss, Donald Kahn, Sam Martin, Mack Mitchell, Eddy Rogers, Standard Music Publishing Ltd., Fanfare Music Co.

WAPX HEADLINER

Brand-New Station Originates—Show for ABC

A NOSE FOR NEWS put WAPX Montgomery Ala., on the map less than a week after the 1 kw ABC affiliate took to the air.

Maxwell Collins, owner and manager, was graduating its first Air University class and among the graduates was Colonel Paul W. Tibbets, the Air pilot who dropped the first atomic bomb on Hiroshima. Sensing the opportunity for a good story, WAPX General Manager John S. Allen contacted ABC and suggested an interview for the network's Headline Edition. On June 3 the station got an affirmative and instructions for originating the spot.

Starr Smith, who was associated with Col. Tibbets on the Bikini tests last summer, was assigned to do the script. Chief Engineer Paul Usery handled technical end.

WAPX is owned by the United Broadcasting Co. Inc., which lists the following officers: Thomas E. Martin, president; John S. Allen, vice president and general manager; Walter J. Knabe, secretary-treasurer; and C. H. Allen, commercial manager.
GEARED TO SERVE!

KAYX

Waterloo's NEW Daytime Station
★ News, Sports, & Music
★ News - Every Hour
★ On The Hour
★ Solid Coverage
★ Northeast Iowa

REPRESENTED NATIONALLY BY
UNIVERSAL RADIO SALES

WATERLOO BROADCASTING COMPANY
THE CONNECTING LINK WITH THE RICH AGRICULTURAL MARKETS AND PROSPEROUS INDUSTRIAL AREAS OF IOWA
C. R. MILLER, Pres. OTTO KOHL, Sr., Vice Pres. OTTO KOHL, Jr., Treas. A. W. TRIGGS, Jr., Manager

BROADCASTING • Telecasting

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Examiners Face Possible Removal

Hyde Says Hearing Div.
Men Deserve Credit
For Law Training

SOME of the 10 hearing examiners already named to FCC's new Hearing Division [Broadcasting, June 16, 23, 30] may have to be removed unless the Civil Service Commission changes its proposed qualifications to give credit for their experience as attorneys.

This was reported by FCC Comr. Rosel H. Hyde last Wednesday in testimony before CSC on the proposed Civil Service regulations and standards applicable to hearing examiners required in the various government agencies under the Administrative Procedure Act.

Comr. Hyde pointed out that when the hearing provisions became effective June 11 no standards had been announced, and said FCC employed "careful selection" in making its appointments. But, he said, FCC's list may have to be revised if the standards now proposed are not amended to give weight to the appointees' legal experience.

He emphasized the need to recognize experience and demonstrated ability in a highly specialized field, and suggested that admission to the bar be substituted for three years' experience as one of the qualifications.

Urges Separate Register

Leonard H. Marks, chairman of the Federal Communications Bar Assn.'s Committee on Practice & Procedure, also testified on the proposed standards as they would affect FCC.

He urged that a separate register be set up from which to select FCC examiners, that appointments go only to attorneys, that technical knowledge be required, and that, in order to acquire and retain "good men," the minimum salary be raised to $7,102 (Grade P-4) from the proposed $4,902 (P-4), Upper limit as proposed is $9,275 (P-8).

He recommended that "all applicants for the position of examiner be considered on an equal basis," but said that "if civil service privileges are to be given, then such status should be afforded only to those who have achieved civil service rights as a lawyer rather than as a clerk or administrator."

The nature of the examiner's function in FCC, he asserted, requires legal training.

Experience requirements proposed by CSC stipulate that applicants must have had at least six years of "progressively responsible experience in legal proceedings, in one of the categories" listed below:

(a) Experience as judge of a court of record, or
(b) Experience as member, officer, or employee of a governmental regulatory body, who conducted formal hearings, made or recommended decisions on the basis of the record of such hearings, was responsible for the preparation or presentation of cases, or had administrative or responsibility for the successful completion of cases conducted before a court of record or governmental regulatory body; or
(c) Experience which has included responsibility for the preparation or presentation of cases conducted before a governmental regulatory body or a court of record.

Comr. Hyde suggested that credit also be allowed for experience in administrative and regulatory activities requiring specialized knowledge; experience in reviewing proposed findings, hearing records, etc., and experience in informal hearings.

He proposed that "knowledge and experience in the technical subject-matter field involved" be emphasized in assigning ratings.

CSC's proposal would not require written examinations. CSC would review applications, retaining those meeting the requirements and returning the rest. As vacancies occurred, applications which had been retained would be reviewed to find the applicants best qualified for the particular positions. Confidential inquiries regarding the applicants' records might then be made, and supplemental information might be required.

Salary schedule proposed by Civil Service is shown below. Over-time would be paid for work above 40 hours a week. Figures identified as "periodic increase" would be added after 18 months' service until the figure shown as "maximum basic salary" for each grade had been reached:

Grade P-4—Entrance salary $4,902; periodic increase $250.80; maximum basic salary $5,905.20.
Grade P-5—Entrance salary $5,905.20; periodic increase $239.40; maximum basic salary $6,902.90.
Grade P-6—Entrance salary $7,102.20; periodic increase $239.40; maximum basic salary $8,179.50.
Grade P-7—Entrance salary $8,179.50; periodic increase $239.40; maximum basic salary $10,056.90.
Grade P-8—Entrance salary $9,275.00; periodic increase $239.40; maximum basic salary $11,174.50.

The CSC hearing, with FCC as the first of many government agencies represented, was held before Civil Service Commissioners Harry B. Mitchell, president; Frances Perkins, and Arthur S. Fleming.
A new important G-E development, the aluminum-backed direct-view screen used on Type 10FP4 has greater brilliancy of image, increased clarity, and sharper definition. Here is the cathode-ray tube that is helping television "come into its own!"

The aluminum backing is a film of microscopic thickness, which not only permits free passage of the electrons to the screen, but by its reflective qualities increases their light-giving effect. At the same time, there is no ion penetration. Therefore, no ion spot can develop on the screen, and no ion-trap magnet is required. Cathode glow is invisible because it is intercepted by the aluminum film.

Widen the market for your television receivers—increase their popular appeal—by installing 10FP4's! General Electric tube engineers will be glad to work closely with you, to help you profit by applying this new bright-image tube. Write Electronics Department, General Electric Company, Schenectady 5, New York.

---

**General Electric's extensive line of cathode-ray tubes is complete as to types and sizes, including:**

- Television types for all applications, such as the popular 5TP4, 7FP4 and 10BP4 for home receivers.
- Oscilloscope types ... a full range, including Types GL-3BP1A, GL-5CP1-A, etc.
- Radar types from 5 inches to 12 inches in screen diameter, of both electrostatic and magnetic designs.

---

**General Electric**

*First and Greatest Name in Electronics*
Sponsor Refuses to Pay, Charging Station Shorted Him a Half Minute

ATTORNEYS for KTOK Oklahoma City are preparing an answer to a suit filed by R. H. Hise, doing business as R. H. Hise Custom Tailors in the Oklahoma capital, charging the station with repeatedly using approximately one-half minute of the time for which Mr. Hise had contracted on a quarter-hour program "for spot announcements for other advertisers, including competitors of the plaintiff, or for advertising promotion of the defendant station...."

The Hise petition, filed in the District Court at Oklahoma City by the law firm of Byrne A. Bowan, asserts that the plaintiff paid the defendant (KTOK) under terms of a contract entered into May 9, 1946, $3,748.50 and that because "failure (of KTOK) to render full performance was deliberate" the plaintiff is entitled to recover... the full amount paid. KTOK, although its formal reply to the Hise suit is not yet ready, has indicated through its general manager, Robert D. Enoch, that the Hise action actually was a counter-suit filed to collect all monies paid by Mr. Hise to KTOK after the station had sued him for a balance due on his account. In a prepared statement Mr. Hise said that the station had brought suit against him in the Common Pleas Court of Oklahoma County, Oklahoma, for $664.30, but explained he had filed an answer denying that he was liable and, further, that he was filing suit in the District Court of Oklahoma County "for $3,748.50 to recover from KTOK everything I had paid under the contract."

KTOK agreed, the Hise petition sets forth, "to furnish plaintiff a broadcast for advertising purposes one quarter of an hour long, from 7:30 to 7:45 each morning, Monday through Saturday, six times a week, commencing May 20, 1946, and expiring May 19, 1947, the program to be known as Hoosier Hot Shots (a transcribed feature)."

"Defendant," the petition continues, "did not render full performance of said contract in that it did not furnish plaintiff a broadcast for advertising purposes a full one-quarter of an hour long and in that it used approximately one-half a minute of plaintiff's time, after giving its call letters, for spot announcements for other advertisers, including competitors of the plaintiff, or for advertising promotion of the defendant station itself, the actual dates, times and advertisers being shown on the schedule which is attached hereto. The schedule listed by days and in considerable detail the alleged violations by KTOK of its contract with Mr. Hise.

In a statement elaborating on details of his attempt to collect the entire amount he has paid to KTOK Mr. Hise said that at the invitation of a salesman for the station he had paid the KTOK studios before his program was aired to listen to a sample of it. "In this sample," he added, "they did not have any station announcements or any other announcements of advertisers. They just told me it was 15 minutes. When I signed the contract, there was nothing said about their using a few minutes of my time at the end of the program for other announcements."

Mr. Hise relates that he "finally told them (the station) to take it (his program) off the air" and continues with his side of the case as follows: "They came down to my office with a statement, figured at a short rate, which included billing for the month of February 1947, and I paid it. The check I gave them was for $391.50, which was the amount of the bill they had submitted to me. They had wrote something on the bill saying that they would give me at no charge announcements or programs until a credit in the amount of $183.50 had been used. Then I looked at my books and found that I had already paid them for February, so stopped payment on the check. By that time I was sick and tired of the whole thing and told them that I wasn't going to pay them the short rate since they had treated me the way they did."

Mr. Hise concludes his statement by explaining that KTOK had then brought suit against him for $664.30, that he had filed an answer denying he was liable for same and that he had also filed suit in District Court to recover the $3,748.50 from KTOK.

W. L. Smith Leaves CKEY For New Calif. Outlet

W. L. (Len) Smith, commercial manager, CKEY Toronto, has resigned to join KGIL, new 1 kw San Fernando, Calif., station on 1260 kc., in similar capacity. Station expects to be on air by mid-September.

Bob Seal, executive producer of Truth or Consequences for past year, joins KGIL as program director. Previously, he was a producer for Ruthrauff & Ryan Inc., Hollywood, and prior to that on NBC production staff, that city. Other personnel announced: Harry Caldwell, agricultural director, previously with KSRO Santa Rosa, Calif.; Harvey Hentz, previously with KSTP St. Paul, account executive; Jim Wildman, announcer-producer; and Mrs. Lou Loughrey, secretary.
The COMBINATION to GEORGIA

The GEORGIA MAJOR MARKET TRIO

Only a combination of stations can cover Georgia's three major markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets does the job — at one low cost

*1000W AT NIGHT

THE GEORGIA MAJOR MARKET TRIO

REPRESENTED BY THE KATZ AGENCY, INC.
THE SIZE OF THE OUTSIDE* AUDIENCE WILL STARTLE YOU

on the Pacific Coast, too!

*The outside Pacific Coast market is that vast area outside the metropolitan county areas in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. In 1946, retail sales totaled almost four billion dollars in this outside Pacific Coast market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.

Count the people and the dollars in this big, outside audience (where 4,594,000 of the Coast's 12,633,200 people spent $3,736,889,000 in retail sales during 1946). This outside market gets complete coverage only with Don Lee (the above mentioned C. E. Hooper Survey proves it). Put your show on Don Lee, the only network that blankets all of the Pacific Coast audience.

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

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

Watch the reactions of this impressive outside audience when your show's on Don Lee, the only network with enough facilities to reach both the inside and outside markets on the Pacific Coast!

The Nation's Greatest Regional Network
THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
sydney gaynor, General Sales Manager
5515 melrose ave., hollywood 38, cal.
Represented Nationally by John Blair & Co.
No More Munichs

LIKE AN episode plucked from a comic opera Mein Kampf, AFM Czar James Caesar Petrillo has started his new war of nerves against radio even before the full impact of the new labor reform laws has been digested. He has used as his sounding board the House Labor Subcommittee which set out to determine how the laws could be tightened to thwart further Cesar- sian trickery. The hearings wound up last week on an Alphonse-Gaston note, after Jimmy descended to work out a "deal" with the music schools over their activities.

But Jimmy earlier had told the Committee:

1. All recording will stop when current contracts expire Dec. 31.
2. He will terminate musical programs on networks when contracts expire Feb. 1.
3. He may put AFM in the record-manufacturing business, so the musicians can reap all of the rewards.

Jimmy is looking for another Radio Munich. For peace in these radio times, he wants radio again to knock under to his demands for standbys, make-work, welfare funds, and secondary boycotts. He wants this accomplished by acquiescence, so the Lea Act (the anti-Petrillo Bill) can pass with the TV war well under way.

Will he achieve this? Not if broadcasters, transcribers and record manufacturers demonstrate the kind of courage and fortitude displayed in the anti-ASCAP fight-to-the-finish of a decade. Jimmy is the worst enemy his name ever had. But he's bluffing because he feels the networks and transcribers (not to mention record manufacturers) won't risk work stoppage.

But Jimmy perhaps hasn't reckoned far enough. For the first time he has forced all in radio to work together. In the past he has worked on the "divide and conquer" technique, dealing first with the networks, then with the transcribers and record manufacturers, and through them, but not in the service of the secondary boycott, with independently-owned stations.

Moreover, radio was never in a better position, by dint of the law, public opinion, and now the fortuitous grace of Petrillo himself, to resist his pressures. If radio and the recording arts stand together, victory is certain. If they split—the split that Jimmy is counting upon—the music czar becomes the radio czar—with license to pick up every radio and recording.

Petrillo argues that his men can't be forced to work. That isn't a strike, he contends. Broadcasters got along without ASCAP for a year. They can get along without AFM if it must come to that. And we venture it won't be for anything like a year. The recording companies always are building up musical backlogs. They can speed up. Two networks have no fetiches against transcribed music.

Most of the network music and the bulk of the transcriptions are made by about 400 top-flight musicians in the key centers. Let them take the time off and clarify their thinking, if need be. The Petrillo threat of going into the recording business, as a union, is nonsense.

AFM is a wealthy union. It has upwards of $4,500,000 in its treasury. It has a welfare fund of $5,000,000. How long would those funds last if strike benefits were paid out to some 3,000 musicians which Jimmy says radio employs? Jimmy knows better than anyone else how a union can commit economic suicide.

Radio will withhold funds only if those musicians it needs. Under the revised laws radio (and recording) is under no obligation, legal or moral, to capitulate to make-work, featherbedding, secondary boycott or welfare fund demands. However, should AFM suffer economically, it will be to the men which it will strangle.

The NAB Employer-Employee Relations Committee meets in Washington next week. It has an important work—"the most important confronting radio since ASCAP. Its thesis must be unity at all costs—and no more Munichs."

Our Respects To—

VICTOR ADAM SHOLIS

THERE is a strangely apt door sign in the corridor leading to Vic Sholis' offices in Washington's Shoreham Bldg. It reads: "Route of the Burlington Zephyr." It could refer to the train, but then again it could mean Vic Sholis.

The vice-president director of the Clear Channel Broadcasting Service, who has just become director of WHAS and WCJ/T (FM) Louisville, has one of those irrepressible personalities and a mind to go with it—that would stand him for success no matter what his field. He succeeds W. Lee Coulson, retired because of ill health after long and outstanding service.

He was born June 10, 1910, in Glasgow, Scotland, of Lithuanian parents. They moved to Chicago in July 1911—"with me, of course," he adds. He was educated in Chicago schools and was graduated summa cum laude by the U. of Illinois in 1931 with a B.S. degree in Journalism.

For two and a half years after graduation he worked as a reporter on a community newspaper in Chicago. Then in 1934 he joined the staff of the Chicago Daily Times. He hadn't been there a year before he was made political editor, covering not only city and state politics, but also the national conventions in 1936 and the subsequent campaigns.

He travelled with both President Franklin D. Roosevelt and Gov. Alf Landon during the '36 campaign. He later made most of the cross-country trips on the Roosevelt train. During this period Mr. Sholis also was becoming acquainted with Washington, when he was sent there on several assignments for the Times.

His first radio experience came in 1937 on WLS Chicago. As political editor of the Times, he was asked to speak on Roosevelt's so-called packing of the Supreme Court.

"I took as my subject 'What Abe Lincoln Would Have Thought of the Supreme Court Packing,'" he recalls. "And I received the lowest Hooper ever accorded a human voice on the radio. However, Glenn Snyder holds no ill will toward me." (Mr. Snyder is WLS general manager.)

During the campaigning trips, Harry Hopkins had become acquainted with the keen intelligence of the young political writer, and also was aware of his liberal political views. So when Harry Hopkins was appointed Secretary of Commerce in 1939 he brought Vic Sholis to Washington as his special assistant.

In many of the big plans and conferences of those days, Vic Sholis soon became known as one of the brighter young men around Washington political circles. He served throughout Mr. Hopkins' term of office at Commerce and, at the request of Mr. (Continued on page 50)
WHAT'S ON THE AIR

By JULES MAITLAND

Some 20 years now, KOIN has been a great force in Portland radio. Now a part of Marshall Field's vast enterprises, the station is climbing up radio's success ladder—but fast. Its staff is one of the most capable on the Coast, with the youngest announcer having six years apprenticeship with the station. Its programs are many, including White Fires of Inspiration, Northwest Neighbors, Koin Klock, the Duncan Singers, Five Star Final and others. There isn't an Oregonian who hasn't heard the pleasant voices of Art Kirkham, Marc Bowman, Johnny Carpenter, Duncan Macleod, Bob Henderson, Stan Warwick and others. Behind the scenes you can find such able men as Ted Cooke, program director; Bill Mears, production chief; Owen ("Red") Dunning, orchestrations; and Chet Duncan (beloved to Portland's school kids), who now heads KOIN's famed Duncan Singers.

Harry Buckendahl manages the station, located in the beautiful New Heathan hotel—and a capable one he is, for is it not he and his staff that conceived one of Portland's finest and noblest radio shows—White Fires of Inspiration. It was a big job to tackle, this show of network proportions. But through the production of Bill Mears, the original orchestrations of Owen Dunning and the acting of some of Portland's finest radio artists, the show has been a success during its 21-week stay in the

THURSDAY BROADCASTS
Kilocycles: KALE, 1330; KOIN, 970; KEX, 1180; KGW, 610; KWJJ, 1080; KXL, 1190; KBBF, 1450

Asterisk (*) Indicates Network Broadcast

4:15  KALE  Fit Polkas*  Tune Quiz
      Lena*  Rex Miller*  
      Trio*  Neal Biscuit*  

4:30  KOIN  Your One*  Poster News
      Touring One*  
      KEX  Dick Traps*  
      RWWJ  Tales of Today
      KXL  Bible Stories
      Shop

4:45  KBBF  Singers, Koin Klock, Inc.
      Jules MacLeod*  
      Disaster*  
      KXL  Greek Night
      610; 9:30; 11:30  

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Respects
(Continued from page 48)

Hopkins' successor, Jesse Jones, served several months under him, too.

In February 1941, Mr. Sholis resigned from the Dept. of Commerce to accept the position as director of the Clear Channel Broadcasting Service with headquarters in Washington. The CCBS had just been formed, for the purpose of "preserving clear channels as a means of providing broadcast service to rural and remote listeners."

His career with CCBS has been distinguished for his nationwide publicity campaign for clear channels before the war and for his much-quoted testimony before the FCC on a number of occasions, particularly during the July 1946 hearings on the Census Bureau Survey. Leading the hearings was distinguished Washington district attorney, Mr. Sholis had an office at CCBS Washington headquarters before Mr. DeWitt returned to WSM Nashville as president [Broadcasting, June 30].

Entering the office, it was difficult to believe that it was the quiet man in the corner who made headlines across the country with his fabulous moon feat, and not the ebullient Sholis who did it. Mr. Sholis' rapid, witty pattering would begin before the visitor got past the door, and it flowed on like the brook while the colonel chuckled silently at his chuckle. Occasionally Mr. DeWitt, one of the most respected engineers in the business, played straight man for a Sholis gag, always with hilarious results. A sponsor looking for a good—but highly unusual—comedy team would do well to look into the Sholis-DeWitt possibility.

Mr. Sholis' CCBS work was interrupted in January 1942 by the Army. He entered as a private and was assigned to a radio intelligence company, monitoring Japanese military communications traffic.

After training with the outfit in various stations in this country, he went overseas in August 1944. His war service includes—New Guinea, Leyte and Luzon campaigns in the Philippines, commissioned in the field. He discounts the heroics by explaining that his outfit "always went in on AC plus 60. He swears he never had a shot fired at him, and tells conflicting stories of his commission. One is that the last officer at the post developed skin rash and as he (Mr. Sholis) was the only first sergeant around, the Army gave him a commission when they sent the officer back to the States.

The other explanation is "politic. Pure politics. I was the local ward heeler, and was endorsed by my ward committeeman."

The fact remains that he was commissioned, and was separated from the Army as first lieutenant in January 1946, when he resumed his directorship of CCBS.

Now in Louisville, Mr. Sholis plans to return to Washington in mid-August to prepare for the closing sessions of the clear channel hearings, now set for Sept. 15. He has great interest in the Louisville clear channel station, and sees in it a wonderful opportunity for service to the surrounding area.

Married in 1943 to Jane McDonnell, his former secretary, his former home was in Arlington, Va., near Washington, but the family is now living in Louisville. The couple have one son, Victor J., almost 3—"the genius," his modest parents call him. "The genius" father is a member of the National Press Club; Sigma Delta Chi, journalism, and the social fraternity, Alpha Chi Rho.

KENTH G. BARTLETT, director of Syracuse U. radio curriculum, has announced that the university's experiment in FM radio will continue for at least 90 more days. Formerly WJIV, station will now use new call letters, WAER.
Your Message on KSL is Backed by 25 Years of Broadcasting Leadership

Utah's Centennial Finds KSL Still Pioneering in Better Radio

IN ENGINEERING

One of KSL's finest engineering achievements was the construction of the West's first Poly-acoustic studios, which have served as a model for many other stations. Another was the planning and installation of KSL-FM, Utah's First Frequency Modulation Station.

IN AWARDS

KSL was the first station in the Intermountain West to receive the coveted Peabody Award, which was presented in 1944 for the Tabernacle Choir and Organ program on CBS. In 1945 KSL's farm program won first place at the Ohio State University conference on radio.

IN PROGRAMMING

"KSL Reports The Washington Scene," with specially recorded talks by Western Congressmen and Washington news is a current example of the high-quality programs constantly being developed for commercial and public service purposes by KSL.

THROUGHOUT ITS 25 YEAR HISTORY, KSL has held a position of leadership in every phase of broadcasting operation. Through its high standards and widespread public service, KSL has achieved great popularity among the 1,391,370 radio families* within its nighttime coverage area. The high percentages of listening reported by BMB attest to this fact. You, as an advertiser, can take advantage of these facts by making sure that KSL is included in your next radio schedule.

*Broadcast Measurement Bureau, 1946

KSL NIGHTTIME COVERAGE
Based on BMB Study No. 1

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

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

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

KSL 50,000 WATTS · CLEAR CHANNEL
SALT LAKE CITY

Edward Petry & Co., Representatives

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

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**Amateur Rules**

A RULES AMENDMENT liberalizing eligibility for Class A amateur radio operator's license was announced by FCC last week, effective at once. Henceforth any U. S. citizen who at any time in the past has held an amateur operator's license for as much as a year will be eligible to apply. The rule previously required the applicant to have held a license for a year or more within the five years immediately preceding his application.

**CFRB Asks 1010 kc**

CFRB Toronto has applied for use of 1010 kc with 10 kw power, it was revealed at the Parliamentary Radio Committee hearings at Ottawa. This is the first intimation that CFRB is contemplating moving to another frequency following notification that its 860 kc channel is to be taken over by CJBC Toronto, for its new 50 kw station. Subject of this appropriation by CBC for its second Toronto 50 kw station has been before the Parliamentary Committee since last year. William Caton of Radio Branch, Dept. of Transport, Ottawa, told the committee on June 26 that CFRB has submitted for 1010 kc, not used by CJBC, and that the CFRB brief is now being studied from a technical standpoint for assignment under the Havana Treaty.

**SERIES OF BROADCASTS conducted for the second time in two years by WPAT, Paterson, N. J., to aid the Army Recruiting Service won for James V. Cosman, WPAT's president and former Navy commander, a citation from the First Army.**

WPAT's efforts on behalf of the Army recruiting drive were centered around a broadcast series entitled "Miss North Jersey Recruiting Contest." The contest—select North Jersey's prettiest girl—was conducted with the cooperation of 27 daily and weekly newspapers of northern New Jersey and culminated in a "Night of Heroes" celebration attended by more than 4,000 people.

Under guidance of WPAT and their local newspapers, various communities staged "heroes' nights" of their own at which local "Miss Recruits" were chosen. The local winners became eligible to enter the finals at the Armory. To the winner of the "Miss North Jersey Recruit" title went a contract from the Conover Model Agency and to the U. S. Army dozens of new recruits from northern New Jersey.

The citation given to Mr. Cosman was signed by Lt. Col. Frank J. Byron (1), Paterson recruiting officer.

**ARMY CITATION goes to a former Navy commander, James V. Cosman (right) president of WPAT Paterson, N. J., for his patriotic cooperation in aiding the Army Recruiting Service, particularly by his efforts as civilian chairman of the "Miss North Jersey Recruiting Contest."**

Presenting citation to Mr. Cosman is Capt. Frank J. Byron (1), Paterson recruiting officer.

**Du Mont Lists Prices**

TELEVISION type cathode-ray tubes are priced at $32.25这样一 17-inch model, $60.75 for an 12-inch, $129.50 for a 15-inch and $270.00 for a 20-inch tube in a new price list issued by Du Mont Laboratories, effective June 30. List also covers other types of tubes and instruments on which "a few prices have been reduced and many prices have been increased," according to G. Robert Metzger, manager of technical sales for the company. Mr. Metzger explains in a letter accompanying the new list that Du Mont had maintained prices since well before the end of the war in spite of increased labor and material costs, but "this condition cannot continue indefinitely and the change thus indicated has been made." Concurrently Du Mont has assumed the cost of transportation of its equipment to its customers.

**ERNEST WATSON, former commercial manager of WXNN Jackson, Miss., has joined commercial department of WQUB, new station in Jackson which went on the air June 29. Mr. Watson previously was with WXNN Jackson, and with newspapers in Mississippi, Louisiana and Texas. His wife, THERESA WATSON, who for two years was office manager for WXNN, has resigned to become publisher and advertising manager of this Week in Jackson, weekly magazine.**

**ROBERT W. STANDART, account executive at WRAY General Gables, Fla., has been appointed commercial manager of that station succeeding the late NORMAN MACKAY, who was killed recently in an airplane crash.**

**EARL RUTLEDGE, for more than a year account executive of KROB Long Beach, Calif., has been named sales manager of station. Prior to joining KROB, Mr. Rutledge was director of advertising in Indianapolis Arts Bureau.**

**FREEMANTLE OVERSEAS RADIO INC. has been appointed exclusive U. S. and British representative for the four stations of Estudios Unidos, Sao Paulo, Brazil.**

**ERVIN LEWIS, former sales manager of WGBY Springfield, Mass., has been named assistant manager for WNME Champaign, Ill.**

**JAMES ROBERT SMITH has joined WXYZ Detroit as manager of sales.**

**RAMBEAU**

New York • Chicago • Hollywood

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In The Public Interest

Ball Club Supporters

WHEN the Clovis, N. M., baseball team, the Pioneers, were deep in the season with only 9 wins and 50 losses to their discredit, KICA Clovis, decided to honor the players with a city-wide breakfast. The breakfast was broadcast and 250 citizens attended. R. B. McAlister, KICA's manager, introduced players, praised them and razzed them. The players in turn made apologies and before the end of the breakfast, the listeners indicated they would support the ball club in a big way. The Pioneers responded to the "lift" and began playing real baseball, winning by wide margins and loosing by small ones. To keep support and interest at a high pitch, KICA urged a motor caravan to accompany the team on a recent 100 mile trip. The team was escorted by 50 cars with great enthusiasm and fan-fare, station reports.

* * *

All Out for Safety

DESIGNED to help cut down Virginia's large traffic death toll, a safety campaign has been started by WRVA Richmond, in cooperation with the JCC and Richmond Police Dept. A safe driver is selected daily by traffic captain and announced by William R. Wilson on his 6:00 p.m. commentary. The driver receives two permanent awards: License tag attachment saying "Jaycee Safe Driving Award," and a pocket-sized safe-driver card award. Each Sunday, 10-10:15 p.m., WRVA presents a safety drama written by its continuity department. Once a week a ten minute recorded broadcast titled "Scout Car 47" is aired, emphasizing hazards of traffic violations. Plans are being made in which WRVA will do numerous special events in connection with the safety programs both in Richmond and Norfolk.

* * *

Stamps for Veterans

RARE and unusual stamps, over 36,000 in number, 125 albums and a wide selection of philatelists tools and equipments poured into KNX Los Angeles, as a result of a two week campaign to make available to wounded veterans the therapy of stamp collecting. The listeners responded to public service announcements broadcast on KNX and stamps, watermark detectors, and perforation gauges were turned over to regional office of "Stamps For The Wounded," a volunteer organization. Saul S. Scher of the organization, interviewed by Nancy Holme, KNX director of public relations and education, on a special broadcast June 12, accepted the gifts on behalf of the veterans.

BROADCASTING • Telecasting
Satisfaction is the Key to Lingo Progress

"...and that, Gentlemen, puts you in a class by yourselves!"

"...in our dealings you have done what you said you were going to do—when you said you were going to do it—at the price originally stated..."

—James L. Howe
President & Manager
Station WCTC
New Brunswick, N. J.

Lingo
Vertical Tubular Steel RADIATORS

These Big 6 "Extras"
At No Extra Cost Recommend
Your Consideration of Lingo

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

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

FRANCIS E. (Pete) WINTER, formerly with City News Bureau, Chicago, has joined newswoman of KGO San Francisco. He replaces ED FRIBBIE, resigned. Also joining KGO news staff is JOE HARBOUR, former news editor of radio division of the AP in San Francisco. He replaces FRANCES KRAÜSS, resigned.

BERNIE BRACHER, former sports director for New Iowa City, has joined KSO Des Moines.

CHIEF BENDER, former pitcher with Philadelphia Athletics baseball club, made his debut as radio sportscaster on WPI, Philadelphia, June 30. Sponsored by Bantam Beer Distributing Co., that city, distributors of Goebel Beer, he is heard Mon.-Fri. 11-11:20 p.m. on "The Goebel Sports Reporter."

MOE SPIEGEL has rejoined WARD Johnstown, Pa., as coordinator of local news.

GEORGE T. CALLISON, formerly with KVOA Tucson, Ariz., has been appointed director of news and special events at WBNY and WENY-FM Rochester, N. Y. Mr. Callison also was with WXYZ Detroit, and WVTX Jamestown, N. Y.

DONALD EUGENE BROWN, news editor of WHO Des Moines, will join U. of Illinois School of Journalism staff in the fall as assistant professor.

DAVE DRISCOLL, WOR New York, news and special events department head, left with Mrs. Driscoll last week for combination business and vacation trip to Europe. They are due to return July 6.

CLIFTON UTLEY, NBC commentator, will leave Chicago July 24 for five-week tour of several European countries, flying from New York to London on July 25. Countries included in itinerary are occupied Germany, Austria, Switzerland and France. He will travel as an accredited NBC foreign correspondent. Mr. Utley received his Sigma Delta Chi Medallion award June 30 for radio newwriting.

Hot News

A MAN who recently had the airwaves burning is Connie B. Gay, agricultural commentator at WABJ, Arlington, Va. During his July 3 noonday show, which was an inaugural broadcast from his new "Radio Ranch" on North Lincoln St., Mr. Gay interrupted his commentary with a bulletin that, "Something's burning around here, folks." The transformer in the power supply unit beneath his desk had caught fire and smoke was billowing around the ranch studio. He signaled the engineer back at the station to All in with muscle, and while a recording of "Smoke, Smoke, Smoke" played, Mr. Gay dashed from the "ranch" to the studio to continue his show.

HUBERT W. KREGELOH, news analyst for WSPR, Springfield, Mass., is the author of the article, "Red Faction Is a Menace," which appeared in July 3rd edition of "The Western Massachusetts Veterans News."

GEORGE HICKS, ABC commentator, received station from Queens County, New York, Grand Jurors for his May 11 broadcast of the Group is concerned with prevention of use of souvenirs for crimes and violence.

JEFF MASS, former director of Time Magazine's news program, "Time Views The News," has joined ABC news and special events department as staff writer, replacing JOHN DUNN, resigned.

GEORGE CARSON PUTNAM, MBS news commentator, was recovering last week from heat prostration, after collapsing on street in New York, July 1.

GEORGE THOMAS FOLLET, NBC correspondent in Tokyo, has been elected president of Tokyo Correspondents Club.

BILL SEARS, WPSN Philadelphia sports director and writer of six one-act plays, has completed his first novel, "High Inferno," a satire on radio.

GENE MEYER, of farm news department of WHO Des Moines, and Maxine Mallory, were married June 1.

CLIFF HARRISON has been appointed sportscaster of OKJL Kirkland Lake, Ont.

JAMES E. GAYAGAN, former legislative reporter with 6 P. M. in Albany, N. Y., has been named news editor of WTRY Troy, N. Y.

BOB COOKE, radio chief of Veterans Administration, Denver Branch Office, has rejoined to join KMTY Walla Walla, Wash., as news editor, music director and public relations head.

CHUCK HEALY, former coach and supervisor of physical education at Poughkeepsie, (N. Y.) High School, has joined WSPR-WQNY Poughkeepsie, as director of sports.

Moore Inherits

DAVE MOORE, of WBBM Chicago publicity department, has received a check covering his 1/112 share in the estate of a distant cousin whom he had never met. Letter accompanying the check explained: "The property consisted of one piece of real estate which was required to be sold to pay debts and the enclosed check is your 1/112 of the remainder." The fortune—something to be sneezed at, you might say—amounted to $4.41!
More Money Recommended for CBC

Full $2.50 License Fee
Would Wipe Out
Deficit

A RECOMMENDATION that Can-
dian Broadcasting Corp. receive
full $2.50 annual license listener fee,
was made to the House of Com-
mons, Ottawa, by Ralph May-
bank, chairman of Parliamentary
Radio Committee, on July 4. Cur-
cently CBC receives $2.15 of an-
nual license fee, remainder going
to collection and administration
costs. Recommendation would add
$530,000 to CBC revenue annually,
allow CBC to operate without a
deficit and without curtailment of
services.

Hearings of the committee during
the last week of its sessions included
cross-examination of D. A. Dunton, CBC board chairman,
and Dr. A. Frigon, CBC general
manager, on finances, expansion
plans, use of frequencies, second
French network, possible CBC publi-
cation like BBC's The Listener,
and hearing W. W. Murdoch,
Toronto, Canadian executive of
AFM.

In dealing with finances, CBC execu-
tives pointed out that CBC could
increase its commercial revenue
by the sale of spot announce-
ments, "but we do not think it is the
type of broadcasting we are
supposed to carry out . . . ."

Report Tabled

MAJORITY REPORT making a series of recommenda-
tions, including one for in-
creased license fees for Canadian independent sta-
tions, was tabled by the Parlia-
mentary Radio Committee at Ottawa July 8.

Other recommendations in the
tabled report were: Granting
of station licenses on three-
year basis, lifting of 5-kw
power ceiling, holding of
public hearings by CBC board
of governors, speedup of CBC
expansion and a second
French network, use of more
live talent by independent
stations, stricter CBC review
of independent stations' pub-
lc service activities, im-
mediate granting of te-
levision experimental licenses
to private interests, dropping of
ban on multiple station
ownership and discrimina-
tion against newspapers
applying for stations, grant-
ing of FM licenses to any
qualified applicants, no fund-
amental changes in radio
legislation. Recommendations of
the Canadian Assn. of
Broadcasters and the Can-
dian Daily Newspaper Assn.
for an independent quas-
judicial tribunal were turned
down.

Question of listener publication
was thoroughly discussed in con-
nection with estimates of $195,000
for CBC press and information
department. CBC told committee sub-
ject had been thoroughly studied
and could not be presently financed.

Dr. Frigon pointed out that the
cost of a second French network
was too high for the CBC's budget.
Regarding the present and future
expansion plans, he stated that "the
expansion program as it stands now
is a plan to allow us to reach lis-
teners almost anywhere in Canada
through those stations that are
part of the Trans-Canada network.

AFM Executive Murdoch strongly
defended Petrillo, castigated the
private stations for not using more
musicians, asked that use of tran-
scriptions be limited, and compli-
mented CBC on its use of live talent.

Asked about U. S. legislation
against Petrillo, Mr. Murdoch is
reported to have answered: "If any
MP (member of Parliament) ever
proposed some of the damnd foolish
legislation proposed in Congress, he
would be laughed out of Parlia-
ment."

'Magnificent Job'

He emphasized that the CBC was
doing a magnificent job except that
it was "rather benevolent" with
private stations on the matter of
broadcasting recordings. "The great
bulk of the private stations just
want to bleed their franchises for
everything that's in it without any
contribution to the development of
musicians," Mr. Murdoch stated.
He singled out CFRB and CKEY
in Toronto, and CHML Hamilton,
for their employment and encour-
agement of live talent.

There are 31 locals of AFM in
Canada with 10,000 members. He
refused to say whether AFM in
Canada will charge dual rates for
programs being used simultane-
ously on AM and FM stations.
Canadian locals would receive $74-
000 out of royalty payments from
recordings, which would be spent
on free concerts. Mr. Murdoch told
the committee. For transcriptions
for radio stations made in 1946, the
Canadian branch of AFM receives
$19,000 in royalties, none of which
has been touched yet.

Canadian Association of Broad-
casters sent a telegram to the Parlia-
mentary Radio Committee on the
last day of its sittings, July 3,
pointing to what it thought were
inaccuracies in rebuttal briefs filed
earlier by Messrs. Dunton and Fri-
gon of CBC, pointing out that CAB
stations were not consulted in ad-
vance of international radio con-
ferences, that proposed impartial
judicial tribunal have handling of
all radio matters in Canada and
should be along lines of FCC, that
CAB brief was concerned with
freedom of expression on the air.

GEORGE P. HOLLINGSBEY CO., National Representatives
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HARLOWE ROBERTS, vice president and general manager of Goodkind, Joice & Morgan, Chicago, has added responsibilities at NBC-Northern West Summer Radio Institute July 16, on radio salesmanship.

CARL F. GRETHER, former vice president and art director of recently dissolved Shaw-LaVally Inc., Chicago (BROADCASTING, July 7), has opened own studio at 4 E. Ohio St., Chicago.

F. B. RYAN, Jr., president and L. G. FRIESEN, vice-president of Ruthrauff & Ryan, New York, that left for England to study conditions abroad in connection with anticipated expansion of the agency's operations last country.

SMALLEY, LEVITT & SMITH, Los Angeles, has been elected to membership in American Assn. of Adv. Agencies.

FEDLER & RYAN, New York, is considering purchasing properties for a fall program to be sponsored by Procter & Gamble's Camay soap. Product

sponsored Hedda Hopper last season.
No radio time has been bought and program may not start until October.

FAIRFAX M. CONE, chairman of executive committee of Foote, Cone & Belding, Chicago, has been appointed head of public relations committee of Community Fund campaign this fall.
Committee's executive group includes about a dozen other advertising men, among them HARLOWE ROBERTS, vice president and general manager of Goodkind, Joice & Morgan, Chicago, and STUART DAWSON, radio director of FC&B.

JOHN L. McQUIGG, vice president of Geyer, Newell & Ganger, New York, has been named manager of agency's Detroit branch. He continues as agency group director, supervising Wash, Kelvinator and Leonard refrigerator accounts.

DEANE WEINBERG Jr., recently released from the Army, has joined production staff of Briggs, Van Norden & Staff, San Francisco.

BILLY MARINDOFF and LEN HOLTON are writing weekly CBS "Arthur's Place" for Kenyon & Eckhardt Inc., agency servicing Borden Co. account.

DON CLARK, on production staff of BBDO Hollywood, for past two years, resigns effective Aug. 15 to freelance. He will continue for agency to produce "Let George Do It" sponsored by Brandt Gilpin Co., of Calon, on Don Lee Western stations.


LEWIS J. C. SPRUNCE, former vice president of John H. Bloedam Co., Los Angeles, has joined Lindeke Adv., that city, as account executive.

JOHN O'BURNE & Assoc., San Francisco, has moved to new offices at 364 Bush St. EDWARD J. (Ned) BURNS, former chief legal counsel, has joined San Francisco office of Ronald Van Norden & Staff as field representative and merchandising counsel.

HARRIET LONGBRIDGE, formerly with State Steamship Co., has joined Mac McCreary & McCreary, Los Angeles.

HAL MOORE, formerly with Oregonian. Portland publication, has established Ad-Agency in that city.

MARVIN IRA RUDWICH, former vice president of Edelbrook Brewery, in charge of sales, has joined Kaplan & Bruck Adv., New York, as vice president.

WARNER S. SHELY, vice president of N. W. Ayer & Son, has been appointed chairman of public relations committee for forthcoming 1948 Community Chest campaign in Philadelphia. He served in like capacity last year.

RUPERT THOMAS resigned as vice president of BBDO Hollywood, San Francisco, effective July 1. No future plans announced.

GENE CUNY, former assistant stage manager for Radio City Music Hall, New York, has joined the radio department of Edith-Weinbaum-Lauffenmuller and Assoc., Honolulu.

JOHN LUCAS, formerly in ABC Hollywood office, has been named to account executive, ABC, Los Angeles, as account executive and special relations director.

DEAN SIMMONS, owner of Dean Simmons Adv., Hollywood, is on a three week business trip to Utah, North Dakota and New York.


DAVID R. SHOWALTER, vice president of Showalter, has joined Kodak Adv., that city, as account executive.

ASSOCIATED ADV. Agency, Los Angeles, has moved to larger offices at 4235 West 6th St. Telephone: Drexel 2986.

STUART HEINEMANN, production manager of Allied & Pacific agencies, Los Angeles, and Jane Fellows were married July 5.

SILAS C. FULLER, director of radio for Raymond & Marquette Los Angeles office, has resigned, effective July 15.

GEORGE C. HOKINS Assoc., Chicago, has joined McCarty & Dreyfus Co. as chief radio copywriter.

JOHN RICHMOND, freelance copywriter, has joined Robert B. Bialevice Adv., Hollywood.

TYLER G. GREGORY, formerly on production staff of A & R Agency, Los Angeles, has joined Baron, Aschbrenner Adv., that city, in similar capacity.

NEIL M. ELKOFF, former copy writer of McCarty Co., Los Angeles, has joined agencies in that capacity.

MARTIN L. GARVEY, account executive of Adv. Inc. of Washington, D.C., has been appointed head of agency's radio production department.

CURTIS DEAN, formerly of Cinema Arts Inc., has joined ABC, that city, as production manager and art director.

THEODORE FISCHER, former account executive with Wade Adv., Chicago, has joined Chicago, in similar capacity.

GEORGE ROESLER, staff member of Kurland, New York, has resigned Aug. 21 to join Henry, Munson & Eckhardt, Chicago, as a timebuyer and assistant to W. E. JONES, radio director.

VERNON BART, formerly with Vogue Magazine, New York, has joined copy staff of N. B. Humbley Co., New York.

HAROLD ISAACS, former partner of Strimban & Isaacs, New York art service, has joined Schechter & Parn, New York, as an account executive.

From "Let's Be Fair to Radio," an article by Hartnell Spence in current issue of The Pacific Spectator.

"THE DANGER of newscasting is that the pressure of routine can lead to a retardment of 'mental growth,' a danger which can be overcome by constant study of all views of all subjects, so that preparation for any newscast can always be made. It isn't obvious, but it adds to the broadcast as a harp, without being obtrusive, adds to an orchestra."

Clifton Utley, NBC commentator, in an address to students at the annual NBC Northwestern U. Summer Radio Institute.

"NOW I COME to the White bill, a monstrous document which is to amend the communications act of 1934 and the like of which has not been seen even when the FCC was seeking to tighten its control over radio. The White bill outdoes the wildest imaginings of those who wish to destroy broadcasting as an industry and to nationalize existing networks and stations."
IKEA Marts Family

A GOOD NEIGHBOR gesture paid off with good will for KHOZ Harrison, Ark., recently. An explosion and fire destroyed the home of the Harrison family in which the father had been in a state hospital for ten years, and the added financial strain was considerable. The station stepped in, and in cooperation with the Junior Chamber of Commerce, staged a two-hour radio jamboree which raised $1,400 in cash and over $500 in merchandise for the family.

Studio Space

CHANCES of turning Earl Carroll's Hollywood Theatre-Restaurant into a radio studio are currently being considered by showman. Meeting has been held between representatives of four networks and himself to explore potential if he decides to close his Sunset Blvd. night club Aug. 31 as announced earlier. Several regional and network programs already use facilities for daytime broadcasts.

Programs already being considered include those of General Artists Ltd. Associated with firm since 1938, and currently in Beverly Hills, he returns to his London post during early August.

HARPER WOOLSEY, vice president and West Coast manager of General Artists Corp., has assigned him as personal manager of Spike Jones, band leader.

Radar Licenses

FCC ISSUED a warning last week that licenses are required for operation of "all apparatus, including radar, which is to be used for communication or transmission of signals or energy by radio." The warning, FCC explained, was prompted by the "current sale of surplus radar and other electronic devices capable of radio emissions."

The Commission said apparently "some firms, organizations, and individuals purchasing released wartime radio transmitting devices have a mistaken idea that they can operate them without further ado. It asked retailers to cooperate by tagging such equipment with a warning, obtainable from FCC, that unauthorized operation may lead to a $10,000 fine or two years imprisonment, both.

Louisville's Wave

LOUISVILLE'S WAVE

WVE ISSUED a warning last week that licenses are required for operation of "all apparatus, including radar, which is to be used for communication or transmission of signals or energy by radio." The warning, FCC explained, was prompted by the "current sale of surplus radar and other electronic devices capable of radio emissions."

The Commission said apparently "some firms, organizations, and individuals purchasing released wartime radio transmitting devices have a mistaken idea that they can operate them without further ado. It asked retailers to cooperate by tagging such equipment with a warning, obtainable from FCC, that unauthorized operation may lead to a $10,000 fine or two years imprisonment, both.

We're not trying to gesture the skids for Petroleum (Ky.). The people there are probably healthy, wealthy and wise. Well, healthy, anyway! But the point is — when you buy radio in Kentucky, you either pay for listeners in towns like Petroleum, or you don't. On WAVE, you don't. You pay only for the Louisville Trading Area, and you get more buying power than in all the Petroleums combined. Shall we "drum" up some business for you, in and around Louisville?

TEMPO RECORDS Co. of America, Honolulu, has announced use of heat-sealed cellophane wrappers for its records to feature quality of recordings and point up harm to records through dust. Wrappers are appropriately imprinted to advise public of value of their use.

HERB GORDON, program producer-manager of World Broadcasting System, switches over to Decca Records where he will work with DAVID CAPP, vice president, in charge of handling artists and repertoire in addition to continuing as program producer-manager with WBB.

ROUDPH FRIML, Jr., band leader and son of noted composer by that name, has been packaged as disc m.c. and is being offered to advertising agencies and prospective sponsors.

ROD HENDRICKS, formerly of NBC Hollywood recording department, is in New York to join Broadway production of "Oklahoma" in starring role of Curley.

ROBERT MORTON, assistant supervisor of transcription department in NBC Central Division, is the father of a girl, Susan Ann.
Western Electric FORCED AIR COOLED FM TRANSMITTING TRIODES

Their filaments are of thoriated tungsten—most efficient emitter for power tubes of these ratings. Their brazed and welded metallic joints, Kovar-to-glass seals, protected metallic vacuum "seal-off," and self-supporting filament structure all contribute to long, dependable service. Their terminal arrangements permit greatest flexibility of application. For full details, write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y., or...

They're TOPS FOR FM!

3 KW Type 5530
10 KW Type 5541

Phillip Baldwin, musical director of CKNW New Westminster, B. C., and formerly of Canadian Intelligence Corps, was among those presented with British Empire Medal at Dominion Day Investiture in Victoria, B. C.

Willson Daily returns to KYW Philadelphia, for the second year as summer relief announcer.

Ken Carpenter, Hollywood announcer, has been signed to narrate "Monkey Shines," film short being produced by Jerry Fairbanks for Paramount Pictures.

John Rustad, former staff announcer of NBC Chicago, and more recently freelancing, has joined KAHO Hollywood, in similar capacity. He succeeds Ted Bentley, assigned commentator onTree Weekly Thirsty Drug Co. "Sports Page of the Air."
Charlotte Granted New 1-kw Daytimer

Increase in Power Is Awarded To KMED Medford, Ore.

AUTHORIZATION for a new standard station on 1600 kc., 1-kw. day, at Charlotte, N. C., to Publix Broadcasting Service of Charlotte Inc., was reported early last week by FCC. Publix is headed by Francis M. Fitzgerald, general manager of WORD Spartanburg, S. C., half-owner. The Commission also announced reinstatement of the construction permit for WMIK Middleburg, Ky., 500 w. day on 660 kc.

Taken by the Commission just before the Fourth of July weekend, the actions also include consent to KMED Medford, Ore., for increase of power from 1 kw to 5 kw, daytime, on 1440 kc. FCC last week had announced a proposed decision which would approve the $250,000-plus sale of the station from Mrs. W. J. Virgin to Medford Radio Corp., competing bidder to Gibson Broadcasting, under the Avco-Everett-Rockefeller Plaza, New York. Alexander Leftwich Jr., former AP radio production program director, joins new firm in charge of directing, casting. Successors not yet named by AP, whose future transcription plans are unsettled.

HEFTY SWING is taken by Albert H. George, of KOTA City, S. D., program director, in a kittenball game at KOTA's recent staff picnic. Behind the bat is R. J. (Bob) Dean, KOTA president and general manager. Pictorial snapped by station's chief engineer, A. E. Griffiths.

Half-Inc. was

new addition to S. C. secretary-treasurer, 10%; Herbert S. Glenn, president and owner Glenn Construction Co., director, 14.75%; Frank K. Simms and Fred H. Hasty, attorneys, and each 2.5%. Apo- coly, Fx.—Tri-Borough Broadcasting Co., 910 kc., 1 kw. daytime. Co-partnership: Ceci F. Clifton, Methodist minister; Joe D. Yost, proprietor. Promoter: Mrs. W. J. Virgin. The WMIK

New WLCX at La Crosse Becomes ABC Affiliate

WLCX La Crosse, Wis., which began operations June 20 as a 250-w unlimited time station on 1490 kc., became affiliated with ABC on July 1. Station is owned and operated by Berman Radio Inc., of which Margaret B. MacLennen is president. Studios are in the State Bank Bldg., La Crosse.

Officers of the corporation, besides the president, include Hector C. Berg, vice president, and E. W. Berg, secretary-treasurer. E. W. Berg also is station manager.

Manager Berg announces that the staff includes Joe N. Snyder, program director and production manager, formerly with WDSU, WMQG and WKBH; Carlton Beaudette, chief announcer, formerly with WLV, WDGY and KROC, and Albert I. Rauscher, chief engineer, formerly with WSDM and KBZ.

Girard Associates

PAUL GIRARD, AP Radio Division executive producer, resigned last week to form transcription and producing firm, Girard Associates, 50 Rockefeller Plaza, New York. Alexander Leftwich Jr., former AP radio production program director, joins new firm in charge of directing, casting. Successors not yet named by AP, whose future transcription plans are unsettled.

Baltimore Cash Man

CASH PRIZES come right to the door of Baltimore listeners on The Kress Cruising Cash Man, new give-away show devised by the Al Buffington Co. of Baltimore.

Format calls for a participant on Ladies Day at WCBM to pick at random several coded numbers. These determine the exact address where the Cash Man will make his call next day in his '51 Cadillac. After this, the program is on the air and the audience has been told he will call, he proceeds to the pre-designated address. There he asks the housewife a fairly difficult question, and if she can answer it she is awarded five silver dollars plus a free week's supply of Kress Dairy Products. If she doesn't know the answer, she still receives a free week's supply, and a second lady in the block is approached.

As an additional merchandising tie-in, listeners are told to stop the Kress delivery men and they will receive a "Free List" which gives future questions and hints as to their answers.

You Can't Miss in Mississippi!

From way up there it may look hard to hit, but with all the 'ole Miss stations you can't miss Mississippi. Crude petroleum production in the State's 19 oil fields for 1946 was 28% higher than the previous year and is still increasing. A schedule of all these leading stations will land you right in the middle of the growing Billion Dollar Mississippi market.
O'Donnell

Network Accounts

New Business

BORDEN Co., Toronto (milk, ice cream), Sept. 30 starts to May 25, 1948. "Canadian Cavalcade" on 30 Trans-Canada network stations. Turns 8:30 p.m. Agency: Young & Rubicam, Toronto.

COLO-PA-LIM-O-LYE-PEE-T Co., Toronto (cigarettes), Oct. 8 starts to June 30, 1948. Dennis Day show on 31 Dominion network stations. Wed. 8-9 p.m. with repeat to Pacific coast 12:30-1 a.m. Agency: Spitzer & Mills Ltd., Toronto.


ROBERT SIMPSON Co. Ltd., Toronto (department store), Oct. 24 starts to April 10, 1948, Toronto Symphony Pops Concerts, on 35 Trans-Canada network stations. Fri. 8:30 p.m. with delay to Western Canada 11 p.m.-midnight Agency: Harry E. Foster Agencies, Toronto.

Renewal Accounts


RICHFIELD OIL Corp., Los Angeles, has renewed Richfield Reporter series. Sun.-Fri. 9-10 p.m. on 14 West Coast NBC National Stations. O'Donnell Adv., Los Angeles.

S. E. JOHNSON Co., Bradford, Ont. (four ways), Sept. 8 renewed to Dec. 1, "Q1: Shute's Specials" on 9 CBC Canadian network stations. Sun. 3:30-10 p.m. Agency: Dancier-Fitzgerald-Sample.

STERLING DRUG Inc., Windsor, Ont. (aspirin), July 13 renewed for 28 weeks "Album of Familiar Music" on 31 Trans-Canada network stations. Sun. 9:30-10 p.m. Agency: Dancier-Fitzgerald-Sample.

TED SHERREDAW, Long Island City, N. Y. (United Artists Film Gallery), July 23 to Nov. 15, 1948, "My Movie Life," 2 p.m.

October 28-31, 1948, "Movie Theater Magazine," 2 p.m.

WJLE, WJEM in Ohio

WJLE and WJEM (FM) two new Springfield, Ohio, stations which took the air June 29 were incorrectly reported in the June 30 issue as being in Springfield, Ill.

Lovelace is Manager, KIUL Garden City, Kan.

ED LOVELACE, formerly commercial manager, KIRG Odessa, Tex., has assumed his new duties as manager of KIUL Garden City, Kan. Mr. Lovelace began his radio career as a sales man for KPAC in his home town of Port Arthur, Tex. He then went to WHAP in Houston to do special promotion work and returned a short time later to Texas and his current position at KIRG.

Towers Stops in N. Y.

HARRY ALAN TOWERS, head of Towers of London Limited, an international transcription company, arrived in New York last week en route to Australia and New Zealand for consultations with heads of his branch offices.

While in New York he will confer with his U. S. representative, Oliver W. Nicoll.

J. S. BRADY, former associate sales manager of Calumet-La France Div. of General Foods Corp., Toronto, Ontario, has appointed assistant director of General Foods market research network, which he had been in charge of since 1945. Mr. Brady was vice president of the Rumford Research Laboratories, Inc., Toronto.

FRANK E. BELL, former vice president and general sales manager of Weco Baby Products, has appointed assistant manager of sales of Grove Laboratories, St. Louis.

TOM CATE, advertising manager of Western Air Lines, has resigned to start his own advertising agency in Los Angeles with E. D. McGlone, formerly advertising department head of United Air Lines.

KENNETH E. ALLEN, director of development of General Foods, will be Mr. Cat's former duties, with Western Air Lines continuing to handle Western Air Lines account.

SOUTHWEST FOOD PRODUCTS CO. of Springfield, Ill., has launched a new television and radio advertising campaign which is expected to reach every major city and town in the company's territory in the next year.

DOROTHY MILLER, Los Angeles, has been appointed director of the company's advertising department.

GOLDEN GATE FOODS Inc., San Francisco, announces the launching of a new advertising campaign which is expected to reach every major city and town in the company's territory in the next year.

DOROTHY MILLER, Los Angeles, has been appointed director of the company's advertising department.

LOUIS MILANI FOODS, Los Angeles (1890 French Dressing), late in June started a campaign in San Francisco using a total of approximately 450000 radio announcements weekly on KJST KSFQ KSFK and KBG. Similar campaigns are scheduled to start in Seattle in August, 1948.

ED HEARST, account executive of General Foods, San Francisco, who handles account, disclosed that radio plans are under consideration for the over 2000 radio stations.

JOSEPH L. GADSDEN, Los Angeles, has been appointed sales manager of the company, based in San Francisco.

SOUTHERN MILK DIV. of CARNATION Co., Los Angeles, has started a new advertising campaign using a total of approximately 450000 radio announcements weekly on KJST KSFQ KSFK and KBG. Similar campaigns are scheduled to start in Seattle in August, 1948.

JOSEPH L. GADSDEN, Los Angeles, has been appointed sales manager of the company, based in San Francisco.

ITALIAN SWISS COLONY, San Francisco, has launched a new advertising campaign using a total of approximately 450000 radio announcements weekly on KJST KSFQ KSFK and KBG. Similar campaigns are scheduled to start in Seattle in August, 1948.

JOSEPH L. GADSDEN, Los Angeles, has been appointed sales manager of the company, based in San Francisco.

SAFETY STORES, Oakland, Calif. (national grocery chain), June 30 started a campaign in San Francisco using a total of approximately 450000 radio announcements weekly on KJST KSFQ KSFK and KBG. Similar campaigns are scheduled to start in Seattle in August, 1948.

JOSEPH L. GADSDEN, Los Angeles, has been appointed sales manager of the company, based in San Francisco.

QUAKER CITY STORE CO., sponsor of "The American Dream" program over WPSN Philadelphia, has announced that their 15-minute broadcasts to American Veterans of World War II. The latter organization will then handle all advertising exclusively, the company has announced.

LEWIS FOOD Co., Los Angeles (fresh dog food), July 7 started a five-week quarter hour campaign 

from KMPC to KJH Hollywood. Contract is for 52 weeks. Agency is R. J. Kohn and Co., Los Angeles. Mr. R. J. Kohn, 35 Park Ave., New York 6, has announced his plans to handle advertising for the company's national advertising campaign.

HENRIQUES FOODS Inc., New York (discontinued advertising), has appointed Raymond E. Nelson, Inc., New York, to handle advertising for the company.

W. C. HANSON & CO., New York, has announced his plans to handle advertising for the company's national advertising campaign.

CARTER PRODUCTS Inc., New York, has appointed W. C. Hanson & Co., New York, to handle advertising for the company's national advertising campaign.

SOUTHERN SPRING BED CO., Atlanta, Ga. (beds, spring, mattresses), June 29 started a campaign in San Francisco using a total of approximately 450000 radio announcements weekly on KJST KSFQ KSFK and KBG. Similar campaigns are scheduled to start in Seattle in August, 1948.

JOSEPH L. GADSDEN, Los Angeles, has been appointed sales manager of the company, based in San Francisco.

MORNING MILK DIV. OF CARNATION Co., Salt Lake City (evaporated milk), July 14 starts a 14-week daily participation program with Salt Lake City and Salt Lake County (national cooperative advertising network), Aug. 3 starts a similar program with the Salt Lake City and Salt Lake County (national cooperative advertising network).

ROCKET & DICKIE Co., Los Angeles, has announced his plans to handle advertising for the company's national advertising campaign.

L. K. WARD, Los Angeles (electrical appliances), has appointed Harry A. Wardell Adv., Los Angeles, to handle advertising. Budget will be approximately $250000 annually.
Milestones

CAPITOL RECORDS Inc. transcription division, approaching its first anniversary next month, boasts more than 500 subscribers paying the way for talent valued at a half-million dollars. Starting from scratch, firm now has close to 5,000 selections available in way of music and 22 program series. Walter Davidson, Capitol transcription sales manager, says 70 tunes a month are being added to the music library.

July 10 was 17th birthday of WBS Columbia, S. C., an NBC affiliate. One staff member, Leo, a sales representative, has been with outlet since start... Station Manager Walter Haase of WDRC Hartford, Conn., observes his 23rd anniversary with first station this month... July 13 marked start of 14th year of WTOP Washington program, Labor News Review With Albert N. Dennis. Claiming this program now is transcribed for use by local stations across the country... Farm interview transcription series, Let's Go Visiting, sponsored on Midwest stations by Allied Mills, Fort Wayne Ind., poultry and livestock feed firm, celebrates its fifth anniversary this month.

WWL New Orleans program, Just Home Folks, July 7 began second year on that station under sponsorship of Blue Plate Foods. Program first began on WWL in 1932, later moving to WGST Atlanta and WBT Charlotte, and finally returning to the New Orleans station [BROADCASTING, Aug. 12, 1949]... First anniversary also was noted July 8 by The American Theatre Wing School for Returned Veterans of the Entertainment World. About 2,500 veterans connected with show business, including radio and television, have attended the school during the year.

KOAD Omaha, Omaha World-Herald FM station, celebrates its first anniversary this month. With 16-hour daily schedule, KOAD is programmed separately from AM affiliate KOWH, except for three-hour afternoon duplication... Another FM outlet beginning its second year is WIL-FM St. Louis. Station is offering listeners a free booklet, FM Means Far More Listening Pleasure for You... Public service program of KFYL Salt Lake City, Children's Friend of the Air, starts second year of broadcast in cooperation with the Primary Assn. of the Latter Day Saints Church... Others on first anniversary roster include KRGB Odessa, Tex., MBS affiliate, and The Alvin Epstein Adv. Agency, Washington.

C. L. (Chet) Thomas, general manager of KXOK St. Louis, has started his 20th year in radio... Bill Macdonald, farm service director of KFAB Omaha, has received a gold wrist watch from KFAB General Manager Harry Burke in appreciation of his 21 years in radio and farm service... Jack L. Cooper, veteran Negro announcer and m.c., has begun his 26th radio year with WBSC Chicago. He has been in show business for 46 years... Joe McCauley, who handles Dawn Patrol for WIP Philadelphia, has started its 11th year of broadcasting.

KTAR Phoenix, Ariz., fortuitous ago marked its silver anniversary with special outdoor show featuring several NBC personalities. Increased promotion boosted event... Telegrams of congratulations from Charles R. Denny, FCC chairman, and Justin Miller, NAB president, highlighted 20th anniversary festivities of WBOY Terre Haute, Ind. A 1½-hour program was given before audience of 1,800 persons. The mayor of Terre Haute declared June 13-22 as WBOY 20th Anniversary Week... CHWK Chilliwack, B. C., June 23 began its 21st year with new studios and transmitter. Messages from dignitaries and 10 other stations were aired.

City of Montgomery, Ala., on occasion of 5,000th consecutive airing June 26 of Teague’s Minute-Man and His Canaries by Teague Hardware Co., has presented the program and its sponsor a special citation. Show has been on the air for 15 years, since 1946 on WMGY and previously on WSFA, that city. E. C. Stewart, WMGY program director, is “Minute-Man” on the weekday morning series... Little Potts, Baltimore furniture and appliance retailer, has signed for seventh consecutive year of Sing ‘n Win on WFBF Baltimore. Ten-minute early afternoon show gives cash prizes for song identification... WLAQ Rome, Ga., has devoted a song every Tuesday in recognition of Rome News-Tribune, June 27 aired 1½-hour special broadcast honoring paper’s 105th anniversary. Radio tour of plant was included... Hicks Adv., New York, has begun its 70th year in advertising field.

NOW 5000 WATTS

IT DOESN’T TAKE MAGIC TO GET RESULTS
FROM THE MAGIC VALLEY

TWIN FALLS - IDAHO
WEED & CO., Representatives

PENSACOLA

Soon! 5000 WATTS!

Pensacola’s WCOA will soon be on 5000 Watts — the most powerful station in Northwest Florida! Your advertising message on WCOA will blanket a primary and secondary area with population of over 700,000 ... where the spendable income after paying taxes last year was $272.5 million!

WCOA will deliver the business to its advertisers. Get YOUR share by telling your story over Northwest Florida’s only NBC Station!
DON C. HOPELER, former staff eng.

J. CLINTON NORMAN has joined engineering staff of KTHT Hot Springs, Ark.

ANTONY WRIGHT, former manager of RCA Television Reception Engineering Section, has been appointed chief engineer of United States Television Mfg. Corp., New York. Mr. Wright was with engineering staff of RCA for 19 years and during the war had charge of RCA's airborne television product design for the Army Air Force.

FRANCIS DUBOSE has joined studio control staff of WIS Columbia, S. C.

LOUIS WALTERS has joined engineering staff of WADU Chicago.

DOUG MOON, engineer of CKY Winnepeg, is the father of a girl, Valerie Irene. CLAUDE SNIDER, equipment supervisor of CKY Brandon, Man., is leaving station due to bad health and is moving to British Columbia.

GORDON THOMPSON, engineer of CKY Winnipeg, and DOROTHY LOCHT, of commercial department of same, were married June 14.

TED DAVIS, ex-Navy and graduate of Canadian Vocational Training Radio Course, has joined CKW New York, as transmitter operator.

BOB FULLER, formerly with WHYN Holyoke, Mass., has joined WOE Washington, as technician.

BILL HUTTON, engineer at KFAB Omaha, is the father of a boy, born July 3.

Mr. Wright

PAUL H. PROKES, former engineer with United Broadcasting Co., Johns Hopkins Physics Lab, ABC, WGN and other Chicago stations, has joined engineering staff of WEPN Chicago.

CHARLES FLETCHER, formerly of WSYQ, has joined WOAAl San Antonio, as control engineer.

CROSEY BROADCASTING Corp., shortwave operators at Bethany, Ohio, have reported another case of long-range FM reception. While working a "ham" aboard ship 150 miles west of Havana in Gulf of Mexico, Croxley operators were told the amateur had just heard WLWA. Croxley's FM outlet in Cincinnati, sign on the named channel and identification.

To Televising Grid Games

WMAL-TV Washington, has completed arrangements to televise the complete schedule of home football games for the 1947 season for Georgetown U. and George Washington U., both of Washington. Announcement was made jointly by Kenneth H. Berkeley, WMAL and ABC, and general manager, Max Farrington, director of men's activities at George Washington U. and Rome Schengel, graduate manager of Georgetown U. Jim Gibbons and Ray Michael, WMAL sportscasters, will handle game descriptions.

SOUTHERN California Broadcasters Bowling League has been organized and is ready for early season, with membership consisting of 12 Los Angeles area stations.

WAZL Raises Funds To Erect New Plant

Community Project Is Expected To Ease Unemployment

COMMUNITY help — dominant force in the operation of WAZL Hazelton, Pa.—is responsible for a campaign which will solve a substantial part of the city's unemployment problem. Victor C. Diehm, WAZL manager led a drive to raise $500,000 to erect a plant which will be operated by Electric Auto-Lite Co.

When Diehm became concerned last year over the presence of 4,000 unemployed in the city, with many of them jobless war veterans. The future looked bad because anthracite mines have been closing, shifting employment to manufacturing.

When the Chamber of Commerce decided to do something about the problem, Vic Diehm, its president, swung into action. Looking around, he found Electric Auto-Lite was planning to expand. Largest independent in the electric field, the company wasn't interested but agreed to send a group of executives to the town. Instead, WAZL entered the scene. The station led a drive to raise $500,000, to be invested in a plant.

WAZL alerted the town by placing a announcement in every station break—how the campaign was progressing, what was needed, where committees were meeting, when mass meetings would be held, everything to keep the public informed and prodded into action. The $500,000 was raised, and on time. Auto-Lite will pay $50,000 a year rent for 10 years, the plant then becoming its property.

Mr. Diehm operates on the theory that a station and its manager should be community leaders. He has just been reelected C. of C. president, was Kiwanis president as well as past District Governor, was chairman of the Red Cross drive and YMCA campaign.

Mr. Diehm is looking forward to the coming fall, when the new plant will be in operation.

8.688%* OF THE TOTAL U.S. RETAIL SALES ARE IN THE WAAT AREA

*SURVEY OF BUYING POWER

HAVE YOU USED WAAT DELIVERS MORE LISTENERS PER DOLLAR IN NORTH JERSEY AND NEW YORK CITY THAN ANY OTHER STATION ...INCLUDING ALL 50,000 WATTERS.

FIRST IN AM FIRST IN COMMERCIAL FM (WAAT) SOON FIRST IN TELEVISION

NEW JERSEY'S 1ST STATION

New Jersey's 1st Station

Page 62 • July 14, 1947.
JULY 3 TO JULY 10

BROADCASTING

July 3 Decisions . . .

BY A BOARD

Conditional FM Grants

Authorized conditional Class B FM grants to three applicants; subject to further review and approval of engineering details. See story BROADCASTING, July 7.

Transfer of Control

WJKL Ashbury Park, N.J.—Granted transfer of control from J. Lyle Rin- month, deceased, to Mable Brazer Kin and Trust Co., executors and trustees, aucting out of the estate of J. Lyle Kington, owner of 99% of capital stock.

FM CPs Granted

Authorized CPs for nine Class B FM stations; cond. Also issued CPs to five Class A stations and one new CP for Class B. See story BROADCASTING, July 7.

Rules Amendment

Adopted amendment to Sec. 3, 306 of rules so that television Channel 9 is withdrawn from Detroit metropolitan area in table showing allocation of television channels to metropolitan districts in U.S., effective immediately. Action taken to honor Canadian reservation of Channel 9.

FM CPs Granted

Tri-Borough Bstg. Co., Apollo, Pa.—Granted CP new station 910 kw 1 kw D; cond.

AM—1350 kc

Poeone Record Inc., Stroudsburg, Pa.—Granted CP new station 1350 kc 1 kw D; cond.

AM—1260 kc

Tri-City Bstg. Co., Bel Air, Ohio.—Granted CP new station 1200 kw 1 kw D; cond.

AM—910 kc

The Daily News Bstg. Co., Bowling Green, Ky.—Granted CP new station 930 kc 1 kw D; cond.

AM—1350 kc

Cecil W. Roberts, Farmington, Mo.—Granted CP new station 1350 kc 1 kw D; cond.

AM—900 kc

Antigo Bstg. Co., Antigo, Wis.—Granted CP new station 900 kw 250 w D; cond.

AM—1340 kc

Gilbige Bstg. Co., Fredericksburg, Tex.—Granted CP new station 1240 kw 250 wD; cond.

AM—1230 kc

Benton County Bstg. Co., Kanawha, Wash.—Granted CP new station 1230 kc 250 w; cond.

Modification of CP

KXTR Rolla, Mo.—Granted mod. CP to change 1/2 watt to 1 watt and to change frequency from 1400 kc to 1400 kc, operating with 250 w. cond.

Petition Dismissed

KXEO Mexico, Mo.—Dismissed petition requesting reconsideration of Commission's action of April 10, granting application of Show-Me Bstg. Co. for new station on 1340 kc, since above action renders issues moot.

Assignment of License

WTAL and WTAL-FM Tallahassee, Fla.—Granted consent to voluntary assignment of license and CPs from Capital City Bstg. Corp. to John H. Phipps, CPs and director and sole stockholder of licensee.

WLAK Lakeland, Fla.—Granted consent to voluntary assignment of license of WNGC from The Norwich Bstg. Corp., partnership comprised of H. Ross Perkins and J. Eric Williams, to H. Ross Perkins, and WGST from The Central Bstg. Co., a partnership composed of same two individuals, to J. Eric Williams (i.e., dissolution of two partnerships to result in the one becoming sole owner and licensee of a station).

Assignment of Permit

KDSB Bstg. Co., Des Moines, Iowa.—Granted consent to assignment of permit of KDSB and conditional grant of permit for associate FM station from Queen City Bstg. Co. to Boise Valley Bstg. Inc., which will be controlled by assignee; cond.

Transfer of Control

WLOF Orlando, Fla.—Granted consent to voluntary transfer of control from George E. Gibbs to Walter C. Shepard and Wm. J. Sears for $30,000 for 50% interest.

Hearing Designated

WTOM Bloomington, Ind.—Designated for hearing application to change facilities from 1490 kc 100 w unl. to 1490 kc 250 w unl. and for extension of date fixed for entry of hearing order and completion of construction; ordered WDAN WKBW Would be parties to proceedings.

The Montana Network, Missoula, Mont.—Designated for hearing application for new station 1240 kc 250 w; cond.

Petition Granted

Adopted order granting joint petition of Baker Bstg. Co., Ogden Bstg. Inc., Ogden, Utah, requesting Commission to withdraw joint petition for reconsideration of Rule 8-22-44, and dismissed order in response thereto, dated 11-29-44, setting aside grant made without hearing on 8-1-44 of application of Central Utah Broadcasting Company for new station at Provo, Utah, 1490 kc 250 w unl., severing and application from consolidated proceeding with petitioners applications, removed from hearing docket and reinitiated grant of 8-1-44 to Central Utah Broadcasting Company.

Chicago, Ill.—Granted petition to move station from 1190 kc to 1210 kc, eliminating new station on its own motion re-

Assignment of License

KUIL Garden City, Kan.—Voluntary assignment of license to WAFTI Tele- gram Pub. Co.

Modification of CP

KJAY Topeka, Kan.—Mod. CP which authorized to change frequency from 1300 kc to 1305 kc, and to move station.

WFOR Hattiesburg, Miss.—Mod. CP as mod., which authorised installation of new vertical antenna, with FM ant. mounted on top, to make changes in ground system, and change trans. loc. for extension of completion date.

AM—1220 kc

Hub City Bstg. Co., Hattiesburg, Miss.—CP new standard station 1220 kc 250 w unl. Contiguous upon WKBK McComb, Miss., being granted change frequency.


AM—590 kc


FM—Unassigned

Hart D. Ferrari, Minnetonka, Minn. N. Y.—CP new FM station (Class A) on frequency to be assigned by FCC.

AM—900 kc

Northwest Bstg. Co., Fargo, N. D.—CP new standard station 900 kc 1 kw D.

Modification of CP

WTAM Cleveland, Ohio—CP, which authorised to install FM ant. on top of vertical ant., for extension of commencement and completion date.

July 3 Applications . . .

ACCEPTED FOR FILING

AM—1600 kc

Baker Bstg. Co., Crescenta, Calif.—CP new standard station 1600 kc 1 kw DA.

Modification of CP

WJDD Chicago—Mod. CP, which authorised increased power, install new trans. and DA-DA, for extension of completion date.

Assignment of License

KUUL Garden City, Kan.—Voluntary assignment of license to WAFTI Telegram Pub. Co.

Modification of CP

KJAY Topeka, Kan.—Mod. CP which authorised new standard station to increase power from 5 kw to 10 kw, to install new trans. and to change trans. loc.

WFOR Hattiesburg, Miss.—Mod. CP as mod., which authorised installation of new vertical ant., with FM ant. mounted on top, to make changes in ground system, and change trans. loc. for extension of completion date.

AM—1220 kc

Hub City Bstg. Co., Hattiesburg, Miss.—CP new standard station 1220 kc 250 w unl. Contiguous upon WKBK McComb, Miss., being granted change frequency.


AM—590 kc


FM—Unassigned

Hart D. Ferrari, Minnetonka, Minn. N. Y.—CP new FM station (Class A) on frequency to be assigned by FCC.

AM—900 kc

Northwest Bstg. Co., Fargo, N. D.—CP new standard station 900 kc 1 kw D.

Modification of CP

WTAM Cleveland, Ohio—CP, which authorised to install FM ant. on top of vertical ant., for extension of commencement and completion date.

(Continued on page 64)
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BROADCASTING • Telecasting

July 14, 1947 • Page 65
a revolutionary new studio camera

Produces sharp, realistic television pictures without hot lights

This is it! RCA's new studio camera which does for indoor productions what RCA's super-sensitive field camera equipment did for outside events! Television pictures produced with this camera are sharp and clear, contain half-tone shadings needed for natural appearing images, show detail in the highlights and shadows—all without the glare and heat formerly required in television studios.

Gone is the need for expensive, intense studio lighting. No need for oversized air-conditioning plants. You get brilliant, sharply defined pick-ups at light levels of from 100 to 200 foot candles...functions down to 25 foot candles.

This studio camera opens new fields of studio production. Is simple to use and requires no fussy shading adjustments. Offers higher resolution and lower noise level than the field-type, image-orthicon camera with somewhat less sensitivity which is not required in the studio. You see exactly what you are picking up on an electronic view finder at the back of the camera.

The turret-mounted lenses can be switched in a matter of seconds. Lens ranges from 35mm f/2.8 to 135mm f/3.8 cover all studio requirements. Depth of focus is such that refocusing is seldom required.

The "eye" of this camera is a new studio-type, image-orthicon tube. Circuits and components used with it are similar to those in RCA's field camera. Therefore, anyone familiar with the field camera can operate or service the studio camera without special training.

The only camera connection needed for operation is a flexible, lightweight cable less than an inch in diameter. Intercommunication facilities for the operator and built-in tally lights are provided to co-ordinate all programming directions.

Here, we believe, is a real aid to versatile, low-cost studio programming...brighter, clearer, steadier telecasting. An early order from you will help us meet your delivery requirements. Write Dept. 18-G-2.

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

In Canada: RCA VICTOR Company Limited, Montreal
INS'T it only natural when you find . . .
1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.

FCC Actions
(Continued from page 64)

Decisions Cont.:
hearing on July 28, Washington to; (1) determine whether petition of Achiebe Benz, Co. for leave to amend its application to show removal of Gene E. Cagle as Trustee, Director and Stockholder of applicant corporation and to retain application as amended in hearing; (2) to determine whether applicant corporations, or their respective officers, directors and stockholders, are legally, financially and otherwise qualified to construct and operate proposed stations, and (3) to determine on comparative basis which, if either, of applications in proceeding should be granted.

July 7 Applications . . .

ACCEPTED FOR FILING
AM—1490 kc
Forrest City Basting Co., Inc., Forrest City, Ark.; new standard station, 1490 kc 250 w un.

Modification of CP
KSCO Santa Cruz, Cal.—Mod. CP which authorized new standard station to increase power from 1 kw D to 500 kw in N, 1 kw E, change hours from D to un., and DA-N.
WMMW-FM Meriden, Conn.—Mod. CP as mod. which authorized new FM station for extension of commencement and completion dates.

License for CP
The Western Connecticut Basting Co., Stamford, Conn.—License to cover CP which authorized new remote pickup station WHER.

WNDB Daytona Beach, Fla.—License to cover CP which authorized new FM station. AMENDED to change ant. details.

Modification of CP
KFTI-FM Twin Falls, Id.—Mod. CP which authorized new FM station for extension of commencement and completion dates.

AM—1450 kc
Frank A. Gandia, Pied Fredora, P. R.—Mod. CP new standard station 1350 kc 250 w un.

License for CP
WOPF-FM Bristol, Tenn.—License to cover CP which authorized new FM station.

AM—930 kc
Dixie Basting Co., Jackson, Tenn.—CP new standard station 930 kc 1 kw D.

Modification of License
WHAT Philadelphia—Mod. CP license change hours operation from one-third to equal time sharing with WTWH.

AM—1310 kc
Charles River Basting Co., Watam, Mass.—New standard station 1310 kc 1 kw D.

Assignment of License
WNGO Mayfield, Ky.—Consent to assignment of license to West Kentucky Broadcasting.

July 8 Decisions . . .

BY THE COMMISSION
Proposed Rule Making
Notice given of proposed rule making in matter of amendment of Sec. 5.2(a) of Part 5 of Rules and Regulations Governing Experimental Radio Services. Interested parties must file on or before July 23.

(Continued on page 71)
"Shopping by Radio"

New Program Idea Creates New Audience

Last year, WDRC's Program Dept. gave you the "Market Baskets!", the successful morning show that's doing a real selling job for a full quota of advertisers. Now, "Shopping by Radio", another original program, already has captured the morning audience from 9 to 10 a.m. with an excellent rating in a few short months. "Shopping by Radio" will sell your product to Hartford shoppers. Ask for details.

Wm. F. Male, Commercial Mgr. REPRESENTED BY RAYMER

"IBC ing you... in INDIANAPOLIS"

"Sportsman's Corner" Comes On - and the Week-Enders Are Off!

Among the outdoor enthusiasts of Indians, the week-end officially begins Thursday evening at 7:45 (C.D.S.T.), when "Sportsman's Corner" comes on the air via WIBC. With Public Events Director Gordon Graham as guide and chief yarn-spinner, "Sportsman's Corner" provides a fast-and-fun-packed fifteen minutes of late information on where the bass are biting and what conservation clubs are doing in outdoor Indiana. There's a prize every week for the best true story about hunting or fishing... and always a word about some special spots for the family's week-end outing. "Sportsman's Corner" has a firm hold on the ears of Hoosier anglers, nimrods and other out-of-doors fans. So, if your product is designed for their use, contact your John Blair Man for complete details.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC 1070 KC
5000 WATTS
BASIC MUTUAL

The INDIANAPOLIS NEWS STATION

July 14, 1947 • Page 69
COMPLETE PRODUCTION FACILITIES: SPOT ANNOUNCEMENTS - SHOWS - BANDS - AIR CHECKS - LINE CHECKS

Everything you need for your radio work.
Chicago's Largest
Independent Studio
State 5635

Complete Production Facilities: Spot Announcements, Shows, Bands, Air Checks, Line Checks

20 N. Wacker Drive
Amb. 2162-CHICAGO 4-State 5635

MORE LISTENERS THAN ANY TWO PRIVATE COMMERCIAL STATIONS IN THE MILLION DOLLAR RETAIL MARKET OF EASTERN CANADA

B.B.M. 5000 WATTS 630 KC
Ask Joe Weed & Company 350 Madison Ave., N.Y.

CFCY
The Friendly Voice of the Maritimes
CHARLOTTETOWN

U.S. Day
TO CREATE interest of local citizens in the United Na- Free! Close to radio time. P.M., program aired on WRFB Rock Island, Ill. Sponsor, Kay Furniture Co., of Davenport, has set aside "Baby of the Month" a high chair, and provides a record album, and during her stay in hospital, enabling her to bear the popular song "Baby of the Month." The record of the song is played over local stations, and the song is also broadcast on local radio stations.

DOCUMENTARY dramatizations present facts about American cancer and efforts to fight cancer through education. Written and produced by the Cancer Council, show is aired on Wednesday, 5000 WATTS, 630 KC, is the new program for the day. The program is titled "This Is America," which started July 6 on WTMJ Milwaukee, aired Sun., 12:15 p.m., and is made possible through cooperation of National Hemophilia Foundation and the American Cancer Society.

Musical Narrations
MOOD PICTURES of life in America with narration blending into folk songs, is the new "This Is America," which started July 6 on WTMJ Milwaukee, aired Sun., 12:15 p.m., and is made possible through cooperation of National Hemophilia Foundation and the American Cancer Society.

Young Vocalists
FIRST BABY born each month in a city hospital is named "Baby of the Month," and his or her name is recorded on a Biggest Baby Calendar. The calendar, which is issued monthly, is a permanent feature on local radio stations.

Public Opinion Poll
CHICAGO public opinion radio poll is conducted every week on WBLM Chicago, to determine opinion of public on a current political issue. Station has assigned staff announcer, Paul Ruhle, to interview voters and record their opinions on a portable tape machine, and then play them back for listeners to hear.

Radio News Programs
Radio news programs have become increasingly popular in recent years, as they provide a source of news and information to listeners who may not have access to other forms of media. These programs often cover local news, as well as national and international events. They are broadcast on a variety of radio stations, and are typically recorded and played back at a later time, allowing listeners to hear the latest news and events from around the world.

Radio Interview Programs
Radio interview programs are another popular format, allowing guests to discuss a variety of topics with the host. These programs can be used to promote events, discuss current issues, or simply provide entertainment. They are often recorded in advance and played back on the station's schedule.

Radio Comedy Programs
Radio comedy programs are a popular format, providing listeners with a chance to hear funny skits, jokes, and other comedic pieces. These programs often feature popular comedians and are broadcast on a variety of radio stations.

Radio Drama Programs
Radio drama programs are another popular format, allowing listeners to hear stories and dramas in an audio format. These programs are often serialized and are played back over a period of time, allowing listeners to engage with the story and characters over multiple episodes.

Radio Music Programs
Radio music programs are also a popular format, allowing listeners to hear a variety of musical genres. These programs often feature popular artists and are broadcast on a variety of radio stations.

Radio Talk Shows
Radio talk shows are another popular format, allowing listeners to call in and discuss various topics with the host. These programs often feature experts and are broadcast on a variety of radio stations.
FCC Actions

(Continued from page 68)

July 8 Applications . . . ACCEPTED FOR FILING

Modification of CP

KYSC Yuma, Ariz.—CP which authorized new standard station to make changes in DA-90.
AM—1250 kc.
KOTV Pine Bluff, Ark.—CP to change frequency from 1490 to 1230 kc and make changes in trans. equipment. Contingent upon KOUH being assigned 1520 kc.
FM—Unassigned
San Gabriel Valley Broadcasting Co., Monrovia, Calif.—CP new FM station on frequency to be assigned by FCC. ERP 165 w and ant. height above average terrain 1532 ft.
License for CP

KEEN San Jose, Calif.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.
Assignment of License

WQQW Washington, D. C.—Voluntary assignment of license to Radio Station WQQW Inc.

FM—97.6 kc.
Mercantile Bstg. Co., Miami Beach, Fla.—CP new FM station (Class B) on Channel 4, ERP 3.4 kw and ant. height above average terrain 150 ft.

AM—1220 kc.
WMLT Dublin, Ga.—CP to install new vertical ant. and mount FM ant. on AM tower.

Modification of CP

WMAZ Macon, Ga.—CP which authorized increase in power and changes in trans. equipment to install new trans.
AM—1530 kc.
Lake County Bstg. Corp., Hammont, Ind.—CP new standard station 1520 kc, 5 kw D power.
FM—94.7 kc.
Southwest Bstg. Inc., Co., Creston, Iowa.—CP new FM station (Class B) on frequency to be assigned by FCC, ERP 75 kw, ant. height above average terrain 677 ft.

Modification of CP

WHIR Danville, Ill.—CP which authorized new standard station to specify new ant. trans., and for approval of ant. and trans. location.
FM—85.5 mc.
Key Bstg. Corp., Baltimore—CP new FM station (Class B) on Channel 238, 93.5 mc. ERP 20 kw and ant. height above average terrain 200 ft.

Modification of CP

WBMD Baltimore—CP which authorized new standard station for approval of ant. and trans. location and to specify studio location.

WTYO Detroit—CP which authorized new standard station to change frequencies from Channel 2 54-40 mc to Channel 5 78-62 mc.
WKOA Woonsocket, R.I.—CP which authorized new standard station for approval of trans. and studio location.

KIMO Independence, Mo.—CP which authorized new standard station to change type trans. and to make changes in vertical ant.

Assignment of License

KAVR Havre, Mont.—Voluntary assignment of license to KAVR Inc.

Modification of CP

WKOP Binghamton, N. Y.—CP, as mod., which authorized new standard station to change type trans.

FM—Unassigned
Cresley Bstg. Corp., N. Y.—CP new FM station (Class C) on Channel 5, ERP 10.5 kw and ant. height above average terrain 627 ft.

Modification of CP

WENA Raymon, F. R.—CP which authorized new standard station to change type trans. for approval of ant. and trans. location and to specify studio location.

WWV Chattanooga, Tenn.—CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify studio location.

WILY Ladywis, Wisc.—CP which authorized new standard station for approval of ant. and trans. and studio location.

APPLICATION RETURNED

FM—Unassigned
Howard Payne College, Brownwood, Tex.—CP new FM station (Class B) on 92.1 to 121.9 mc band, ERP 2800 kw RETURNED June 30, charter not properly certified.

TENDERED FOR FILING

AM—1340 kc.
Mohawk Bstg. Co., Mason City, Iowa.—CP new FM station (Class B) on 91.010 kc D.

Assignment of CP

WKOP Binghamton, N. Y.—Consent to be tendered to the Binghamton Bstg. Inc.
AM—830 kc.
WRRP Washington, N. C.—CP to change hours from D to unl. power from 3 kw-D to 1 kw-N 5 kw-D and install DA-N.

Modification of CP

W. Albert Lee, Houston, Tex.—Mod. CP to make changes in DA, only CP with power of 5 kw unl. and DA-N on 620 kc.

WCVB Bristol, Va.—CP increase power from 5 to 10 kw D and install new trans.

July 9 Decisions . . . BY THE SECRETARY

KOMA Oklahoma City—Granted license for increase in power to 50 kw ERP in new trans. and DA-N on 1590 kc.

KBEZ Houston, Tex.—Granted license for new station 1590 kc 1 kw DA unl. WKPE Blackstone, Va.—Granted license for new station 1490 kc 250 w.

WWON Woosocket, R. I.—Granted license to use old main trans. at present location of main trans. for aux purposes only with 250 w.

KCTV Children, Tex.—Granted license for new station 1510 kc 250 w and specify studio location.

KSEO Durant, Okla.—Granted license for new station 750 to 250 w.

WTON Nashville, N. H.—Granted new CP change type trans. and make changes in vertical ant. and specify studio location.

KASC Manhattan, Kan.—Granted new CP for extension of completion date to 9-21-47.

KFC Barstow, Calif.—Same to 9-19-47.

WWON Woosocket, R. I.—Granted license covering installation of new trans.

WCAN Atlanta, Ga.—Granted new CP for extension of completion date to 6-10-47.

KVOX Moorhead, Minn.—Granted new CP for extension of time to file and completion dates to 9-15-47 and 2-15-48, respectively.

WTSP St. Petersburg, Fla.—Granted new CP for extension of completion date to 12-14-47.

WKJ Lafayette, Ind.—Same to 8-1-47.

WMB Milwaukee, Wis.—Granted mod. CP to change type trans. for approval of ant. and trans. location and to specify studio location.

WBIR Knoxville, Tenn.—Granted mod. CP to change type trans. to make changes in vertical ant. and change name of applicant from Independent Bstg. Corp. to Independent Bstg. Co. WJDA Quincy, Mass.—Granted mod. CP for approval of ant. to change type trans. and for 750 to 250 w. locations.


WLAM Lewiston, Me.—Granted mod. CP to change type trans. to make change in ERP system of trans. and trans. location and to specify studio location.

WKBB-Billing, S. D.—Granted mod. CP to change type trans. for approval of ant. and trans. location and to specify studio location.

WKBB Blackstone, Vt.—Granted mod. CP for approval ant. and trans. location and to specify studio location.

WHJP Jacksonville, Fla.—Granted mod. CP for extension of completion date to 19-18-47.


WNBC-FM New Haven, Conn.—Same to 9-1-47.

KNFM-Omaha Neb.—Same to 11-6-47.

WJCT Louisville, Ky.—Same to 11-25-47.

KSFO-FM San Francisco—Same to 9-14-47.

KFXD-FM Nampa, Idaho—Same to 1-4-48.

WGPA-FM Bethlehem, Pa.—Same to 10-14-47.

KSEI-Pocomoke, Va.—Same to 10-14-47.

WHA-FM Madison, Wis.—Granted mod. CP for extension of time to 9-1-47 in which to complete construction of noncommercial educational station.

Scrappy-Howard Radio Inc. Mobile, Mobile, Ala.—Granted CPs and license for two new exp. television relay stations.

WROY-FM Roanoke, Va.—Granted mod. CP for new FM station to extend completion date to 1-20-48.

WJNCR-FM Mekelesport, Pa.—Same to 9-16-47.

WAIR-FM Winston-Salem, N. C.—Same to 8-21-47.

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

(Continued on page 72)
FCC Actions  
(Continued from page 71)

Decisions Cont.

WASHINGTON, D. C.—Same to 9-25-47.

WBOK-FM Buffalo, N. Y.—Same to 10-27-47.

KXIR-FM San Diego, Calif.—Same to 12-5-47.

KAFM Rochester, Minn.—Granted modified CP for extension of commencement and completion dates to 8-1-47 and 1-24-48.

KOMA-FM Oklahoma City—Same to 8-1-47.

WCBN Connersville, Ind.—Same to 8-9-25-47, respectively.

WBOF Cleveland—Granted CP for extension of commencement and completion dates to 11-29-47.

WFLA Tampa, Fla.—Granted CP to cover CP for new station 710 kc 250 w with and to specify studio location.

KFWX Beaumont, Tex.—Granted CP for new station 1380 kc 1 kw D.

WTOP Paris, Tenn.—Granted license for new station 710 kc 250 w D.

KVFS Santa Fe, N. M.—Granted CP to cover CP for extension of new trans., new vertical ant., move of trans. and studio location, and change frequency to 1220 kc, increase power to 1 kw.

WIKC Bellingham, Wash.—Granted CP to cover CP for new station 1500 kc 250 w unid.

WBYH Haverhill, Mass.—Granted CP to cover CP for new station 1480 kc 250 w unid. and to specify studio location.

WONJ Cedar Rapids, Iowa.—Granted license for new station 1450 kc 250 w unid.

KGBX Great Falls, Mont.—Granted license for new station 950 kc 250 w D.

KZME Roanoke, Va.—Granted CP for new station 1250 kc 1 kw D.


WBTX Richmond, Va.—Same to 12-15-47.

That very highly Hooper-rated Sales—Results Premeditated A B C Affiliated Station in Des Moines "THE STATION WITH THE PERSONALITIES" KRNT Des Moines A Cowles Station Member Mid States Group Represented by The KATZ AGENCY 

Gittering to Head CBS Fall Promotion Clinic

WILLIAM C. GITTERING, CBS vice president in charge of sales, will be in overall charge of the first CBS Promotion Managers Clinic scheduled to be held at the network's New York headquarters Sept. 8-10. This was announced last week by David Frederick, CBS director of advertising and sales promotion.

Co-chairmen of the clinic are Mr. Frederick and Thomas D. Connolly, CBS director of program promotion. The network's other department heads—research, sales, program, press information, etc.—will address the promotion managers. Time buyers and radio promotion and publicity directors of leading advertising agencies also will speak, according to CBS.

'School' Shows Rebroadcast

Nine of the best CBS "School of the Air" programs of last five years will be rebroadcast on Tuesday nights from 10:30 to 11 from Aug. 5 through Sep. 30. Series is intended as a "reinforcement" to acquaint adult listeners with the entertainment and educational value of such programs, CBS said.

D and change type trans. and trans. shield.

WKOK Framingham, Mass.—Granted license for new station 1190 kc 1 kw D.

WEVE Oklahoma City—Granted CP for new station 890 kc 1 kw D.

KDRL Del Rio, Texas—Granted license for new station 1230 kc 250 w unid.

KNTK Painesville, Ohio—Granted license for increase in power to 250 w and installation of new trans. and studio location.

Miami Beach, Fla.—Granted CP for extension of completion date to 11-16-47. 

KRIO McAllen, Tex.—Granted CP for extension of completion date to 7-9-47.

KTEF Lufkin, Tex.—Granted CP for change type trans.

KOMP Fort Angeles, Wash.—Granted license covering installation of new trans. and studio location.

KAKC Tulsa, Okla.—Granted CP for new station 1230 kc 250 w unid. on AM tower.

KWIT San Diego, Calif.—Granted CP for extension of completion date to 10-1-47.

WYAM Vancouver, Wash.—Same to 7-18-47.

WCAZ Carthage, III.—Same to 9-18-47.

WOCU Meridian, Miss.—Same to 7-19-47.

WHRB Louisville, Ky.—Same to 7-14-47.

KPSK Phoenix, Ariz.—Same to 9-23-47.

WEB Atlanta, Ga.—Same to 9-2-47.

KICD Spencer, Iowa—Granted CP to install new vertical ant. and mount FM on top of AM tower.

KPHB West Palm Beach, Fla.—Granted license to install new vertical ant. and mount FM tower.

KONG Seattle, Wash.—Granted license for new station 1340 kc 250 w.

KUO Santa Fe, N. M.—Granted CP to install new vertical ant. andmount FM tower.

KXIR-FM Rochester, Minn.—Granted modified CP for extension of commencement and completion dates to 8-1-47 and 1-24-48.

KOMA-FM Oklahoma City—Same to 8-1-47.

WCBN Connersville, Ind.—Same to 8-9-25-47, respectively.

WBOF Cleveland—Granted CP for extension of commencement and completion dates to 11-29-47.

WFLA Tampa, Fla.—Granted CP to cover CP for new station 710 kc 250 w with and to specify studio location.

KFWX Beaumont, Tex.—Granted CP for new station 1380 kc 1 kw D.

WTOP Paris, Tenn.—Granted license for new station 710 kc 250 w D.

KVFS Santa Fe, N. M.—Granted CP to cover CP for extension of new trans, new vertical ant., move of trans. and studio location, and change frequency to 1220 kc, increase power to 1 kw.

WIKC Bellingham, Wash.—Granted CP to cover CP for new station 1500 kc 250 w unid.

WBYH Haverhill, Mass.—Granted CP to cover CP for new station 1480 kc 250 w unid. and to specify studio location.

WONJ Cedar Rapids, Iowa.—Granted license for new station 1450 kc 250 w unid.

KGBX Great Falls, Mont.—Granted license for new station 950 kc 250 w D.

KZME Roanoke, Va.—Granted CP for new station 1250 kc 1 kw D.


WBTX Richmond, Va.—Same to 12-15-47.


WBH Durham, N. C.—Granted CP to change trans. location (geographic coordinates change) description remains Durham, N. C.

WEAR Pensacola, Fla.—Granted CP to cover CP for extension of new station 1460 kc 250 w unid. and for change of studio location.

WKNR Pittsburgh, Pa.—Granted CP to install new vertical ant. and mount FM on top of AM tower.

KEVR Seattle, Wash.—Granted modified license to change corporate name from Metropolitan Waves Inc. to King Hostt, Co.

WEXL Atlanta, Ga.—Granted CP to install new vertical ant. and mount FM on top of AM tower.

WJRE Lenoir, N. C.—Granted license for new station 1340 kc 250 w unid.

WCSF Palatka, Fla.—Granted license for new station 800 kc 250 w D. cond.

WAVAN Savannah, Ga.—Granted CP to invest new vertical ant. and mount FM on top of AM tower.

WHIM Providence, R. I.—Granted license for new station 1110 kc 1 kw D.

and to specify studio location.

WBTB Harriman, Tenn.—Granted CP to cover CP for new station 1350 kc 250 w unid.

WRLK Kankakee, Ill.—Granted modified CP for extension of time to 8-20-47 in connection with FM trans. and studio location.

KOMO-FM Seattle, Wash.—Same to 12-16-47.

WHRB Baton Rouge, La.—Granted modified CP for extension of completion date to 1-22-48.

WHBM-FM Ephraim, Tenn.—Granted modified CP for extension of completion commencement and completion dates to 5-18-47 and 11-18-47, respectively.

Emporia Stock Co., Inc., Portable, Area of Emporia, Kan.—Granted license for remote station KLPFM to be built at the standard station WSN.

WSBN Alliance, Ohio.—Granted CP for extension of completion date to 9-1-47.

WFRP Worthington, Ohio.—Same to 9-8-47.

WPJO Piqua, Ohio.—Granted modified CP for approval of ant. and trans. and studio location.

WQRF Worthington, Ohio.—Same to 8-9-47.

KWCX Des Moines, Iowa.—Same to 7-19-47.

for extension of completion date to 10-1-47.

KRYAN Vancouver, Wash.—Same to 8-15-47.

WCAZ Carthage, III.—Same to 9-18-47.

WOCU Meridian, Miss.—Same to 7-19-47.

WHRB Louisville, Ky.—Same to 7-14-47.

KPSK Phoenix, Ariz.—Same to 9-23-47.

WEB Atlanta, Ga.—Same to 9-2-47.

KICD Spencer, Iowa.—Granted CP to install new vertical ant. and mount FM on AM tower.

KNDZ Des Moines, Iowa.—Granted CP to install new vertical ant. and mount FM on top of AM tower.

KHDZ Des Moines, Iowa.—Granted CP to installation new vertical ant. and mount FM tower.

KJZC Des Moines, Iowa.—Granted CP to installation new vertical ant. and mount FM tower.

KJZC Des Moines, Iowa.—Granted CP to installation new vertical ant. and mount FM tower.

KJZC Des Moines, Iowa.—Granted CP to installation new vertical ant. and mount FM tower.
extension of completion date to 180 days after March 31; granted CP.

**KXOV** Los Angeles, Calif.—Granted CP to change type and location for approval of trans. and studio locations.

**WMBR** El Paso, Tex.—Granted CP for approval of station and studio location to specify studio location.

**KLON** Lake Charles, La.—Granted license for new station 150 kW 1 kW D. and to specify studio location.

**July 10 Decisions . . .**

**BY A BOARD**

**FM Grants**

**Authorized** two conditional FM grants for Class A and Class B stations, subject to further review and approval of engineering details. Also granted CPs three Class A outlets and nine Class B stations. Other CPs granted one Class A station on lieu of previous cond. See story this issue.

**AM—1100 kc**

Orangeburg, N. Y.—Granted CP new station 150 kW 1 kw D. and to subject to new condition, that Frank B. Best, Jr., dispose of his interest in WHNO—Orangeburg.

**AM—1150 kc**

News-Journal Co., Daytona Beach, Fla.—Granted CP new station 1150 kW 1 kW D. and to change type condition. (Commissioner Durr voting for hearing.)

Arecibo Bestg. Co., Arecibo, P. R.—Granted CP new station 150 kW 1 kW D. and to change type condition. (Commissioner Durr voting for hearing.)

WNN, Sun Valley Bestg. Co., San Juan, P. R.—Granted CP new station 150 kW 1 kW D. and to change type condition. (Commissioner Durr voting for hearing.)

**AM—1350 kc**

Nashville Broadcasting Co., Norwalk, Conn.—Granted CP new station 1500 kW 500 W. D. and to change type condition.

Kosciusko Bestg. Co., Kosciusko, Miss.—Granted CP new station 1350 kW 1 kW D. and to change type condition.


**AM—1250 kc**

Oroville Mercury Co., Oroville, Calif.—Granted CP new station 1350 kW 250 W. D. and to change type condition.

**AM—1200 kc**

The Wrigley Co., Denver, Colo.—Granted CP new station 1250 kW 250 W. D. and to change type condition.

**Hearing Designated**

**WBSU** New Castle, Pa.—Designated hearing for application for license to assign of new station to AM station WBSU and WDSU-FM from Stephens Bestg. Co. to United States Broadcasting Corp.

Assignment of License

**WHBL** Sheboygan, Wis.—Granted assignment of license of AM station

**FCC Box Score**

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,294 licensed, 521 construction permits, 659 applications pending (of which 412 are in hearing); FM—48 licensed, 831 initial authorizations, 636 CPs and rest conditional grants, 148 applications pending (59 in hearing); television—six licensed, 59 CPs, 10 applications pending (3 in hearing); non-commercial educational FM—six licensed, 33 CPs, 10 applications pending.

**WBLH** and conditional grant of WBLH-FM from Press Pub. Co. to WBLH Inc. ownership owned by same persons; no money involved.

**Transfer of Control**

WCOS Columbia, S. C.—Granted con- sent to transfer of control of WCOS from all owners of issued and outstanding stock of licensee to Radio Colum- bia for consideration of $50,000 cash. This CP, as modified, granted.

**AM—1470 kc**

Pauls Valley, Okla.—Granted CP new station 1470 kW 250 W. D.

**Hearing Designated**

Lewis Service Corp., Weston, W. Va.—Designated hearing for new station 1450 kW 250 W. uni. authorized to change type condition.


**AM—1940 kc**

Kaysville, Utah—Granted CP new station 1940 kW 1 kW D. to change type condition.

**Petition Denied**

WWNR Beckley, W. Va.—Adopted memorandum opinion and order denying petition of WWNR for reconsidera- tion of an action of Commission granting without hearing application of Daily Telegraph Co. to increase power of WHIL Bluefield, W. Va., 5 kw, trans. and main trans. and install NA-D.

**Modification Designated**

Radio Lakewood and United Garage and Service Corp., Lakewood, Ohio.—Designated hearing for applications for new station 1380 kW 250 W. uni. authorized to change type condition.

Thomas G. Harris, et al, Austin and William County Bestg. Co., Tex.—Designated for consolidated hearing for applications for new station 1250 kW 1 kW D. as Austin and Taylor, respectively.

**License Renewal**

**KRCJ** Seattle, Wash.—Granted re- newal of license for period ending May 1, 1950.

**WJAC** Johnstown, Pa.—Granted re- newal of license for period ending Aug. 1, 1950.

**License Extended**

WWJ Detroit, Mich.—Directed that license for operation of WWJ be exten- ded upon temporary basis to Aug. 1, 1947, pending receipt of renewal applica- tion.

**July 10 Applications . . .**

**ACCREDITATION FOR FILING**

**AM—1490 kc**

KXOA Sacramento, Calif.—Authority to determine operating power by direct measurement of ant. power.

**FM—Unassigned**

San Diego Bostg. Co., San Diego, Calif.—CP new FM station (Class B) on frequency to be assigned for use of ant. and trans. height above average terrain 300 ft.

**Modification of CP**

KXEN Joseph, S. D.—CP as modified, which authorized new standard station, to change station location.

**KXJQ** Grand Junction, Colo.—Modified CP which authorized new standard station, to change type trans. and for approval of ant. and trans. location.


**AM—1400 kc**

WATL Atlanta, Ga.—Authority to de- termine operating power by direct measurement of ant. power.

**FM—190.3 mc**

Edge & Koemperner, Jacksonville, Ill.—CP new FM station (Class B) on Channel 62, 100.3 mc E. and S. W. for use of ant. height above average terrain 218 ft.

**AM—1450 kc**

WASK Latrobe, Ind.—CP to install old main trans. for aux. purposes only with power of 250 kw.

**Modification of CP**

KAYS Hays, Kan.—CP which au- thorized new standard station for ap- proval of ant. and trans. location and to specify studio location.

**WPPR** Chicago, Ill.—CP which authorized increased in power, install DA-D and change trans. and main trans. and to specify studio locations for approval of DA and change type and studio location.

**WLHY** Louisville, Ky.—CP which authorized new standard station for approval of DA and change type and studio location.

**WQXO** Opelousas, La.—CP, which authorized new standard station to change type trans. and for approval of ant. and trans. location.

**WGUY** Bangor, Me.—Mod. CP, as modified, which authorized increased in power, install DA-D, change type and studio location, to change name of applicant from Portland Bostg. System Inc. to Guy Gannett Bostg. Services.

**Modification of License**

**WGAN** Portland, Me.—CP to change name of licensee from Portland Bostg. System Inc. to Guy Gannett Bostg. Services.

**License for CP**

**WHDH** Boston—License to cover CP which authorized installation of signal antennas.

**WSJJ** Jackson, Miss.—License to cover CP, as mod., which authorized change in frequency, increase power, install new trans., and to change type and studio location and authority to determine operating power by direct measurement of ant. power.

**WQXG** Jackson, Miss.—License to cover CP, as mod., which authorized new standard station and authority to de- termine operating power by direct mea- surement of ant. power.

**AM—1450 kc**

**KMBS** Billings, Mont.—Authority to determine operating power by direct measurement of ant. power.

**KXLO** E. of Lewiston, Mont.—License to cover CP, as mod., which authorized new standard station to specify studio location and authority to de- termine operating power by direct measure- ment of ant. power.

**WCPM** Ashbury Park, N. J.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

(Continued on page 75)
RESULTS COUNT—

- Lazarus Department Store selected the 'Sportsmen's Club'—another WILK studio-built production—to introduce new sports shop to the fishermen and hunters of Wyoming Valley—Pennsylvania's 3rd largest market.
- See Adam J. Young Jr., Inc., for information about the job that can be done for you by WILK Wilkes-Barre's ABC station.

INVEST YOUR AD DOLLAR WCKY

WCKY
50,000 WATTS OF SALES POWER

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Trends (Continued from page 18)
to between 50 and 75% of its bud-
get more than one-third of the panel (37%) knew about where be-
tween 75 and 99% of its radio money would be spent. 15% had completed plans for fall time pur-
chasing.

When asked:
"How does this compare with
this time a year ago?"

The agency man replied:

<table>
<thead>
<tr>
<th>% of all respondents</th>
<th>% of all respondents</th>
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<tbody>
<tr>
<td>More already planned</td>
<td>35%</td>
</tr>
<tr>
<td>Less already planned</td>
<td>21%</td>
</tr>
<tr>
<td>Same already planned</td>
<td>38%</td>
</tr>
<tr>
<td>No answers</td>
<td>6%</td>
</tr>
</tbody>
</table>

More than one-third (35%) of the panel reported that they had already planned more of their ra-
dio expenditures for the fall than were before at the same time last year. 21% reported that they were
behind last year's schedule, and 38% that they were about as far
ahead on expenditures planning this year as at the same time last
year.

The next question asked takes on additional significance. View of the fact that a majority of the
panel expect to spend more money on spot business this year than last
(question 1 above).

"As now set up, approximately
what portion of your fall spot ex-
penditures will be for programs and how much will be for an-
nouncements?"

Agency plans for dividing their
fall spot budgets between pro-
grams and announcements show
considerable range of variation. (See Table III). On the average,
they expect to spend about as much
spot money on programs as on an-
nouncements.

Few agencies plan to use

TABLE III

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<thead>
<tr>
<th>% for</th>
<th>% for</th>
<th>% of all respondents</th>
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<tbody>
<tr>
<td>100 % and 0 %</td>
<td>6%</td>
<td>6</td>
</tr>
<tr>
<td>90 - 99 and 1 - 10</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>80 - 89</td>
<td>11 - 20</td>
<td>7</td>
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<td>70 - 79</td>
<td>21 - 30</td>
<td>10</td>
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<td>60 - 69</td>
<td>31 - 40</td>
<td>4</td>
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<td>50 - 59</td>
<td>41 - 50</td>
<td>9</td>
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<td>40 - 49</td>
<td>51 - 60</td>
<td>8</td>
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<td>30 - 39</td>
<td>61 - 69</td>
<td>6</td>
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<td>20 - 29</td>
<td>70 - 79</td>
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<tr>
<td>10 - 19</td>
<td>80 - 89</td>
<td>19</td>
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<tr>
<td>1 - 9</td>
<td>91 - 99</td>
<td>3</td>
</tr>
<tr>
<td>0</td>
<td>100</td>
<td>1</td>
</tr>
<tr>
<td>No answer</td>
<td>15</td>
<td></td>
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</table>

Average 49 51 100 %

Summary

<table>
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<tr>
<th>% of all respondents</th>
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</thead>
<tbody>
<tr>
<td>100 %</td>
</tr>
<tr>
<td>6</td>
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<tr>
<td>25</td>
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<tr>
<td>30</td>
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<td>80</td>
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<tr>
<td>90</td>
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<tr>
<td>100</td>
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</tbody>
</table>

NARBA Changes

CHANGES and proposed changes of several stations in Mexico have been noted by FCC in accordance with the provisions of the North American Regional Broadcasting Agreement. The new assignments are:

1470 ke-KEJW Jalapa, Ver., 250 w unlimited.
1370 ke-KEBZ Montemorelos, N. L., assignment of call.
1360 ke-KEBA Culiacan, Sinal., 500 w unlimited. (Nullities assignment 500 w night, 1 kw day.
1450 ke-XEQG Culiacan, Sinal., 250 w unlimited.

BROADCASTING TRENDS

BASED ON A POLL BY AUDIENCE SURVEYS, INC.

FMA Pick

SELECTION of "FM Day" (Wed-
nesday, Oct. 29) during National
Radio Week Oct. 26-Nov. 1 was
made by the FMA Assn. instead of
by W. B. McGill, advertising di-
rector of Westinghouse stations
and chairman of the National
Radio Week Committee, as announced in
BROADCASTING July 7.

Quits CBS for Cowan

WILLIAM H. ENSIGN, for the past 18 years associated with CBS as an account executive working on program development and network sales, has been appointed to the network sales staff of Louis G. Cowan Inc., New York, transcription and radio program firm. Prior to his CBS affiliation Mr. Ensign was radio director with J. Walter Thompson, sales manager for the Blue Network, and commercial rep-
resentative for NBC.

say the opposite—22% will spend
over 75% in announcements and
under 25% in programs.

Some 16% expect to spend the
major part of the budgets (50-
75%) in programs, leaving 25-
50% for announcements; while a
few more (20%) will spend be-
tween half and three-quarters on
announcements, leaving between 25 and 50% for programs.

Fifteen percent of the panel
either were unable or refused to
answer the question:
(21% of the panel) will devote
three-quarters or more of their
money to programs (and only
25% or less to announcements) as

Iroquois Beverage Corp.

makers of Indian Head Beer and Ale, has continu-
ously sponsored THE IROQUOIS REVIEW at 7:15 p.m.
on WINR since October, 1946, just two months after
WINR went on the air.

When in Rome, Do as the Romans Do...

PUT YOUR MONEY ON THE

WINR

BROADCASTING • Telecasting

WINR

BINGHAMTON, N. Y.

HEADLEY-REED, National Representatives
Announcer Sees Stars

HUGH DOWNS, NBC Chicago staff announcer, wishes that his neighbors would either learn the difference between a telescope and an army bazooka, or mind their own "darn business." Astron- 
omy being his hobby, Hugh lugged some contraption into the yard, shortly after midnight and settled down to communing with the stars. A short time later he saw a star-

nlight with six silver gleaming on the blue uniform of a Chicago policeman. "Don't fire that bazooka," said the lawman. "It's going too far with this Fourth of July celebration business."

Finally after a lively discussion about bazookas, the holiday, terrors on the moon, and nosy neighbors who turned in the complaint, Hugh convinced the law it was a tele-

CIVIL SERVICE THANKS NAB, RADIO FOR HELP

APPROPRIATION of the assistance given by NAB and the radio in-

dustry in an emergency situation was expressed last week in a letter to Arthur Stringer, NAB director of special services, from J. B. Mitchell, president, U. S. Civil Service Commission. The letter 
said, in part: "During the week of June 17, after the usual recruiting methods had failed to produce enough eligi-

ble for security inspectors for the Atomic Energy Commission, we found it necessary to call on NAB."

"NAB, as it did throughout the war period, responded promptly and effectively, and in the three days following we received over 6,000 applications and at the end of the recruiting period more than enough applications were on hand to fill the vacancies."

"I want to express the deep appreciation of the U. S. Civil Service Commission for this cooperation which proved so valu-

able in solving one of our recruiting problems. Your association and meber stations throughout the war were an invaluable aid to the Federal government and once again, in peacetime, it has proven of marked value in securing personnel to help protect vital security areas."

WFRF Charlotte, N. C., has been selected by U. S. Army Recruiting Service Commission for all stations throughout western North Carolina as radio recruiting group. The program of public relations activity of personnel entering recruiting service.

A) on frequency to be assigned by FCC. DISMISSED July 7 per request of author.

APPLICATION RETURNED

-1450

Bessemer Bessemer, Bessemer, Ala., holds New station 1450 250 w unil. RETUR PED 250 watt complete. License Renewal

WP1W Fort Smith, Ark.-License re-

TENDED FOR FILING

WRBZ Oyster Bay, N. Y.-Mod. CP to change proposed location of studio and studio and studio and studio location. License Renewal

WMF Burlington, N. C.-CP change hours from D to unil. power from 1 kW D to 1 kW unil and install DA-N. Modification of CP

WRBZ Piers, P. R.-Mod. CP to change studio location.

-1340

Marletta Staatsburg, W. Va.-Prop new station 1340 350 w unil.

Hearings Before FCC . . .

JULY 14


To be held at Court Room I, Federal Bldg., Albany, N.Y. JULY 15

Further Hearing


WKMH Dearborn, Mich.-CP 1310 1 kW unil.

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Saucers

Continued from page 10

Louis recorded interviews on the spot with several persons who had just seen "six discs flying in formation." Special events crew, headed by Bruce Barrington, news editor, rushed to the section of the city from which reports had been phoned to the station. Recordings were put on a regular news program last Monday.

WGY Silver Spring, Md., broadcast a roundtable discussion Tuesday, 5 p.m., on "Is the Flying Disc Real?" Participants were: Dr. Jesse Sprowls, head of U. of Maryland psychology department; Swanee Taylor, aviation expert; and Hazen Kennedy, who has reportedly seen flying discs. WGY News Editor Don Bell was moderator.

Another discussion was featured on WREN Topka last Monday. Dr. R. S. Alexander, head of the department of physics at Washburn U., and Dr. Will Menninger, partners at one of the Menninger Clinics in Topeka, discussed scientific and psychological aspects of the "flying saucers."

Martin Wickett, program manager of KING Seattle, reports that KING was the first station to obtain an interview with Frank Ryan, the man who photographed the "flying discs."

The saucers have infected even the music business, says WSM Nashville Music Director Owen Bradley. Mr. Bradley has written a new tune, entitled "Flying Saucer Blues." It was introduced on last Saturday's Grand Ole Opry on NBC, with Red Foley doing vocal.

KOY had Phoenix in a dither when a stunt man dropped 550 silver plates over the city during noon rush hour Wednesday. They were inscribed: "Keep tuned to KOY on 550 kc for latest information on flying saucer story."

STORY OF LIBRARY

KVVO Folder Reviews Success

Justifiably proud of the avalanche of books and magazines contributed by listeners to a local children's home in response to a recent appeal, KVVO Tulsa has come out with a large, attractive, leather-covered folder illustrating the event.

On the front cover the recipient's name is printed in gold, lending a personal touch. Entitled "The Story of a Library," the folder begins by giving a detailed description of the program, "Assignment Oklahoma," on which the appeal originated. Then, with the aid of photographs, it goes on to describe the series of events culminating in the contribution of over 8,000 books and 4,000 magazines from 16 states.

FCC Authorizes 5 Unlimited, 4 Daytime Standard Outlets

NINE new standard stations were authorized last week by FCC, including five authorizations for unlimited time facilities and four covering daytime facilities. [See earlier grant page 40].

One of the new AM grantees, News-Journal Corp., Daytona Beach, Fla., voted its 1 kw day on 1560 kc, is permitted of WDBD-FM that city and publisher of daily News and Journal. Firm last fall had been denied local facilities in competitive proceeding with Daytona Beach Broadcasting Co. Comr. Clifford J. Durr voted for hearing in present action.

The other authorizations and respective ownership interests are:

Orangeburg, S. C., 910 kw, 1 kw day, daytime, Orangeburg Radio Co., a co-partnership; Frank B. Best, publisher and one-third owner Orangeburg Observer, and Frank B. Best Jr., owner WENO Orangeburg. Latter is to sell WENO interest.

Arecibo, P. R., 1420 kc, 1 kw unlimited, Arecibo Broadcasting Co. Principals: Arturo 8. Marques, sugar mill manager and owner of the Arecibo sugar and pineapple plantations, president and 45%; Luis H. Marques Munoz, counsel and manager of sugar companies, vice president, 45%; Vincenzo R. Boure, farmer-herdsman, secretary, 10%. Norwalk, Conn., 150 kw, 500 w, daytime, Norwalk Broadcasting Co. Co-owners: Bruce H. Sells, attorney; Lillian K. Johnpohl, wife of Benjamin Johnpohl, owner WLCF, 55%; N. V. Jr., and partner Ginsburg, Dreher & Johnpohl, Washington radio consulting firm; Melvin Dreher and Benjamin Ginsburg, partners of consulting firm.

Kosciusko, Miss., 1340 kc, 250 w, unlimited, Kosciusko Broadcasting Co. partnership; James A. Aredale, engineer WDBD-Columbus, Ala., and C. R. Bahkle, WDBD oteen and program man.


Bolivar, Mo., 550 kc, 1 kw, unlimited, Bolivar Broadcasting Co. Principals: Alton B. Aas, farmer-merchant, secretary, 10%; Jean W. Durr, partner WRENO, 50%; Mrs. I. B. T. Johnson, 20%; Mrs. S. P. Johnson, 10%; Mrs. J. R. Johnson, 5%. Issued to Bolivar Broadcasting Co.

Principals: Ralph H. Redmond, president; George J. Peterson, factory manager, director.

STUDENTS OF TEMPLE U.

TO USE WILF STUDIOS

WILF STUDIOS OF WFL Philadelphia will again become laboratories in the fall for Temple University students taking courses in the institution's new Department of Radio and Television [Broadcasting, Dec. 23, 1946].

Four radio studios and control rooms will provide students of the department with facilities for writing, producing, directing, controlling and broadcasting their own work, and the programs themselves will actually be broadcast by WFL. Work of the students will be directed by Professor Armand L. Hunter, chairman of the department.

As they acquire experience and develop in ability, students will become eligible for membership in the Radio Institute, an advanced and professional group which is to provide talent, technical and research assistance for WFL. These advanced students will work directly with the station and its staff on an advanced seminar and programming programs, and also with local civic, religious and charitable organizations in the preparation of all types of copy and programs for broadcast by the station.

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W GAR CLEVELAND'S new $350,000 transmitter plant in Broadview Heights, O. is shown above as it looks to the architect. Construction is of white painted brick, stone and glass block, with approximately 5,000 square feet of floor space. Building contains a new RCA 60 E transmitter, an auxiliary RCA 5-kw transmitter, and emergency diesel power supply. Provisions have also been made for an FM transmitter.

Writers to Debate AAA Plan in Fall

RWG Representatives to Meet Other Groups' Spokesmen

REPRESENTATIVES of the Radio Writers Guild will meet in the fall with delegates from other writers' groups to debate the merits of the American Authors Authority proposed by James M. Cain. This was announced last week by Oscar Hammerstein 2nd, president of the Authors League of America, of which RWG is an affiliate.

A committee comprising the RWG, the Dramatists Guild and the Authors Guild was appointed to study proposals for the AAA, originally presented under the aegis of the Screen Writers Guild. A statement last week from the Authors League said that while the AAA plan was not acceptable in toto by this group, parts of it would be adopted by the league.

According to a top official of the RWG, chief stumbling block in the way of acceptance of the AAA as a central leasing organization for writers' output was the AAA's insistence on retaining sole rights to all material produced by its members. Seven-year limit on all licenses also was questioned.

AAA has been accused by its opponents, most articulate of whom has been Novelist James T. Farrell, of seeking to establish dictatorial control over the nation's writers.

Upcoming

July 24: NAB Special Standards of Practice Committee, NAB Hqrs., Washington.
July 26: NAB Educational Standards Committee, NAB Hqrs., Washington.
Sept. 16-17: PMA Convention, Roosevelt Hotel, New York.

Dr. Huth Urges Students To Know Foreign Systems

KNOWLEDGE and understanding of foreign systems of broadcasting will instill within Americans a much greater appreciation of their own "free radio," Dr. Arno G. Huth, instructor and authority on international broadcasting, told students of the NBC-Northwestern summer radio institute this week.

Dr. Huth, who is currently conducting a course in international radio at the New School for Social Research in New York, stressed the need for a broadcaster who enters the international field to be ever cognizant of the "great power and influence of this mass medium." He told students that, with the establishment of the proposed United Nations world-wide radio network, a new and fascinating field would be open to them. Commenting on the State Dept. short wave broadcasts to foreign lands, during wartime, Dr. Huth expressed his belief that, while audiences were small, the programs were effective.

W FIL Starts Work On Video Studios

Ground Broken for Structure At Philadelphia Arena Site

GROUND was broken Wednesday for television studios of W FIL, TV Philadelphia. The building will be "the most modern in the country to be built especially for television," according to station officials.

Participating in the groundbreaking ceremonies were Walter H. Annenberg, publisher of the Inquirer, which owns the station; Joseph First, vice president of the newspaper; Roger W. Clipp, general manager of W FIL; Kenneth W. Stowman, W FIL's television director; Louis E. Littlejohn, chief engineer of the station, and John Furlow, architect, who designed the new building.

Site of structure is on the west side of Philadelphia Arena, 46th and Market Sts., which was recently purchased by Triangle Publications Inc., parent organization of the Inquirer and W FIL [BROADCASTING, June 16]. The Arena houses ice hockey, ice shows, fights, rodeos, and other sports and amusement events.

Ready by Late 1947

Mr. Stowman said construction will start immediately and that the building will be completed and in use before the end of the year.

Even before the structure is completed, the station plans to be on the air to meet its self-set fall operating deadline.

Building will be two stories high. On the first floor will be the television studio, a radio studio, control rooms, a projection room, an electronic shop and a property shop. The television studio will be two stories in height, but there will be sufficient room on the second floor to house a couple's viewing room, photographic dark room, motion picture processing shop, men's and women's dressing rooms and general offices.

First floor foyer will contain special observation windows opening on the radio and television studios, affording Arena patrons a view of programs in production in the studios.

WPDQ Jacksonville, Fla. Makes Frequency Change

WPDQ Jacksonville, Fla., listeners at 6 p.m. July 4 switched their dials as the station oficially changed its frequency from 1270 to 1600 kc.

The building which houses WPDQ's 5-kw RCA transmitter is a modern, fireproof one located seven miles west of Jacksonville on Normandy Blvd. Five 300-kw transmitter towers are used for its directional system and 40 miles of wire in the ground system.

Station estimates that new frequency will serve 196,012 more people and 36,459 additional radio homes in 11 new counties.

WHO is "Listened-to-Most" in 74 of Iowa's 99 Counties (during daytime )

Write for complete facts!

50,000 Watts Des Moines

FREE & PETERS, Inc.

Representatives

"VIC" DIEHM SAYS.

V We Were CONGRATULATED

. . . by top-notch advertising and sales promotion - men, production managers and agency representatives. Why? Because WAZI not only sells time, but we really promote the programs. We're in the heart of the Anthracite and Industrial region of Pennsylvania. We've got facts and figures to show you how your advertising dollar will result in sales gains for you.

WAZI Established 1932 - Hazleton, Pa.

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

AFFILIATED WITH NBC - MBS

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Dealer Promotion

SERIES OF NOVELTY promotion pieces are being distributed to retail dealers by KSTP Minneapolis-St. Paul, which is placing some of its sponsors advertising on that station, and offering suggestions of tie-in displays to be used by the merchants. Each folder urges the dealer to remind his customers to listen to the sponsored programs on KSTP. For Eastman Kodak Co.'s "Photo Tip" program, the station has prepared a folder headed "We're Shooting From a 340-foot Tripod to Make More Profits for You." Fly attachment emphasizes this banner with a cardboard structure of station's transmitter with a photographer perched on top. Sportscast sponsored by Phillips 66 Gasoline and Oil is divided into brochure containing mounted figures of baseball players. When the brochure is opened, Phillips' 86 player slides into home plate. Similar pieces have been prepared for Diamond Crystal Salt, Archer Quality Feeds and Bulova Watches, each containing a novelty attachment.

Jones

(Continued from page 14)

Effinger had once been sentenced for contempt of court on grounds of perjury in another affidavit he had made—an affidavit against a judge. Sen. Brewster offered to let him refresh his memory by looking at the record but he declined, saying he wouldn't remember it.

Effinger had trouble not only with his memory, but also with photographers' flash bulbs, his right arm, and his inability to locate a cuspidor near the witness chair.

Someone supplied a cuspidor. When flash bulbs exploded as photographers closed in on pictures, he snapped: "Oh Lord, get these things out of here." His defense thereafter was to shut his eyes tight whenever he saw a photographer approach.

At another point he suddenly stood up, stretching his right arm and complaining that it hurt. "Would you mind pulling it?" he asked Sen. Johnsen. The Senator complied. Mr. Effinger resumed his testimony.

Webb Testimony

Rep. Jones introduced a volume of law reports showing the Ohio Supreme Court had upheld his successful prosecution of Mr. Effinger for extradition to Michigan for trial on a charge of criminal syndicalism.

The second witness, Mr. Webb, said he administered the Black Legion oath to Mr. Effinger in 1934. Mr. Effinger, he said, was the only one he remembered out of "25 or 30" initiates in the group.

Mr. Webb said he himself was in the Black Legion from 1932 to 1940 but never saw Mr. Jones at a meeting except the night of the initiation. He said he knew of nothing in the Black Legion oath that would qualify a member for public office except perhaps "a point of possible discrimination.

Forgery Record

Sen. Capehart introduced a sworn statement by Mr. Webb admitting forgery of 18 payroll checks totaling $653 while employed as a bookkeeper for Lima Cord Sole & Heel Co. in 1941-42.

Mr. Webb said his affidavit linking Mr. Effinger to the Black Legion was typed by Mr. Emmons, executive secretary of the CIO Council in the Lima area, who had asked him for it. Sen. Capehart suggested that Mr. Emmons be called to testify later in the day.

Mr. Webb said that after he arrived in Washington he discussed the case "casually" with a man he considered to be Mr. Marks, Washington radio lawyer and counsel for Mr. Pearson and his associates in their Baltimore radio application, volunteered that it was he who had talked with the group.

Mr. Webb said the lawyer "just listened and explained what type of case this would be." He told the committee, in response to ques-

tions, that Mr. Marks did not suggest any testimony, and that they had contacted him at the suggestion of Jack Anderson, whom he knew only as a Washington newspaperman who had accompanied the group from Ohio to Washington.

He said he didn't know whether Mr. Marks was attorney for Mr. Pearson or whether Mr. Pearson had any connection with the commentator-columnist. Sen. Capehart proposed that Mr. Anderson—later identified as a Pearson employee—also be called for examination.

To Protect Union

The third witness, Mr. Barber, police chief of Beaver Dam, Ohio (population: 400 to 500), testified that he was still a Black Legion member in good standing and that he had voluntarily submitted his affidavit saying he gave the preliminary obligation of the Black Legion to Mr. Jones. He offered it, he indicated, to "protect" the labor union against what he called attacks by Rep. Jones.

Chief Barber said he saw nothing in the oath to condemn a man "if he lived up to the obligation." But he counters that all Mr. Marks urged him "failed to live up to the oath." He said the oath might contain some "restrictions" but that he didn't think it had anti-Jewish, anti-Catholic, or anti-Catholic implications. It does, he said, require members to believe in "God and the Constitution of the United States."

Mr. Barber said he did not oppose the Congressman for his pur-

BROADCASTING • Telecasting
Mr. Anderson testified that several Lima area residents told him they knew Rep. Jones was once a Black Legion member but said they declined to sign affidavits because they didn’t want to become “involved.”

**Hate Organization**

Lima CIO Executive Secretary Emmons testified that it was an “open secret” that Mr. Jones had been a member of the Legion. He said he himself “infiltrated” into the organization, found it to be a “hate organization” and renewed his fight against it. He said membership should certainly be a bar to public office holding. He told the group that he did not consider himself to have even a “vested” interest.

Both Messrs. Anderson and Emmons returned to the stand later at their own request. Mr. Emmons particularly was subjected to a cross-examination of questioning by committee members, led by Sen. Brewster. At one point the CIO executive asked: “Is this committee defending Mr. Jones or is this an open hearing?” Sen. Brewster, who had had difficulty in getting Mr. Emmons to answer questions directly, replied that the committee was “concerned with getting the facts” and didn’t invite Mr. Emmons merely “to get your opinion of the committee.”

Mr. Anderson on his second appearance said there was an “obvious difference” in the committee’s handling of pro-Jones and anti-Jones witnesses. Sen. Brewster told him that “every witness may have been affected in some respects by the character of the witnesses and their responses.”

Four witnesses from Lima and Sworn in as judge of the city Court of Waterbury, Conn., on July 1 was Mitchell G. Meyers (r), who has long been associated in radio with his brother, Attorney Milton H. Meyers (l), as owner and operator of WEIM Fitchburg, Mass., and WWC Waterbury. During the war Milton Meyers, who presided at the swearing in ceremony, was with the Office of Censorship.

vicinity and two from the Washington, D. C. area appeared in support of Mr. Jones, testifying that they had always known him to be fair and without discriminatory attitudes toward minority groups.

These witnesses included a Negro and members of the Protestant, Catholic, and Jewish faiths. They were: Bernard Bender, Lima jeweler; Rev. D. F. Helms of Lima, retired Methodist minister; Roland Moxley, Lima insurance man; Frank N. Lange of Piqua, Ohio; Rev. Charles O. Dutton of Takoma Park, Md., and Father John B. Tennelly of Washington, D. C.

Voters ‘Satisfied’

They testified that Mr. Jones was a known opponent of the Black Legion and the principles it represented, and those from Ohio pointed out that he had always polled strong votes among Jews, Catholics and Negroes. Sen. Hawkes reiterated that election to Congress five straight times should indicate that the voters are satisfied and put no faith in the charges raised against him. Mr. Birckhead, executive director of Friends of Democracy, which he described as a non-political, non-partisan investigative agency, opposed Mr. Jones on grounds that he and his views had received “exploitation” in the anti-democratic press. He said Mr. Jones’ platform was “consistent with theirs” and contended that a man of his “views” should not be on the FCC. Mr. Birckhead told questioners that, so far as he knew, Mr. Pearson did not request Friends of Democracy to appear at the hearing, but that he might do it. Sen. Brewster said Mr. Pearson had notified him that the organization wanted to be heard.

Rep. Jones, final witness, appeared briefly to reiterate his denial of any connection with the Black Legion and said he had “absolutely no tie-ins with any surreptitious organization.” He said he thought the committee had “prop- erly discounted” so-called hearsay evidence gathered in Mr. Pearson’s quest for material with which to “smear” him.

**Meeting at Wisconsin U.**

**On Public Service Shows**

TOP MEN of the radio industry, serving as leaders and consultants, will be on hand to take part in a 10-day Conference on Public Service Programs at University of Wisconsin, Madison, beginning July 28, sponsored by the U. of Wisconsin and WHA Madison.

Heading the list of speakers are Edgar Kobak, president of MBS, Clifford J. Durr, FCC Commissioner, and Edward R. Murrow, vice president and director of public affairs for CBS, Mitchell Grayson, director of One World or None for WMCA New York, will preside over three of the sessions, heading an institute project, “Radio Tackles a Public Problem.”

Other radio men who will participate include Robert Shaw, writer of Mr. District Attorney; Morris S. Melnik, New York radio consultant; Wm. B. Levenson, president of the Assn. for Education by Radio; Kenneth Bartlett, director of radio workshop, Syracuse U.; R. E. Lambert, educational broadcast supervisor for CBC, and Ben Park, producer of WBBM Chicago series, Report Uncensored.

**Video Academy Elects**

EDGAR BERGEN, star of NBC Charlie McCarthy Show, and head of his own Hollywood television production unit, was unanimously re-elected president of Hollywood Academy of Television Arts and Sciences at meeting July 8. Ray Monfort, Los Angeles Times chief of technical operations, was made first vice president and Earl Ebi, J. Walter Thompson Co. producer, second vice president. Other officers include Don McNamara, television director of Telefili Inc., treasurer; Gayle Gitterman, MGM assistant producer, corresponding secretary; Miriam Lane, independent radio producer, recording secretary, and Dr. Franklin Fodor, president of Audio Pictures Inc., secretary.

**FAVORITE VOICE OF QUAD-CITIES**

**WHBF**

- Largest market in Illinois and Iowa, outside of Chicago.
- Over 200,000 urban population.
- No outside station can compare with anynight-at-home SELLING POWER.
- WHBF shows the best BMB records of any Quad-City radio station. Ask for it.
- For more information, write Avery Knodel, Inc., New York, Chicago, Los Angeles, San Francisco. (Station Representatives)

BAHÁ'Í

The Coming of World Religion

3.

THE LIFE, THE MESSAGE and the Mortality of the Bab in 1850 have a meaning which can no longer be ignored by an age unable to extricate itself from the dark pit of violence into which it has plunged.

The Bab’s mission was the first World Event in history, the first expression of the Divine Will involving humanity as a whole.

His inner illumination made Him the intermediary between God and mankind in this unfizible modern world—the channel for the descent of the spiritual truths needed to inspire men with awareness of their interdependence and common destiny.

Through the Bab, God offered his love equally to every tribe, race and people. The sharing of that universal love opened the gate to the power of peace.

BAHÁ'Í LITERATURE FREE ON REQUEST

BAHÁ'Í PUBLIC RELATIONS

254 Sheridan Road Wilmette, Illinois

**Res吸引了**

**BETTER Station Relations with the**

**MOSBY PLAN**

AFFILIATES can accept any network-offered commercial and still guarantee local sponsors a regular time period. Networks can cut the number of "won't take" and "delayed ET broadcasts." Here's how: the 3rd quarter out of every hour belongs to the affiliate; the remainder to the network. Uniform local time with the Mosby Plan means better station relations...wider station audience...more sales.

**The ART MOSBY STATIONS**

**KGVO**

5 KW DAY • 1 KW NIGHT

**KANA • KFGM**

MISSOULA

**BROADCASTING • Telecasting**

EST CST MST PST

**KB**

**ANACONDA SUITE**

**5 KW DAY • 1 KW NIGHT**

**GREAT FALLS**

**MONTANA**

**DECEMBER 1, 1947**

**WHBF**

**5000 WATTS • 1720 CYCLES**

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CG's Issued by FCC For 2 FM Stations
Three Class A, Nine Class B Also Issued Last Week

CONDITIONAL grants for two new FM stations were awarded last week by FCC. Assignment of Class A facilities on Channel 296, 107.1 mc, was made to Shroyer Radio Corp., Shamokin, Pa., and of Class B facilities to Idaho Falls, Idaho Corp., licensee of KID Idaho Falls. At the same time construction permits were issued for three Class A and nine Class B outlets. Additional CPs were granted to previously assigned facilities to one Class A and five Class B stations.

Shroyer Radio Corp. is composed of John U. Shroyer, secretary-treasurer and 50% owner, and his four sons: Lawton W., president; Harlan A., vice president; John E. and George W. Shroyer, directors. Each of the sons holds 12.5% interest and all are associated with their father in various businesses including the John U. Shroyer Dress Mfg. Co. and the Shamokin Dress Co.

The Commission announced the following allocation plan changes: Greenville, S. C., add Channel 235 and delete 236; Harrisburg, Ill., add Channel 225 and delete 236; and Carbondale, Ill., add Channel 264 and delete 225.

Frequency assignments reported by FCC included:

- WMCN-FM Hamilton, Ohio—Channel 278, 103.5 mc.
- WCYC-FM Canal Fulton, Ohio—Channel 289, 105.5 mc.
- WJST-FM Greenville, S. C.—Channel 235, 94.9 mc. Operation pending. The following two stations are under construction, and clearance of image frequency interference in present aeronautical navigational aid receivers. WCIL-FM Cardington, Ill.—Channel 286, 100.7 mc.
- WPVI-FM Philadelphia, Pa.—Channel 262, 100.9 mc.
- KFWF-FM St. Louis, Mo.—Channel 273, 100.7 mc.
- KDKA-FM Pittsburgh, Pa.—Channel 252, 100.7 mc.
- KXCV-FM Chubbuck, Idaho—Channel 202, 100.7 mc.
- WSNF-FM Waynesboro, Va.—Channel 278, 100.9 mc.
- WJR-FM Detroit, Mich.—Channel 280, 100.9 mc.
- WEAP-FM Seekonk, Mass.—Channel 254, 100.9 mc.
- WYMC-FM Charleston, W. Va.—Channel 280, 100.9 mc.
- WCMF-FM Jefferson City, Mo.—Channel 278, 100.9 mc.

Radio's critics are severely chas-\textit{tised} by the Post in a recent editorial titled "Spanking for Radio.

"We feel sorry for the men who are running radio," says the paper. "It must be hard enough to run a complicated business in the first place and to make both ends meet, without listening to the gripes of highbrow critics who have completely re-\textit{formed}. They would give the listening public not what it wants to hear but what the critics think is good for them. The first task is to get an audience that will listen. Without this how can you stimulate, elevate and broaden the public taste?"

Refuting the criticism that agencies are withholding new talent from the market, the article says the real trouble is that there is not enough of the kind of talent the public likes. It goes on to point out that you can't force educational programs down the people's throats since there is no law in this coun-

try forcing anyone to listen to any-
thing.

The editorial then defends daily-
serials from attack, saying, "If anybody can suggest something which will hold the audience better than the 'soap operas,' that thing—whatever it is—will be welcome as the flowers of spring."

Finally, in answer to Mr. White's suggestion that programs be juggled so that more educational programs can be placed in the choice listening periods, the editorial says, "This is a pretty good example of the kind of doctrine preached to business by critics who don't know much about the business in question."

Grasshopper at 38

THE MAN with the puffed-out chest around WGWC Selma, Ala., these days is Bill Rowland Sr., commercial manager of the station, who in the birth of Jon Lamar Row-
land last month made Bill one of the youngest grandparents in the nation at 38. In fact, he's been jumping the gun all fact, and delete 12.6 mc.

CANADA STATION EARNINGS For 1946 Are Publicized

FOR THE first time Canadian broadcasting station earnings have been publicized in a group report for 1946 tabulated by the Radio Branch, Dept. of Transport, Ottawa. Report was prepared for the Parliamentary Radio Committee and tabled by that body. Dept. of Transport report showed that in 1946 nine stations whose fees were based on a population or audience density of over 500,000 people had paid $12,900 in annual fees. They had made a surplus of $557,303 on operating expenses of $1,938,994 and a capital investment of $3,683,654.

Twenty stations with an audience density of between 100,000 and 500,000 people had paid aggregate fees of $15,900; their total surplus had been $590,004 on operating expenses of $2,449,705 and a capital investment of $1,962,621.

Stations with an audience density of between 50,000 and 100,000 numbered 27. Their fees totalled $8,900 per year. Their 1946 surplus aggregated $414,413 on operating expenses of $2,157,655 and an invest-
mament of $2,458,454. Seventeen sta-
tions had an audience density of be-
 tween 25,000 and 50,000.—Fees from these totalled $3,200 and surplus was $164,925 on operating expenses of $783,515 and a capital investment of $924,762.

Stations in areas with a density of under 25,000 numbered 12, pay-
ing $560 in fees. They had a sur-
plus of $29,251 on operating expenses of $292,102 and a capital output of $276,731.

P. O. Box 672
Odessa, Texas
July 14, 1947

Dear Timebuyer:

KECK is another of those Outstanding Independent MUSIC and NEWS Stations currently making suckers out of network stations!!!

Smart time buyers are finding that MUSIC and NEWS gives the public what they want, relief from network drudgery.

All this tied to a kilowatt on the "920" spot makes KECK the station "most" people listen to "most" in West Texas.

For rates and availabilities talk to The Howard H. Wilson Company or wire us today!!!

Yours truly
KECK

KFMB

sells
SAN
DIEGO

KFMB is San Diego's exclusive ABC station. Follows of ABC top flight shows depend on KFMB for primary reception. They listen. We sell. You profit.

* Now operating KFMB-FM

BASIC AMERICAN NETWORK (Pacific Coast)

SAN DIEGO, CALIF.

Coned, Managed by JACK GROSS
Represented by BRANHAM CO.

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RMA Says Surplus Problem Is Licked
Agency Plan Proves Satisfactory in Clearing Warehouses

THERE is no longer a war surplus problem in the electronics field, Radio Manufacturers Assn. announced last week.

This two-year headache, in which various types of sales systems were tried by War Assets Administration, kept manufacturers and Congressmen agitated from time to time as manufacturers and legislators worried over the war thousands of millions of dollars worth of equipment was peddled.

Vast stocks of assorted gadgets, most of them designed for special military uses, became available after the war, leading to whispered stories that scarce broadcast transmitters filled acres of warehouse space.

One or two high-power transmitters were uncovered by WAA and duly sold, but the bulk of equipment suitable for commercial use consisted of tubes and parts in questionable condition. In most cases, WAA was unable to compile a satisfactory inventory of what it had and its condition. Most sales were made by manufacturers themselves, acting as agents for WAA and receiving a set fee of handling.

RMA President Max F. Balcom, Sylvania Electric Products, said the agent plan had returned to the Government “a substantial portion of its inventory that was not usable in commercial markets and should either be salvaged or totally scrapped by the Government.”

In a review of the past fiscal year, RMA emphasized that the radio industry had returned to full production and prewar competitive practices and that production of radio sets exceeded the rate in 1946 when 16,000,000 receivers were turned out.

Block Show Sellout
SOLD OUT after six weeks is verdict of KFWB Hollywood for the 48 15-minute segments of Martin Block Presents, aired six days weekly. After two weeks, station had sold 23 quarter hours [Broadcasting, June 16].

Newest advertisers in Block's Magazines Inc., New York (Look magazine), using six-weekly, and the following three-weekers—Procter and Gamble, Cincinnati (Dash); CBS, New York; General Electric Co., Toledo (One Trub Beer contains); Pioneer Town, Los Angeles (real estate development).

A POWERFUL marine coastal radiotele-
graph station has been leased to the Government by the American Cable and Radio Corp., New York, parent company of Mackay, Telenav, Tenna's Transatlantic Television, and the American Radio and Telegraph Co., according to an announcement by the company.

New York station WJDX, one of the early radio stations, is set May 23 for regular 24 hours operation. The project is backed by a $2 million fund for the United States Navy, the main sponsor's Confederate States of America.

Atomic Broadcasts

THE MAJOR networks have done a phenomenal job of telling a phenomenal story—

Radio in commercial items had consisted of tubes and parts in questionable condition. In most cases, WAA was unable to compile a satisfactory inventory of what it had and its condition. Most sales were made by manufacturers themselves, acting as agents for WAA and receiving a set fee of handling.

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Block Show Sellout
SOLD OUT after six weeks is verdict of KFWB Hollywood for the 48 15-minute segments of Martin Block Presents, aired six days weekly. After two weeks, station had sold 23 quarter hours [Broadcasting, June 16].

Newest advertisers in Block's Magazines Inc., New York (Look magazine), using six-weekly, and the following three-weekers—Procter and Gamble, Cincinnati (Dash); CBS, New York; General Electric Co., Toledo (One Trub Beer contains); Pioneer Town, Los Angeles (real estate development).

A POWERFUL marine coastal radiotele-
graph station has been leased to the Government by the American Cable and Radio Corp., New York, parent company of Mackay, Telenav, Tenna's Transatlantic Television, and the American Radio and Telegraph Co., according to an announcement by the company.

New York station WJDX, one of the early radio stations, is set May 23 for regular 24 hours operation. The project is backed by a $2 million fund for the United States Navy, the main sponsor's Confederate States of America.
Help Wanted

Engineer—Opportunity for young GI, single, with engineering degree or equivalent and first class license, now EMIC-owned station near Concordia, Kansas. Write Rt. 17, C. E. Moer, Chief Engineer, EMIC, Kansas City, Missouri. Wanted: A good all-round announcer for 5 kw CBS AM station in non-union. Give experience, education, availability and interest. Box 787, BROADCASTING.

Situations Wanted

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blank box number. One inch ads, octoplastic, $12.00 per insertion, non-commission. Write Box 727, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Two first class engineer-an- nouncers. Will pay $50.00 weekly. Box 888, BROADCASTING.

Southern station metropolitan market has opening August 1st for experienced, recently returned from war, State broadcasting. Enclose photograph first letter. Excel- lent salary, first class position. KRIO, McAllen, Texas. 10000 waves needs shift announcer immediately. Apply by letter. Box 902, BROADCASTING.

Wanted: Sales engineer with FM en- gineering experience to sell FM trans- mitting equipment in southwestern United States. Box 903, BROADCASTING.

Wanted: Experienced announcer capable of handling morning drive and play-by-play spots. Forty dollars a week. Box 904, BROADCASTING.

Wanted: Sales engineer with FM en- gineering experience to sell FM trans- mitting equipment in southwestern United States. Box 903, BROADCASTING.

Sports announcer. North Carolina sta- tion wants play-by-play man with al- most unlimited location in state. Basketball and baseball. Will be ex- ercised during one week of special events. Box 906, BROADCASTING.


Wanted: Experienced announcer for right man. Box 902, BROADCASTING.

Wanted: Sales engineer with FM en- gineering experience to sell FM trans- mitting equipment in southwestern United States. Box 903, BROADCASTING.

Sports announcer. North Carolina sta- tion wants play-by-play man with al- most unlimited location in state. Basketball and baseball. Will be ex- ercised during one week of special events. Box 906, BROADCASTING.


Wanted: Experienced announcer for right man. Box 902, BROADCASTING.


Wanted: Sales engineer with FM en- gineering experience to sell FM trans- mitting equipment in southwestern United States. Box 903, BROADCASTING.

Situations Wanted

Available late July or early August—29 year old, has 12 years experience in phases broadcasting. Can build your show from scratch. Will be the right kind of man for any job in it from chief engineer to chief announcer. Will program and program your station. Box 889, BROADCASTING.

Chief engineer—Must be experienced, conscientious and capable of assum- ing and directing responsibilities of local net affiliate. Immediate opening. Box 884, BROADCASTING.

Wanted: Two first class engineer-an- nouncers. Will pay $50.00 weekly. Box 888, BROADCASTING.

Southern station metropolitan market has opening August 1st for experienced, recently returned from war, State broadcasting. Enclose photograph first letter. Excel- lent salary, first class position. KRIO, McAllen, Texas. 10000 waves needs shift announcer immediately. Apply by letter. Box 902, BROADCASTING.

Wanted: Sales engineer with FM en- gineering experience to sell FM trans- mitting equipment in southwestern United States. Box 903, BROADCASTING.

Wanted: Experience, over 20 years experience in sales. Will handle your station. All types salesmen with proven ability con- tact. Write to Jimmie Trippe, Box 82, Rome, Georgia.

Wanted: Combination manager-sal- ary director, 2 announcers, North Carolina station, good communi- cation. On call week nights and weekends. Salary details including box 926, BROADCASTING.

WANTED:

Commercial—Continuity director for copy department of 5 kw CBS affiliate, Midwest city over 100,000 population. Experience with a company for qualified man. Prefer applicants from midwest for immediate positions. Box 877, BROADCASTING.

ENGINEER AVAILABLE

First class for 13 years, experienced in FM, CB 10 kw, chief engineer to 5 kw; 30 years management experience, presently employed outside the state. Address: F. O. Box 160, Chula Vista, Alaska.
Situations Wanted (Cont'd)

Industrious newcomer now employed and with six months experience in similar work. Desires position in any type of announcer, controller; or other similar capacity or in administrative work with good opportunity for advancement. Junior or business college and radio technical school experience preferred. Five years experience in advertising, sales, and promotion work. Excellent health and appearance. Age, 26. Married. Expressed willingness to furnish references and letters and photo available. Box 989, BROADCASTING.


Announcer (Cont'd)

First class radio-telephone operator desires position. Age 24. Single. One high school graduate and 1 year college. 18 months training in Big Band Radio and Radar School; 2½ years experience as disc jockey in Naval Radar. In plant and 6 months experience with commercial broadcasting station. Some experience in announcing. Age 24. Married. Expressed willingness to furnish references and letters and photo available. Box 900, BROADCASTING.

Experienced announcer—Vet- eran announcer, good voice, recent affiliation, outgoing present position fast can add value. Shows, news, sales copy, and good clear delivery and adapt manner and all type shows. Highest reference. Disc and request upon request. Now in New England. Box 901, BROADCASTING.

Veteran holding first class radio-telephone phone license desires position with change of environment. Box 908, BROADCASTING.

Chief engineer. Ten years experience all technical phases of broadcasting, including field measurements and direc- tion of network installation and short notice. Box 907, BROADCASTING.

Skilful announcer—Vet- eran announcer—radio-telephone—— operator desires position. Good background. Available immediately. Box 908, BROADCASTING.

Guaranteed not a plugger! Just a real class act. Versatile, ambitious, steady an- nouncer. Can adapt voice to any three jobs with a future and only one salary. Will send disc or copy. John Laiberte, 12 East Avenue, Millinocket, Conn. Tel. 265-W4.

Gay writer seeks connection. No joke. Will be out of New York City. Box 909, BROADCASTING.

1st class phone, single, 23. Prefer em- ployment in college town for part time college student work. 6 months experience in present employer. Dale W. Hunt, Radio Station WFMU, Montclair, N. J.

Announcer—Also managing, selling and writing experience. Made for order for small station. Excellent all around. Box 910, BROADCASTING.

Engineer — veteran of broadcast- ing with many years experience in the business. Club man, experienced in all technical phases of broadcast- ing. Excellentreferences. Box 911, BROADCASTING.

Commercial manager: Young, aggressive, pro- ven sales record. No armchair executive. Effective plus experience in promotion and research. Box 912, BROADCASTING.

Special events sports director—network follower—will travel. Box 913, BROADCASTING.

Situations Wanted (Cont'd)

Newspaper, writer-producer with New York network seeks assignment with security. Box 913, BROADCASTING.

BROADCASTING • Telecasting

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Situations Wanted (Cont'd)

Announcer, vet. Graduate of oldest broadcasting school in country. Taught by the best, with the best opportunity for advancement. Will try anything. Phone, disc, or script. Will be available. Box 914, BROADCASTING.


Announcer, veteran, single, 22. Two years college plus training; broadcast- ing school. Armed Forces experience excellent. Request disc, script. Myron Bars, 6972 Sheridan Road, Chicago. Box 915, BROADCASTING.

Announcer, dependable, veteran, single. Familiar with all phases of broadcast- ing. Will work at any price. Photo upon request. Box 915, BROADCASTING.

Announcer, veteran, 21. Married, in- experience. Will work any- where. Phone, disc, or script. Box 916, BROADCASTING.

Announcer, veteran, 22, single. Trained all phases NY's leading station. Adept, disc, script, script, script. Box 925, BROADCASTING.

Announcer—some commercial experience. Technical knowledge, radio, see comments. Excellent opportunity a realiza- tion. Opportunity more important than salary. Will travel. Box 924, BROADCASTING.

Announcer—Experienced, travel anywhere. 19 years experience. In sales, seeking new job. Phone, disc, or script. Box 925, BROADCASTING.

Top notch sales and promotion man. Past year in charge leading stations, industrial motion picture firm. Proven background in radio sales, promotion, merchandising and research. A real producer with a good record of sales. Box 926, BROADCASTING.

Announcer, veteran, Service experi-enced. Three years college. Seeking first commercial po- sition. Box 927, BROADCASTING.

Announcer—experienced, college, mar- ried. Newscasting and writing, music, commercials. Box 923, BROADCASTING.

Engineering, 1st phone, RCA grnd., Sales, accounts, engineering experience. Box 921, BROADCASTING.

Top-flight newsman-announcer. Fully professional, 3 years experience, Vera- tility, sober, conscientious. $600 monthly. Box 928, BROADCASTING.

Top-notch announcer, 3 years experience in sales, Vera- tility, sober, conscientious. $600 monthly. Box 929, BROADCASTING.

Yes, I can progress fast. I'm a man for any three jobs with a future and only one salary. Will send disc or copy. John Laiberte, 12 East Avenue, Millinocket, Conn. Tel. 265-W4.

Wanted to Buy

Will buy outright or controlling interest in west coast 250 watt station. Box 818, BROADCASTING.

Wanted to buy—Small station in west coast. Box 819, BROADCASTING.

Wanted to buy—Small station in west coast. Box 820, BROADCASTING.

Furs, 16th Presidio 19-A or equivalent, chassis only. WBYG, Augusta, Georgia.

Miscellaneous

Jockey's comedy script collection, $5.00. Experiences and stories, 2, L. N. W.

For Sale

Immediate delivery 1 I cascade tower, 35 ft., including lights, beacon, two additional antennas, 1000 watt base- inator. $650.00. Associated Broadcasters, Inc., Mark Hopkins Ho- tel, San Francisco.

For sale—Model wire recorder and re- producer. We offer for sale one Pierce Model 6C recording and reproducing unit and one Pierce Model 13C recording and reproducing. In perfect condition with box and manual. Box 918, BROADCASTING.

New wire recorder originally priced $500,00 available first check for work. New wire or call O. F. Fisen, Chief Engi- neer. Wannam, New, Wisconsin.

For sale—Five Western Electric 355B receivers. In excellent condition. Tr十四五, 400 watt, in excellent condition. Price, $2500. Box 920, BROADCASTING.

150 ft. Winchegkan uniform guyed tower complete with guys and lighting equipment, 40 ft. guy anchors. Good condition. Available late July. Selling down to clear space, will trade Winchegkan, wire or call Geo. T. Freshette, Radio Station WRIE, Newport, W. Va.

Immediate delivery 1 WE type 23A- phase and current control unit, for 5000 watt station. Box 921, BROADCASTING. Associated Broadcasters, Inc., Mark Hop-kins Hotel, San Francisco.

1000 watt Western Electric Type 355E transmitter. In excellent condition. Tr十四五, 90 watt station. Price for sale. Box 922, BROADCASTING.

For sale—Gates 31-B console with or without power supply, complete with three power supply. Brand new. Wire, write or call E. W. Folsom, Chief Engi- neer, WNAM, Nenaw, Wisconsin.

Immediate delivery 1 WE D-999BB an- tenna coupling unit for 5 kw. $7000. Associated Broadcasters, Inc., Mark Hopkins Hotel, San Francisco.

255 watt transmitter, modified Temco A65T. $1250.00. Box 923, BROADCASTING.

Now! Box 924, BROADCASTING.

BROADCASTING • Telecasting

For Sale

We are offering for sale a $500.00 trans- celery with transmitter. We are making room for other models. Will trade for cash or good security. Price, $500.00. Box 925, BROADCASTING.

Prefer small area, $700.00. Box 926, BROADCASTING.

New 250 watt local, unlimited hours of non-commercial field. All new equipment. Station showing good returns with only surface touched. Present owner must sacrifice reasons of health. Box 656, BROADCASTING.

For sale: Two brand new Presto 8-30 recorders in cabinets. Also, two RCA recorders, two general purpose record- ing, equalizers to 51 RCA turntables. Also, Stroman, Leslie, and 307 frequency monitors just taken out of use by coasta- ntry man, The, The, without further proposition. Family man with college education. Please communicate, Box 927, BROADCASTING.

For sale: New 250 watt local, unlimited hours of non-commercial field. All new equipment. Station showing good returns with only surface touched. Present owner must sacrifice reasons of health. Box 856, BROADCASTING.

WANTED—MIDWEST REGIONAL

A fine facility located in one of the states of the midwest. Industrial and agricultural major market, good balance. A wonderful opportunity for large radio station, The facilities, priced for quick sale at little more than actual cost, excellent financials, terms arranged. Write or phone.

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C. SAN FRANCISCO

James W. Blackburn Ray V. Hamilton

1611 New Hampshire 253 Montgomery

National 7685

Embarcadero 4723

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Probers Warn Petrillo

(Continued from page 15)

Fully, "I suggest that before you make a threat to any broadcasters or record companies that you have your counsel read carefully the testimony you have just given and consider the Taft-Hartley and antitrust laws."

Chairman Kearns said he joined his colleague in these statements and hoped the union head "would leave no stone unturned" to avoid strikes. He said he was pleased with promises made by Mr. Petrillo to meet with music educators and armed forces officials to develop national policies on performances by school and service bands. He concluded, "I hope you and your board work out an agreement with broadcasters and recording companies so the people of America can enjoy the music they desire."

In discussing results of the hearing, Rep. Nixon emphasized the labor laws' "featherbedding ban," which uses the terms "cause or attempt to cause" employers to hire people they don't need. He said Mr. Petrillo had admitted he couldn't make deals at small stations and his plans would require them to hire men they don't need. He reviewed legal protection offered employers of musicians. Noting these, he cited the antitrust laws, saying that while unions are exempt from antitrust laws in calling strikes, a conspiracy to restrain trade and put a firm out of business is not exempt. He added, however, that the union head might attempt to develop featherbedding tactics within or skirting the fringes of the laws.

Complaints from Stations

Rep. Nixon said the subcommittee received 1,500 answers to its radio station questionaries, with every station (except NYC, New York municipal station) making complaints about relations with AFM. They complained of AFM quotas, while Mr. Petrillo said local situations since the Fed has no quotas.

Only broadcasting witness subpoenaed during the week was Robert D. Sweezy, MBS vice president and general manager. He had been summoned when Mr. Petrillo testified Monday he did not exert personal control over all FM contracts, but was excused Tuesday when the union head reversed his testimony.

MO N DAY

Mr. Petrillo started off the hearings with the dramatic announcement that the union intends to halt networking of live music programs unless network contracts expire Jan. 31, 1948. As a good measure he said that the union does not plan to renew recording and transcription contracts Jan. 1 because neither recorders nor the union are satisfied.

Irving G. McCann, counsel for the full committee, asked, "You will stop recording Dec. 31?" Yes sir," said Mr. Petrillo. "And stop broadcasting on the chains Feb. 17." "It's a change in our policy," he answered, and responded "no" to a question about allowing film sound tracks on television.

The AFM head said that although 904 stations got network programs in 1945 only 301 employed musicians. He repeated the figures in dozens of times during the day. A Chattanooga station has fired its orchestra since the Lea Act was upheld by the Supreme Court, he said. One of his assistants told broadcasting the station was WAPO.

Under the AFM's network ban, Mr. Petrillo said, "if a station wants Toscanini, bring him down to the studio to record."

And to recordings, he claimed that in them AFM is making the weapon that will destroy it. "We get $2,000 for a record and lose a million dollars worth of business."

He cited a history of 43 recording negotiations. With batteries of movie cameras and broadcast microphones focused on him, the union president eloquently explained his demand that the AFM be closely watched. He concluded that AFM "in the history of radio" has had only one network contract.

Sees Unemployment Rise

He conceded there was little unemployment now, but attributed it to the war and predicted half the musicians now working would be jobless in a year. The bands are going out of the hotels and cafes already, he observed. AFM doesn't want to go into the recording business, he said, if it can be done without violating antitrust laws.

The hearing was opened by Chairman Fred A. Hartley Jr. (D-Ohio), full committee chairman, who said the probe has been ordered when allegations that AFM practices were against the public and union membership interest were made to the committee. Mr. Petrillo was invited when the charges were first made, but excused at his own request.

Rep. Carroll D. Kearns (R-Pa.), an AFM member, sat as subcommittee chairman, asked by Reps. Richard M. Nixon (R-Calif.) and O. C. Fisher (D- Tex.). Chairman Kearns read a statement reviewing charges against Petrillo. He listed the charges as follows, after noting there is doubt about AFM's right to protection as a "regular labor union":

Majority of membership do not earn entire living, compared to union forced recording companies to pay $2,000,000 tribute by levy fee for required standby orchestras in movie theaters; union told broadcasters how many musicians they must employ; union is holding back radio progress, tele- vision and FM, and has coerced movies; it is restricting amateurs and service bands; it operates as a monopoly; president has dictatorial powers over members.

Denies "Quota System"

During the Monday proceedings mention was made several times about a mysterious fund of $10,000,000 or $15,000,000 said to be planned by AFM, but the union head refused to comment and promised to explain the idea later. He repeatedly denied that AFM had a "quota" system for radio.

With AFM-AFL Counsel Joseph A. Padway at his elbow, Mr. Petrillo explained his authority as union's president by saying that the aforementioned veto power the president has over local contracts was adopted 25 years before he became president (seven years ago). Several times during the day this power came up, the union head explained it was a "headache" because of the bad publicity it brings. He said the clause is used only to direct calling of strikes, but emphasized AFM has called few strikes and seldom uses pickets. He said he had never changed a record. It had been used by any decree under his own name.

Relations with the networks are fine, he said, but "it's the little fellows that cause us trouble." He came out with a flat statement that "any station that can't afford a band doesn't have to hire a band. If it makes $20,000 or $25,000 gross it can't afford a band." Recordings are the property of the purchaser under court precedent, he reminded.

He recalled that AFM cancelled two conventions during the war at Government request but asserted NAB didn't cancel its meetings. National AFM conventions are held every year, he explained, with Chicago local conventions every five years.

"What would happen if someone opposed you?" Mr. McCann asked. "He'd get beat," Mr. Petrillo replied. Asked by Mr. McCann about an incident in which the AFM was alleged to have used threats against a prospective union member, he responded: "That's not only false, it's cockeyed."

Of the AFM's 216,000 members, he said, only employees are 30% part-time, 20% aren't working musicians and 20% belong for "sentimental" or other reasons.

Welfare Fund

The welfare fund set up under the recording contracts came in for frequent questioning. The fund totaled $2,600,000 Dec. 31, 1946, the union president said, with $1,700,000 allocated to locals, out of which his office gets 1% for administrative costs. All data are public information, he said, adding that he wouldn't object to making it available. The AFM would consider paying a welfare fund under terms of the Taft-Hartley Act so long as the money went to locals to employ musicians.

Mr. Petrillo said the union has a few separate FM contracts, such as those with FM affiliates of WGN and WBBM Chicago. As in the case of television, he feared the new development might throw thousands out of work in a short time. He hinted frequently of loss of jobs in sound movies, where 500 musicians supply the world with film music. In any event, he wants separate music on FM, though he recommended a "national development of all FM stations" in four areas reminded that radio had developed into a $23,000,000 business for AFM because the union had cooperated in its pioneer days.

Mr. Petrillo drew a view from the union head the administration that it is closely observing FM negotiations, whereas locals have autonomy in AM deals aside from the presidential veto power.

AFM pays him $20,000 a year plus $3,000 for expenses, he said, with the Chicago local paying him another $25,000 as president and $5,000 for expenses, along with withholding taxes and payment of his income taxes.

Two Other Witnesses

Two other witnesses were called, interrupting the union head's Monday afternoon testimony. John Nuveen, president of Chicago Sunday Evening Club, a religious group founded 40 years ago, said the club's meetings were addressed by prominent religious leaders and had been "hauling in more people than the air most of the time since 1923."

Now heard on WGNB (FM) Chicago, the station must pay $20 a meeting for a standby, he testified, because it has an organist and pianist. The rate was upped from $15 this year, he said. Protests have been sent to Senators and Representatives. The club has a free-will offering at services but hasn't put collections on the air for some years, he said in answering questions by Rep. Nixon.

David Nederlander, operator and part-owner of the Shubert Lafayette theatre in Detroit, narrated threats by the president of the AFM local if the theatre wouldn't
hire six musicians, though performance comedy and drama. He said in June: "We're preparing for show Oct. 11, 1941, he said, when threats were made that stagehands would not work. The next day he declined not to sign, but was picked. Though he won a court order on appeal, his booking office told him to put musicians back to work or no plays would be booked into his theater, he testified.

"I still have musicians in the theater," Mr. Nederlander said. "I pay $525 a week. I don't need them. As a matter of fact, they detract from the show. I once tried to hire fewer men, but the union said 'six or nothing.'"

Calls AFM Negligent

Rep. Nixon, in a recital of steps taken by other unions to combat technological unemployment, suggested AFM had been negligent in failing to take similar measures for its members. Mr. Padway came back with a spirited account of what AFM had done along this line. He and Mr. Petrillo reviewed radio negotiations of the last decade and said they are "ready to negotiate now."

Mr. Petrillo said the union wants to spread work and said studio musicians in Hollywood weren't allowed to take other jobs, nor are Chicago radio musicians who work five days a week for $175 allowed to work elsewhere. This ban is designed to spread work for members, he said.

Rep. Klein (R-N. Y.), member of the full committee, who noted that his labor views are well-known, sat a few minutes. He told Mr. Petrillo he had heard "his men called him a God," and wanted to find out for himself. "Isn't it the purpose of your organization to obtain employment and see that your members are paid a living wage?" he asked. "Correct," replied Mr. Petrillo.

With a five-man subcommittee sitting much of the time Tuesday, Mr. Petrillo was the target of questions that revealed the provers' indignation over refusal of the union to permit broadcast by the Interlochen (Mich.) summer camp as well as the recent International Festival of School Music in Montreat.

And then when George Jennings, director of radio in the Chicago public schools, reluctantly admitted that no instrumental music could be played outside of school buildings on the school's own FM station, the AFM head was described by Rep. Graham A. Barden (D-N. C.) as a "dictator."

"Chicago still is part of the United States. It doesn't take a passport to get in," Rep. Barden said in amazement. "These are abuses the American people will not tollerate. The American people don't like to go to one man on matters of national policy. I doubt your ability to sit down and settle these matters."

Later in the day Rep. Barden told Mr. Petrillo he admired his patriotism in accepting the Supreme Court's Lea Act decision and the Taft-Hartley Act.

Willing to Cooperate

Out of the rough ride given the AFM head over the union's handling of the school, amateur and armed services bands came his advice to meet with music educators and service officials to "get this thing straightened out." (Mr. Petrillo had conceded, just prior to the offer, that "under the Lea Act the Federation can't interfere with these broadcasts" or require standbys.)

When Chairman Kearns asked, "Are you willing to straighten it out?" the union chief said, "I certainly am." "How soon?" the chairman wanted to know. "Whenever you say," replied Mr. Petrillo.

"Before school opens?" the chairman went on. "You call the meeting," Mr. Petrillo said.

Sitting Tuesday with Chairman Kearns and Reps. Fisher, Barden, and Nixon were Rep. Wingate H. Lucas (D-Tex.) and Rep. James F. Scoblick (D-Pa.).

After Mr. Petrillo explained that he had called on NBC in 1940 to stop the Interlochen concerts on the ground that the camp was commercial, he was questioned about the Montreal festival in the spring. Mr. McCann introduced a telegram from Dr. Irvin Cooper, festival director, which stated that A. Rex Riccardi, assistant to Mr. Petrillo in charge of recording, had denied him permission over the telephone to permit recording of festival events for the benefit of students and that payment of $800 per hour for nine hours in standby fees would be necessary for choir performances.

Mr. Riccardi testified that he had not been notified prior to the phone call about the incident. On the basis of the facts as he heard them he construed the recording project as a commercial enterprise, Mr. Riccardi said.

When he conceded that no individual church choir or school can have a recording made by a union recorder without permission, Rep. Barden asked, "Would you like to live in a nation where your social life would be ruled over by one man?" "This was an emergency," Mr. Riccardi observed. "That makes it worse," Rep. Barden observed. "Would you like for a court to pass on your action? Haven't you gotten yourself in the position where you expect the people of the United States to come to you for permission?"

Would Do It Again

Mr. Riccardi said he would do it again. He added that AFM locals have permitted large numbers of festivals, and Chairman Kearns proposed that he submit a list to the subcommittee.

Chairman Kearns said that so long as music is on the regular curriculum of schools, broadcasts of performances should be permitted. He contended that performances of service bands should be available in recordings for use by

AFM CONTINGENT filled center portion of House committee room. At table in foreground are stenographer; Joseph A. Padway, AFM-AFL counsel; Mr. Rep. Left to right in background are: Reps. Barden, Harry J. Steeper, first assistant to AFM secretary; Henry Kaiser, AFM counsel; J. Wharton Gootee, AFM employment fund supervisor.

problem, Rep. Nixon asked what Mr. Petrillo does when a local station refuses an AFM local's quota demand. Mr. Petrillo said, "I tell a network orchestra not to play unless the station meets the demands. I can't do that any more under the new law. It's a secondary boycott. The men must play for a station out on strike."

"You wouldn't close up a network?" Rep. Nixon asked, hinting at conspiracy clauses in the new labor law and antitrust statutes. After an explanation by Mr. Padway of the union's arbitrary power to expel members, Mr. Petrillo said: "I'm glad he cleared it up. Now we don't know where we're at," drawing another laugh.

When eligibility of Mr. Kearns to conduct an orchestra at Interlochen came up, Mr. Petrillo said to the chairman, "I would advise we talk it over."

Network Negotiations

James C. Thompson, operator of the Chicago Civic and Civic Theatre, testified on an alleged standby demands by the Chicago AFM local that prevented him from booking certain entertainment. Mr. McCann questioned the AFM president on network negotiations last January. Mr. Petrillo conceded (Continued on page 86)
the matter of "double pay" for FM was discussed in New York, with the networks urging him "to think it over." He said he would take up FM after AM contracts were signed.

Mr. McCann quoted a statement from the June 16 issue of BROADCASTING on Mr. Petriello's Detroit convention remarks about contract negotiations under new legislation. The AFM head confirmed the statements and said he had made them last year at the St. Petersburg convention.

Confusion over Mr. Petriello's power over FM was cleared up when he said the AFM board had taken away FM power from the locals and then left it up to him. This caused the committee to excise Mr. Swezy from testifying.

Television is under board control, Mr. Petriello said. Testimony at the Monday meeting showed that AFM contracts with movie producers gave the union control over broadcasting of films.

Rep. Nixon said the AFM makes contracts with directors, using them as a pattern for the entire group. It thus can force small recorders out of business, he declared, adding, "You exert almost exactly the same control over the networks as well as over strikes, school broadcasts on chains, FM and television. Your television policy might force that same type of set on the networks and mean months of entertainment that might displace music."

"We don't know what to offer the television people," Mr. Petriello said. "We're scared to death."

Warrants Petriello on Strikes

Rep. Nixon then warned Mr. Petriello to check the law carefully before calling a strike to any network and recording companies.

Mr. Petriello thanked the committee for its "fine treatment." "I thought at the beginning it would be a bit sour and I tried to be fair with you. The broadcasters did a good job on ASCAP. We might get our heads knocked off. I think radio is as free as the broadcasters and recording companies and I think they have done a better job on ASCAP."

"We are afraid of the broadcasters and recording companies. We always fear we'll lose our jobs. Should we destroy ourselves? We don't want to hurt anybody."

He was excised by Chairman Kearsn with notice that it might be necessary to recall him later. Mr. Petriello asked for a week's notice to rearrange his plans since he contemplated a trip to England to discuss a world music federation project designed to solve the problem of international performances.
New Radio Audience Survey Is Tired

Iowa U. Sampling Method Eliminates Voluntary Reply System

By NORMAN C. MEIER, PH.D.,
Director, Bureau of Audience Research
State U. of Iowa

IN RADIO AUDIENCE surveys the character of the sample, perhaps the most important single item, more so than the schedule, the interviewing item, more than the interview is whether or not the sample is a proper representation of the general coverage. This pattern is then placed on a map of the same scale, pinning the center point at the location of the transmitter.

The whole pattern is revolved with the operator's eyes closed until he has lost all sense of where any point is now located and the movement then stopped. The pattern is then "fixed" on these spotted locations on the map. About each point, four square miles of open country are sampled; also, the nearest town to that point. In the Eastern Iowa sample 20 areas and 20 towns were thus selected. For reasons of avoiding the city of Cedar Rapids only two areas are chosen in the 15-mile radius.

Watson Adaptation

Urban residents were chosen by the Watson adaptation of the area method because the signal strength does not vary greatly over an urban area and population characteristics are available. This method was followed likewise for the other cities in the sample. The gross proportions for a sample of 2500 was apportioned among urban, town and farm in accordance with most recent population estimates.

The concentric-circle, staggered-radial method provides (1) equal areas (geographically considered) throughout the broadcast area sampled (the actual area being considerably greater), (2) station listing in proportion to their listening practices (more distant areas would be expected to have fewer, for the station concerned; relatively more for nearer competing stations). Such distribution should be in direct proportion to all factors operating at a given point.

The method differs, except in urban areas, from so-called area sampling which is designed for sub-sampling within areas. The straight area method yields a sample which does not avoid "bunching" of interview areas in favored localities and a slighting of other areas. Theoretically the method used conforms to the tenet of giving every listener an equal chance of being represented because the circles could have been located at any interval and the rotation provides the feature of randomizing.

In order to control the returns two methods are followed within the selected areas. First, is made at all pre-designated households. If the respondent is a "D" or low "C" he is interviewed. If the respondent is a high "C", "B" or "A," the schedule (ten pages) is left after brief explanation and called for. If the time is short, as when interviewing at considerable distance, only the low income levels are interviewed on the spot, the others being left for mail return. If the schedule is not returned within a week, reminders are sent, the schedules and finally, if necessary, a return visit. These methods are designed to expedite field work and yet assure maximum return.

Two Principles

Two principles were observed: that all selection of areas to be covered should be random, but random with respect to controlling factors, the most important being equi-distant intervals of signal strength and equi-spaced along each interval, with all points on different radii. The second principle is that once the locations and sizes of the areas were determined, every household in those areas would be contacted.

As developed, the method applies to town and farm respondents, and for want of a better designation is called a concentration, staggered-radial, randomized pattern sample. The pattern is designed on translucent paper by drawing concentric circles at intervals of ten miles from the center selecting three points at 120° intervals on the first, three on the next circle equally spaced but at internearest points, three on the next, and so on until the maximum or periphery of the area is covered. The reader is referred to the accompanying article by Dr. Norman C. Meier, head of the U. of Iowa's Bureau of Audience Research. Dr. Meier outlines the various steps taken by the Bureau in sampling a section of Eastern Iowa, with emphasis placed on the character of the sample as the most important single item.

Each respondent is interviewed on his listening habits, the time of day spent listening, the programs listened to, and the equipment used. The data were collected simultaneously with the CBS test for itslef.

The interviewing schedule is four pages long; Part One, a 20 question test of the listener's memory, Part Two, a list of 50 current programs for the respondent to check his listening habits, Part Three is a schedule of the programs he listens to, and Part Four, a list of the radio sets he owns and the programs he listens to on the home set.

NEW RADIO audience survey method, in which dependence upon voluntary return of questionnaires is eliminated, is described in the accompanying article by Dr. Norman C. Meier, head of the U. of Iowa's Bureau of Audience Research. Dr. Meier outlines the various steps taken by the Bureau in sampling a section of Eastern Iowa, with emphasis placed on the character of the sample as the most important single item.

EVENING EDITION

PACIFIC NETWORK HOOPERS

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Hooperating Year</th>
<th>Post-Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Radio Theatre</td>
<td>5</td>
<td>Lever Bros. Co.</td>
<td>J. Walter Thompson Co.</td>
<td>21.5</td>
<td>7.1</td>
</tr>
<tr>
<td>2. Walter Winchell</td>
<td>(2 months)</td>
<td></td>
<td>Robert W. Ory &amp; Assoc. Inc.</td>
<td>16.5</td>
<td>16.6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Neddham, Lewis &amp; Bovay, Inc.</td>
<td>16.2</td>
<td>0.2</td>
</tr>
<tr>
<td>3. Fibber McGee &amp; Molly</td>
<td>6</td>
<td></td>
<td>Colgate-Palmolive-Peet Co.</td>
<td>16.0</td>
<td>14.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Columbia Tobacco Co.</td>
<td>16.0</td>
<td>13.5</td>
</tr>
<tr>
<td>4. Bing Crosby</td>
<td>6</td>
<td></td>
<td>Hoeffer &amp; Kiesler</td>
<td>16.0</td>
<td>15.7</td>
</tr>
<tr>
<td>5. Danny Days</td>
<td>6</td>
<td></td>
<td>Colgate-Palmolive-Peet Co.</td>
<td>16.0</td>
<td>13.5</td>
</tr>
<tr>
<td>6. Jack Paar</td>
<td>6</td>
<td></td>
<td>Columbia Tobacco Co.</td>
<td>16.0</td>
<td>13.5</td>
</tr>
<tr>
<td>7. The Whistler</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Man, Merry-Go-Round</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Fred Allen</td>
<td>6</td>
<td></td>
<td></td>
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<tr>
<td>10. Jean Davis</td>
<td>6</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>11. Inner Sanctum</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>12. Screen Guild Players</td>
<td>5</td>
<td>Lady Esther Soles Co., Inc.</td>
<td>Blauw Co.</td>
<td>16.0</td>
<td>10.7</td>
</tr>
<tr>
<td>13. Eddie Cantor</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td>21.3</td>
</tr>
<tr>
<td>14. Whoop There This</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td>9.0</td>
</tr>
<tr>
<td>15. Your Hit Parade</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td>7.0</td>
</tr>
</tbody>
</table>

*Includes first and second broadcasts.

ANCHORAGE STORY

Use of Municipal Power Lines

For Broadcasts Hits Snag

ALASKA, the Land of the Midnight Sun and curious bears, comes forth with a tale about Anchorage and "The Listening Post."

The story began early last month when two veterans "went on the air" with the Anchorage city power lines with a 600-kc carrier-current operation similar to the setups used on Army posts. The veterans, former KFAR announcers Perry Hillery and James Kelly, an agency man, were said to have blanketed the town of 12,000 with a good choice of records and a 20-hour-per-day schedule.

 Incorporated under the name Alaska Program Service Inc. and doing business as "The Listening Post"—business amounted to a reported $1,500 the first week—the operation was said to be enjoying an avalanche of mail. Initial program featured the mayor, city managers, chamber of commerce officials, and the regional Civil Aeronautics Administration representative.

But toward the end of the month things did not seem so bright. KFQD Anchorage, only "bona fide" station in operation there, is reported to have protested to the Anchorage office of the FCC. The Commission's representative there indicated the pair probably were "in violation." "The Listening Post" thereofupon declared an immediate hiatus to wait clarification.

FCC Washington to date has not issued public notice of its ruling in the case, but it is understood to have advised that the operation is in violation of Sec. 2101 of the Rules which pertain to operation of low-power radio frequency devices.

And today there is no listening to "The Listening Post."
How to Put a Daytime Local in The Black

Formula for Success Told By Station In Iowa

By GEORGE J. VOLGER

NUMBER of daytime only stations has shown a great increase, and the multitude of new applications before the FCC indicates that the 250-watt day-time operation certainly is not seeing a downward trend. With an average of a little over 12 hours air time a day, each daytime station has its own peculiar problems in programming, staffing and overall operation.

Like many other 250-watters, our station, KWPC Muscatine, has been trying—with considerable success, we believe—to master these problems. Muscatine, in southeastern Iowa on the Mississippi, is a city of 24,000 people in a highly active agricultural area. It also has seen considerable growth in industry, and its population has increased 5,000 in the last six years. The city is the greatest producer of fresh water pearl buttons in the world, and mill work factories, feed and grain elevators, grain processing and a major Heinz plant also are basic manufacturing activities.

With the Quad-City area of Davenport, Rock Island and East Moline (four stations) only 30 miles away, Chicago 178 and Des Moines 135, there is healthy competition to get and hold listeners. Basic ABC, NBC and Mutual stations are located in the Quad-City area. At Cedar Rapids, 60 miles away, is a basic CBS outlet.

The question: How to compete with existing stations? Program content was the answer—but just how can a market the size of the Muscatine area justify the sponsoring of programs that would pull audiences away from local and regional news?

One answer was the fixing of an average rate for spot announcements, but setting the program time rate at somewhat lower than average for this size market. This also was in line with our overall program policy, for we firmly feel that a station overloaded with spot announcements is sounding its death knell. A little imagination, plus good program men and announcers, along with a sales department which believes in originality, can do wonders on the local station without national affiliation. Add to this a smooth operating standpoint and you can step right out and compete with any station on the log.

One way to secure immediately a good number of regular listeners is through regional news, albeit well done. KWPC has a fulltime news editor who edits and rewrites every news cast that goes on the air. These newscasts have averaged eight local stories, or 25-40% of each program. Much use is made of wire-recorded interviews on news programs, and the station has correspondents in smaller surrounding communities.

With a limited schedule, it is impossible to cover night sports events. Since Muscatine is a basketball center, it is necessary to supply as much sports news as possible apart from actual coverage. Sports casts six days a week from 7:45-8 a.m. and 5:50-6 p.m. give complete coverage on all athletic events. Emphasis is on interviews with coaches and players and wire recordings of sections of the previous night's games.

Assuring Loyalty

We firmly believe the local operation can best secure a loyal audience by being truly that—local. The Ministerial Asso., for example, has been given a half-hour each Sunday, used on a rotation basis by 30 churches. The public and parochial schools, along with the Junior College, use a 15-minute period Mon.-Fri., which includes school news, debates, civic discussions and glee club and orchestra presentations. The wire recorder often is used in obtaining programs in the class rooms. The KWPC engineering staff is cooperating with the public high school in setting up a broadcast studio of its own.

Needs of the rural audience are very important to any station in a farming area. Much good can result through cooperation with the County Farm Bureau, the Grange Asso. and other farm groups. Every Saturday at 11:45 a.m., a 15-minute program is given over to the extension director of the County Farm Bureau. Six days a week a special farm news and commentary program is programmed 7:15 a.m. Opening stock and grain reports from Chicago are aired by remote control 9:55-10 a.m. from the office of one of the Muscatine area's largest feed and grain producers. At 12:30, also six days a week, the latest market quotations are supplied on a program which also features helpful home-making aids. The station also receives five times a week, 2:15-2:20 p.m., a series of market trends and quotations from Des Moines via the Iowa Tall Corn Network. Outstanding commodities are listed on the program, through recorded interviews and discussions on happenings and problems in their localities. This is important, for the station has not given the impression that it is operating for urban listeners alone.

Good Music Helpful

Good music, programmed with the overall schedule in mind, is a great audience builder. Oddly enough, we have not used an excess of the hillbilly and western type. We believe too, that care given to detail in a transcribed show means more than pays out in listener reactions. Syndicated transcription on the air has been a big facet in our planning. Many stations feel as though too much of the client's dollar is going to the transcription company. We disagree with this theory. A local station has definite problems in programming, and syndicated shows can give a much-needed spark to highlight portions of the schedule.

With respect to commercials, we have definitely aimed at the easy informative style—not only in copy, but in delivery. We have found that people listen avidly to commercial copy. In a 15-minute program the number of commercials is limited to two, apart from the opening and closing of the show. Two types of spot announcements are used—100-word or one-minute transcription and the 30-word or 20-second announcement. There has been no reaction from clients to the effect that this amount of copy is too long or too short.

No more than three spot announcements are allowed in a 15minute section—and a small point, but important—a musical number is never cut short to insert an announcement. We also have a station policy of keeping at least one hour between the commercials of competing advertisers, and we do not accept local advertising of competing firms in nearby larger cities.

Aids Runyon Fund

MORE THAN $20,000 was pledged to the Damon Runyon Memorial fund for cancer research as a result of a 20-hour marathon broadcast over KWPC July 2, according to station officials. WHN's entire broadcast day from 6 a.m. July 2 to 2 a.m. July 3 was devoted to spots from network celebrities and the station's own talent. SUCCESSFUL operation of a 250-w station is described in the accompanying article by George J. Volger, manager of KWPC Muscatine, Iowa, operated by Muscatine broadcasting Co., Ltd., a three-way family partnership consisting of Mr. Volger, his wife and Charles A. Henderson, his father-in-law. Mr. Volger was with NBC in Hollywood from 1938 to 1944 as program manager, assistant manager of the Radio Recording Division, announcer and member of the program and sales traffic staffs. Previously, he was with Art Rusch Inc., Hollywood radio agency, as assistant to Mr. Rusch.

50% of Time Sponsered

Selling began on the station three weeks prior to opening. By Jan. 5 the KWPC's first year contracts showed 70% for program accounts and 30% for spot announcements, for a total of approximately $50,000 on the year's basis. Spot accounts have shown a definite rise both in local and national business. This now has increased to over $80,000 gross over the 12-month basis. The station now spends approximately 50%. The station was in the black in the second month of operation.

KWPC was the 12th station of the 12-station Iowa Tall Corn Network. The management believes that the regional network is definitely coming into its own, offering concentrated coverage in a specific area that cannot be matched by any other radio plan.

The present personnel at KWPC numbers 18—manager; two salesmen; program director; four announcers (one part-time); chief engineer and two first class men (one part-time); news editor; sports men; copy writer; music director; two secretaries; one part-time maintenance man. A number of these people are doubling in brass. Announcers write their own programs, apart from the commercial copy which is handled by the sales department. The sports men cover local and regional games. In addition to other duties. The program director is responsible for traffic details, is in charge of passing all copy, and handles some announcing assignments. Management, sales and program depart-
ments work very closely on all production and program details.

In the interests of smooth operation, it is our theory that the engineer should not be utilized as a "combination" man, taking on announcing duties in addition to transmitter responsibilities, keeping logs, handling transcriptions, and setting levels at console. It is well nigh impossible to achieve a high standard of production in this manner—and rare is the combination of good announcer and competent engineer.

During KWPC's ninth week of operation, March 2-8, 1947, a survey was taken by Robert S. Conlan & Assoc. of Kansas City. The survey showed that KWPC had over half of all the listening homes during its operating periods, at all times having three to six times the audience of its nearest competitor.

We were very pleased, of course, to note this high percentage of listeners. However, the survey also confirmed our policies of programming.

Operating Costs

To back up our plans for stressing good programming we knew that we'd have to utilize experienced personnel and furnish these people with good working materials. Our monthly operating costs are in excess of what we had originally figured; our original estimate for operating costs was $4,000 a month. The following figures show our present monthly operational expense to be closer to $4,600.

Payroll $4,200.00
Music library & records 100.00
Music rights 200.00
News wire, Western U. & Telephone 200.00
Utilities 150.00
Advertising & Promotion 225.00
Office Supplies 125.00
Equipment supplies 75.00
TOTAL $4,975.00

CONSERVATION

WMT Uses Flood to Focus
Attention on Campaign

WITH FLOOD damage to Iowa land estimated at $101,000,000, WMT Cedar Rapids took special advantage of Soil Conservation Week, June 22-28, to "sell" listeners on the urgent need for conservation.

To make the campaign thorough and complete, WMT asked for aid from Kenneth King, chief of Iowa's Soil Conservation Office, who gladly sent his information director to the station for two days. There he turned out copy, participated in special broadcasts and supervised in general. Within six days, WMT had put soil conservation on the air 18 times.

In addition to interviews and spots, the station used humorous ditties. One, for example, went as follows: "People all dead...atomic explosion? No, nothing like that, just soil erosion."

BROADCASTING • Telecasting

NINE-STATION OKLAHOMA network—KTKO Oklahoma City, KOME Tulsa, KCRC Enid, KGFF Shawnee, KTMC McAlester, KSWO Lawton, KVSO Ardmore, KADA Ada and KBIX Muskogee—starting today (July 14) will carry transcribed show featuring western music by Bob Wills and His Playboys Mon.-Fri., 12:30-12:45 p.m., under sponsorship of B. F. Goodrich Stores. Picture was snapped as contract arrangements for show were completed. Seated (1 to r): Frank J. Lynch, KTKO sales manager; Hoyt Price, Goodrich district manager in Oklahoma; R. L. Faulkembery, retail store supervisor; Standing: N. A. Keuhl (l), also a retail store supervisor, and Robert D. Enoch, KTKO station manager.

SALES of WSPA and WORD Spartanburg, S. C., for $450,000 and $85,000 respectively were approved by FCC last Thursday. FM operations are included in both transactions.

A. B. Taylor and Walter J. Brown are selling WSPA, a CBS affiliate on 950 kc with 5 kw, to Surely Broadcasting Co., grantee for WIST Charlotte, N. C., and subsidiary of Surely Life Insurance Co., licensee of WIS Columbus, S. C. and grantee for WIS-FM.

Mr. Brown and associates, including former Secretary of State James P. Byrnes, are buying WORD, which Mr. Brown founded, from J. M. Bryan and Smith Davis, co-partners in Spartanburg Broadcasting Co.

The transactions will be consummated about Aug. 1.

Personnel Shift

FLORENCE CRUZEN, former media director for H. M. Gross Co., Chicago, has joined John W. Shaw Inc., Chicago advertising agency, as media director (space and time buyer) replacing Pauline Watros, who resigned to join newly-formed Levally Inc. of Chicago [BROADCASTING, July 7] in similar capacity. Margaret Tiemstra, former radio and space buyer of Agency Service Corp., Chicago, has joined H. M. Gross Co., replacing Miss Cruzen as media director.

WSPA, WORD Sales Given Approval of Commission

New owners of WORD, a 250-w ABC affiliate on 1400 kc, are Mr. Brown, president and owner; and 61.6% stockholder; former Secretary Byrnes, of Spartanburg, 5%; General Newspapers Inc., licensee of WGNI Wilmington, N. C., and permittee of WGNH Gadsden, Ala., 33.3%, and Miller C. Foster, Spartanburg attorney, 0.1%. They will operate the station under the name of Spartan Radiocasting Co.

Mr. Brown, former assistant secretary of Spartan Life Insurance Co., owns 30% interest in the new WTNT Augusta, Ga. and at present is manager and 10.5% stockholder of WSPA. The 5-kw station is licensed to Spartan Advertising Co., but under the transaction approved by FCC the stock will be transferred from Mr. Brown and Mr. Taylor (89.5%) to Surely Broadcasting.

Surely Broadcasting is headed by Francis M. Hupp, vice president of its parent Surety Life Insurance Co. G. Richard (Dick) Shafto, general manager of WIS and WIST, will also be general manager of WSPA under the new ownership.

ABC in TBA

APPLICATION by ABC for active membership in the Televising Broadcasters Assn., Inc. was approved by the TBA board of directors at a meeting in New York July 9.

Up in a Hurry

THOMAS N. DOWD, Washington radio attorney, bounced out of a hospital bed three days after an emergency appendectomy to appear at a hearing before the FCC. Mr. Dowd was taken to the hospital at 3 a.m. July 4, operated on at 5 a.m., and appeared at the FCC with his brief case at 10 a.m. July 7. He represented WTLT Toledo in proceedings involving renewal of the station's license. He is a member of the firm of Pierson & Ball.

Quits as Sponsor

WILLIAM R. WARNER Co. Inc. (Rayve Shampoo) July 17 discontinues Chicago-originated dramatic show, Grand Marques, confirming earlier that Sunday hour, called NFC, over which program has been aired 6:30-7 p.m. (CDST), will continue to carry show on sustaining basis. Sponsor, which is not planning any other program this season, may pick up show in fall, according to reports. Account is handled out of New York office of Roche, Williams and Cleary Inc.

Ad Men Hospitalized

I. J. WANGER, vice president, Chicago office of Olan Advertising Co., who suffered a heart attack fortnight ago, is still hospitalized in Chicago's Grant Hospital. Glenn B. Peterson, manager of Chicago office of Branham Co., station representatives, also hospitalized, was operated on July 7 at Presbyterian Hospital. He is expected to be out of action for better part of a month.

Railroad Video Show

THE UNION PACIFIC and Chicago and North Western rail companies have announced their joint sponsorship of WBKB Chicago's new Tuesday evening video show, Streamliner Time. The program is a 15-minute remote telecast from the North Western depot in Chicago, featuring trainee interviews with prominent persons. Contract is for 13 weeks.

Charles F. Kelly Jr.

CHARLES F. KELLY Jr., president of Kelly, Zahndt & Kelly, St. Louis agency, died July 4 of coronary thrombosis. He had been an invalid since suffering a stroke last Oct. 31. Mr. Kelly entered the advertising business after serving in World War I, eventually joining D'Arcy Adv. Co. Later he moved to McJunkin Adv. & Donaghue Inc., and other agencies, establishing in 1935 the firm that became Kelly, Zahndt & Kelly. The business will continue under the same name with no change in personnel. Mr. Kelly is survived by his wife, three daughters and a son.

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PETRILLO RECALLED SEPT. 15; MAY CONFER WITH PROBERS

SERIOUS effort will be made by House Labor subcommittee to persuade James C. Petrillo that he must drop threats and other pressure tactics, Chairman Carroll D. Kearns (R-Pa.), chairman, said late Friday in announcing union head would be recalled to stand at 10 a.m. Sept. 15 (early story page 15). Public hearings postponed to that date.

Chairman Kearns will meet privately with Mr. Petrillo in meantime. Files of committee said to be packed with fodder for investigation. In addition, new complaints against music leader have come in since two-day grilling last week. Subcommittee incensed at his threats to stop recording Jan. 1 and halt all network music Feb. 1.

Subcommittee has renewed Petrillo subpoena to Sept. 15. Notified by BROADCASTING that most broadcasters will be at NAB convention then, chairman of subcommittee may decide to postpone public hearings another week.

Chairman Kearns plans to work out procedure to bring Mr. Petrillo into conference with educators and service board officials in effort to give amateur organizations more opportunity to broadcast noncommercially.

Chairman Fred A. Hartley Jr. (R-N.J.) of full Labor Committee, said Friday subcommittee may be able to reach agreement with union president on some of his practices.

FOUR NEW AM STATIONS AUTHORIZED BY FCC

GRANTS for four new AM stations announced by FCC Friday in final actions on two competitive proceedings.

Commission issued order making final its proposed decision to grant applications of Ruston Broadcasting Co. for 1490 kc with 250 w fulltime at Ruston, La., and Hope Broadcasting Co. for same facilities at Hope, Ark. [BROADCASTING, June 16]. Order also gave third applicant in case, Magnolia Broadcasting Co. of Magnolia, Ark., grant for 620 kc with 1 kw, day only, in lieu of 1490 kc which it had sought.

In other case, FCC made final its proposed and supplemental proposed decisions to grant application of Lake Erie Broadcasting Co. for new 250-w fulltime station on 1450 kc at Sandusky, Ohio, and deny Bay and Sandusky Broadcasting companies' requests for same assignment [BROADCASTING, April 28].

Lake Erie company controlled by Lloyd A. Pixley (41%), who with family owns WCOL/Columbus; other interests held by Albert E. Heiser (28.8%), assistant manager; William D. Meehl (10%), chairman; Albert H. Kelly (15%), WCOL manager; Thomas J. Murray (10%), attorney.

Magnolia (population 2,000), Hope (10,000) and Ruston (8,500) each getting first local outlet. Magnolia Broadcasting Co., which also owns 17 business and professional men headed by Dr. Joe F. Rushbon, president, opera in 10 stockholders with Alex H. Washburn, editor-publish of local newspaper, publishing and printing principal. 49% owner, Ruston Broadcasting is owned by Charles E. Fulk Jr., owner-publisher of Ruston Daily Leader.

PETITION of WJOL Joliet, Ill., for reconsideration of order designating its license renewal application for further hearing, denied by FCC Friday.

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ARMY TO SPONSOR FOOTBALL ON ABC, MBS

FALL radio campaign for U. S. Army recruiting will be similar to last season with 20 to 22% of $4,500,000 advertising budget (which Congress is expected to approve soon) going to radio, James E. Hanna, in charge of radio for N. W. Ayer & Son, New York, disclosed.

About Sept. 27 Army recruiting will start to sponsor college football broadcasts on ABC and MBS, as it did last season. Prior to scheduled football season, Army may sponsor all-star football game or two.

Date for spot campaign not yet set. According to Mr. Hanna, it will begin "when real need for recruiting drive becomes evident." It may occur during high school graduation periods or later, he indicated.

JOHN D. ALLISON named manager, Taylor-Howe-Snowden's New York office effective Aug. 1. Mr. Allison is former vice president, Headley-Reed Co.

Closed Circuit

(Continued from page 4)

field tests. They see in it great opportunity for speedy conversion of substantial numbers of AM listeners to FM.

ONLY COMMUNIST-OWNED station in this hemisphere—Mil Diez, which means 1010, denoting frequency on which station operates in Havana with 10 kw—has expansionist ambitions. Operated by Partido Socialista Popular, described as out-and-out Communist, station is seeking subsidiary outlets for network operation in Camaguey, Santa Clara, Holguin and Santiago—Cuba's largest cities. Thus far, however, Sergio Clark, minister of communications, has refused consideration.

FORMATION of new station representation organization, to handle rural coverage stations exclusively in conjunction with midwestern group, with well-known station manager as directing head. Plans may crystallize within fortnight.

KNOTTY parliamentary problem will face NAB if members do not approve all 12 articles in new by-laws, which go in mail within few days. If 11 of 12 were approved, for example, setting aside by-laws for convention action might be necessary. Otherwise special post-convention referendum would be needed.

NEW FM regional networks now under discussion in Michigan and other States, with prime movers anxious to tie in with national organization. Some quarters predict present Continental Network, fathored by Everett Dillard, owner of WASH Washington, KOZY Kansas City, will become backbone of coast-to-coast network.

HOUSING headaches still plague FCC as quarters for new examiners continue wanting. With Post Office Dept. pressing for space Commission's latest nightmare is rumors that newly located offices in Temporary Ridge. I may be moved to another building or "somewhere." Even in FCC's own words it adds up to inefficient operation.

BROADCASTING • Telecasting
THREE firsts in a row!

WWJ is a name long associated with "firsts" in Detroit. WWJ was the first AM station in America, having begun broadcasting commercially way back in 1920. WWJ-FM was the first FM station in Detroit—on the air regularly since 1940. And now WWJ-TV, newest sister station, is the first and only television station in Detroit—already broadcasting commercial and sustaining features, among which are televized broadcasts of the Detroit Tigers baseball games. It is this pioneering instinct so consistently identified with the letters WWJ, that has given The Detroit News its well-earned leadership in Detroit's radio field.
She shall have music wherever she goes!

Wherever you go with your RCA Victor Globe Trotter portable radio you'll enjoy unusual richness and clarity of tone—volume enough for outdoor dancing—made possible through tiny tubes.

Miniature tubes save valuable space in small radios—space that can be used for larger and better loudspeakers and for longer lasting, radio-engineered RCA batteries. These miniature tubes were developed by RCA Laboratories—a world center of radio and electronic research—and long a leader in development of electron tubes.

At RCA Laboratories, the same research, experimentation and advancement that resulted in these improved tubes, keep all RCA products and services at the top in their particular fields.

Whenever you buy any product bearing the name RCA or RCA Victor—a radio set, television receiver, Victrola radio-phonograph, a radio tube or phonograph record—you get one of the finest products of its kind that science has yet achieved.

A cordial invitation is extended to you to visit the new RCA Exhibition Hall, 36 W. 49 St., in Radio City, New York, open daily and Sunday—no admission charge.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to the RCA Victor Show, Sundays, 2:00 P.M., Eastern Daylight Saving Time, over NBC.

Ideal traveling companions. (1) RCA Victor "Globe Trotter" portable radio—operates on AC, DC, or batteries. (2) RCA Victor "Escort"—has a battery you can recharge from any ordinary AC electric outlet. Even plays while recharging! (3) RCA Victor "Solitaire"—less than 6¾ inches tall! Hear them soon at your nearest RCA Victor Dealer.